

# Good cabs performance analysis

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# Agenda

- 01 Project overview**
- 02 Key findings and insights**
- 03 Live dashboard demo**
- 04 Recommendations**
- 05 Conclusion**

# Project overview

**01**

## About Goodcabs

Goodcabs, a cab service company established two years ago, operating in 10 tier-2 cities in India, supporting local drivers and ensuring excellent passenger service.

**02**

## The Problem

Despite operating for two years, Goodcabs has struggled to penetrate the market

**03**

## Our Approach

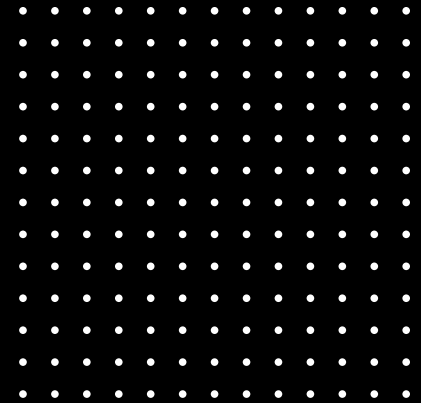
To drive growth and improve passenger satisfaction, Goodcabs has set ambitious performance targets for 2024.

**04**

## Key Action Plan

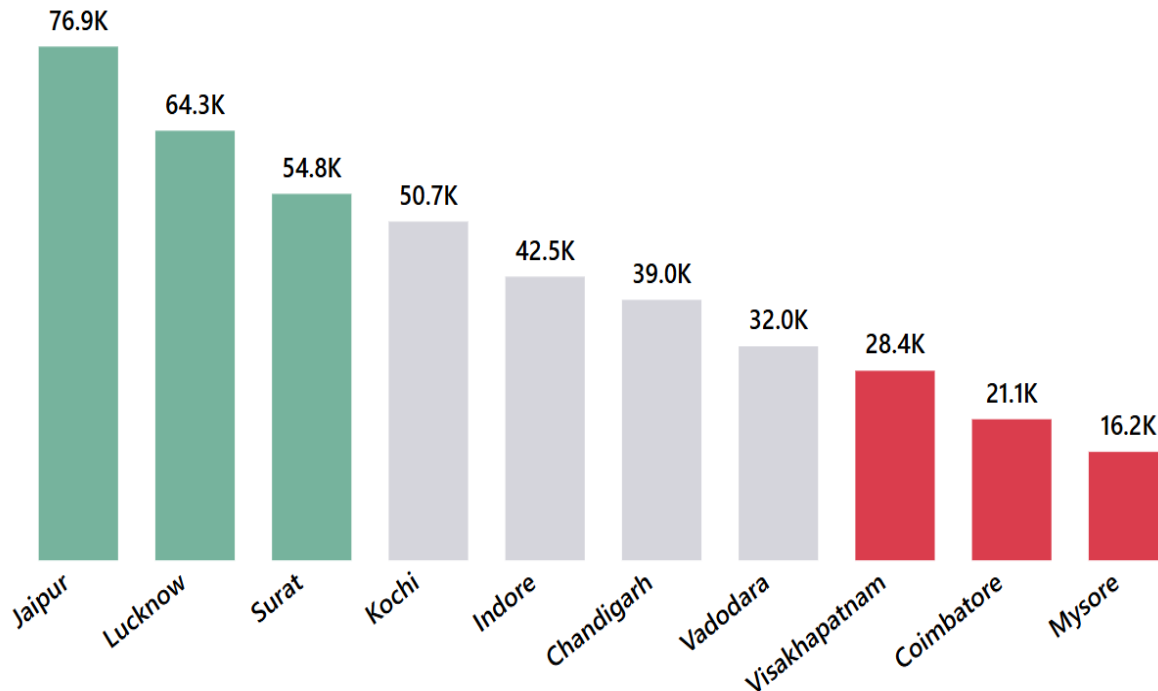
The management team wants to assess performance across trip volume, passenger satisfaction, repeat passenger rate, trip distribution, and the balance of new vs repeat passengers.

