

ANALYSING GOODCABS' PERFORMANCE



*CHIEF OF OPERATIONS,
GOODCABS*



BRUCE

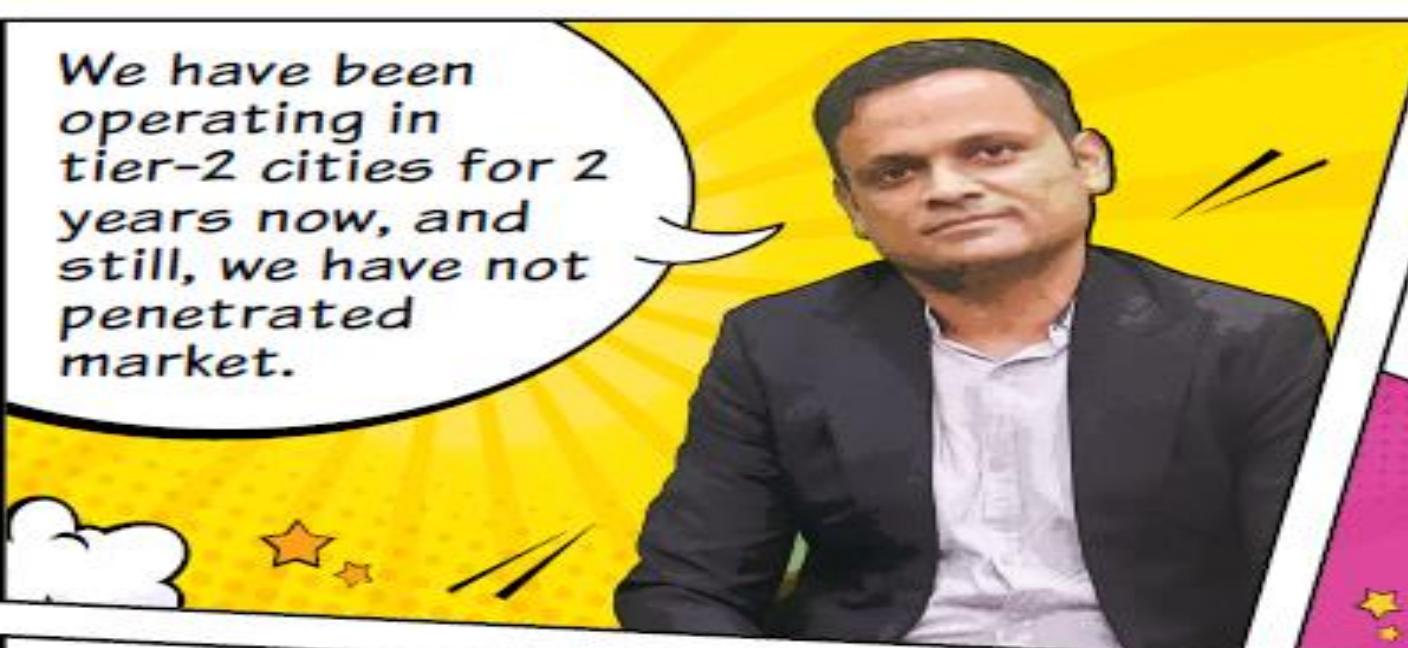
DATA ANALYST

PETER

TONY

DATA ANALYTICS HEAD

BRUCE, TONY, AND PETER IN A MEETING ROOM DISCUSSING PROJECT GOALS.



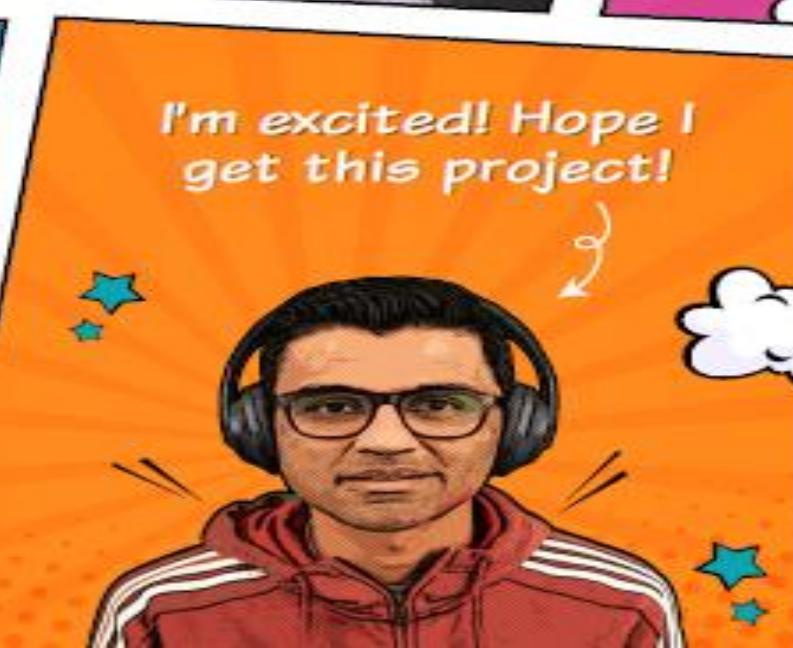
We have been operating in tier-2 cities for 2 years now, and still, we have not penetrated market.



Bruce, I suggest we do a deeper analysis on last 6 months.



Makes sense, I want a comprehensive report.



I'm excited! Hope I get this project!



Bruce, there is a challenge. I'm tied up with optima project.

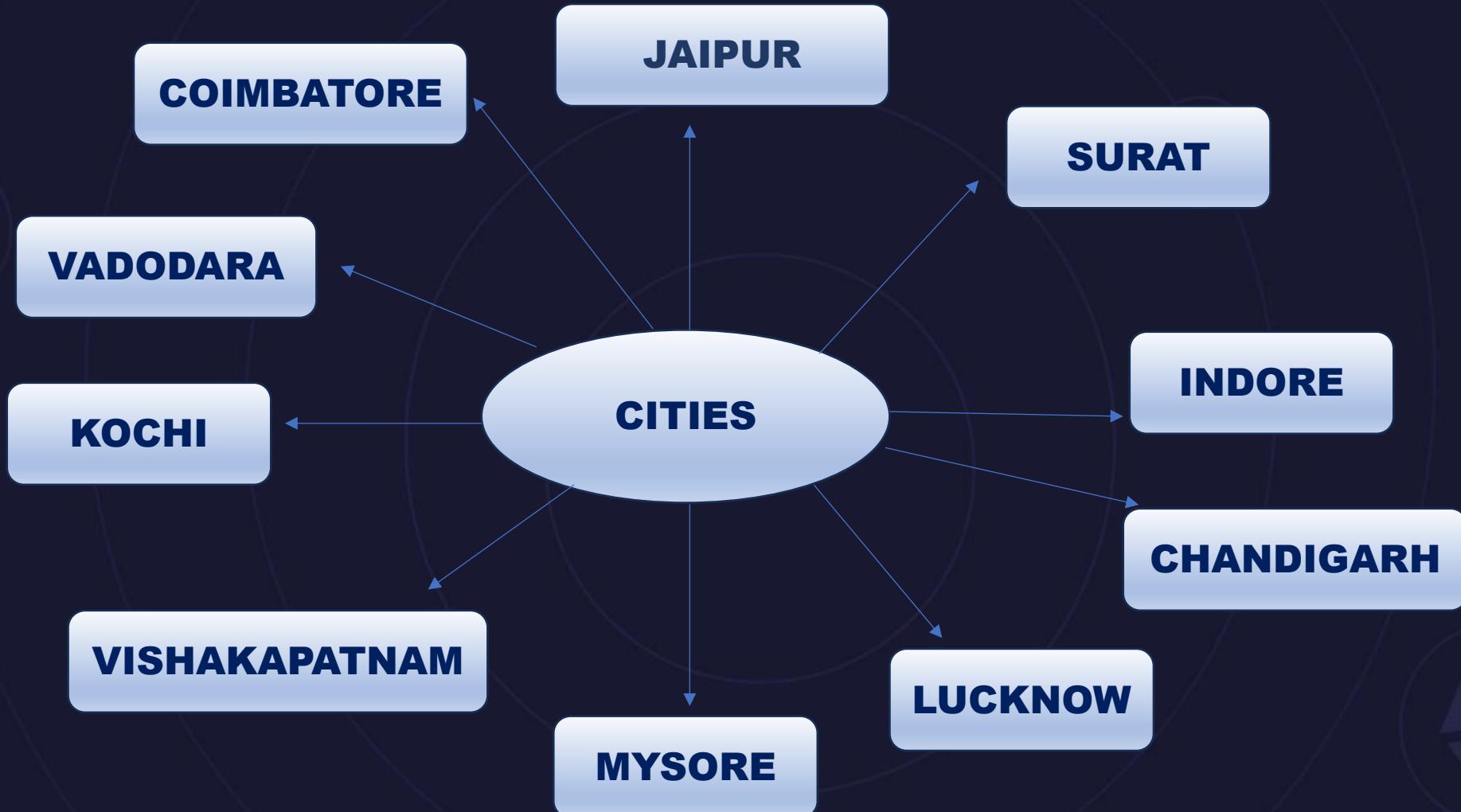




MANOJ KUMAR M



PETER



Ad-hoc (necessary / for this situation) questions sent by Bruce

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.

