



Provide Insights to Chief of Operations

Client: Good Cabs

Domain: Transportation & Mobility



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Contents





Introduction



- Good Cabs, a two-year-old cab service company, focuses on tier-2 cities in India, supporting local drivers and ensuring excellent passenger service.
- The company operates in ten tier-2 cities across India and has set ambitious performance targets for 2024.
- Performance assessment will focus on trip volume, passenger satisfaction, repeat passenger rate, trip distribution, and the balance between new and repeat passengers.
- The Chief of Operations, Bruce Haryali, requires an immediate performance summary, but the analytics manager, Tony, is occupied with another project.
- Tony has assigned the task to Peter Pandey, a curious data analyst, and provided notes to support his work for the Chief of Operations.



Problem Statement



Objective:

To assess the performance of Goodcabs across key metrics for the year 2024.

The assessment aims to drive growth and improve passenger satisfaction by evaluating the company's performance in the mentioned metrics. This evaluation will help identify areas of improvement and strategies to achieve the company's objectives.

Key Metrics to be Assessed:

1. Trip Volume**: Evaluating the total number of trips taken.
2. Passenger Satisfaction**: Measuring customer satisfaction levels.
3. Repeat Passenger Rate**: Determining the percentage of passengers who use the service multiple times.
4. Trip Distribution**: Analyzing the distribution of trips across different regions and times.
5. New vs. Repeat Passengers**: Understanding the balance between new and repeat customers.



Datasets



CITY

NEW PASSENGERS
TARGET

DATE

MONTH

TRIPS

PASSENGER SUMMARY

TRIPS TARGETS

REPEAT PASSENGERS



Key Metrics



Key Performance Metrics:

#	Metric Name	Metric Description	Numerator	Denominator
1	Trip Target Achievement%	Measurement used to assess how well a cab company is meeting its goals for trip completions	The actual number of trips completed	The total target number of trips set.
2	Passenger Rating Achievement%	Measurement to assess the quality of service as perceived by passengers, ensuring the company meets or exceeds expected standards	The actual average passenger rating achieved.	The target average passenger rating set by the company.
3	New Passenger Target Achievement%	Measurement to assess the company's success in acquiring new passengers.	The actual number of new passengers acquired.	The target number of new passengers set.
4	Satisfactory Trips%	Measurement to evaluate the percentage of trips that meet the company's quality standards	The number of trips that met the target or quality standards	The total number of trips completed



Key Performance Metrics:

#	Metric Name	Metric Description	Numerator	Denominator
5	Average Driver Rating	Measurement of overall passenger satisfaction with drivers.(Higher the better driver performance)	Sum of All Driver Ratings	Number of Ratings
6	Passenger Type Analysis	Measurement to understand passenger demographics and targeting marketing efforts.	Count of Passenger Type Trips	Total Trips
7	Day Type Analysis	Measurement to understand Peak times and help with resource allocation	Count of Day type Trips	Total Trips



Primary & Secondary Questions

Insights



What are the Top and Bottom Performing Cities?

- Top 3 Cities by Total Trips are:
 - i. Jaipur- 76.9K Trips
 - ii. Lucknow- 64.3K Trips
 - iii. Surat- 54.8K Trips
- Bottom 3 Cities by Total Trips are:
 - i. Vishakapatnam- 28.4K Trips
 - ii. Coimbatore- 21.1K Trips
 - iii. Mysore- 16.2K Trips

Total Trips(Target Vs Actual)

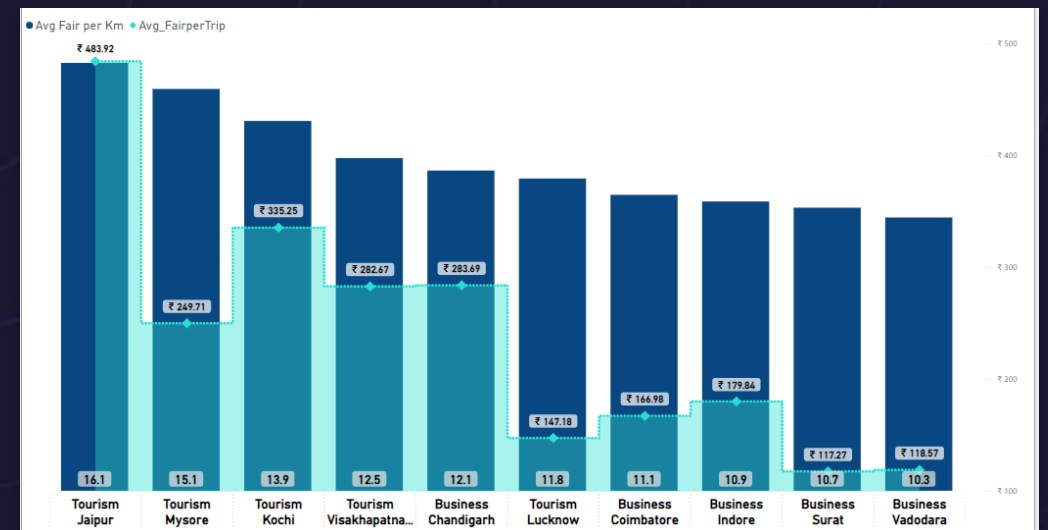
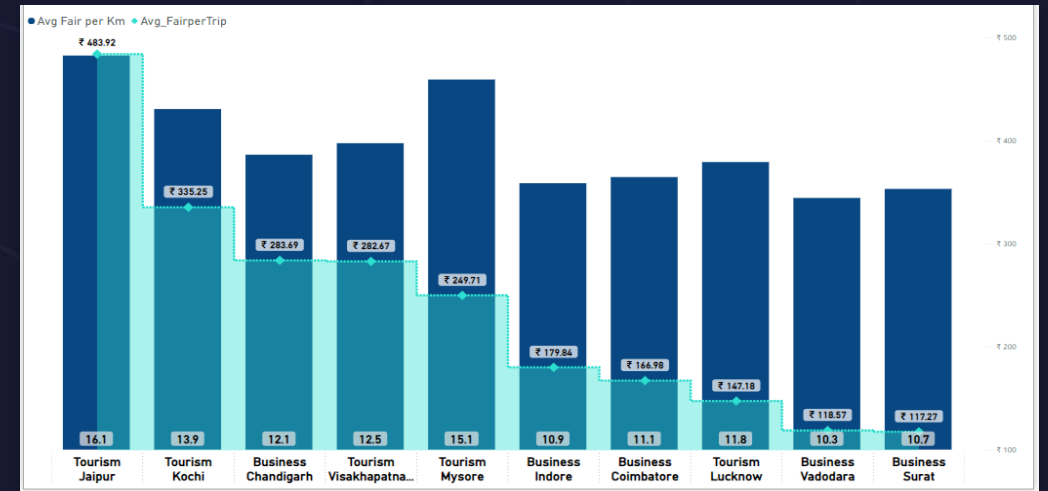
city_name	Trips Target	Total_Trips
+ Jaipur	67500	76888
+ Lucknow	72000	64299
+ Surat	57000	54843
+ Kochi	49500	50702
+ Indore	43500	42456
+ Chandigarh	39000	38981
+ Vadodara	37500	32026
+ Visakhapatnam	28500	28366
+ Coimbatore	21000	21104
+ Mysore	13500	16238
Total	429000	425903