# Key Findings and insights



# Total trips by city

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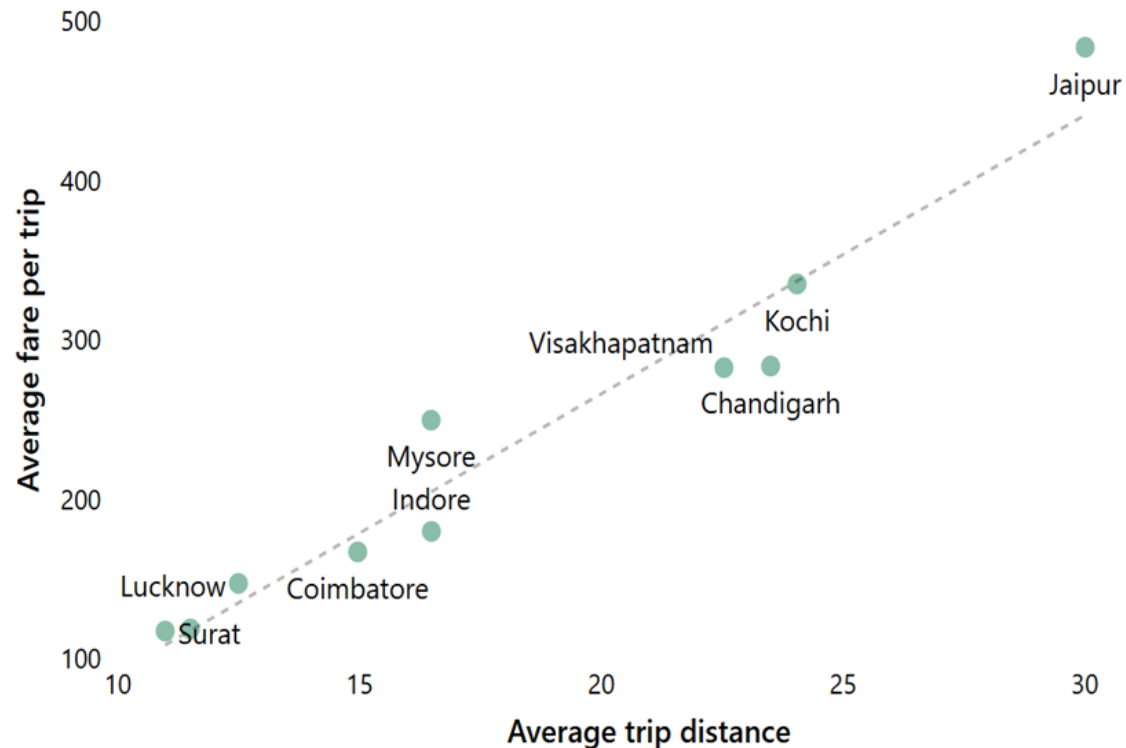


Factors influencing trips demand: Population, infrastructure, tourism and business activities

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- Most trips in Jaipur, Lucknow, and Surat due to **tourism, business, and urbanization**.
- Lower trip generation in Vishakhapatnam, Coimbatore, and Mysore due to **smaller populations** and **fewer economic drivers**.
- **Public transport** options in smaller cities further reduce cab usage.

