

# GOODCABS

RESUME PROJECT CHALLENGE-13

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# ABOUT COMPANY



## INTRODUCTION

Established two years ago, Goodcabs is a cab service provider with a strong foothold in the Indian market, particularly in tier-2 cities.



## MISSION

Committed to supporting local drivers and providing excellent service to passengers.



## OPERATIONS

Operating in ten tier-2 cities across India, focusing on sustainable livelihoods for local drivers.



## 2024 GOALS

Ambitious performance targets to drive growth and enhance passenger satisfaction.

# 02

# PROBLEM STATEMENT

## OBJECTIVE

Provide actionable insights to the Chief of Operations in the Transportation domain.

## METRICS TO ANALYZE

- Trip volume
- Passenger satisfaction
- Repeat passenger rate
- Trip distribution
- Balance between new and repeat passengers

## CONTEXT

Insights will directly influence strategic decisions and performance evaluation.

# 03 TASK

01

Conduct a detailed analysis of metadata and datasets to derive actionable insights.

02

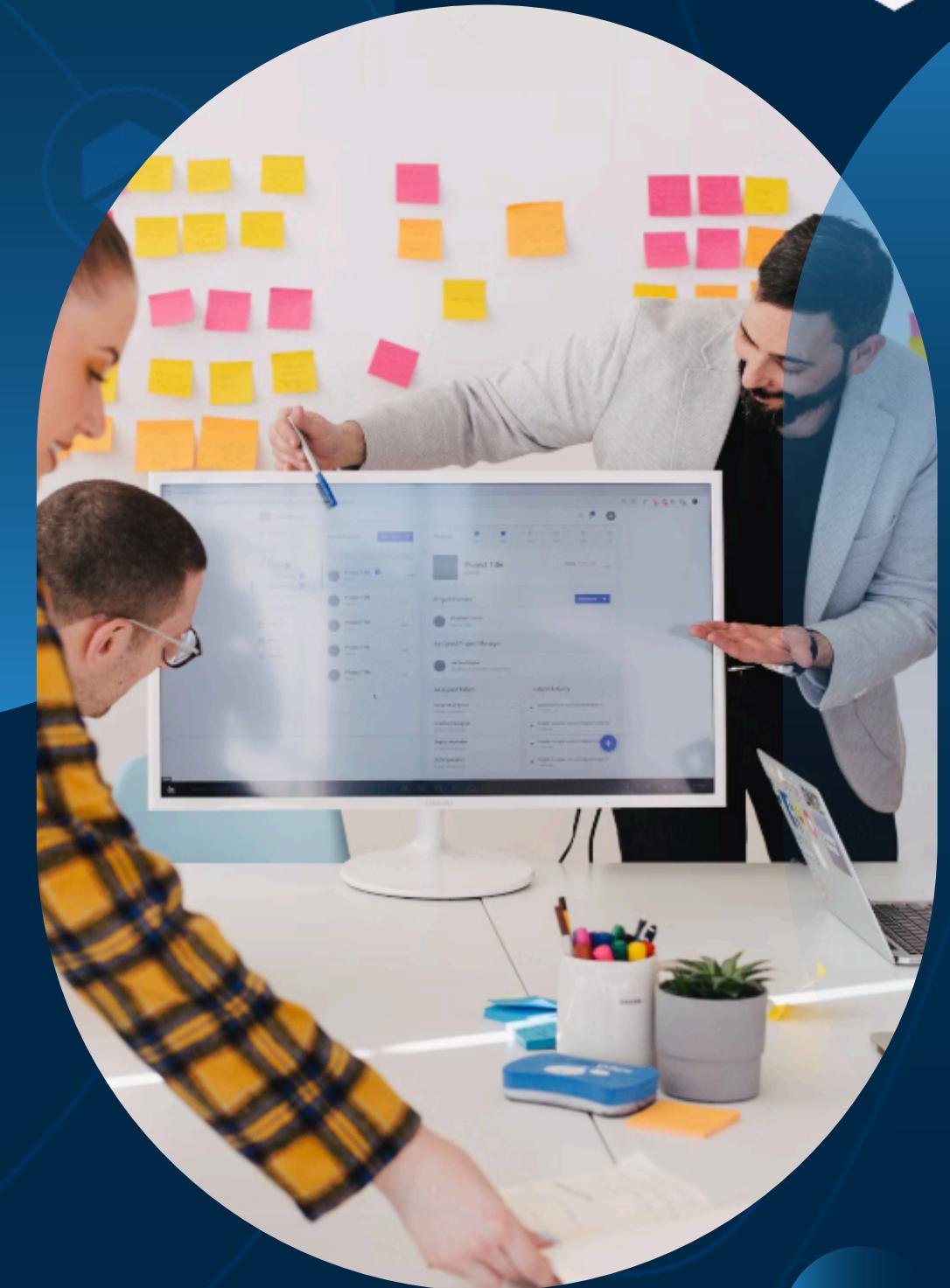
Design a comprehensive and intuitive dashboard showcasing key metrics and trends.

03

Address specific business questions outlined in ad-hoc-requests.pdf using SQL-based analysis.

04

Prepare a strategic presentation for the Chief of Operations, focusing on insights and recommendations.





# 04 DATA ANALYSIS METHODOLOGY



- ▶ Business Problem Understanding: Analyzed business requirements and key objectives.
- ▶ Exploratory Data Analysis (EDA): Conducted EDA using Power Query and SQL to uncover insights.
- ▶ Ad-Hoc Analysis: Utilized SQL for answering specific queries and Excel for visualizing results.
- ▶ Data Cleaning & Transformation: Ensured data integrity and consistency through cleaning, transformation, and establishing relationships using star and snowflake schemas.
- ▶ Dashboard Creation: Developed interactive dashboards in Power BI for data visualization.
- ▶ Results Presentation: Compiled insights and findings into a PowerPoint presentation for stakeholders.

05

# DATASET

## Primary Databases

1. **trips\_db**: Contains detailed and aggregated data related to trips, passenger demographics, and repeat trip behavior across tier-2 cities.
2. **targets\_db**: Holds monthly city-specific performance targets, including trip counts, new passenger acquisition, and average ratings.

# trips\_db



Table	Detail
dim_city	City-specific data for location-based analysis.
dim_date	Date-specific data for time-based analysis.
fact_passenger_summary	Passenger counts (total, new, repeat) by city and month.
dim_repeat_trip_distribution	Monthly breakdown of repeat trip behavior.
fact_trips	Trip-level data for detailed analysis.

# targets\_db

Table	Detail
city_target_passenger_rating	Target average passenger rating per city.
monthly_target_new_passengers	Monthly new passenger acquisition targets.
monthly_target_trips	Monthly trip count targets by city.



06

# AD-HOC REQUESTS

Craft SQL queries to address the specified business questions.



# 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 percentage contribution of each city's trips to the overall trips.

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

# INSIGHTS & RECOMMENDATIONS

## INSIGHTS

### • City Performance

1. **Top Contributors:** Jaipur (18.05%) and Lucknow (15.1%) lead in trip contribution.
2. **Underperformers:** Mysore (3.81%) and Coimbatore (4.96%) show untapped potential.

### • Fare Patterns

3. **Highest Average Fare per Trip:** Jaipur (₹483.92), indicating premium trips.
4. **Lowest Average Fare per Trip:** Surat (₹117.27), reflecting shorter trips or lower pricing.

### • Demand Drivers

5. Tourism and events likely boost trip values in cities like Jaipur and Kochi.
6. Business-centric demand may influence Lucknow's strong performance.