Insights



Average Fair per Trip by City

- Average Fair per Trip is High in Tourism Cities.
- Top 3 Cities with High Average Fair Trip are:
 - i. Jaipur
 - ii. Kochi
 - iii. Chattisgarh and Vishakapatnam
- Average Fair per Kilometer is also High in Tourism Cities:
 - i. Jaipur
 - ii. Mysore
 - iii. Kochi



Insights



Average Rating by City and Passenger Type

- Average Passenger Rating(APR) and Average Driver Rating(ADR) is better in Tourism based Cities compared to Business based cities.
- APR and ADR is better for New passengers compared to Repeat Passengers.
- Top 3 Cities with High APR are:
 - Mysore(8.70)
 - Jaipur(8.58)
 - Kochi(8.52)
- Bottom 3 Cities with Low APR are:
 - Vadodara(6.61)
 - Lucknow(6.49)
 - Indore(7.83)
- Top 3 Cities with High ADR are:
 - Jaipur(8.99)
 - Kochi(8.99)
 - Vishakapatnam(8.99)
- Bottom 3 Cities with Low APR are:
 - Vadodara(6.65)
 - Indore(7.65)
 - Coimbatore(7.69)

Passenger Rating(Target Vs Actual)

City Type	Target Passenger Rating	Avg Passenger Rating	Ratings Target Met/NotMet	Target Achieved%	Avg Driver Rating
Tourism	8.20	7.99	✗	97.44%	8.34
Mysore	8.50	8.70	✓	102.37%	8.98
Jaipur	8.25	8.58	✓	104.05%	8.99
Kochi	8.50	8.52	✓	100.19%	8.99
Visakhapatnam	8.50	8.43	✗	99.21%	8.99
Lucknow	7.25	6.49	✗	89.51%	6.62
Business	7.75	7.25	✗	93.55%	7.19
Chandigarh	8.00	7.98	✗	99.71%	7.72
Coimbatore	8.25	7.88	✗	95.55%	7.69
Indore	8.00	7.83	✗	97.85%	7.65
Vadodara	7.50	6.61	✗	88.15%	6.65
Total	7.98	7.66	✗	96.06%	7.83

- Average Passenger Ratings is better for New Passengers when compared to Repeat Passengers.
- Cities to work on service: Lucknow, Surat and Vadodara.

New Vs Repeat Passengers

city_name	New Passengers	Repeat Passengers
Chandigarh	8.49	7.49
Coimbatore	8.49	7.48
Indore	8.49	7.47
Jaipur	8.99	7.99
Kochi	8.99	8.00
Lucknow	7.98	5.99
Mysore	8.98	7.98
Surat	7.98	6.00
Vadodara	7.98	5.98
Visakhapatnam	8.98	7.99
Total	8.65	6.96

Insights



Peak and Low Demand Months by City

- When It comes to high Demand- Tourism focused cities are doing better than Business Cities.
- Top 2 Cities like Jaipur, Lucknow show a pattern of high demand during Jan Feb and March season.
- Next 2 Cities with High Demand-Kochi and Lucknow show a pattern of high demand during Feb, March and April months.
- 3 Cities with low Demand are Mysore, Coimbatore and Vishakapatnam.
- Mysore Trips were impacted by low Repeat Passengers.
- Coimbatore and Vishakapatnam were impacted by Low New Passengers.

Pattern:

- Mysore shows low trend in the lowest trips in January and gradually reaches its best in May.
- Vishakapatnam sees their lows in Jan and June, However, they see a gradual rise to peak in April and reduces in May.
- Coimbatore sees a wavy pattern with rises in Jan, March and April
- Lows in Feb, May and June.

Total Trips(Target Vs Actual)

city_name	Trips Target	Total_Trips	Target Met/NotMet	Trip Target Achieved%	Percentage Difference
Jaipur	67500	76888	✓	113.91%	13.91%
Lucknow	72000	64299	✗	89.30%	-10.70%
Surat	57000	54843	✗	96.22%	-3.78%
Kochi	49500	50702	✓	102.43%	2.43%
Indore	43500	42456	✗	97.60%	-2.40%
Chandigarh	39000	38981	✗	99.95%	-0.05%
Vadodara	37500	32026	✗	85.40%	-14.60%
Visakhapatnam	28500	28366	✗	99.53%	-0.47%
Coimbatore	21000	21104	✓	100.50%	0.50%
Mysore	13500	16238	✓	120.28%	20.28%
Total	429000	425903	✗	99.28%	-0.72%

Insights



Weekend- Weekday Trip Demand by City

- The Total Trip is contributed more in Weekday(55.96%) compared to Weekend(44.04%).
- Top 3 cities with high demand during Weekdays are Lucknow, Surat and Jaipur.
- These 3 Cities cover about 50% of the Overall demand during Weekdays.
- Top 3 cities with high demand during Weekends are Jaipur, Kochi and Indore.
- Approximately 50% of Weekend Trips demand are just from these 3 cities.

Weekday VS Weekend

city_name	Weekday	Weekend
Jaipur	32491	44397
Lucknow	49617	14682
Surat	37793	17050
Kochi	22915	27787
Indore	21198	21258
Chandigarh	19914	19067
Vadodara	20310	11716
Visakhapatnam	15100	13266
Coimbatore	12576	8528
Mysore	6424	9814
Total	238338	187565

Insights



Repeat Passenger Frequency and City contribution Analysis

- High number of Repeat Customers use cabs in Jaipur, Lucknow and Surat.
- Top 3 months having high demand for repeat customers is May, April and March.
- These 3 Cities cover about 50% of the Overall demand during Weekdays.
- Overall, 85% of repeat customers fall between 2-Trips to 6-Trips per month categories with Just 2-Trips, 3Trips and 4-Trips being top categories.
- Jaipur, Kochi, Indore and Vishakapatnam are the cities with high number of 2-trips/month passengers.
- Jaipur, Kochi, Indore and Lucknow are the cities with high number of 3-Trips/month passengers.
- Lucknow and Surat are the cities showing similar patterns on demand for 4-Trips, 5- Trips and 6-Trips customers by Repeat customers.