# Analyzing pricing efficiency



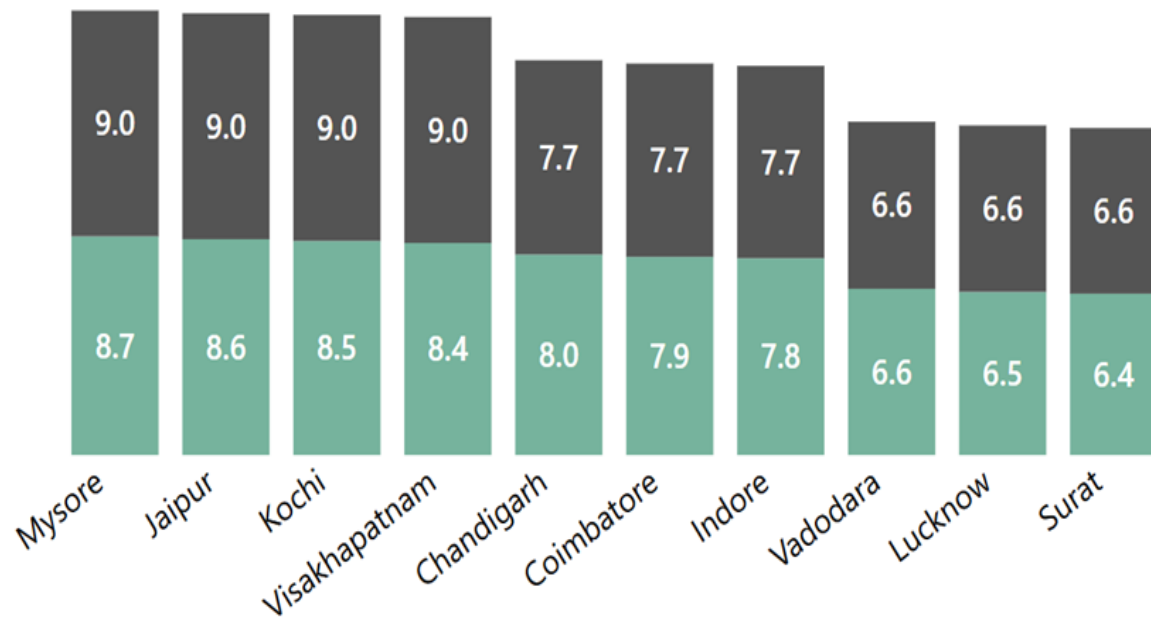
Positive correlation between the average fare and average trip distance

- Jaipur and Kochi maintain higher fares, aligning with **longer trip distances**.
- Indore and Coimbatore have lower fares despite longer trips, indicating possible **underpricing**.
- Business hubs set higher fares due to **premium demand**, while budget-conscious cities keep prices low.
- Pricing may reflect **affordability strategies**, **competition**, or **cost structures** unique to each city.

# Average passenger and driver ratings by city

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● Passenger rating ● Driver rating