## RECOMMENDATIONS

### 1. Boost Repeat Passenger Rates

- Launch loyalty programs in underperforming cities (e.g., Mysore, Coimbatore).

### 2. Leverage Tourism & Events

- Partner with local event organizers in cities like Jaipur and Kochi.

### 3. Adopt Emerging Trends

- Pilot electric vehicles in eco-conscious cities like Chandigarh and Jaipur.

### 4. Enhance Partnerships

- Collaborate with local businesses (e.g., hotels, malls) to increase demand.

### 5. Improve Data Collection

- Capture trip purposes and customer preferences for deeper insights.

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



Generate a monthly and city-level report comparing actual and target trips, categorizing performance as "Above Target" or "Below Target," and calculating the percentage difference to quantify the performance gap, with fields: **City\_name**, **month\_name**, **actual\_trips**, **target\_trips**, **performance\_status**, and **%\_difference**.

city_name	month_name	actual_trips	target_trips	performance_status	pct_difference
Visakhapatnam	January	4468	4500	Below Target	-0.71
Chandigarh	January	6810	7000	Below Target	-2.71
Surat	January	8358	9000	Below Target	-7.13
Vadodara	January	4775	6000	Below Target	-20.42
Mysore	January	2485	2000	Above Target	24.25
Kochi	January	7344	7500	Below Target	-2.08
Indore	January	6737	7000	Below Target	-3.76
Jaipur	January	14976	13000	Above Target	15.2
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
Surat	February	9069	9000	Above Target	0.77
Vadodara	February	5228	6000	Below Target	-12.87
Mysore	February	2668	2000	Above Target	33.4
Kochi	February	7688	7500	Above Target	2.51
Indore	February	7210	7000	Above Target	3
Jaipur	February	15872	13000	Above Target	22.09
Coimbatore	February	3404	3500	Below Target	-2.74
Lucknow	February	12060	13000	Below Target	-7.23

..more

# INSIGHTS & RECOMMENDATIONS

## INSIGHTS

- **Top Performers**

1. **Jaipur**: Consistently exceeds targets, e.g., 20.79% above target in May.

2. **Mysore**: Strong overperformance, peaking at 33.4% in February.

- **Underperformers**

3. **Vadodara**: Largest shortfall at -27.92% in June.

4. **Kochi**: Mixed performance, with a significant drop in June (-28.9%).

- **Trends**

5. **February & May**: Positive months across most cities.

6. **June**: Widespread underperformance highlights seasonal challenges.

## RECOMMENDATIONS

1. **Target Underperformers**: Develop action plans for Vadodara and Lucknow.

2. **Address Seasonal Gaps**: Investigate June trends and adjust strategies.

3. **Replicate Success**: Scale best practices from Jaipur and Mysore.

4. **Data Enhancement**: Collect more granular data to refine forecasting.

5. **Operational Efficiency**: Stabilize operations in fluctuation-prone cities like Kochi.

6. **Motivate Top Performers**: Incentivize high-performing cities to sustain results.

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



Generate a city-level report showing the percentage distribution of repeat passengers by trip count (2 to 10 trips) to identify cities with high repeat trip frequency, with fields: city\_name, 2-Trips, 3-Trips, 4-Trips, 5-Trips, 6-Trips, 7-Trips, 8-Trips, 9-Trips, and 10-Trips.

city_name	Trips_2	Trips_3	Trips_4	Trips_5	Trips_6	Trips_7	Trips_8	Trips_9	Trips_10
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
Visakhapatnam	51.25	24.96	9.98	5.44	3.19	1.98	1.39	0.88	0.92



# INSIGHTS & RECOMMENDATIONS

## INSIGHTS

- **Cities with High Repeat Trip Frequency:**
  - 1.Jaipur, Kochi, Mysore, and Visakhapatnam: Over 47% of passengers complete 2 trips, indicating strong short-term retention.
  - 2.Visakhapatnam has the highest 2-trip percentage (51.25%), suggesting a strong initial engagement with repeat passengers.
- **Mid-Level Repeat Trips (3–5 Trips):**
  - 3.Lucknow, Surat, and Vadodara: Steady mid-level engagement, with 3–5 trips forming over 50% of total repeat trips.
  - 4.Indicates consistent customer retention after initial rides.
- **Long-Term Retention (6–10 Trips):**
  - 5.Lucknow, Coimbatore, and Vadodara: Higher retention in long-term trip categories (6–10 trips), indicating customer loyalty.
  - 6.Coimbatore has notable peaks in 5-trip (20.62%) and 6-trip (17.64%) categories.
- **Low Long-Term Retention:**
  - 7.Jaipur and Mysore: Drop significantly after 5 trips, with less than 2% of passengers reaching 10 trips, highlighting retention challenges.

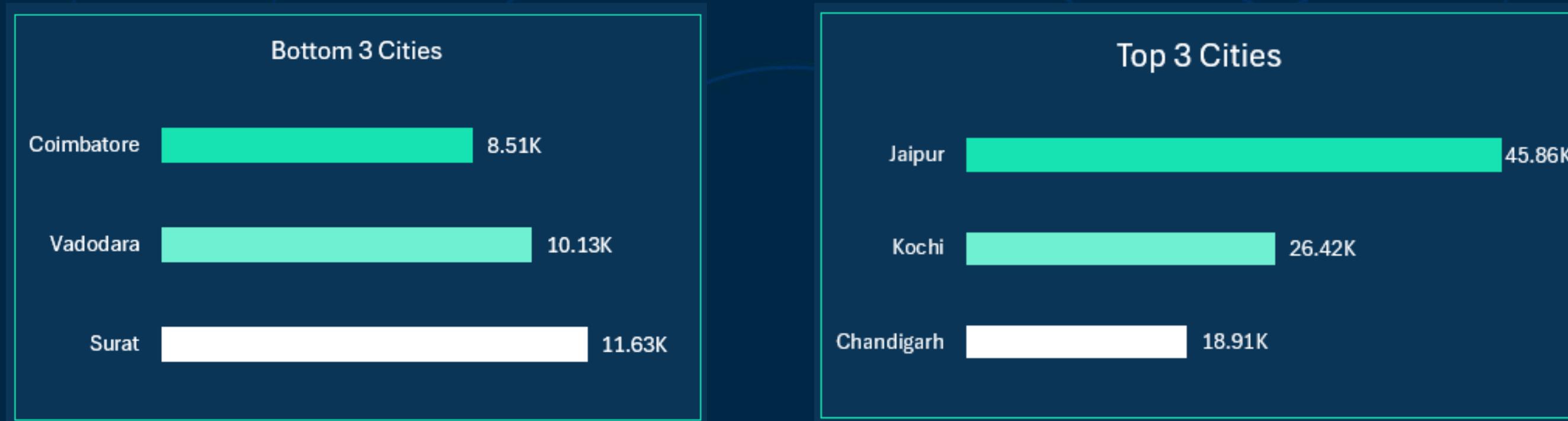
## RECOMMENDATIONS

- **Focus on Long-Term Retention Strategies:**
  - 1.Design loyalty programs to incentivize passengers completing 5+ trips, especially in Jaipur, Mysore, and Kochi.
- **Targeted Campaigns for Strong Start Cities:**
  - 2.In cities like Visakhapatnam and Jaipur, capitalize on high early repeat trips by offering personalized deals for passengers completing 2–3 trips.
- **Mid-Level Engagement Opportunities:**
  - 3.Cities like Lucknow, Surat, and Vadodara exhibit strong 3–5 trip retention. Introduce referral programs or exclusive mid-tier rewards to further enhance engagement.
- **Data-Driven Personalization:**
  - 4.Analyze passenger feedback and preferences in Coimbatore and Vadodara, where longer trip categories are prominent, to replicate best practices in underperforming cities.
- **Localized Retention Strategies:**
  - 5.Lucknow: Develop long-term engagement campaigns targeting high-frequency passengers (6+ trips), given its higher percentage in these categories.
  - 6.Jaipur, Mysore, and Kochi: Address drop-off points with improved customer service, pricing strategies, or ride packages.
- **Leverage Technology:**
  - 7.Use AI-based recommendations to suggest next rides or incentives based on individual trip behavior trends to improve retention.

