Good Cabs

Total Trips	Revenue	Average Fare Per Trip	Average Trip Distance	Repeated Trips
426K	108M	₹254.02	19.13	249K

Number of trips by city

City	Trips
Jaipur	77K
Lucknow	64K
Surat	55K
Kochi	51K
Indore	42K
Chandigarh	39K
Vadodara	32K
Visakhapat...	28K
Coimbatore	21K
Mysore	16K

Total Trips By Month

January 70K
February 75K
March 74K
April 71K
May 73K
June 63K
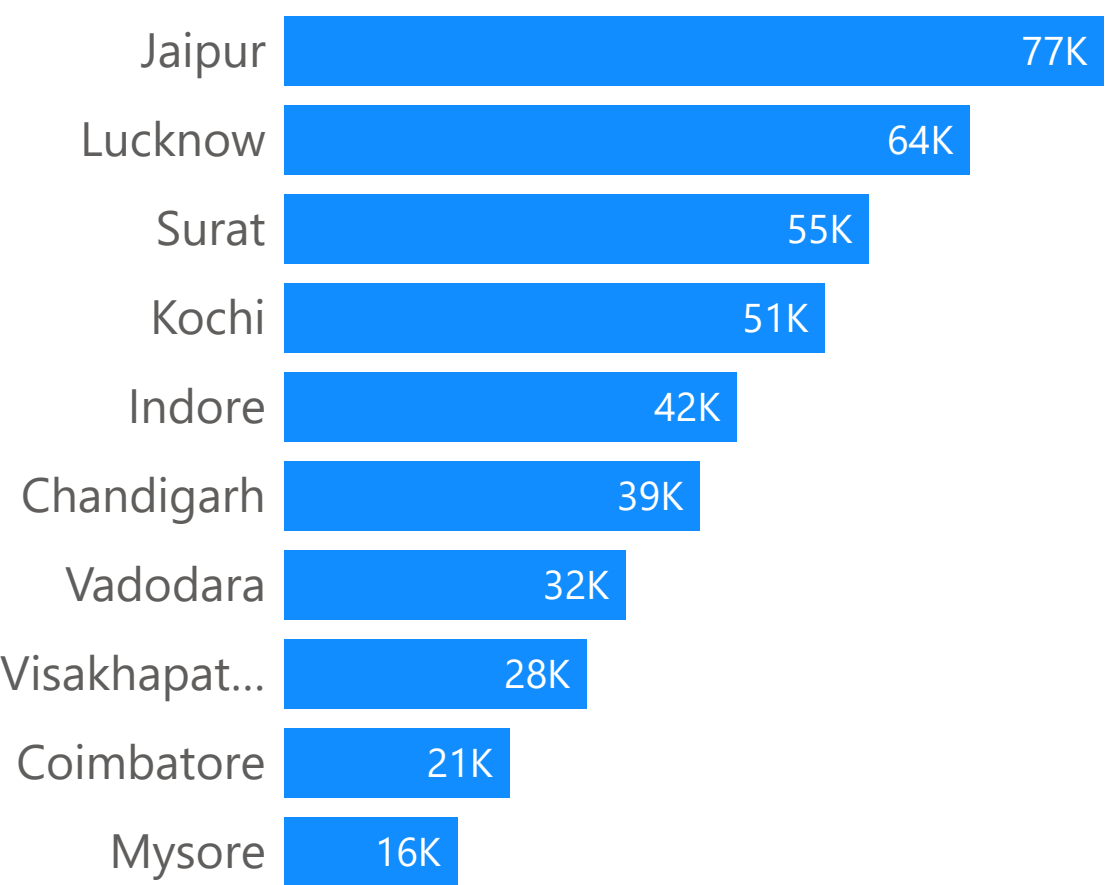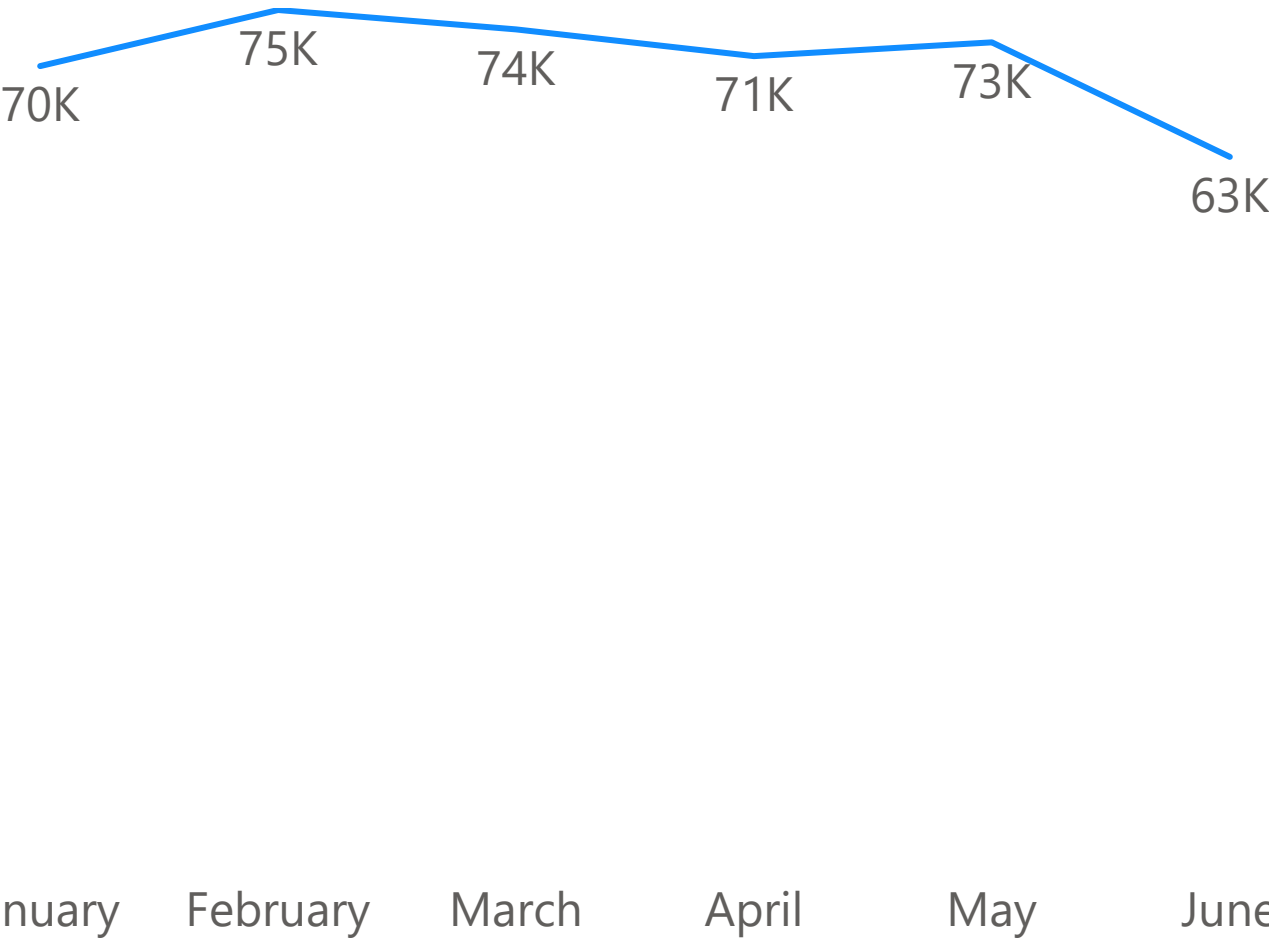
Weekend Vs Weekday demand by city

