CODE BASICS

Good Cab Analysis

BUTTONS

City Performance & Fare Analysis

City Ratings & Demand Trends

Trip Demand & Passenger Insights

Performance Metrics & Revenue

Good Cab Analysis

prim & secondary questions

TIP: PRESS BLUE/Violet BUTTONS

1)Introduction

2)Problem Statement:

: Goodcabs, a cab service focused on tier-2 cities, aims to achieve ambitious performance targets for 2024, including growth and improved passenger satisfaction. To meet these goals, the company needs to assess its performance across key metrics such as trip volume, passenger satisfaction, repeat passenger rate, and trip distribution and Revenue

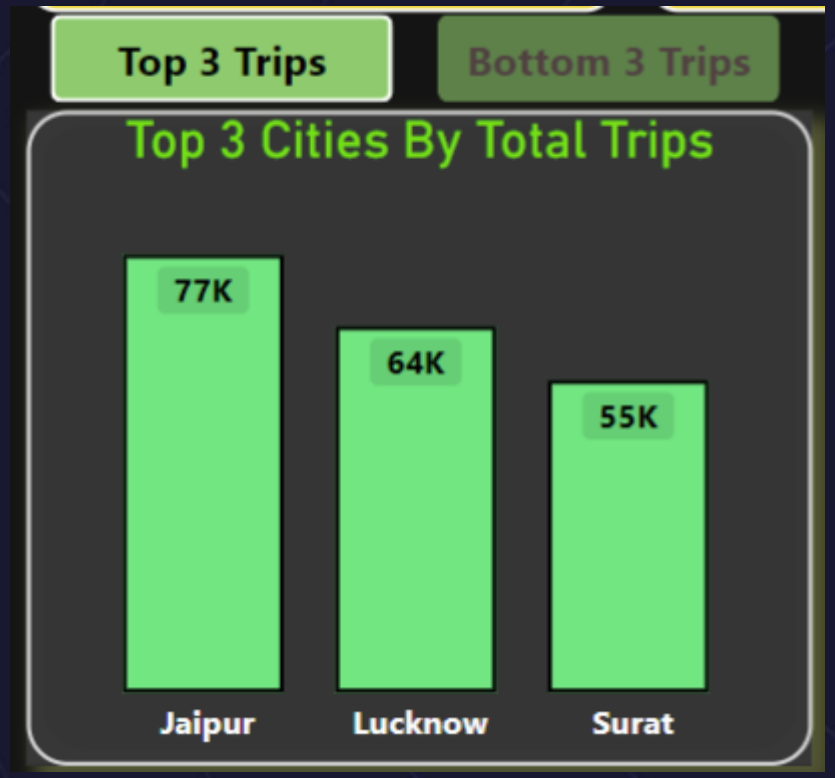
3)Primary & Secondry Questions about Insights

