



C O D E B A S I C S R E S U M E C H A L L E N G E # 1 3

GOOD CABS





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INTRODUCTION

- **Company Overview**

Goodcabs, established two years ago, is a leading cab service focused on tier-2 cities in India. The company supports local drivers, ensuring livelihoods while delivering exceptional passenger service. Operating in 10 tier-2 cities, Goodcabs is rapidly expanding with ambitious targets for 2024.

- **Market Focus**

Goodcabs serves tier-2 cities, combining affordability, accessibility, and driver empowerment. Its mission is to bridge service gaps in underserved areas while enhancing passenger satisfaction.

- **Performance Analysis Goal**

Evaluate key metrics like trip volume, repeat passenger rate, and customer satisfaction to guide strategic growth and improve operational efficiency in 2024.

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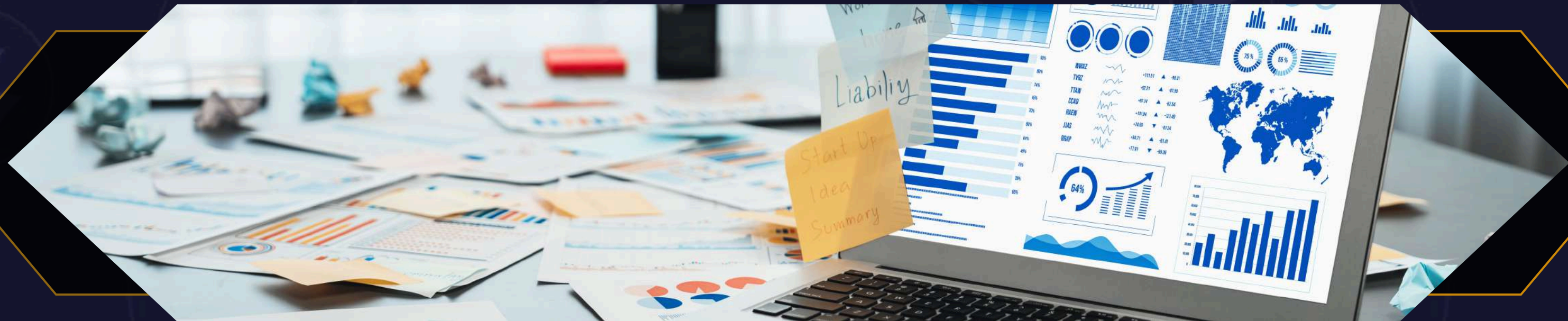
PURPOSE

GoodCabs aims to enhance its operational excellence and passenger satisfaction by focusing on key performance indicators such as trip volume, customer retention, and trip distribution.

Challenges and Need for Analysis

Goodcabs aims to meet ambitious 2024 targets despite challenges in tier-2 cities. A detailed analysis of trip volume, passenger satisfaction, and retention is crucial to identify growth opportunities and resolve inefficiencies.

PROBLEM STATEMENT



DASHBOARD PREVIEW

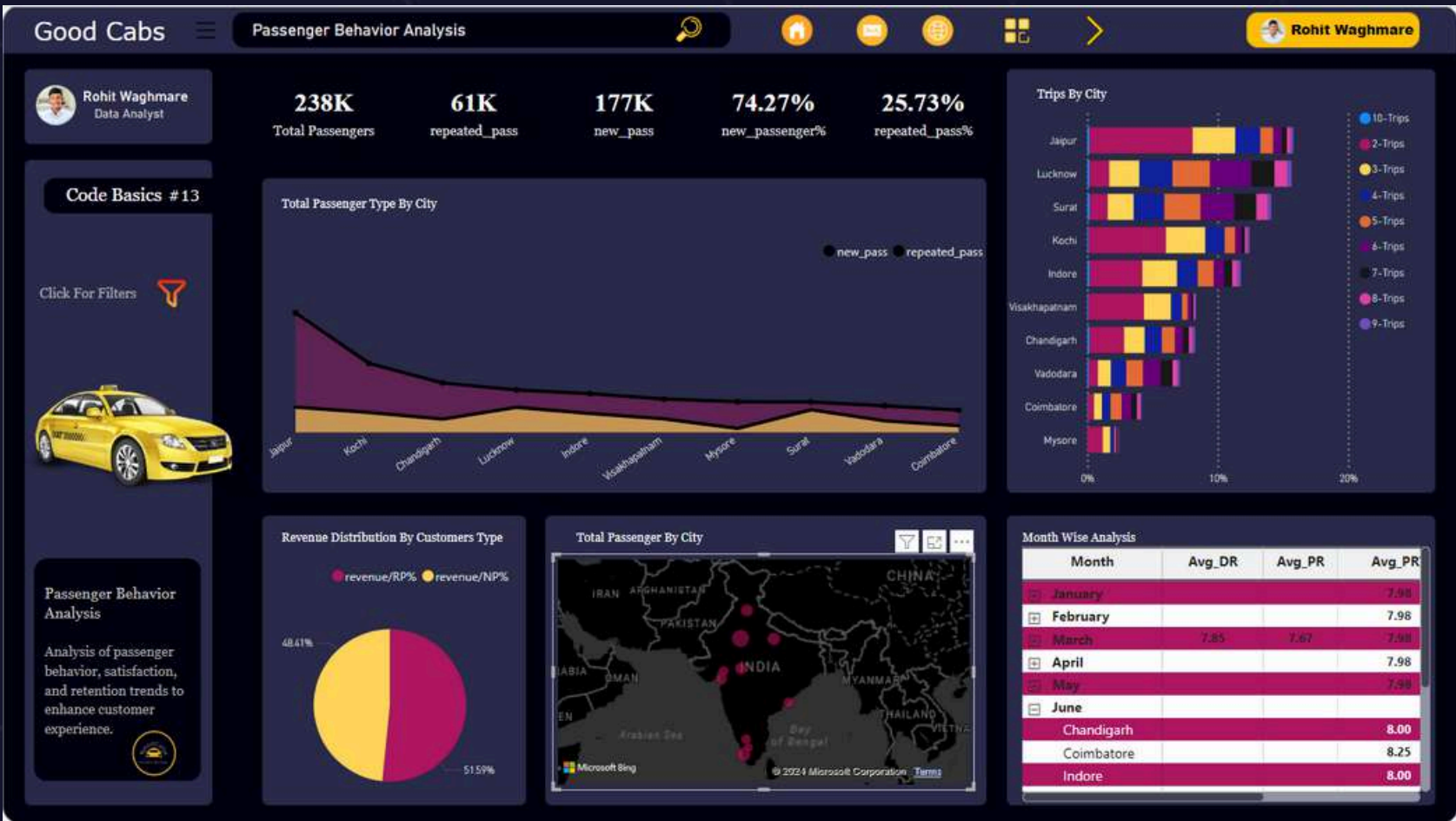
1. City Performance Dashboard
2. Passenger Demographics and Behavior Dashboard
3. Monthly Trends Dashboard
4. Trips & Rating Insights Dashboard



