



Project - Goodcabs Performance Analysis

Transportation & Mobility
Domain

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Agenda



- 1. Company Overview**
- 2. Problem Statement**
- 3. Primary Analysis**
- 4. Secondary Analysis**
- 5. Business Requests**
- 6. Dashboard Overview**



Company Overview



Established Presence

Founded 2 years ago, Goodcabs has quickly gained a strong foothold in the Indian market.

Driver Support

Committed to helping local drivers make a sustainable living in their hometowns.

Unique Focus

Concentrates on tier-2 cities, filling a gap in the transportation sector.

Passenger Satisfaction

Ensures excellent service to passengers, balancing driver welfare with customer needs.

Problem Statement



Trip Volume

Cabcity aims to assess its performance in trip volume growth.



Passenger Satisfaction

Improving passenger satisfaction is a key initiative.



Repeat Passenger Rate

The repeat passenger rate is crucial for sustainability.



Trip Distribution

Goodcabs is assessing its trip distribution across cities.



New vs. Repeat Passengers

Balancing new and repeat passengers is a strategic goal.

Primary Analysis Q1

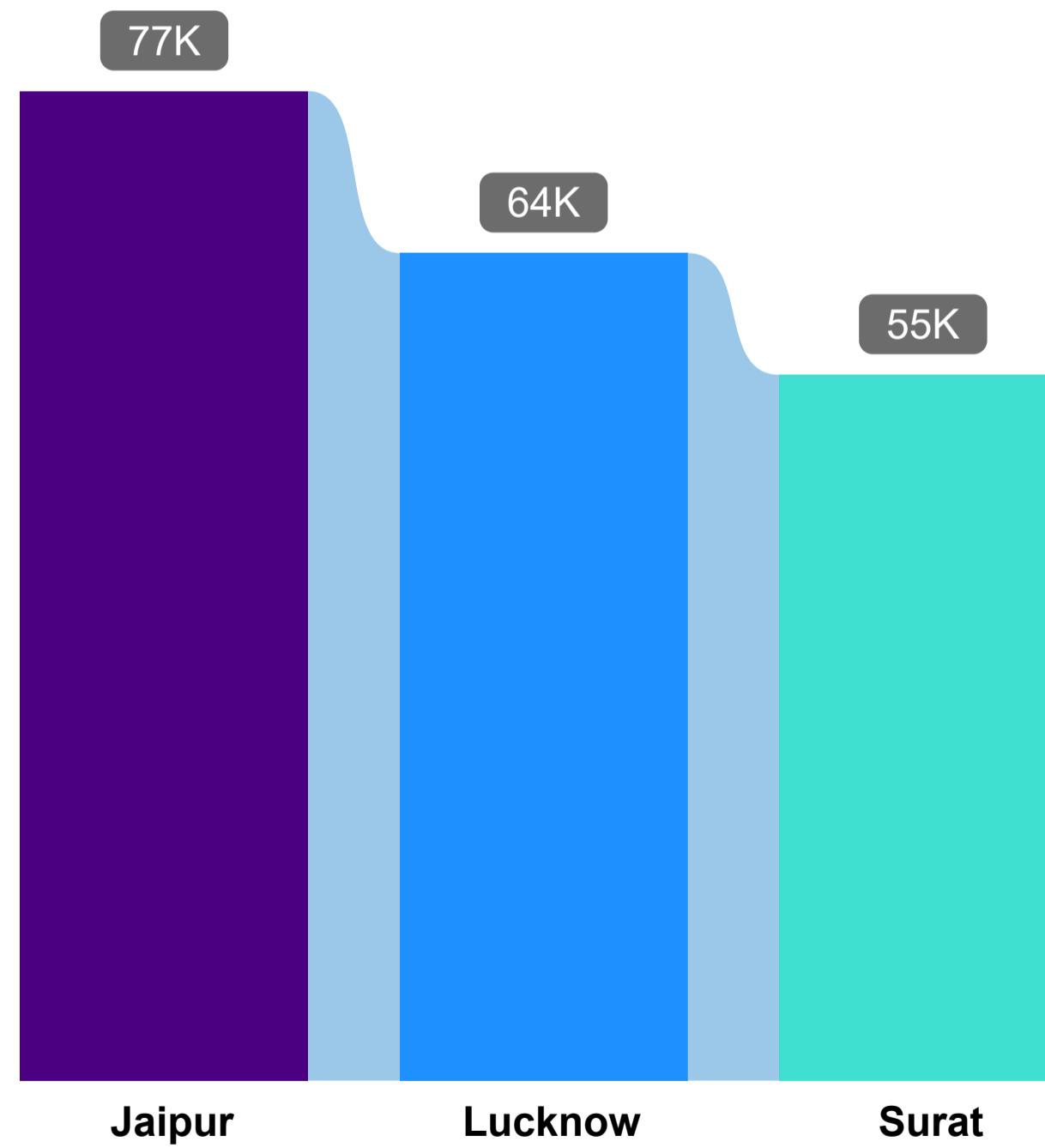
1. Top and Bottom Performing Cities

- Identify the top 3 and bottom 3 cities by total trips over the entire analysis period.

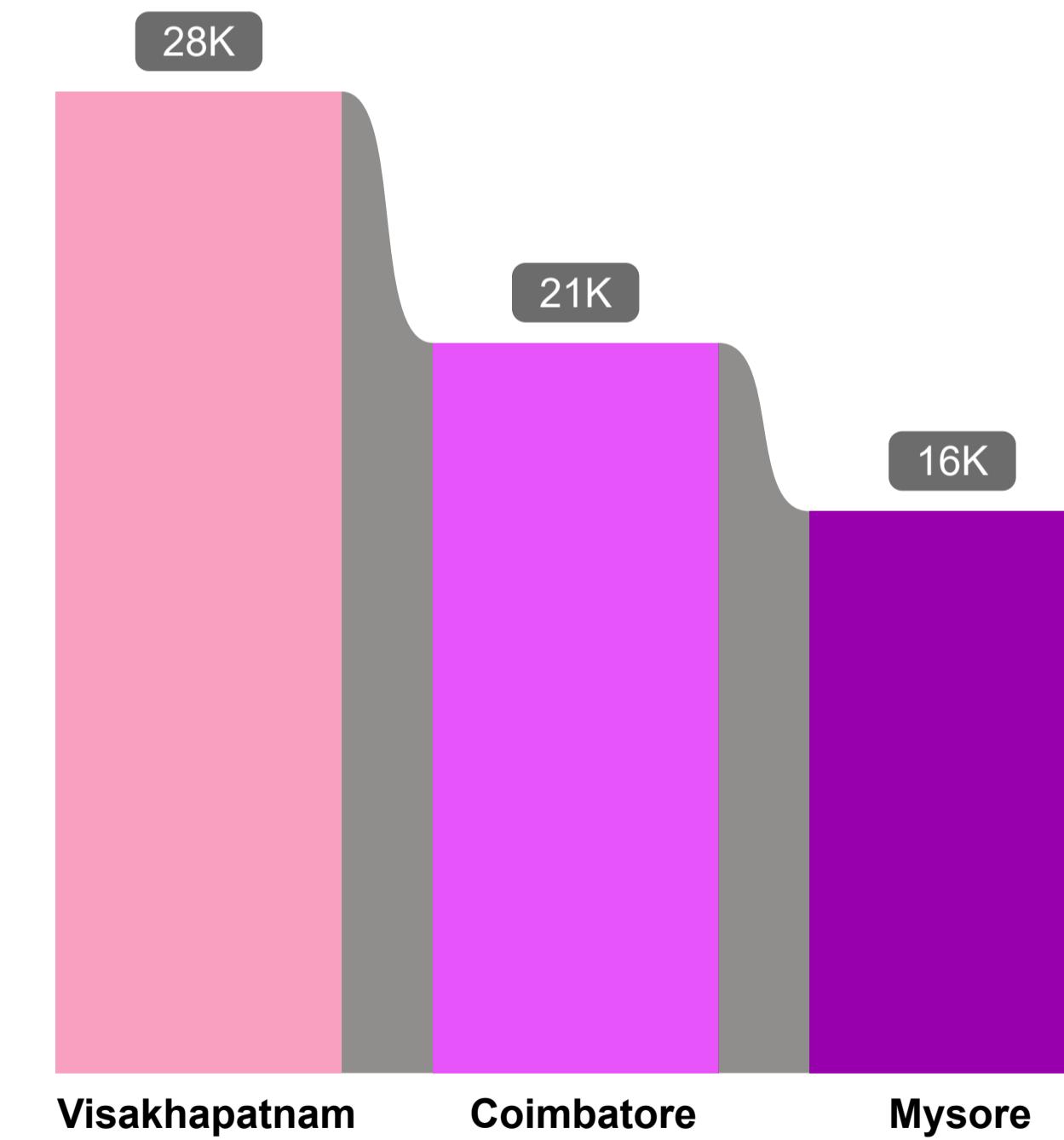


Key Insights

Top - 3 Trips Cities by Month



Bottom - 3 Trips Cities by Month



Top-Performing Cities:

Jaipur leads with 77K trips, followed by Lucknow (64K) and Surat (55K), indicating strong demand in these cities.

Bottom-Performing Cities:

Mysore recorded the lowest trips (16K), followed by Coimbatore (21K) and Visakhapatnam (28K), signaling potential underutilization or lesser demand in these locations.

Primary Analysis Q2

2. Average Fare per Trip by City

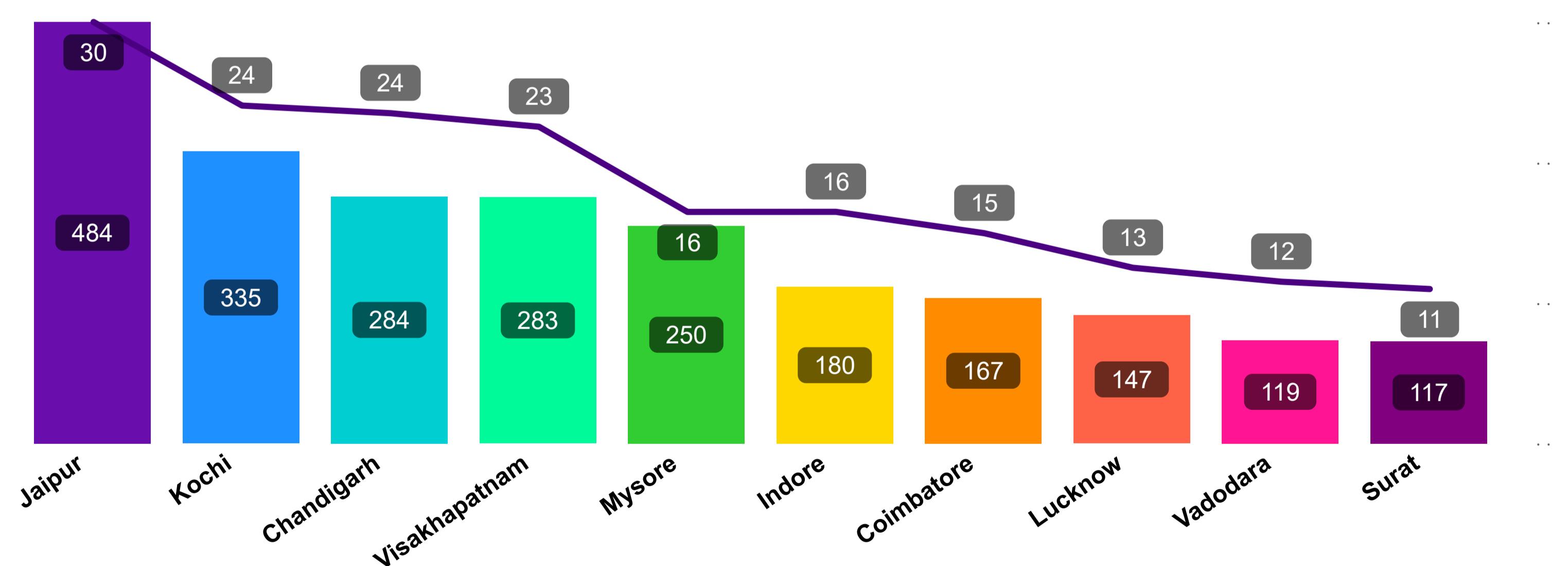
- Calculate the average fare per trip for each city and compare it with the city's average trip distance. Identify the cities with the highest and lowest average fare per trip to assess pricing efficiently across locations.



Key Insights

Avg Fare and Avg Distance per Trip by City

—●— Average Distance per Trip



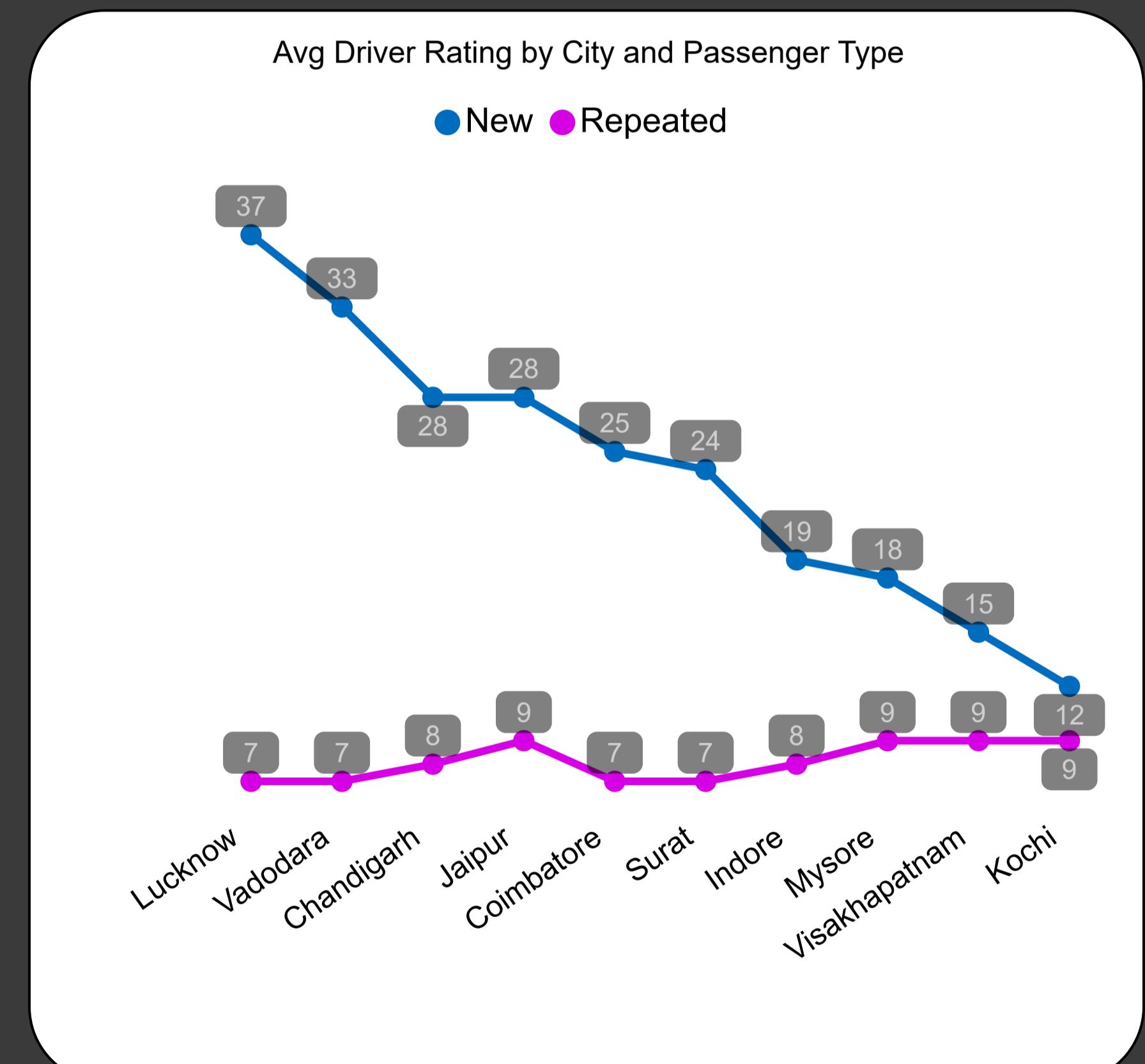
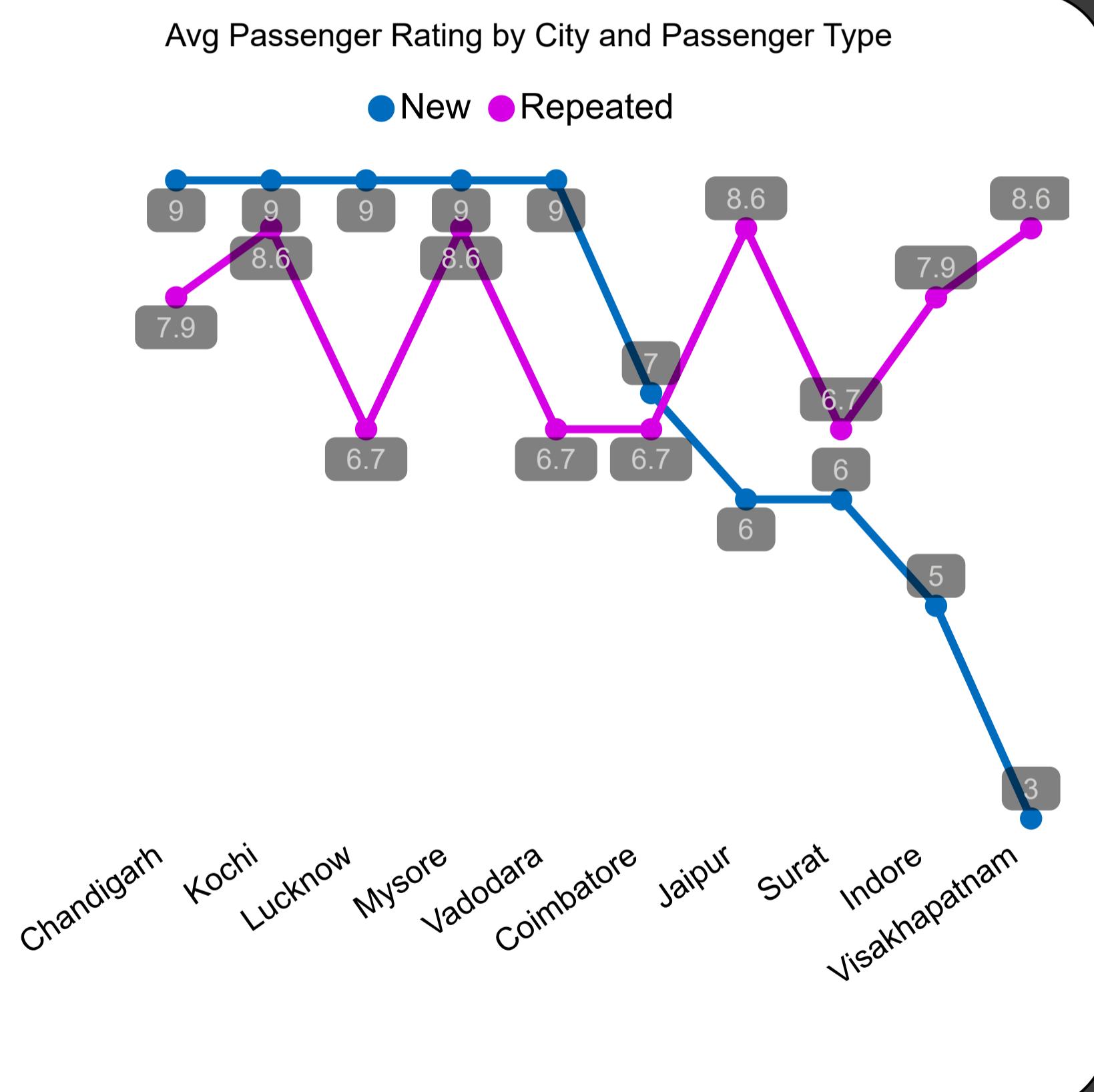
- Jaipur has the highest average fare per trip (₹484), reflecting premium services or longer average trip distances (30 km).
- Surat and Vadodara have the lowest fares (₹117 and ₹119, respectively), despite similar average distances (11- 12 km), indicating competitive pricing.
- The average fare per trip is not solely determined by distance, as factors like city pricing, demand, trip types, traffic, and costs also influence pricing.

Primary Analysis Q3



3. Average Ratings by City and Passenger Type

- Calculate the average passenger and driver ratings for each city, segmented by passenger type (new vs. repeat). Identify cities with the highest and lowest average ratings.



Key Insights

1. Highest and Lowest Ratings:

- Mysore has the highest overall avg passenger rating (8.701), while Surat has the lowest (6.417).

- Kochi has the highest overall avg driver rating (8.987), while the Surat has the lowest (6.589).

2. Trends

- New passengers tend to receive and give better ratings.

Primary Analysis Q4

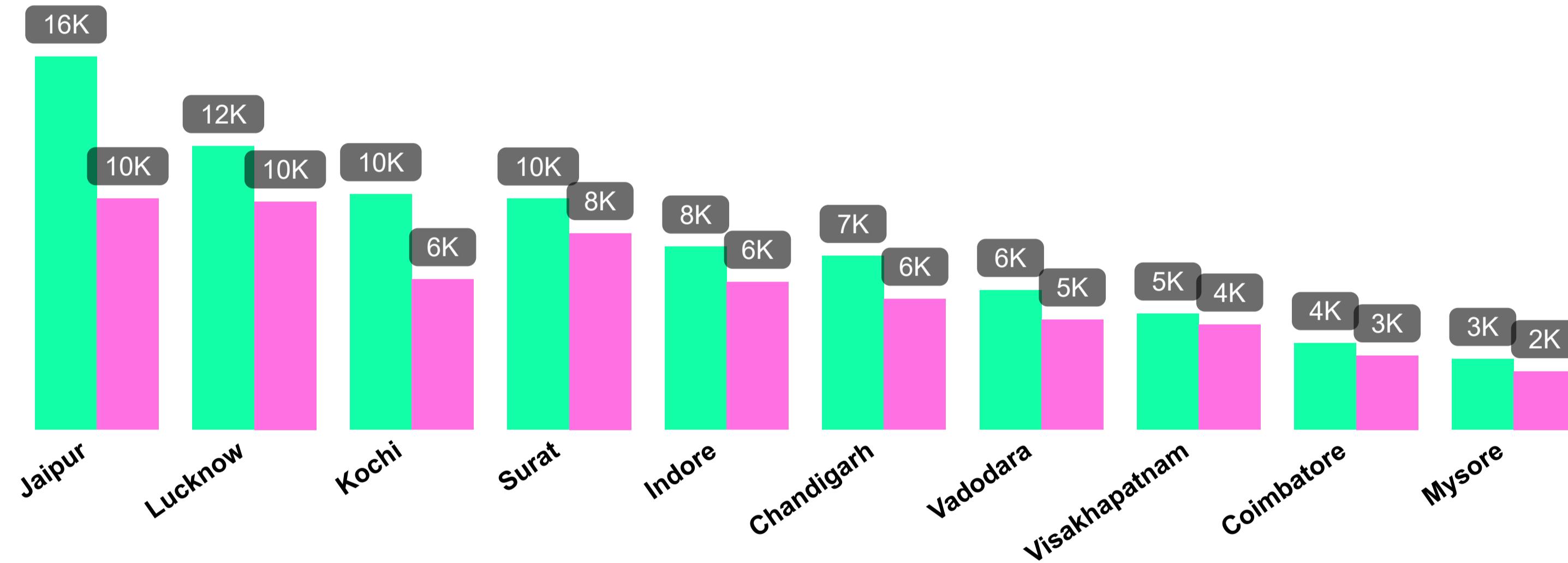


4. Peak and Low Demand Months by City

- For each city, identify the month with the highest total trips (peak demand) and the month with the lowest total trips (low demand). This analysis will help Goodcabs understand seasonal patterns and adjust resources accordingly.