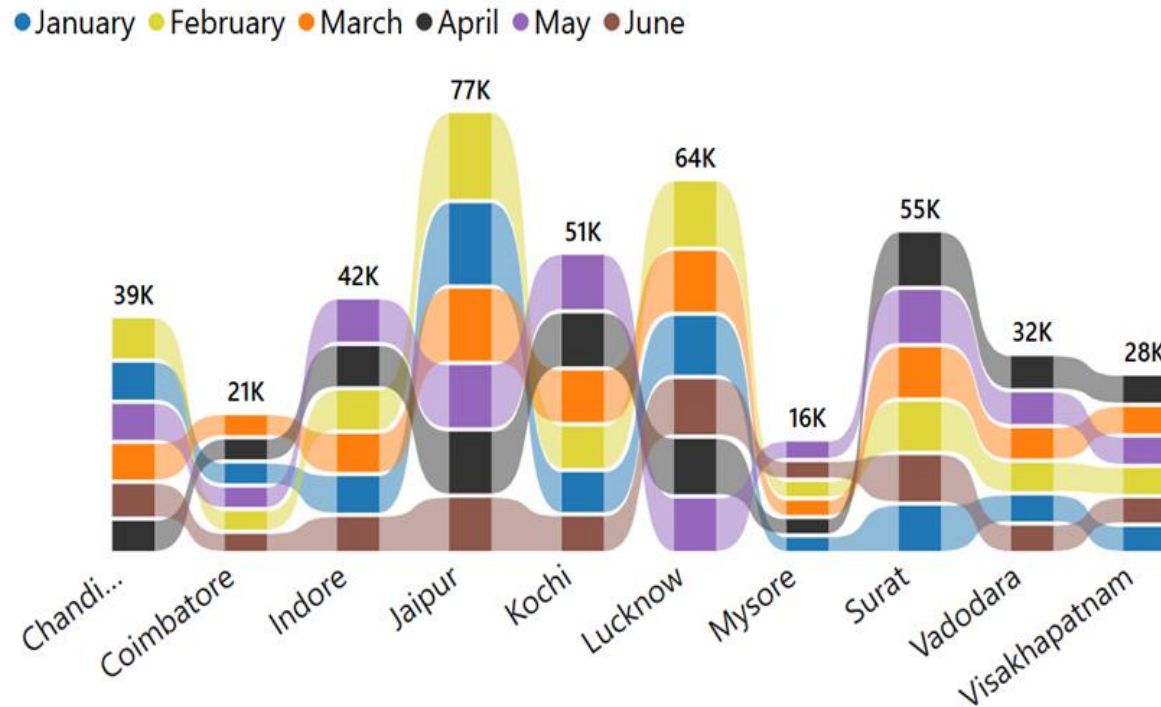
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Ratings highlight superior service in smaller cities and challenges in industrial hubs

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- Mysore and Kochi achieve high ratings due to **smaller population** and **better infrastructure**