● Weekday ● Weekend

44.04%
55.96%
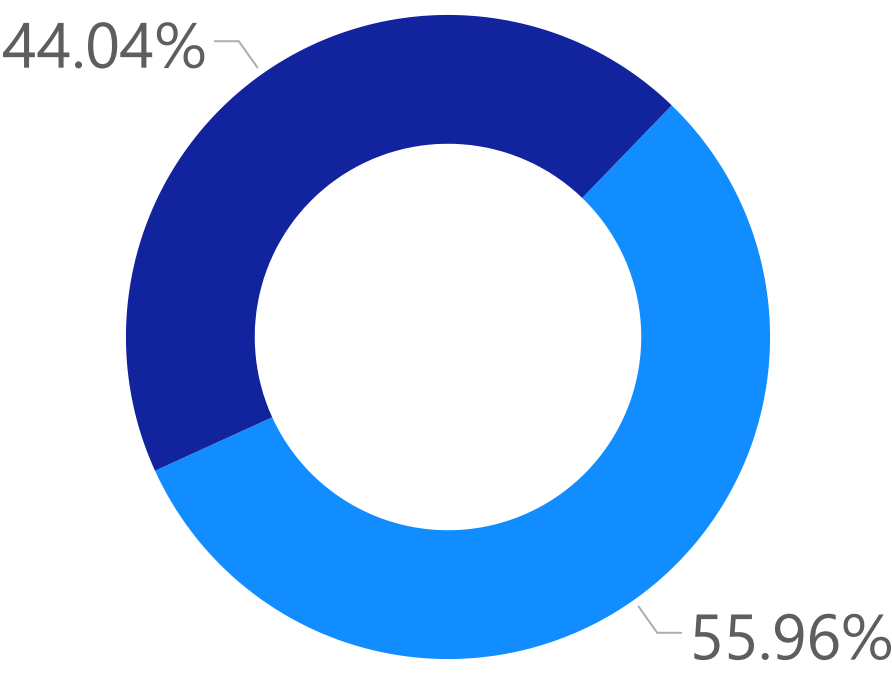
Average Passenger and Driver Rating

● Average Passenger Rating ● Average Driver Rating
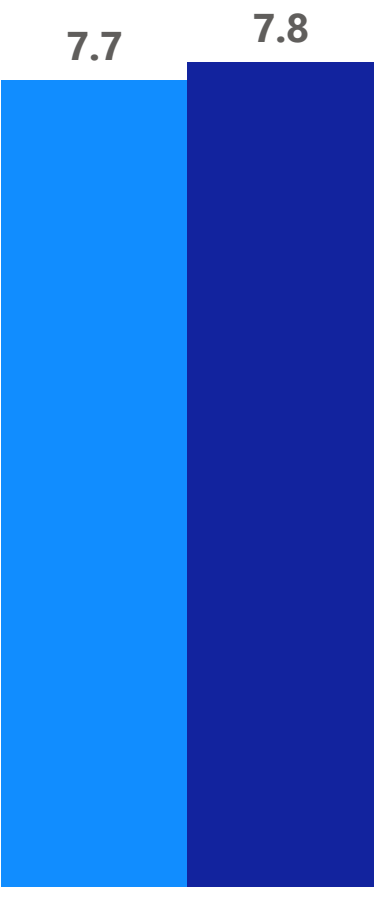
7.7 7.8