Peak and Low Trips Demand Months by City

● Max Monthly Trips ● Min Monthly Trips



City	Total Trips	Peak Demand Month	Low Demand Month
Jaipur	76888	February	June
Lucknow	64299	February	May
Surat	54843	April	January
Kochi	50702	May	June
Indore	42456	May	June
Chandigarh	38981	February	April
Vadodara	32026	April	June
Visakhapatnam	28366	April	January
Coimbatore	21104	March	June
Mysore	16238	May	January

Key Insights

- Common Peak Months:** February, April and May are peak demand months across multiple cities, indicating higher trip volumes during these periods.
- Common Low Months:** January and June are low-demand months, reflecting reduced trip activity in these periods.

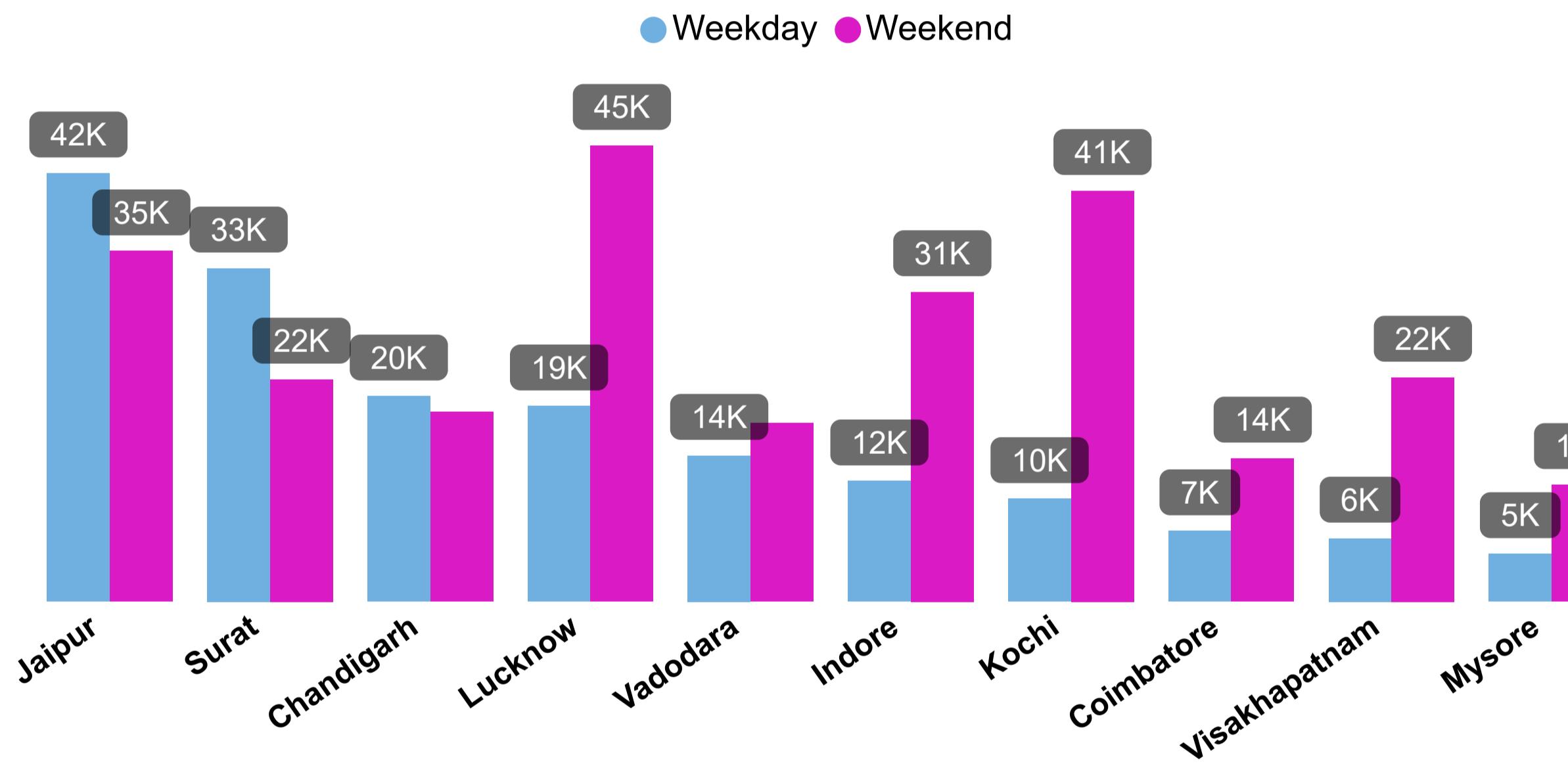
Primary Analysis Q5

5. Weekend vs. Weekday Trip Demand by City

- Compare the total trips taken on weekdays versus weekends for each city over the six-month period. Identify cities with a strong preference for either weekend or weekday trips to understand demand variations.



Total Trips by City and Day Type



city_name	Trips Diff (Weekday - Weekend)	Weekday Trip Ratio (%)
Kochi	30,421.20	20.00
Lucknow	25,719.60	30.00
Indore	18,680.64	28.00
Visakhapatnam	15,884.96	22.00
Surat	10,968.60	60.00
Jaipur	7,688.80	55.00
Coimbatore	7,175.36	33.00
Mysore	6,819.96	29.00
Vadodara	3,202.60	45.00
Chandigarh	1,559.24	52.00

Weekday > Weekend
Weekday < Weekend

Key Insights

- Cities like Lucknow and Surat show a significant preference for weekday trips, with weekend trips ratio of 69% and 77%, respectively.
- Indore has almost equal demand for weekday and weekend trips, with a minimal difference of 60 trips.

Primary Analysis Q6

Part 1

6. Repeat Passenger Frequency and City Contribution Analysis
 Analyse the frequency of trips taken by repeat passengers in each city (e.g., % of repeat passengers taking 2 trips, 3 trips, etc.). Identify which cities contribute most to higher trip frequencies among repeat passengers, and examine if there are distinguishable patterns between tourism-focused and business-focused cities.



City	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

City	High Frequency Passengers	Low Frequency Passengers	Total Repeat Passengers	High Frequency Passengers Ratio
Lucknow	5,698.00	3,899.00	9597	59%
Surat	5,133.00	3,505.00	8638	59%
Vadodara	2,583.00	1,763.00	4346	59%
Coimbatore	1,490.00	1,061.00	2551	58%
Chandigarh	1,658.00	3,412.00	5070	33%
Indore	2,134.00	5,082.00	7216	30%
Jaipur	1,647.00	8,035.00	9682	17%
Kochi	1,233.00	6,393.00	7626	16%
Mysore	208.00	1,269.00	1477	14%
Visakhapatnam	705.00	4,403.00	5108	14%

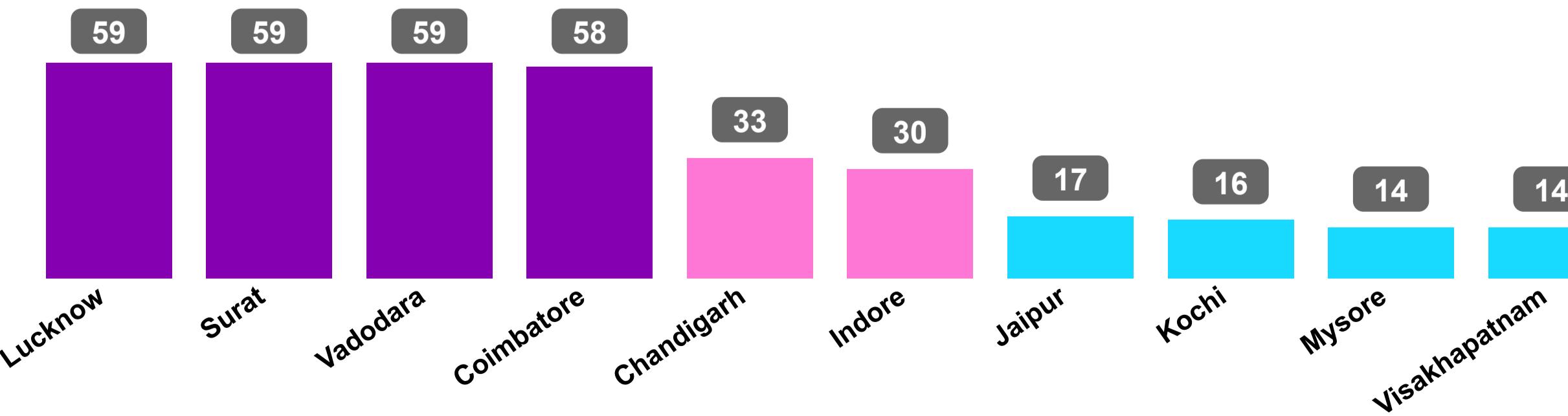
Repeat Passenger Type

1. High Frequency Passengers: Repeat passengers who had 5+ trips within the given month.

2. Low Frequency Passengers: Repeat passengers who had 2, 3 or 4 trips within the given month.

High Frequency Passengers Ratio by City

● Business ● Mixed ● Tourism



City Type

1. Business-focused cities:

- Tend to have higher contributions from high frequency passengers.
- High Frequency Passengers Ratio $\geq 50\%$.

2. Mixed-use cities:

- Have a moderate balance between high and low frequency passengers.
- $20\% \leq \text{High Frequency Passengers Ratio} < 50\%$.

3. Tourism-focused cities:

- Tend to have higher numbers of low frequency passengers (1–2 trips).
- High Frequency Passengers Ratio $< 20\%$.

Primary Analysis Q6

Part 2

6. Repeat Passenger Frequency and City Contribution Analysis
 Analyse the frequency of trips taken by repeat passengers in each city (e.g., % of repeat passengers taking 2 trips, 3 trips, etc.). Identify which cities contribute most to higher trip frequencies among repeat passengers, and examine if there are distinguishable patterns between tourism-focused and business-focused cities.



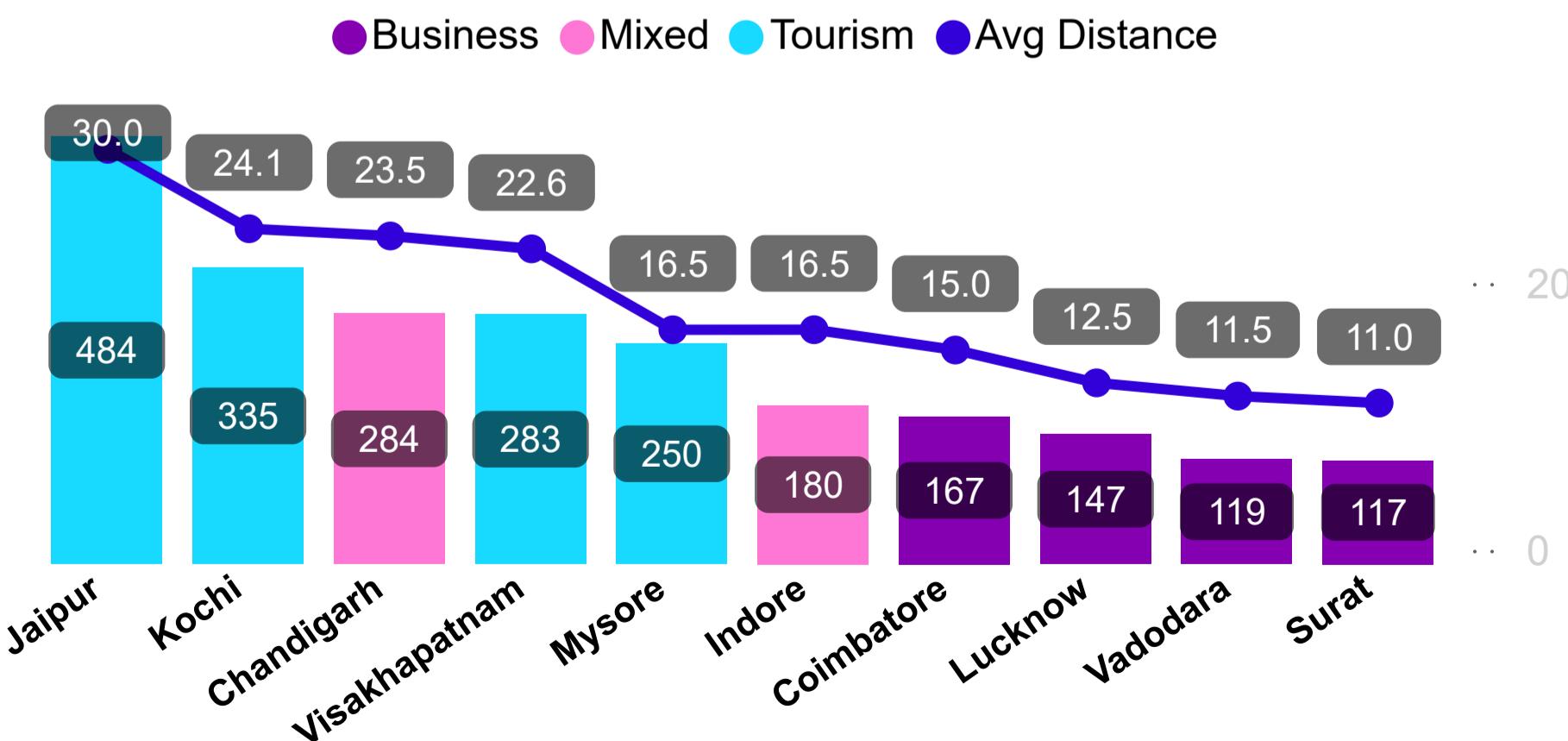
Avg Passenger Rating by City Type



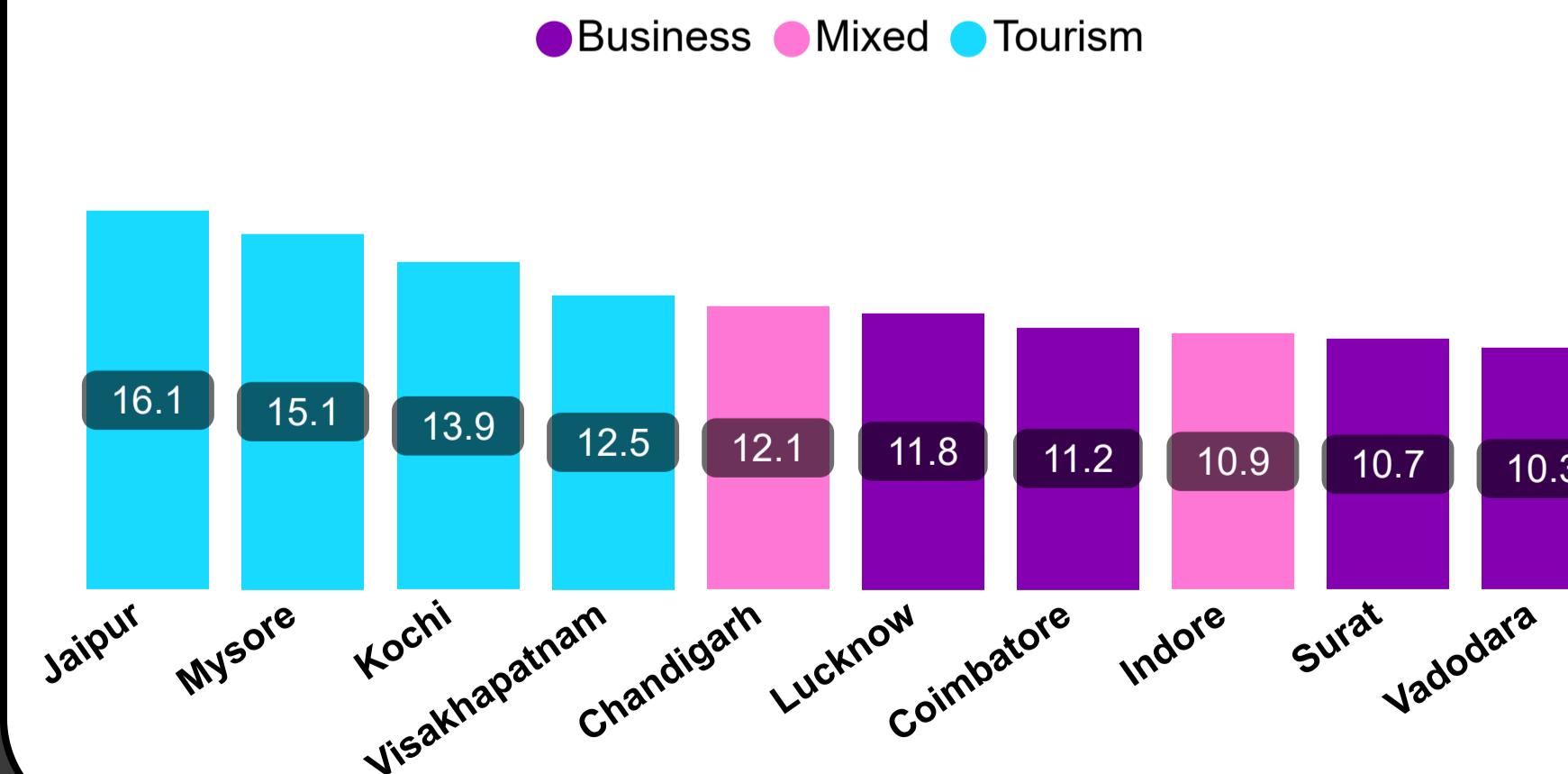
Avg Driver Rating by City Type



High Frequency Passengers Ratio by City



Avg Fare per Km by City



City Types Pattern

Tourism-focused cities:

High passenger and driver ratings, premium fares, and longer trip distances, reflecting positive experiences and leisure-oriented trips.

Business-focused cities:

Lower passenger and driver ratings, cost-efficient fares, and shorter trip distances, tailored for frequent, point-to-point travel.

Primary Analysis Q7

Target Trips

7. Monthly Target Achievement Analysis for Key Metrics

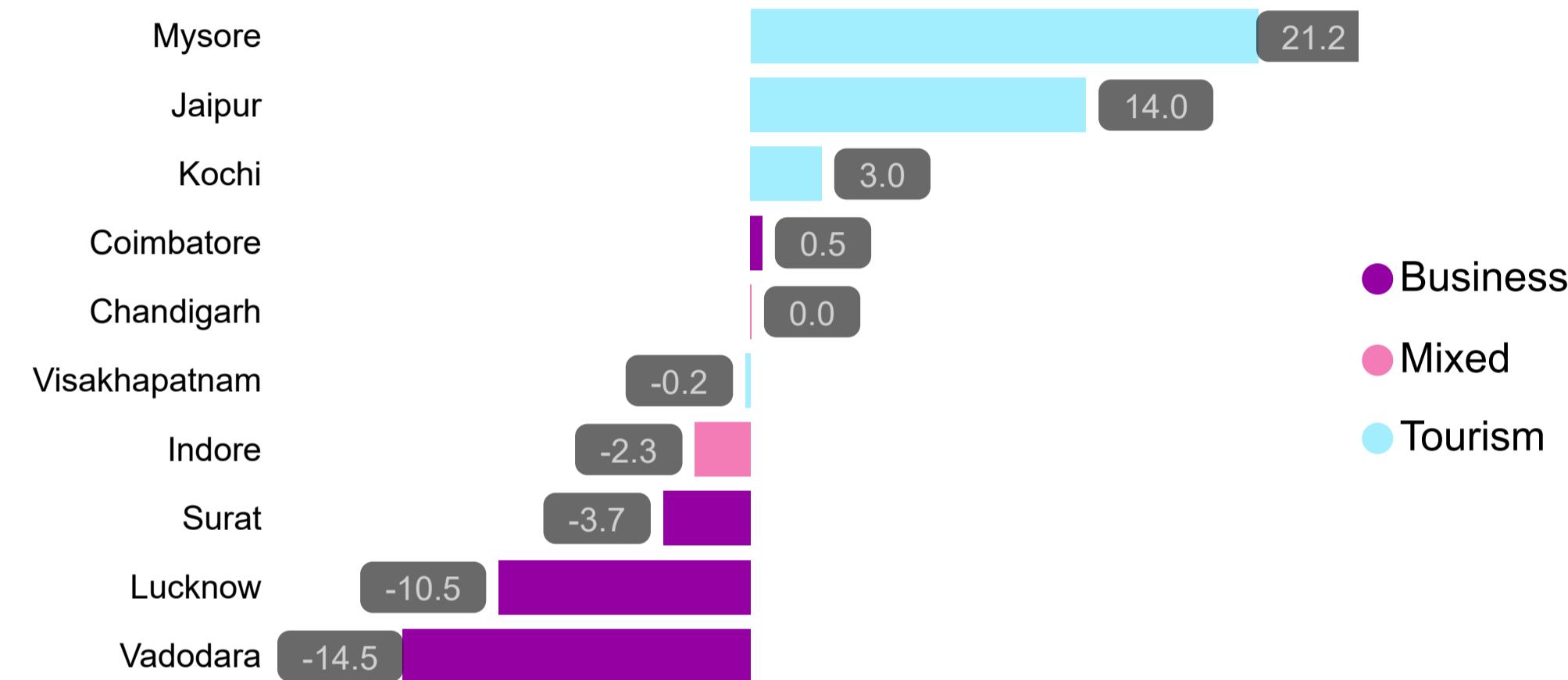
For each city, evaluate monthly performance against targets for total trips, new passengers, and average passenger ratings from targets_db. Determine if each metric met, exceeded, or missed the target, and calculate the percentage difference. Identify any consistent patterns in target achievement, particularly across tourism versus business-focused cities.



- Exceeded >= 100%
- 90% <= Met < 100%
- Missed < 90%

City	January	February	March	April	May	June	Total
Mysore	124.3	133.4	131.7	104.1	120.3	113.7	121.2
Jaipur	115.2	122.1	102.4	120.1	120.8	103.6	114.0
Kochi	97.9	102.5	126.6	108.5	111.3	71.1	103.0
Coimbatore	104.3	97.3	105.1	104.6	101.4	90.2	100.5
Chandigarh	97.3	105.5	93.8	92.8	110.3	100.5	100.0
Visakhapatnam	99.3	106.5	108.4	98.8	96.2	89.6	99.8
Indore	96.2	103.0	100.3	98.9	103.8	83.8	97.7
Surat	92.9	100.8	103.0	98.3	97.7	85.4	96.3
Lucknow	83.5	92.8	86.3	92.8	88.2	93.1	89.5
Vadodara	79.6	87.1	93.3	91.4	89.2	72.1	85.5

Trip Difference from Target by City (%)



Target Trips Analysis Insights

1. Tourism-focused cities consistently outperformed others in meeting trip targets, highlighting robust demand in leisure-oriented regions.
2. Business-focused cities such as Lucknow and Vadodara underperformed, suggesting potential demand challenges or overestimated targets.
3. Mixed cities like Coimbatore and Chandigarh stayed close to their targets, with minimal deviations, reflecting stable performance.