- Jaipur excels in ratings due to its **tourism-driven demand** and **customer-focused service** culture.
- Lucknow, Surat, Vadodara struggle with **urbanization** and **traffic** leading to low ratings.
- Chandigarh and Coimbatore show stable ratings.

# Peak and low demand months



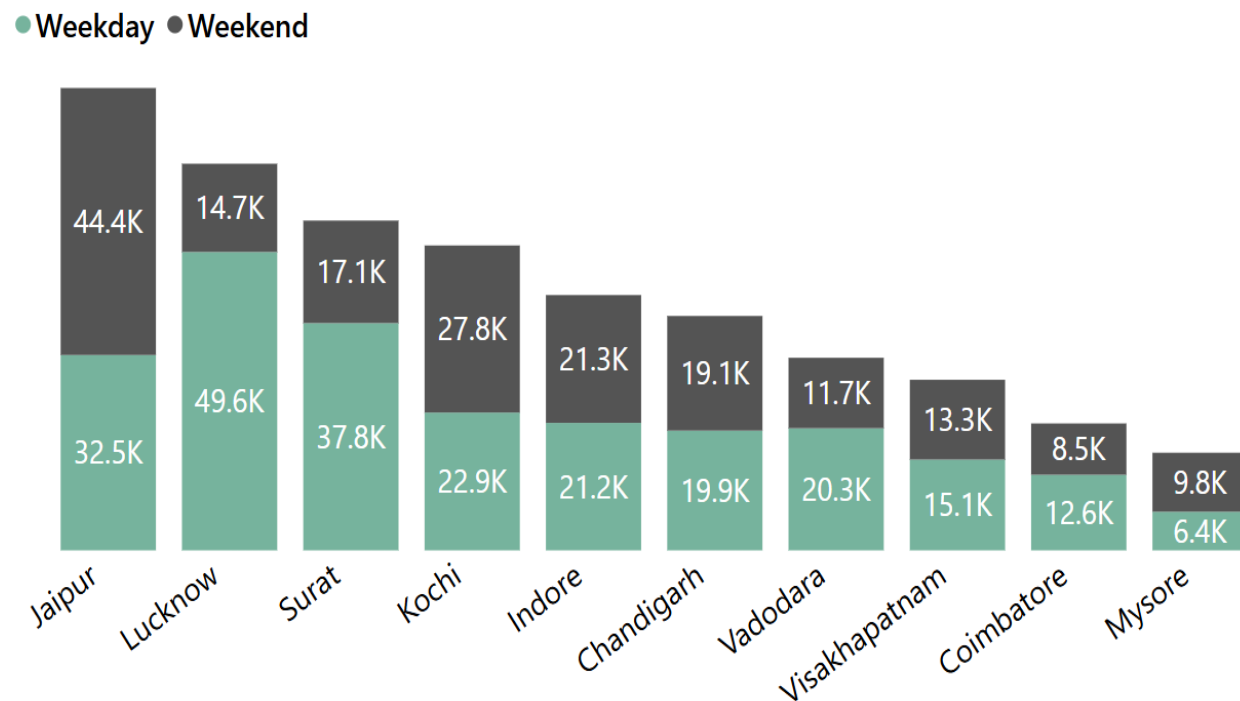
Monthly trips demand is influenced by cultural, seasonal, and economic factors.