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



Generate a report ranking cities by total new passengers, identifying the top 3 cities as "Top 3" and the bottom 3 cities as "Bottom 3," with fields: city\_name, total\_new\_passenger, and city\_category.



city_name	total_new_passenger	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

# INSIGHTS & RECOMMENDATIONS

## INSIGHTS

- **Top 3 Cities:**

1. Jaipur, Kochi, and Chandigarh attract the highest number of new passengers, indicating effective acquisition strategies or favorable market conditions.
2. Jaipur leads with a significant margin, with 45,856 new passengers, suggesting strong demand or successful marketing initiatives.

- **Bottom 3 Cities:**

3. Surat, Vadodara, and Coimbatore rank the lowest, with Coimbatore having only 8,514 new passengers, pointing to challenges in passenger acquisition.
4. These cities may face market saturation, weaker promotional efforts, or lower demand for cab services.

- **Mid-Level Cities:**

5. Cities not categorized in the Top 3 or Bottom 3 (e.g., Lucknow, Mysore, Indore) may require additional analysis to understand their position relative to top and bottom performers.

# INSIGHTS & RECOMMENDATIONS

## RECOMMENDATIONS

- **Replicate Success from Top 3 Cities:**

1. Analyze the marketing strategies, customer acquisition channels, and competitive advantages of Jaipur, Kochi, and Chandigarh to implement similar practices in underperforming cities.

- Focus on Bottom 3 Cities:

2. **Surat, Vadodara, and Coimbatore:**

3. Marketing Campaigns: Increase visibility through city-specific digital and offline campaigns, emphasizing introductory offers or partnerships with local businesses.

4. Market Research: Conduct surveys or focus groups to understand barriers to adoption, such as pricing, competition, or customer preferences.

- **Localized Strategies for Growth:**

5. Surat and Vadodara: Explore partnerships with local businesses and event organizers to drive demand, especially in areas of high footfall.

6. Coimbatore: Focus on value-based promotions, such as budget-friendly packages or discounts for frequent travelers.

- **Leverage Top Cities for Branding:**

7. Highlight the success of Jaipur, Kochi, and Chandigarh in branding campaigns to build credibility and attract new passengers across all regions.

- **Technology and Data Integration:**

8. Utilize analytics to identify untapped customer segments or regions within Bottom 3 Cities where demand can be stimulated.

9. Track and optimize campaign performance to ensure resources are effectively allocated.

- **Customer Feedback and Retention:**

10. Engage with passengers in Bottom 3 Cities to gather feedback on service quality and potential improvements.

11. Focus on retaining new passengers in Top 3 Cities by offering loyalty programs to sustain growth momentum.

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



Generate a report identifying the month with the highest revenue for each city, displaying the month\_name, revenue amount, and its percentage contribution to the city's total revenue, with fields: city\_name, highest\_revenue\_month, revenue, and percentage\_contribution.

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
Visakhapatnam	April	1390682	17.34

# INSIGHTS & RECOMMENDATIONS

## INSIGHTS

- **Peak Revenue Months by City:**

1. February and April dominate as the highest revenue-generating months across most cities, with May also showing strong performance in specific cities.
2. Jaipur achieved the highest single-month revenue, generating ₹7,747,202 in February, contributing 20.82% to its total revenue.

- **Revenue Distribution:**

3. Coimbatore (17.38%) and Visakhapatnam (17.34%) have lower contributions from their peak months, suggesting more distributed revenue generation or market challenges.

- **Seasonality Trends:**

4. February stands out as a key revenue month, likely influenced by tourism or events such as festivals.
5. May, a significant contributor in cities like Indore (18.09%) and Kochi (19.61%), may indicate demand driven by summer holidays or local seasonal factors.

- **Potential for Growth in Underperforming Cities:**

6. Cities with lower peak month contributions, such as Coimbatore and Vadodara, may benefit from strategies to increase demand during other months to balance revenue streams.

## RECOMMENDATIONS

- **Capitalize on Seasonal Trends:**

1. Tourism and Events: Leverage the tourism appeal of cities like Jaipur and Kochi during their high-revenue months with targeted campaigns. Collaborate with tourism boards and event organizers to attract more passengers.
2. Holiday Campaigns: For cities like Indore and Mysore, run promotional offers during summer vacations or festive seasons to maximize demand.

- **Diversify Revenue Streams:**

3. For cities like Coimbatore and Visakhapatnam, introduce campaigns in off-peak months to increase overall revenue. Utilize discounts or loyalty rewards to sustain demand during leaner periods.

- **Strategic Partnerships:**

4. Collaborate with hotels, travel agencies, and event venues in peak revenue months to drive additional trips and enhance customer acquisition.

- **Focus on High-Performing Cities:**

5. Invest more resources in cities like Jaipur, Kochi, and Chandigarh, which show strong revenue potential. Expand fleet sizes and improve service availability to capitalize on peak demand.

- **Customer Retention During Peak Months:**

6. Implement loyalty programs or subscription models to retain customers acquired during high-revenue months. This could ensure sustained revenue growth beyond seasonal peaks.

## Business Request - 6: Repeat Passenger Rate Analysis



Generate a report calculating the monthly repeat passenger rate (repeat passengers as a percentage of total passengers for each city and month) and the city-wide repeat passenger rate (overall repeat passenger rate aggregated across months), with fields: **city\_name**, **month**, **total\_passengers**, **repeat\_passengers**, **monthly\_repeat\_passenger\_rate (%)**, and **city\_repeat\_passenger\_rate (%)**.

city_name	month	total_passengers	repeat_passengers	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

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# INSIGHTS & RECOMMENDATIONS

## INSIGHTS

- City-Wide Repeat Passenger Rates:**

- Surat (42.63%), Lucknow (37.12%), and Indore (32.68%) have the highest city-wide repeat passenger rates, indicating strong customer retention.
- Mysore (11.23%) has the lowest repeat passenger rate, suggesting limited passenger loyalty or opportunities for repeat travel.

- Monthly Repeat Passenger Trends:**

- Surat consistently has high monthly repeat passenger rates, peaking in May (49.92%) and June (49.17%).
- Lucknow also shows strong performance in May (47.66%) and June (46.7%), likely influenced by effective loyalty programs or seasonal demand.
- Mysore and Jaipur have the most room for improvement, with consistently low monthly repeat rates (e.g., Mysore February: 7.99%).