Primary Analysis Q7

Target New Passengers

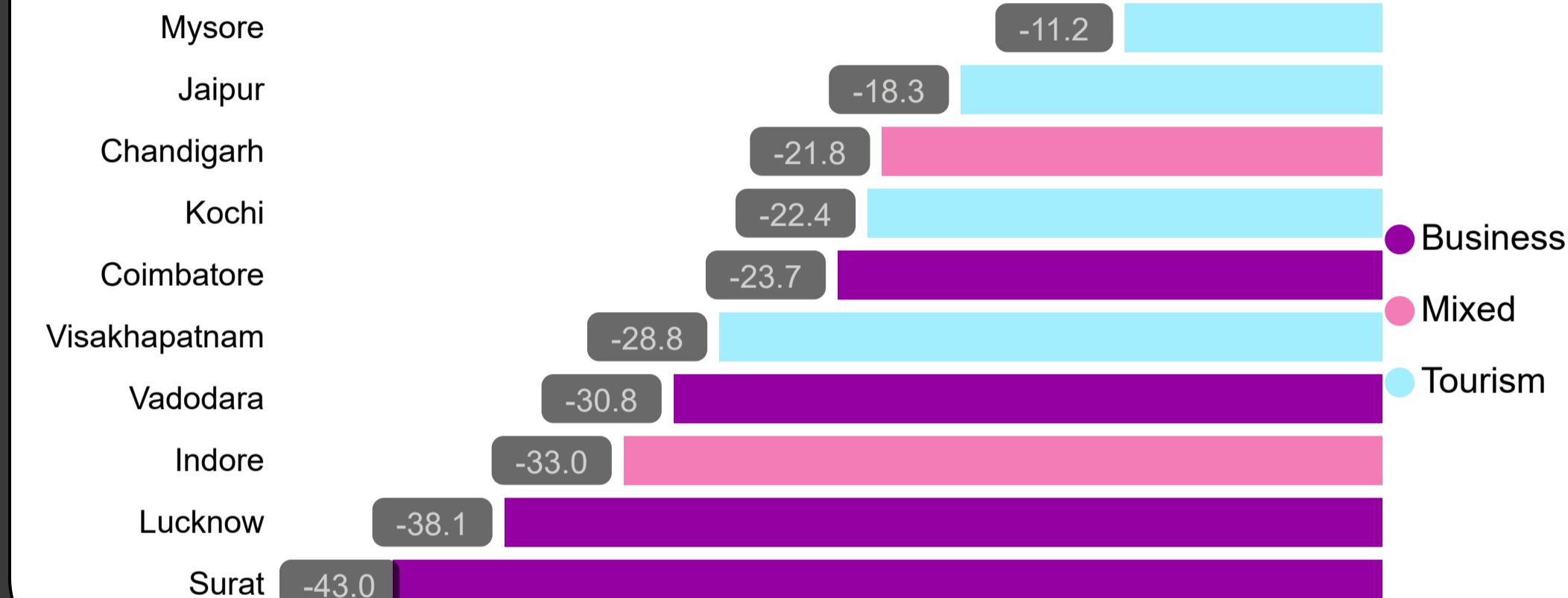
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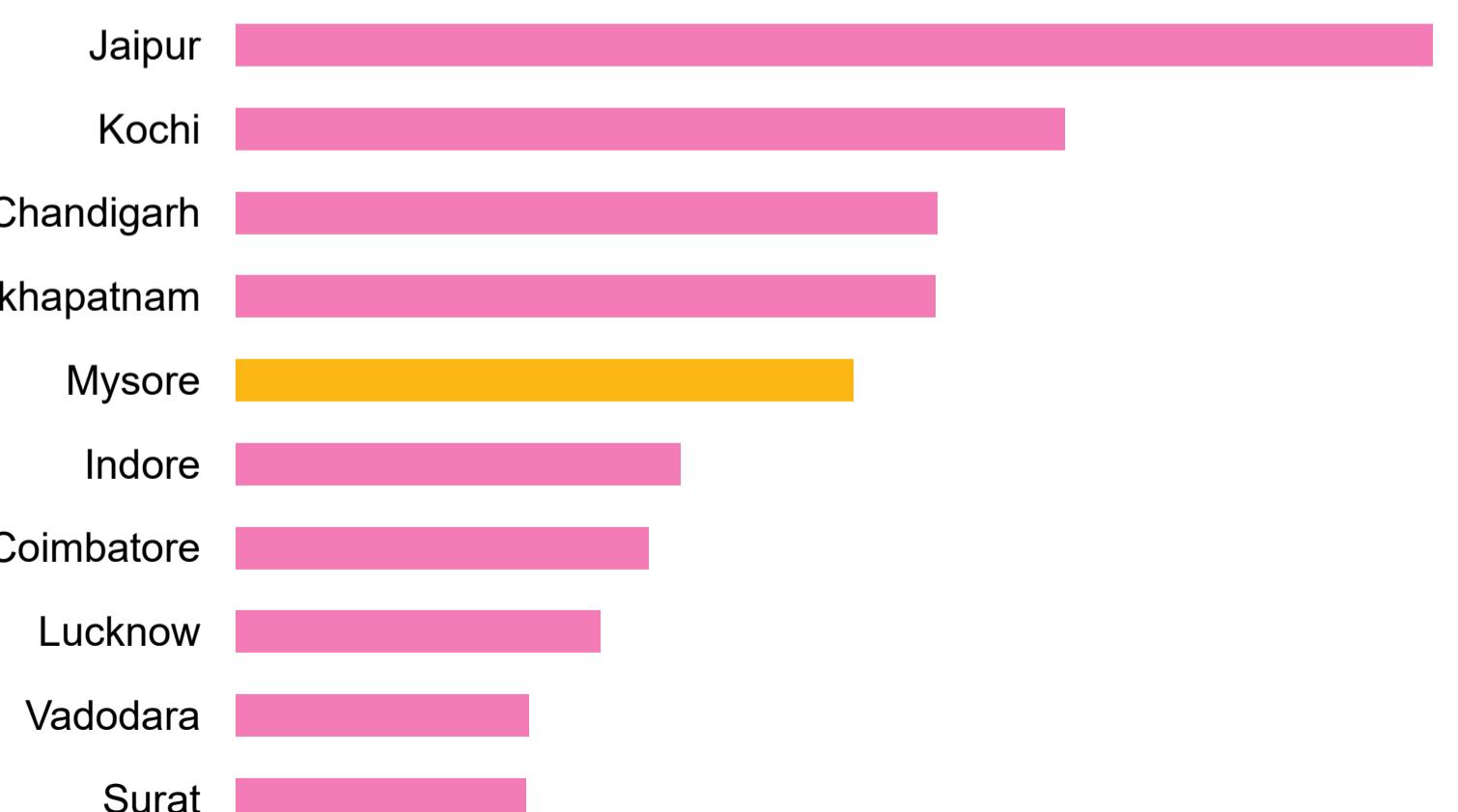


city_name	January	February	March	April	May	June	Total
Mysore	91.9	92.0	90.5	88.6	84.6	85.1	88.8
Jaipur	88.0	86.7	80.1	77.9	74.3	83.0	81.7
Chandigarh	84.5	82.8	78.7	76.0	73.8	73.7	78.2
Kochi	86.0	81.3	78.3	75.8	70.2	74.2	77.6
Coimbatore	82.3	82.6	78.3	72.1	67.3	75.3	76.3
Visakhapatnam	79.4	75.1	70.2	65.0	67.1	70.3	71.2
Vadodara	79.3	77.9	69.9	65.5	61.5	61.1	69.2
Indore	73.3	72.3	71.5	64.5	56.5	64.1	67.0
Lucknow	70.8	68.0	66.1	60.7	52.3	53.3	61.9
Surat	67.3	63.2	56.6	54.3	50.1	50.8	57.0

Trip Difference from Target by City (%)



Avg Fare per Trip by City



Target New Passengers Analysis Insights

- Business-focused cities like Coimbatore and Surat excel in new passenger acquisition, possibly due to frequent onboarding of business clients.
- Tourism-focused cities, like Jaipur, underperformed, reflecting potential gaps in marketing or seasonal fluctuations (e.g., a strong decrease in new passengers in Jaipur in March). Also, premium pricing may deter potential new riders in tourism-heavy cities like Jaipur.
- Mixed-focused cities perform well likely due to the benefit from diverse passenger profile.

Primary Analysis Q7

Target Avg Pass. Rating

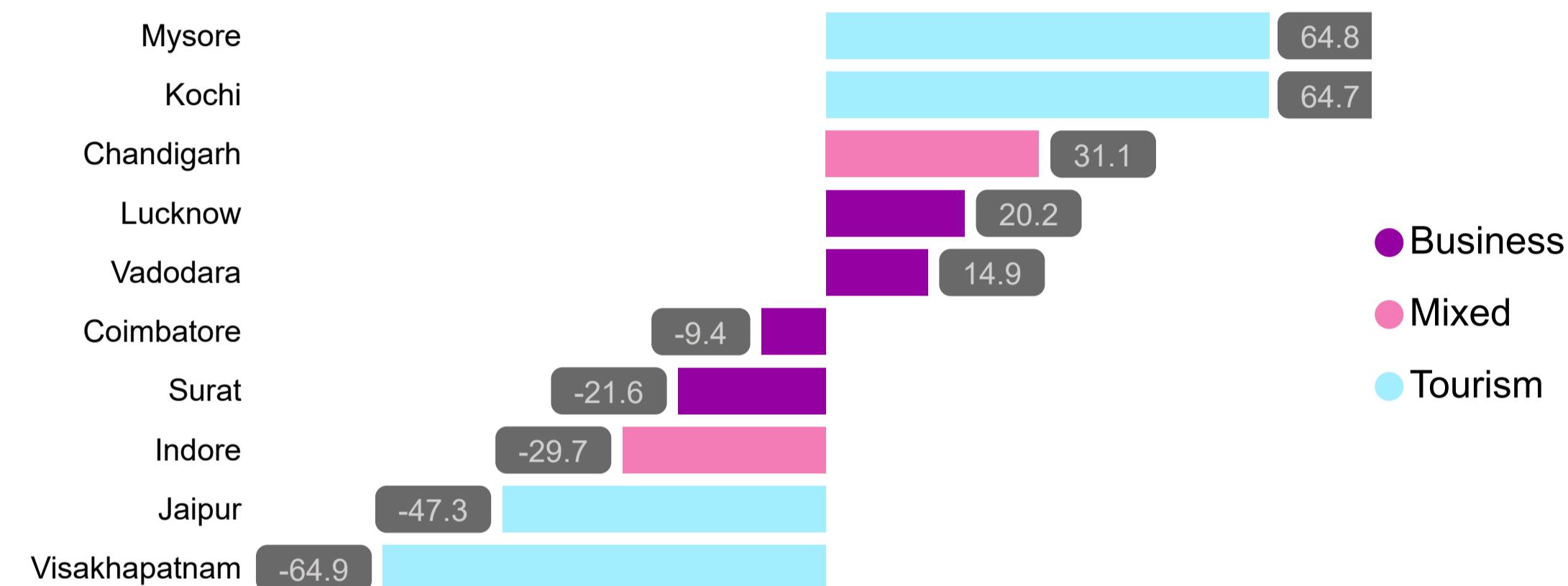
7. Monthly Target Achievement Analysis for Key Metrics

For each city, evaluate monthly performance against targets for total trips, new passengers, and average passenger ratings from targets_db. Determine if each metric met, exceeded, or missed the target, and calculate the percentage difference. Identify any consistent patterns in target achievement, particularly across tourism versus business-focused cities.



city_name	January	February	March	April	May	June	Total
Mysore	64.52	73.17	195.12	146.34	219.51	290.32	164.83
Kochi	161.29	121.95	195.12	146.34	73.17	290.32	164.70
Chandigarh	0.00	73.17	48.78	219.51	219.51	225.81	131.13
Lucknow	32.26	219.51	48.78	146.34	48.78	225.81	120.25
Vadodara	129.03	0.00	219.51	48.78	195.12	96.77	114.87
Coimbatore	64.52	146.34	170.73	0.00	97.56	64.52	90.61
Surat	129.03	73.17	97.56	24.39	146.34	0.00	78.42
Indore	96.77	73.17	24.39	121.95	73.17	32.26	70.29
Jaipur	64.52	24.39	0.00	146.34	48.78	32.26	52.71
Visakhapatnam	0.00	0.00	73.17	48.78	24.39	64.52	35.14

Trip Difference from Target by City (%)



Target Avg Passenger Rating Analysis Insights

1. Tourism-focused cities such as Jaipur and Mysore exceeded their target average passenger ratings, reflecting high passenger satisfaction in these regions.
2. Business-focused cities like Vadodara and Lucknow underperformed, indicating potential service quality gaps.
3. Mixed cities like Chandigarh and Indore closely met their targets, showcasing consistent passenger satisfaction.

Primary Analysis Q8

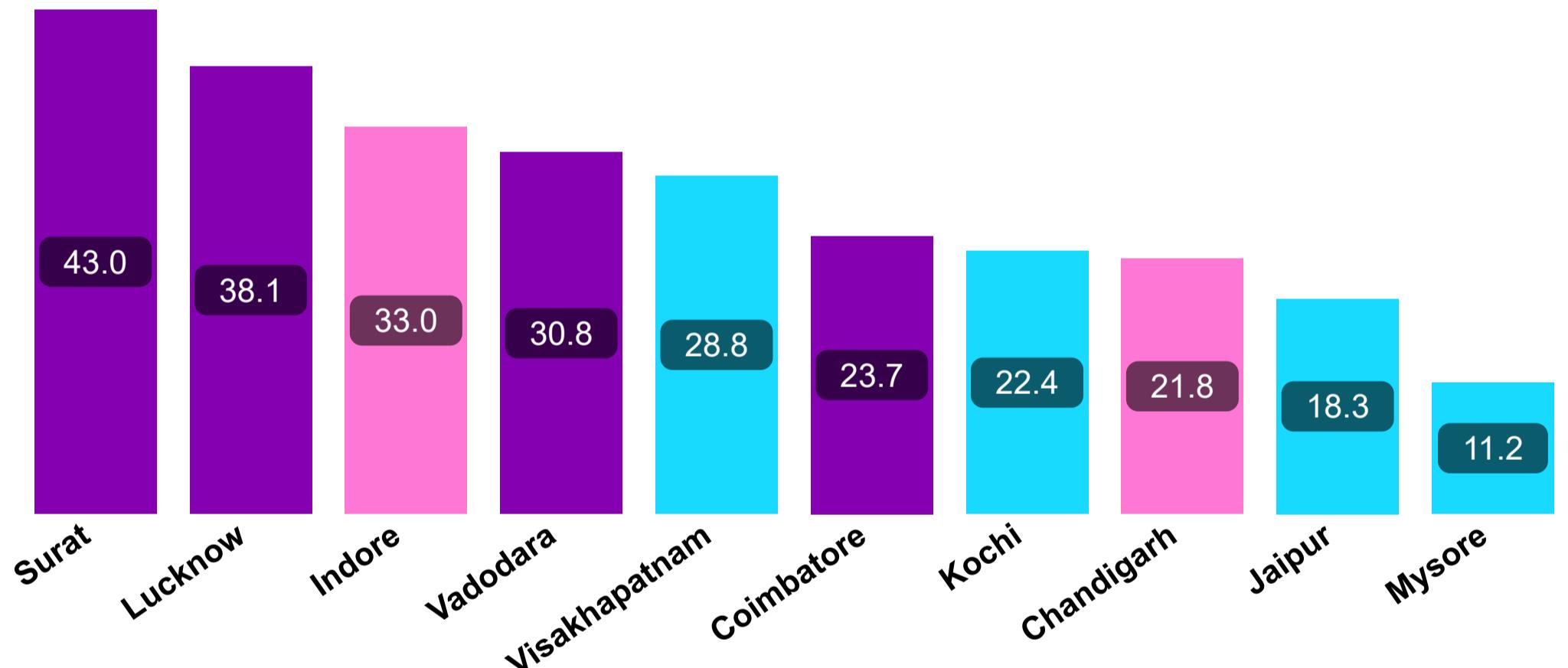


8. Highest and Lowest Repeat Passenger Rate (RPR%) by City and Month

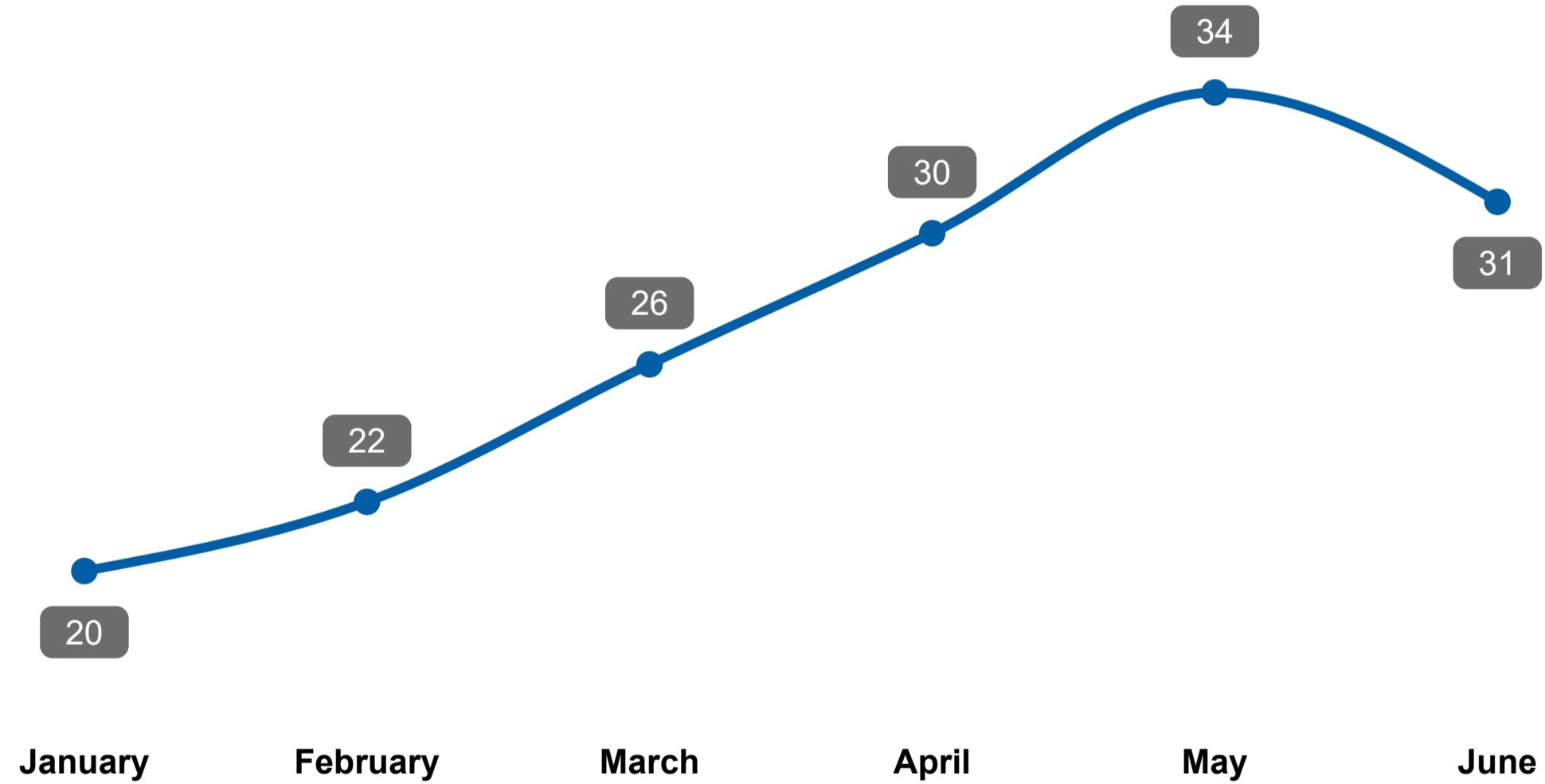
- Analyse the Repeat Passenger Rate (RPR%) for each city across the six-month period. Identify the top 2 and bottom 2 cities based on their RPR% to determine which locations have the strongest and weakest rates.
- Similarly, analyse the RPR% by month across all cities and identify the months with the highest and lowest repeat passenger rates. This will help to pinpoint any seasonal patterns or months with higher repeat passenger loyalty.

RPR (%) by City

● Business ● Mixed ● Tourism



RPR (%) by Month



Top and Bottom Cities by RPR%:

- Highest: Surat (43%) and Lucknow (37%) likely due to consistent service quality or local demand.
- Lowest: Mysore (11%) and Jaipur (17%) potentially due to a lack of retention strategies or seasonal tourism focus.

Top and Bottom Cities by RPR%:

- Peak Months: May (33%) and June (30%) indicating possible seasonal demand or increased loyalty during these months.
- Lowest Months: January (19%) and February (21%)



Secondary Analysis

Secondary Analysis Q1

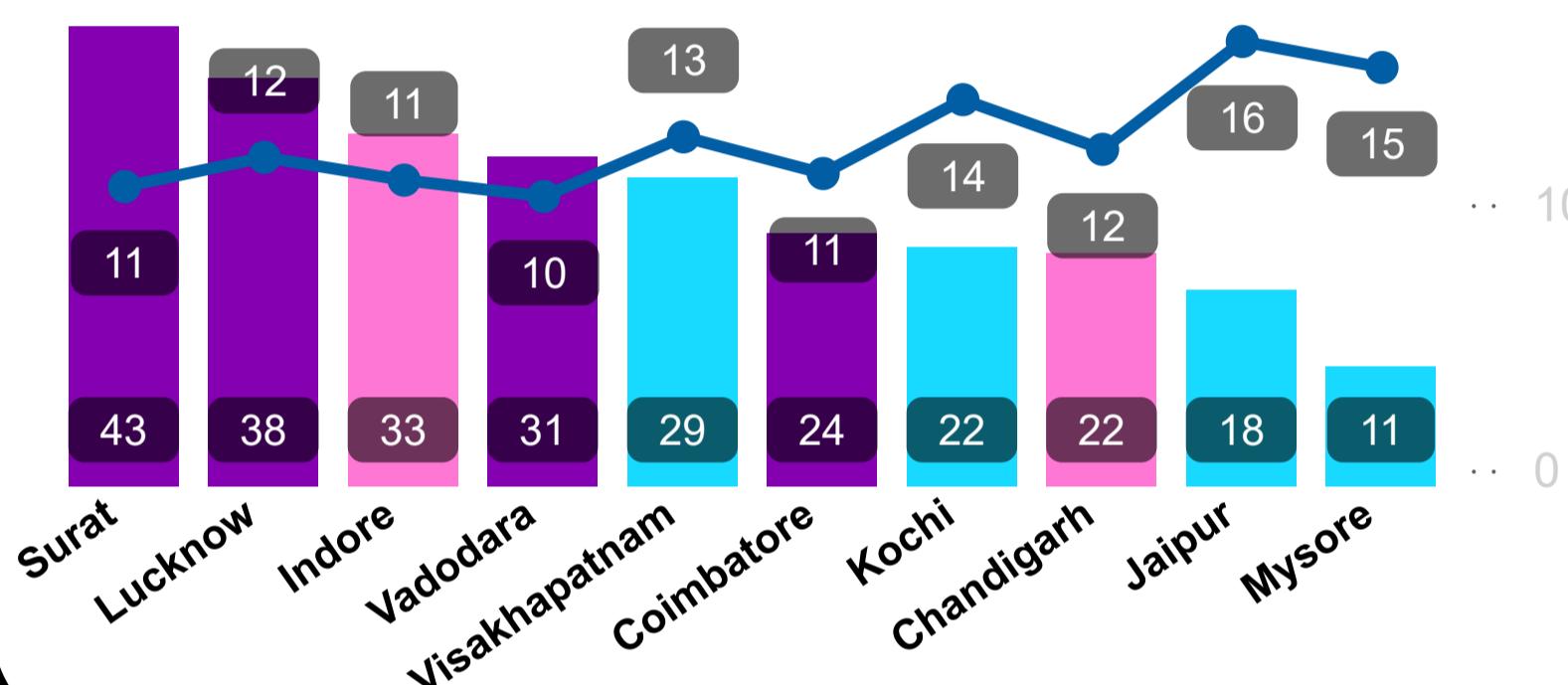


1. Factors Influencing Repeat Passenger Rates

- 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?