4)Further Analysis

5)Recommendations

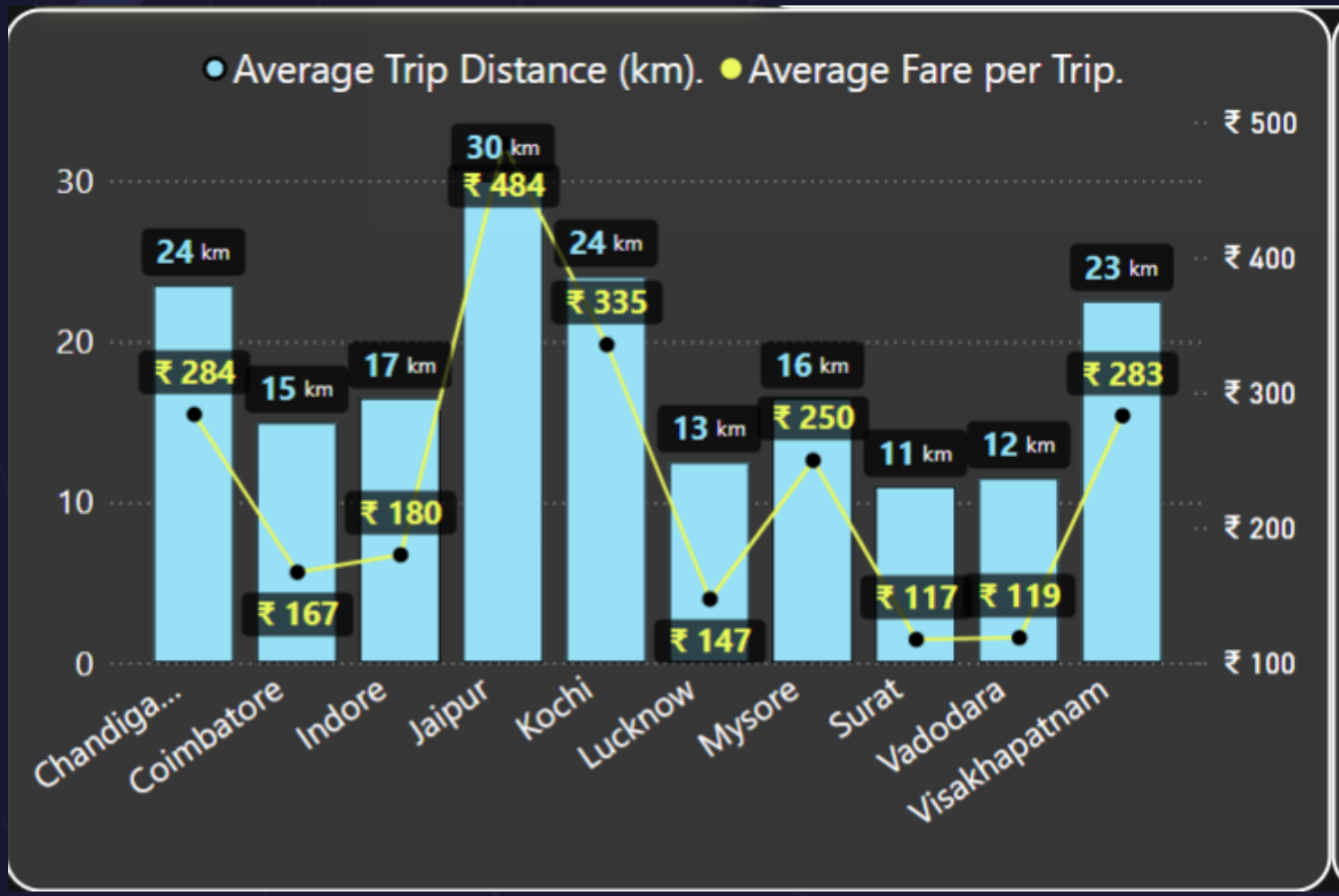
1. Top and Bottom Performing Cities

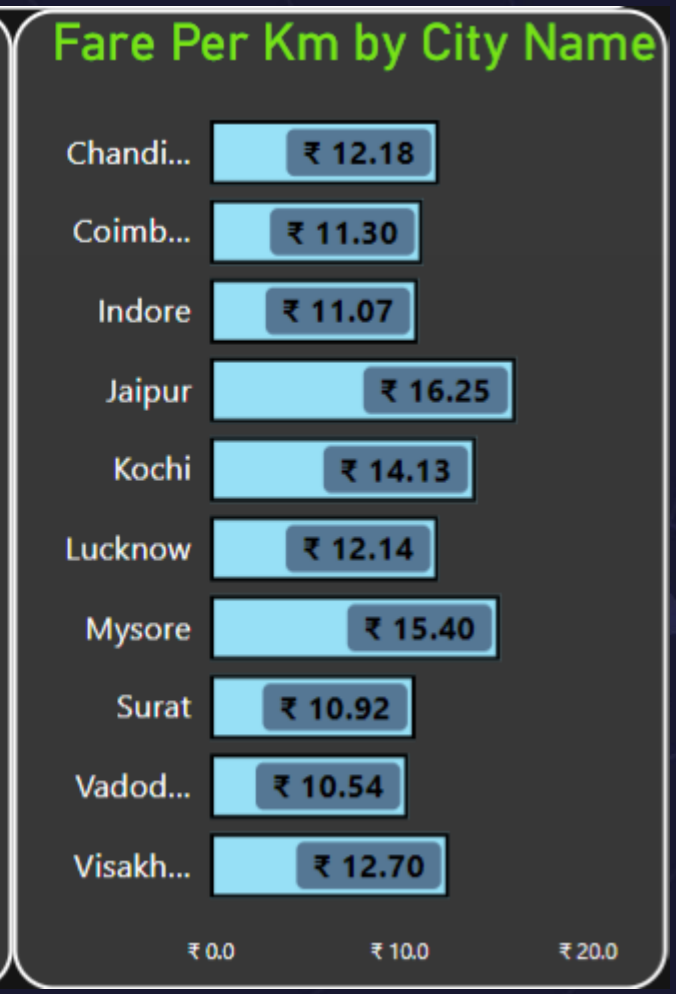
- Identify the top 3 and bottom 3 cities by total trips over the entire analysis period



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 efficiency across locations.

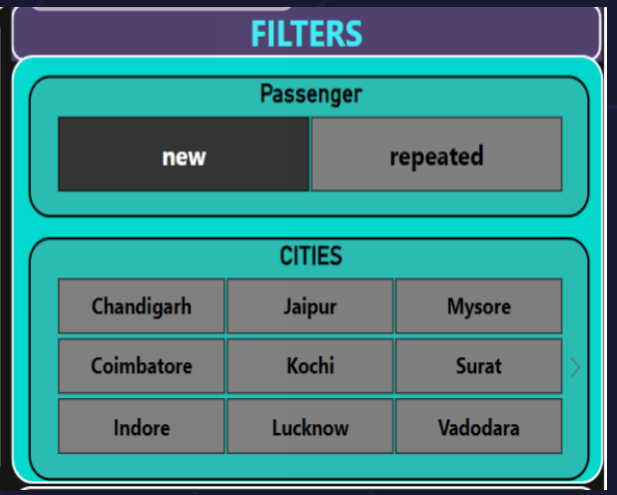




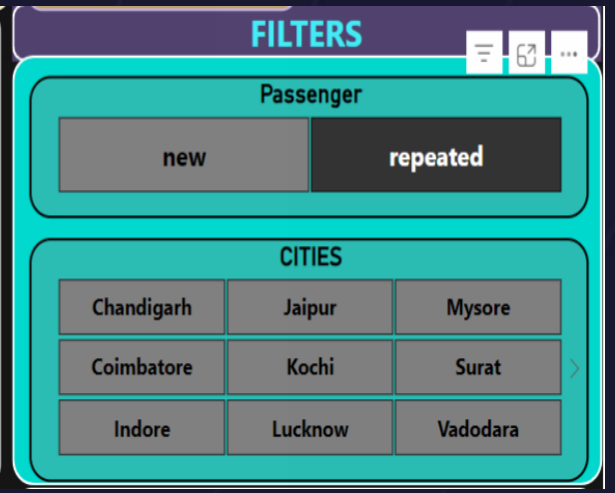
3. Average Ratings by City and Passenger Type

- 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.

City	Avg Driver Rating	Avg Passenger Ratings
Chandigarh	7.99	8.49
Coimbatore	7.99	8.49
Indore	7.97	8.49
Jaipur	8.99	8.99
Kochi	8.99	8.99
Lucknow	6.99	7.98
Mysore	8.98	8.98
Surat	6.99	7.98
Vadodara	7.00	7.98
Visakhapatnam	8.98	8.98