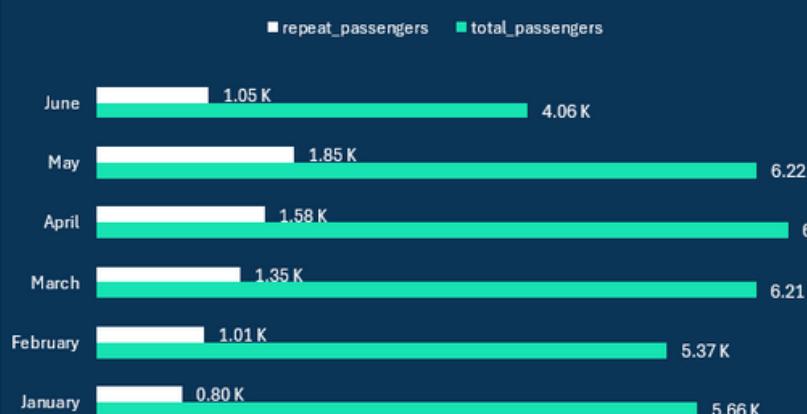
Chandigarh - Total vs Repeat Passengers



Jaipur - Total vs Repeat Passengers



Kochi - Total vs Repeat Passengers



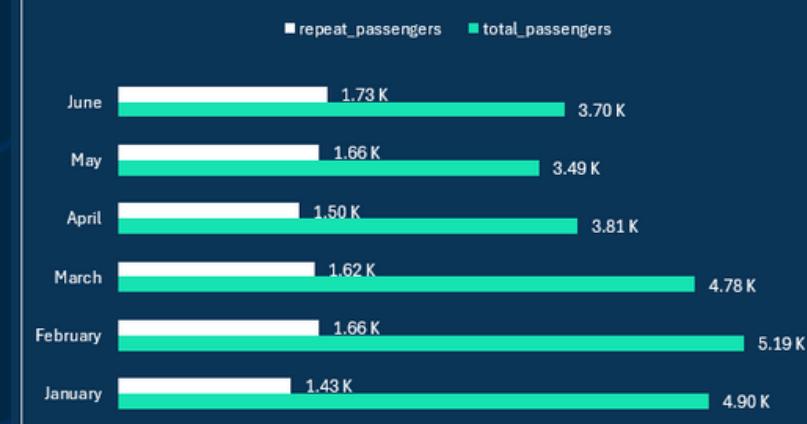
Surat - Total vs Repeat Passengers



Visakhapatnam - Total vs Repeat Passengers



Lucknow - Total vs Repeat Passengers



# INSIGHTS & RECOMMENDATIONS

## INSIGHTS

- **Regional Variability:**

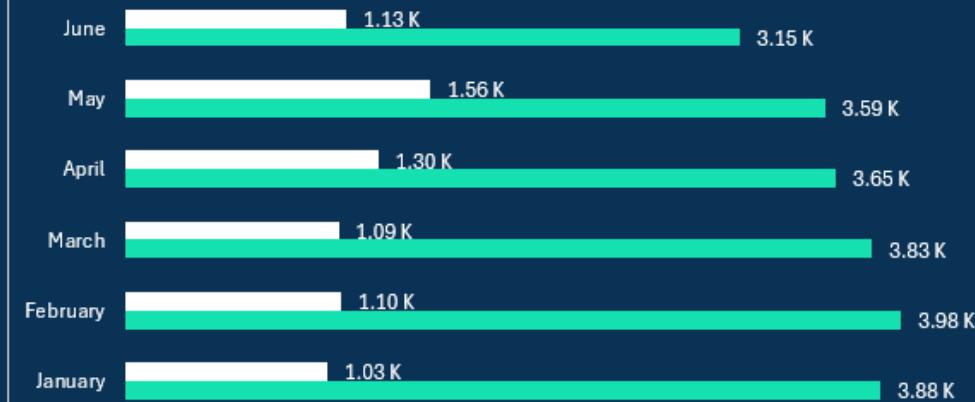
1. Coastal cities like Kochi (22.4%) and Visakhapatnam (28.61%) have moderate repeat rates, suggesting potential for targeted marketing to convert more first-time travelers into repeat customers.
2. Northern cities like Jaipur (17.43%) and Chandigarh (21.14%) exhibit lower repeat rates compared to peers.

- **Impact of Specific Months:**

3. Peak months for repeat passengers are typically summer or post-holiday periods, such as May and June, with rates surging across multiple cities during these months.
4. Conversely, months like January and February generally show lower repeat rates across many regions.

