

PORTER<sup>o</sup>

Welcome to  
the world of  
**Porter**  
deliveries



 Overall

 Vehicles

 Petor

 Analyst

 Revenue

 Rating

 Detor

Total Booking

89,670

Booking Value

141M

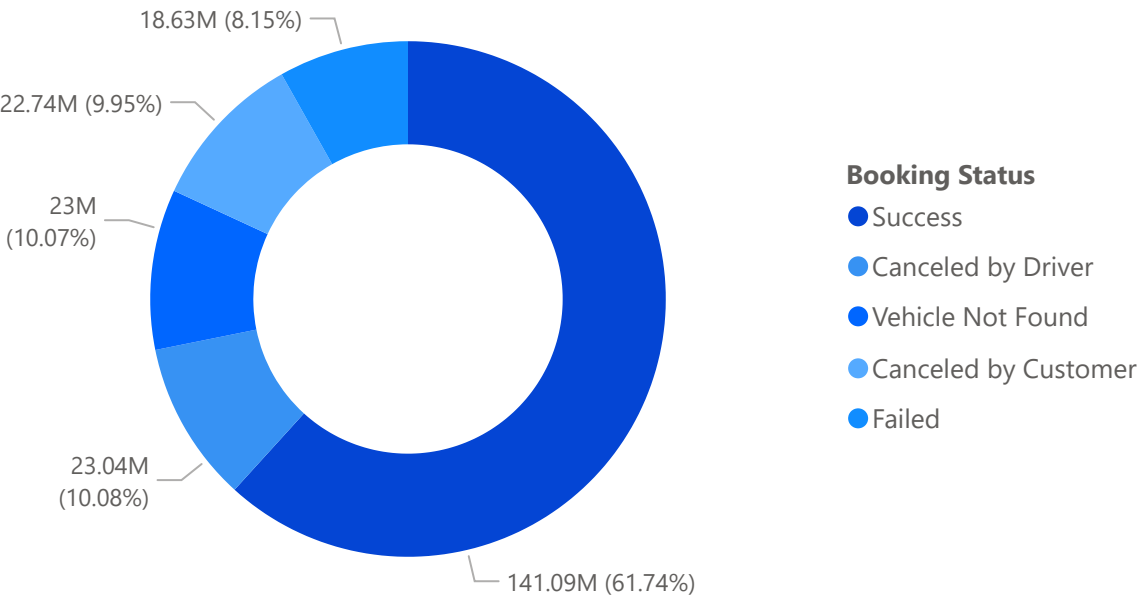
Order Date

17-07-2024

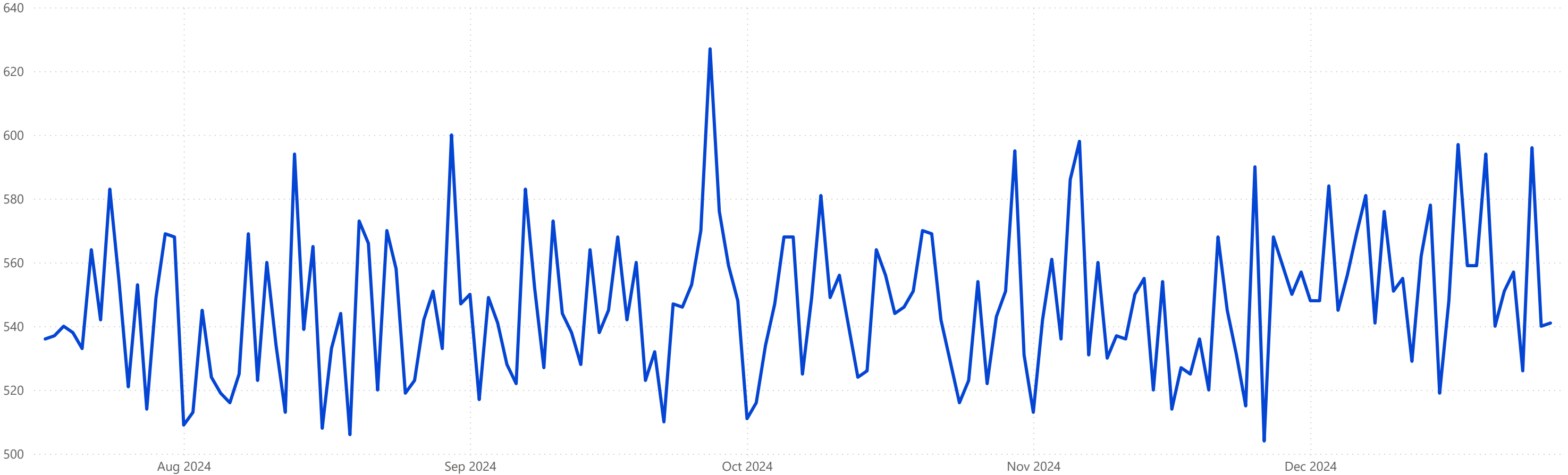
27-12-2024



Booking Status



Order Volume by Over Time





PORTER°

Vehicle Category

Vehicle Type

Total KM



Overall



Vehicles



Petrol



Analyst



Revenue



Rating



Delivery

Three-wheelers (Tempo)

16,702

Mini trucks

16,424

Trucks

16,789

Bajaj Maxima & Piaggio Ape

5,587

Tata Ace & Mahindra Jeeto

5,459

Tata 407 & Eicher 2049

5,517

Tempo

78,130

Mini

76,273

Truck

77,213



Business User



Personal User



Mini trucks



Three-wheelers (Tempo)