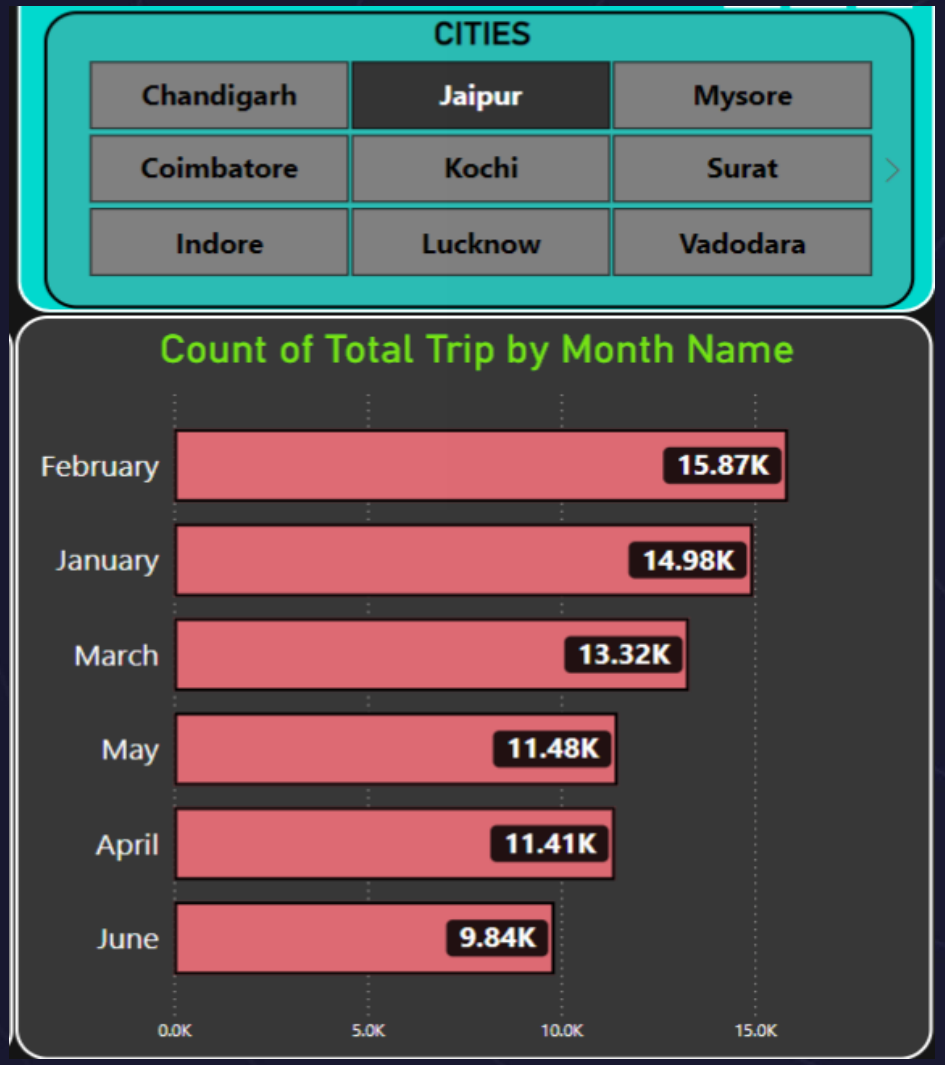


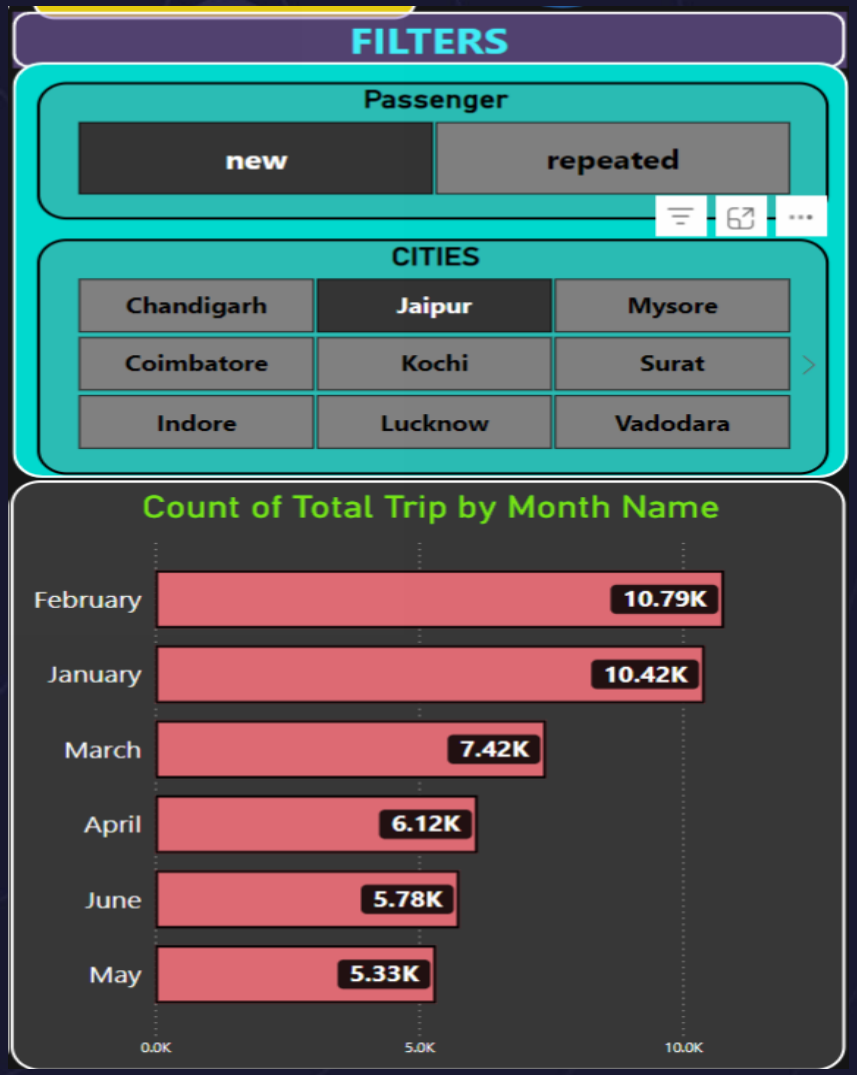
City	Avg Driver Rating	Avg Passenger Ratings
Chandigarh	7.47	7.49
Coimbatore	7.48	7.48
Indore	7.48	7.47
Jaipur	8.98	7.99
Kochi	8.99	8.00
Lucknow	6.49	5.99
Mysore	8.97	7.98
Surat	6.48	6.00
Vadodara	6.48	5.98
Visakhapatnam	8.99	7.99