New VS Repeated Customers		
city_name	New Passengers	Repeat Passengers
Chandigarh	18908	20073
Coimbatore	8514	12590
Indore	14863	27593
Jaipur	45856	31032
Kochi	26416	24286
Lucknow	16260	48039
Mysore	11681	4557
Surat	11626	43217
Vadodara	10127	21899
Visakhapatnam	12747	15619
Total	176998	248905

Repeat Type%											Numbers	Percentage
trip_count	Chandigarh	Coimbatore	Indore	Jaipur	Kochi	Lucknow	Mysore	Surat	Vadodara	Visakhapatnam	Total	
2-Trips	2.67%	0.47%	4.04%	7.92%	5.93%	1.51%	1.17%	1.37%	0.70%	4.27%	30.06%	
3-Trips	1.59%	0.62%	2.67%	3.27%	3.03%	2.31%	0.59%	2.01%	1.00%	2.08%	19.17%	
4-Trips	1.30%	0.65%	1.58%	1.91%	1.47%	2.54%	0.31%	2.33%	1.17%	0.83%	14.09%	
5-Trips	1.01%	0.86%	1.22%	0.99%	0.81%	2.88%	0.14%	2.78%	1.28%	0.45%	12.42%	
6-Trips	0.61%	0.73%	0.81%	0.65%	0.49%	3.16%	0.10%	2.60%	1.35%	0.27%	10.77%	
7-Trips	0.45%	0.44%	0.62%	0.40%	0.26%	1.77%	0.04%	1.68%	0.91%	0.16%	6.73%	
8-Trips	0.29%	0.26%	0.38%	0.30%	0.21%	1.01%	0.03%	0.88%	0.41%	0.12%	3.88%	
9-Trips	0.19%	0.10%	0.28%	0.19%	0.15%	0.30%	0.01%	0.24%	0.15%	0.07%	1.68%	
10-Trips	0.15%	0.05%	0.18%	0.15%	0.10%	0.17%	0.01%	0.19%	0.11%	0.08%	1.20%	
Total	8.27%	4.16%	11.77%	15.79%	12.44%	15.65%	2.41%	14.09%	7.09%	8.33%	100.00%	

Insights



Monthly Target Achievement for Key Metrics

- Cities in Tourism locations are Performing better in Achieving Metrics compared to Business Accounts.
- No Accounts have met all the 3 Metrics.
- Most 'Not Met' Metric is Ratings Target. It is not met by 7/10 Cities.-70%
- Most 'Met' Metric is New Passenger Target. It is met by 5/10 Cities.-50%
- 4 Locations met 2 Metrics: Coimbatore, Jaipur, Kochi, Mysore
- 4 Locations met 1 Metric: Indore, Surat, Vadodara, Lucknow
- 2 Locations met **did not meet** any metric: Chandigarh, Vishakapatnam.

Metrics Performance YTD					
City Type	city_name	New passengers Met/Not Met	Ratings Target Met/NotMet	Trips Target Met/NotMet	Total Met
Business	Coimbatore	✓	✗	✓	2
	Indore	✓	✗	✗	1
	Surat	✓	✗	✗	1
	Vadodara	✓	✗	✗	1
	Chandigarh	✗	✗	✗	0
Tourism	Jaipur	✗	✓	✓	2
	Kochi	✗	✓	✓	2
	Mysore	✗	✓	✓	2
	Lucknow	✓	✗	✗	1
	Visakhapatnam	✗	✗	✗	0

Insights



Highest and Lowest Repeat Passenger Rate (RPR%) by City and Month.

By Cities-

- Top-
1) Jaipur(15.79%),
2) Lucknow(15.65%)
3) Surat(14.09%)
- Bottom-
1) Mysore(2.41%)
2) Coimbatore(4.16%)
3) Vadodara(7.09%)

By Month:

- Top-
1) May(19.84%)
2) April(17.96%)
3) March(17.26%)
- Bottom-
1) January(13.61%)
2) February(15.53%)
3) June(15.79%)

By Month							Numbers	Percentage
city_name	January	February	March	April	May	June	Total	
Jaipur	1422	1661	1840	1736	1842	1181	9682	
Lucknow	1431	1659	1622	1496	1662	1727	9597	
Surat	1184	1313	1494	1551	1606	1490	8638	
Kochi	795	1005	1348	1576	1853	1049	7626	
Indore	1033	1103	1091	1295	1563	1131	7216	
Visakhapatnam	650	790	923	992	951	802	5108	
Chandigarh	720	853	872	789	969	867	5070	
Vadodara	544	610	759	862	868	703	4346	
Coimbatore	392	346	427	480	504	402	2551	
Mysore	172	183	208	236	349	329	1477	
Total	8343	9523	10584	11013	12167	9681	61311	

Factors affecting Repeat Passengers Rate.

Tourism Cities

Repeat Customers are more in Tourism based cities.

Driver Service

Courteous and professional drivers enhance customer experience.

Attractive Loyalty Programs

Rewarding loyalty programs encourage repeat usage.

Punctuality and Reliability

Reliable and on-time service increases customer trust.

● Tourism Cities ● Business Cities

Jaipur

- **RPR%-** 15.79%(Top 1)
- **Avg Pasngr Rating:** 8.58
- **Avg Driver Rating:** 8.99(Top rating)
- **Avg Fair:** ₹484

Lucknow

- **RPR%-** 15.65%(Top 2)
- **Avg Pasngr Rating:** 6.49
- **Avg Driver Rating:** 6.62(Bottom 2nd)
- **Avg Fair:** ₹147

Coimbatore

- **RPR%-** 4.16%(Bottom 1)
- **Avg Pasngr Rating:** 7.88
- **Avg Driver Rating:** 7.69(Bottom 5th)
- **Avg Fair:** ₹167

Vadodara

- **RPR%-** 7.09%(Bottom 2)
- **Avg Pasngr Rating:** 6.61
- **Avg Driver Rating:** 6.65(Bottom 3rd)
- **Avg Fair:** ₹119

Impact of Tourism Seasons on Trip Volumes

- **Increased Demand During Peak Seasons:**
 - Tourism seasons often see a surge in visitors, leading to higher demand for transportation services.
 - Local events such as festivals, conferences, and cultural events attract large crowds, further boosting demand.
- **Fluctuating Demand Patterns:**
 - Demand can fluctuate based on the timing and popularity of events.
 - Understanding these patterns helps in planning and allocating resources efficiently.

Key Performance Indicators to monitor

- **Event-Specific Booking Rates:** Measure the increase in bookings during event periods.
- **Passenger Satisfaction:** Track feedback and ratings to ensure high customer satisfaction.
- **Revenue Growth:** Monitor revenue growth during tourism seasons and events.
- **Engagement Metrics:** Analyze engagement metrics from targeted advertising and in-app promotions.
- **Repeat Usage:** Measure the impact of loyalty programs and promotions on repeat usage.

By tailoring marketing efforts to tourism seasons and local events, Good Cabs can effectively boost trip volumes, enhance customer experiences, and maximize revenue in tourism-oriented cities.

Emerging Mobility Trends and its adoption

Electric Vehicle Adoption

A **16% rise in EV registrations** compared to the same period in 2023, with 8,42,396 EVs registered by July 08, 2024.*

Partnership with Local business

Collaborations with local businesses for last-mile connectivity. Partnerships have **improved last-mile connectivity by 15%** in Tier-2 cities.*

Government Incentives

Subsidies and incentives for adopting sustainable transportation solutions. Government incentives have led to a **40% increase** in EV adoption in Tier-2 cities.*

Customer-Centric Innovations

Introduction of features like real-time tracking and feedback systems. Customer-centric innovations have **increased customer satisfaction by 30%** in Tier-2 cities.*

Why Good Cabs should adopt Electric Vehicle?