- Jaipur, Lucknow, and Chandigarh peak in February (**weather and tourism**), demand drops in summer.
- Mysore, Kochi, and Visakhapatnam peak in April -May (**summer vacations**), but dip in **monsoons**.
- Surat, Coimbatore, and Vadodara peak in April-May (**business travels**), January and June see lower demand.
- Indore and Kochi peak in May, **monsoons** reduce activity in June.



# Weekday vs. weekend trip demand by city

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- Lucknow, Surat, and Vadodara see higher weekday demand driven by **industrial** and **commuter travel**.
- Tourist-heavy cities like Jaipur, Kochi, and Mysore experience spikes in weekend trips due to **leisure travel**.
- Indore, Chandigarh, and Visakhapatnam maintain steady trip volumes throughout the week due to **mixed travel purposes**

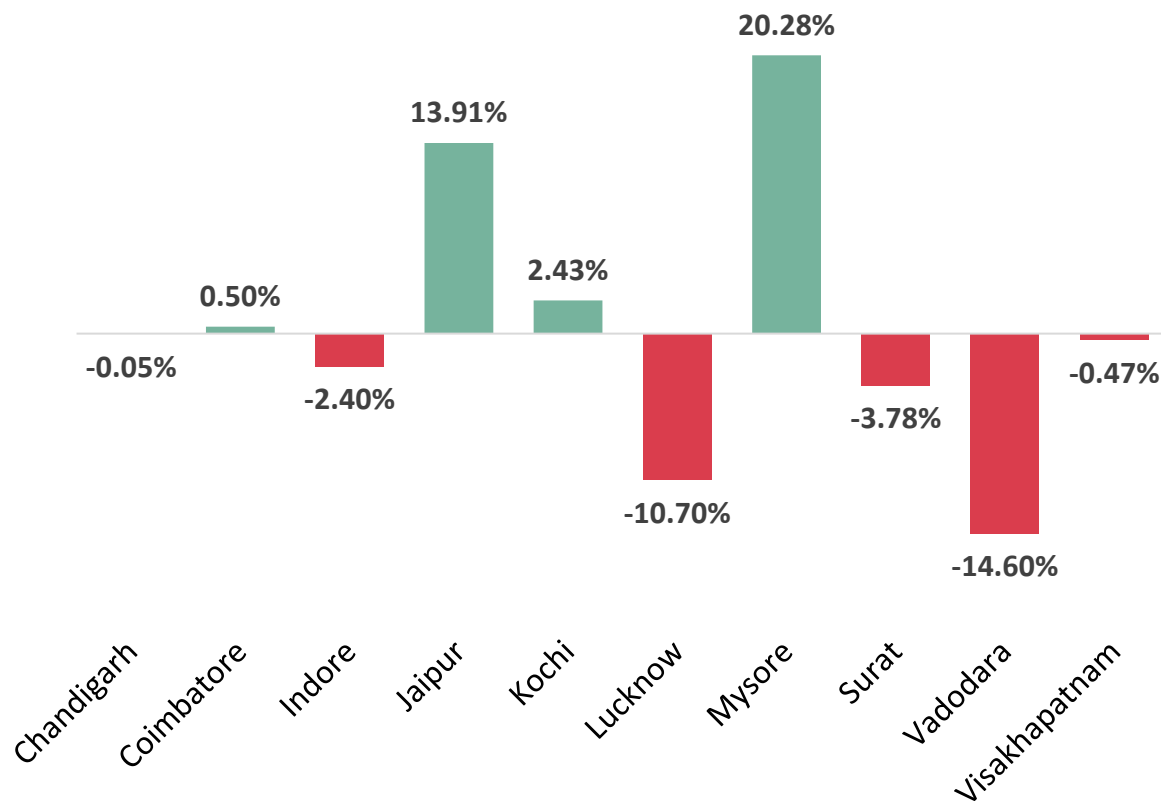
# Repeat passenger rate analysis

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| city<br>▲     | January | February | March | April | May   | June  |
|---------------|---------|----------|-------|-------|-------|-------|
| Chandigarh    | 15.5%   | 17.2%    | 21.3% | 24.0% | 26.2% | 26.3% |
| Coimbatore    | 17.7%   | 17.4%    | 21.7% | 27.9% | 32.7% | 24.7% |
| Indore        | 26.7%   | 27.7%    | 28.5% | 35.5% | 43.5% | 35.9% |
| Jaipur        | 12.0%   | 13.3%    | 19.9% | 22.1% | 25.7% | 17.0% |
| Kochi         | 14.0%   | 18.7%    | 21.7% | 24.2% | 29.8% | 25.8% |
| Lucknow       | 29.2%   | 32.0%    | 33.9% | 39.3% | 47.7% | 46.7% |
| Mysore        | 8.1%    | 8.0%     | 9.5%  | 11.4% | 15.4% | 14.9% |
| Surat         | 32.7%   | 36.8%    | 43.4% | 45.7% | 49.9% | 49.2% |
| Vadodara      | 20.7%   | 22.1%    | 30.1% | 34.5% | 38.5% | 38.9% |
| Visakhapatnam | 20.6%   | 24.9%    | 29.8% | 35.0% | 32.9% | 29.7% |

- Surat, Lucknow, and Indore show high growth, reflecting strong passenger loyalty due to **good service** and **competitive pricing**.
- Coimbatore experienced fluctuating performance, likely due to **seasonal factors** or **inconsistent service levels**.
- Mysore, Jaipur, and Visakhapatnam showed steady but lower repeat rates, suggesting a need for better **customer retention strategies**.
- Kochi had strong growth mid-year, possibly linked to **tourism**, but needs sustained focus for long-term loyalty.