4.Peak and Low Demand Months by City

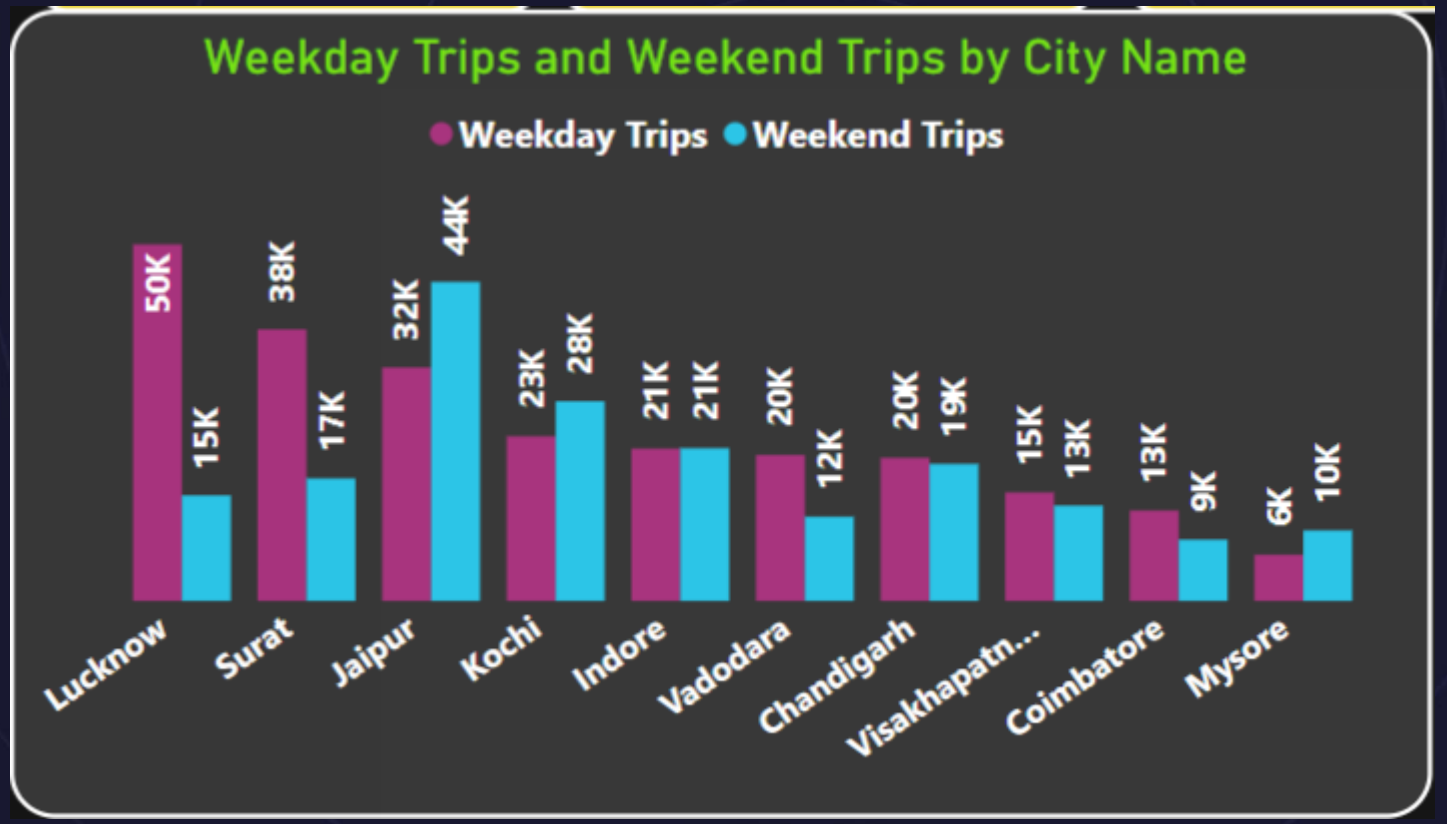
- For each city, identify the month with the highest total trips (peak demand) and the month with the lowest total trips (low demand). This analysis will help Goodcabs understand seasonal patterns and adjust resources accordingly.





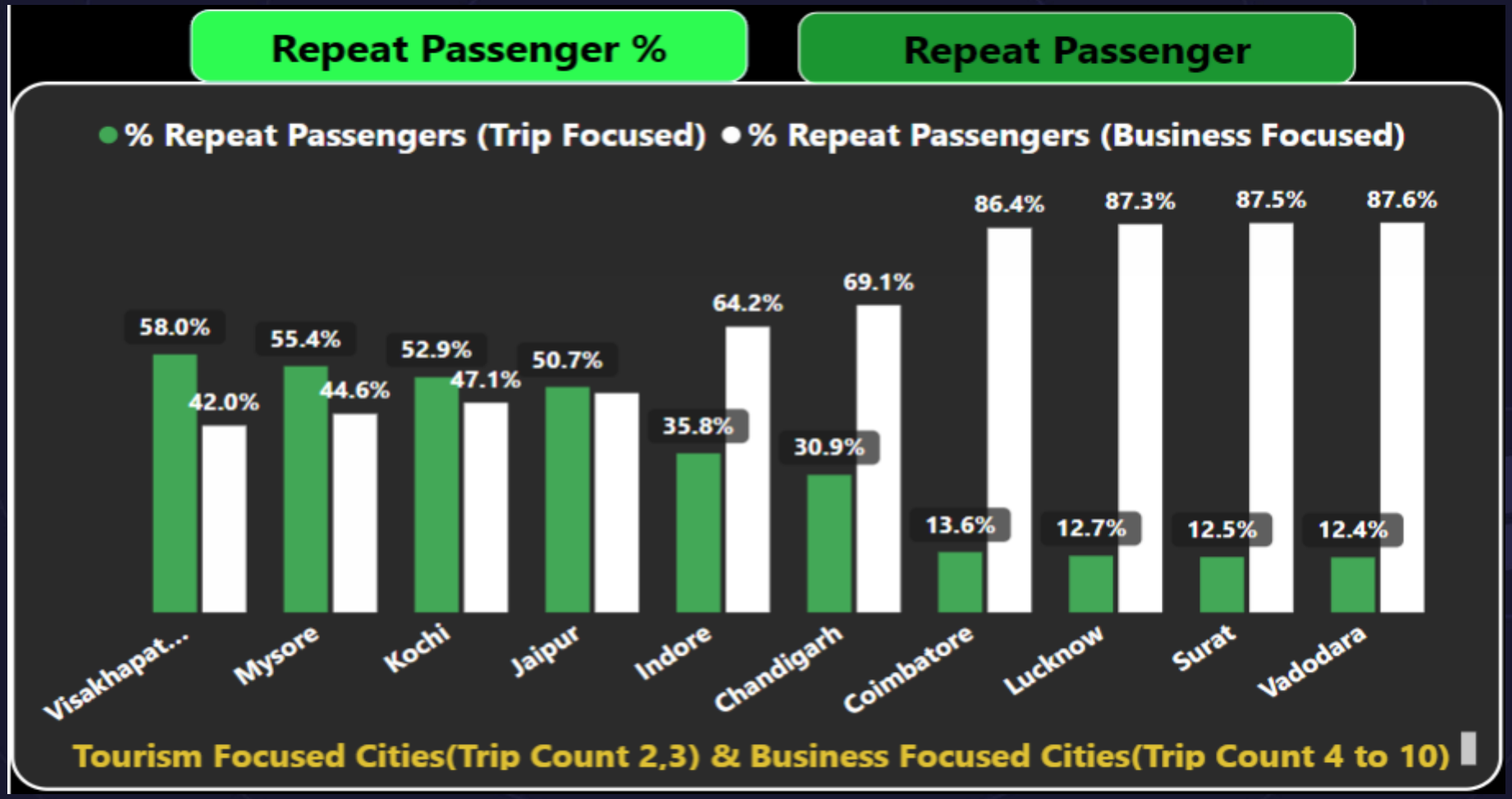
5. Weekend vs. Weekday Trip Demand by City

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



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



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.