1. CITY PERFORMANCE DASHBOARD



2. PASSENGER BEHAVIOR DASHBOARD





3. MONTHLY TRENDS DASHBOARD



4. TRIPS & RATING INSIGHT DASHBOARD

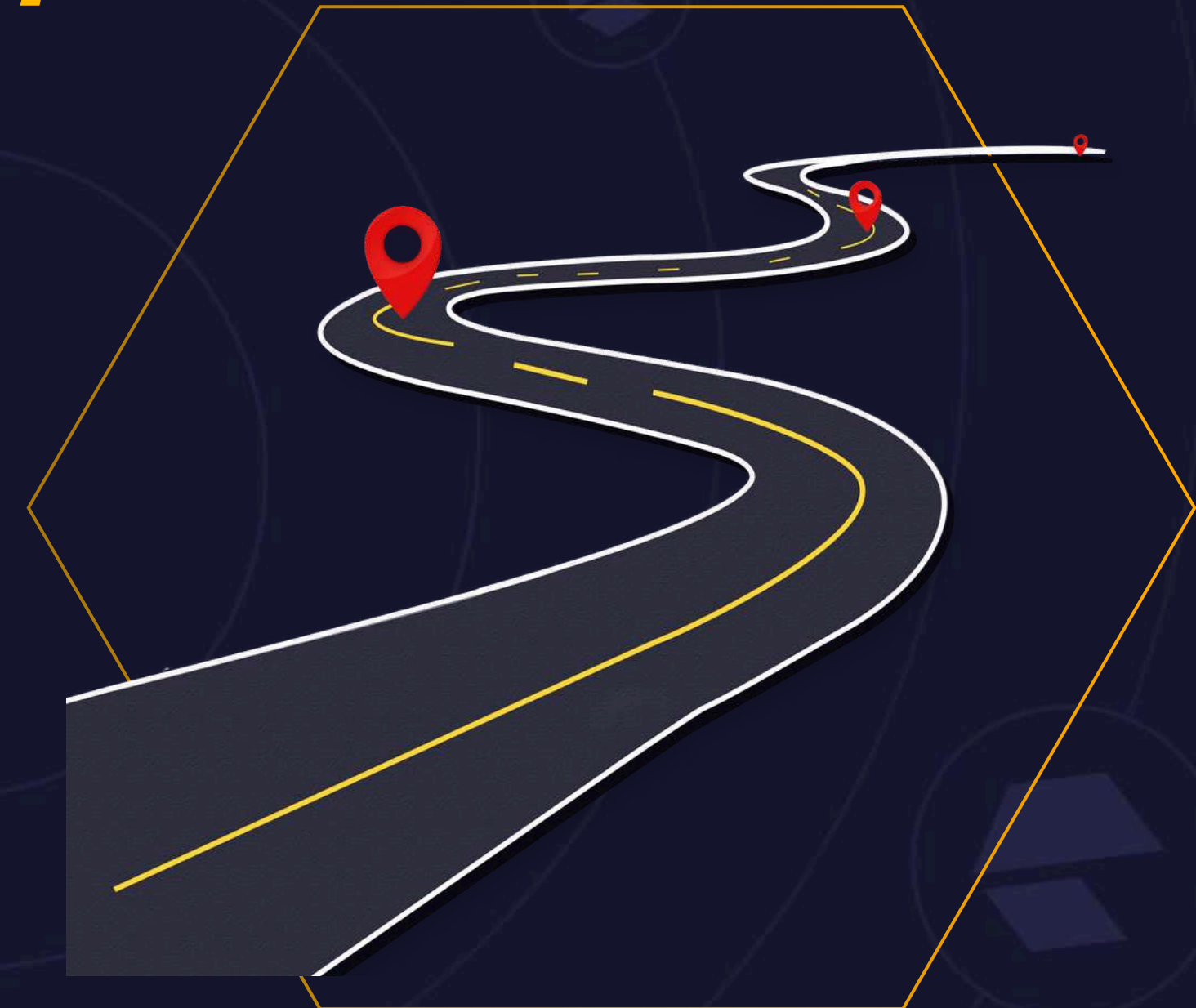




PRIMARY & SECONDARY RESEARCH QUESTIONS

- Primary Research Questions
- Secondary Research Questions

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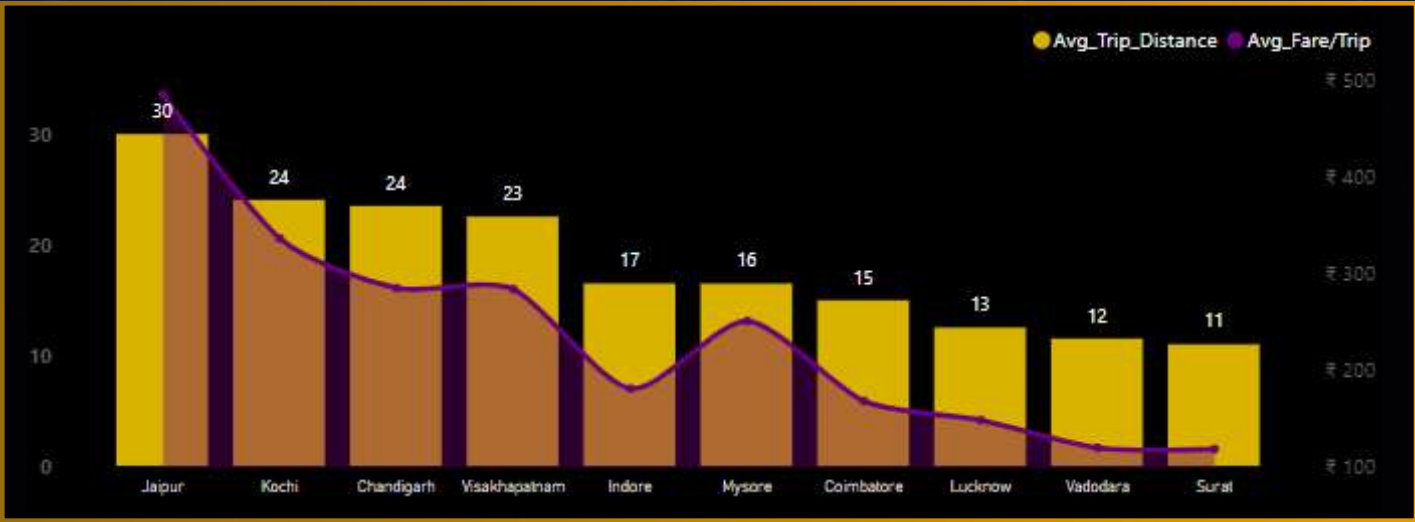