Good Cabs

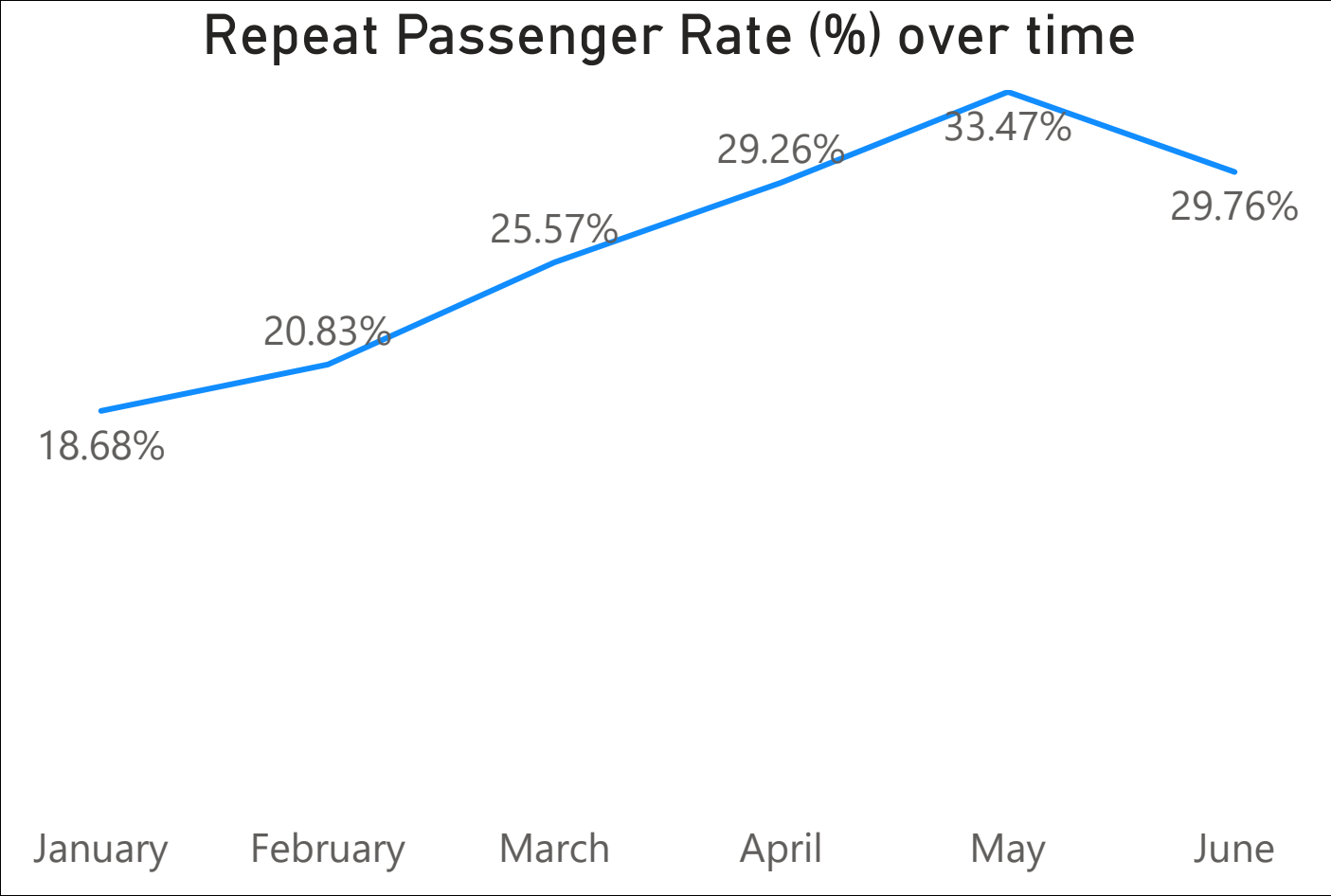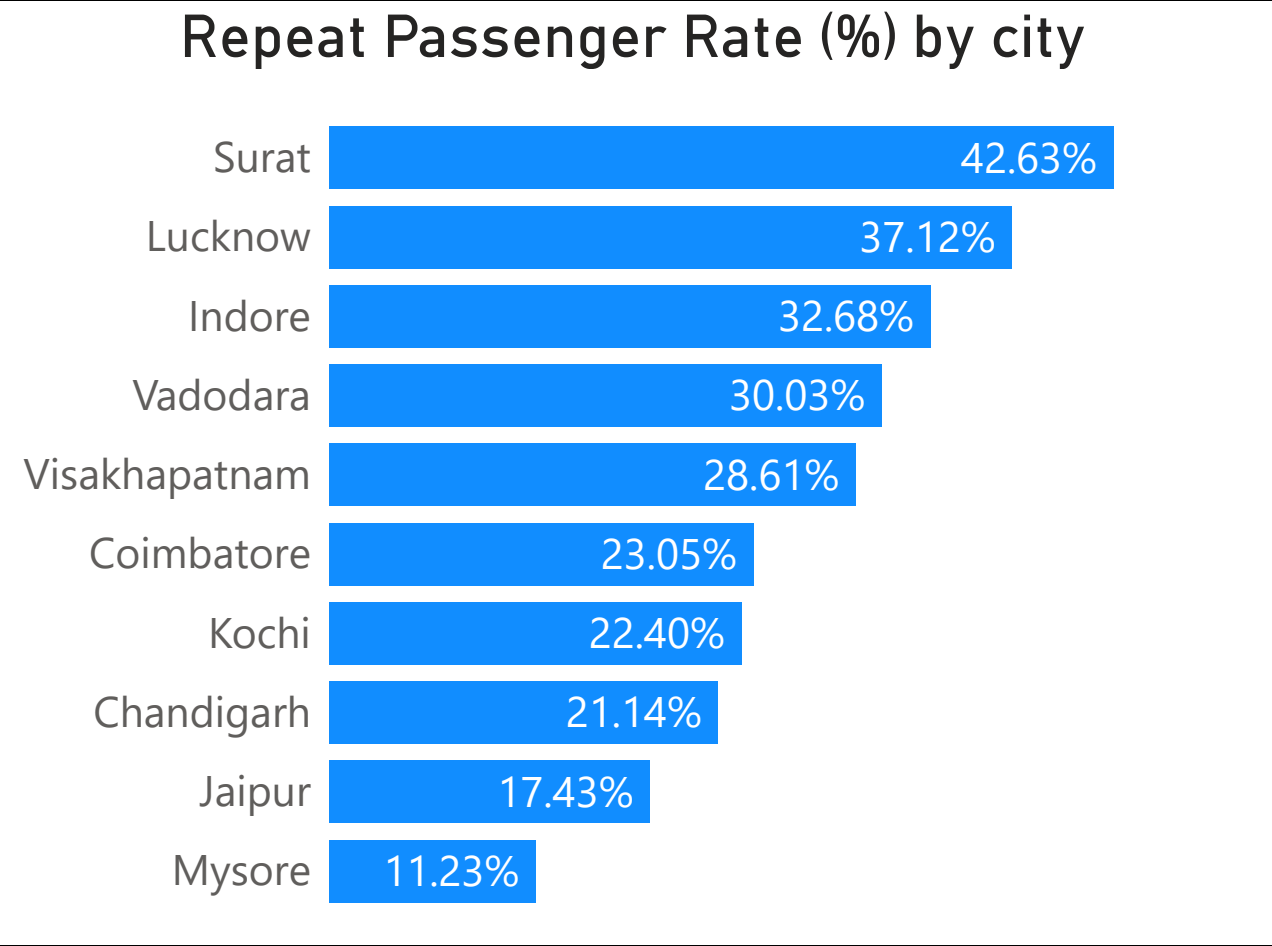| Total Trips	Revenue	Average Fare Per Trip	Average Trip Distance	Repeated Trips
426K	108M	₹254.02	19.13	249K