Trucks



Bajaj Maxima C



Eicher Pro 2049



Mahindra Jeeto



Overall



Vehicles



Petor



Analyst



Revenue



Rating



Detor

## Total Booking Value

Total Tempo Booking

85M

Total Mini Booking

84M

Total Truck Booking

86M

## AVG Distance Travelled

AVG Tempo Distance

7.80

AVG Mini Distance

7.71

AVG Truck Distance

7.77

## Success Booking Value

Total Tempo Success Booking

53M

Total Mini Success Booking

52M

Total Truck Success Booking

53M

## Total Distance Travelled

Total Tempo Distance KM

161K

Total Mini Distance KM

158K

Total Truck Distance KM

161K



Overall



Vehicles



Petor



Analyst



Revenue



Rating



Detor

Total Cancelled Order by Customer

24999

Total Incomplete Orders

25018

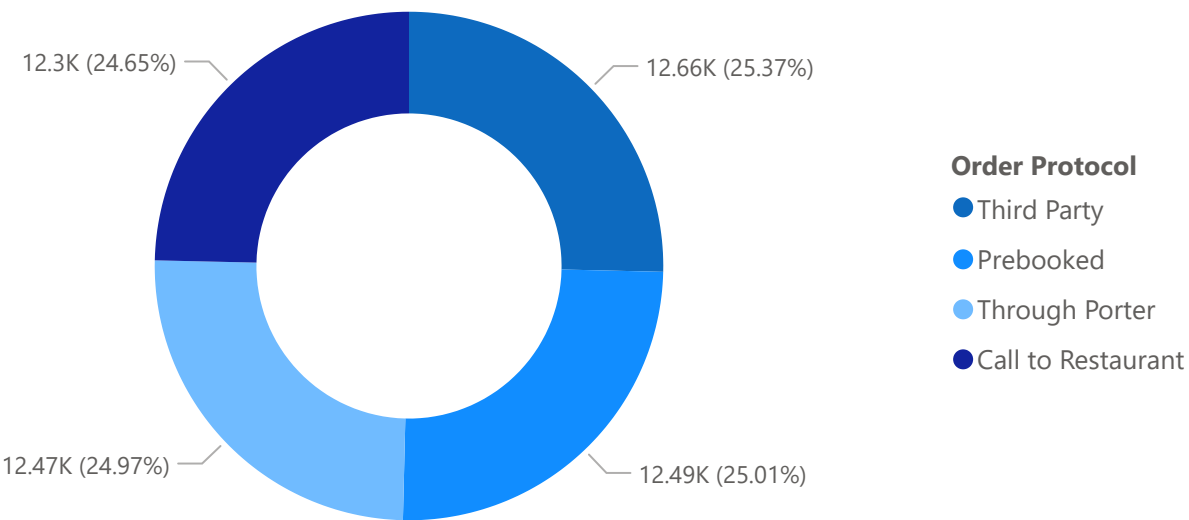
 Business User

 Personal User

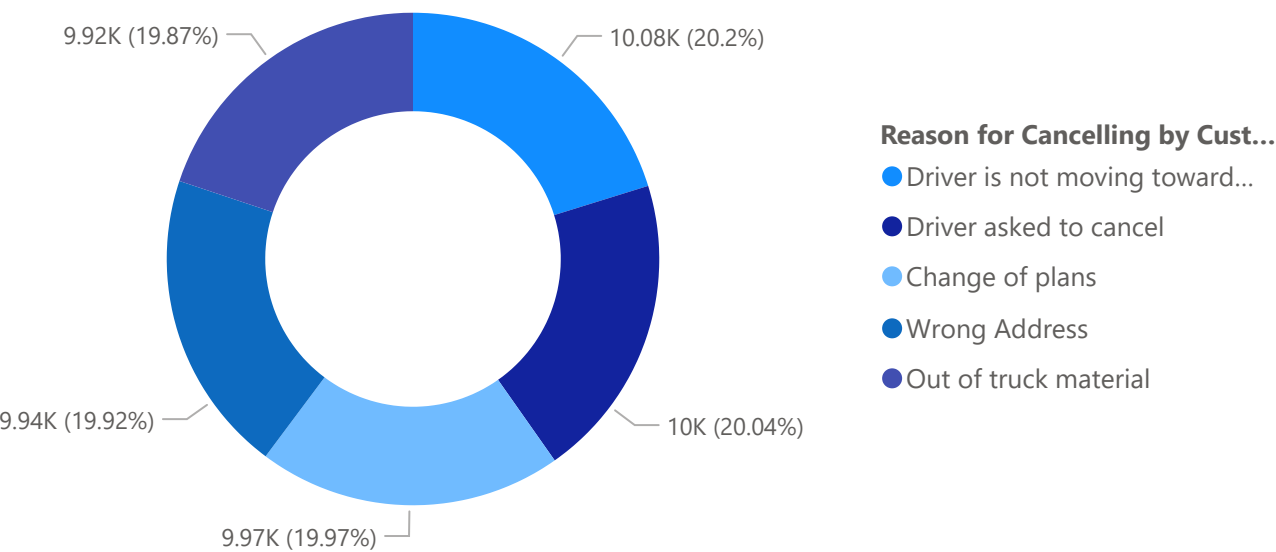
Weight wise Min and Max Price



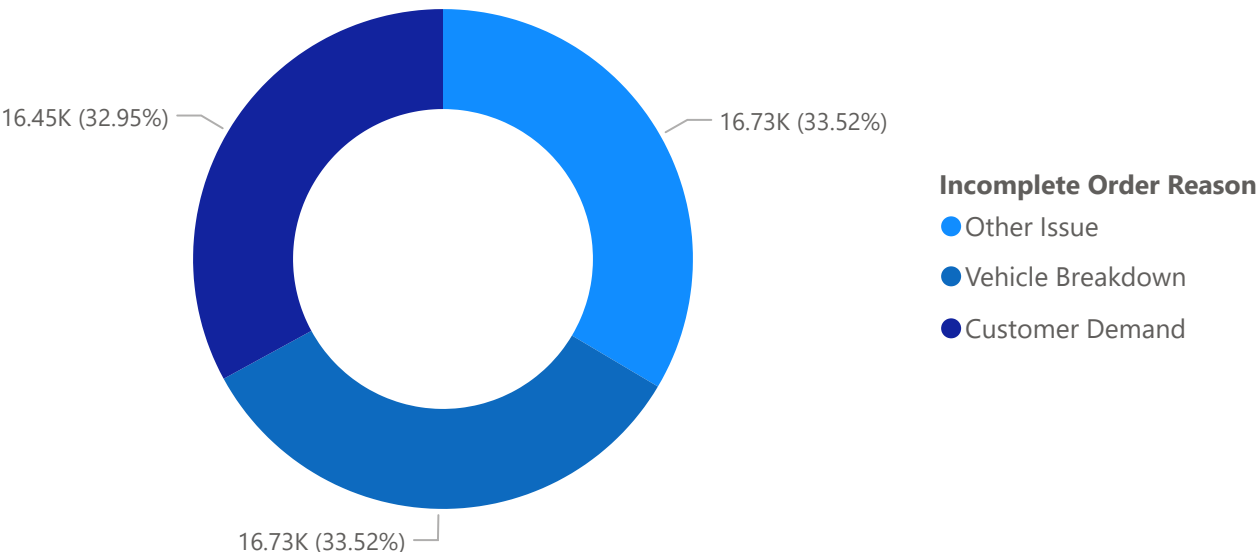
Order Protocol



Cancelled Order by Customer



Reason for Cancelling Order by Driver





 Overall

 Vehicles

 Petor