Lower Operating Costs: EVs have lower fuel and maintenance costs compared to traditional vehicles. Reduces expenses for Good Cabs, leading to **higher profit margins**.



Government Incentives: Many governments offer subsidies, tax breaks, and grants for EV adoption. Financial incentives make EVs **more affordable and attractive** for Good Cabs.



Market Demand: Growing consumer demand for sustainable transportation options. Meeting market demand can lead to **increased customer loyalty and growth**.



Noise Reduction: EVs operate more quietly than combustion engine vehicles. **Improved passenger experience** with a quieter ride.

Partnership Opportunities with Local Businesses

Partnership Type	Description	Benefits	Marketing Strategies
Corporate Partnerships	Partner with local businesses to offer discounted rides for employees.	Increased ridership from employees, enhanced brand recognition, and potential for bulk bookings.	- Develop a corporate ride program with exclusive discounts and perks. Launch targeted email marketing campaigns to corporate partners. Co-host events with corporate partners to showcase benefits.
Hotel and Hospitality	Collaborate with hotels to offer guests special ride discounts and dedicated cab services.	Increased demand from tourists and business travelers, improved convenience for hotel guests.	- Create joint promotional materials displayed in hotel lobbies. Offer package deals combining hotel stays and cab rides. Run social media campaigns highlighting hotel partnerships.
Event Partnerships	Partner with event organizers to offer ride services for conferences, exhibitions, and cultural events.	Higher demand during events, increased visibility, and enhanced customer experience.	- Promote event-specific ride discounts on event websites and social media. Offer branded rides with event logos and themes. Collaborate on co-branded merchandise and giveaways.
Tourism Boards	Collaborate with local tourism boards to provide transportation for tourists and promote local attractions.	Boosted demand from tourists, enhanced brand reputation, and support for local tourism.	- Develop brochures and guides featuring local attractions and cab services. Run joint advertising campaigns with tourism boards. Offer special tours and packages for tourists.
Airports and Train Stations	Establish partnerships with airports and train stations to offer convenient transportation options for travelers.	Increased ridership from travelers, enhanced convenience, and potential for exclusive pick-up/drop-off points.	- Advertise cab services in airports and train stations. Offer exclusive deals for travelers booking rides from transportation hubs. Partner on travel apps to offer integrated booking solutions.
Retail and Shopping Centers	Collaborate with shopping malls and retail outlets to offer ride discounts for shoppers.	Boosted demand from shoppers, enhanced shopping experience, and potential for promotional partnerships.	- Offer special promotions during shopping seasons. Partner on loyalty programs with retail outlets. Advertise in shopping center directories and websites.
Health and Wellness Centers	Partner with hospitals, clinics, and wellness centers to offer transportation for patients and visitors.	Increased demand from patients and visitors, improved convenience, and support for healthcare facilities.	- Provide dedicated services for patient transport. Offer discounts for medical appointments. Promote partnerships through healthcare newsletters and websites.
Local Events and Festivals	Partner with organizers of local events and festivals to provide transportation services.	Increased demand during events, enhanced visibility, and support for community events.	- Promote event-specific ride offers through local media. Collaborate on event branding and marketing. Offer free or discounted rides for event attendees.

Data collection for Enhanced Data-Driven Decisions



Data Point	Description	Importance
Trip Time	The date and time when the trip occurred.	Important for analyzing peak times, seasonal trends, and demand patterns.
Trip Duration	The total duration of the trip from start to finish.	Useful for efficiency analysis and optimizing routes to reduce trip times.
Pickup and Drop-off Locations	Geographic locations where the trip started and ended.	Helps in identifying high-demand areas and planning service coverage.
Passenger ID	A unique identifier for each passenger.	Necessary for tracking repeat and new passengers and their behavior patterns.
Driver ID	A unique identifier for each driver.	Important for monitoring driver performance and identifying top and low-performing drivers.
Cancellation Details	Information about canceled trips, including reasons for cancellation.	Helps in identifying and addressing factors leading to cancellations.
Vehicle Type	The type of vehicle used for the trip (e.g., sedan, SUV, electric vehicle).	Important for fleet management and understanding customer preferences.



Recommendations



Passenger Ratings Insights

Recommendations

- Conduct regular driver behavior training
- Provide drivers with communication training and tools.
- Establish strict cleanliness standards and regular vehicle inspections.
- Equip vehicles with basic amenities like phone chargers and water.
- Implement stringent safety protocols and regular safety checks.
- Optimize cab dispatching and increase fleet size during peak hours to avoid long waits.
- Utilize advanced GPS systems and provide regular navigation training.

Why?

- 55% of our Trips have resulted with Dissatisfied Passenger Experience.
- Amongst all cities **Surat, Vadodara and Lucknow** have received very **poor Passenger Ratings(<7)**.
- An important Factor affecting the Passenger Rating is bad passenger experience with Drivers. We notice all 3 cities have received **poor Driver Ratings(<7)**
- Business has not met its Passenger Rating for the last 6 months and its seen a drop from 7.82 in Jan to at 7.54 against 7.98 monthly Target.

Lucknow

6.49/7.25

- **Satisfied Trips-** 16.84%
- **Total Trips-** Rank 2 for Highest Trips.
- **Day Type:** Poor Ratings during Weekdays(6.40) and Weekends(6.78)
- **Cust Type:** Poor Ratings given by Repeat Passengers(5.99).However exceeding expectations with New Passengers.(8.65)

Vadodara:

6.61/7.50

- **Satisfied Trips-** 20.91%
- **Total Trips-** Rank 7 for Highest Trips.
- **Day Type:** Poor Ratings during Weekdays(6.49) and Weekends(6.83)
- **Cust Type:** Poor Ratings given by Repeat Passengers(5.98).However exceeding expectations with New Passengers.(7.98)

Surat:

6.42/7.0

- **Satisfied Trips-** 47.54%
- **Total Trips-** Rank 3 for Highest Trips.
- **Day Type:** Poor Ratings during Weekdays(6.32) and Weekends(6.64)
- **Cust Type:** Poor Ratings given by Repeat Passengers(6.00).However exceeding expectations with New Passengers.(7.98)



Total Trips Insights

Recommendations

- Provide special discounts or deals for first-time riders to encourage them to try the service.
- Encourage existing customers to refer new users by offering incentives like free rides or discounts.
- Increase the number of vehicles in the fleet.
- Implement strict cancellation policies and improve booking systems.
- Run special weekend promotions, offer discounts, and enhance weekend services.
- Offer monsoon-specific promotions and ensure vehicle readiness for rain.

Why?

- Business has achieved Trips Target in 4 of 6 months. Targets were not met in January and June.
- 4 Cities Mysore, Jaipur, Coimbatore and Kochi have met the YTD target.
- Amongst the cities which did not meet the Trips Target, Vadodara, Lucknow and Surat has the lowest Trip Target achieved%
- For the above 3 cities Trips are low during Weekends and due to Low new passengers trips.

