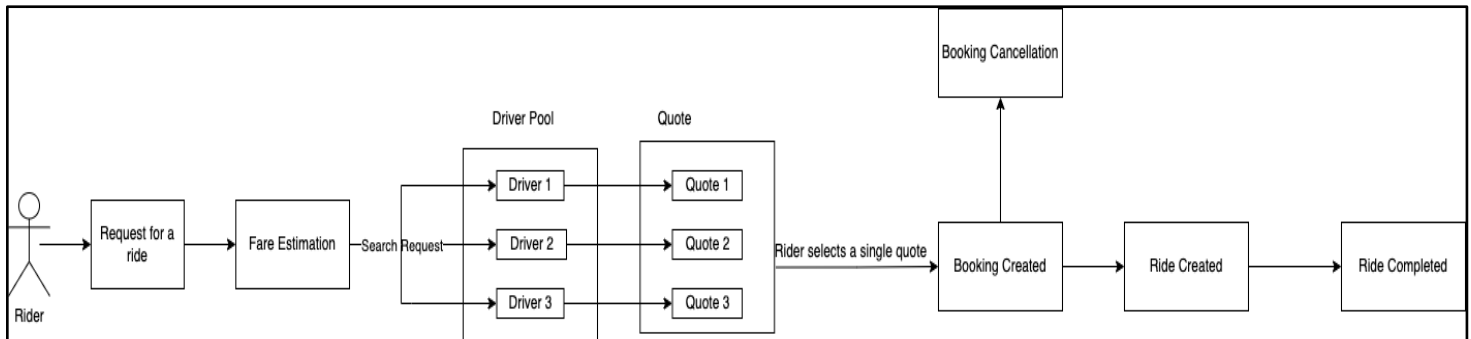


[Namma Yatri](#) is India's first ride hailing app built on a truly open network.

### Rider Journey on Namma Yatri



**Stages:** Search Request → Quote Received by rider → Booking made by rider → Ride success

- Please find videos detailing rider and driver app flow in the folder provided to you.

### Data Dictionary

Search Request : Contains the search requests details made by the rider

search_request_id	Identifier for the search request
search_request_created_at	Search request created at
estimated_distance	Estimated distance for the trip
estimated_duration	Estimated duration for the trip

Quote : Contains the quotes offered by the driver to the rider

quote_id	Identifier for the quote offered by the driver
search_request_id	Identifier for the search created by the customer
driver_id	Identifier for the driver
distance_to_pickup	Distance to pick up the customer
duration_to_pickup	Estimated duration to pickup
quote_created_at	Quote created at (Timezone : UTC)
driver_rating	Rating of the driver
estimated_fare	Estimated fare for the trip

Booking : Contains the booking information for the assigned trip.

booking_id	Identifier for the booking created
status	Status of the trip
rider_id	Identifier for the rider
booking_created_at	Booking created at (Timezone : UTC)
quote_id	Identifier for the quote offered by the driver

Booking cancellation Reason: Contains the cancellation reasons for the trips canceled by the driver

driver_id	Identifier for the driver
booking_id	Identifier for the booking created
source	Cancellation source
reason_code	Reason code for the cancellation
additional_info	Additional information on the cancellation

## **Questions:**

### **Q1. Conversion Funnel Deep Dive**

Compute conversion rates across funnel stages  
(Search → Quote → Booking → Completed).

Segment by time-of-day Morning (6–10 AM), Day (10 AM–5 PM), Evening (5–9 PM), Night (9 PM–6 AM) and trip length (short <5 km, medium 5–15 km, long >15 km),

Identify the maximum drop within each segment.

Propose hypotheses for observed drops and validate with data

### **Q2. Booking Cancellations**

Compute the overall cancellation rate.

Break down by driver vs rider cancellations, pickup distance buckets and trip distance buckets.

Identify the top 3 driver cancellation reasons and analyze their trends over time-of-day and trip length.

Analyze the relationship between driver ratings and driver cancellations, and provide key insights

### **Q3. Critical Stage & Root Cause Analysis**

Identify the most critical funnel stage using insights from Q1 and Q2.

Perform clustering on drivers/riders to discover behavioral segments (e.g., high-quote, low-booking drivers).

Analyze weekly time-series trends for conversion and cancellations to detect seasonality.

Propose 2–3 product interventions to improve the funnel.

### **Q4. Funnel Visualization with Storytelling**

Build Plotly funnel charts: an overall funnel and a segmented funnel (e.g., by trip length or driver rating).

Use color gradients to highlight drop severity and add annotations for key insights.

Write a detailed summary interpreting the funnel visuals.