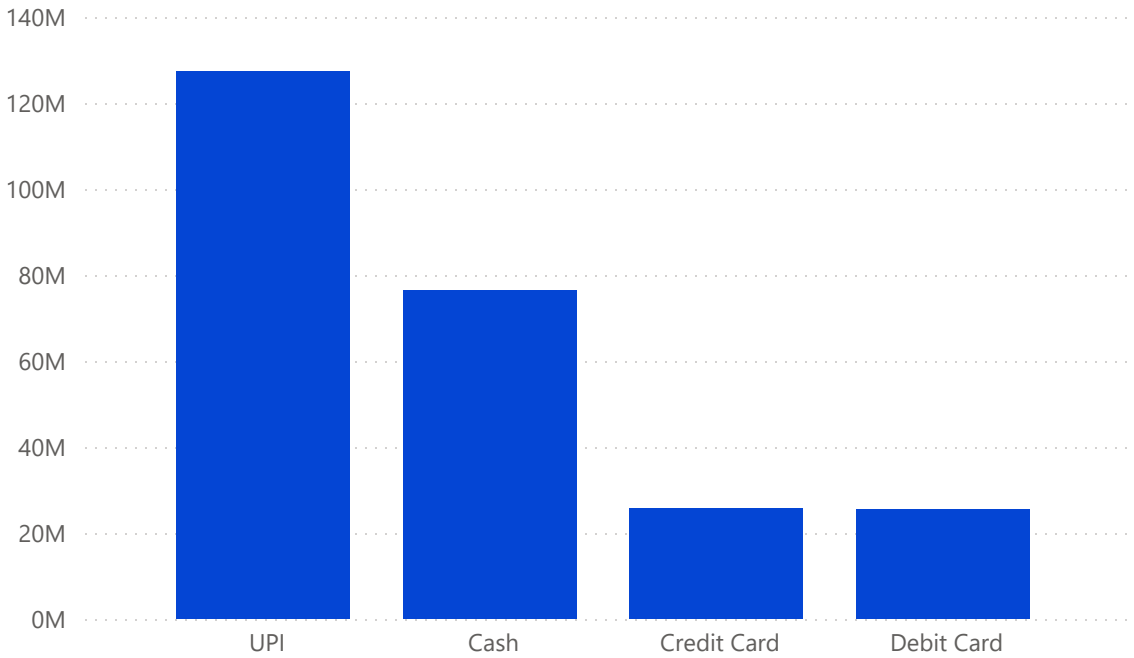
 Analyst

 Revenue

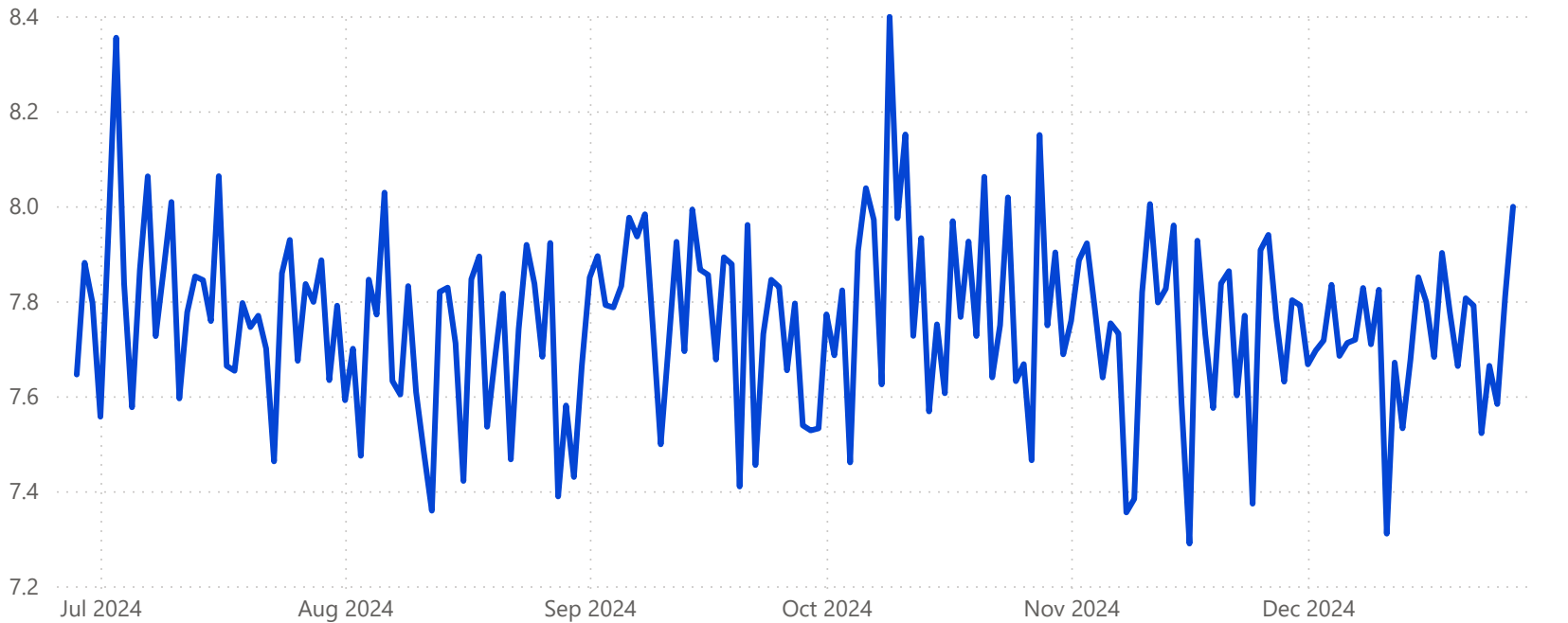
 Rating

 Detor

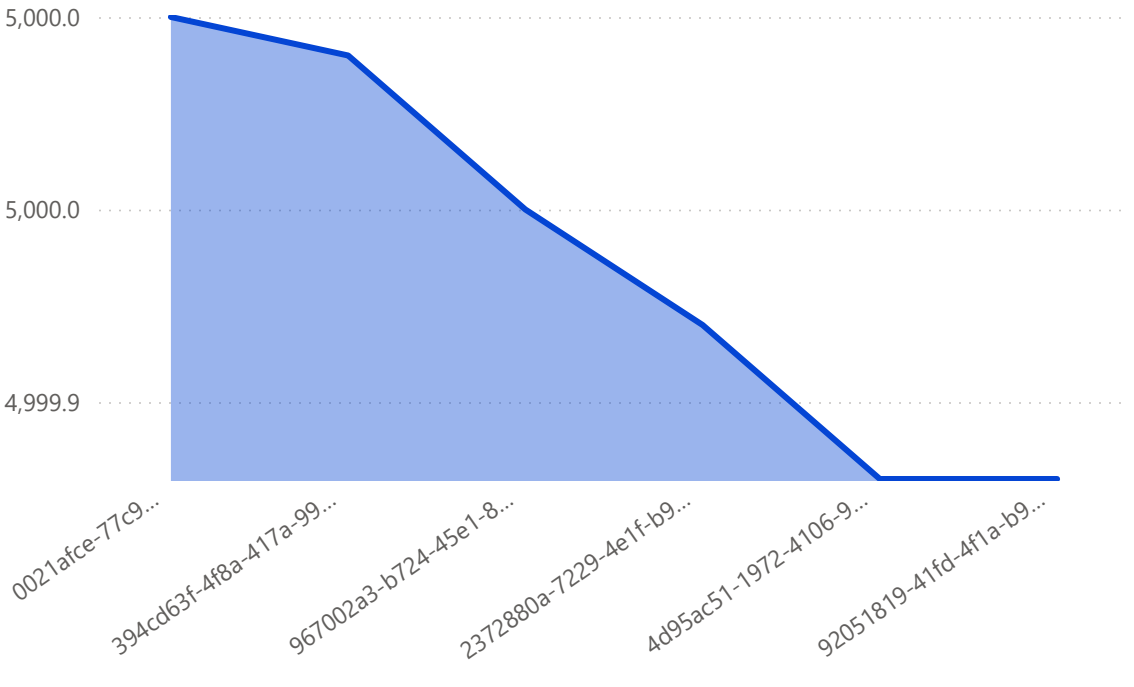
Revenue by Payment Method



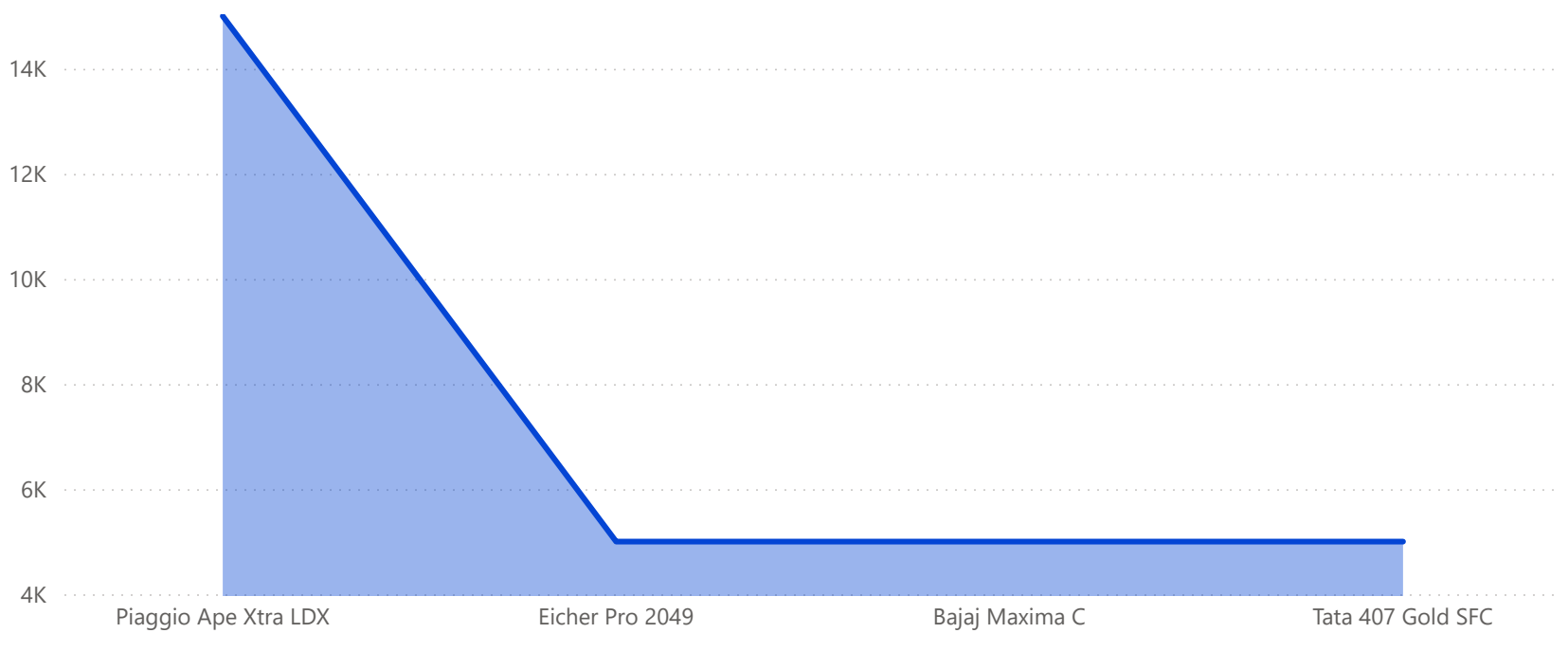
Revenue by Distance



Top 5 Customer



Top 5 Vehicle



Top 5 Customer

Customer ID	Sum of Booking Value
0021afce-77c9-4ab9-a67b-6cca9f6f804e	5,000.00
2372880a-7229-4e1f-b903-34cab85e0f79	4,999.92
294cd63f-4f8a-417a-99a8-c46f9dc617f1	4,999.92
Total	29,999.62

Top 5 Customer

Location	Sum of Booking Value
Ahmedabad	4,999.88
Hyderabad	4,999.92
Mumbai	4,999.92
Total	29,999.62

Vehicle Rating Category

Overall

Vehicles

Petor

Analyst

Revenue

Rating

Detor

Three-wheelers (Tempo)