Lucknow

89.30%

- **Satisfied Trips-** 16.84%
- **Target met** – 0 of 6 months
- **Day Type:** Low trips in Weekends(22.83%)
- **Cust Type:** Low trips by New Passengers (25.28%)

Vadodara:

85.40%

- **Satisfied Trips-** 20.91%
- **Target met-** 0 of 6 months.
- **Day Type:** Low trips in Weekends(36.58%)
- **Cust Type:** Low trips by New Passengers (31.62%)

Surat:

96.22%

- **Satisfied Trips-** 47.54%
- **Target met-** 2 of 6 months.
- **Day Type:** Low trips in Weekends(31.09%)
- **Cust Type:** Low Trips by New Passengers (21.19%)



New Passenger Insights

Recommendations

- Improve referral program with better incentives for referrers and new users.
- Enhance online presence through SEO, social media, and partnerships.
- Implement special weekday promotions and discounts.
- Launch targeted marketing campaigns focusing on weekday commuters.
- Establish partnerships with local businesses to offer employee commuting solutions.

Why?

- Business has **not** achieved New Passenger Target in 5 of 6 months. Targets were achieved only in April.
- 5 Cities **Mysore, Jaipur, Coimbatore and Kochi** have met the YTD target.
- Amongst the cities which did not meet the New Passenger Target, **Jaipur, Chandigarh and Vizag** has the **lowest New Passenger Target achieved%**
- For the above 3 cities New passenger Trips are low during **Weekdays**.
- Common months missed target- **March, May and June**.

Jaipur

84.92%

- **New:Repeat Ratio- 0 : 0.7**
- **Target met** – 1 of 6 months
- **Day Type:** Low New Passengers trips in Weekdays(34.14%)
- **Avg Fair/Trip:** ₹496.28

Chandigarh

90.04%

- **New:Repeat Ratio- 1 : 1.1**
- **Target met-** 1 of 6 months.
- **Day Type:** Low New Passengers trips in Weekdays(41.77%)
- **Avg Fair/Trip:** ₹292.79

Vizag

94.42%

- **New:Repeat Ratio- 1 : 1.2**
- **Target met-** 1 of 6 months.
- **Day Type:** Low New Passengers trips in Weekdays(41.48%)
- **Avg Fair/Trip:** ₹296.03



Adhoc Requests



Adhoc Requests



Business Request - 1: City-Level Fare and Trip Summary Report

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_per_km	avg_fare_per_trip	contribution_to_total_trips_pct
Jaipur	76888	16.25	483.92	18.05%
Lucknow	64299	12.14	147.18	15.10%
Surat	54843	10.92	117.27	12.88%
Kochi	50702	14.13	335.25	11.90%
Indore	42456	11.07	179.84	9.97%
Chandigarh	38981	12.18	283.69	9.15%
Vadodara	32026	10.54	118.57	7.52%
Visakhapatnam	28366	12.70	282.67	6.66%
Coimbatore	21104	11.30	166.98	4.96%
Mysore	16238	15.40	249.71	3.81%



Adhoc Requests



Business Request - 2: Monthly City-Level Trips Target Performance Report

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 categorise 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	pct_difference
Chandigarh	January	6810	7000	Not Met Target	-2.71%
Chandigarh	February	7387	7000	Met Target	5.53%
Chandigarh	March	6569	7000	Not Met Target	-6.16%
Chandigarh	April	5566	6000	Not Met Target	-7.23%
Chandigarh	May	6620	6000	Met Target	10.33%
Chandigarh	June	6029	6000	Met Target	0.48%
Coimbatore	January	3651	3500	Met Target	4.31%
Coimbatore	February	3404	3500	Not Met Target	-2.74%
Coimbatore	March	3680	3500	Met Target	5.14%
Coimbatore	April	3661	3500	Met Target	4.60%
Coimbatore	May	3550	3500	Met Target	1.43%
Coimbatore	June	3158	3500	Not Met Target	-9.77%



Adhoc Requests



Business Request - 3: City-Level Repeat Passenger Trip Frequency Report

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.

This report will help identify cities with high repeat trip frequency, which can indicate strong customer loyalty or frequent usage patterns.

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



Adhoc Requests



Business Request - 4: Identify Cities with Highest and Lowest Total New Passengers

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, categorising them as "Top 3" or "Bottom 3" accordingly.

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



Adhoc Requests



Business Request - 5: Identify Month with Highest Revenue for Each City

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	highest_revenue_month	revenue	percentage_contribution
Jaipur	February	7747202	20.82
Kochi	May	3333746	19.61
Chandigarh	February	2108290	19.07
Lucknow	February	1777269	18.78
Visakhapatnam	April	1390682	17.34
Indore	May	1380996	18.09
Surat	April	1154909	17.96
Mysore	May	745170	18.38
Vadodara	April	706250	18.60
Coimbatore	April	612431	17.38



Adhoc Requests



Business Request - 6: Repeat Passenger Rate Analysis

Generate a report that calculates two metrics:

1. 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.
2. 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_passenger_rate	city_repeat_passenger_rate
Chandigarh	April	98550	23670	24.02	21.16
Chandigarh	February	143753	24737	17.21	21.16
Chandigarh	January	143840	22320	15.52	21.16
Chandigarh	June	98910	26010	26.30	21.16
Chandigarh	March	127100	27032	21.27	21.16
Chandigarh	May	114669	30039	26.20	21.16
Coimbatore	April	51660	14400	27.87	23.09
Coimbatore	February	57797	10034	17.36	23.09
Coimbatore	January	68634	12152	17.71	23.09
Coimbatore	June	48840	12060	24.69	23.09
Coimbatore	March	60915	13237	21.73	23.09
Coimbatore	May	47833	15624	32.66	23.09



Snapshots



PowerBi Snapshots



Trip Analysis

Passenger Ratings

New Passengers

Revenue Analysis

Repeat Passengers

Operational Efficiency

FOCUS

All

Good Cabs

₹ 108M

Total Revenue



25.73%

Repeat Customers%



Passenger Rating Target

96.06%

Met%



Trip Target

99.28%

Met%



₹ 254.0

Avg_FairperTrip



Avg Passenger

7.66

Rating



Avg Driver

7.83

Rating

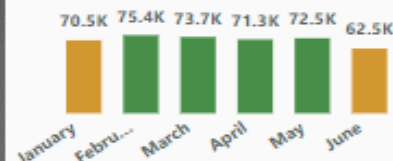


19.13

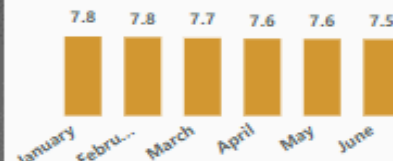
Avg Trip Distance



Trips Target



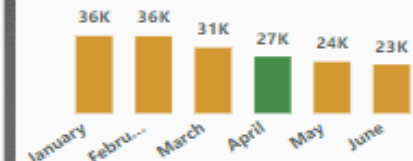
Passenger Ratings%



Total Revenue



New Passengers%



Zonewise Performance

Zone	Trip Target Met%	Passenger Rating Target Met%	Total Revenue	New Passenger Target Achieved%	Repeat Customers%	Avg Fair per Trip	Avg Fair per Km	Avg Passenger Rating
Total	99.28%	96.06%	108,188,091	95.62%	25.73%	₹ 254.0	₹ 13.3	7.66
South	102.35%	98.80%	32,211,561	101.44%	23.49%	₹ 246.8	₹ 12.9	8.21
North	100.93%	98.36%	57,729,449	89.43%	23.11%	₹ 320.4	₹ 14.3	7.70
East	99.53%	99.21%	8,018,282	94.42%	28.61%	₹ 282.7	₹ 12.5	8.43
West	91.92%	89.50%	10,228,799	106.63%	37.38%	₹ 117.7	₹ 10.5	6.49