Fields:

- city_name
- total_trips
- avg_fare_per_km
- avg_fare_per_trip
- %_contribution_to_total_trips

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.

Fields:

- City_name
- month_name
- actual_trips
- target_trips
- performance_status
- %_difference

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.

- Fields: city_name, 2-Trips, 3-Trips, 4-Trips, 5-Trips, 6-Trips, 7-Trips, 8-Trips, 9-Trips, 10-Trips

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.

Fields

- city_name
- total_new_passengers
- city_category ("Top 3" or "Bottom 3")

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.

Fields

- city_name
- highest_revenue_month
- revenue
- percentage_contribution (%)

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.

These metrics will provide insights into monthly repeat trends as well as the overall repeat behaviour for each city.

Fields:

- city_name
- month
- total_passengers
- repeat_passengers
- monthly_repeat_passenger_rate (%): Repeat passenger rate at the city and month level
- city_repeat_passenger_rate (%): Overall repeat passenger rate for each city, aggregated across months

Alright, Bruce.
I'll get you those
insights!





Hey Peter ,How are u doing ?
Did u answer ad-hoc questions sent to u?



That's great to hear,
Let's start with the City level Fare and
Trips Summary report

Hlo Bruce , I am doing good.
I have completed SQL analysis of the questions
you provided.
I'm ready to go through each of the insights and
discuss any additional context you might need.



Sure Bruce !

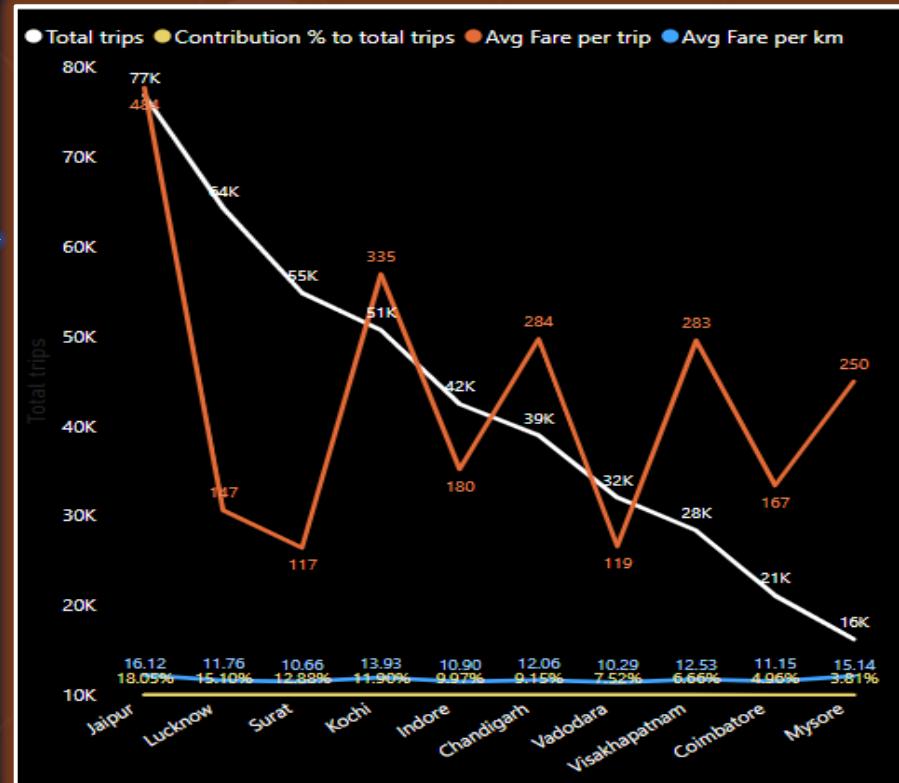


Question 1

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_pct_to_total_trips
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%
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%



Jaipur , Lucknow ,Surat,Kochi are best performing cities in terms of contribution % and Total Trips but Jaipur ,Kochi , Chandigarh , Vishakapatnam ,Mysore have high average fare per trip



Question 2

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'.

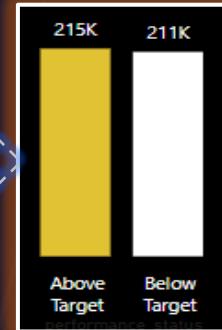
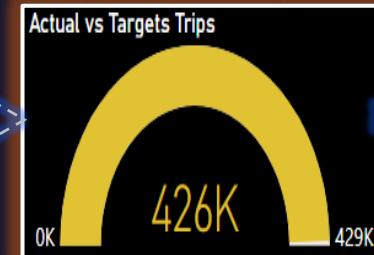
If actual trips are less than or equal to target trips, mark it as 'Below Target'.

Additionally, calculate the % difference between actual and target trips to quantify the performance gap.

city_name	month_name ● April ● February ● January ● June ● March ● May					
	11.41K	15.87K	14.98K	9.84K	13.32K	11.48K
Jaipur	11.41K	15.87K	14.98K	9.84K	13.32K	11.48K
Lucknow	10.21K	12.06K	10.86K	10.24K	11.22K	9.71K
Surat	9.83K	9.07K	8.36K	8.54K	9.27K	9.77K
Kochi	9.76K	7.69K	7.34K	6.40K	9.50K	10.01K
Indore	7.42K	7.21K	6.74K	6.29K	7.02K	7.79K
Chandigarh	5.57K	7.39K	6.81K	6.03K	6.57K	6.62K
Vadodara	5.94K	5.23K	4.78K	4.69K	5.60K	5.80K
Visakhapatnam	4.94K	4.79K	4.47K	4.48K	4.88K	4.81K
Coimbatore	3.66K	3.40K	3.65K	3.16K	3.68K	3.55K
Mysore	2.60K	2.67K	2.49K	2.84K	2.63K	3.01K

city_name	month_name	actual_trips	target_trips	performance_status	difference_pct
Chandigarh	January	6810	7000	Below Target	-2.71%
Chandigarh	February	7387	7000	Above Target	5.53%
Chandigarh	March	6569	7000	Below Target	-6.16%
Chandigarh	April	5566	6000	Below Target	-7.23%
Chandigarh	May	6620	6000	Above Target	10.33%
Chandigarh	June	6029	6000	Above Target	0.48%
Coimbatore	January	3651	3500	Above Target	4.31%
Coimbatore	February	3404	3500	Below Target	-2.74%
Coimbatore	March	3680	3500	Above Target	5.14%
Coimbatore	April	3661	3500	Above Target	4.60%

Rows Continues



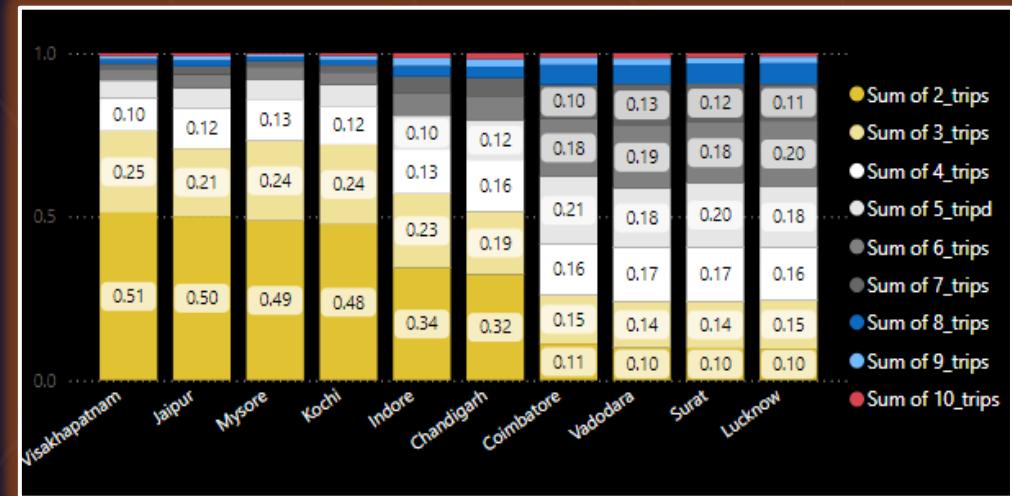
Out of 426K Actual Trips 215K Trips are above targeted trips