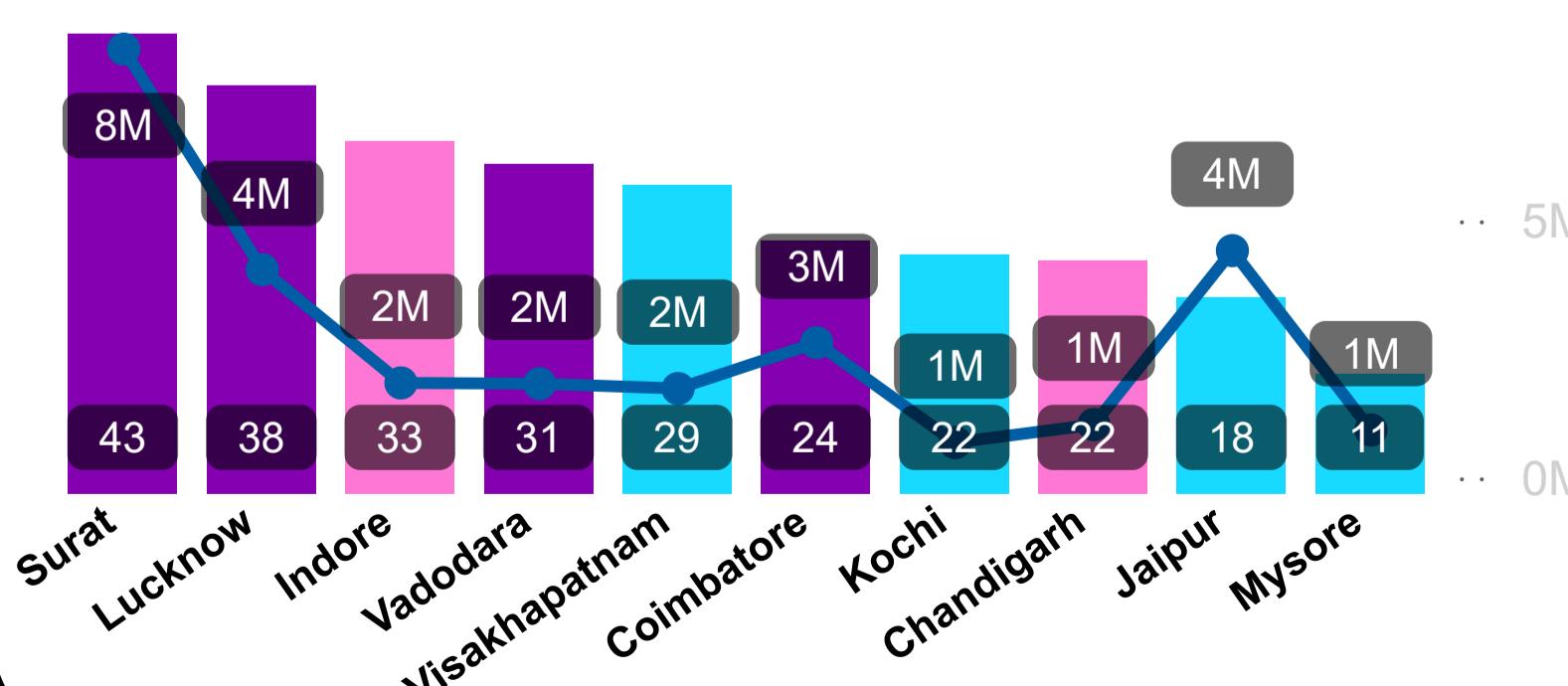
RPR (%) and Avg Fare per Km by City

● Business ● Mixed ● Tourism ● Avg Fare per Km

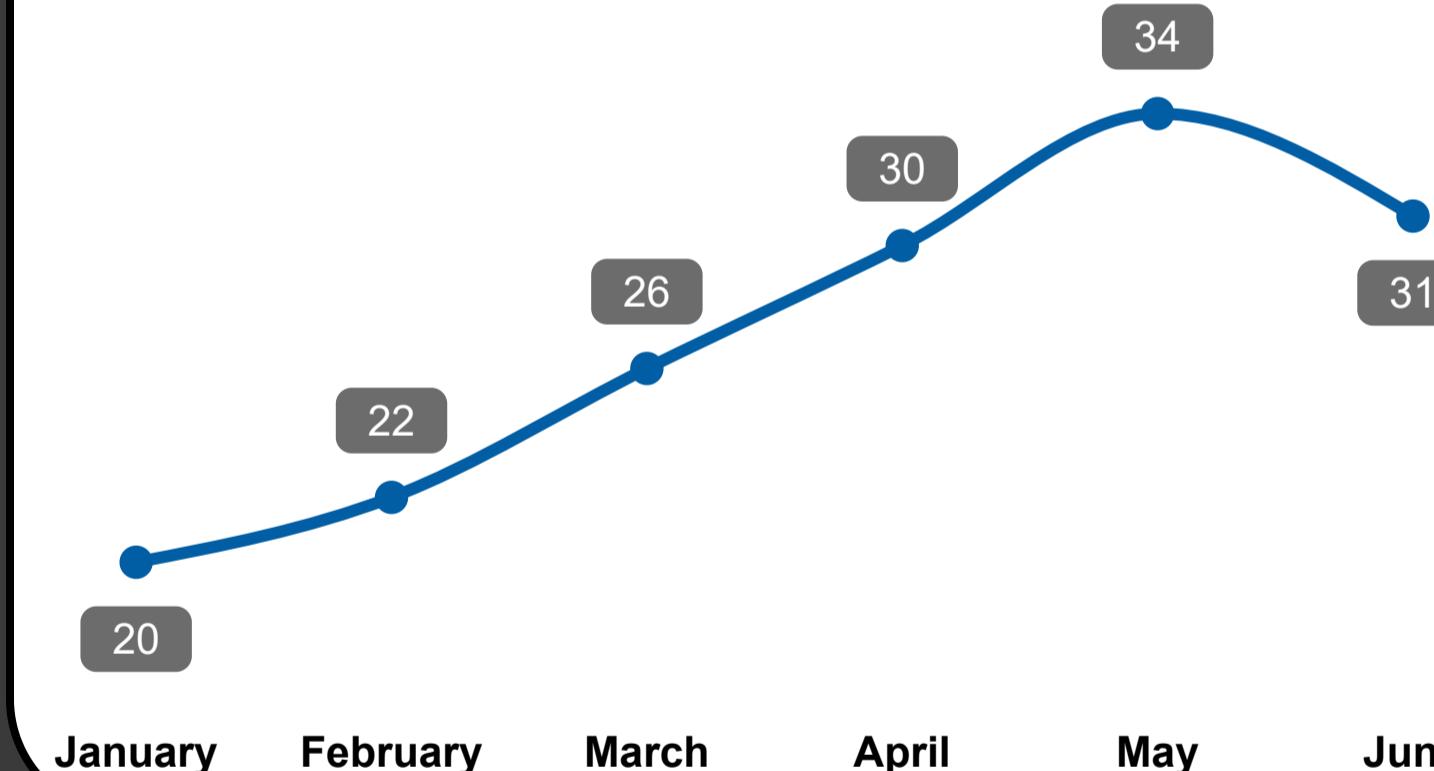


RPR (%) and Population by City

● Business ● Mixed ● Tourism ● Population



RPR (%) by Month



Factors Influencing Repeat Passengers Rates

1. Pricing Competitiveness:

- Business cities benefit from cost-efficient fares that support frequent rides, while tourism cities struggle with repeat riders in accordance with higher fares.

2. Demographics and Behavior:

- Business cities achieve higher RPR% driven by daily commuters.
- Tourism cities face lower RPR% due to leisure travel patterns limiting repeat rides.

3. Socioeconomic Factors:

- Highly populated business hubs (Surat) see higher RPR% due to dependence on ride-hailing for daily commutes.

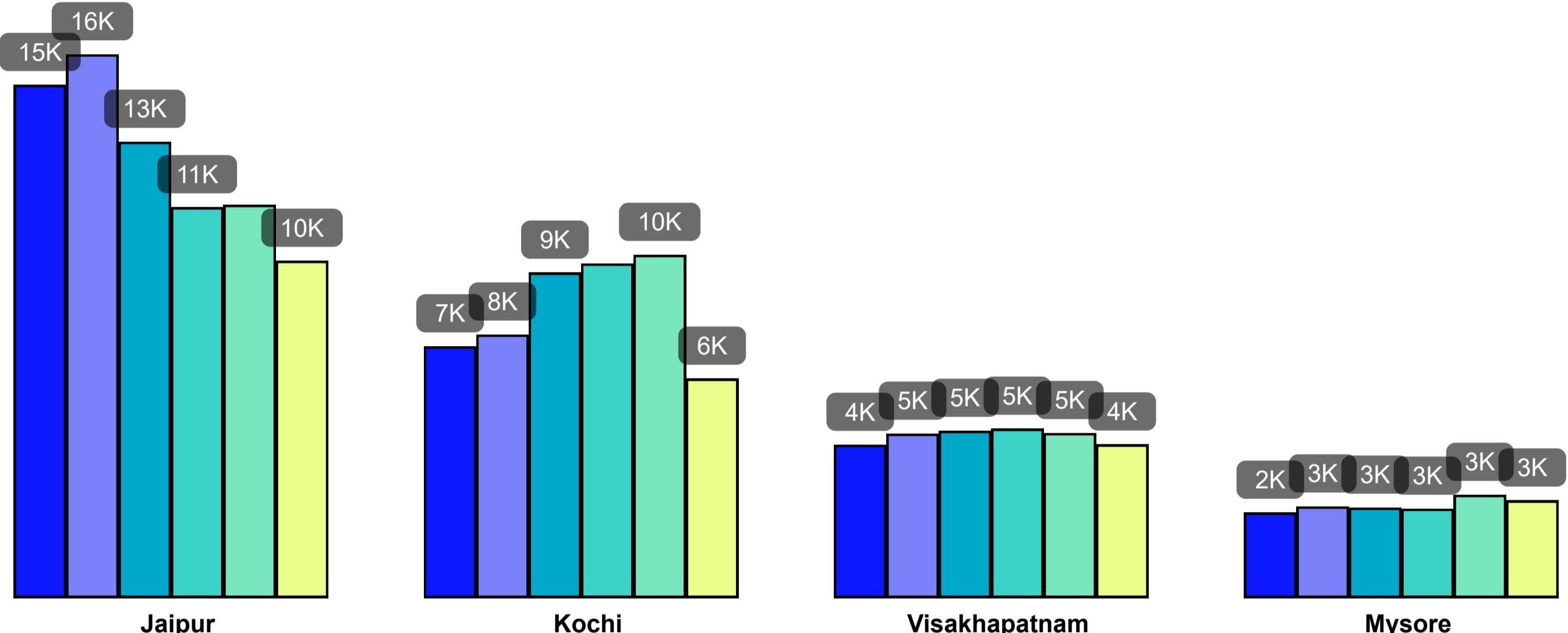
Secondary Analysis Q2

2. Tourism vs. Business Demand Impact

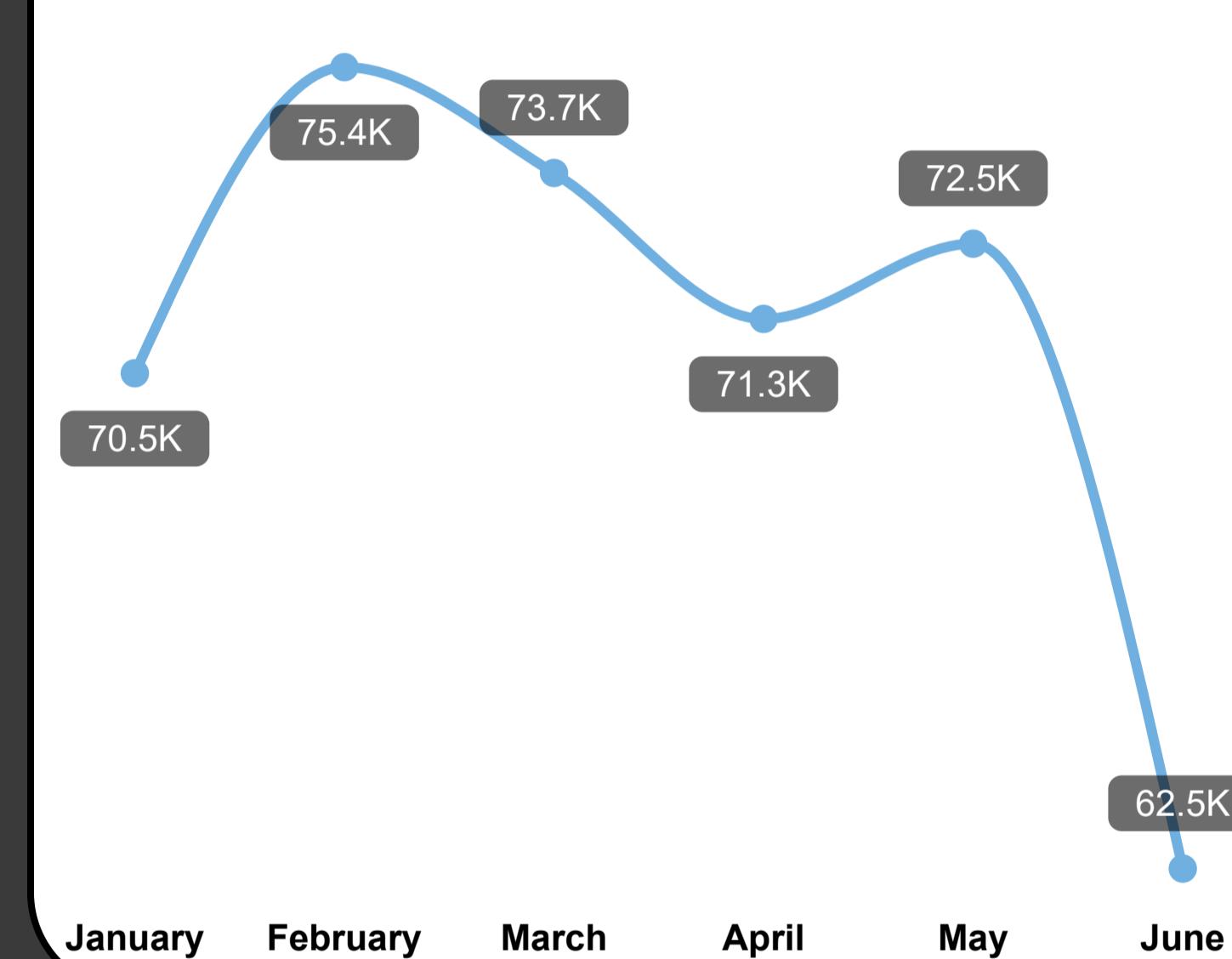
- How do tourism seasons or local events (festivals, conferences) impact Goodcabs' demand patterns? Would tailoring marketing efforts to these events increase trip volume in tourism-oriented cities?



Total Trips by Tourism- Focused Cities



Total Trips by Month



Key Insights

1. Seasonal Peaks:

- Tourism cities like Jaipur and Kochi see higher demand in February-May due to cultural activities, aligning with favorable travel seasons.

2. Lowest Demand Month:

- June has the lowest total trip volume across cities, likely due to the adverse weather conditions, and the start of the academic year.

3. Marketing Focus:

- Promote services during peak tourism months and events, while offering discounts in off-peak months like June to boost demand.

Secondary Analysis Q3

3. Emerging Mobility Trends and Goodcabs' Adaptation

- 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?



Emerging Mobility Trends & Relevance

1. Trends:

- Electric vehicle (EV) adoption, green energy use, and shared mobility are reshaping Tier-2 city markets.

2. Relevance:

- EV integration can significantly reduce operational costs in cities with high average trip distances, such as Jaipur.
- Aligning with sustainability attracts eco-conscious customers and enhances brand loyalty.
- Establishing Goodcabs as a progressive, eco-friendly and forward-thinking brand.

Recommendations

1. Deploy EVs strategically in cities with high trip volumes and longer average distances like Jaipur and Kochi to maximize cost savings.
2. Partner with governments or private players to establish EV charging infrastructure in key locations.
3. Launch eco-friendly marketing campaigns to appeal to environmentally conscious customers.
4. Attract customers through discounts, incentivize passengers to try EV services, raising awareness and building a user base quickly.

Secondary Analysis Q4

4. Partnership Opportunities with Local Businesses

- 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?



Recommendations

1. Tourism-Heavy Cities (e.g., Jaipur, Kochi):

- Partner with hotels, resorts, and event venues to provide seamless transportation for guests.
- Offer exclusive packages or discounts for tourists to boost demand.

2. High-Footfall Cities (e.g., Lucknow, Surat):

- Collaborate with malls and shopping centers for co-branded promotions and offers.
- Establish visibility through kiosks or exclusive pick-up/drop-off zones to attract repeat riders.

3. Impact:

- Strengthens customer loyalty and enhances brand visibility.
- Drives mutual growth for Goodcabs and partnered businesses.

Secondary Analysis Q5

5. Data Collection for Enhanced Data-Driven Decisions

- 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.



Key Data and Metrics for Collection

1. Customer Behavior & Satisfaction:

- Travel purpose (e.g., leisure, business, commute) via optional surveys or app prompts.
- Time of travel, travel duration, and peak hours for in-depth operational efficiency and pricing analysis.
- Passenger Feedback on service quality, focusing on driver professionalism, vehicle cleanliness, and timeliness.
- Trip cancellation reasons to improve user experience.

2. Operational Efficiency:

- Vehicle performance: fuel/electric consumption, maintenance needs, and downtime.
- Driver activity: trip count per day, hours worked, and average ratings.

3. Market Trends:

- Seasonal or event-driven demand fluctuations to predict and meet peak demand.

4. Additional Insights:

- High-demand areas or routes to identify expansion or service improvement opportunities.
- Loyalty program engagement to assess retention strategies.



Business Requests

Business Requests - 1

Business Requests-1 : City-Level Fare and Trip Summary Report



city_name	total_trips	avg_fare_per_km	avg_fare_per_trip	%_contribution_to_total_trips
Jaipur	76888	16.12	483.92	18.05
Lucknow	64299	11.76	147.18	15.1
Surat	54843	10.66	117.27	12.88
Kochi	50702	13.93	335.25	11.9
Indore	42456	10.9	179.84	9.97
Chandigarh	38981	12.06	283.69	9.15
Vadodara	32026	10.29	118.57	7.52
Visakhapatnam	28366	12.53	282.67	6.66
Coimbatore	21104	11.15	166.98	4.96
Mysore	16238	15.14	249.71	3.81

Business Requests - 2

Business Requests-2 : Monthly City-Level Trips Target Performance Report



city_name	month_name	actual_trips	target_trips	performance_status	%_difference
Chandigarh	January	6810	7000	Below Target	-2.71
Chandigarh	February	7387	7000	Above Target	5.53
Chandigarh	March	6569	7000	Below Target	-6.16
Chandigarh	April	5566	6000	Below Target	-7.23
Chandigarh	May	6620	6000	Above Target	10.33
Chandigarh	June	6029	6000	Above Target	0.48
Coimbatore	January	3651	3500	Above Target	4.31
Coimbatore	February	3404	3500	Below Target	-2.74
Coimbatore	March	3680	3500	Above Target	5.14
Coimbatore	April	3661	3500	Above Target	4.6
Coimbatore	May	3550	3500	Above Target	1.43
Coimbatore	June	3158	3500	Below Target	-9.77
Indore	January	6737	7000	Below Target	-3.76
Indore	February	7210	7000	Above Target	3
Indore	March	7019	7000	Above Target	0.27
Indore	April	7415	7500	Below Target	-1.13
Indore	May	7787	7500	Above Target	3.83
Indore	June	6288	7500	Below Target	-16.16
Jaipur	January	14976	13000	Above Target	15.2
Jaipur	February	15872	13000	Above Target	22.09
Jaipur	March	13317	13000	Above Target	2.44
Jaipur	April	11406	9500	Above Target	20.06
Jaipur	May	11475	9500	Above Target	20.79
Jaipur	June	9842	9500	Above Target	3.6
Kochi	January	7344	7500	Below Target	-2.08
Kochi	February	7688	7500	Above Target	2.51

Kochi	March	9495	7500	Above Target	26.6
Kochi	April	9762	9000	Above Target	8.47
Kochi	May	10014	9000	Above Target	11.27
Kochi	June	6399	9000	Below Target	-28.9
Lucknow	January	10858	13000	Below Target	-16.48
Lucknow	February	12060	13000	Below Target	-7.23
Lucknow	March	11224	13000	Below Target	-13.66
Lucknow	April	10212	11000	Below Target	-7.16
Lucknow	May	9705	11000	Below Target	-11.77
Lucknow	June	10240	11000	Below Target	-6.91
Mysore	January	2485	2000	Above Target	24.25
Mysore	February	2668	2000	Above Target	33.4
Mysore	March	2633	2000	Above Target	31.65
Mysore	April	2603	2500	Above Target	4.12
Mysore	May	3007	2500	Above Target	20.28
Mysore	June	2842	2500	Above Target	13.68
Surat	January	8358	9000	Below Target	-7.13
Surat	February	9069	9000	Above Target	0.77
Surat	March	9267	9000	Above Target	2.97
Surat	April	9831	10000	Below Target	-1.69
Surat	May	9774	10000	Below Target	-2.26
Surat	June	8544	10000	Below Target	-14.56
Vadodara	January	4775	6000	Below Target	-20.42
Vadodara	February	5228	6000	Below Target	-12.87
Vadodara	March	5598	6000	Below Target	-6.7
Vadodara	April	5941	6500	Below Target	-8.6
Vadodara	May	5799	6500	Below Target	-10.78
Vadodara	June	4685	6500	Below Target	-27.92
Visakhapatnam	January	4468	4500	Below Target	-0.71
Visakhapatnam	February	4793	4500	Above Target	6.51
Visakhapatnam	March	4877	4500	Above Target	8.38
Visakhapatnam	April	4938	5000	Below Target	-1.24
Visakhapatnam	May	4812	5000	Below Target	-3.76
Visakhapatnam	June	4478	5000	Below Target	-10.44

Business Requests - 3

Business Requests-3 : City-Level Repeat 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	13.4	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	1.9	1.2	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	16.2	18.42	20.18	11.33	6.43	1.91	1.1
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
Visakhapatna	51.25	24.96	9.98	5.44	3.19	1.98	1.39	0.88	0.92

Business Requests - 4

Business Requests-4 : Identify Cities with Highest and Lowest Total New Passengers



city_name	total_new_passengers	city_category
Jaipur	45856	Top 3
Kochi	26416	Top 3
Chandigarh	18908	Top 3
Surat	11626	Bottom 3
Vadodara	10127	Bottom 3
Coimbatore	8514	Bottom 3

Business Requests - 5

Business Requests-5 : Identify Month with Highest Revenue for Each City



city_name	highest_revenue_month	revenue	percentage_contribution
Chandigarh	February	2108290	19.07
Coimbatore	April	612431	17.38
Indore	May	1380996	18.09
Jaipur	February	7747202	20.82
Kochi	May	3333746	19.61
Lucknow	February	1777269	18.78
Mysore	May	745170	18.38
Surat	April	1154909	17.96
Vadodara	April	706250	18.6
Visakhapatna	April	1390682	17.34

Business Requests - 6

Business Requests-6 : Repeat Passenger Rate Analysis



city_name	month	total_passengers	repeat_passenger	monthly_repeat_passenger_rate	city_repeat_passenger_rate
Chandigarh	January	4640	720	15.52	21.14
Chandigarh	February	4957	853	17.21	21.14
Chandigarh	March	4100	872	21.27	21.14
Chandigarh	April	3285	789	24.02	21.14
Chandigarh	May	3699	969	26.2	21.14
Chandigarh	June	3297	867	26.3	21.14
Coimbatore	January	2214	392	17.71	23.05
Coimbatore	February	1993	346	17.36	23.05
Coimbatore	March	1965	427	21.73	23.05
Coimbatore	April	1722	480	27.87	23.05
Coimbatore	May	1543	504	32.66	23.05
Coimbatore	June	1628	402	24.69	23.05
Indore	January	3876	1033	26.65	32.68
Indore	February	3981	1103	27.71	32.68
Indore	March	3833	1091	28.46	32.68
Indore	April	3646	1295	35.52	32.68
Indore	May	3591	1563	43.53	32.68
Indore	June	3152	1131	35.88	32.68
Jaipur	January	11845	1422	12.01	17.43
Jaipur	February	12450	1661	13.34	17.43
Jaipur	March	9257	1840	19.88	17.43
Jaipur	April	7856	1736	22.1	17.43
Jaipur	May	7174	1842	25.68	17.43
Jaipur	June	6956	1181	16.98	17.43
Kochi	January	5660	795	14.05	22.4
Kochi	February	5372	1005	18.71	22.4
Kochi	March	6213	1348	21.7	22.4
Kochi	April	6515	1576	24.19	22.4
Kochi	May	6222	1853	29.78	22.4

Kochi	June	4060	1049	25.84	22.4
Lucknow	January	4896	1431	29.23	37.12
Lucknow	February	5188	1659	31.98	37.12
Lucknow	March	4781	1622	33.93	37.12
Lucknow	April	3807	1496	39.3	37.12
Lucknow	May	3487	1662	47.66	37.12
Lucknow	June	3698	1727	46.7	37.12
Mysore	January	2129	172	8.08	11.23
Mysore	February	2290	183	7.99	11.23
Mysore	March	2194	208	9.48	11.23
Mysore	April	2072	236	11.39	11.23
Mysore	May	2270	349	15.37	11.23
Mysore	June	2203	329	14.93	11.23
Surat	January	3616	1184	32.74	42.63
Surat	February	3567	1313	36.81	42.63
Surat	March	3440	1494	43.43	42.63
Surat	April	3394	1551	45.7	42.63
Surat	May	3217	1606	49.92	42.63
Surat	June	3030	1490	49.17	42.63
Vadodara	January	2633	544	20.66	30.03
Vadodara	February	2756	610	22.13	30.03
Vadodara	March	2522	759	30.1	30.03
Vadodara	April	2499	862	34.49	30.03
Vadodara	May	2256	868	38.48	30.03
Vadodara	June	1807	703	38.9	30.03
Visakhapatna	January	3163	650	20.55	28.61
Visakhapatna	February	3170	790	24.92	28.61
Visakhapatna	March	3093	923	29.84	28.61
Visakhapatna	April	2837	992	34.97	28.61
Visakhapatna	May	2890	951	32.91	28.61
Visakhapatna	June	2702	802	29.68	28.61



Dashboard

Goodcabs Insights



Overview

Get a snapshot of the trip performance, analyze revenue and average fare insights, and explore distances travelled by Goodcabs passengers

Rating

Analyze passenger and driver ratings by city, passenger type, and month, and compare trends in average ratings across business, mixed, and tourism cities.