1.TOP AND BOTTOM PERFORMING CITY

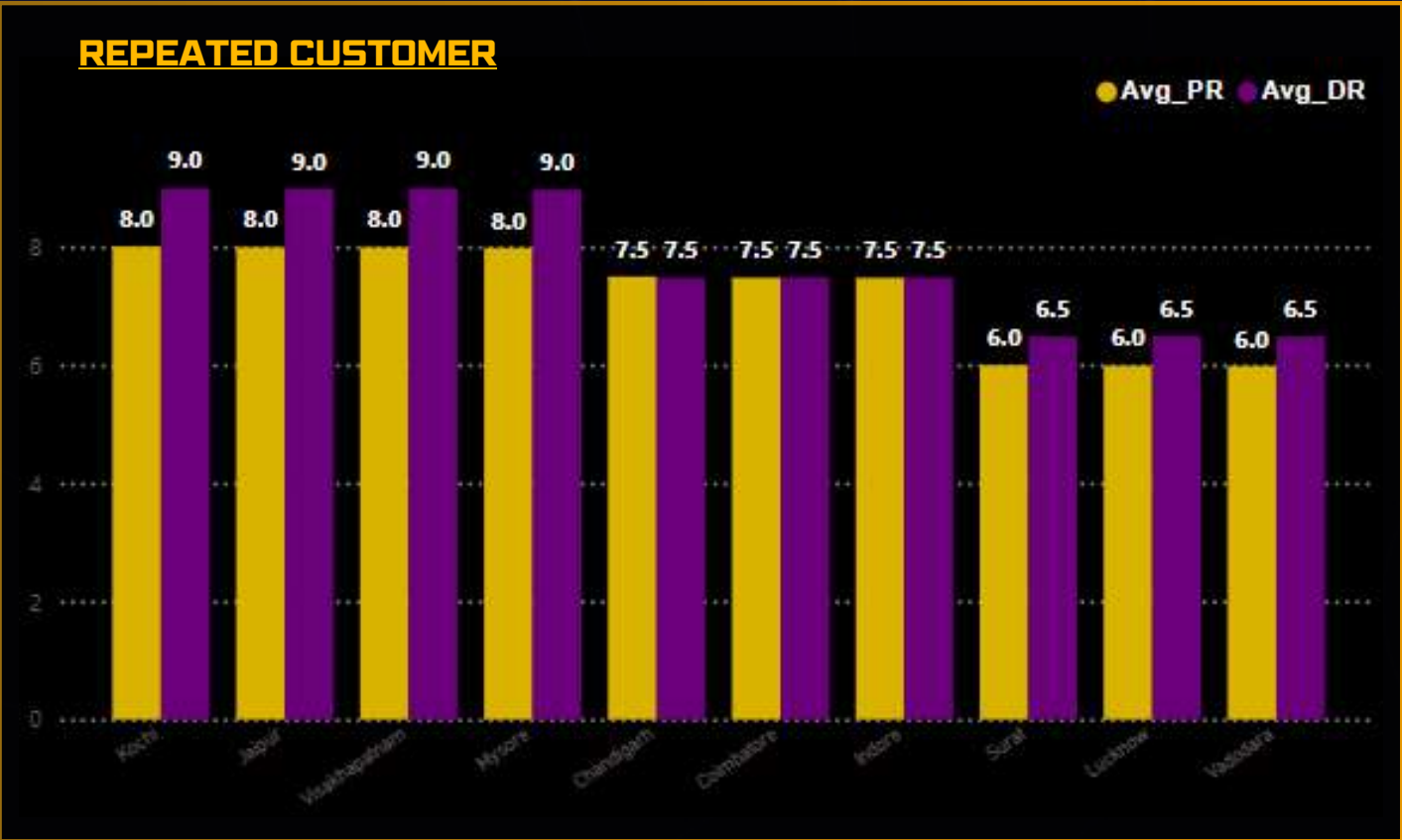
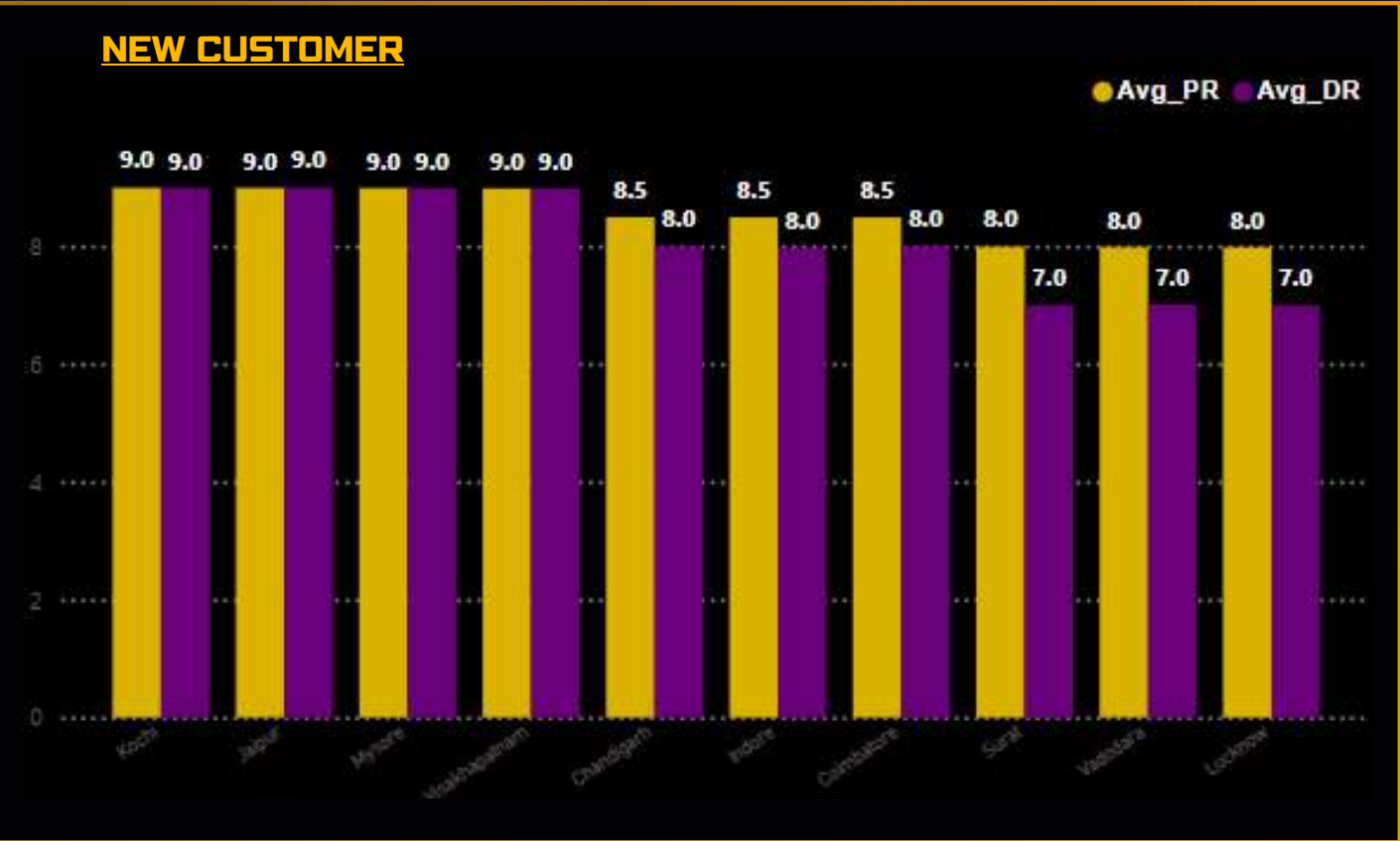
TOP Cities	Total_Trips
Jaipur	77K
Lucknow	64K
Surat	55K