Question 3

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_tripd	6_trips	7_trips	8_trips	9_trips	10_trips
Visakhapatnam	51.25%	24.96%	9.98%	5.44%	3.19%	1.98%	1.39%	0.88%	0.92%
Chandigarh	32.31%	19.25%	15.74%	12.21%	7.42%	5.48%	3.47%	2.33%	1.79%
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%
Mysore	48.75%	24.44%	12.73%	5.82%	4.06%	1.76%	1.42%	0.54%	0.47%
Kochi	47.67%	24.35%	11.81%	6.48%	3.91%	2.11%	1.65%	1.21%	0.81%
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%
Coimbatore	11.21%	14.82%	15.56%	20.62%	17.64%	10.47%	6.15%	2.31%	1.22%
Lucknow	9.66%	14.77%	16.20%	18.42%	20.18%	11.33%	6.43%	1.91%	1.10%



In Vishakapatnam , Jaipur , Mysore and Kochi
50% of the passengers comes under 2 Trips.
Coimbatore , Vadodara ,Surat ,Lucknow have good Customer/Passenger loyalty
because these cities have more trips under 4 trips,5 trips ,6 trips.

Question 4

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.

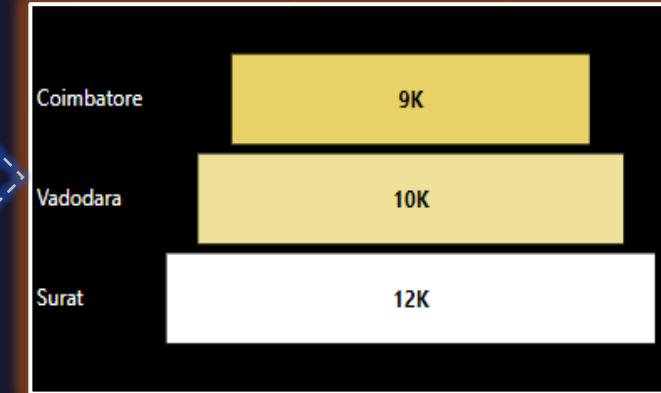


Top 3 Cities



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

Bottom 3 Cities



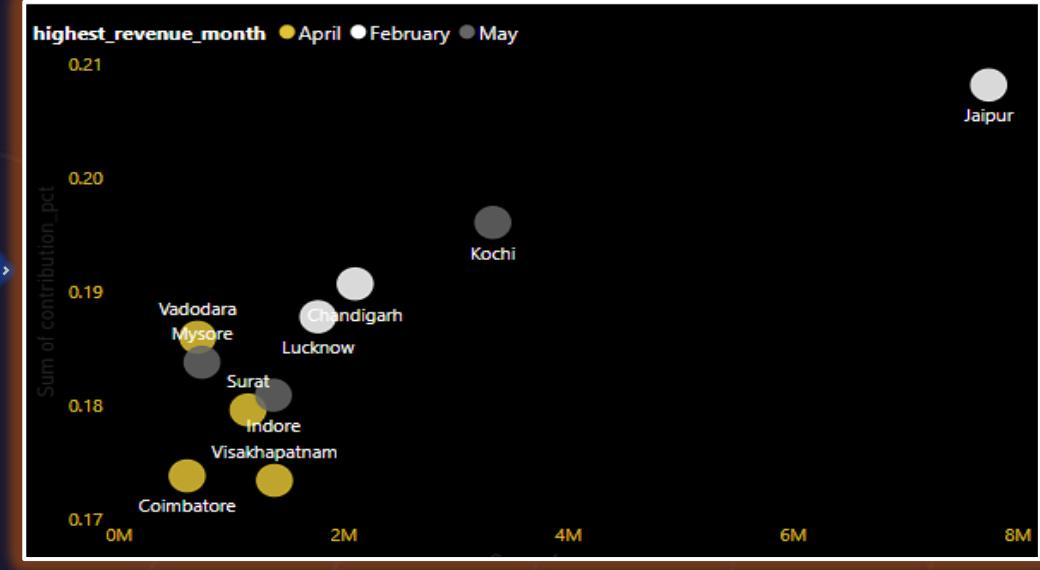
Jaipur has very high new passengers count ,
Coimbatore has lowest new passengers count.

Question 5

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



Jaipur in Feb, Kochi in May , Chandigarh in Feb generated Huge revenue with Highest contribution %.



Question 6

"Generate a report that calculates two metrics:

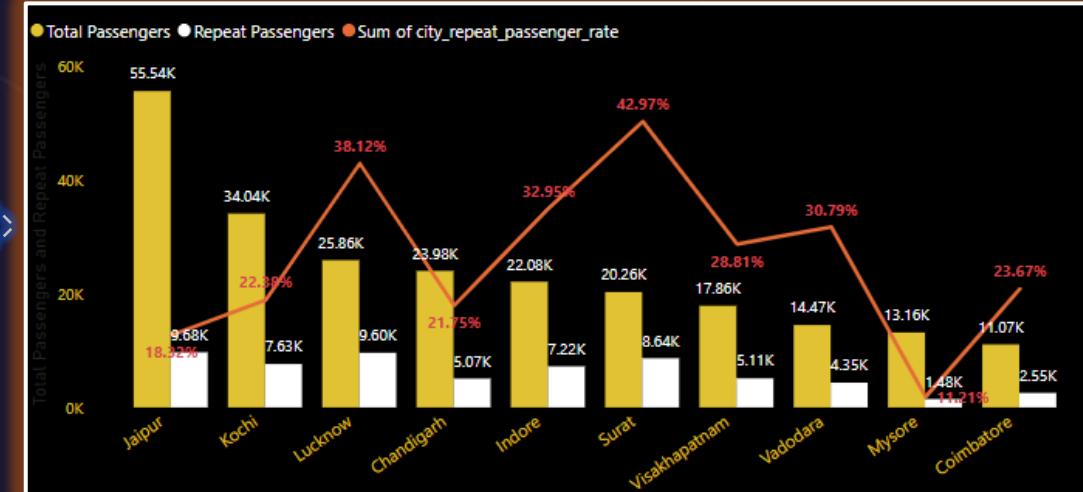
1. Monthly Repeat Passenger Rate: Calculate the repeat passenger rate for each city and month by comparing the number of repeat passengers to the total passengers.

2. City-wide Repeat Passenger Rate: Calculate the overall repeat passenger rate for each city, considering all passengers across months.

These metrics will provide insights into monthly repeat trends as well as the overall repeat behavior for each city.

city_name	months	total_passengers	repeat_passenger	monthly_repeat_passenger_rate	city_repeat_passenger_rate
Chandigarh	January	4640	720	15.52%	2.59%
Chandigarh	February	4957	853	17.21%	2.87%
Chandigarh	March	4100	872	21.27%	3.54%
Chandigarh	April	3285	789	24.02%	4.00%
Chandigarh	May	3699	969	26.20%	4.37%
Chandigarh	June	3297	867	26.30%	4.38%
Coimbatore	January	2214	392	17.71%	2.95%
Coimbatore	February	1993	346	17.36%	2.89%
Coimbatore	March	1965	427	21.73%	3.62%
Coimbatore	April	1722	480	27.87%	4.65%

Rows Continues



Lucknow , Indore,Surat ,Vadodara has High passenger repeat %.
Jaipur , Mysore has very less passenger repeat %.





That's great Peter , you did a good work in short time .



That's good peter , When I can expect insights for my primary and secondary analysis questions.



Sure Peter , I will be waiting for your mail

Thank you Bruce , Its because I prioritize work over other things



I will provide it within 2 days Bruce , I hope its fine



Primary and secondary analysis questions sent by Bruce

BASICS

Questions from the available data (Primary)

1. Top and Bottom Performing Cities

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

2. Average Fare per Trip by City

- 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.

3. Average Ratings by City and Passenger Type

- 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.

4. Peak and Low Demand Months by City

- 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.