3.00

Mini trucks

2.98

Trucks

2.99

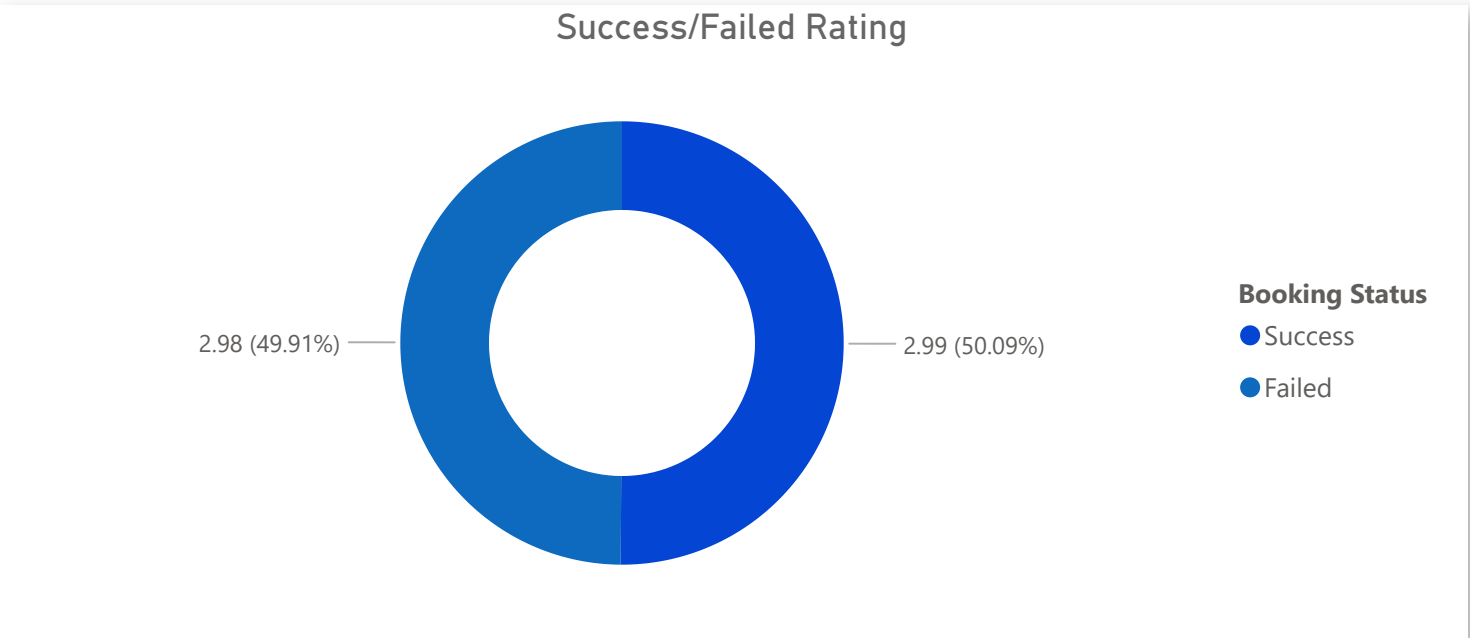
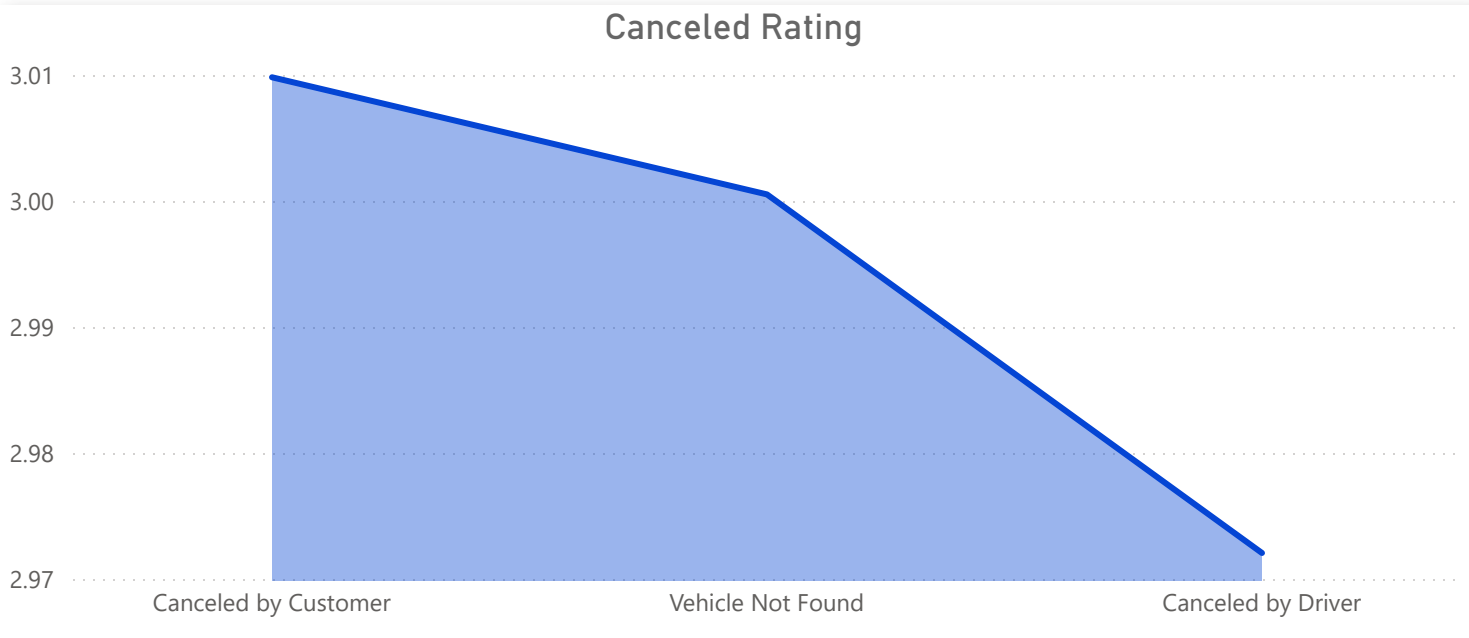
Business User