BOTTOM Cities	Total_Trips
Coimbatore	21K
Mysore	16K
Visakhapatnam	28K

2.AVERAGE FARE PER TRIP BY CITY



3.AVERAGE RATING BY CITIES & PASSENGER TYPES





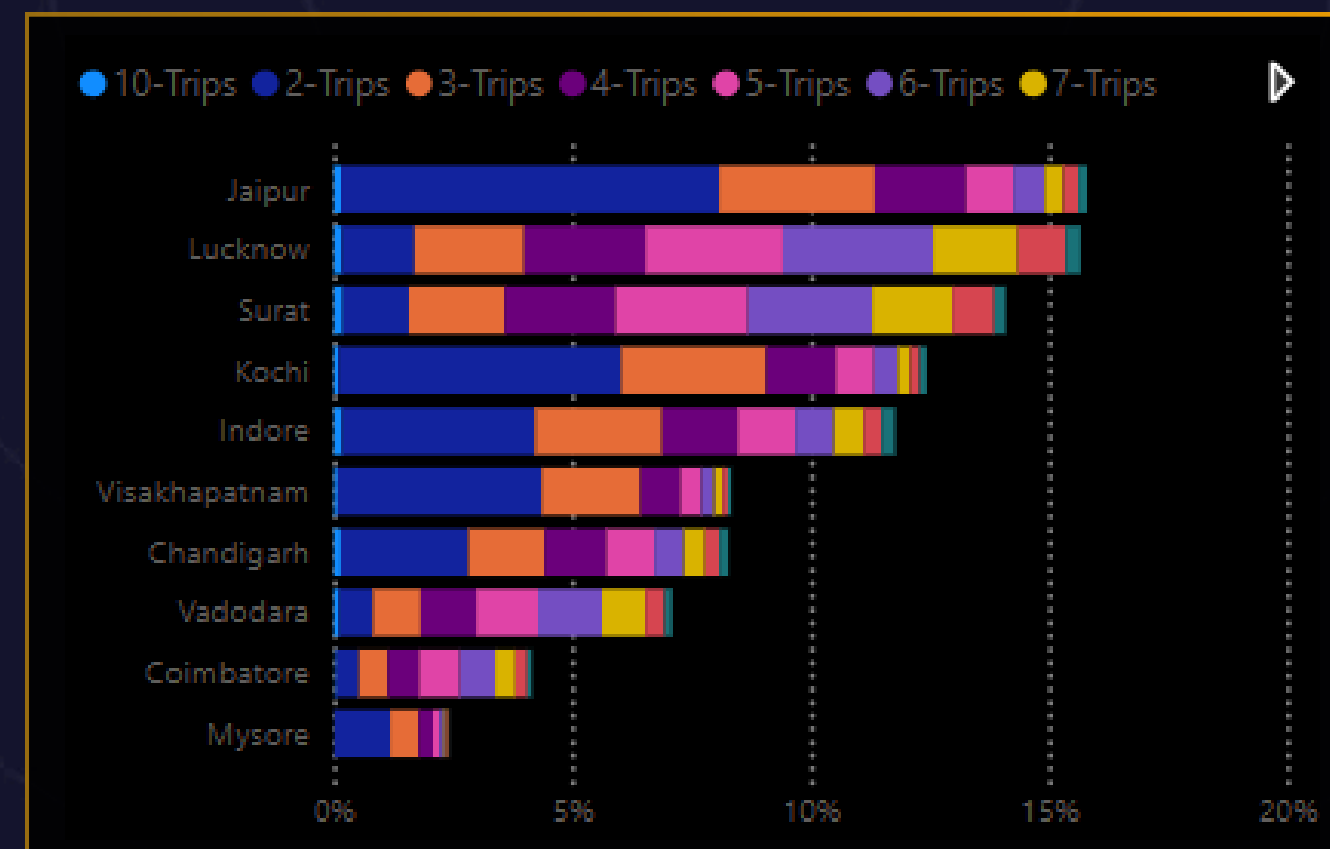
4. PEAK & LOW DEMAND MONTHS BY CITY

Count of trip_id	Column Labels					
Row Labels	April	February	January	June	March	May
Chandigarh	↓ 5566	↑ 7387	↔ 6810	↔ 6029	↔ 6569	↔ 6620
Coimbatore	↑ 3661	↔ 3404	↑ 3651	↓ 3158	↑ 3680	↔ 3550
Indore	↔ 7415	↔ 7210	↔ 6737	↓ 6288	↔ 7019	↑ 7787
Jaipur	↔ 11406	↑ 15872	↑ 14976	↓ 9842	↔ 13317	↔ 11475
Kochi	↑ 9762	↔ 7688	↔ 7344	↓ 6399	↑ 9495	↑ 10014
Lucknow	↔ 10212	↑ 12060	↔ 10858	↔ 10240	↔ 11224	↓ 9705
Mysore	↔ 2603	↔ 2668	↓ 2485	↔ 2842	↔ 2633	↑ 3007
Surat	↑ 9831	↔ 9069	↓ 8358	↓ 8544	↔ 9267	↑ 9774
Vadodara	↑ 5941	↔ 5228	↓ 4775	↓ 4685	↔ 5598	↑ 5799
Visakhapatnam	↑ 4938	↔ 4793	↓ 4468	↓ 4478	↑ 4877	↔ 4812

5. WEEKEND VS WEEKDAY TRIP DEMAND BY CITIES

Row Labels	Weekday	Weekend
Chandigarh	↑ 19914	↓ 19067
Coimbatore	↑ 12576	↓ 8528
Indore	↓ 21198	↑ 21258
Jaipur	↓ 32491	↑ 44397
Kochi	↓ 22915	↑ 27787
Lucknow	↑ 49617	↓ 14682
Mysore	↓ 6424	↑ 9814
Surat	↑ 37793	↓ 17050
Vadodara	↑ 20310	↓ 11716
Visakhapatnam	↑ 15100	↓ 13266

6. REPEAT PASSENGER FREQUENCY & CITY CONTRIBUTION ANALYSIS





7. PEAK & LOW DEMAND MONTHS BY CITY

Month	January								
Cities	NPT	NP	PTD%	TT	Total Trips	TTD%	Avg_PRT	Avg_PR	RTD%
Chandigarh	4K	4K	-2.00%	7K	7K	-2.71%	8.0	8.1	0.9%
Coimbatore	2K	2K	21.47%	4K	4K	4.31%	8.3	8.0	-3.2%
Indore	3K	3K	5.30%	7K	7K	-3.76%	8.0	7.9	-1.1%
Jaipur	12K	10K	-13.14%	13K	15K	15.20%	8.3	8.7	5.3%