Passengers

Compare key metrics across new and repeat passengers, including trip patterns, average fares, and analyze repeat passenger rates (RPR) by city, month, and passenger type.

Targets

Track the achievement of target trips, new passengers, and average passenger ratings across cities and months, compare performance across different city types.



Overview

Ratings

Passengers

Targets

City

All

Month

All

Day Type

All

Passenger Type

All

Clear



Overview

426K

Total Trips (-14%)

108M

Total Revenue (-15%)

8M

Total Distance (-15%)

236.5

Avg Fare Per Trip

12.5

Avg Fare Per KM



Trips

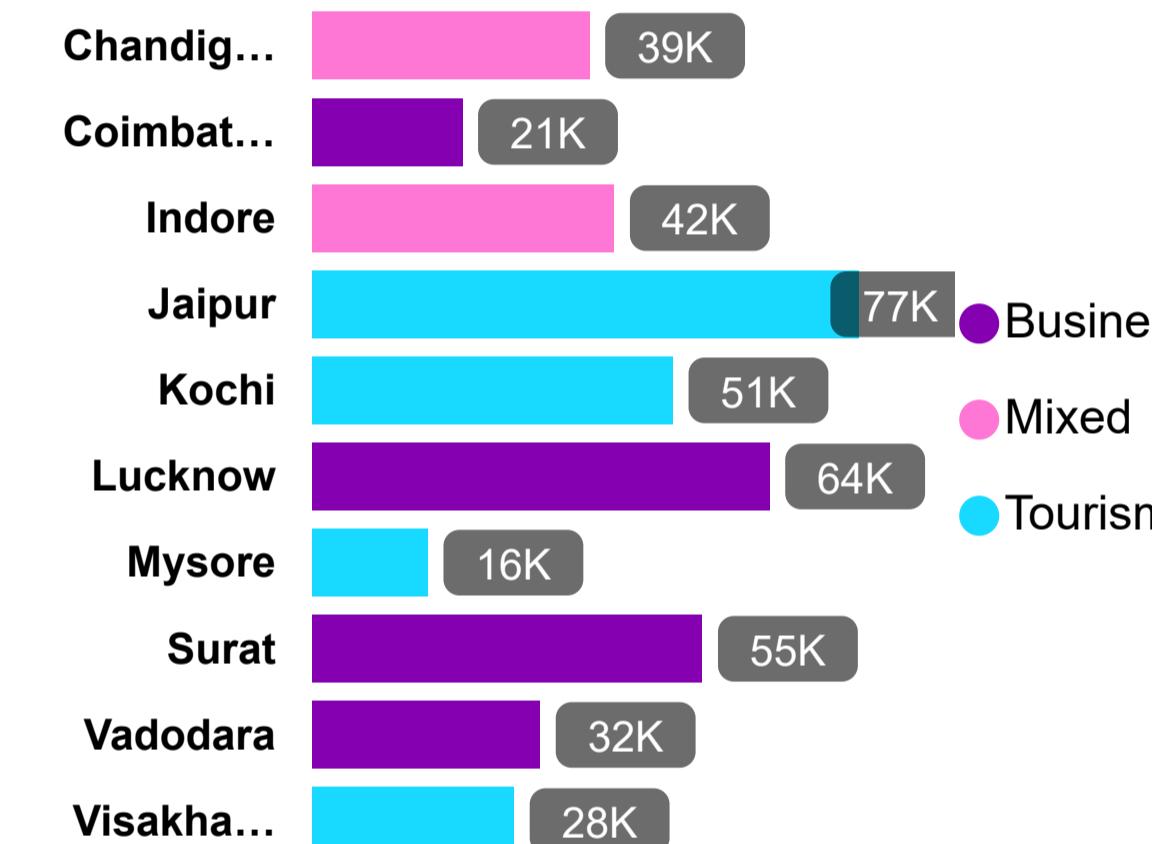


Revenue

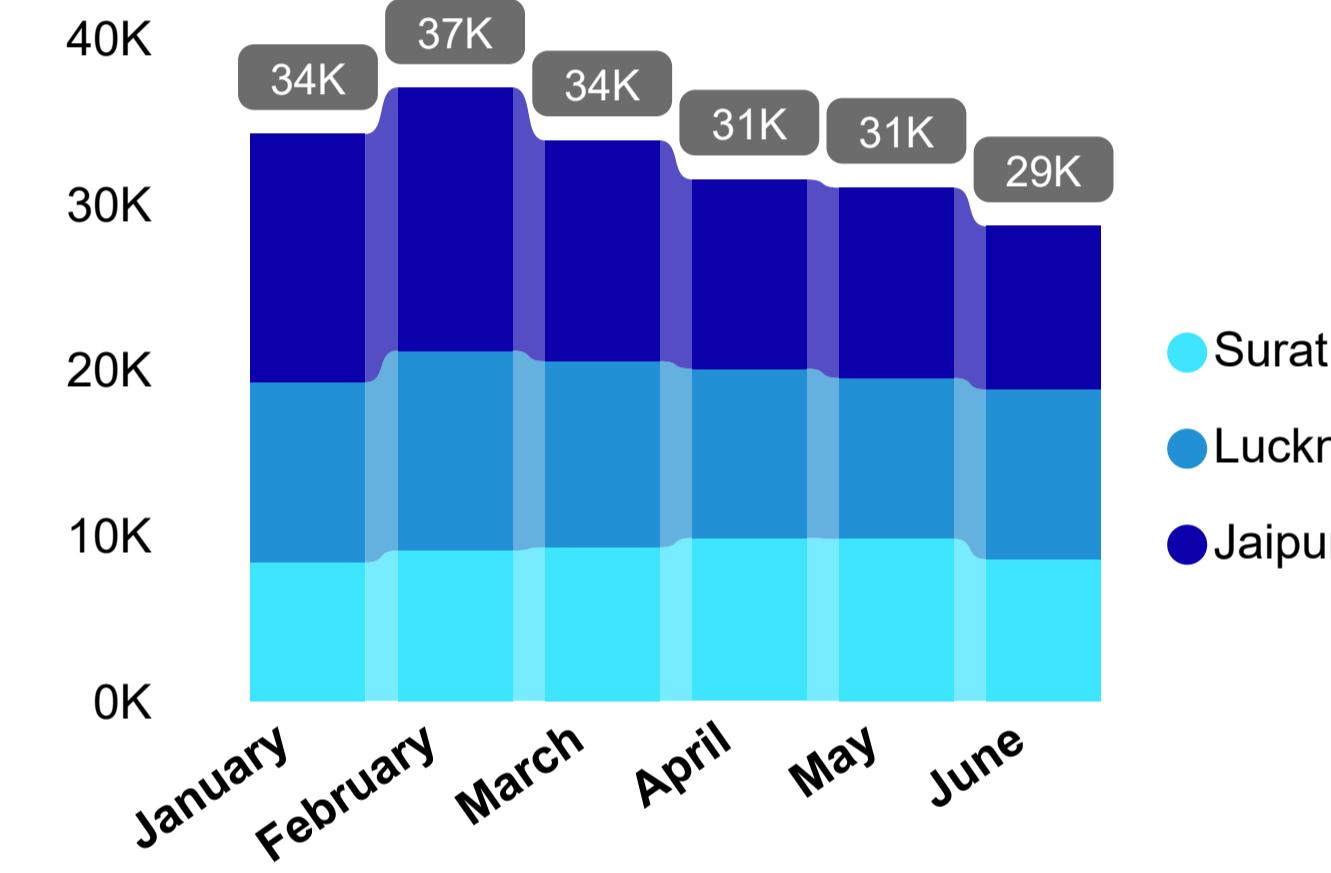


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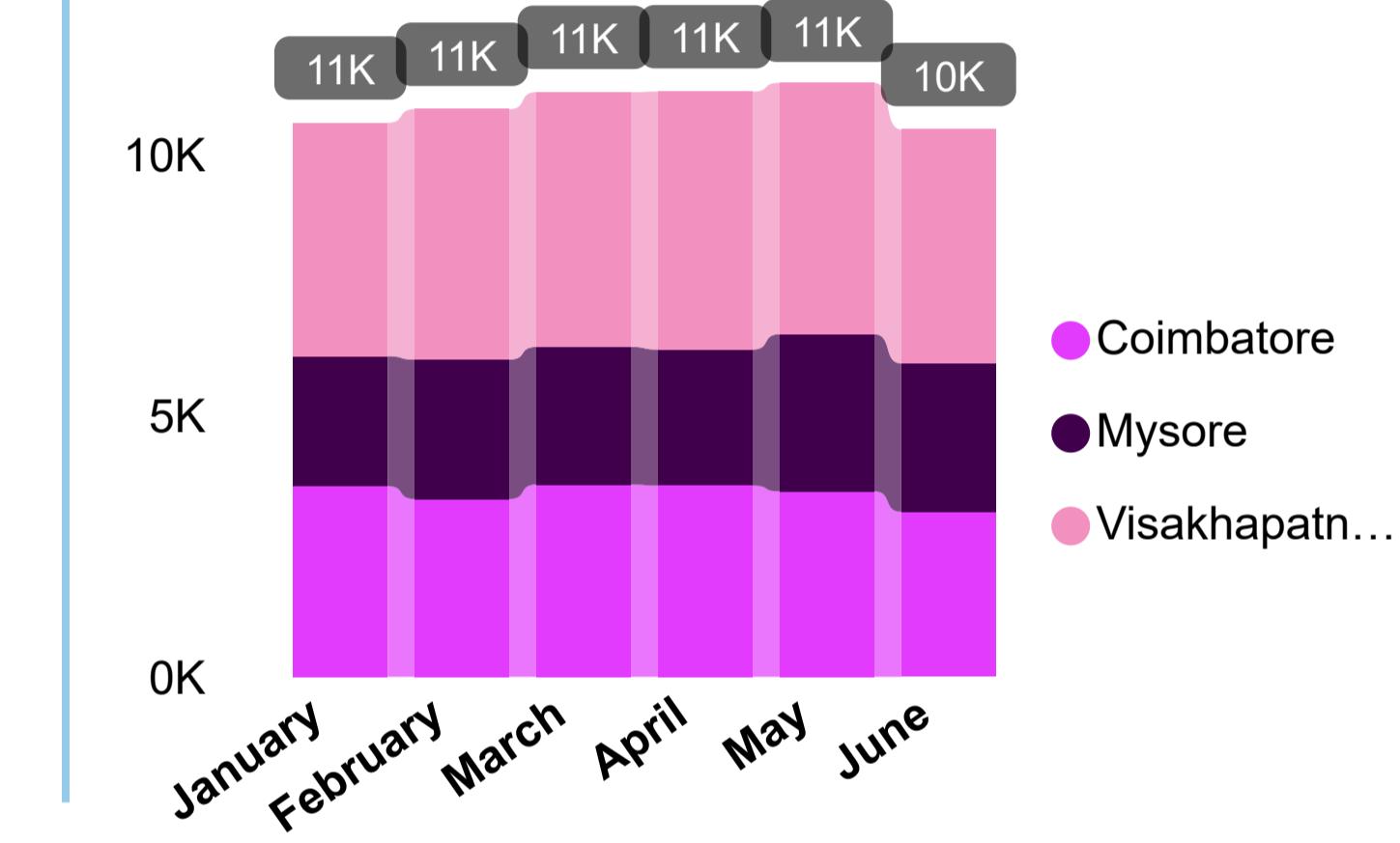
Total Trips by City



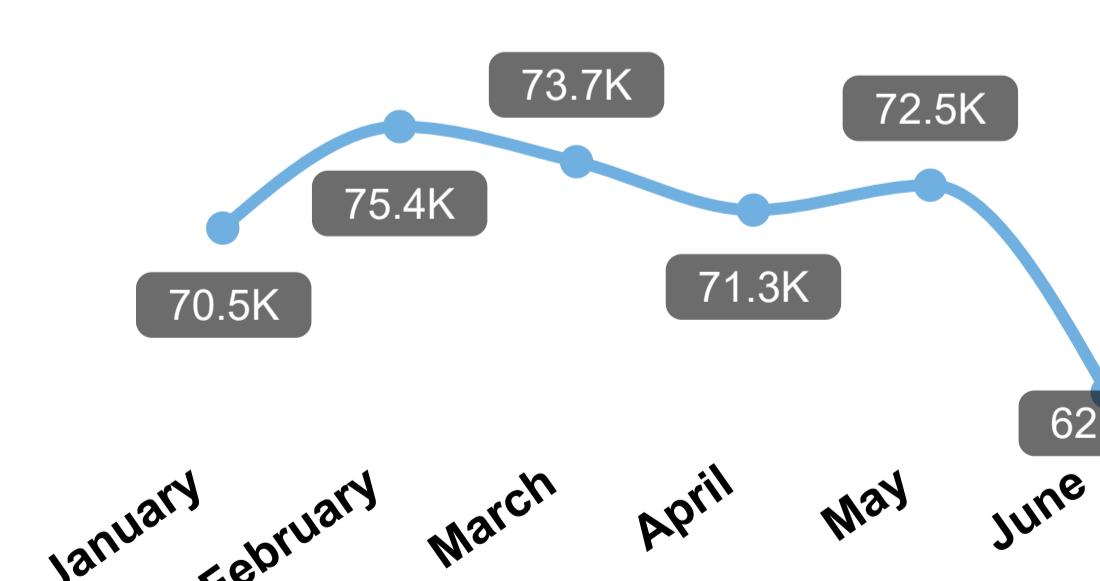
Top-3 Trips Cities by Month



Bottom-3 Trips Cities by Month



Total Trips by Month



City	January	February	March	April	May	June	Total
Jaipur	15K	16K	13K	11K	11K	10K	76.888K
Lucknow	11K	12K	11K	10K	10K	10K	64.299K
Surat	8K	9K	9K	10K	10K	9K	54.843K
Kochi	7K	8K	9K	10K	10K	6K	50.702K
Indore	7K	7K	7K	7K	8K	6K	42.456K
Chandigarh	7K	7K	7K	6K	7K	6K	38.981K
Vadodara	5K	5K	6K	6K	6K	5K	32.026K
Visakhapatnam	4K	5K	5K	5K	5K	4K	28.366K
Coimbatore	4K	3K	4K	4K	4K	3K	21.104K
Mysore	2K	3K	3K	3K	3K	3K	16.238K



Overview

Ratings

Passengers

Targets

City

All

Month

All

Day Type

All

Passenger Type

All

Clear



Overview

426K

Total Trips (-14%)

108M

Total Revenue (-15%)

8M

Total Distance (-15%)

236.5

Avg Fare Per Trip

12.5

Avg Fare Per KM



Trips

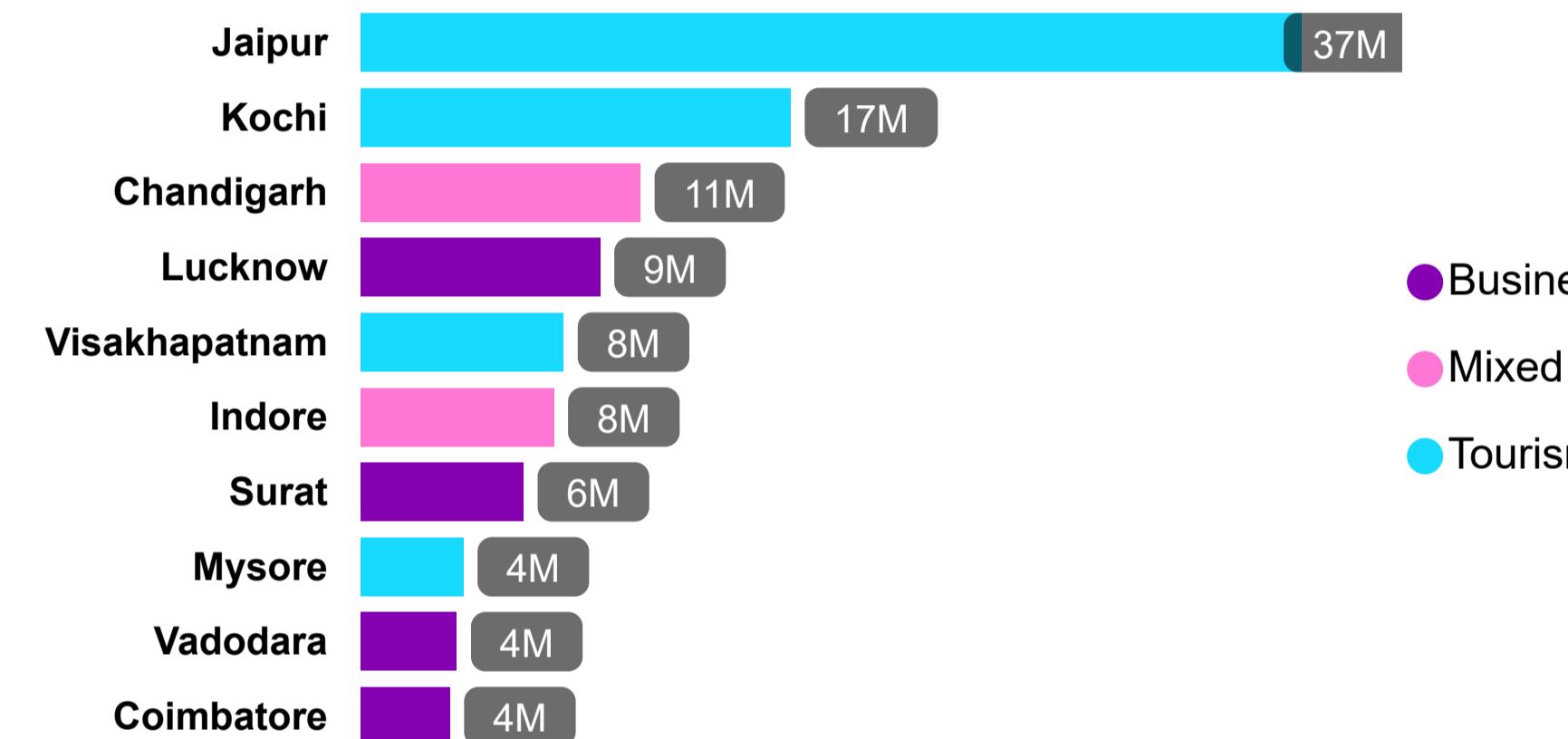


Revenue



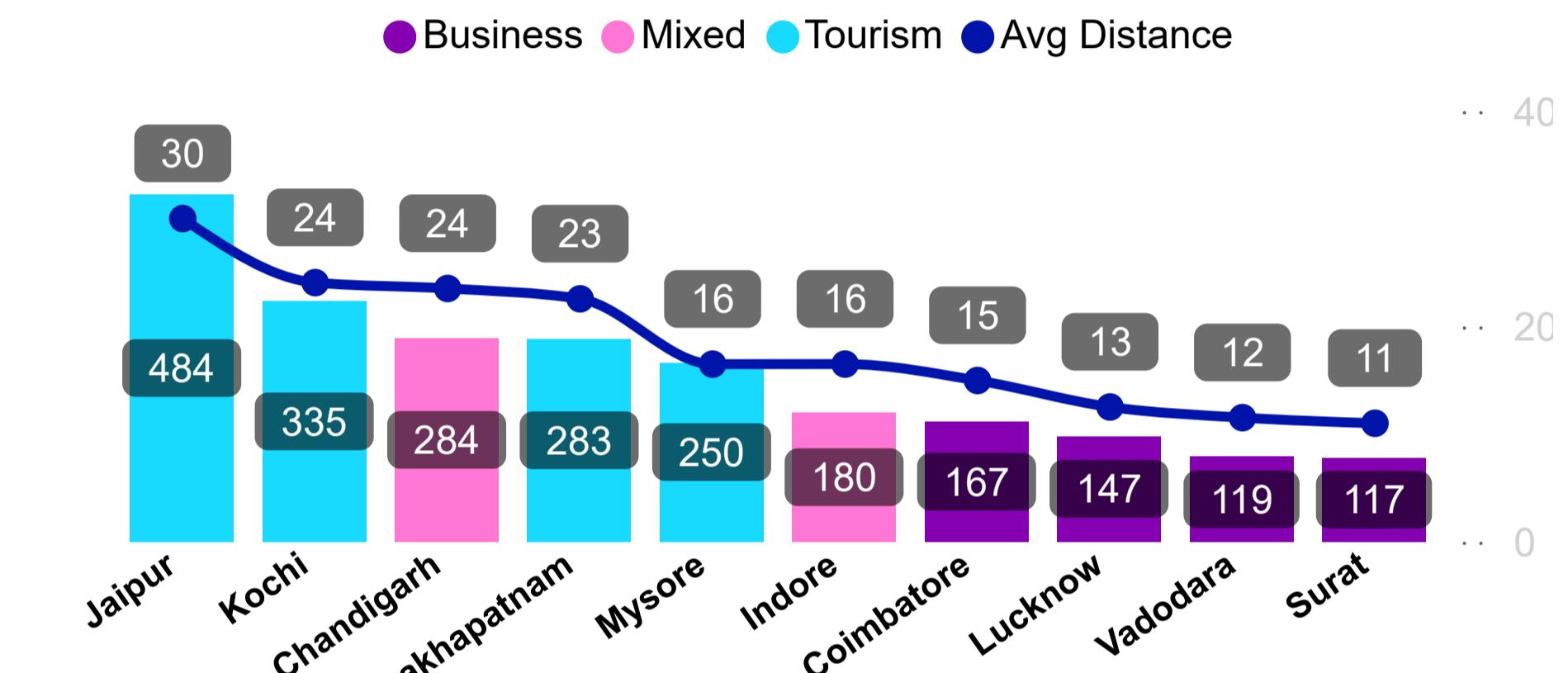
Distance

Total Revenue by City



- Business
- Mixed
- Tourism

Total Revenue by City



Total Revenue by City and Month

City	January	February	March	April	May	June	Total
Jaipur	6.0M	5.6M	6.7M	6.3M	5.6M	7.1M	37.2M
Kochi	2.7M	2.5M	3.1M	2.9M	2.5M	3.2M	17.0M
Chandigarh	1.8M	1.7M	2.0M	1.9M	1.7M	2.1M	11.1M
Lucknow	1.5M	1.4M	1.7M	1.6M	1.4M	1.8M	9.5M
Visakhapatnam	1.3M	1.2M	1.4M	1.4M	1.2M	1.5M	8.0M
Indore	1.2M	1.1M	1.4M	1.3M	1.1M	1.5M	7.6M
Surat	1.0M	1.0M	1.2M	1.1M	1.0M	1.2M	6.4M
Mysore	0.6M	0.6M	0.7M	0.7M	0.6M	0.8M	4.1M
Vadodara	0.6M	0.6M	0.7M	0.6M	0.6M	0.7M	3.8M
Coimbatore	0.6M	0.5M	0.6M	0.6M	0.5M	0.7M	3.5M