# Trips target achievement

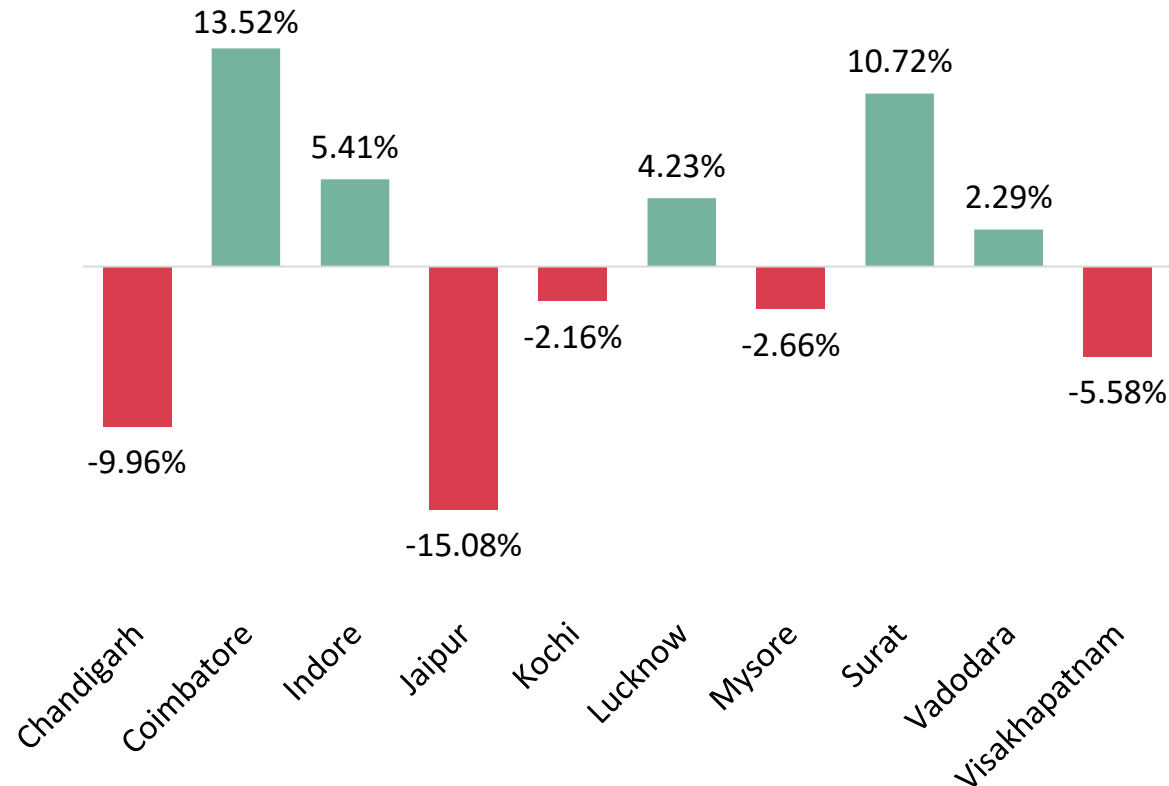


Trips target performance highlights demand and marketing gaps.

- Mysore and Jaipur lead due to **strong demand, tourism, or effective promotions**.
- Kochi and Coimbatore show stability, indicating **balanced supply-demand**.
- Lucknow, Vadodara, and Surat lag, likely due to **low demand, competition, or weak retention**.
- Boosting **marketing, driver availability, and targeted promotions** can improve performance in low-performing cities.

# New passengers target achievement

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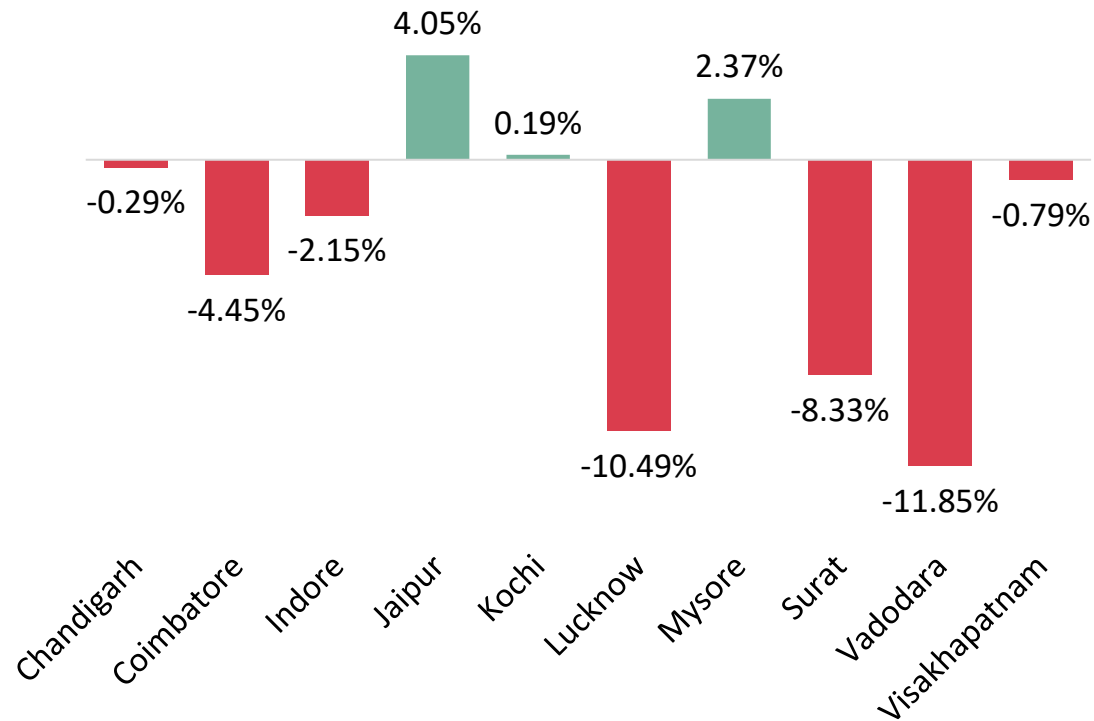
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Inconsistent new passenger growth highlights need for targeted strategies