5. Weekend vs. Weekday Trip Demand by City

- 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.

6. Repeat Passenger Frequency and City Contribution Analysis

- 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.

7. Monthly Target Achievement Analysis for Key Metrics

- 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.

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

- Analyse the Repeat Passenger Rate (RPR%) for each city across the six-month period. 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.

Further analysis & recommendations:

1. Factors Influencing Repeat Passenger Rates

- What factors (such as quality of service, competitive pricing, or city demographics) might contribute to higher or lower repeat passenger rates in different cities? Are there correlations with socioeconomic or lifestyle patterns in these cities?

2. Tourism vs. Business Demand Impact

- How do tourism seasons or local events (festivals, conferences) impact Goodcabs' demand patterns? Would tailoring marketing efforts to these events increase trip volume in tourism-oriented cities?

3. Emerging Mobility Trends and Goodcabs' Adaptation

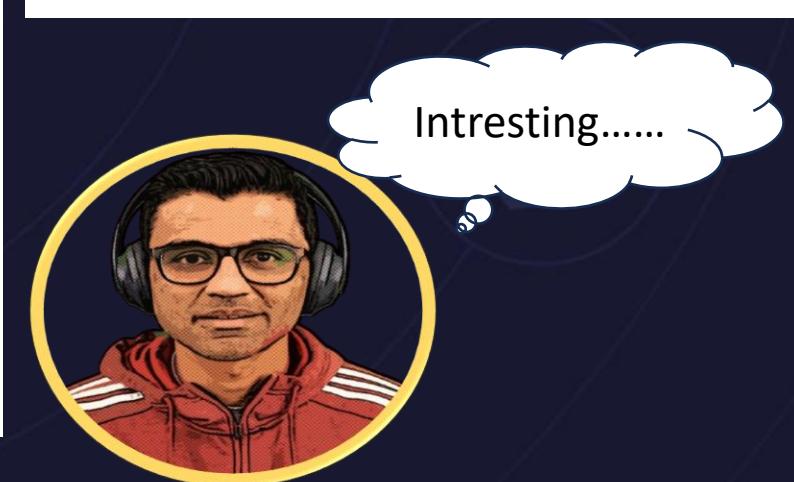
- What emerging mobility trends (such as electric vehicle adoption, green energy use) are impacting the cab service market in tier-2 cities? Should Goodcabs consider integrating electric vehicles or eco-friendly initiatives to stay competitive?

4. Partnership Opportunities with Local Businesses

- Are there opportunities for Goodcabs to partner with local businesses (such as hotels, malls, or event venues) to boost demand and improve customer loyalty? Could these partnerships drive more traffic, especially in tourism-heavy or high-footfall areas?

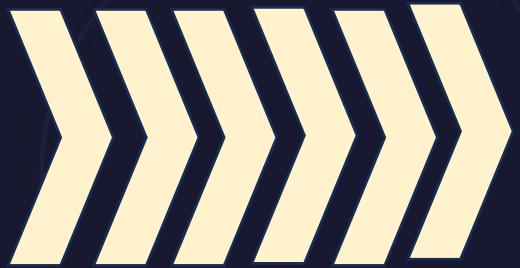
5. Data Collection for Enhanced Data-Driven Decisions

- To make Goodcabs more data-driven and improve its performance across key metrics (such as repeat passenger rate, customer satisfaction, new passengers and trip volume), what additional data should Goodcabs collect? Consider data that could provide deeper insights into customer behaviour, operational efficiency, and market trends.





TWO DAYS LATER





Hello Bruce ,
I have gathered insights for all your primary
and secondary analysis questions

Great Peter , you made it in time !
I appreciate that

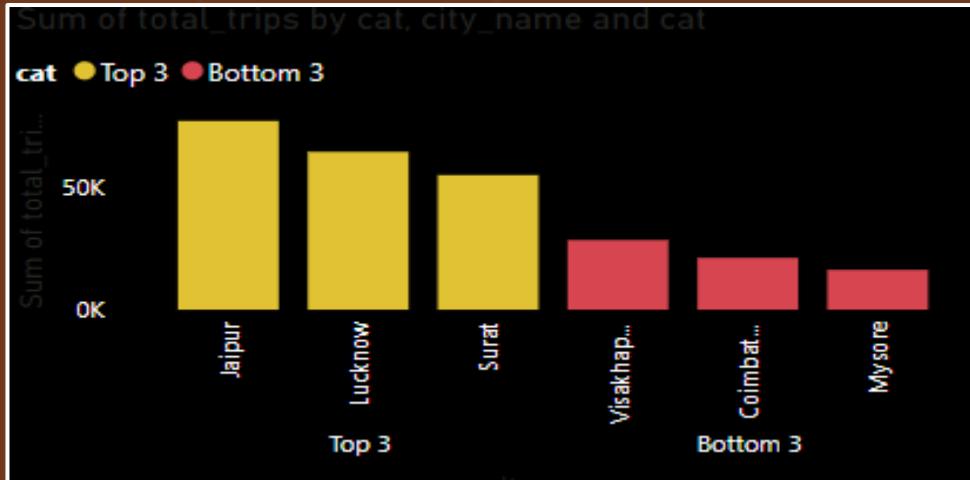
Thank you Bruce ,
Shall we get into insights?

Sure Peter ,
I was waiting for that.



Question 1

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

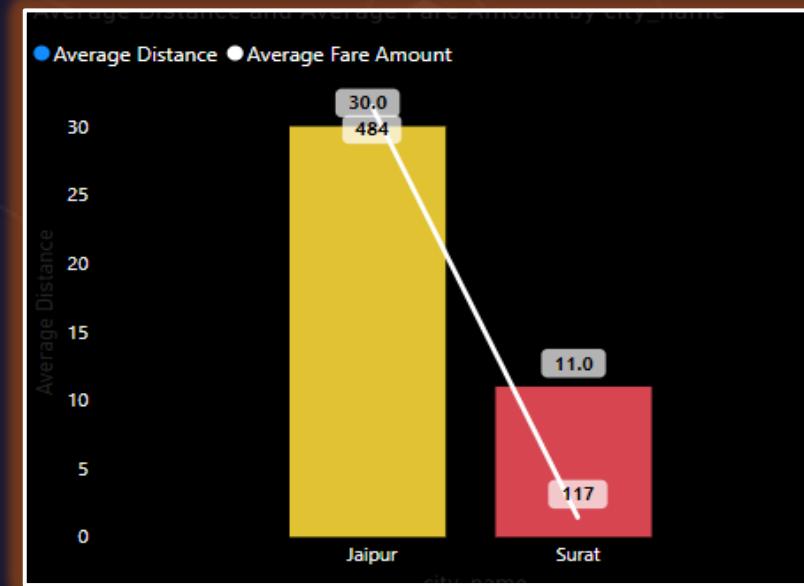


Jaipur , Lucknow , Surat are top 3 cities and Vishakapatnam , Coimbatore , Mysore are bottom 3 in terms of total trips

Question 2

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.

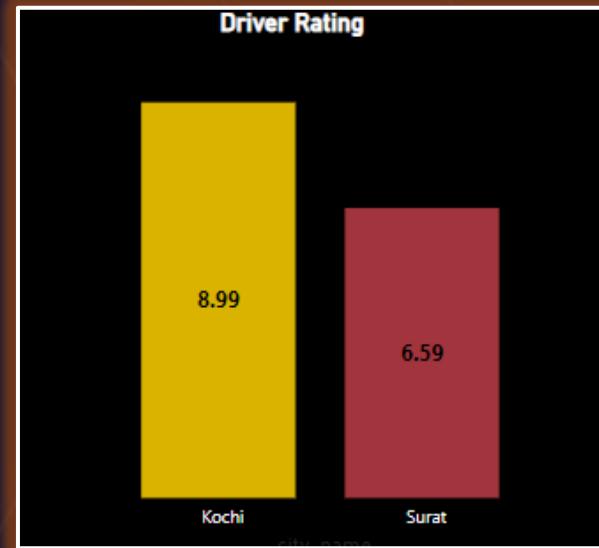
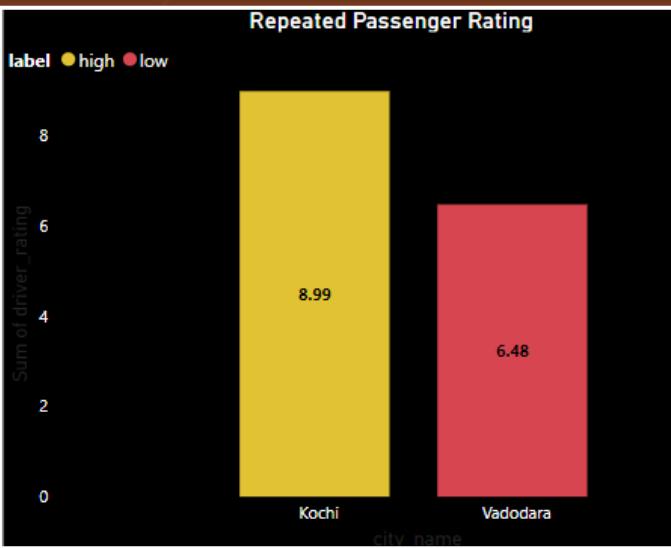
city_name	Average Fare per Trip	Average Trip Distance
Jaipur	483.92	30.02
Kochi	335.25	24.07
Chandigarh	283.69	23.52
Visakhapatnam	282.67	22.55
Mysore	249.71	16.50
Indore	179.84	16.50
Coimbatore	166.98	14.98
Lucknow	147.18	12.51
Vadodara	118.57	11.52
Surat	117.27	11.00
Total	254.02	19.13