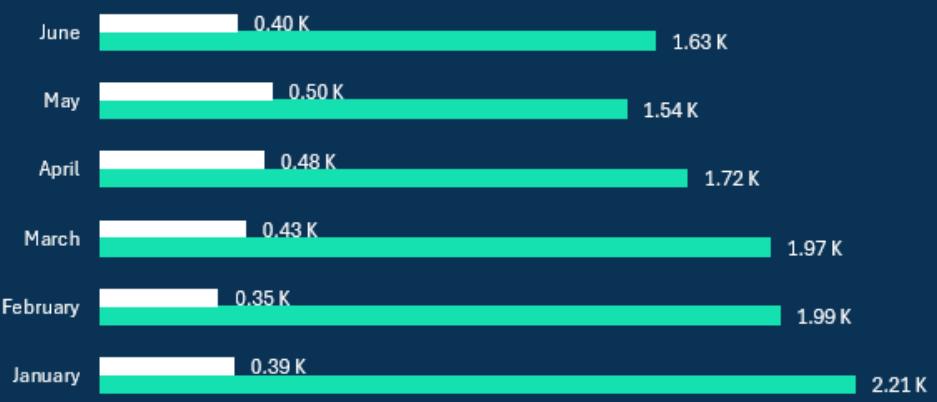
Indore - Total vs Repeat Passengers

■ repeat\_passenger ■ total\_passenger



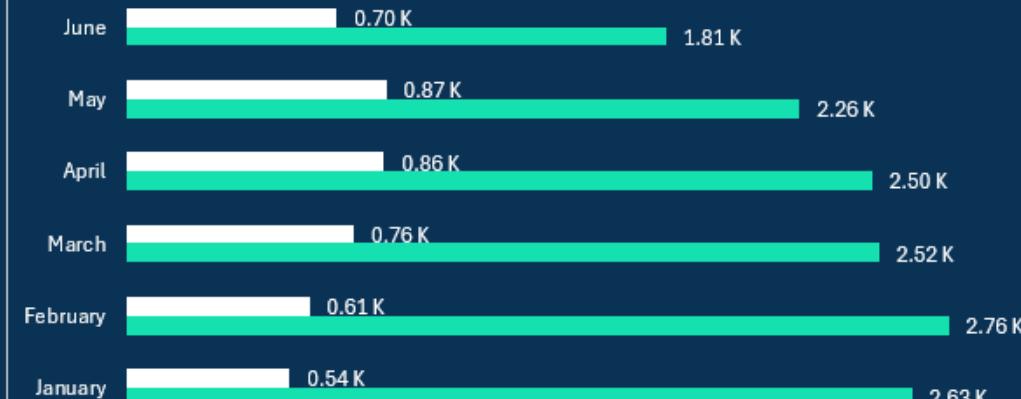
Coimbatore - Total vs Repeat Passengers

■ repeat\_passenger ■ total\_passenger



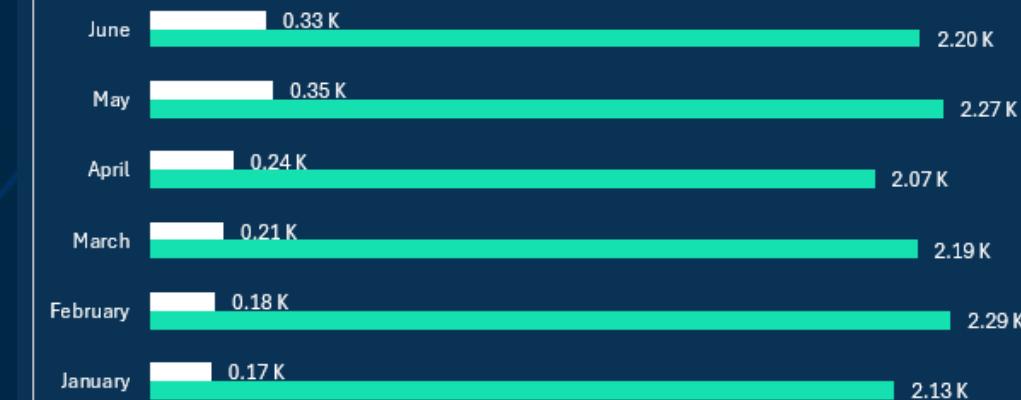
Vadodra - Total vs Repeat Passengers

■ repeat\_passenger ■ total\_passenger



Mysore - Total vs Repeat Passengers

■ repeat\_passenger ■ total\_passenger



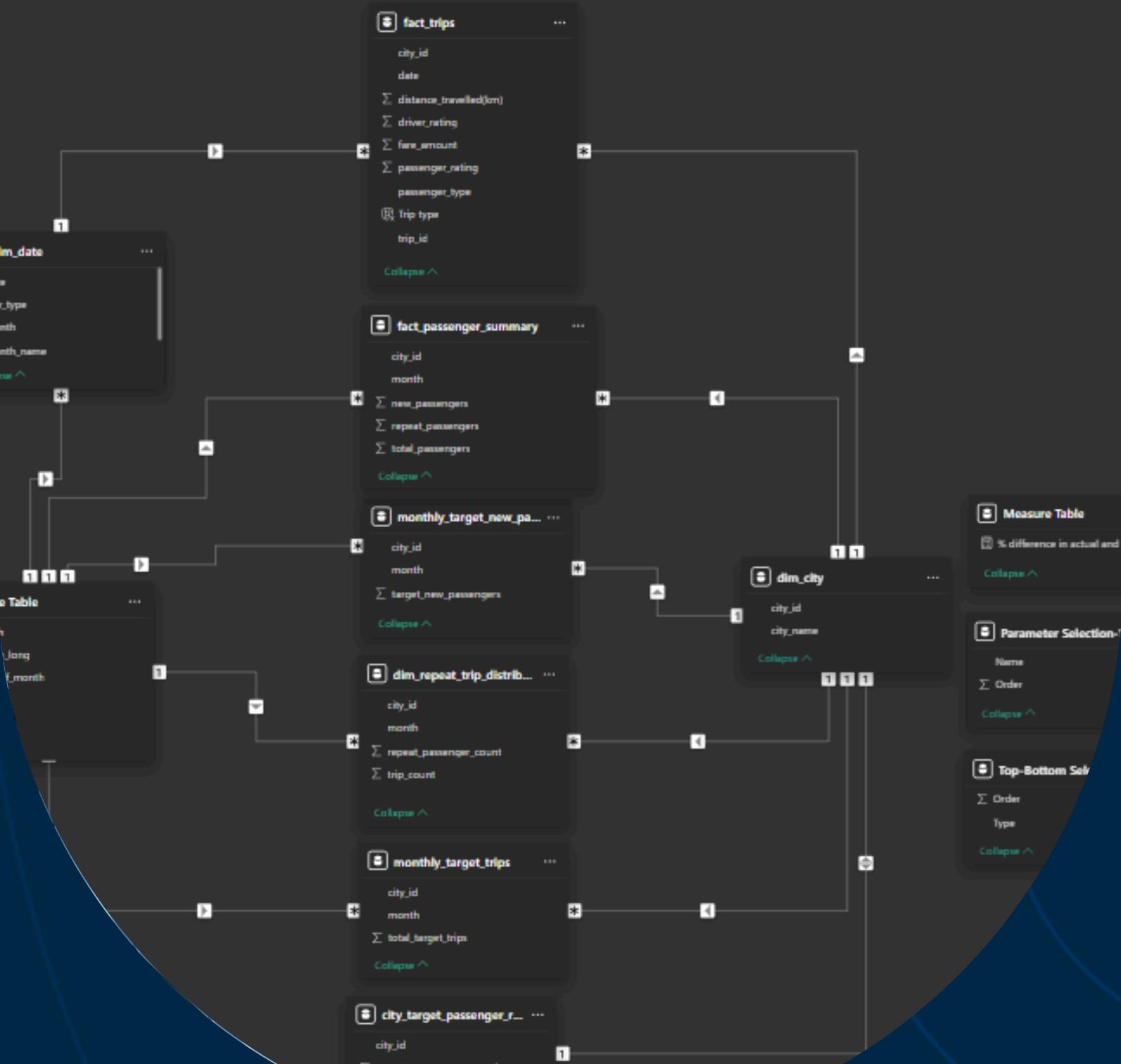
# INSIGHTS & RECOMMENDATIONS

## RECOMMENDATIONS

- **Focus on High-Potential Cities:**
  1. Prioritize expanding customer loyalty programs in high-performing cities like Surat, Lucknow, and Indore, leveraging their strong repeat passenger base to increase market share.
- **Enhance Retention in Low-Performing Cities:**
  2. Launch targeted campaigns in cities with low repeat rates, such as Mysore and Jaipur, offering incentives like discounted fares, referral bonuses, or exclusive membership benefits for frequent travelers.
- **Seasonal Promotions:**
  3. Boost marketing during high-repeat months like May and June across all cities to capitalize on existing trends and encourage repeat travel through special offers.
- **Data-Driven Personalization:**
  4. Use passenger data to personalize promotions and communication. For instance, passengers with one trip in Chandigarh or Kochi can be offered tailored discounts for their next trip to nudge repeat behavior.
- **Improve Accessibility and Service Quality:**
  5. Enhance service quality and accessibility in low-repeat cities, particularly Mysore and Jaipur, to attract more repeat passengers. Offering improved travel experiences can lead to increased loyalty.
- **Monitor and Adjust Strategies:**
  6. Regularly analyze monthly repeat passenger rates to identify shifts in trends or impacts of interventions. Use these insights to refine city-specific strategies and allocate resources effectively.



# 07 DATA MODEL



The data model is designed using a combination of Star and Snowflake Schemas, ensuring efficient data organization and query performance. Centralized fact tables are connected to dimension tables for enhanced analytical capabilities.

- **Data Exploration:** Initial data exploration was conducted using MySQL to identify patterns, detect anomalies, and understand relationships across tables.
- **Data Cleaning & Transformation:** Data was cleaned and transformed using Power Query, ensuring data integrity, accuracy, and readiness for analysis. This step involved handling missing values, standardizing formats, and resolving inconsistencies.
- **Table Relationships:** Relationships between tables and derived tables were established based on analytical requirements. These relationships support dynamic querying and streamlined data visualization.

