

PORTER Final Report

SQL Insights & Actions

Revenue Segmentation by Customer Behavior

Insights:

- Certain customer types (e.g., "Corporate Clients" or "Frequent Users") contribute disproportionately to revenue.
- The average revenue per booking is highest for "Corporate Clients," while individual customers account for most bookings.

Actions:

- Introduce tiered rewards for frequent individual users.
- Expand corporate partnerships for stable revenue streams.
- Offer premium services to high-value customer segments.

Impact of Vehicle Type on Delivery Times

Insights:

- "Two-Wheelers" have the shortest average delivery times but generate lower revenue.
- Larger vehicles take longer for deliveries but serve high-revenue clients.

Actions:

- Use smaller vehicles for short-distance, high-density urban areas.
- Adjust pricing based on vehicle type to balance delivery cost and profitability.
- Leverage AI to assign vehicles dynamically based on traffic, weather, and distance.

Customer Retention Analysis

Insights:

- Customers with higher retention periods tend to spend more consistently.
- Most new customers churn after one or two bookings.

Actions:

- Offer discounts for first-time users to encourage repeat bookings.
- Use CRM tools to send reminders, offers, or follow-ups for inactive customers.
- Introduce subscription services for frequent users.

Cancellation Trends and Reasons

Insights:

- Cancellations are higher during peak traffic and adverse weather conditions.
- "Delay in Delivery" is the most common reason for cancellations.

Actions:

- Use real-time updates to manage customer expectations.
- Allow customers to reschedule without penalty during peak conditions.
- Reward drivers for timely deliveries to reduce cancellations.

Delivery Bottleneck Analysis

Insights:

- Traffic congestion and bad weather significantly impact delivery times.
- Failed bookings spike during specific time windows (e.g., rush hours).

Actions:

- Implement surge pricing during peak hours to manage demand.
- Adjust delivery slots based on traffic patterns.
- Collaborate with local authorities to address urban traffic challenges.

Driver Efficiency Metrics

Insights:

- Drivers with high ratings are 15-20% faster and contribute to higher customer satisfaction.
- Unrated drivers tend to have a higher rate of failed or delayed deliveries.

Actions:

- Provide training to unrated or low-rated drivers.
- Incentivize drivers with high ratings and consistent on-time deliveries.
- Assign experienced drivers to critical routes during peak hours.

Revenue Leak Analysis

Insights:

- Failed bookings account for a significant portion of potential revenue loss.
- Low booking value trips have a higher likelihood of failure.

Actions:

- Introduce a minimum revenue threshold for orders.
- Use predictive models to allocate resources to higher-value bookings.

Dynamic Pricing Opportunities

Insights:

- Revenue per booking is higher during specific time slots (e.g., late evenings).
- Certain locations consistently generate higher revenue.

Actions:

- Charge premiums in high-revenue areas.
- Promote specific delivery windows with incentives to optimize fleet usage.
- Target low-revenue time slots with discounts.

POWER BI Key Insights

Booking Status Breakdown

- **Success Rate:** 61.74%.

Common Reasons for Cancellations:

- Customers: Change of plans, wrong addresses.
- Drivers: Vehicle breakdowns and operational issues.

Revenue Insights

- **Total Booking Value:** \$141M.
- Significant revenue is generated through UPI and cash payments.

Vehicle Usage

- High utilization of three-wheelers (Tempo) and mini trucks.

Average Distance Traveled:

- Tempo: 7.8 km.
- Mini Trucks: 7.71 km.
- Trucks: 7.77 km.

Customer Ratings

- Higher average ratings for successful bookings compared to cancellations.

Geographic Insights

- Top revenue-generating cities: Ahmedabad, Hyderabad, Mumbai.

- Distance-based revenue trends indicate operational efficiency in mid-range trips.

Incomplete and Cancelled Orders

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

Growth Decisions

Optimize Cancellation Rates:

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

Revenue Diversification:

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

Geographic Focus:

- Expand operations in high-revenue cities.
- Analyze low-performing areas for better resource optimization.

Fleet Utilization:

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

Customer Experience:

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

Strategic Investments:

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

EXCEL Business Insights

Performance by Vehicle Type

- **Top Performer:** Tata Ace EV with the highest total kilometers and booking value.
- **Consistent Performers:** Bajaj Maxima C, Eicher Pro 2049, and Mahindra Jeeto.

Booking and Revenue Trends

- Average booking value: ~2,500 across all vehicle types.
- Revenue peaks for Tata Ace EV, highlighting its operational profitability.

Cancellation Analysis

- Common reasons: Change of plans, driver cancellation requests, and wrong addresses.
- Light vehicles (<750kg) show slightly higher cancellation rates than heavy vehicles (>750kg).

City-wise Trends

- Major metros like Bengaluru, Chennai, and Delhi NCR dominate bookings.
- Lower booking volumes in Pune and Surat, but competitive revenue per booking.

User Types

- Business Users: Dominate successful bookings, showcasing B2B reliability.
- Personal Users: Higher cancellation rates, indicating a need for improved service alignment.

Actionable Recommendations

1. Optimize Vehicle Allocation:

- Focus on deploying Tata Ace EV in high-demand cities to maximize revenue.
- Address inefficiencies in underperforming vehicles.

2. Reduce Cancellations:

- Enhance communication and navigation tools.
- Provide targeted training for drivers.

3. City-Specific Strategies:

- Launch promotional campaigns in low-performing cities like Pune and Surat.
- Maintain high service quality in metros.

4. Improve Customer Experience:

- Offer incentives for personal users to reduce cancellations.
- Ensure timely deliveries and clear communication.

5. Growth Decisions:

- Scale operations in high-growth cities.
- Leverage AI for predictive maintenance and route optimization.
- Expand into Tier-2 cities with tailored service offerings.
- Promote eco-friendly options like Tata Ace EV.