PowerBi Snapshots



Trip Analysis

Passenger Ratings

New Passengers

Revenue Analysis

Repeat Passengers

Operational Efficiency

PASSENGER TYPE

All

MONTH

All

DAY TYPE

All

426K

Trips Completed



238K

Weekdays Trips



188K

Weekends Trips



8M

Total Trip Distance



19.13

Avg Trip Distance



Select all

Chandigarh

Coimbatore

Indore

Jaipur

Kochi

Lucknow

Mysore

Surat

Vadodara

Visakhapatnam

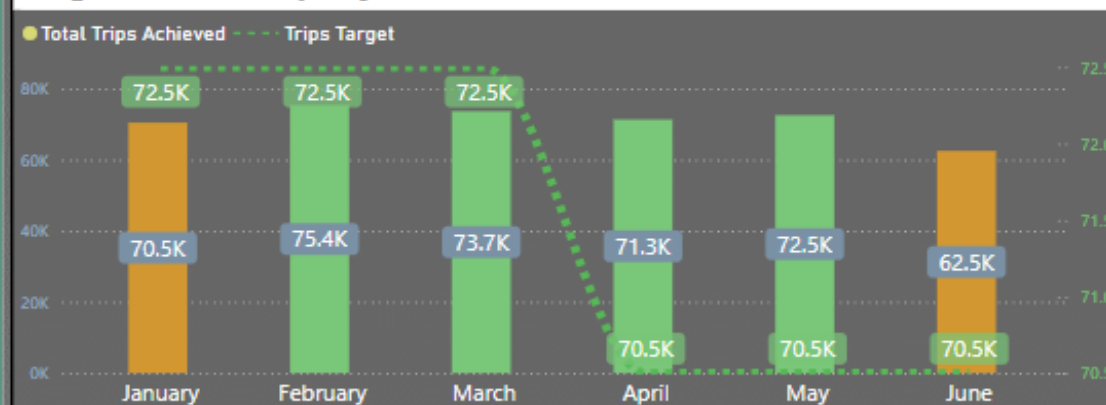
Total Trips(Target Vs Actual)

city_name	Trips Target	Total_Trips	Target Met/NotMet	Trip Target Achieved%	Percentage Difference
Jaipur	67500	76888	✓	113.91%	13.91%
Lucknow	72000	64299	✗	89.30%	-10.70%
Surat	57000	54843	✗	96.22%	-3.78%
Kochi	49500	50702	✓	102.43%	2.43%
Indore	43500	42456	✗	97.60%	-2.40%
Chandigarh	39000	38981	✗	99.95%	-0.05%
Vadodara	37500	32026	✗	85.40%	-14.60%
Visakhapatnam	28500	28366	✗	99.53%	-0.47%
Coimbatore	21000	21104	✓	100.50%	0.50%
Mysore	13500	16238	✓	120.28%	20.28%
Total	429000	425903	✗	99.28%	-0.72%

Weekday VS Weekend

city_name	Weekday	Weekend
Jaipur	32491	44397
Lucknow	49617	14682
Surat	37793	17050
Kochi	22915	27787
Indore	21198	21258
Chandigarh	19914	19067
Vadodara	20310	11716
Visakhapatnam	15100	13266
Coimbatore	12576	8528
Mysore	6424	9814
Total	238338	187565

Target VS Total Trips by Months



New VS Repeated Customers

city_name	New Passengers	Repeat Passengers
Chandigarh	18908	20073
Coimbatore	8514	12590
Indore	14863	27593
Jaipur	45856	31032
Kochi	26416	24286
Lucknow	16260	48039
Mysore	11681	4557
Surat	11626	43217
Vadodara	10127	21899
Visakhapatnam	12747	15619
Total	176998	248905

PowerBi Snapshots



Trip Analysis

Passenger Ratings

New Passengers

Revenue Analysis

Repeat Passengers

Operational Efficiency

CITY

All

PASSENGER TYPE

All

DAY TYPE

All

7.98

APR Target



7.66

APR Achieved



96.06%

Target Achieved%



7.83

Avg Driver Rating



44.48%

Satisfied Trip%



Select all

Chandigarh

Coimbatore

Indore

Jaipur

Kochi

Lucknow

Mysore

Surat

Vadodara

Visakhapatnam

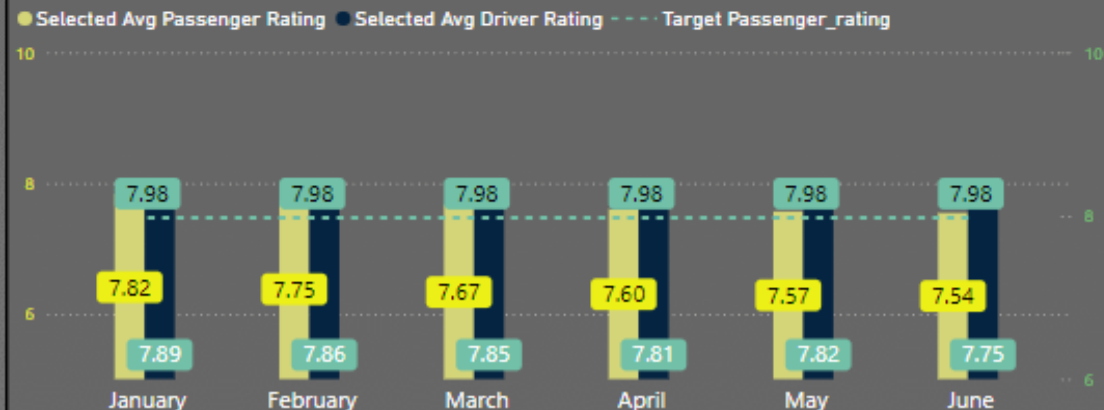
Passenger Rating(Target Vs Actual)

city_name	Target Passenger Rating	Avg Passenger Rating	Ratings Target Met/NotMet	Target Achieved%	Avg Driver Rating	Satisfied Trip%
Chandigarh	8.00	7.98	✗	99.71%	7.72	62.12%
Indore	8.00	7.83	✗	97.85%	7.65	58.33%
Mysore	8.50	8.70	✓	102.37%	8.98	57.04%
Jaipur	8.25	8.58	✓	104.05%	8.99	53.02%
Kochi	8.50	8.52	✓	100.19%	8.99	50.96%
Visakhapatnam	8.50	8.43	✗	99.21%	8.99	48.26%
Surat	7.00	6.42	✗	91.67%	6.59	47.54%
Coimbatore	8.25	7.88	✗	95.55%	7.69	34.69%
Vadodara	7.50	6.61	✗	88.15%	6.65	20.91%
Lucknow	7.25	6.49	✗	89.51%	6.62	16.84%
Total	7.98	7.66	✗	96.06%	7.83	44.48%

