

GOOD CABS

Performance insights and trends

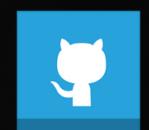
Presented by Karthikeyan Kumar



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GOOD CABS

Agenda

- **About Company**
- **Problem Statement**
- **Dashboard Overview**
- **Primary Analysis**
- **Secondary Analysis & Recommendations**
- **Ad-hoc business request**



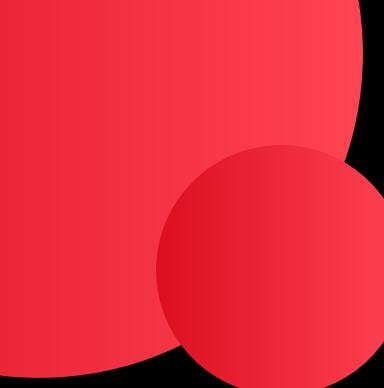
ABOUT COMPANY

Goodcabs, a cab service company established two years ago, focuses on tier-2 cities in India, differentiating itself by supporting local drivers to earn sustainable livelihoods in their hometowns while delivering excellent service to passengers. With operations in 10 tier-2 cities, Goodcabs aims to drive growth and enhance passenger satisfaction in 2024 by tracking key performance metrics, including trip volume, passenger satisfaction, repeat passenger rate, trip distribution, and the balance between new and repeat passengers, showcasing its commitment to empowering local communities and elevating customer experience.

PROBLEM STATEMENT

Goodcabs seeks actionable insights across key metrics—trip volume, passenger satisfaction, repeat passenger rate, trip distribution, and the balance between new and repeat passengers—to evaluate and enhance its performance in the transportation domain. These insights are critical for strategic decision-making and performance evaluation, directly impacting the company's 2024 growth targets and operational excellence.





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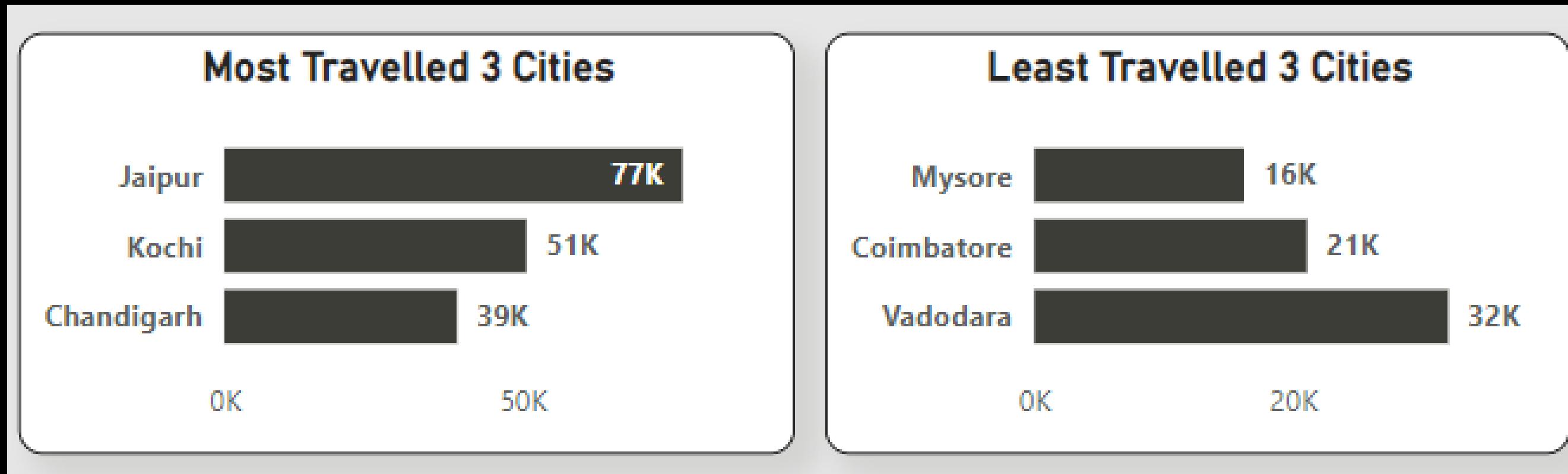
DASHBOARD PREVIEW

[Link](#)

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PRIMARY ANALYSIS

Identify the top 3 and bottom 3 cities by total trips over the entire analysis period.



