

Metrics

Note: The below suggested metrics are a starting point for initial insights. Feel free to explore additional relevant metrics and analyses to uncover deeper trends.

Key metrics to focus:

1. Total Trips
 2. Total Fare (Revenue)
 3. Total Distance Travelled
 4. Average Rating
 - a. Passenger Rating
 - b. Driver Rating
 5. Average Fare per Trip (Average Trip Cost):
 6. Average Fare per Km:
 7. Average Trip Distance:
 8. Trip Distance (Max, Min)
 9. Trip Type:
 - a. New Trips
 - b. Repeated Trips
 10. Total Passengers
 11. New Passengers
 12. Repeat Passengers
 13. New vs. Repeated Passenger Trips Ratio
 14. Repeat Passenger Rate (%)
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