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 (%)
15. Revenue Growth Rate (Monthly)
16. Target Achievement Rate:
    a. Trips Target
    b. New Passenger Target
    c. Average Passenger Rating Target