Calculate the average fare per trip for each city and compare it with the city's average trip distance. Identify the cities with the highest and lowest average fare per trip to assess pricing efficiency across locations.

Total Trips with Target %			
Cities	Average Fare/KM	Average Fare/Trip	AverageTripDistance
Chandigarh	₹ 12.1	₹ 284	23.52
Coimbatore	₹ 11.1	₹ 167	14.98
Indore	₹ 10.9	₹ 180	16.50
Jaipur	₹ 16.1	₹ 484	30.02
Kochi	₹ 13.9	₹ 335	24.07
Lucknow	₹ 11.8	₹ 147	12.51
Mysore	₹ 15.1	₹ 250	16.50
Surat	₹ 10.7	₹ 117	11.00
Vadodara	₹ 10.3	₹ 119	11.52
Visakhapatnam	₹ 12.5	₹ 283	22.55

Calculate the average passenger and driver ratings for each city, segmented by passenger type (new vs. repeat). Identify cities with the highest and lowest average ratings.



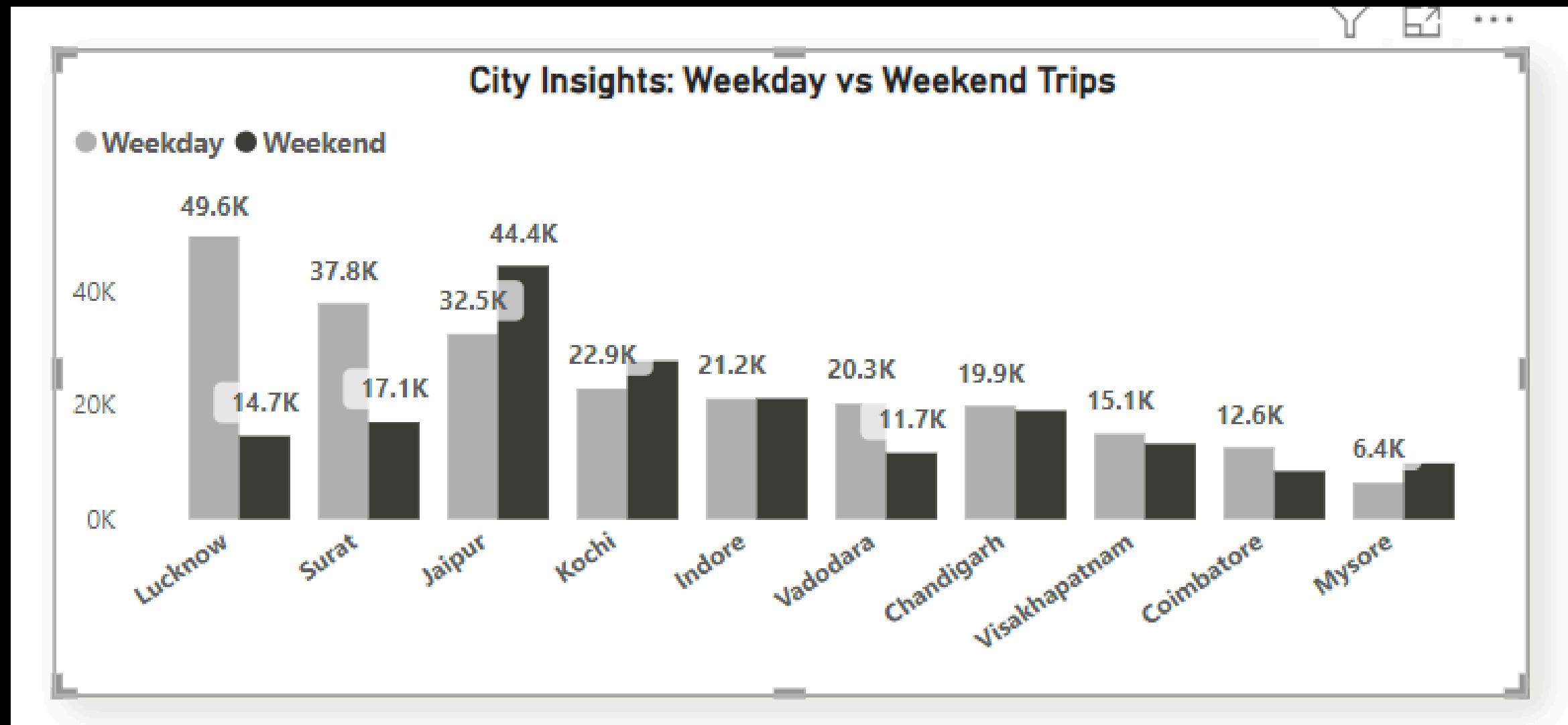
Calculate the average passenger and driver ratings for each city, segmented by passenger type (new vs. repeat). Identify cities with the highest and lowest average ratings.