Avg Fare per Trip by City and Month

City	January	February	March	April	May	June	Total
Jaipur	77.43	72.59	87.11	82.27	72.59	91.94	483.92
Kochi	53.64	50.29	60.35	56.99	50.29	63.70	335.25
Chandigarh	45.39	42.55	51.06	48.23	42.55	53.90	283.69
Visakhapatnam	45.23	42.40	50.88	48.05	42.40	53.71	282.67
Mysore	39.95	37.46	44.95	42.45	37.46	47.44	249.71
Indore	28.77	26.98	32.37	30.57	26.98	34.17	179.84
Coimbatore	26.72	25.05	30.06	28.39	25.05	31.73	166.98
Lucknow	23.55	22.08	26.49	25.02	22.08	27.96	147.18
Vadodara	18.97	17.79	21.34	20.16	17.79	22.53	118.57
Surat	18.76	17.59	21.11	19.94	17.59	22.28	117.27



Overview

426K

Total Trips (-14%)

108M

Total Revenue (-15%)

8M

Total Distance (-15%)

236.5

Avg Fare Per Trip

12.5

Avg Fare Per KM

**Overview****Ratings****Passengers****Targets****City**

All

Month

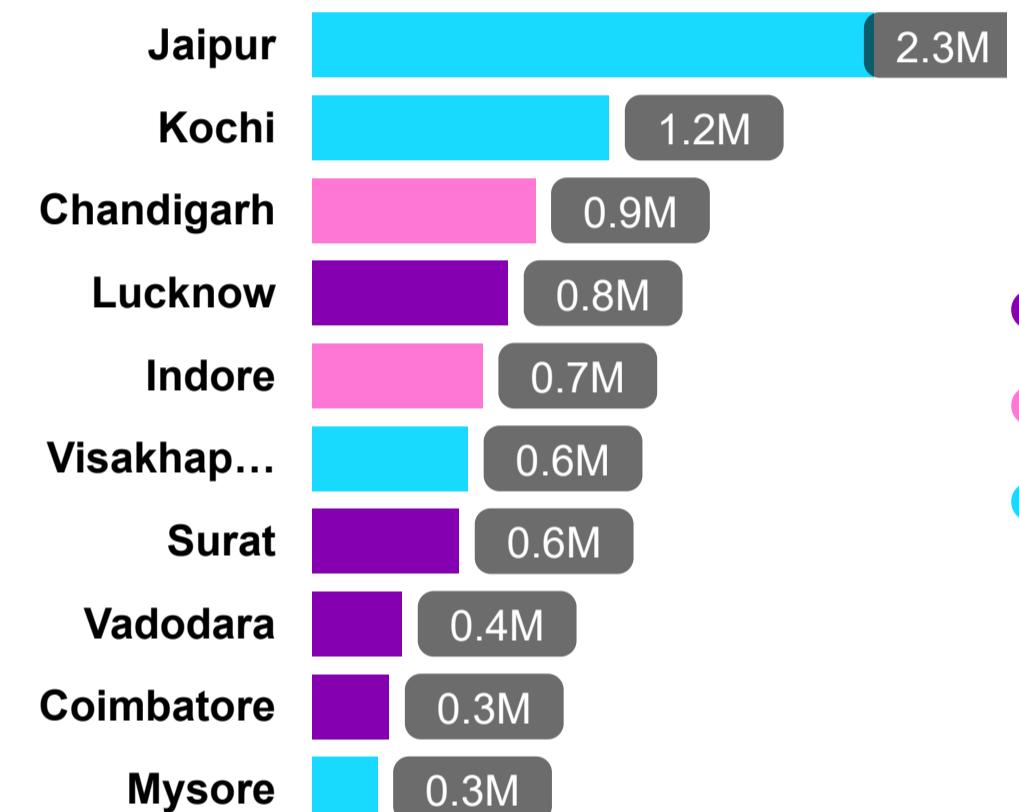
All

Day Type

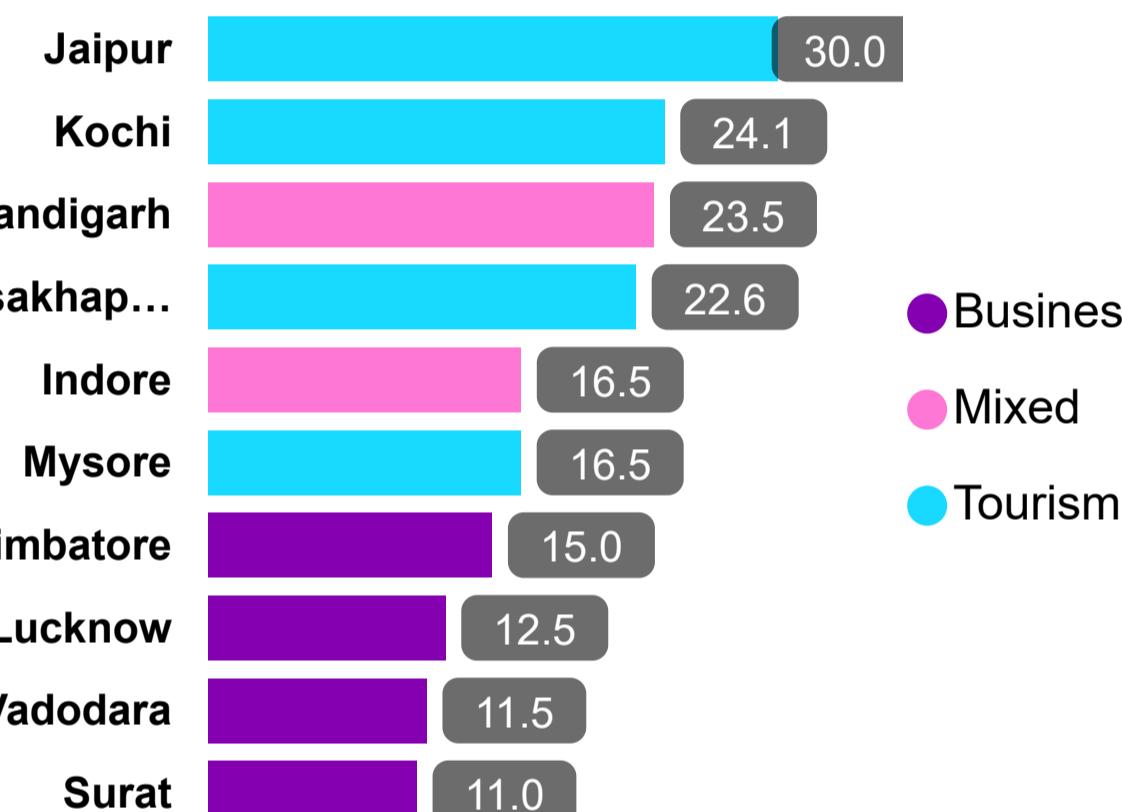
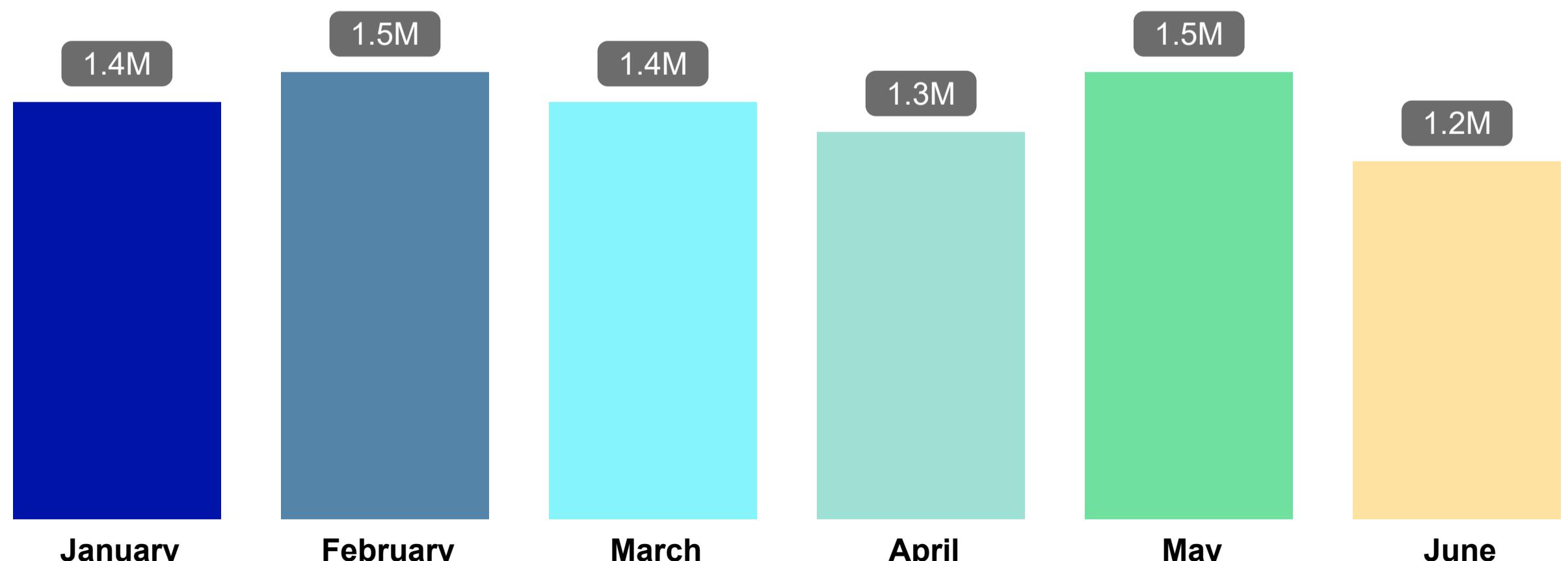
All

Passenger Type

All

Clear**Trips****Revenue****Distance****Total Distance Travelled by City**

- Business
- Mixed
- Tourism

Avg Distance Travelled by City**Total Distance Travelled by Month**

Map and filled map visuals aren't enabled for your org. Contact your tenant admin to fix this. [See details](#)



Overview

Rating

Passengers

Targets

City

All

Month

All

Day Type

All

Passenger Type

All

Clear



Ratings

**7.66**

Avg Passenger Rate(-0.3%)

Mysore

8.6

Highest Avg Pass. Rate

Surat

6.7

Lowest Avg Pass. Rate

Kochi

9.0

Highest Avg Driver Rate

Surat

6.7

Lowest Avg Driver Rate

Passenger Rating



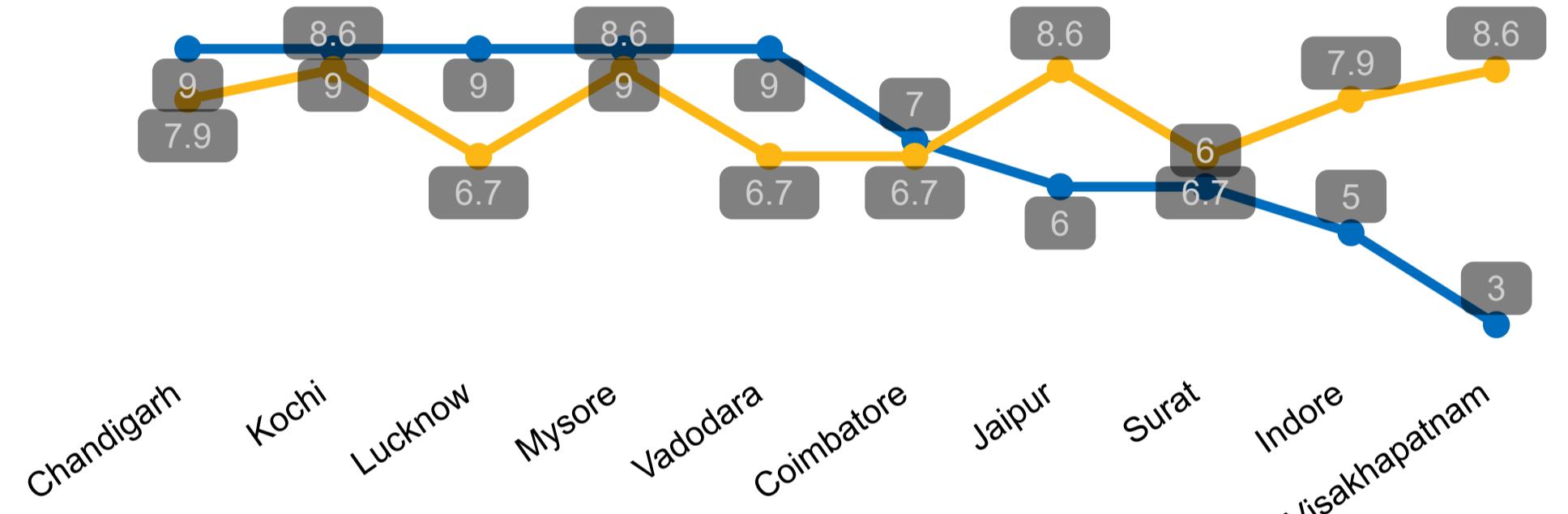
Driver Rating

Pass. vs. Driver Rating

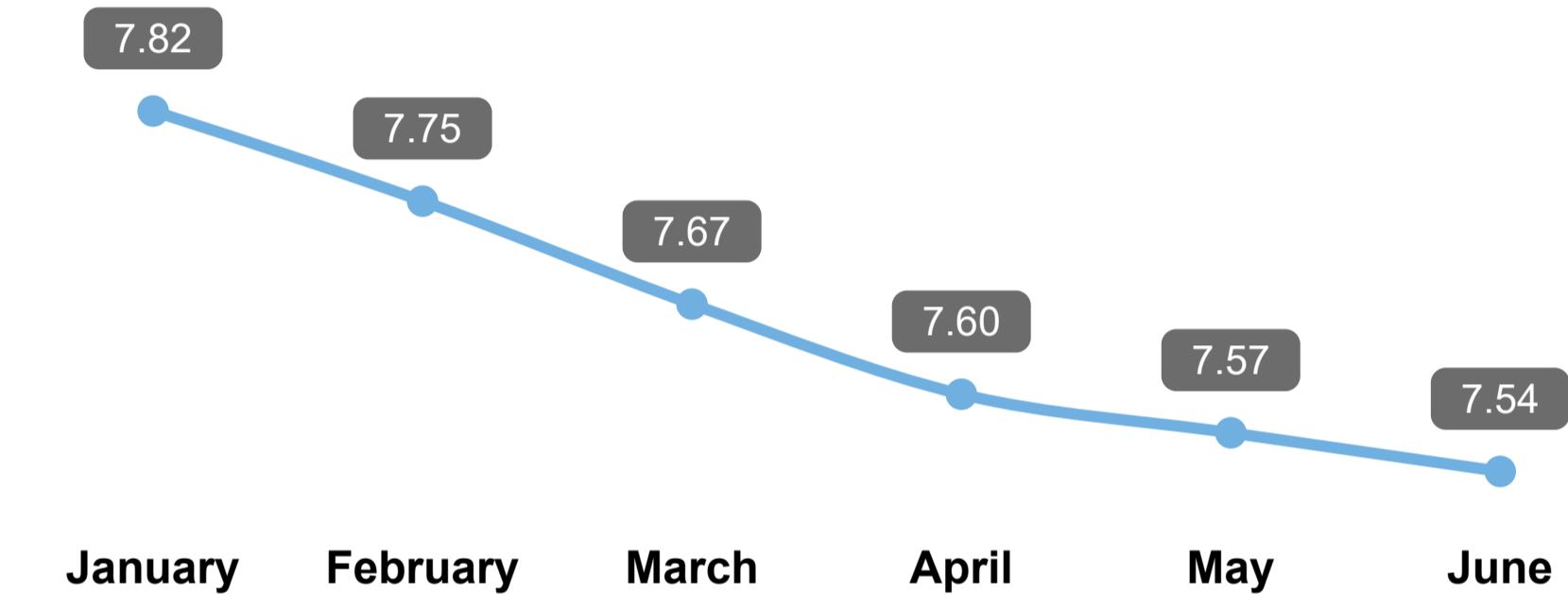


Avg Passenger Rating by City and Passenger Type

● New ● Repeated



Avg Passenger Rating by Month

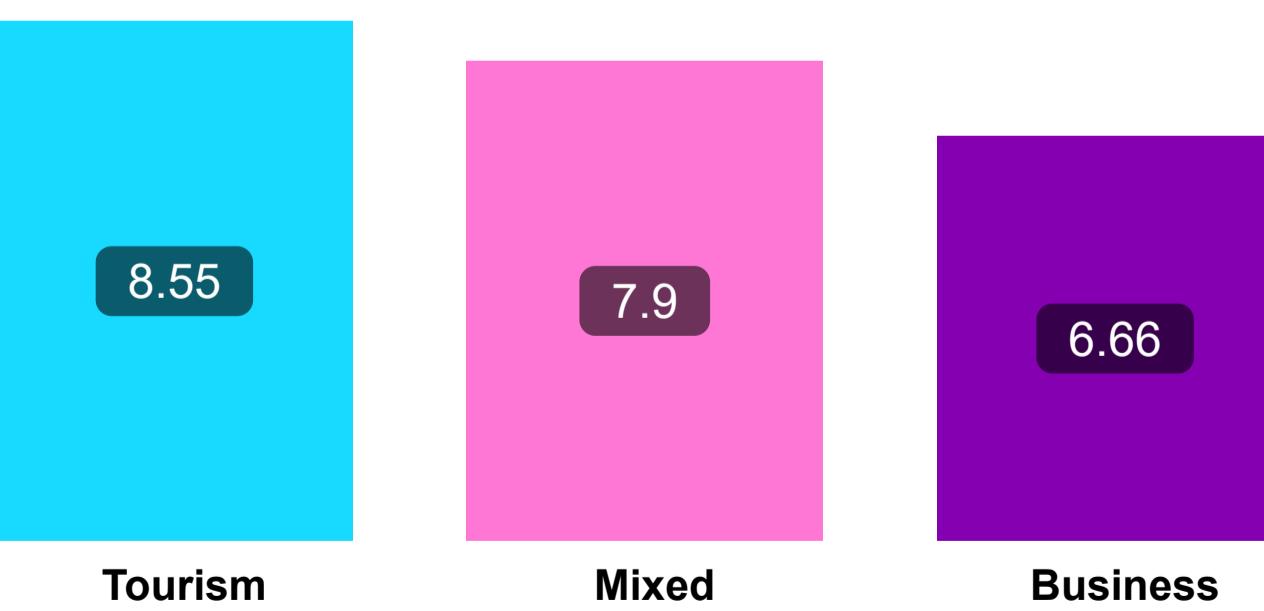


Avg Passenger Rating by City and Passenger Type

City New Repeated Total

City	New	Repeated	Total
Lucknow	9.00	6.66	8.7
Mysore	9.00	8.55	8.7
Chandigarh	9.00	7.90	8.5
Surat	6.00	6.66	8.0
Visakhapatnam	3.00	8.55	8.0
Jaipur	6.00	8.55	7.2
Coimbatore	7.00	6.66	6.8
Indore	5.00	7.90	6.5
Kochi	9.00	8.55	8.5
Total	9.00	7.66	7.5

Avg Passenger Rating by City Type





Overview

Rating

Passengers

Targets

City

All

Month

All

Day Type

All

Passenger Type

All

Clear



Ratings



7.66

Avg Passenger Rate(-0.3%)