Weekday VS Weekend

city_name	Weekday Ratings	Weekend Ratings
Chandigarh	7.88	8.07
Coimbatore	7.81	8.00
Indore	7.74	7.91
Jaipur	8.46	8.67
Kochi	8.40	8.61
Lucknow	6.40	6.78
Mysore	8.58	8.78
Surat	6.32	6.64
Vadodara	6.49	6.83
Visakhapatnam	8.34	8.54
Total	7.37	8.03

Target VS Avg Passenger Rating by Months



New Vs Repeat Passengers

city_name	New Passengers	Repeat Passengers
Chandigarh	8.49	7.49
Coimbatore	8.49	7.48
Indore	8.49	7.47
Jaipur	8.99	7.99
Kochi	8.99	8.00
Lucknow	7.98	5.99
Mysore	8.98	7.98
Surat	7.98	6.00
Vadodara	7.98	5.98
Visakhapatnam	8.98	7.99
Total	8.65	6.96

PowerBi Snapshots



Trip Analysis

Passenger Ratings

New Passengers

Revenue Analysis

Repeat Passengers

Operational Efficiency

CITY

All

PASSENGER TYPE

All

DAY TYPE

All

177K

Total Trips



53M

Total Fair



302.06

Avg Trip Fair



8.65

New Pssgr Rating



1 : 1.4

New : Repeat



Select all

Chandigarh

Coimbatore

Indore

Jaipur

Kochi

Lucknow

Mysore

Surat

Vadodara

Visakhapatnam

New Passenger(Target Vs Actual)

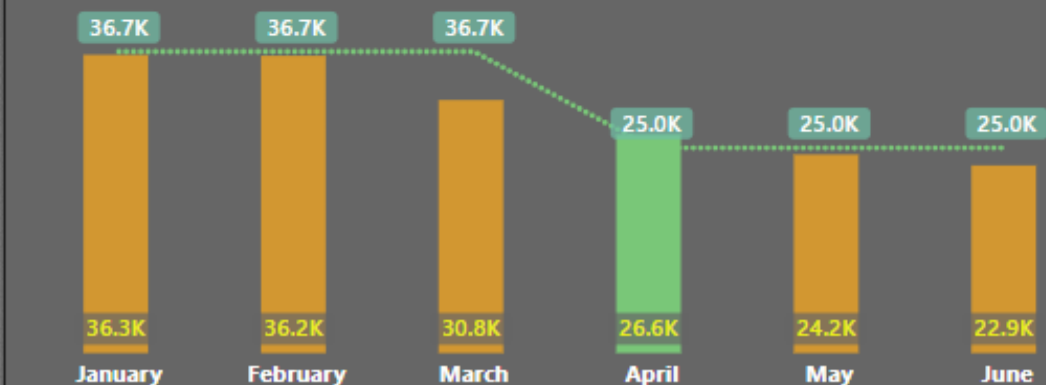
city_name	Target New Passengers	New Passenger Total	New passengers Met/Not Met	Percentage Difference	New Passenger Target Achieved
Coimbatore	7500	8514	✓	13.52%	113.52%
Surat	10500	11626	✓	10.72%	110.72%
Indore	14100	14863	✓	5.41%	105.41%
Lucknow	15600	16260	✓	4.23%	104.23%
Vadodara	9900	10127	✓	2.29%	102.29%
Kochi	27000	26416	✗	-2.16%	97.84%
Mysore	12000	11681	✗	-2.66%	97.34%
Visakhapatnam	13500	12747	✗	-5.58%	94.42%
Chandigarh	21000	18908	✗	-9.96%	90.04%
Jaipur	54000	45856	✗	-15.08%	84.92%
Total	185100	176998	✗	-4.38%	95.62%

Weekday VS Weekend

city_name	Weekday	Weekend
Chandigarh	7898	11010
Coimbatore	4146	4368
Indore	5676	9187
Jaipur	15656	30200
Kochi	9341	17075
Lucknow	10351	5909
Mysore	3887	7794
Surat	6110	5516
Vadodara	5118	5009
Visakhapatnam	5288	7459
Total	73471	103527

Target and Actual By Month

● New Passengers Achieved Target new Passengers



Trip Fair and Trip Distance

city_name	New Passengers Avg Trip Fair	New Passengers Avg Trip Distance
Chandigarh	293	23.55
Coimbatore	174	15.00
Indore	186	16.51
Jaipur	496	30.04
Kochi	342	24.03
Lucknow	152	12.51
Mysore	256	16.57
Surat	123	11.03
Vadodara	122	11.54
Visakhapatnam	296	22.57
Total	302	21.24

PowerBi Snapshots



426K
Trips Completed



₹ 108M
Total Fare Amount



₹ 254.0
Avg Fair/Trip



₹ 13.3
Avg Fair per Km



7.66
Avg P Rating



Select all

Chandigarh

Coimbatore

Indore

Jaipur

Kochi

Lucknow

Mysore

Surat

Vadodara

Visakhapatnam

By Month

city_name	January	February	March	April	May	June	Total
Jaipur	₹ 7M	₹ 8M	₹ 6M	₹ 5M	₹ 5M	₹ 5M	₹ 37M
Kochi	₹ 2M	₹ 3M	₹ 3M	₹ 3M	₹ 3M	₹ 2M	₹ 17M
Chandigarh	₹ 2M	₹ 2M	₹ 2M	₹ 2M	₹ 2M	₹ 2M	₹ 11M
Lucknow	₹ 2M	₹ 2M	₹ 2M	₹ 1M	₹ 1M	₹ 2M	₹ 9M
Visakhapatnam	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 8M
Indore	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 8M
Surat	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 6M
Mysore	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 4M
Vadodara	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 4M
Coimbatore	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 1M	₹ 4M
Total	₹ 18M	₹ 20M	₹ 19M	₹ 18M	₹ 18M	₹ 15M	₹ 108M

New Vs Repeat Passengers

city_name	New Passengers	Repeated Passengers
Jaipur	₹ 23M	₹ 14M
Kochi	₹ 9M	₹ 8M
Lucknow	₹ 2M	₹ 7M
Chandigarh	₹ 6M	₹ 6M
Surat	₹ 1M	₹ 5M
Indore	₹ 3M	₹ 5M
Visakhapatnam	₹ 4M	₹ 4M
Vadodara	₹ 1M	₹ 3M
Coimbatore	₹ 1M	₹ 2M
Mysore	₹ 3M	₹ 1M
Total	₹ 53M	₹ 55M