[Dashboard](#)

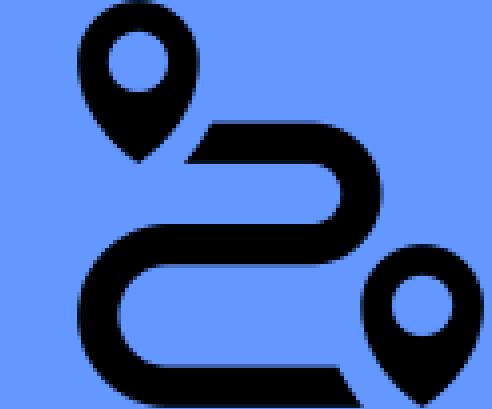


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# Welcome to Goodcabs Operational Dashboard



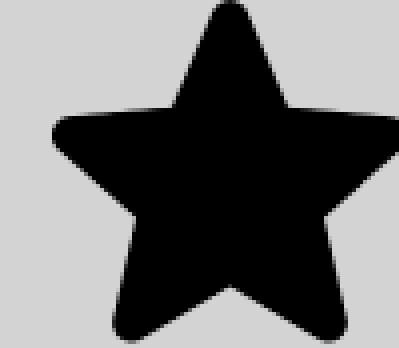
Revenue section shows key metrics, trends, city/month contributions, fare analysis, and monthly growth.



Trip section shows total, new vs repeat trips, city-level targets, ratios, and repeat trip analysis.



Passenger section shows total, new vs target, repeat rates, city-month-wise trends, and acquisition analysis.



Ratings & Distance section shows KPIs for ratings, distance, city trends, and new vs repeat passenger ratings.



Overall section highlights key KPIs, city & month performance, and rankings across major metrics.



Home

Revenue

Trips

Passengers

Ratings and distance

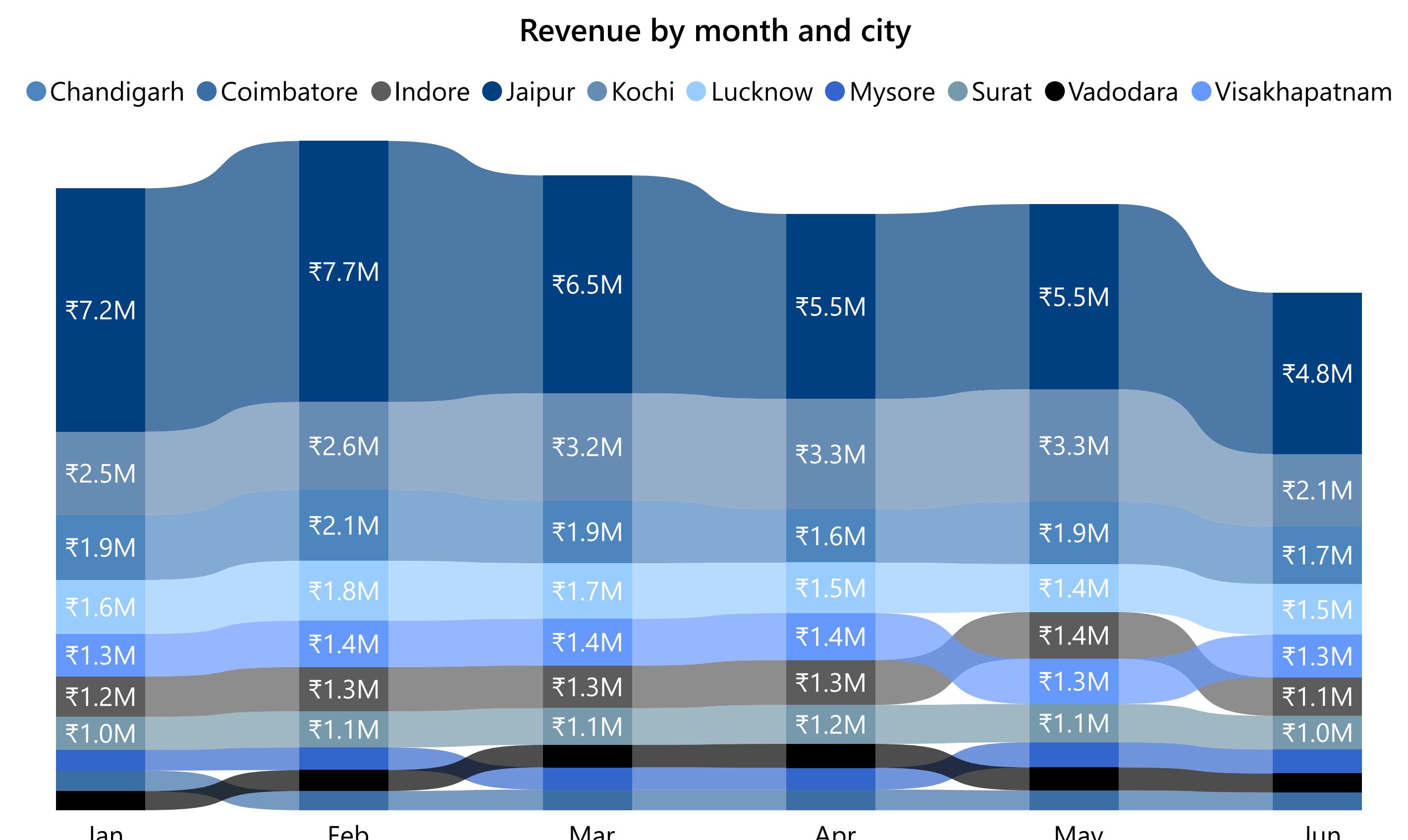
Overall



**Total Revenue**  
**₹108M**

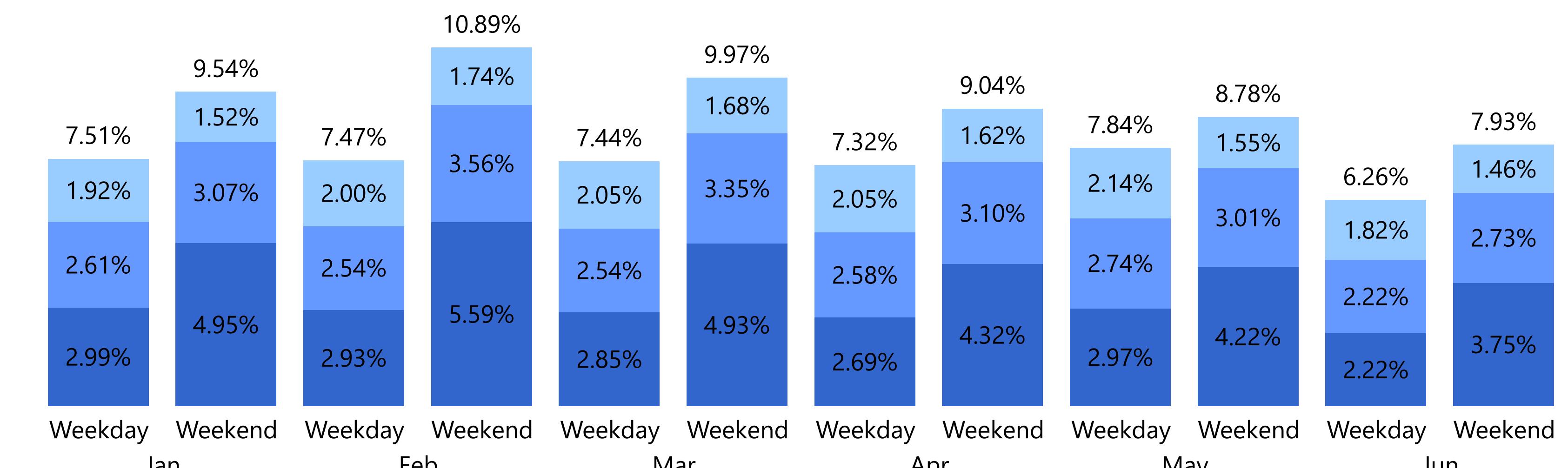
**Average Fare per km**  
**13.28**  
₹/Km