For each city, identify the month with the highest total trips (peak demand) and the month with the lowest total trips (low demand). This analysis will help Goodcabs understand seasonal patterns and adjust resources accordingly.

Peak vs Low (Month)		
Cities	Peak Month	Low Month
Chandigarh	February	April
Coimbatore	March	June
Indore	May	June
Jaipur	February	June
Kochi	May	June
Lucknow	February	May
Mysore	May	January
Surat	April	January
Vadodara	April	June
Visakhapatnam	April	January

Compare the total trips taken on weekdays versus weekends for each city over the six-month period. Identify cities with a strong preference for either weekend or weekday trips to understand demand variations.



Analyse the frequency of trips taken by repeat passengers in each city (e.g., % of repeat passengers taking 2 trips, 3 trips, etc.). Identify which cities contribute most to higher trip frequencies among repeat passengers, and examine if there are distinguishable patterns between tourism-focused and business-focused cities.

Cities	10-Trips	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips
Chandigarh	91	1638	976	798	619	376	278	176	118
Coimbatore	31	286	378	397	526	450	267	157	59
Indore	109	2478	1637	967	746	494	378	235	172
Jaipur	94	4855	2007	1173	609	400	244	184	116
Kochi	62	3635	1857	901	494	298	161	126	92
Lucknow	106	927	1417	1555	1768	1937	1087	617	183
Mysore	7	720	361	188	86	60	26	21	8
Surat	117	843	1232	1430	1706	1594	1027	539	150
Vadodara	70	429	616	718	785	829	559	251	89
Visakhapatnam	47	2618	1275	510	278	163	101	71	45

For each city, evaluate monthly performance against targets for total trips, new passengers, and average passenger ratings from targets_db.

Determine if each metric met, exceeded, or missed the target, and calculate the percentage difference. Identify any consistent patterns in target achievement, particularly across tourism versus business-focused cities.