Weekday vs Weekend

city_name	Weekday	Weekend
Chandigarh	5M	₹ 6M
Coimbatore	2M	₹ 2M
Indore	3M	₹ 4M
Jaipur	13M	₹ 24M
Kochi	7M	₹ 10M
Lucknow	7M	₹ 3M
Mysore	1M	₹ 3M
Surat	4M	₹ 2M
Vadodara	2M	₹ 2M
Visakhapatnam	3M	₹ 5M
Total	47M	₹ 61M

Trip Analysis

Passenger Ratings

New Passengers

Revenue Analysis

Repeat Passengers

Operational Efficiency

city_name

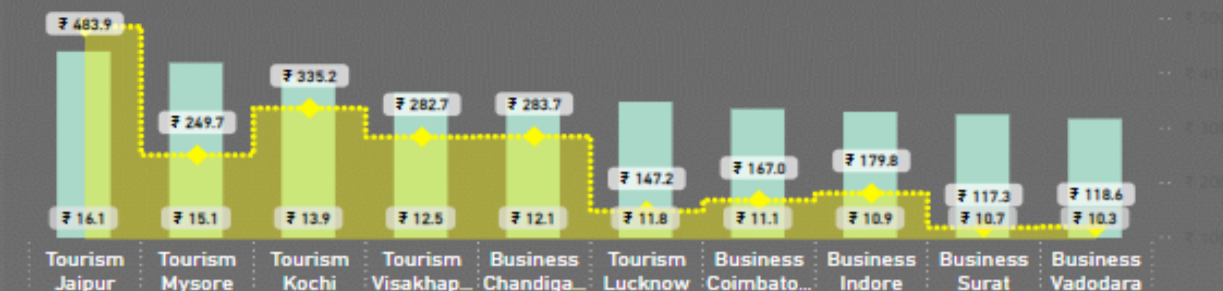
All

City Type

All

Avg Fair(Per Km VS Per Trip)

● Avg Fair per Km ◆ Avg_FairperTrip



PowerBi Snapshots



Trip Analysis

Passenger Ratings

New Passengers

Revenue Analysis

Repeat Passengers

Operational Efficiency

Month Name

All

City Type

All

25.73%

Repeat Passengers



238K

Total Passengers



177K

New customers



61K

Repeat Passengers



7.66

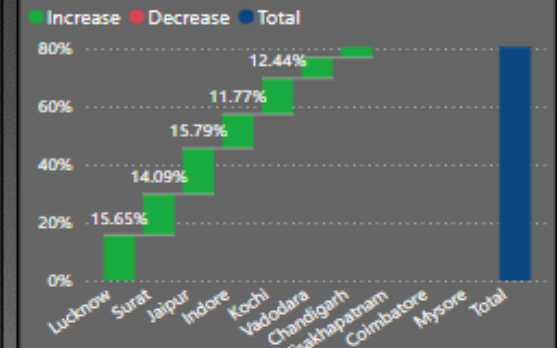
Avg P Rating



By Month

city_name	Numbers						Percentage
	January	February	March	April	May	June	Total
Jaipur	1422	1661	1840	1736	1842	1181	9682
Lucknow	1431	1659	1622	1496	1662	1727	9597
Surat	1184	1313	1494	1551	1606	1490	8638
Kochi	795	1005	1348	1576	1853	1049	7626
Indore	1033	1103	1091	1295	1563	1131	7216
Visakhapatnam	650	790	923	992	951	802	5108
Chandigarh	720	853	872	789	969	867	5070
Vadodara	544	610	759	862	868	703	4346
Coimbatore	392	346	427	480	504	402	2551
Mysore	172	183	208	236	349	329	1477
Total	8343	9523	10584	11013	12167	9681	61311

Distribution



Repeat Type%

trip_count	Numbers										Percentage
	Chandigarh	Coimbatore	Indore	Jaipur	Kochi	Lucknow	Mysore	Surat	Vadodara	Visakhapatnam	Total
2-Trips	2.67%	0.47%	4.04%	7.92%	5.93%	1.51%	1.17%	1.37%	0.70%	4.27%	30.06%
3-Trips	1.59%	0.62%	2.67%	3.27%	3.03%	2.31%	0.59%	2.01%	1.00%	2.08%	19.17%
4-Trips	1.30%	0.65%	1.58%	1.91%	1.47%	2.54%	0.31%	2.33%	1.17%	0.83%	14.09%
5-Trips	1.01%	0.86%	1.22%	0.99%	0.81%	2.88%	0.14%	2.78%	1.28%	0.45%	12.42%
6-Trips	0.61%	0.73%	0.81%	0.65%	0.49%	3.16%	0.10%	2.60%	1.35%	0.27%	10.77%
7-Trips	0.45%	0.44%	0.62%	0.40%	0.26%	1.77%	0.04%	1.68%	0.91%	0.16%	6.73%
8-Trips	0.29%	0.26%	0.38%	0.30%	0.21%	1.01%	0.03%	0.88%	0.41%	0.12%	3.88%
9-Trips	0.19%	0.10%	0.28%	0.19%	0.15%	0.30%	0.01%	0.24%	0.15%	0.07%	1.68%
10-Trips	0.15%	0.05%	0.18%	0.15%	0.10%	0.17%	0.01%	0.19%	0.11%	0.08%	1.20%
Total	8.27%	4.16%	11.77%	15.79%	12.44%	15.65%	2.41%	14.09%	7.09%	8.33%	100.00%

PowerBi Snapshots



Trip Analysis

Passenger Ratings

New Passengers

Revenue Analysis

Repeat Passengers

Operational Efficiency

city_name

All

City Type

All

426K

Trips Completed



₹ 108M

Total Fare Amount



₹ 254.0

Avg Fair/Trip



7.98

Target P Rating



7.66

Avg P Rating



Metrics Performance YTD

City Type	city_name	New passengers Met/Not Met	Ratings Target Met/NotMet	Trips Target Met/NotMet	Total Met
Business	Coimbatore	✓	✗	✓	2
	Indore	✓	✗	✗	1
	Surat	✓	✗	✗	1
	Vadodara	✓	✗	✗	1
	Chandigarh	✗	✗	✗	0
Tourism	Jaipur	✗	✓	✓	2
	Kochi	✗	✓	✓	2
	Mysore	✗	✓	✓	2
	Lucknow	✓	✗	✗	1
	Visakhapatnam	✗	✗	✗	0

Select all

Lucknow

Chandigarh

Mysore

Coimbatore

Surat

Indore

Vadodara

Jaipur

Visakhapatnam

Kochi

Metrics Performance by Months

Month Name	New passengers Met/Not Met	Ratings Target Met/NotMet	Trips Target Met/NotMet	Total Met
January	✗	✗	✗	0
February	✗	✗	✓	1
March	✗	✗	✓	1
April	✓	✗	✓	2
May	✗	✗	✓	1
June	✗	✗	✗	0



Thank You
For your attention!!



 Arun Kumar M