Kochi	5K	5K	-2.70%	8K	7K	-2.08%	8.5	8.7	2.0%
Lucknow	3K	3K	8.28%	13K	11K	-16.48%	7.3	6.6	-8.7%
Mysore	2K	2K	-2.15%	2K	2K	24.35%	8.5	8.8	3.4%
Surat	2K	2K	21.60%	9K	8K	-7.13%	7.0	6.6	-6.0%
Vadodara	2K	2K	16.00%	6K	5K	-20.42%	7.5	6.9	-8.7%
Visakhapatnam	3K	3K	0.52%	5K	4K	-0.71%	8.5	8.6	0.6%
Total	37K	36K	-1.01%	73K	70K	-2.81%	8.0	7.8	-2.0%

Month	February								
Cities	NPT	NP	PTD%	TT	Total Trips	TTD%	Avg_PRT	Avg_PR	RTD%
Chandigarh	4K	4K	2.60%	7K	7K	5.53%	8.0	8.0	0.3%
Coimbatore	2K	2K	9.80%	4K	3K	-2.74%	8.3	8.0	-3.6%
Indore	3K	3K	6.55%	7K	7K	3.00%	8.0	7.9	-1.3%
Jaipur	12K	11K	-10.09%	13K	16K	22.09%	8.3	8.7	5.1%
Kochi	5K	4K	-12.66%	8K	8K	2.51%	8.5	8.6	0.7%
Lucknow	3K	4K	10.23%	13K	12K	-7.23%	7.3	6.6	-9.3%
Mysore	2K	2K	5.35%	2K	3K	33.30%	8.5	8.8	3.5%
Surat	2K	2K	12.70%	9K	9K	0.77%	7.0	6.5	-7.2%
Vadodara	2K	2K	19.23%	6K	5K	-12.87%	7.5	6.8	-9.3%
Visakhapatnam	3K	2K	-4.80%	5K	5K	6.50%	8.5	8.5	-0.4%
Total	37K	36K	-1.36%	73K	75K	3.97%	8.0	7.8	-2.8%

Month	March								
Cities	NPT	NP	PTD%	TT	Total Trips	TTD%	Avg_PRT	Avg_PR	RTD%
Chandigarh	4K	3K	-19.30%	7K	7K	-6.16%	8.0	8.0	-0.1%
Coimbatore	2K	2K	2.53%	4K	4K	5.14%	8.3	7.9	-4.2%
Indore	3K	3K	1.56%	7K	7K	0.27%	8.0	7.9	-1.8%
Jaipur	12K	7K	-38.19%	13K	13K	2.44%	8.3	8.5	3.4%
Kochi	5K	5K	-2.70%	8K	9K	26.00%	8.5	8.5	-0.0%
Lucknow	3K	3K	-1.28%	13K	11K	-13.66%	7.3	6.5	-9.7%
Mysore	2K	2K	-0.70%	2K	3K	31.43%	8.5	8.7	2.8%
Surat	2K	2K	-2.70%	9K	9K	2.97%	7.0	6.4	-8.6%
Vadodara	2K	2K	-2.06%	6K	6K	-6.70%	7.5	6.6	-12.1%
Visakhapatnam	3K	2K	-13.20%	5K	5K	8.33%	8.5	8.4	-0.9%
Total	37K	31K	-16.04%	73K	74K	1.63%	8.0	7.7	-3.9%