Jaipur has highest fare per trip (484 INR) and Surat has lowest fare per trip (117 INR)

Question 3

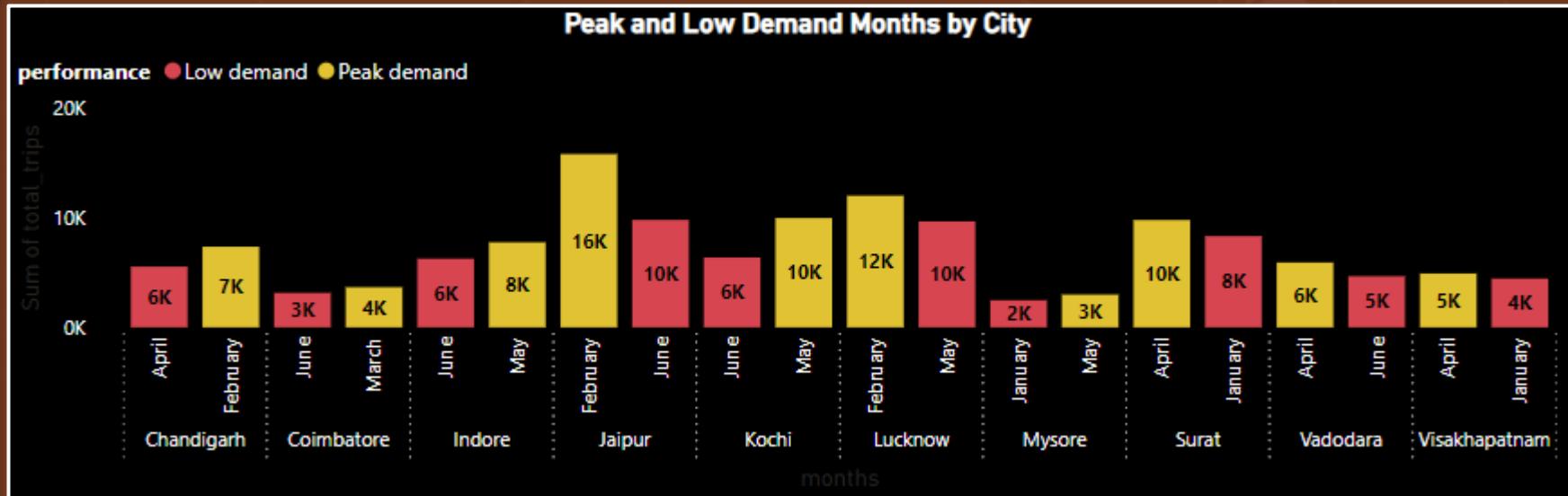
Calculate the average passenger and driver ratings for each city, segmented by passenger type (new vs. repeat). Identify cities with the highest and lowest average ratings.



New Passenger rating : Jaipur Highest and Lucknow Lowest
Repeated Passenger rating : Kochi Highest and Vadodara Lowest
Driver rating : Kochi Highest and Surat Lowest

Question 4

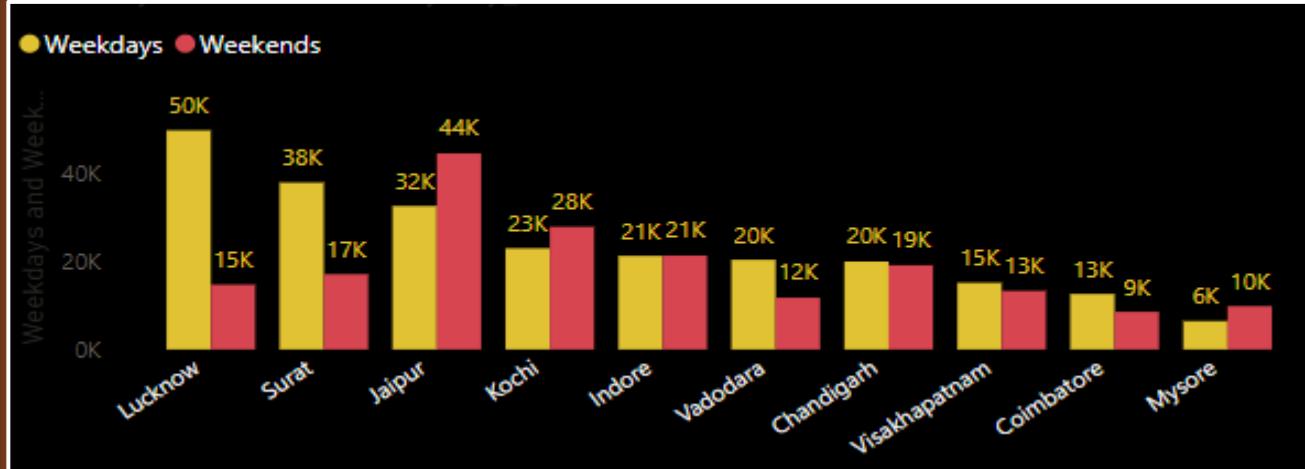
For each city, identify the month with the highest total trips (peak demand) and the month with the lowest total trips (low demand). This analysis will help Goodcabs understand seasonal patterns and adjust resources accordingly.



Most of the cities have peak demand in month of February ,May or April

Question 5

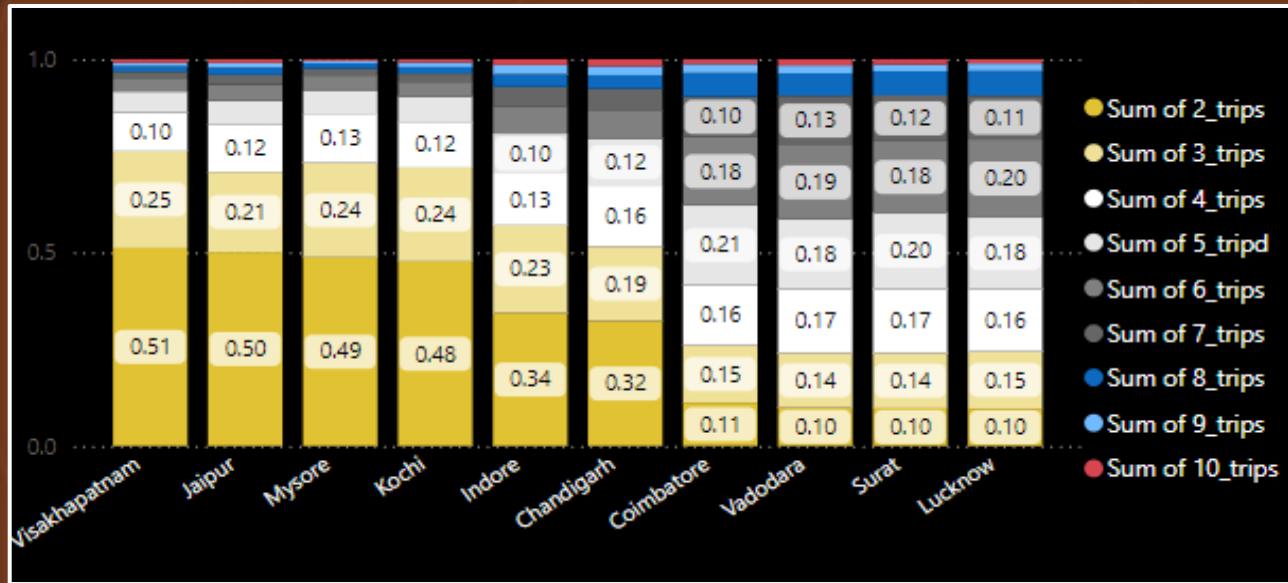
Compare the total trips taken on weekdays versus weekends for each city over the six-month period. Identify cities with a strong preference for either weekend or weekday trips to understand demand variations.