**Average Fare per trip**  
**254.02**  
₹/Trip

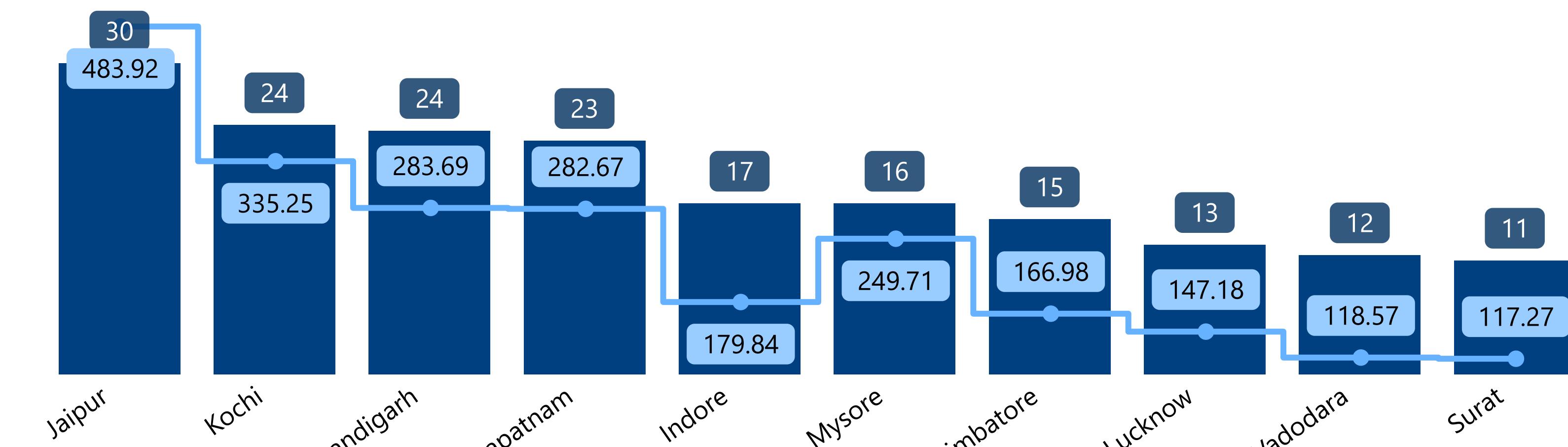


City	Jan	Feb	Mar	Apr	May	Jun	Total
Chandigarh	17.49%	19.07%	16.85%	14.32%	16.74%	15.53%	100.00%
Coimbatore	17.35%	16.20%	17.37%	17.38%	16.69%	15.00%	100.00%
Indore	15.71%	17.22%	16.58%	17.49%	18.09%	14.91%	100.00%
Jaipur	19.41%	20.82%	17.37%	14.76%	14.77%	12.87%	100.00%
Kochi	14.50%	15.33%	18.70%	19.26%	19.61%	12.59%	100.00%
Lucknow	16.92%	18.78%	17.47%	15.84%	15.06%	15.92%	100.00%
Mysore	15.13%	16.52%	16.32%	15.99%	18.38%	17.65%	100.00%
Surat	15.23%	16.67%	16.93%	17.96%	17.69%	15.52%	100.00%
Vadodara	14.88%	16.35%	17.48%	18.60%	17.97%	14.73%	100.00%
Visakhapatnam	15.73%	17.11%	17.28%	17.34%	16.77%	15.77%	100.00%

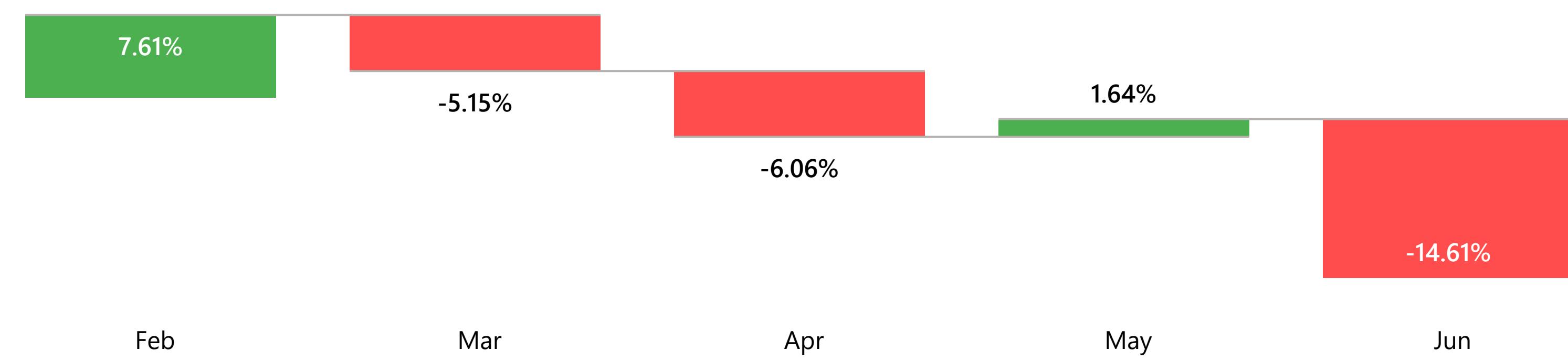
% Contribution in Total Revenue by month and Trip type

● Long Trip  
 ● Medium Trip  
 ● Short Trip


Average distance per trip (Km) and Average Fare per trip (₹) by city\_name

● Average distance per trip (Km)  
 ● Average Fare per trip (₹)