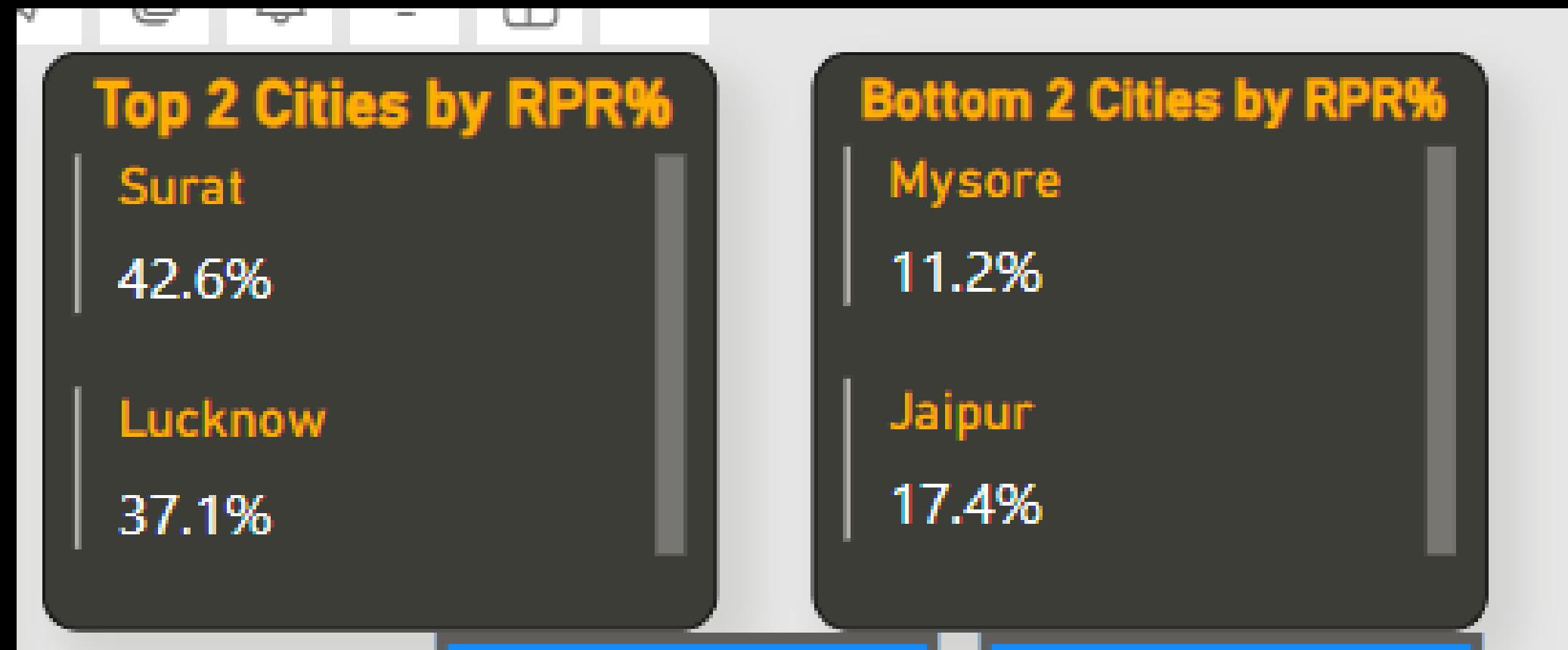
Total Trips with Target %

Cities	Total Trips	Target Met % Trips
Mysore	16.2K	↑ 20.28%
Jaipur	76.9K	↑ 13.91%
Kochi	50.7K	↑ 2.43%
Coimbatore	21.1K	↑ 0.50%
Chandigarh	39.0K	↓ -0.05%
Visakhapatnam	28.4K	↓ -0.47%
Indore	42.5K	↓ -2.40%
Surat	54.8K	↓ -3.78%
Lucknow	64.3K	↓ -10.70%
Vadodara	32.0K	↓ -14.60%

New Passengers & Average Rating with Target %

Cities	New Passengers	Target Met % Passengers	Average Passenger Rating	Target Met % Rating
Coimbatore	8514	↑ 13.52%	7.9 ↓	-4.45%
Surat	11626	↑ 10.72%	6.4 ↓	-8.33%
Indore	14863	↑ 5.41%	7.8 ↓	-2.15%
Lucknow	16260	↑ 4.23%	6.5 ↓	-10.49%
Vadodara	10127	↑ 2.29%	6.6 ↓	-11.85%
Kochi	26416	↓ -2.16%	8.5 ↑	0.19%
Mysore	11681	↓ -2.66%	8.7 ↑	2.37%
Visakhapatnam	12747	↓ -5.58%	8.4 ↓	-0.79%
Chandigarh	18908	↓ -9.96%	8.0 ↓	-0.29%
Jaipur	45856	↓ -15.08%	8.6 ↑	4.05%

Identify the top 2 and bottom 2 cities based on their RPR% to determine which locations have the strongest and weakest rates.



Similarly, analyse the RPR% by month across all cities and identify the months with the highest and lowest repeat passenger rates. This will help to pinpoint any seasonal patterns or months with higher repeat passenger loyalty.

Month & City Wise RPR%						
Cities	January	February	March	April	May	June
Chandigarh	15.5%	17.2%	21.3%	24.0%	26.2%	26.3%
Coimbatore	17.7%	17.4%	21.7%	27.9%	32.7%	24.7%
Indore	26.7%	27.7%	28.5%	35.5%	43.5%	35.9%
Jaipur	12.0%	13.3%	19.9%	22.1%	25.7%	17.0%
Kochi	14.0%	18.7%	21.7%	24.2%	29.8%	25.8%
Lucknow	29.2%	32.0%	33.9%	39.3%	47.7%	46.7%
Mysore	8.1%	8.0%	9.5%	11.4%	15.4%	14.9%
Surat	32.7%	36.8%	43.4%	45.7%	49.9%	49.2%
Vadodara	20.7%	22.1%	30.1%	34.5%	38.5%	38.9%
Visakhapatnam	20.6%	24.9%	29.8%	35.0%	32.9%	29.7%

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SECONDARY ANALYSIS & RECOMMENDATIONS

Factors Influencing Repeat Passenger Rates

Recommendation

- **Affordability and convenience directly influence repeat passenger rates.** Premium passengers prioritize convenience over affordability, emphasizing the need to deliver high-quality service. On the other hand, price-sensitive customers value competitive pricing, making affordability a key factor in retaining them.
- **Providing both affordability and convenience tailored to each passenger type, along with excellent service, can enhance customer retention.** Offering reward points and discounts further fosters customer loyalty and long-term engagement.