Weekday Preference : Lucknow ,Surat ,Vadodara , Chandigarh,Vishakapatnam ,Coimbatore
Weekend Preference : Jaipur ,Kochi ,Mysore

Question 6

Analyze 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.



Surat , Lucknow ,Coimbatore ,Vadodara contribute more to Higher trip frequencies ,these are business focused cities Jaipur , Mysore ,Vishakapatnam ,Kochi are Tourism focused cities and they have highest(50%) of two trips percentage.



Question 7

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.

city_name	Total Trips	Target Trips	Target difference	Total New Passengers	Target New Passengers	New Passenger Difference	Passenger Rating	Target Rating	Rating Difference
Coimbatore	21104	21000	0.50%	8514	7500	13.52%	7.88	8.25	-0.37
Surat	54843	57000	-3.78%	11626	10500	10.72%	6.42	7.00	-0.58
Indore	42456	43500	-2.40%	14863	14100	5.41%	7.83	8.00	-0.17
Lucknow	64299	72000	-10.70%	16260	15600	4.23%	6.49	7.25	-0.76
Vadodara	32026	37500	-14.60%	10127	9900	2.29%	6.61	7.50	-0.89
Kochi	50702	49500	2.43%	26416	27000	-2.16%	8.52	8.50	0.02
Mysore	16238	13500	20.28%	11681	12000	-2.66%	8.70	8.50	0.20
Visakhapatnam	28366	28500	-0.47%	12747	13500	-5.58%	8.43	8.50	-0.07
Chandigarh	38981	39000	-0.05%	18908	21000	-9.96%	7.98	8.00	-0.02
Jaipur	76888	67500	13.91%	45856	54000	-15.08%	8.58	8.25	0.33
Total	425903	429000	-0.72%	176998	185100	-4.38%	7.66	7.98	-0.31

Tourism cities like Jaipur , Mysore ,Kochi has reached more than target trips and more than Target rating

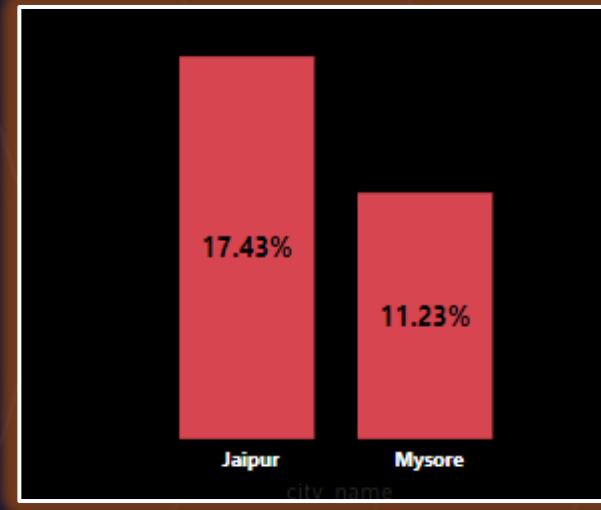
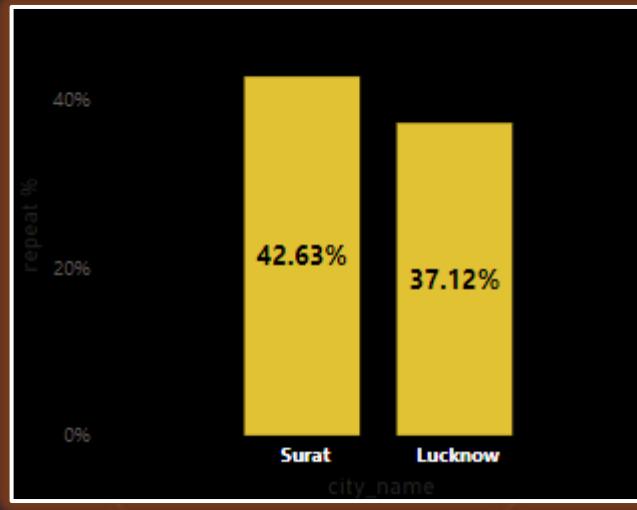


Question 8

A

Analyze the Repeat Passenger Rate (RPR%) for each city across the six-month period. Identify the top 2 and bottom 2 cities based on their RPR% to determine which locations have the strongest and weakest rates.

city_name	repeat %
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%
Total	25.73%



Surat and Lucknow have Highest RPR% and
Jaipur ,Mysore have lowest RPR%



Question 8

B

Similarly, analyze 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.

city_name	month_name	April	February	January	June	March	May
Surat	17.73%	14.28%	12.70%	19.08%	16.85%	19.37%	
Lucknow	17.18%	13.98%	12.77%	20.41%	14.83%	20.83%	
Indore	17.96%	14.01%	13.48%	18.15%	14.39%	22.01%	
Vadodara	18.67%	11.98%	11.18%	21.06%	16.29%	20.82%	
Visakhapatnam	20.23%	14.42%	11.89%	17.17%	17.26%	19.04%	
Coimbatore	19.63%	12.22%	12.47%	17.39%	15.30%	23.00%	
Kochi	18.02%	13.93%	10.46%	19.24%	16.16%	22.18%	
Chandigarh	18.40%	13.19%	11.89%	20.15%	16.30%	20.07%	
Jaipur	20.09%	12.13%	10.92%	15.44%	18.07%	23.35%	
Mysore	16.94%	11.88%	12.01%	22.21%	14.10%	22.86%	

All cities except Vishakapatnam has highest RPR% in May

Vishakapatnam has highest RPR% in April

Except Mysore ,Coimbatore all other cities have lowest RPR% in January ,

Mysore , Coimbatore have lowest RPR% in February





Peter , these insights are very important to me



Its my duty Bruce



Peter , I want you to create a interactive dashboard about the performance , metrices , revenue of Goodcabs



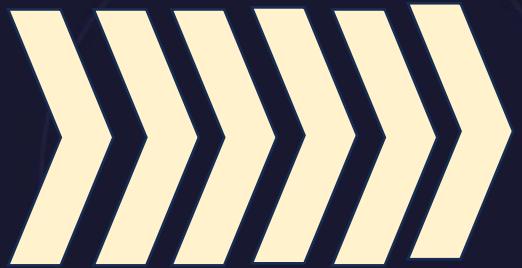
Sure Bruce , I will start the work today itself, you will get interactive and insightful dashboard within 2 days



Okay Peter



TWO DAYS LATER





Bruce I have completed the Dashboard ,
I will provide you the dashboard link and presented
video link.
You can mail me if u need any improvements

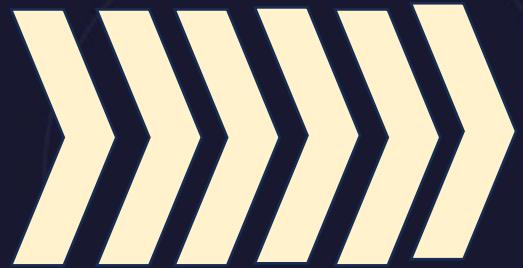
Sure Bruce , I will inform you if I need any
improvements

Here you go Bruce
Dashboard link : [GoodCabs live Dashboard](#)
Youtube Presentation video : [Presentation Vedio](#)





DASHBOARD IMAGES





GOODCABS PERFORMANCE & GROWTH DASHBOARD



*CLICK LOGOS/BUTTONS TO ACCESS DIFFERENT VIEWS

LM : LAST MONTH



EXECUTIVE VIEW



REVENUE VIEW



TRIPS VIEW



PASSENGER VIEW



INSIGHTS



SUGGESTIONS



CITY

All

MONTH

All

Weekday

Weekend

new

repeated

425.90K

Total Trips

108M

Total Fare (Revenue)