Trips Performance | New Passenger Perfor | Ratings Performance

City	Total Trips	Target	% Difference	Target status
Chandigarh	38981	39000	-0.05%	Missed
Coimbatore	21104	21000	0.50%	Met/Exceeded
Indore	42456	43500	-2.40%	Missed
Jaipur	76888	67500	13.91%	Met/Exceeded
Kochi	50702	49500	2.43%	Met/Exceeded
Lucknow	64299	72000	-10.70%	Missed
Mysore	16238	13500	20.28%	Met/Exceeded
Surat	54843	57000	-3.78%	Missed
Vadodara	32026	37500	-14.60%	Missed
Visakhapatnam	28366	28500	-0.47%	Missed

Total Trip Performance

New Passenger Peformance

Trips Performance | New Passenger Perfor | Ratings Performance

City	New Passengers	Target	Target	% Differn
Coimbatore	8514	7500	Met/Exceeded	13.52%
Indore	14863	14100	Met/Exceeded	5.41%
Lucknow	16260	15600	Met/Exceeded	4.23%
Surat	11626	10500	Met/Exceeded	10.72%
Vadodara	10127	9900	Met/Exceeded	2.29%
Chandigarh	18908	21000	Missed	-9.96%
Jaipur	45856	54000	Missed	-15.08%
Kochi	26416	27000	Missed	-2.16%
Mysore	11681	12000	Missed	-2.66%
Visakhapatnam	12747	13500	Missed	-5.58%

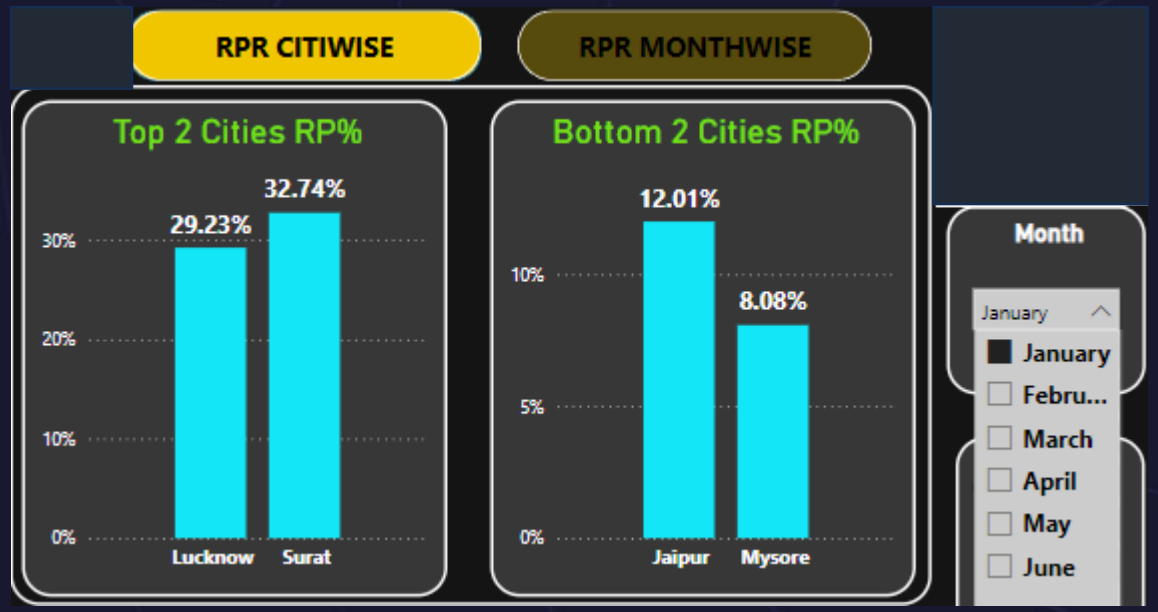
Average passenger ratings

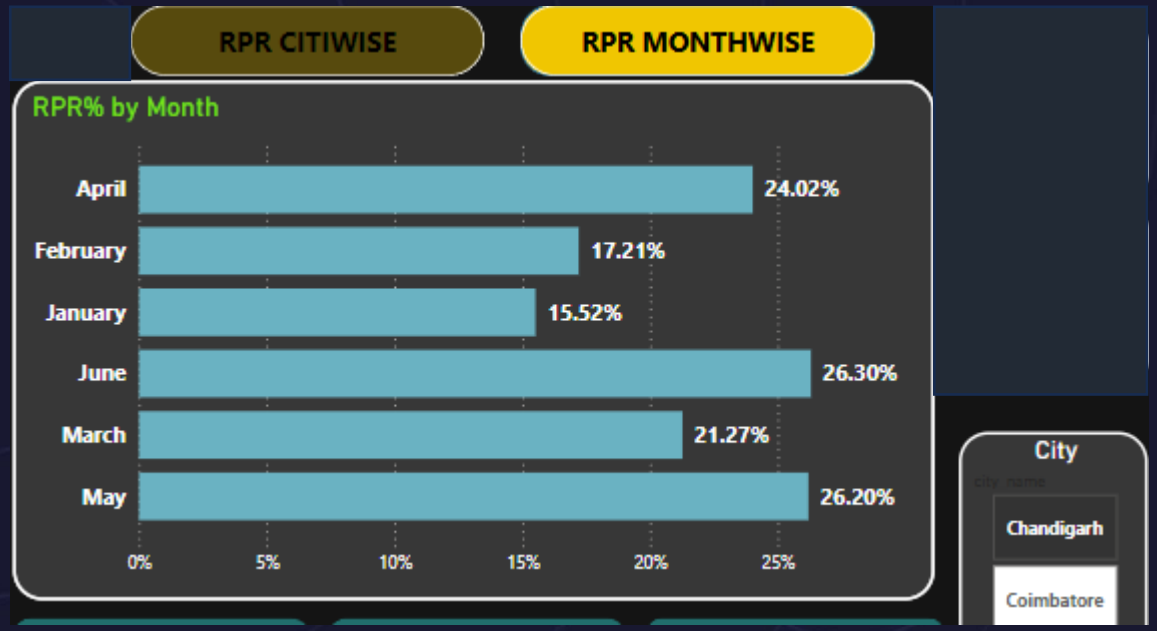
Trips Performance | New Passenger Perfor | Ratings Performance