Mysore

8.6

Highest Avg Pass. Rate

Surat

6.7

Lowest Avg Pass. Rate

Kochi

9.0

Highest Avg Driver Rate

Surat

6.7

Lowest Avg Driver Rate

Passenger Rating



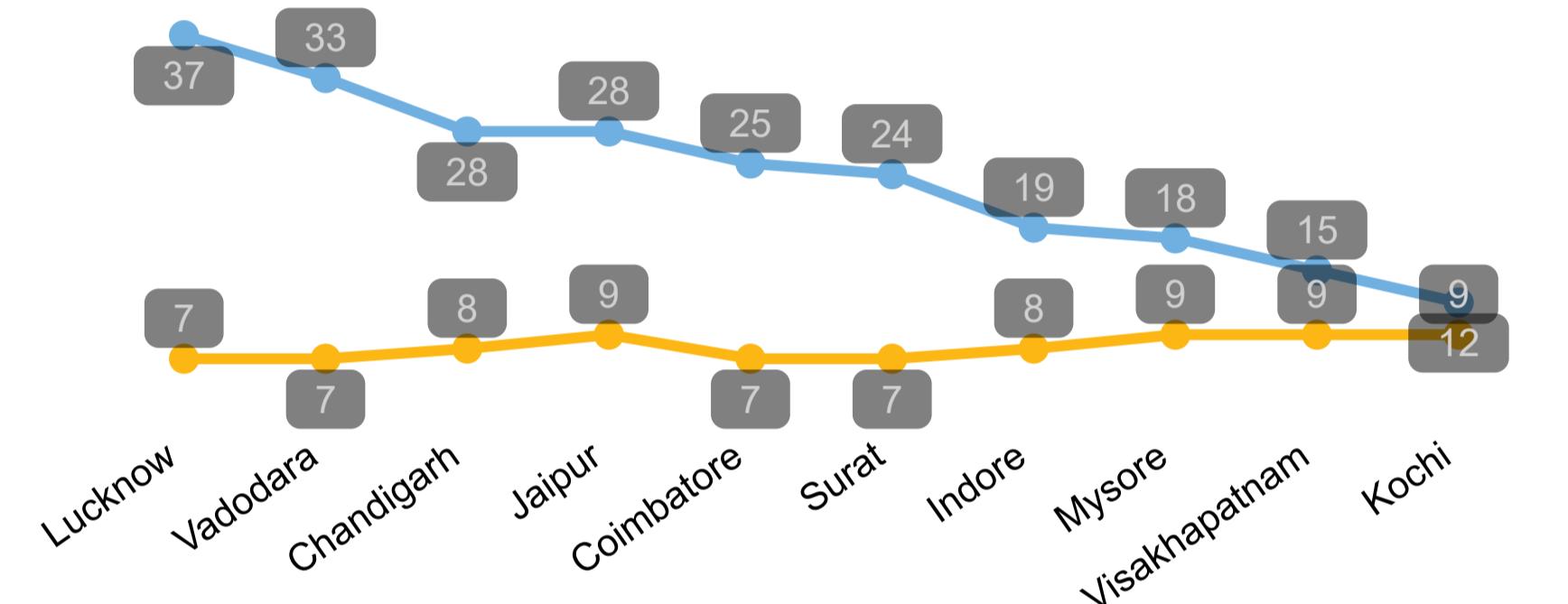
Driver Rating

Pass. vs. Driver Rating

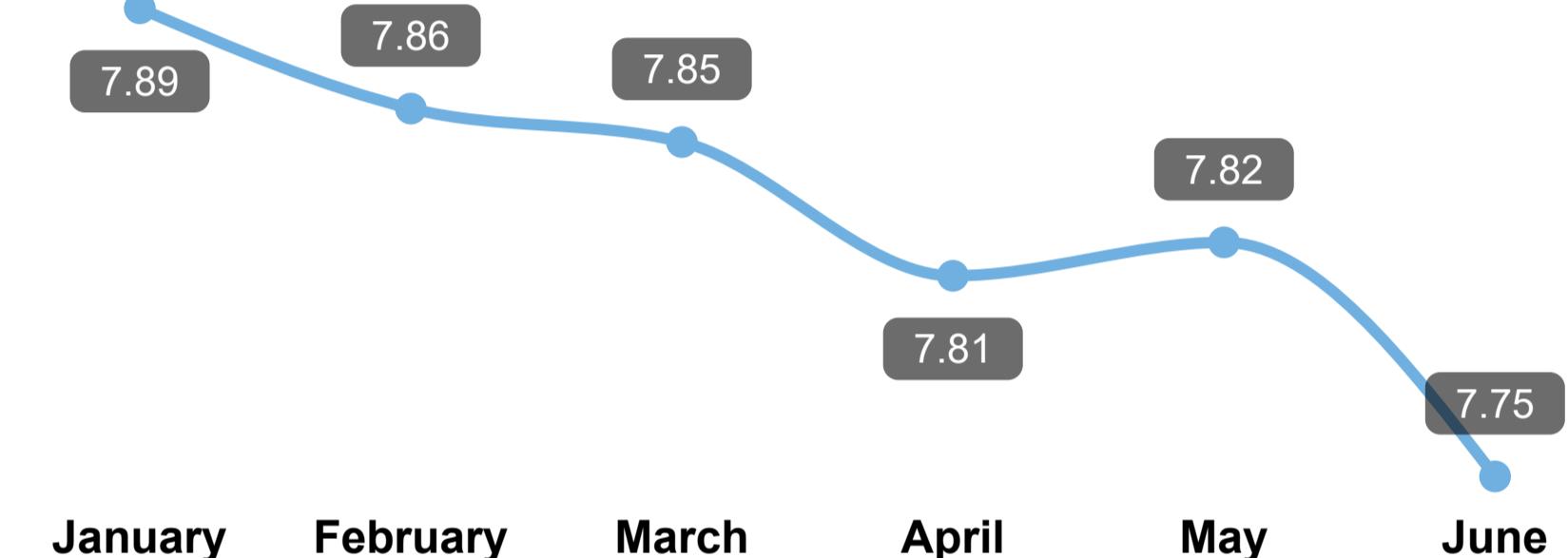


Avg Driver Rating by City and Passenger Type

● New ● Repeated



Avg Driver Rating by Month

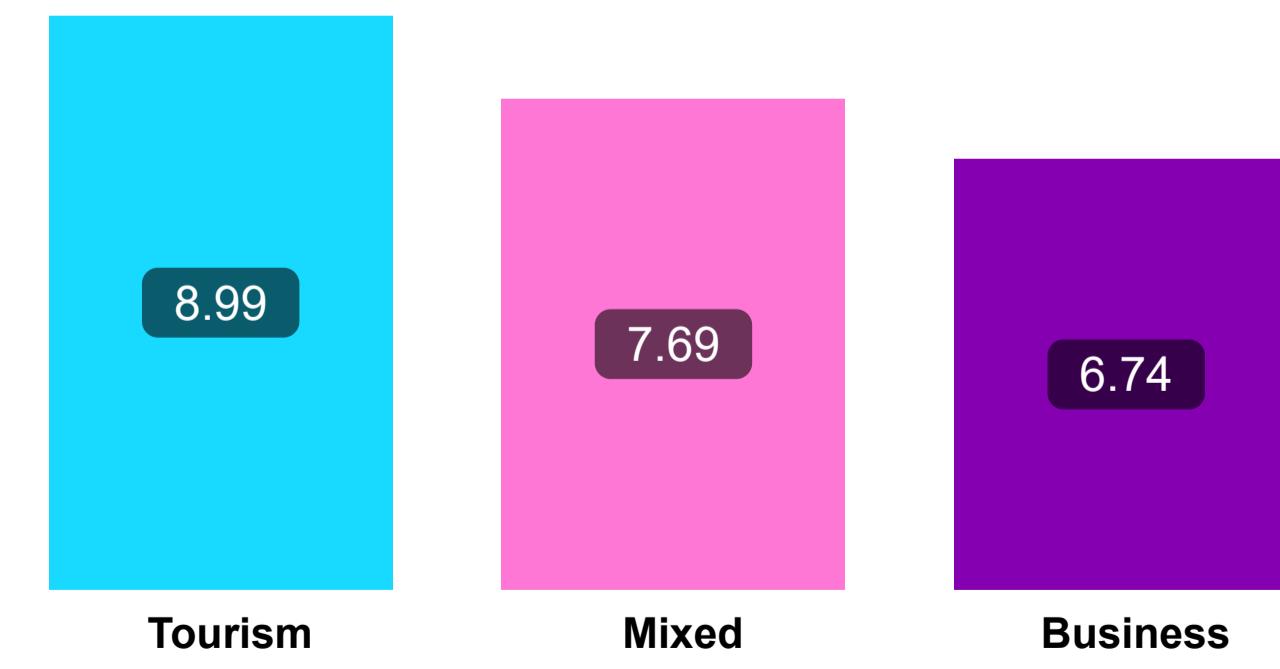


Avg Driver Rating by City and Passenger Type

City New Repeated Total

City	New	Repeated	Total
Lucknow	6.17	6.74	8.7
Mysore	3.00	8.99	8.7
Chandigarh	4.67	7.69	8.5
Surat	4.00	6.74	8.0
Visakhapatnam	2.50	8.99	8.0
Jaipur	4.67	8.99	7.2
Coimbatore	4.17	6.74	6.8
Indore	3.17	7.69	6.5
Kochi	2.00	8.99	6.5
Vadodara	5.50	6.74	6.5
Total	3.98	7.83	7.5

Avg Driver Rating by City Type





Overview

Rating

Passengers

Targets

City

All

Month

All

Day Type

All

Passenger Type

All

Clear



Ratings



7.66

Avg Passenger
Rate(-0.3%)

Mysore

8.6

Highest Avg Pass. Rate

Surat

6.7

Lowest Avg Pass. Rate

7.83

Avg Driver
Rate(-0.9%)

Kochi

9.0

Highest Avg Driver Rate

Surat

6.7

Lowest Avg Driver Rate

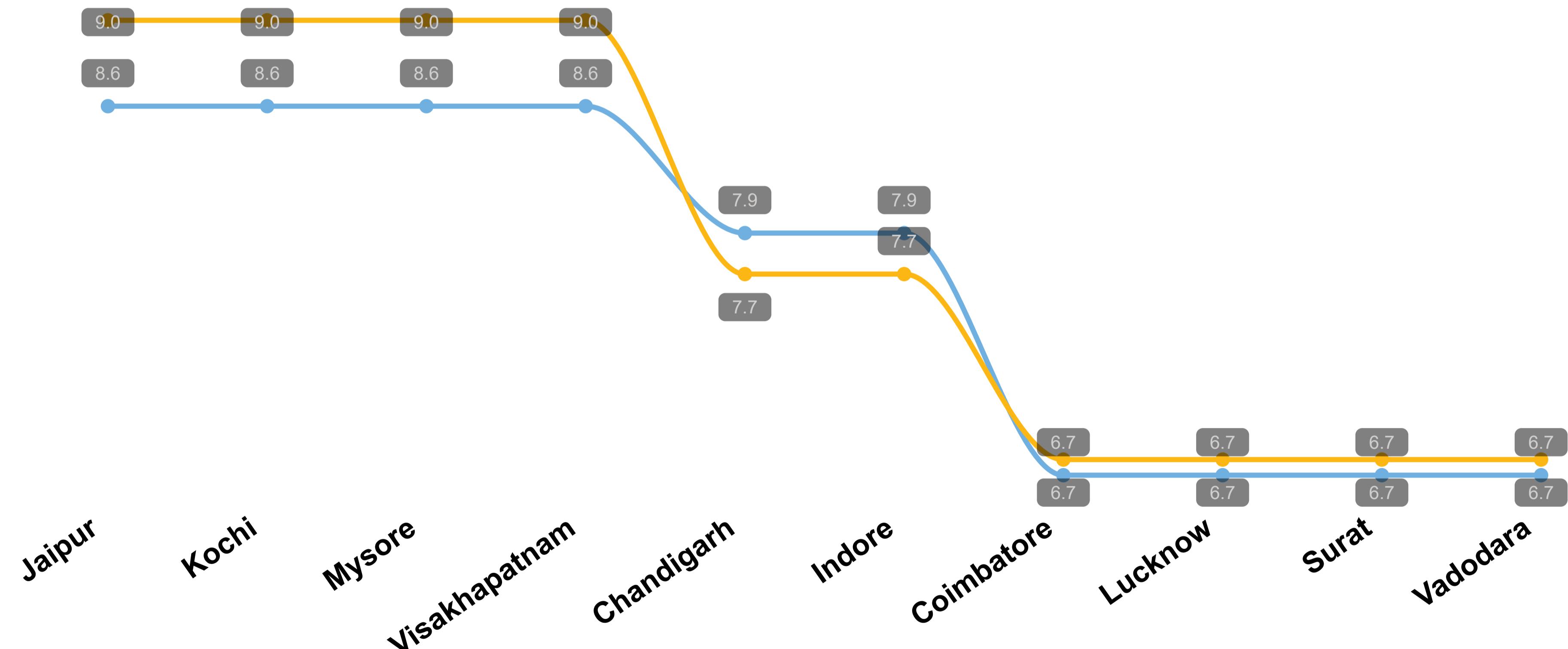
Passenger Rating

Driver Rating

Pass. vs. Driver Rating

Avg Passenger Rating by City and Passenger Type

● Avg Passenger Rating ● Avg Driver Rating





Passengers



27

(% Average of
city_repeat_passenger_rate)

Surat

43

(% City with Highest)

Mysore

11

(% City with Lowest)

May

7.82

(% Month With Highest)

January

7.54

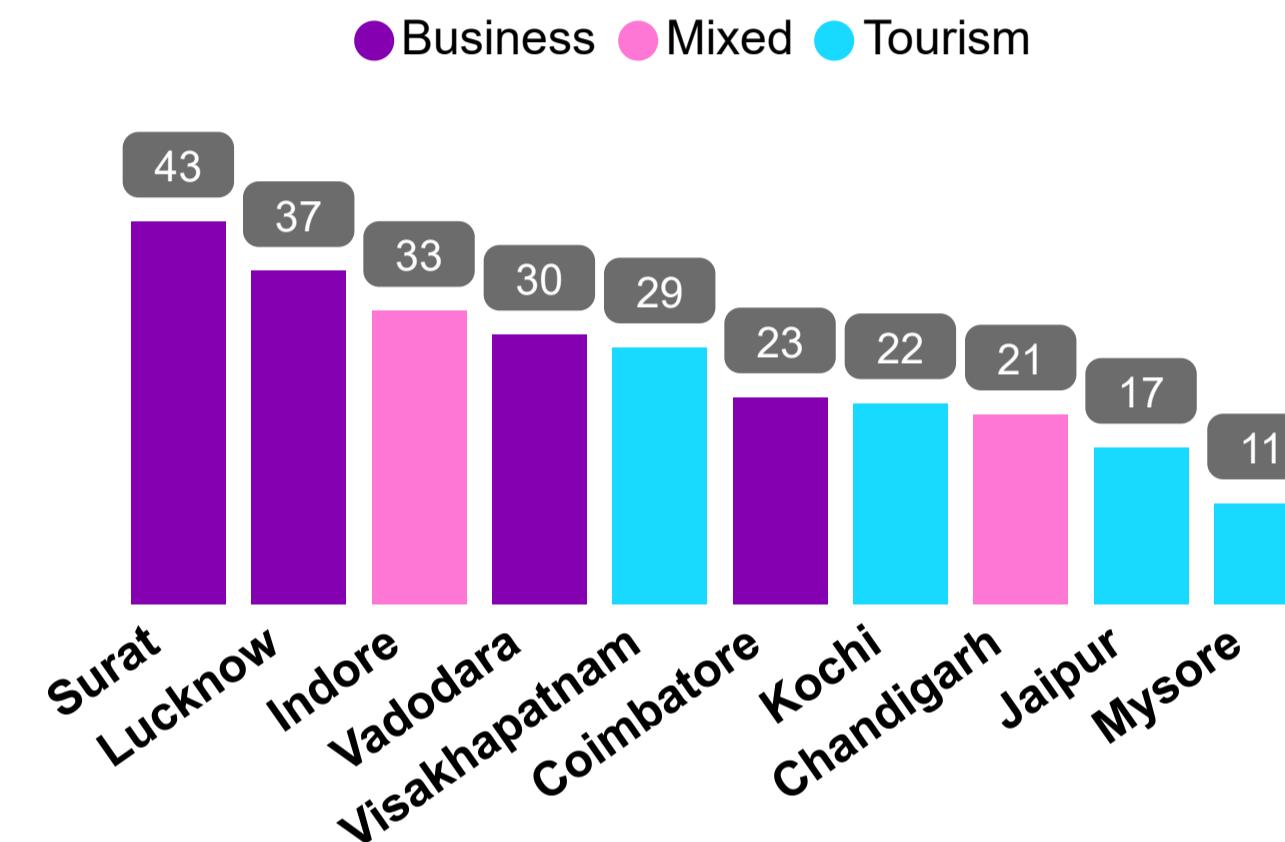
(% Month With Lowest)



Repeat Vs New Passenger

Repeat Passengers

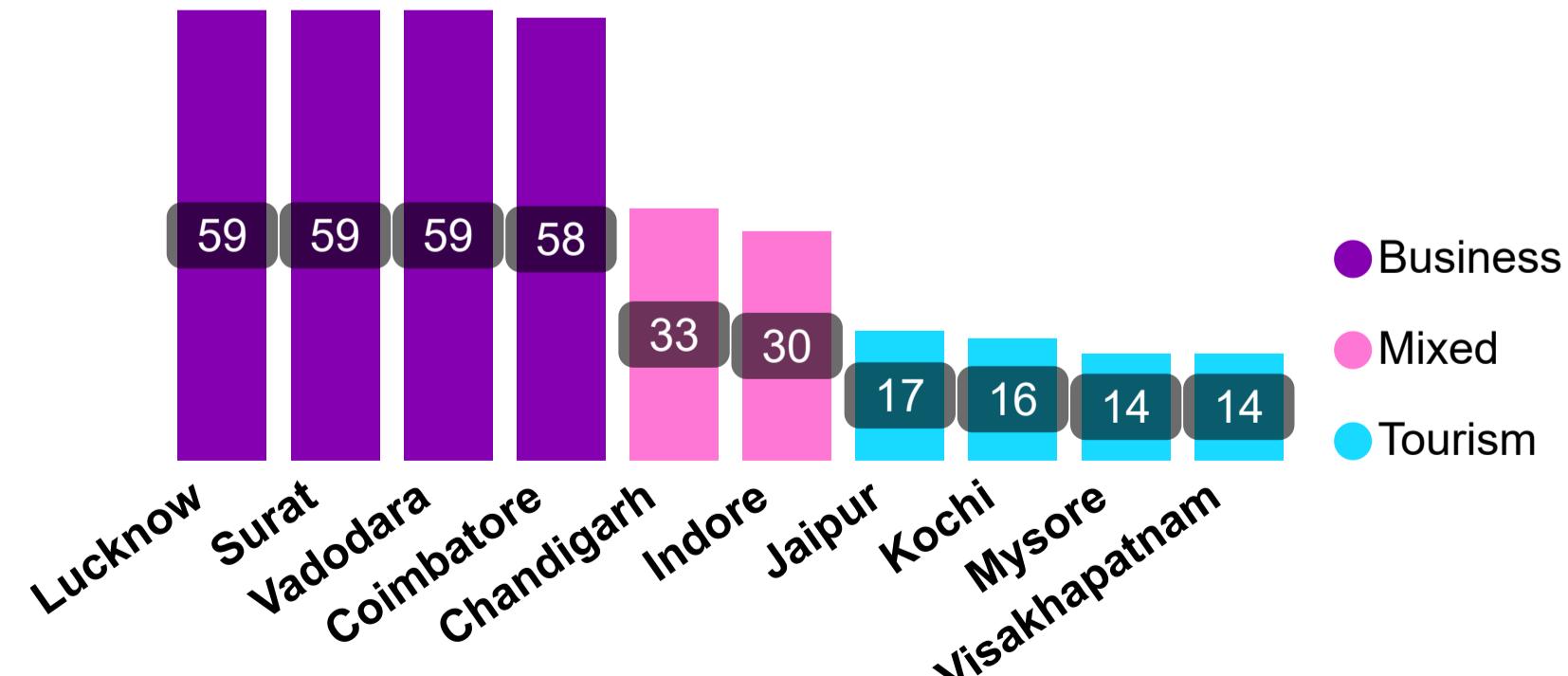
RPR (%) by City



Freq of Trips Taken by Repeat Passengers by City (%)

City	2-Trips (%)	3-Trips (%)	4-Trips (%)	5-Trips (%)	6-Trips (%)	7-Trips (%)	8-Trips (%)	9-Trips (%)	10-Trips (%)
Visakhapatnam	51.25	24.96	9.98	5.44	3.19	1.98	1.39	0.88	0.92
Jaipur	50.14	20.73	12.12	6.29	4.13	2.52	1.90	1.20	0.97
Mysore	48.75	24.44	12.73	5.82	4.06	1.76	1.42	0.54	0.47
Kochi	47.67	24.35	11.81	6.48	3.91	2.11	1.65	1.21	0.81
Indore	34.34	22.69	13.40	10.34	6.85	5.24	3.26	2.38	1.51
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
Vadodara	9.87	14.17	16.52	18.06	19.08	12.86	5.78	2.05	1.61
Surat	9.76	14.26	16.55	19.75	18.45	11.89	6.24	1.74	1.35
Lucknow	9.66	14.77	16.20	18.42	20.18	11.33	6.43	1.91	1.10

High Frequency Passengers (%) by City



High and Low Freq Passengers Distribution by City

City	High Frequency Passengers	Low Frequency Passengers	Total Repeat Passengers
Lucknow	5,698.00	3,899.00	9597
Surat	5,133.00	3,505.00	8638
Vadodara	2,583.00	1,763.00	4346
Indore	2,134.00	5,082.00	7216
Chandigarh	1,658.00	3,412.00	5070
Jaipur	1,647.00	8,035.00	9682
Coimbatore	1,490.00	1,061.00	2551
Kochi	1,233.00	6,393.00	7626
Visakhapatnam	705.00	4,403.00	5108



Passengers



27

(% Average of
city_repeat_passenger_rate)

Surat

43

(% City with Highest)

Mysore

11

(% City with Lowest)

May

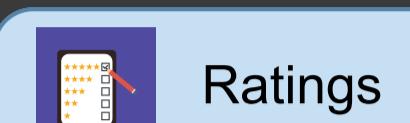
7.82

(% Month With Highest)

January

7.54

(% Month With Lowest)



City



Month



Day Type



Passenger Type



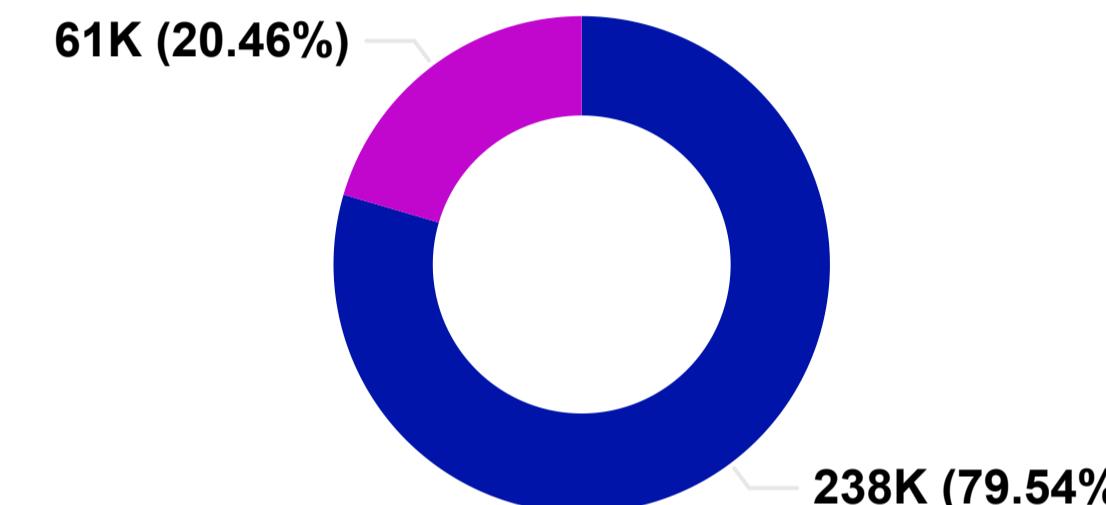
Clear

Repeat Vs New Passenger

Repeat Passengers

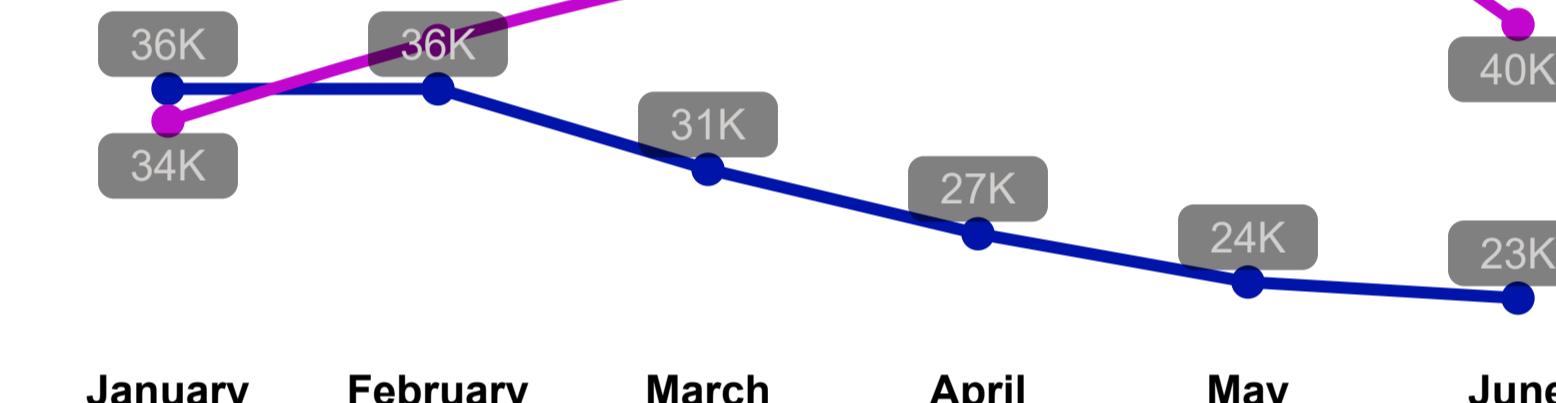
Count of New Vs Repeat Passengers

● New ● Repeat



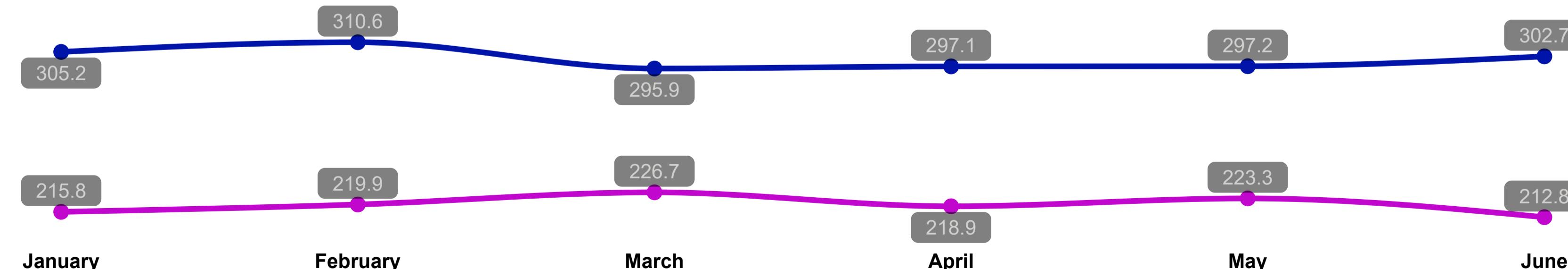
Total Trips by Month and Passenger Type

● New ● Repeated



Avg Fare by Month and Passenger Type

● New ● Repeated





Targets



Target Trips

426K

Goal: 429K (-0.72%)

Target New Passengers

177K

Goal: 185.1K (-4.38%)