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- Goodcabs attracts new passengers in Coimbatore, Surat, Indore, Lucknow, and Vadodara through **strong marketing, pricing, and business demand**.
- Jaipur, Chandigarh, Visakhapatnam, Mysore, and Kochi struggle due to **competition, low visibility, or weak promotions**.
- Tourism-heavy cities like Visakhapatnam and Kochi need **targeted ads and local partnerships** to convert visitors.

# Ratings target achievement



Ratings target performance highlights service quality gaps across cities

- Jaipur and Mysore achieved strong ratings, indicating **good service** and **customer satisfaction**.
- Kochi and Chandigarh performed near the benchmark but **need improvements** to sustain growth.
- Coimbatore, Indore, Surat, Vadodara, and Lucknow struggled, suggesting **service issues, pricing concerns, or competition**.



## Goodcabs Operational Insights Dashboard



02/01/2025



[Click here to view the dashboard](#)



### Trips view

This report focuses on analyzing trip patterns and behaviors across cities and time periods. It provides insights into trip counts, distances traveled, and fare amounts. The report also helps identify trends in weekday vs. weekend trips and city-specific travel behaviors.



### Passenger view

The passengers report dives into passenger segmentation, comparing new and repeat passenger metrics. It showcases trends in passenger acquisition, retention, and repeat trip frequencies, offering valuable insights into customer loyalty and growth strategies.



### Target view

This report evaluates Goodcabs' performance against monthly targets, focusing on trip volumes, new passenger acquisition, and passenger satisfaction ratings. It identifies areas where performance is on track and highlights opportunities for improvement.

Values are in Dollars & Millions

# Recommendations

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## **1. Enhance Repeat Passenger Retention**

- Improve service quality through better driver training and customer support.
- Offer loyalty programs and dynamic pricing to incentivize repeat customers.

## **2. Align Strategy with Tourism & Business Demand**

- Launch targeted promotions during festivals and business events to boost demand.
- Adjust pricing dynamically based on peak travel seasons in tourism-heavy cities.

## **3. Adopt Sustainable Mobility Trends**

- Integrate electric vehicles in eco-conscious cities to attract environmentally aware customers.
- Promote green initiatives like ride-sharing discounts and carbon offset programs.

## **4. Strengthen Local Business Partnerships**

- Partner with hotels, malls, and corporate hubs for exclusive ride discounts.
- Establish pickup zones at high-traffic areas to increase visibility.

## **5. Improve Data Collection for Smarter Decision-Making**

- Track customer feedback, ride frequency, and service ratings for personalized offers.
- Collect real-time traffic and trip duration data to optimize route efficiency.



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