City Name	Avg Passenger Rating	Target	Target	%Differen
Chandigarh	7.98	8.00	Missed	-0.29%
Coimbatore	7.88	8.25	Missed	-4.45%
Indore	7.83	8.00	Missed	-2.15%
Jaipur	8.58	8.25	Met/Exceeded	4.05%
Kochi	8.52	8.50	Met/Exceeded	0.19%
Lucknow	6.49	7.25	Missed	-10.49%
Mysore	8.70	8.50	Met/Exceeded	2.37%
Surat	6.42	7.00	Missed	-8.33%
Vadodara	6.61	7.50	Missed	-11.85%
Visakhapatnam	8.43	8.50	Missed	-0.79%

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





Factors Influencing Repeat Passenger Rates

•Q1. 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?

1. Cities with Significant Growth:

•**Jaipur (+129.87%)** and **Mysore (+203.80%)** show notable growth in repeat passenger rates.

•**Reasons for Success:**

•Strong customer loyalty.

•Better service quality or effective regional promotions.

2. Cities with Declines:

•**Overall Revenue Drop**: June saw a -**14.61% decline** in revenue, severely impacting business performance.

•**Cities Facing Challenges**: for overall Total repeat passenger

•**Lucknow (-14.82%), Vadodara (-20.66%), Indore (-6.1%), and Surat (-7.12%)**.

•Key Months of Concern:

•**January**:

•Vadodara (-36%)

•Lucknow (-24.60%)

•**June**:

•Vadodara (-28.04%), Indore (-22.4%), Kochi (-32%).

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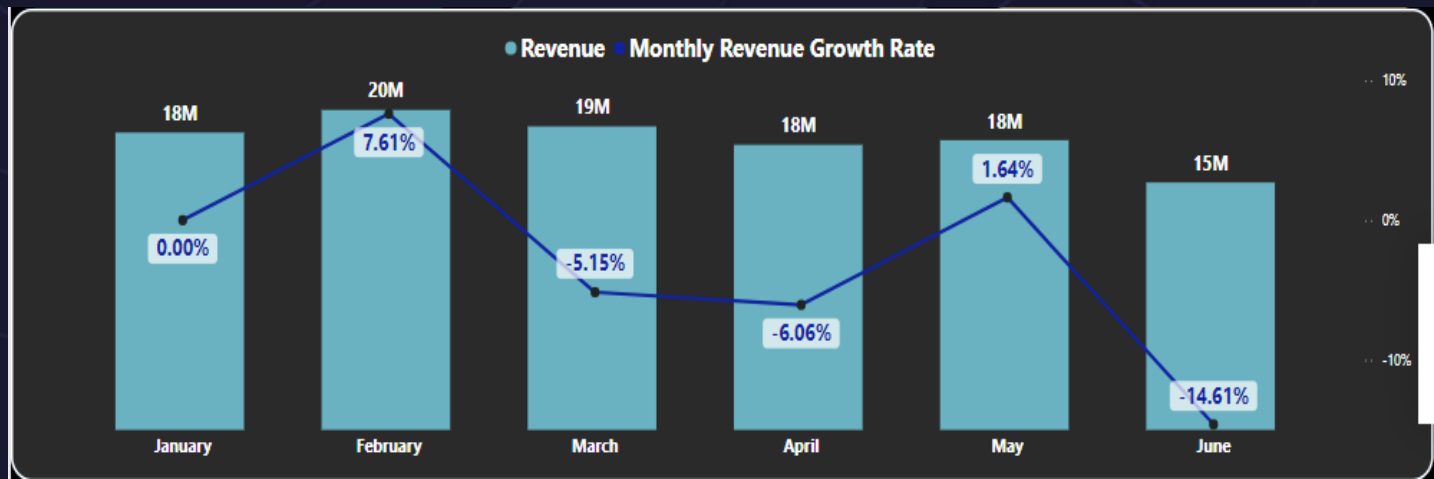


3. Potential Factors for Decline:

•**Low Service Quality**:

•Average driver and passenger ratings ~6.6/10, reflecting dissatisfaction with ride experience.

•**Socioeconomic Factors**:

•Affordability priorities in industrial hubs like **Vadodara** and **Surat**.

•**Lucknow**'s demand for improved connectivity.

•**Lack of Initiatives**:

•No competitive pricing, loyalty programs, or targeted retention strategies

4. Recommendations for Improvement:

•**Enhance Service Quality**:

•Driver training and vehicle maintenance.

•**Introduce Customer Retention Programs**:

•Loyalty programs, targeted discounts, and regional campaigns.

•**Address Seasonal Issues**:

•Plan for revenue dips during **rainy seasons** (Kochi, Indore, Vadodara in June).

•**Fleet Optimization**:

•Adjust fleet size to meet growing demand in high-growth cities.

5. Cities for Focus:

•**Jaipur and Mysore**:

•Benefit from growth but need improvement in driver/passenger ratings to sustain trust.

•**Low Performing Cities**:

•**Vadodara, Indore, Lucknow, Surat** should prioritize increasing repeat passenger rates to boost revenue growth.

Tourism vs. Business Demand Impact

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

- **Key Festivals and Events Driving Growth**:
- **Jaipur**:
- Events: *Jaipur Literature Festival* ("Greatest Literary Show on Earth"), Desert Festival, and Elephant Festival (January/February).
- **Action**: Consider increasing **fleet size** during peak months.
- **Kochi**:
- Event: *Cochin Carnival Festival* in December (a two-week cultural celebration).
- **Action**: Optimize fleet to meet tourist demand.
- **Mysore**:
- Event: *Mysore Dasara Festival*.
- Tourism spikes due to landmarks like *Mysore Palace* and *Chamundi Hills*

2. Business-Oriented Cities:
Cities such as **Indore and Lucknow**, with moderate-to-low tourism activity, rely more on business-driven passenger demand.
- These cities face challenges in maintaining repeat passenger rates.

3. Recommendations:

•**Target Tourism-Heavy Cities**:

•Launch campaigns during **peak travel seasons** to leverage increased tourist activity.