8.15M

Distance Travelled

238K

Total Passengers

Driver Rating



7.83/10

Passenger Rating



7.66/10

185.10K

Target New Passangers

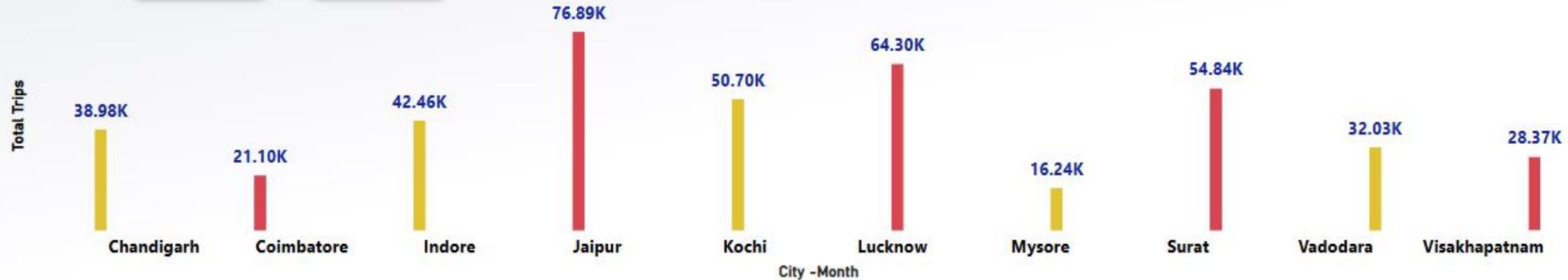
 177.00K**429.00K**

Target Trips

 425.90K

CITY

CITY-MONTH

Total Trips by City - Month



CITY

All

MONTH

All

Weekday

Weekend

new

repeated

City	Total Trips	Total Passengers	New Passengers	Repeat Passengers	Total Distance	Total Fare(Revenue)	repeat %
Jaipur	76.89K	55.54K	45.86K	9.68K	2.31M	37.21M	17.43%
Kochi	50.70K	34.04K	26.42K	7.63K	1.22M	17.00M	22.40%
Chandigarh	38.98K	23.98K	18.91K	5.07K	0.92M	11.06M	21.14%
Lucknow	64.30K	25.86K	16.26K	9.60K	0.80M	9.46M	37.12%
Visakhapatnam	28.37K	17.86K	12.75K	5.11K	0.64M	8.02M	28.61%
Indore	42.46K	22.08K	14.86K	7.22K	0.70M	7.64M	32.68%
Surat	54.84K	20.26K	11.63K	8.64K	0.60M	6.43M	42.63%
Mysore	16.24K	13.16K	11.68K	1.48K	0.27M	4.05M	11.23%
Vadodara	32.03K	14.47K	10.13K	4.35K	0.37M	3.80M	30.03%
Coimbatore	21.10K	11.07K	8.51K	2.55K	0.32M	3.52M	23.05%
Total	425.90K	238.31K	177.00K	61.31K	8.15M	108.19M	25.73%

Avg Fare per Trip

245.70



LM : 255.45

Avg Fare per KM

13.2806

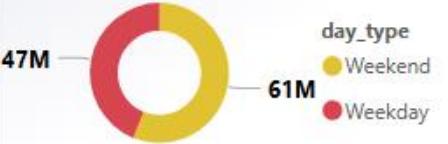


LM : 13.3026

Total Revenue



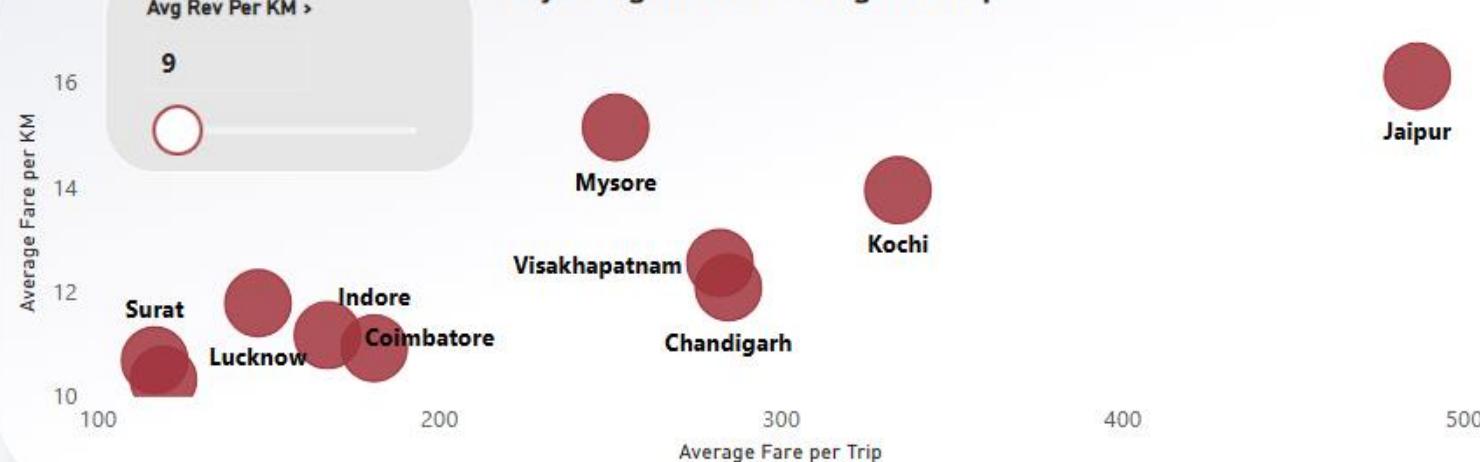
Total Revenue



Avg Rev Per KM >

9

City - Avg Rev KM vs Avg Rev Trip



Total Fare (Revenue) By Month

day_type

- Weekday
- Weekend





CITY

All

MONTH

All

Weekday

Weekend

new

repeated

8.15M

Distance Travelled (KM)

19

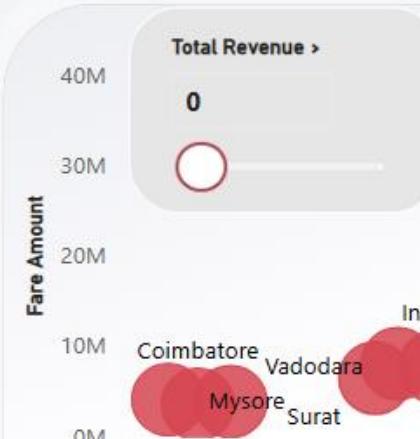
Avg Trip Distance (KM)

45

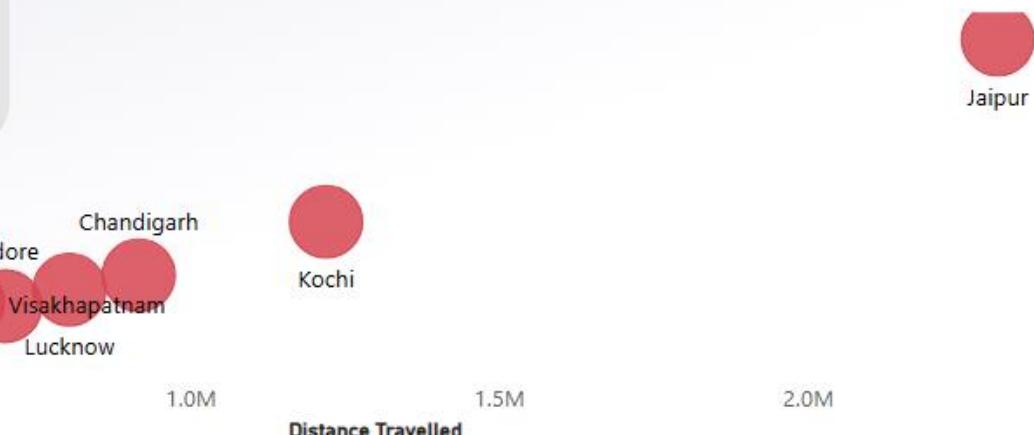
Max Trip Distance (KM)