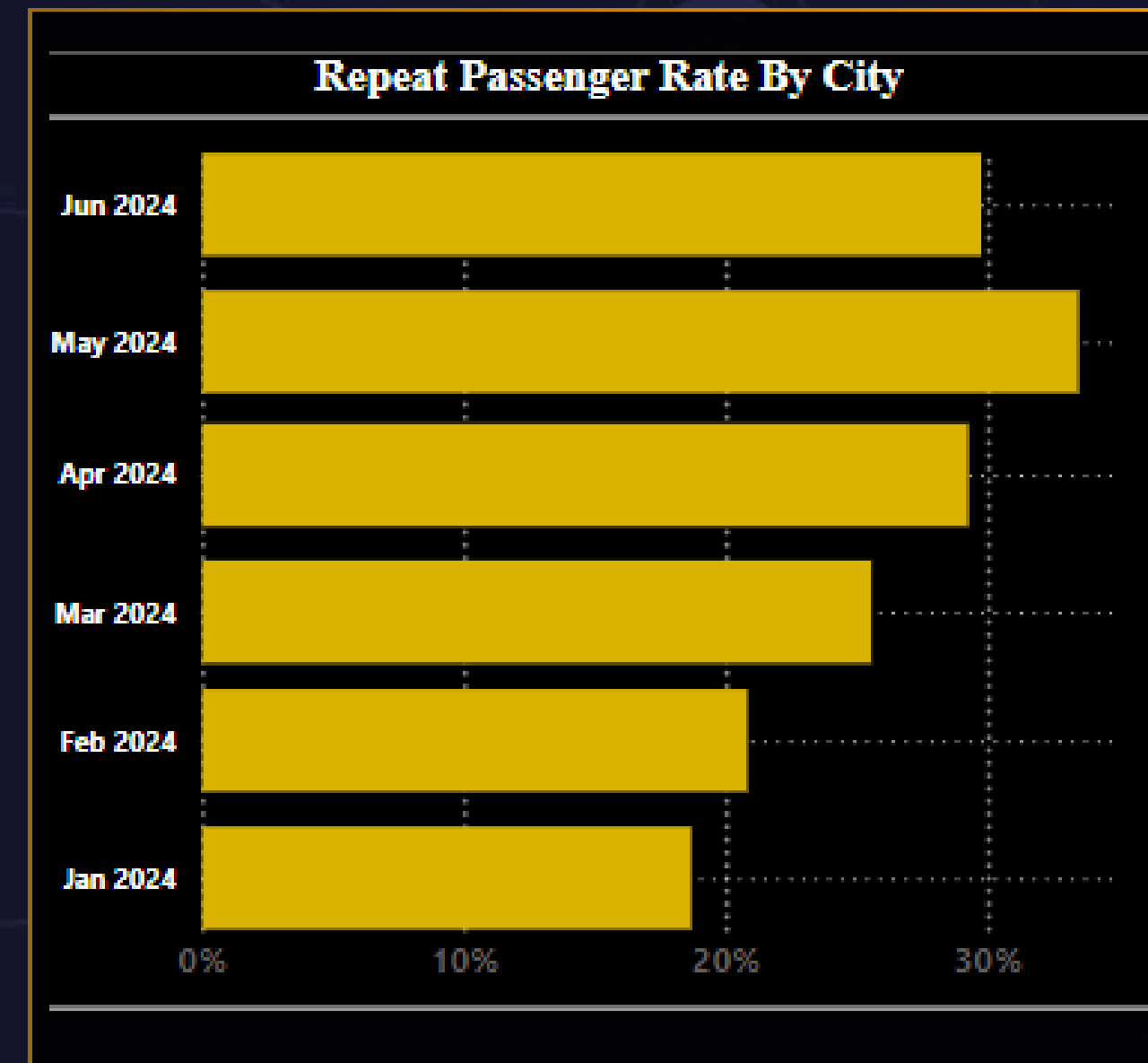
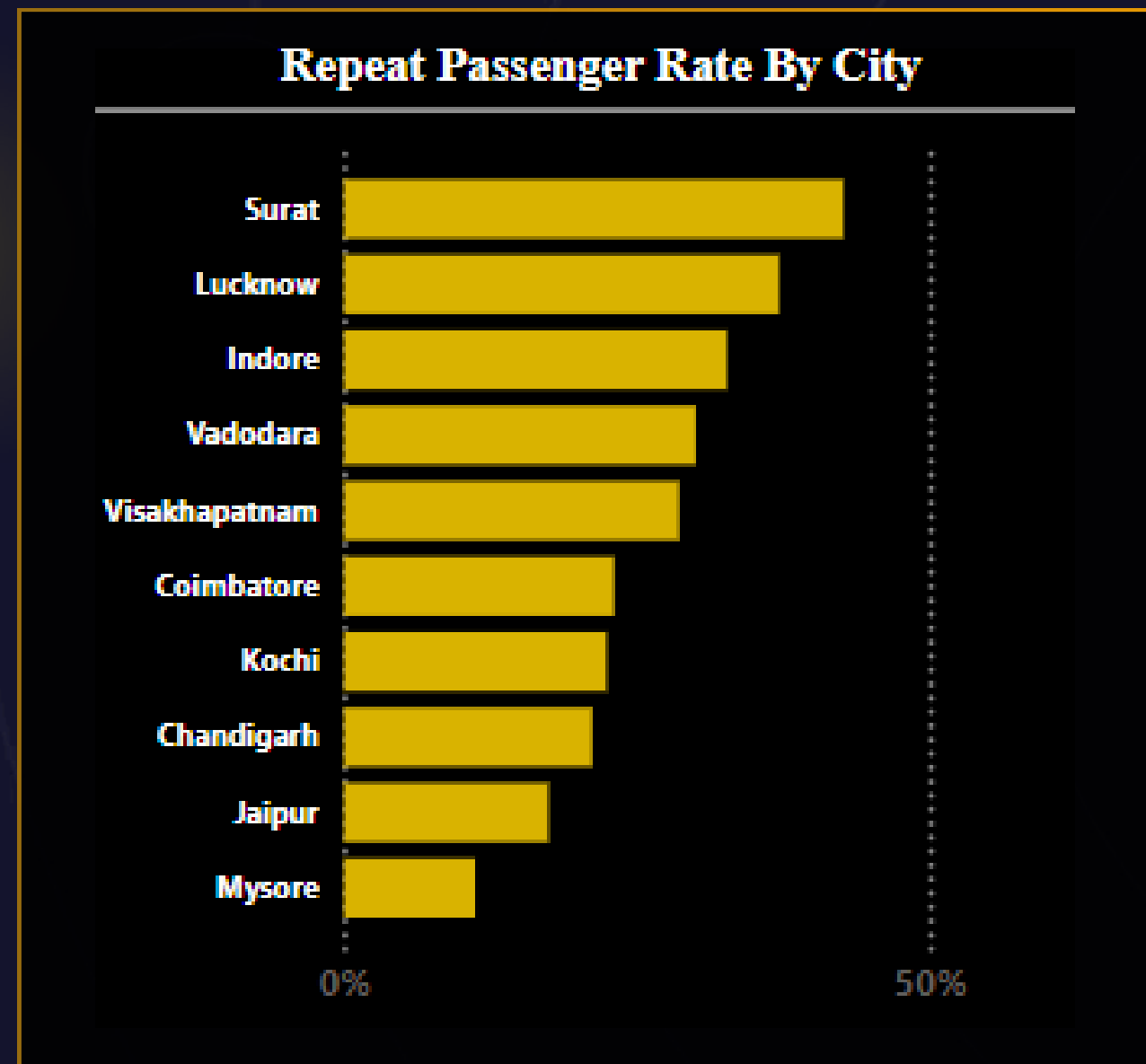
Month	April								
Cities	NPT	NP	PTD%	TT	Total Trips	TTD%	Avg_PRT	Avg_PR	RTD%
Chandigarh	3K	2K	-16.80%	6K	6K	-7.23%	8.0	7.9	-0.7%
Coimbatore	1K	1K	24.20%	4K	4K	4.60%	8.3	7.8	-4.9%
Indore	2K	2K	17.50%	8K	7K	-1.13%	8.0	7.8	-2.7%
Jaipur	6K	6K	2.00%	10K	11K	20.06%	8.3	8.5	3.3%
Kochi	4K	5K	23.40%	9K	10K	8.47%	8.5	8.5	-0.1%
Lucknow	2K	2K	15.55%	11K	10K	-7.16%	7.3	6.5	-11.0%
Mysore	2K	2K	-8.20%	3K	3K	4.12%	8.5	8.7	2.1%
Surat	2K	2K	22.87%	10K	10K	-1.69%	7.0	6.4	-9.0%
Vadodara	2K	2K	9.13%	7K	6K	-8.60%	7.5	6.5	-12.7%
Visakhapatnam	2K	2K	-7.75%	5K	5K	-1.24%	8.5	8.4	-1.5%
Total	25K	27K	6.48%	71K	71K	1.18%	8.0	7.6	-4.7%