Personal User



Top 5 Customer

Customer ID	Average of Customer Rating	Booking Status	Sum of Drop Location KM
2372880a-7229-4e1f-b903-34cab85e0f79	2.90	Success	13.57
394cd63f-4f8a-417a-99e8-c46f9dc617f4	1.10	Success	6.00
80a8649b-d384-4649-9806-e4053f81e9b1	3.90	Success	4.66
3452ff17-17a9-4a74-9706-86c4d9f0f7dc	3.70	Vehicle Not Found	14.80
4d95ac51-1972-4106-9e2c-79d015a13c55	3.80	Vehicle Not Found	7.91
Total	3.08		46.94





Overall



Vehicles



Petor



Analyst



Revenue



Rating



Detor



Business User



Personal User



Mini trucks



Three-wheelers (Tempo)



Bajaj Maxima C



Eicher Pro 2049



Heavy (above 750kg)



Light (below 750kg)



Ahmedabad



Bangalore



Ahmedabad



Bangalore

Total Tempo Booking

2M

Total Mini Booking

1M

Total Truck Booking

1M

AVG Tempo Distance

7.61

AVG Mini Distance

7.74

AVG Truck Distance

7.98

Total Tempo Success Booking

959K

Total Mini Success Booking

808K

Total Truck Success Booking

799K

Total Tempo Distance KM

3K

Total Mini Distance KM

3K

Total Truck Distance KM

3K





## KEY INSIGHTS

### 1. Booking Status Breakdown:

- Success rate: 61.74%.
- Common reasons for cancellations:
  - By customers: Change of plans, wrong addresses.
  - By drivers: Vehicle breakdowns and other operational issues.

### 2. Revenue Insights:

- Total booking value: \$141M.
- Significant revenue generated through UPI and cash payments.

### 3. Vehicle Usage:

- High utilization of three-wheelers (Tempo) and mini trucks.
- Average distance traveled per vehicle category:
  - Tempo: 7.8 km.
  - Mini trucks: 7.71 km.
  - Trucks: 7.77 km.

### 4. Customer Ratings:

- Average ratings vary based on booking outcomes, with "success" rated higher than cancellations.

### 5. Geographic Insights:

- Top cities for revenue: Ahmedabad, Hyderabad, Mumbai.
- Distance-based revenue trends indicate operational efficiency in mid-range trips.

### 6. Incomplete and Cancelled Orders:

- Total cancellations by customers and drivers exceed 49,000, highlighting an area for improvement in service and communication.



# GROWTH DECISIONS

## 1. Optimize Cancellation Rates:

- Address key issues like driver delays and operational inefficiencies.
- Introduce customer-friendly cancellation policies and driver incentives.

## 2. Revenue Diversification:

- Encourage digital payments for better tracking and reduced cash handling risks.

## 3. Geographic Focus:

- Expand operations in cities with high revenue potential.
- Analyze low-performing areas to improve presence or optimize resources.

## 4. Fleet Utilization:

- Enhance vehicle maintenance to reduce breakdowns.
- Leverage high-demand vehicle categories for better fleet allocation.

## 5. Customer Experience:

- Provide training for drivers and staff to improve ratings.
- Focus on reducing response time and ensuring accurate deliveries.

## 6. Strategic Investments:

- Invest in technology for better route optimization and delivery tracking.
- Consider partnerships or acquisitions to penetrate underserved markets.

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**Delivery Hai?  
Ho Jayega!**

**Thank You!**