Tourism vs. Business Demand Impact

Collaborating with hotels to provide services for their guests, such as pickup and drop-off to the airport or railway station. Similarly, Partnering with an IT firms to provide services for their business trips or other commuting needs through a contract will help expand the business.

Emerging Mobility Trends and Goodcabs' Adaptation

Transitioning to EV vehicles will lower expenses, positively impacting the firm's profitability. Additionally, it supports environmental sustainability. Reduced operational costs will enable the company to offer services at more competitive prices.

Partnership Opportunities with Local Businesses

Collaborating with local travel agencies to include cabs for pickups, drop-offs, and complete travel as part of their packages can enhance service offerings. Similarly, partnering with local hotels, malls, and events to provide bundled packages, along with exclusive discounts, can boost business and increase brand visibility and popularity.

Data Collection for Enhanced Data-Driven Decisions

We need to collect data on on-time pickups and drop-offs to understand how many rides are completed as scheduled and how many deviate from the timeline. Additionally, we should track data on ride acceptance and cancellations, including the time taken by drivers to accept rides and the reasons for cancellations, as well as similar data from the passenger's perspective.

We also need to gather information about payment modes. This will help in implementing a dedicated wallet system for the firm in the future, enabling us to offer exclusive discounts to passengers who use the wallet for payments.

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AD-HOC BUSINESS REQUEST

Generate a report that displays the total trips, average fare per km, average fare per trip, and the percentage contribution of each city's trips to the overall trips. This report will help in assessing trip volume, pricing efficiency, and each city's contribution to the overall trip count.

City_Name	Total_Trips	Avg. Fare/Km	Avg. Fare/Trip	%_Contribution_to_Total_Trips
Jaipur	76888	16.12	483.92	18.05
Lucknow	64299	11.76	147.18	15.10
Surat	54843	10.66	117.27	12.88
Kochi	50702	13.93	335.25	11.90
Indore	42456	10.90	179.84	9.97
Chandigarh	38981	12.06	283.69	9.15
Vadodara	32026	10.29	118.57	7.52
Visakhapatnam	28366	12.53	282.67	6.66
Coimbatore	21104	11.15	166.98	4.96
Mysore	16238	15.14	249.71	3.81

Generate a report that evaluates the target performance for trips at the monthly and city level. For each city and month, compare the actual total trips with the target trips and categorize the performance as follows:

- If actual trips are greater than target trips, mark it as "Above Target".**
- If actual trips are less than or equal to target trips, mark it as "Below Target"**
- Additionally, calculate the % difference between actual and target trips to quantify the performance gap.**

City_Name	Month_Name	Actual_Trips	Target_Trips	Performance_Status	%_Difference
Jaipur	January	14976	13000	Above Target	15.20
Jaipur	February	15872	13000	Above Target	22.09
Jaipur	March	13317	13000	Above Target	2.44
Jaipur	April	11406	9500	Above Target	20.06
Jaipur	May	11475	9500	Above Target	20.79
Jaipur	June	9842	9500	Above Target	3.60
Kochi	January	7344	7500	Below Target	-2.08
Kochi	February	7688	7500	Above Target	2.51
Kochi	March	9495	7500	Above Target	26.60
Kochi	April	9762	9000	Above Target	8.47
Kochi	May	10014	9000	Above Target	11.27
Kochi	June	6399	9000	Below Target	-28.90
Lucknow	January	10858	13000	Below Target	-16.48
Lucknow	February	12060	13000	Below Target	-7.23
Lucknow	March	11224	13000	Below Target	-13.66
Lucknow	April	10212	11000	Below Target	-7.16
Lucknow	May	9705	11000	Below Target	-11.77
Lucknow	June	10240	11000	Below Target	-6.91
Mysore	January	2485	2000	Above Target	24.25
Mysore	February	2668	2000	Above Target	33.40
Mysore	March	2633	2000	Above Target	31.65
Mysore	April	2603	2500	Above Target	4.12
Mysore	May	3007	2500	Above Target	20.28
Mysore	June	2842	2500	Above Target	13.68

Generate a report that shows the percentage distribution of repeat passengers by the number of trips they have taken in each city. Calculate the percentage of repeat passengers who took 2 trips, 3 trips, and so on, up to 10 trips. Each column should represent a trip count category, displaying the percentage of repeat passengers who fall into that category out of the total repeat passengers for that city.