May								
NPT	NP	PTD%	TT	Total Trips	TTD%	Avg_PRT	Avg_PR	RTD%
3K	3K	-9.00%	6K	7K	10.33%	8.0	7.9	-1.1%
1K	1K	3.90%	4K	4K	1.43%	8.3	7.8	-6.0%
2K	2K	1.40%	8K	8K	3.83%	8.0	7.7	-3.2%
6K	5K	-11.13%	10K	11K	20.79%	8.3	8.5	2.6%
4K	4K	9.23%	9K	10K	11.17%	8.5	8.4	-0.8%
2K	2K	-8.75%	11K	10K	-11.77%	7.3	6.4	-12.3%
2K	2K	-3.95%	3K	3K	20.30%	8.5	8.6	1.3%
2K	2K	7.40%	10K	10K	-2.26%	7.0	6.3	-9.6%
2K	1K	-7.47%	7K	6K	-10.78%	7.5	6.5	-13.8%
2K	2K	-3.05%	5K	5K	-3.76%	8.5	8.4	-1.3%
25K	24K	-3.27%	71K	73K	2.90%	8.0	7.6	-5.1%

June								
NPT	NP	PTD%	TT	Total Trips	TTD%	Avg_PRT	Avg_PR	RTD%
3K	2K	-19.00%	6K	6K	0.48%	8.0	7.9	-1.3%
1K	1K	22.60%	4K	3K	-9.77%	8.3	7.9	-4.8%
2K	2K	1.05%	8K	6K	-16.16%	8.0	7.8	-2.8%
6K	6K	-3.75%	10K	10K	3.60%	8.3	8.6	4.0%
4K	3K	-24.73%	9K	6K	-28.90%	8.5	8.5	-0.3%
2K	2K	-1.45%	11K	10K	-6.91%	7.3	6.3	-12.4%
2K	2K	-6.30%	3K	3K	13.89%	8.5	8.6	1.4%
2K	2K	2.67%	10K	9K	-14.56%	7.0	6.4	-9.2%
2K	1K	-26.40%	7K	5K	-27.92%	7.5	6.4	-14.2%
2K	2K	-5.00%	5K	4K	-10.44%	8.5	8.4	-1.2%
25K	23K	-8.59%	71K	63K	-11.34%	8.0	7.5	-5.4%



8.HIGHEST & LOWEST REPEAT PASSENGER RATE(RPR%) BY CITY AND MONTH





SECONDARY RESEARCH QUESTIONS

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1. 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?

- **High Repeat Passenger Rate Cities (Surat, Lucknow, Indore):**
- **Affordable Fares:**
Surat (₹117), Lucknow (₹147), and Indore (₹179) have low to moderate fares, making them attractive to budget- conscious passengers.
- **Moderate Service Quality:**
Passenger ratings are **6-7**, which indicates decent service but leaves room for improvement
- **Demographics:**
These cities might cater to daily commuters or regular users who prioritize cost over premium service, driving higher repeat usage.
- **Low Repeat Passenger Rate Cities (Mysore, Jaipur):**
- **Higher Fares:**
Mysore (₹249) and Jaipur (₹483) have significantly higher fares, which may deter repeat passengers, especially price-sensitive ones.
- **Tourism-Oriented Demand:**
These cities likely attract one-time tourists rather than regular commuters, reducing repeat usage naturally.
- **High Service Quality:**
Despite excellent passenger ratings (9), the higher fares may limit repeat passengers to premium users only.