•**Fleet Optimization**: Ensure sufficient fleet availability during weekends and peak demand periods in cities like **Jaipur, Kochi, Mysore, Chandigarh, Indore, and Visakhapatnam**.

•**Tailored Business Packages**:

•For cities with predominantly business clients (e.g., **Indore** and **Lucknow**), introduce business-friendly incentives to improve repeat passenger rates.

•**Revenue Contribution Focus**:

•**Jaipur (37.21M)** and **Kochi (17M)** together account for **50% of total revenue (108M)**.

•Prioritize these cities to achieve both **new and repeat passenger targets** for strong revenue growth.

3. Emerging Mobility Trends and Goodcabs' Adaptation

1.

2.Q. 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?

•

Insights:

o Jaipur's (130%) and Mysore (210%) repeat passengers high growth might align with its investment in EVs or green initiatives, appealing to environmentally conscious travelers.

- **Recommendations:**

o Explore integration of EVs or hybrid vehicles to align with sustainability goals.
o Leverage government subsidies for EV adoption in tier-2 cities.

4. Partnership Opportunities with Local Businesses

Q. Are there opportunities for Good-cabs to partner with local businesses (such as hotels, event venues) to boost demand and improve customer loyalty? Could these partnerships drive more traffic, especially in tourism-heavy or high-footfall areas?

Partnership Opportunities with Local Businesses
Insights:

- Cities like Kochi (which met 95% of its target) and Mysore (203% growth) are high performers and could benefit further from local partnerships:
  - o Hotels, malls, and airports can boost passenger volume.
  - o Collaborations in Jaipur and Mysore could drive repeat passengers further due to their high growth rates.

Recommendations:

- Partner with event organizers in Jaipur to attract tourists during cultural festivals.
- Build alliances with hotels in Kochi to promote cab services for tourists and business travelers.

5. Data Collection for Enhanced Data-Driven Decisions

Q .To make Good-cabs 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 Good-cabs collect? Consider data that could provide deeper insights.

Customer Feedback:
•**Qualitative insights** on why passengers may not return (service issues, pricing, ride quality).
•Ratings for **drivers**, vehicles, and overall ride experience.

Competitor Analysis:
•Data on competitors' **pricing, discounts, loyalty programs**, and **service quality** to identify gaps and opportunities.

Demographic Data:
•Information like **age, income levels, purpose of travel**, and frequent travel destinations to design **targeted offers and campaigns**.

Trip-Specific Data:
•**Peak Hours**: Identify at what times customers are most likely to book rides.
•**Frequent Days**: Analyze which days of the week see the most bookings.
•**Trip Distance**: Average miles traveled per ride to optimize pricing and fleet allocation.
•**Drop-off and Pickup Hotspots**: Identify high-demand areas for better fleet placement.

Customer Booking Patterns:
•Understand seasonal trends (e.g., tourism seasons, festivals, weather impacts) to align fleet and marketing strategies.
•Identify months with the lowest bookings to implement targeted promotions.

Driver Performance Metrics:
•Ratings, trip completion rates, and availability during peak times to address service quality gaps.

Ad-Hoc-requests

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

Generate a report that displays the total trips, average fare per km, average fare per trip, and the percentage contribution of each city's trips to the overall trips. This report will help in assessing trip volume, pricing efficiency, and each city's contribution to the overall trip count.

Fields:

- city name
- total_trips
- avg_fare_per_km
- avg fare per trip
- %_contribution_to_total_trips

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

city_name	total_trips	avg_fare_per_km	avg_fare_per_trip	percentage_contribution_to_total_trips
Visakhapatnam	28366	12.70375607	282.6723	6.66
Chandigarh	38981	12.17599227	283.6870	9.15
Surat	54843	10.91605974	117.2729	12.88
Vadodara	32026	10.54417964	118.5662	7.52
Mysore	16238	15.39967755	249.7072	3.81
Kochi	50702	14.13468563	335.2451	11.90

Result 1

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

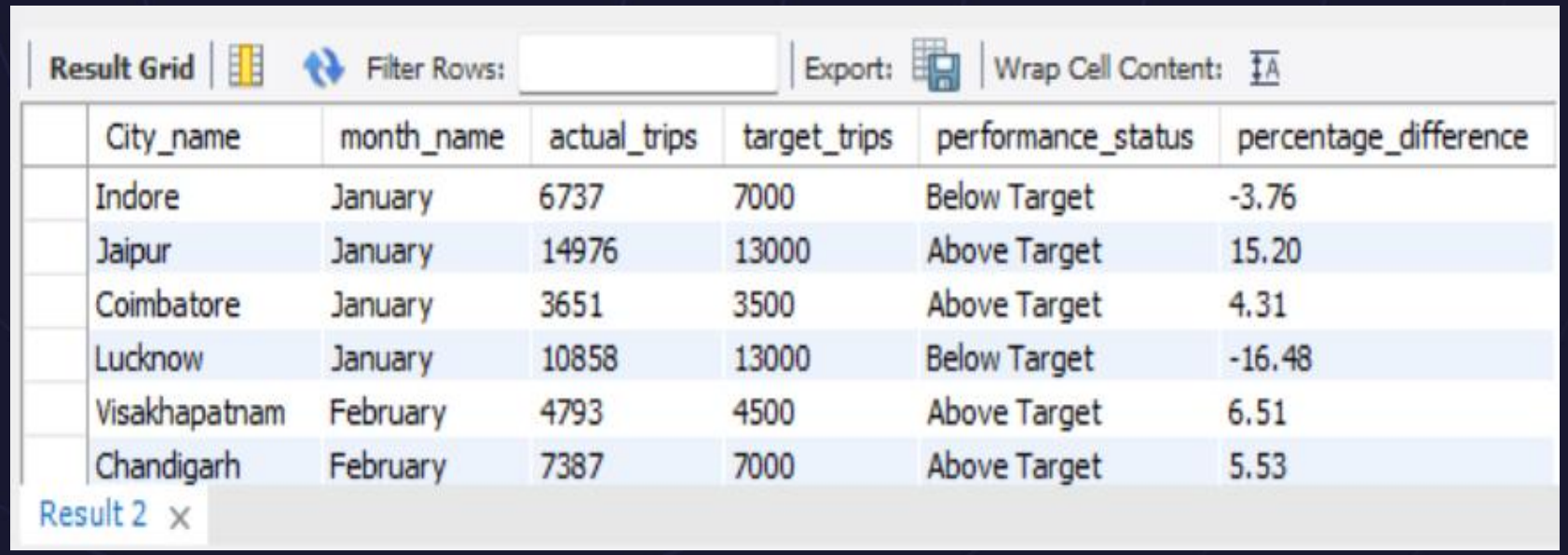
Generate a report that evaluates the target performance for trips at the monthly and city level. For each city and month, compare the actual total trips with the target trips and categorise the performance as follows:

- If actual trips are greater than target trips, mark it as "Above Target".
- If actual trips are less than or equal to target trips, mark it as "Below Target".