Target Avg Passenger Rating

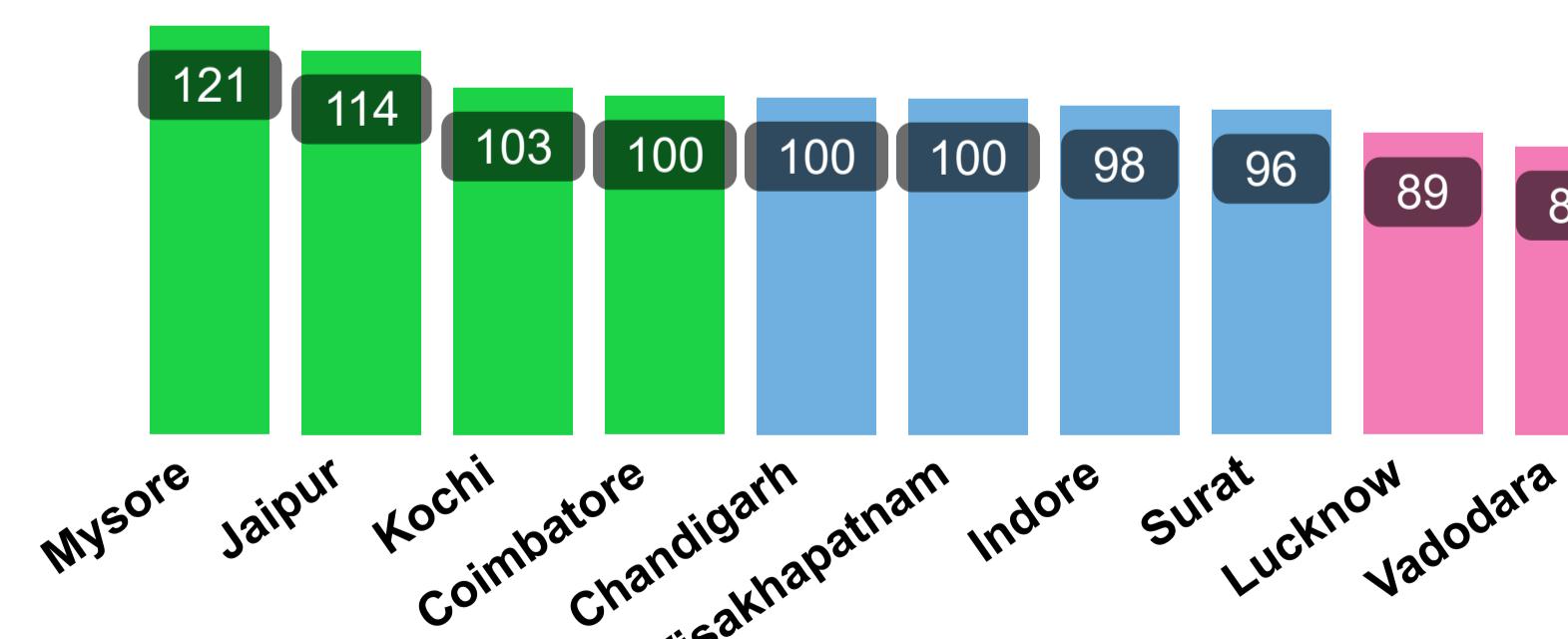
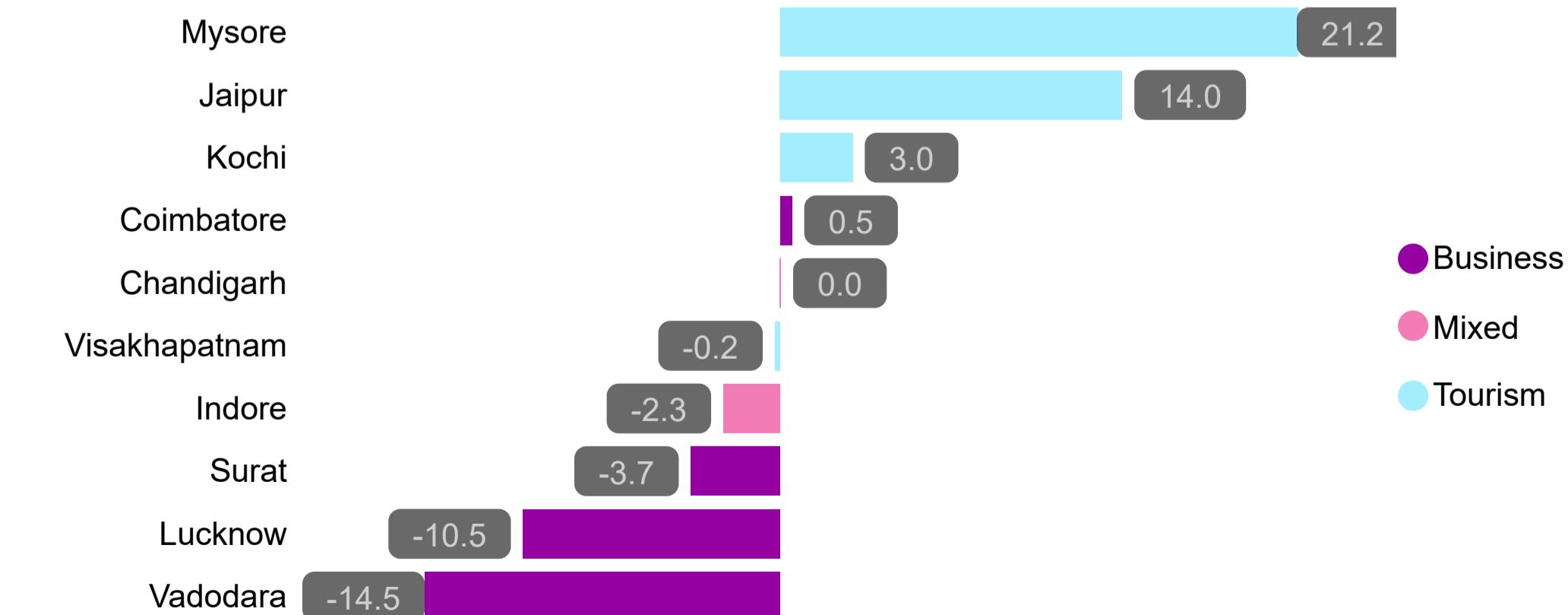
7.66

Goal: 7.98 (-3.94%)

- Exceeded >=100%
- 90% <= Met <100%
- Missed <90%

**Target Trips****Target New Passengers****Target Avg Pass. Rating**

City	January	February	March	April	May	June	Total
Mysore	124.3	133.4	131.7	104.1	120.3	113.7	121.2
Jaipur	115.2	122.1	102.4	120.1	120.8	103.6	114.0
Kochi	97.9	102.5	126.6	108.5	111.3	71.1	103.0
Coimbatore	104.3	97.3	105.1	104.6	101.4	90.2	100.5
Chandigarh	97.3	105.5	93.8	92.8	110.3	100.5	100.0
Visakhapatnam	99.3	106.5	108.4	98.8	96.2	89.6	99.8
Indore	96.2	103.0	100.3	98.9	103.8	83.8	97.7
Surat	92.9	100.8	103.0	98.3	97.7	85.4	96.3
Lucknow	83.5	92.8	86.3	92.8	88.2	93.1	89.5
Vadodara	79.6	87.1	93.3	91.4	89.2	72.1	85.5

Target Trips Achievment by City (%)
● Exceeded
 ● Met
 ● Missed
**Trip Difference from Target by City (%)**



Targets



Target Trips

426K

Goal: 429K (-0.72%)

Target New Passengers

177K

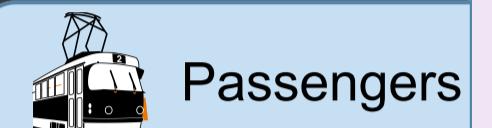
Goal: 185.1K (-4.38%)

Target Avg Passenger Rating

7.66

Goal: 7.98 (-3.94%)

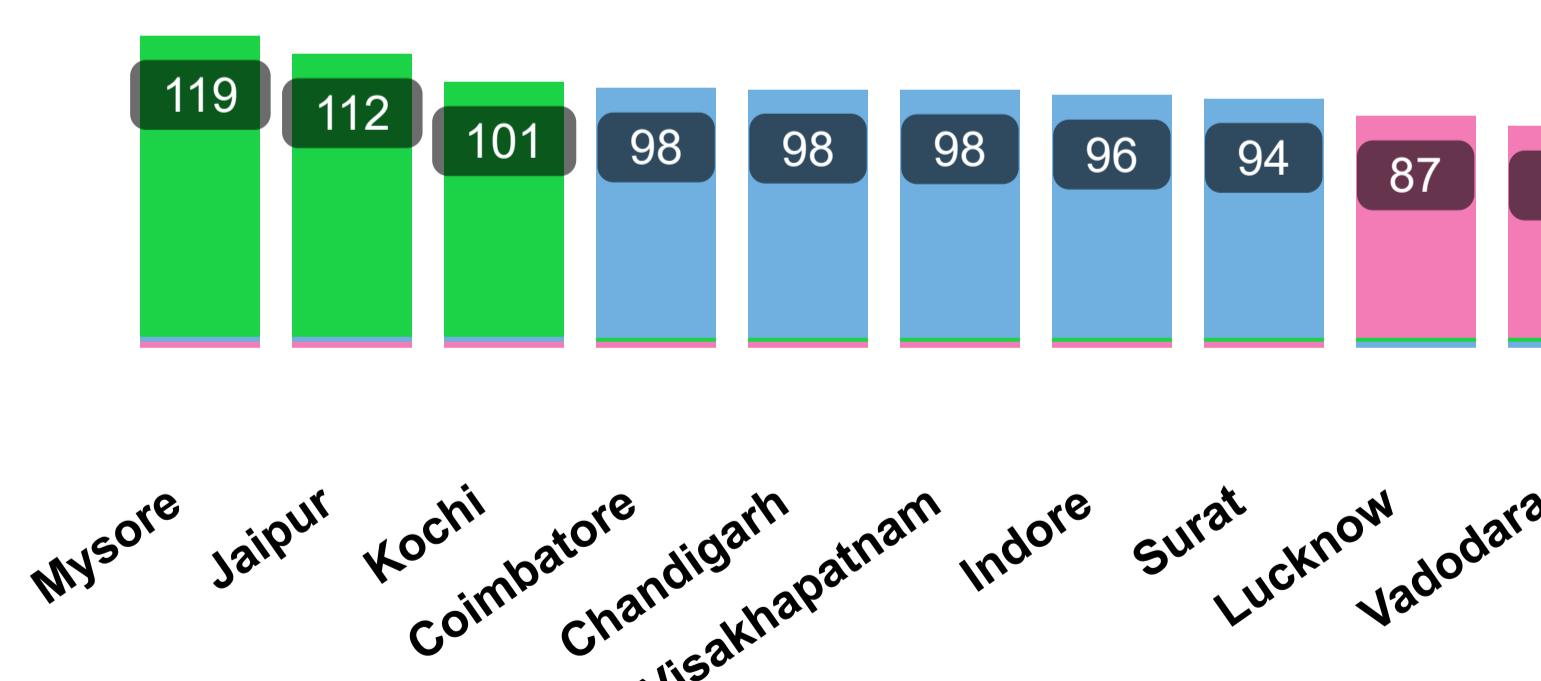
- Exceeded >=100%
- 90% <= Met <100%
- Missed <90%



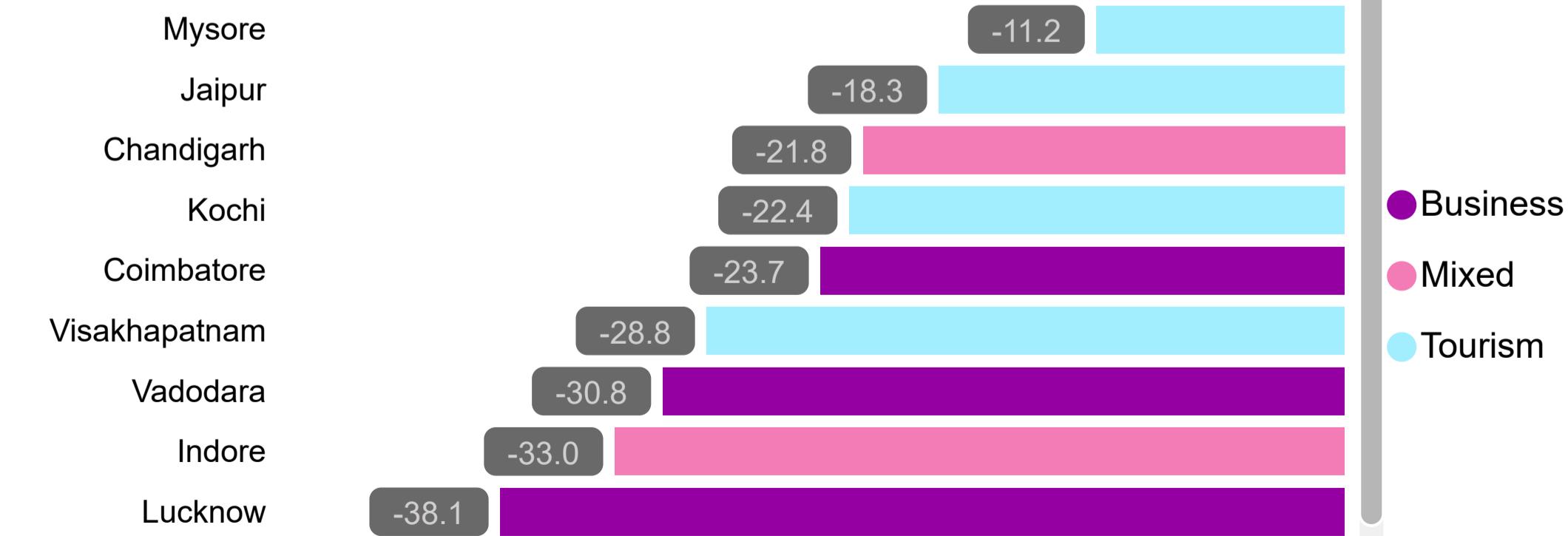
🚗 **Target Trips** 👤 **Target New Passengers** 🚶 **Target Avg Pass. Rating**

city_name	January	February	March	April	May	June	Total
Mysore	91.9	92.0	90.5	88.6	84.6	85.1	88.8
Jaipur	88.0	86.7	80.1	77.9	74.3	83.0	81.7
Chandigarh	84.5	82.8	78.7	76.0	73.8	73.7	78.2
Kochi	86.0	81.3	78.3	75.8	70.2	74.2	77.6
Coimbatore	82.3	82.6	78.3	72.1	67.3	75.3	76.3
Visakhapatnam	79.4	75.1	70.2	65.0	67.1	70.3	71.2
Vadodara	79.3	77.9	69.9	65.5	61.5	61.1	69.2
Indore	73.3	72.3	71.5	64.5	56.5	64.1	67.0
Lucknow	70.8	68.0	66.1	60.7	52.3	53.3	61.9
Surat	67.3	63.2	56.6	54.3	50.1	50.8	57.0

Target New Passengers Achievment by City(%)

● Exceeded ● Met ● Missed


Trip DIfference from Target by City (%)



City

All

Clear



Targets



Target Trips

426K

Goal: 429K (-0.72%)

Target New Passengers

177K

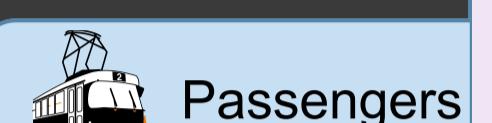
Goal: 185.1K (-4.38%)

Target Avg Passenger Rating

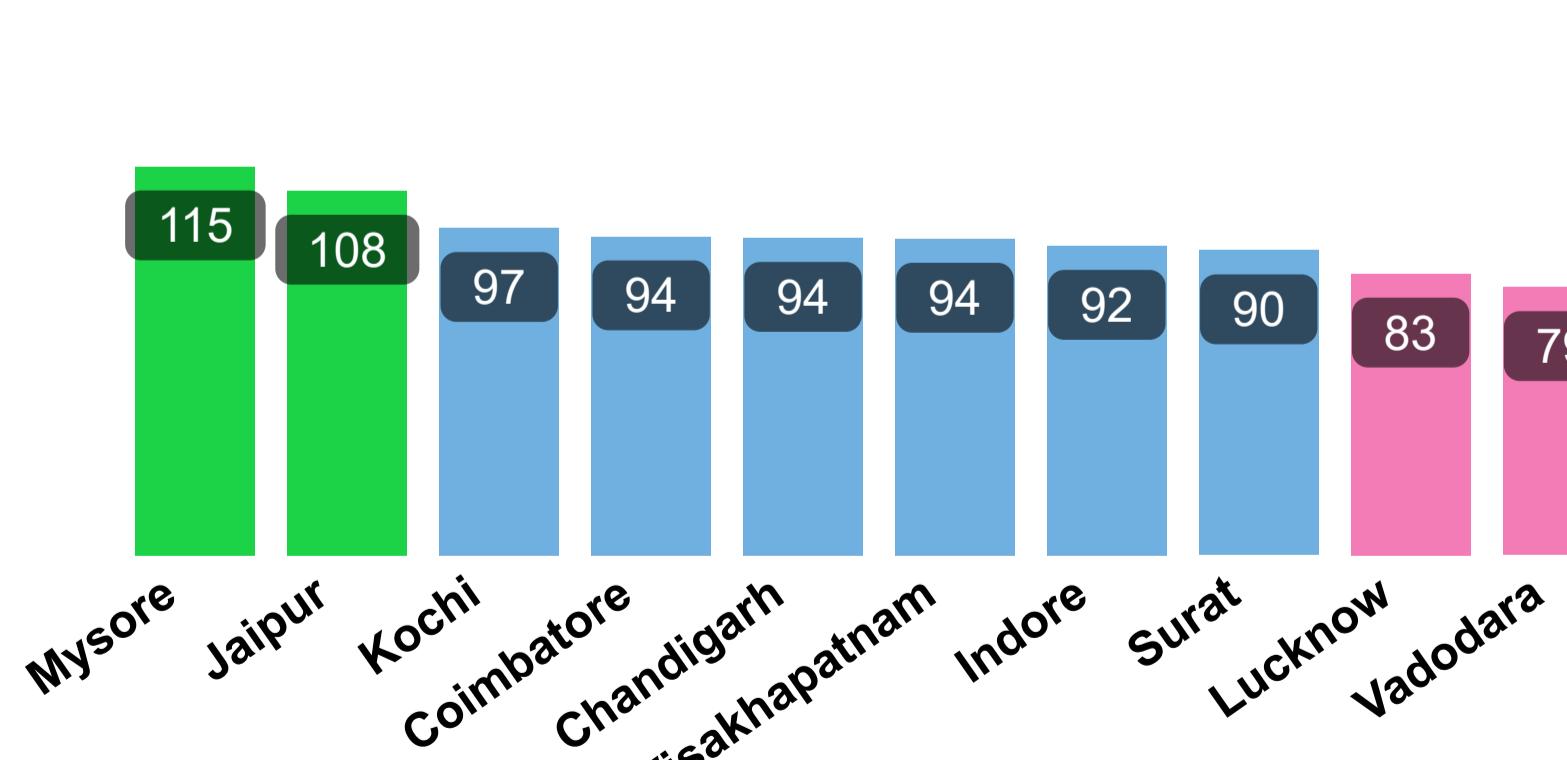
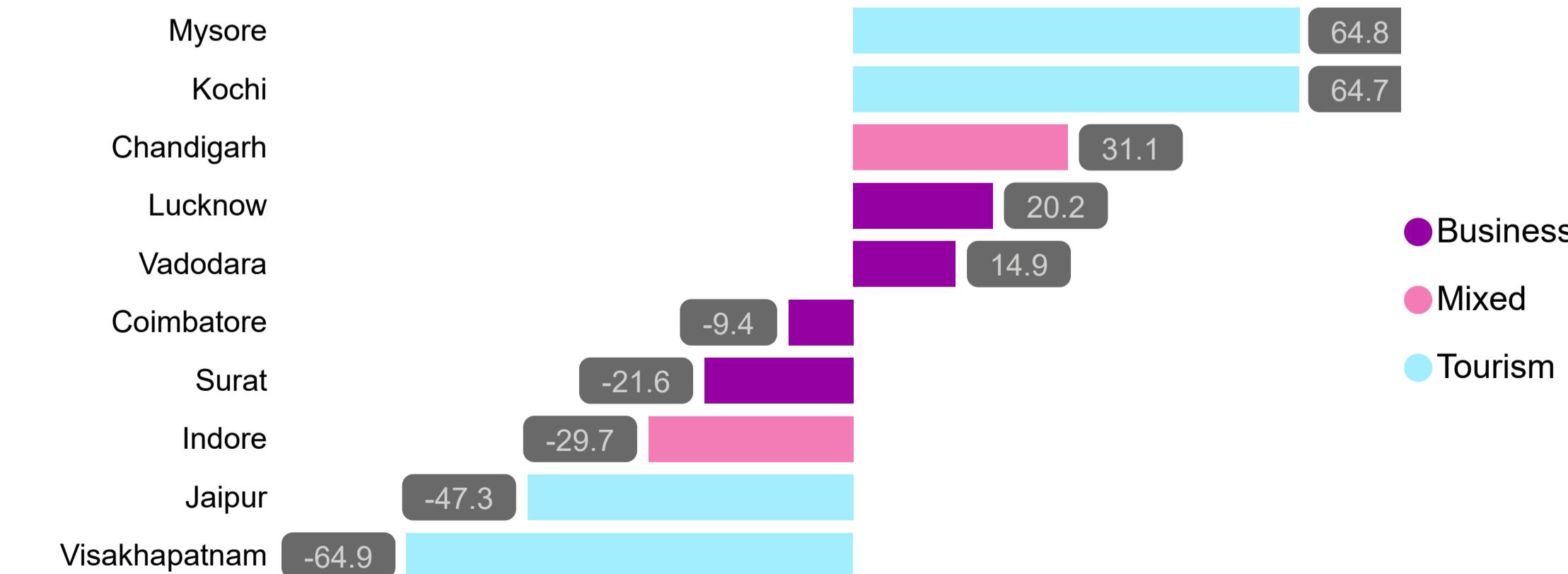
7.66

Goal: 7.98 (-3.94%)

- Exceeded >=100%
- 90% <= Met <100%
- Missed <90%

**Target Trips****Target New Passengers****Target Avg Pass. Rating**

city_name	January	February	March	April	May	June	Total
Mysore	64.52	73.17	195.12	146.34	219.51	290.32	164.83
Kochi	161.29	121.95	195.12	146.34	73.17	290.32	164.70
Chandigarh	0.00	73.17	48.78	219.51	219.51	225.81	131.13
Lucknow	32.26	219.51	48.78	146.34	48.78	225.81	120.25
Vadodara	129.03	0.00	219.51	48.78	195.12	96.77	114.87
Coimbatore	64.52	146.34	170.73	0.00	97.56	64.52	90.61
Surat	129.03	73.17	97.56	24.39	146.34	0.00	78.42
Indore	96.77	73.17	24.39	121.95	73.17	32.26	70.29
Jaipur	64.52	24.39	0.00	146.34	48.78	32.26	52.71
Visakhapatnam	0.00	0.00	73.17	48.78	24.39	64.52	35.14

Target Avg Passengers Rating Achievement by City(%)
● Exceeded
 ● Met
 ● Missed
**Trip Difference from Target by City (%)**



Recommendations

Overall Recommendations for Goodcabs



1. Enhance Passenger Experience

- Introduce loyalty programs and referral bonuses to boost repeat passenger rates and attract new riders.
- Ensure consistent service quality through driver training and regular vehicle maintenance.

2. Leverage Local Partnerships

- Partner with hotels, malls, and event venues in tourism-heavy cities like Jaipur and Kochi to increase trip volumes.
- Collaborate with travel agencies for sightseeing and bundled travel offers.

3. Optimize Pricing and Discounts

- Offer competitive fares for daily commutes in business-focused cities like Lucknow and Surat.
- Launch discounts for rides in electric vehicles (EVs) to attract eco-conscious customers and promote adoption.

4. Expand Sustainable Mobility

- Deploy EVs in high-distance cities (e.g., Jaipur and Mysore) to reduce operational costs and enhance brand appeal.
- Highlight sustainability through green marketing campaigns to attract environmentally conscious passengers.

5. Address Seasonal Demand

- Intensify marketing efforts during peak tourism seasons while targeting off-peak months like June with special promotions.

6. Use Data for Growth

- Track travel duration, route efficiency, and customer feedback to refine operations.