Go Home Data Analysis

"Ride-Sharing Service Analysis of Go Home App
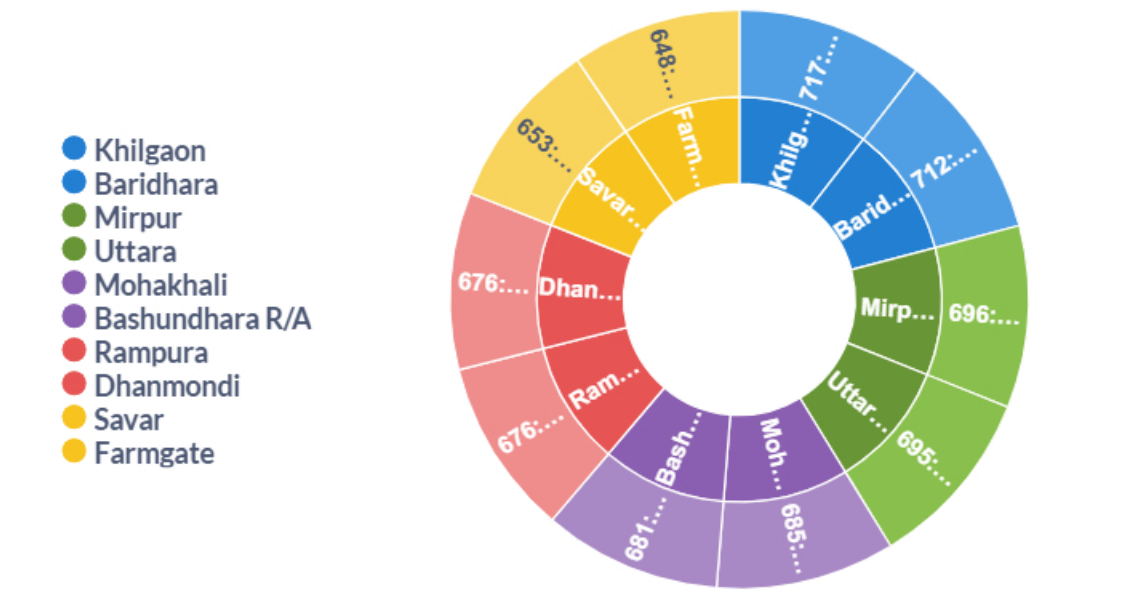
🔴 5. Ride Cancellation Reason Analysis
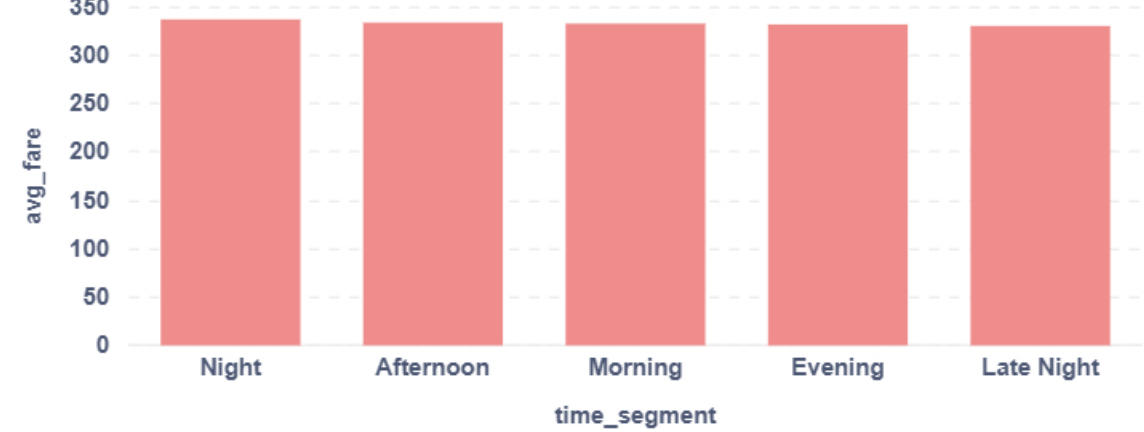

- 🟡 Long waiting time
- 🟠 Traffic
- 🟣 Incorrect pickup location
- 🔵 Customer changed mind
- 🔵 Driver no-show

🧍 8. Customer Loyalty (Top 10 Most Frequent Custon

customer_id	total_rides	avg_rating
C_2212	13	3.84
C_3960	13	4.18
C_2892	12	3.89
C_2374	11	4.07
C_2497	11	3.9
C_2225	11	3.95
C_2029	11	4.24
C_4011	11	3.81
C_3664	11	4.13
C_2061	10	4.22

10 rows
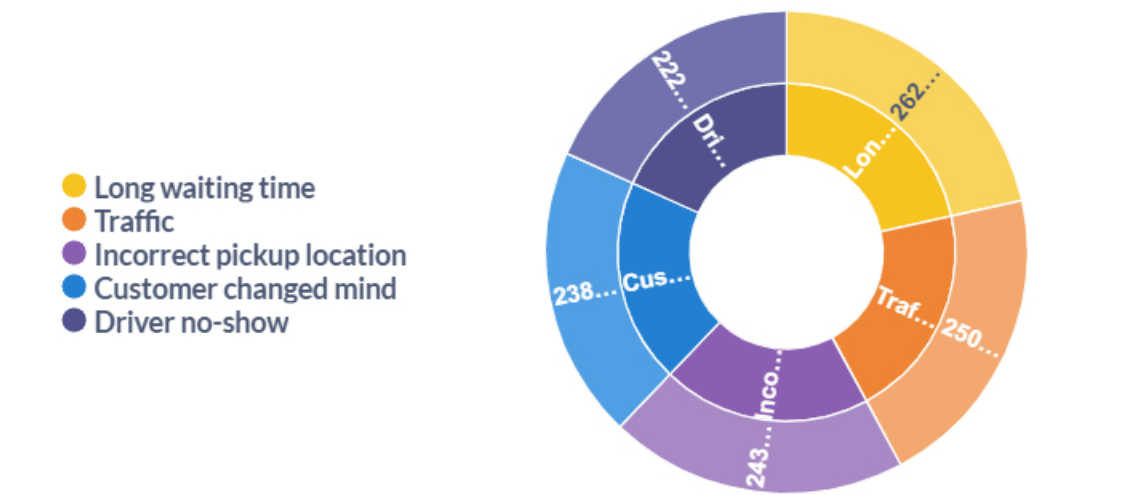
📏 7. Distance vs Fare Analysis (Binned Distance)

hour segment ride

time_of_day_segment	total_rides_in_segment
Morning (5 AM - 11 AM)	2,931
Late Night (12 AM - 4 AM)	2,104
Afternoon (12 PM - 4 PM)	2,065
Evening (5 PM - 8 PM)	1,698
Night (9 PM - 11 PM)	1,202

5 rows

Top 10 Pickup area

- 🔵 Khilgaon
- 🔵 Baridhara
- 🟢 Mirpur
- 🟢 Uttara
- 🟣 Mohakhali
- 🟣 Bashundhara R/A
- 🔴 Rampura
- 🔴 Dhanmondi
- 🟡 Savar
- 🟡 Farmgate

💳 6. Payment Method Preference

payment_method	Total_bdt	total_rides
Cash	603,137.71	1,794
Nagad	584,437.81	1,776
bKash	581,816.79	1,769
Pathao Pay	587,680.49	1,740
Card	563,622.6	1,706

5 rows

Average Fare by Time Segment