5

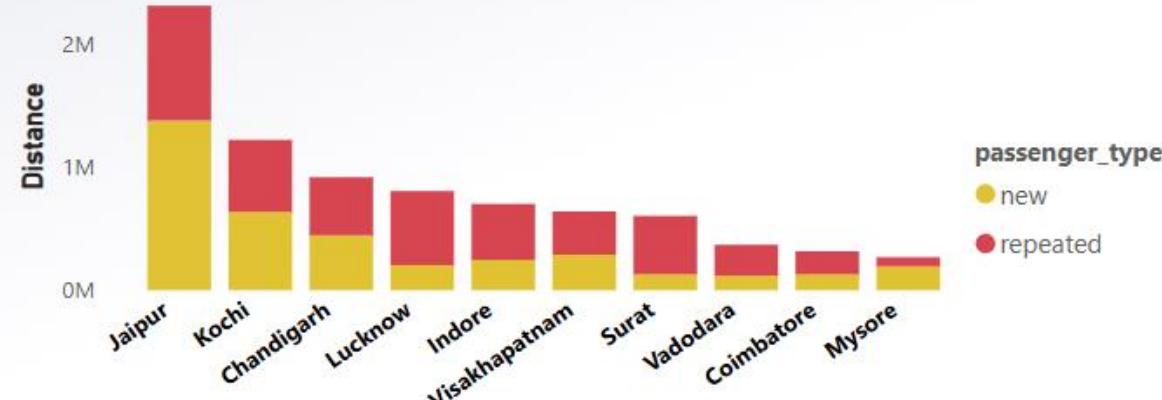
Min Trip Distance (KM)



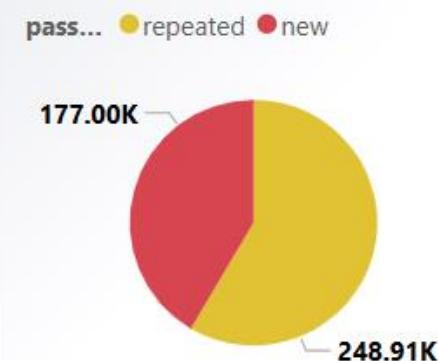
City - Fare Amount and Distance Travelled



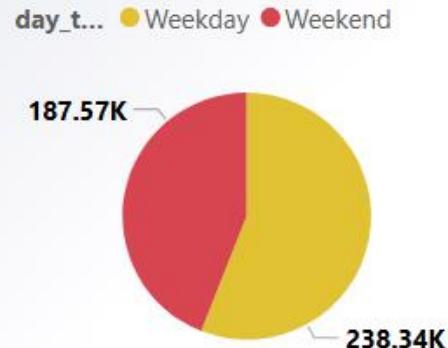
Distance Travelled by City



Total Trips



Total Trips





CITY

All

MONTH

All

Weekday

Weekend

new

repeated

25.73% | 74.27%
repeat % | New Passenger %



238.31K
Total Passengers

61.31K
Repeat Passengers



177.00K
New Passengers

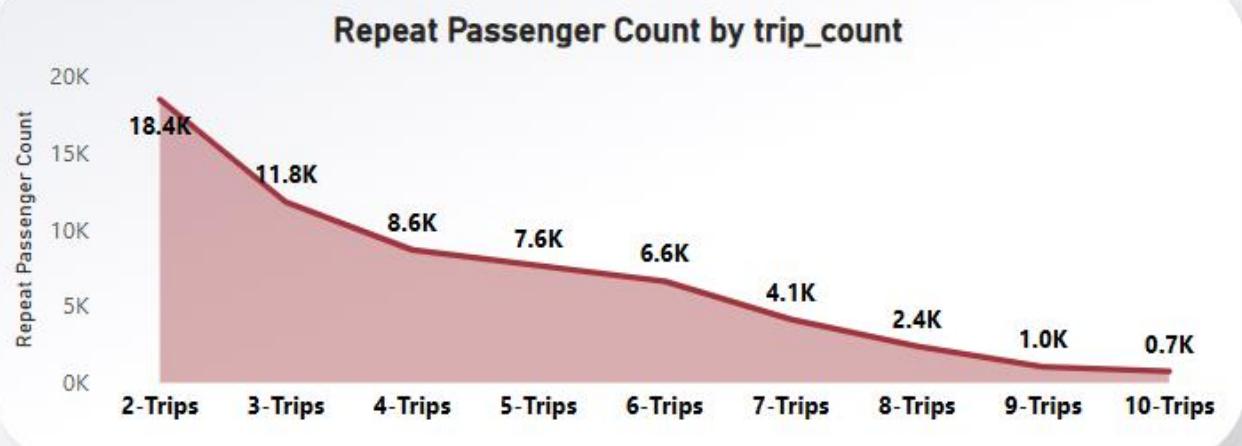


185.10K
Target New Passengers

7.66
Passenger Rating



7.98
Target Passenger Rating





INSIGHTS



THE CURRENT PERFORMANCE OF GOODCABS IS GOOD BECAUSE THERE IS ONLY A 3.1K TRIPS DIFFERENCE BETWEEN ACTUAL TRIPS AND TARGET TRIPS, AND THE AVERAGE DRIVER AND PASSENGER RATING IS MORE THAN 7.5.



SURAT, INDORE, AND LUCKNOW HAVE THE HIGHEST % OF REPEATED PASSENGERS, AND THEY ALSO HAVE HIGH NUMBERS OF 3 TRIPS, 4 TRIPS, 5 TRIPS, AND 6 TRIPS, WHICH INDICATES CUSTOMER LOYALTY.



JAIPUR AND MYSORE HAVE THE HIGHEST NEW PASSENGER % AS THEY ARE TOURIST PLACES.



GOODCABS HAS GENERATED MORE REVENUE ON WEEKENDS THAN ON WEEKDAYS, AND TOTAL TRIPS ARE ALSO HIGHER ON WEEKENDS.



JAIPUR AND KOCHI ARE BEST PERFORMING IN TERMS OF PASSENGER RATING AND DISTANCE TRAVELED. THEY ALSO HAVE HIGH AVERAGE FARE PER KILOMETER AND HIGH AVERAGE FARE PER TRIP.



SURAT, VADODARA, LUCKNOW, AND COIMBATORE HAVE LOW AVERAGE REVENUE PER TRIP.



SUGGESTIONS



IN SURAT, LUCKNOW, VADODARA, AND COIMBATORE CITIES, WHICH HAVE HIGH REPEAT PASSENGER %, PROVIDING SOME DISCOUNTS INITIALLY CAN HELP ATTRACT MORE USERS TO INCREASE THE REPEAT %. LATER, INCREASING THE CHARGES PER KM GRADUALLY CAN BOOST REPEAT % AND, AS A RESULT, HELP INCREASE AVERAGE REVENUE PER TRIP AND TRIP COUNTS.



IN CITIES WITH LOW PASSENGER RATINGS, GUIDE THE DRIVERS TO BE EMPATHETIC WITH PASSENGERS AND ENSURE THEY ARRIVE AT THE DESTINATION AS EARLY AS POSSIBLE. THIS WILL IMPROVE PASSENGER SATISFACTION AND HELP IN BOOSTING THE PASSENGER RATING OVER TIME.



ON WEEKENDS, INCREASE THE PROMOTIONS AND PUSH NOTIFICATIONS TO GENERATE MORE REVENUE AND INCREASE TRIP COUNTS. THIS WILL HELP CAPTURE THE HIGH DEMAND PERIOD AND MAXIMIZE BOTH CUSTOMER ENGAGEMENT AND REVENUE.



DEVELOP NEW FEATURES LIKE FAMILY RIDES OR FRIENDS RIDES AND PROVIDE SOME DISCOUNTS TO INCREASE THE NUMBER OF NEW PASSENGERS. ANALYZE THE FEEDBACK FROM CUSTOMERS REGULARLY AND IMPLEMENT CHANGES BASED ON THEIR SUGGESTIONS TO IMPROVE THE PASSENGER EXPERIENCE, ENHANCING SATISFACTION AND LOYALTY.



RUN A CONTEST WHERE PASSENGERS CAN WIN A RIDE WITH A CELEBRITY FOR A DAY, SHARE PHOTOS, AND RECEIVE EXCLUSIVE MERCHANDISE. UTILIZE THE CELEBRITY'S SOCIAL MEDIA PLATFORMS TO PROMOTE DISCOUNTS, NEW APP FEATURES, OR UNIQUE CAB EXPERIENCES. THIS WILL NOT ONLY INCREASE BRAND VISIBILITY BUT ALSO DRIVE ENGAGEMENT, ATTRACT NEW PASSENGERS, AND GENERATE EXCITEMENT AROUND THE SERVICE.



IN TOURIST PLACES LIKE JAIPUR AND MYSURU, INCREASE THE NUMBER OF CABS AND RUN MORE PROMOTIONS IN THESE AREAS TO ATTRACT NEW PASSENGERS. THIS WILL HELP MEET THE DEMAND FROM TOURISTS, PROVIDE A CONVENIENT SERVICE, AND BOOST REVENUE BY ATTRACTING A LARGER CUSTOMER BASE.