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2. 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?

- **Adopt Electric Vehicles:** Introduce a small EV fleet in Tier-2 cities with existing EV infrastructure to reduce fuel costs, maintenance expenses, and align with sustainability trends.
- **Leverage Green Branding:** Position GoodCabs as an eco-friendly option to attract environmentally conscious riders by offering "Green Ride" services and promoting carbon savings.
- **Build Partnerships:** Collaborate with EV charging network providers and renewable energy firms to ensure accessible infrastructure and sustainable energy usage.
- **Enhance Customer Engagement:** Develop app features highlighting eco-friendly ride options and incentivize repeat passengers with green ride rewards to boost customer loyalty.



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3. 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?

Goodcabs has significant opportunities to boost demand and loyalty through partnerships. For example, collaborating with **10 high-footfall hotels** in cities like Jaipur and Mysore could generate an additional **15,000 rides per month**.

Similarly, working with **5 major event venues or malls** in each city, especially during events, could add around **5,000 rides monthly** per city.

Introducing a **loyalty program** could increase repeat passenger rates by **20%**. For Surat, with a current repeat rate of 40%, this could mean an extra **8,000 rides per month**. Lastly, forming tie-ups with **corporates**, generating **100 rides daily per client**, could add around **15,000 rides per month** in cities like Lucknow and Indore. These initiatives can drive growth, especially in tourism-heavy and business-centric areas.



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4. 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.

- **Customer Behavior Data:**
 1. Track **ride frequency**, **peak times**, and **demographics** for personalized services.
 2. Collect **customer feedback** and **ride duration trends** to optimize routes and improve
- **Operational Efficiency Data:**
 1. Monitor **driver performance**, **maintenance schedules**, and **fuel/charging efficiency**.
 2. Track **trip completion time**, **delays**, and **cab type usage** (Premium vs. Light) for better fleet management.
- **Market & Financial Data:**
 1. Set **revenue forecasts** and track performance for financial alignment.
 2. Analyze **competitor pricing**, **local events**, and **economic indicators** to anticipate demand.
- **Cancellation & Marketing Data:**
 1. Track **cancellation rates** and **reasons** for service improvement.
 2. Evaluate **marketing strategies** and **customer acquisition channels** to optimize growth.



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AD - HOC BUSINESS REQUEST

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1.CITY LEVEL FARE & TRIP SUMMARY REPORT

city_name	total_trip	avg_fare_perKM	avg_fare_perTrip	trip_contribution
Visakhapatnam	28366	12.53	282.67	6.66
Chandigarh	38981	12.06	283.69	9.15
Surat	54843	10.66	117.27	12.88
Vadodara	32026	10.29	118.57	7.52
Mysore	16238	15.14	249.71	3.81
Kochi	50702	13.93	335.25	11.90
Indore	42456	10.90	179.84	9.97
Jaipur	76888	16.12	483.92	18.05
Coimbatore	21104	11.15	166.98	4.96
Lucknow	64299	11.76	147.18	15.10

2.CITY LEVEL REPEATED PASSENGER TRIP FREQUENCY REPORT

city_name	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips	10-Trips
Chandigarh	32.31	19.25	15.74	12.21	7.42	5.48	3.47	2.33	1.79
Coimbatore	11.21	14.82	15.56	20.62	17.64	10.47	6.15	2.31	1.22
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
Kochi	47.67	24.35	11.81	6.48	3.91	2.11	1.65	1.21	0.81
Lucknow	9.66	14.77	16.20	18.42	20.18	11.33	6.43	1.91	1.10
Mysore	48.75	24.44	12.73	5.82	4.06	1.76	1.42	0.54	0.47
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
Visakhapatnam	51.25	24.96	9.98	5.44	3.19	1.98	1.39	0.88	0.92

3. IDENTIFY THE CITIES WITH HIGHEST REVENUE MONTH & % CONTRIBUTION

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

4.IDENTIFY THE CITIES WITH THE HIGHEST & LOWEST TOTAL NEW PASSENGERS

city_name	TP	category
Jaipur	45856	top3
Kochi	26416	top3
Chandigarh	18908	top3
Coimbatore	8514	bottom3
Vadodara	10127	bottom3
Surat	11626	bottom3



RECOMMENDATION

optimize pricing strategies:

- > implement dynamic pricing during peak demand periods to maximize revenue without deterring frequent riders
- > reduce fares in high-potential, low-repeat-rate cities like mysore and jaipur to attract budget-conscious repeat passengers.

strengthen partnerships:

- > collaborate with high-footfall businesses like hotels, malls, and event venues to boost ride demand.
- > form corporate tie-ups in business-centric cities like lucknow and indore to generate steady demand.

invest in sustainability initiatives:

- > promote “green ride” options to appeal to environmentally conscious customers and differentiate from competitors
- > introduce electric vehicles (evs) in cities with existing ev infrastructure to reduce operational costs and enhance green branding.

enhance customer engagement:

- > launch a loyalty program offering incentives like free rides or discounts to frequent passengers.
- > personalize services by leveraging customer behavior data to improve satisfaction and retention.

focus on service quality improvements:

- > enhance driver training programs to consistently deliver high-quality service, particularly in cities with moderate ratings (6–7 range).
- > actively collect and act on passenger feedback to refine service offerings.



CONCLUSION

Goodcabs has significant opportunities to boost demand and loyalty through partnerships. For example, collaborating with 10 high-footfall hotels in cities like Jaipur and Mysore could generate an additional 15,000 rides per month. Similarly, working with 5 major event venues or malls in each city, especially during events, could add around 5,000 rides monthly per city. Introducing a loyalty program could increase repeat passenger rates by 20%. For Surat, with a current repeat rate of 40%, this could mean an extra 8,000 rides per month. Lastly, forming tie-ups with corporates, generating 100 rides daily per client, could add around 15,000 rides per month in cities like Lucknow and Indore. These initiatives can drive growth, especially in tourism-heavy and business-centric areas.



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