city_name	2_trips_%	3_trips_%	4_trips_%	5_trips_%	6_trips_%	7_trips_%	8_trips_%	9_trips_%	10_trips_%
Visakhapatnam	4.27	2.08	0.83	0.45	0.27	0.16	0.12	0.07	0.08
Chandigarh	2.67	1.59	1.30	1.01	0.61	0.45	0.29	0.19	0.15
Surat	1.37	2.01	2.33	2.78	2.60	1.68	0.88	0.24	0.19
Vadodara	0.70	1.00	1.17	1.28	1.35	0.91	0.41	0.15	0.11
Mysore	1.17	0.59	0.31	0.14	0.10	0.04	0.03	0.01	0.01
Kochi	5.93	3.03	1.47	0.81	0.49	0.26	0.21	0.15	0.10
Indore	4.04	2.67	1.58	1.22	0.81	0.62	0.38	0.28	0.18
Jaipur	7.92	3.27	1.91	0.99	0.65	0.40	0.30	0.19	0.15
Coimbatore	0.47	0.62	0.65	0.86	0.73	0.44	0.26	0.10	0.05
Lucknow	1.51	2.31	2.54	2.88	3.16	1.77	1.01	0.30	0.17

Generate a report that calculates the total new passengers for each city and ranks them based on this value. Identify the top 3 cities with the highest number of new passengers as well as the bottom 3 cities with the lowest number of new passengers, categorizing them as "Top 3" or "Bottom 3" accordingly.

city_name	Passenger	City_category
Surat	11626	Bottom 3
Vadodara	10127	Bottom 3
Coimbatore	8514	Bottom 3
Jaipur	45856	Top 3
Kochi	26416	Top 3
Chandigarh	18908	Top 3

Generate a report that identifies the month with the highest revenue for each city. For each city, display the month_name, the revenue amount for that month, and the percentage contribution of that month's revenue to the city's total revenue.

city_name	Higest_revenue_month	Revenue	Pecentage_contribution (%)
Chandigarh	February	2108290	1.95
Coimbatore	April	612431	0.57
Indore	May	1380996	1.28
Jaipur	February	7747202	7.16
Kochi	May	3333746	3.08
Lucknow	February	1777269	1.64
Mysore	May	745170	0.69
Surat	April	1154909	1.07
Vadodara	April	706250	0.65
Visakhapatnam	April	1390682	1.29

Generate a report that calculates two metrics:

- Monthly Repeat Passenger Rate:** Calculate the repeat passenger rate for each city and month by comparing the number of repeat passengers to the total passengers.
- City-wide Repeat Passenger Rate:** Calculate the overall repeat passenger rate for each city, considering all passengers across months.

city_name	month_name	total_passengers	repeat_passengers	monthly_repeat_pax_rate	city_repeat_pax_rate
Visakhapatnam	January	3163	650	20.55	28.61
Visakhapatnam	February	3170	790	24.92	28.61
Visakhapatnam	March	3093	923	29.84	28.61
Visakhapatnam	April	2837	992	34.97	28.61
Visakhapatnam	May	2890	951	32.91	28.61
Visakhapatnam	June	2702	802	29.68	28.61
Chandigarh	January	4640	720	15.52	21.14
Chandigarh	February	4957	853	17.21	21.14
Chandigarh	March	4100	872	21.27	21.14
Chandigarh	April	3285	789	24.02	21.14
Chandigarh	May	3699	969	26.20	21.14
Chandigarh	June	3297	867	26.30	21.14
Surat	January	3616	1184	32.74	42.63
Surat	February	3567	1313	36.81	42.63
Surat	March	3440	1494	43.43	42.63
Surat	April	3394	1551	45.70	42.63
Surat	May	3217	1606	49.92	42.63
Surat	June	3030	1490	49.17	42.63
Vadodara	January	2633	544	20.66	30.03
Vadodara	February	2756	610	22.13	30.03
Vadodara	March	2522	759	30.10	30.03
Vadodara	April	2499	862	34.49	30.03
Vadodara	May	2256	868	38.48	30.03
Vadodara	June	1807	703	38.90	30.03
Mysore	January	2129	172	8.08	11.23

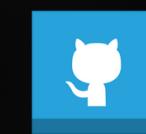
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