Repeat Passenger Rate (%) by city

City	Rate
Surat	42.63%
Lucknow	37.12%
Indore	32.68%
Vadodara	30.03%
Visakhapatnam	28.61%
Coimbatore	23.05%
Kochi	22.40%
Chandigarh	21.14%
Jaipur	17.43%
Mysore	11.23%

Repeat Passenger Rate (%) over time

Month	Rate
January	18.68%
February	20.83%
March	25.57%
April	29.26%
May	33.47%
June	29.76%

Repeat Passenger Fequency and City Contribution analysis

City	10-Trips	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips
Chandigarh	1.79%	32.31%	19.25%	15.74%	12.21%	7.42%	5.48%	3.47%	2.33%
Coimbatore	1.22%	11.21%	14.82%	15.56%	20.62%	17.64%	10.47%	6.15%	2.31%
Indore	1.51%	34.34%	22.69%	13.40%	10.34%	6.85%	5.24%	3.26%	2.38%
Jaipur	0.97%	50.14%	20.73%	12.12%	6.29%	4.13%	2.52%	1.90%	1.20%
Kochi	0.81%	47.67%	24.35%	11.81%	6.48%	3.91%	2.11%	1.65%	1.21%
Lucknow	1.10%	9.66%	14.77%	16.20%	18.42%	20.18%	11.33%	6.43%	1.91%
Mysore	0.47%	48.75%	24.44%	12.73%	5.82%	4.06%	1.76%	1.42%	0.54%
Surat	1.35%	9.76%	14.26%	16.55%	19.75%	18.45%	11.89%	6.24%	1.74%
Vadodara	1.61%	9.87%	14.17%	16.52%	18.06%	19.08%	12.86%	5.78%	2.05%
Visakhapatnam	0.92%	51.25%	24.96%	9.98%	5.44%	3.19%	1.98%	1.39%	0.88%

Good Cabs

Total Trips	Revenue	Average Fare Per Trip	Average Trip Distance	Repeated Trips
39K	11M	₹283.69	23.52	20K

Monthly Target Achievement Analysis for key metrics for Chandigarh

Month	Target new passenger	Actual new passenger	new_passenger_indicator	total_target_trips	actual_trips	trip_indicator	target_passenger_rating	actual_passenger_rating	rating_indicator
January	4000	3920 ❌		7000	6810 ❌		8.00	8.07 ✅	
February	4000	4104 ✅		7000	7387 ✅		8.00	8.03 ✅	
March	4000	3228 ❌		7000	6569 ❌		8.00	8.00 ❌	
April	3000	2496 ❌		6000	5566 ❌		8.00	7.94 ❌	
May	3000	2730 ❌		6000	6620 ✅		8.00	7.91 ❌	
June	3000	2430 ❌		6000	6029 ✅		8.00	7.89 ❌	

Data Collection for enhanced Data-Driven Decisions:

Pickup Location of the passenger, time of the pickup of the passenger could help the company understand what are the most popular locations during different hours of the day.More feedback from the customer on different aspects of the travel in the cab like the comfort,behaviour of the cab driver,cleanliness of the cab, text review from passenger could help understand what is the current state of the cabs and what the customer wants.

Emerging mobility trends and Goodcabs' adaptation:

There are two sides to this->electric vehicles and green vehicles are very environmental friendly as they do not cause much air or noise pollution and also the running cost of these vehicles is low which can lead to good profits for the company in the long run, but these electric vehicles need charging infrastructure which is currently not in good state in these major cities. So currently I would say that companies should proceed with conventional fuel vehicles but may start using electric vehicles looking at the charging infrastructure policies in these cities.

Partnership opportunities with the local businesses:

Local businesses such as Hotels, Malls or event venues would be great for GoodCab company. These places attract large crowds and tying up with them as cab aggregator would let more people know of the GoodCab company's presence, ultimately generating more trip volumes.

Factors influencing repeat passenger rates:

India is a very price sensitive market so we need to have a competitive pricing in order to survive in the market and possibly beat the competition. Customers of GoodCab would expect a comfortable, safe cab ride so the company needs to improve quality of service and collect feedback from customers after every ride. Our mobile application should provide the easiest and hassle free experience in booking the cab and many other things.

Tourism Vs. Business Impact:

Tourism seasons or local events(festivals, conferences) would increase the demand patterns for GoodCab, there would be more people using our cab services which would drive profit for the company. People also come from other cities of India so it is also a great way of letting people from other cities know about the services we provide. Having our marketing efforts align with the festival season is a fantastic way to engage with the community and boost the brand's visibility.