Additionally, calculate the % difference between actual and target trips to quantify the performance gap.

Fields:

- City_name
- month name
- actual trips
- target_trips
- performance status % difference



City_name	month_name	actual_trips	target_trips	performance_status	percentage_difference
Indore	January	6737	7000	Below Target	-3.76
Jaipur	January	14976	13000	Above Target	15.20
Coimbatore	January	3651	3500	Above Target	4.31
Lucknow	January	10858	13000	Below Target	-16.48
Visakhapatnam	February	4793	4500	Above Target	6.51
Chandigarh	February	7387	7000	Above Target	5.53

Result 2

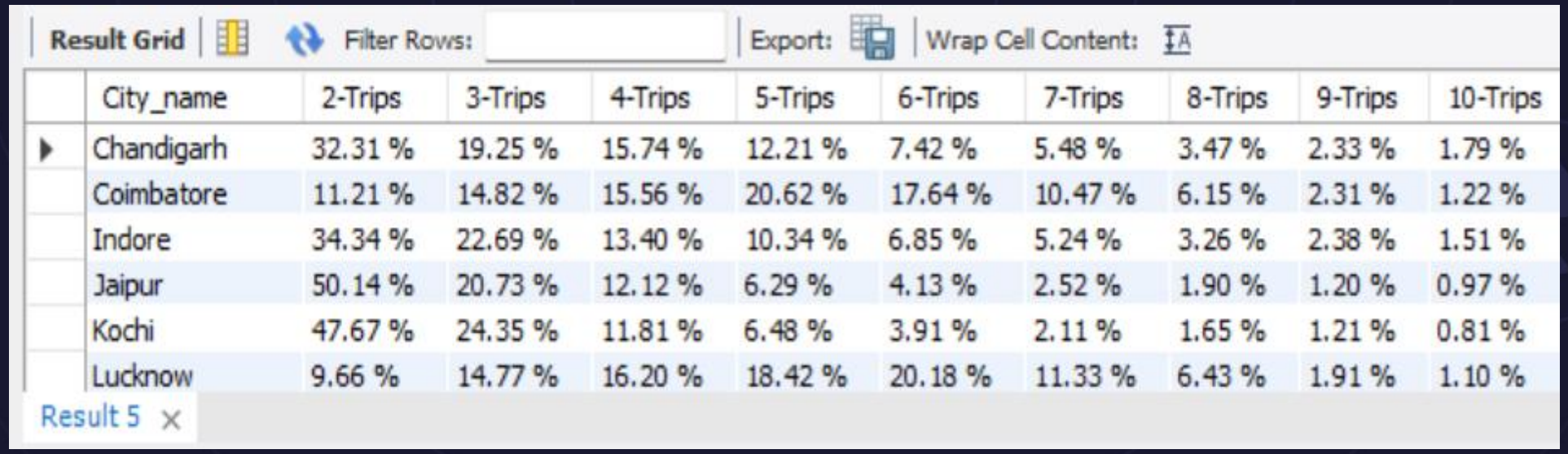
Business Request - 3: City-Level Repeat Passenger Trip Frequency Report

Generate a report that shows the percentage distribution of repeat passengers by the number of trips they have taken in each city. Calculate the percentage of repeat passengers who took 2 trips, 3 trips, and so on, up to 10 trips.

Each column should represent a trip count category, displaying the percentage of repeat passengers who fall into that category out of the total repeat passengers for that city.

This report will help identify cities with high repeat trip frequency, which can indicate strong customer loyalty or frequent usage patterns.

Fields: city name, 2-Trips, 3-Trips, 4-Trips, 5-Trips, 6-Trips, 7-Trips, 8-Trips, 9-Trips, 10-Trips



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 %

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

Generate a report that calculates the total new passengers for each city and ranks them based on this value. Identify the top 3 cities with the highest number of new passengers as well as the bottom 3 cities with the lowest number of new passengers, categorising them as "Top 3" or "Bottom 3" accordingly.

Fields

- city_name
- total_new_passengers
- city_category ("Top 3" or "Bottom 3")

Result Grid | Filter Rows: | Export:

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

Result 6

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

Generate a report that identifies the month with the highest revenue for each city. For each city, display the month name, the revenue amount for that month, and the percentage contribution of that month's revenue to the city's total revenue.

Fields

- city_name
- highest revenue month
- revenue
- percentage contribution (%)

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

city_name	highest_revenue_month	revenue	percentage_contribution
Jaipur	February 2024	7747202	20.82
Kochi	May 2024	3333746	19.61
Lucknow	February 2024	1777269	18.78
Mysore	May 2024	745170	18.38
Surat	April 2024	1154909	17.96
Vadodara	April 2024	706250	18.60

Result 7

Business Request - 6: Repeat Passenger Rate Analysis Generate a report that calculates two metrics:

1. Monthly Repeat Passenger Rate: Calculate the repeat passenger rate for each city and month by comparing the number of repeat passengers to the total passengers.
2. City-wide Repeat Passenger Rate: Calculate the overall repeat passenger rate for each city, considering all passengers across months.

These metrics will provide insights into monthly repeat trends as well as the overall repeat behaviour for each city.

Fields
City name
Month
total_passengers
repeat_passengers
monthly repeat passenger rate (%): Repeat passenger rate at the city and month level
city repeat_passenger rate (%): Overall repeat passenger rate for each city, aggregated across months

city_name	month	total_passengers	repeat_passengers	monthly_repeat_passenger_rate	city_repeat_passenger_ra
Surat	2024-04-01	3394	1551	45.6983	42.6273
Surat	2024-05-01	3217	1606	49.9223	42.6273
Surat	2024-06-01	3030	1490	49.1749	42.6273
Vadodara	2024-01-01	2633	544	20.6608	30.0283
Vadodara	2024-02-01	2756	610	22.1335	30.0283

Result 1

Thank You