Monthly Revenue growth rate variation

● Increase  
 ● Decrease




Home

Revenue

Trips

Passengers

Ratings and distance

Overall

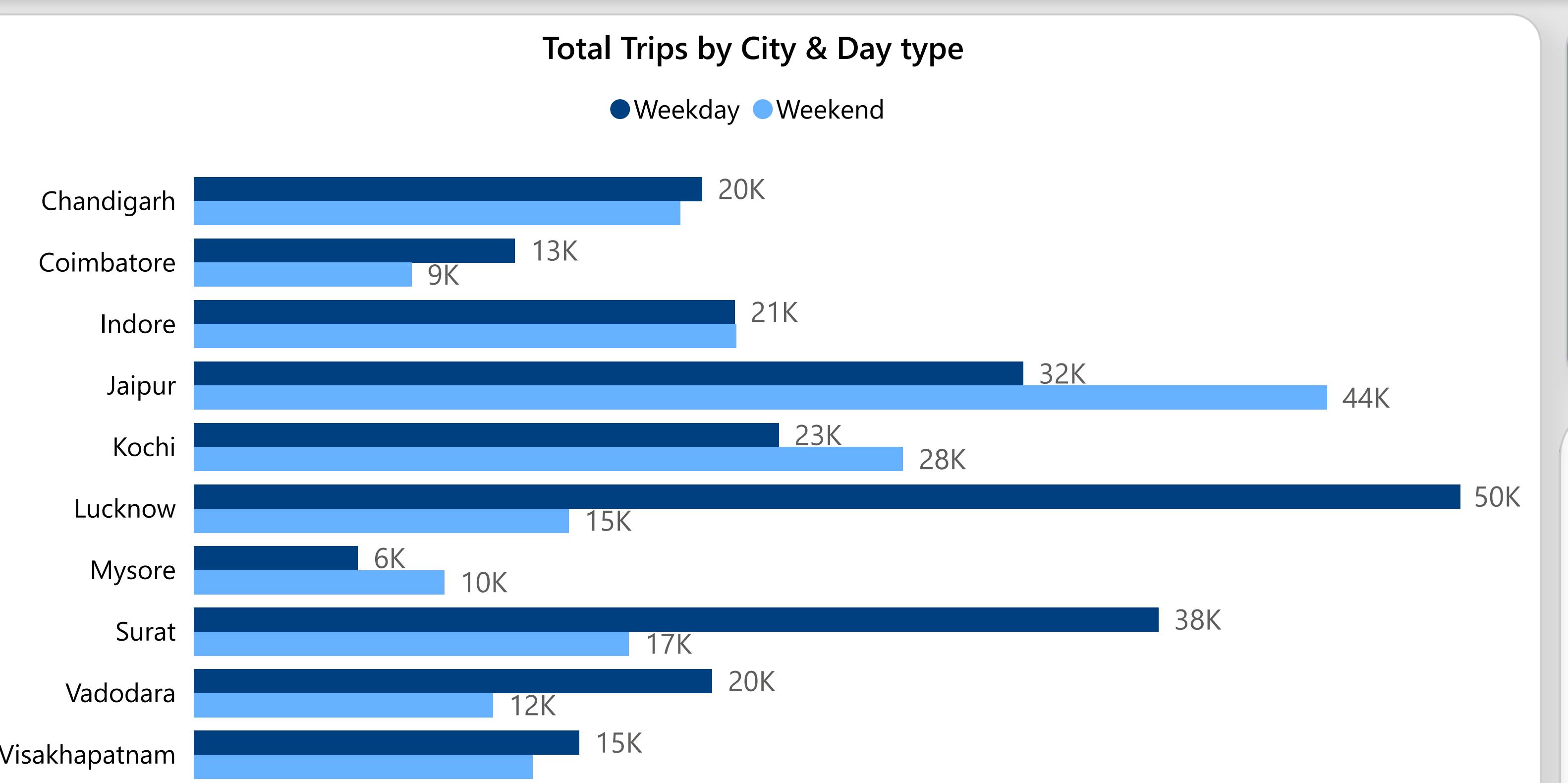
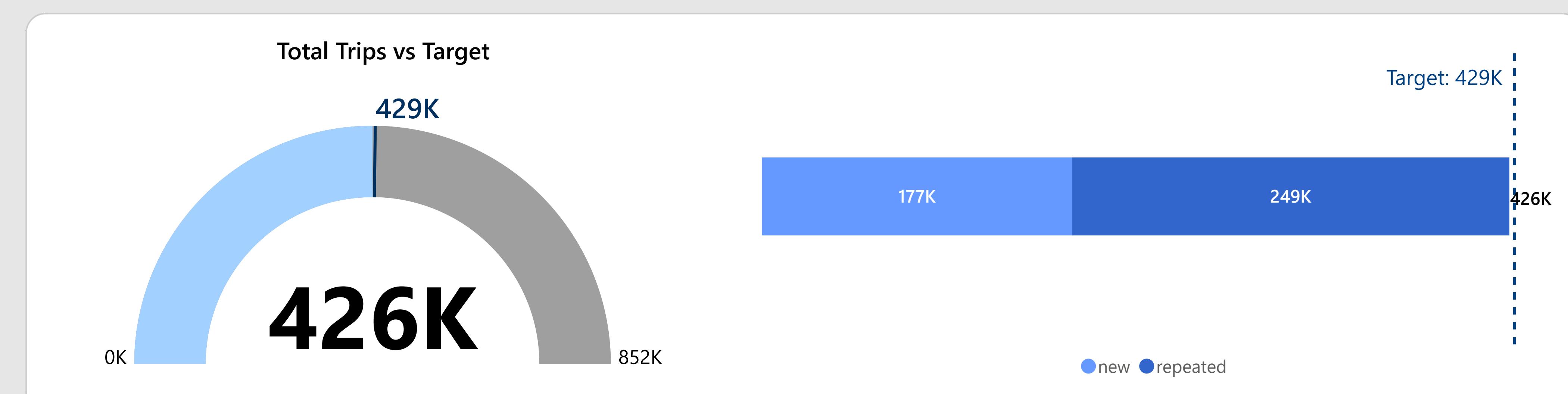


**city\_name**  
All

**month**  
All

**day\_type**  
All

**passenger\_type**  
All



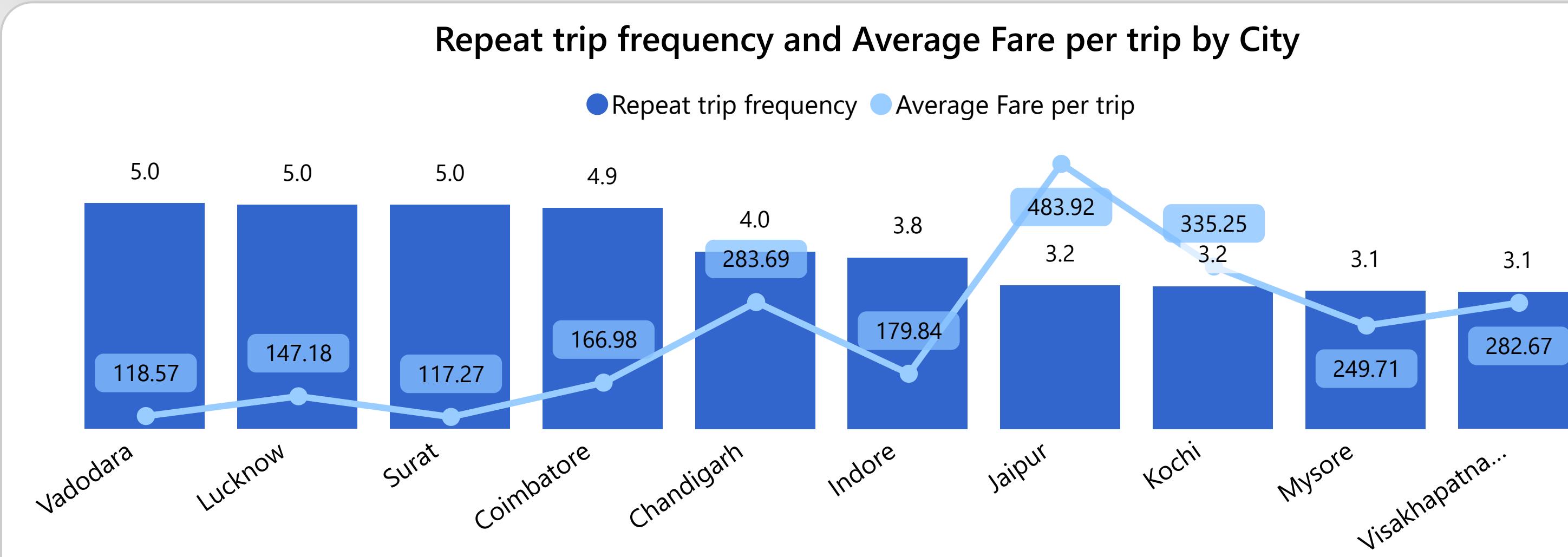
New vs Repeat Passengers Trip Ratio  
**0.71**

City	Jan	Feb	Mar	Apr	May	Jun	Total
	-190	387	-431	-434	620	29	
Chandigarh	-190	387	-431	-434	620	29	-19
Coimbatore	151	-96	180	161	50	-342	104
Indore	-263	210	19	-85	287	-1212	-1044
Jaipur	1976	2872	317	1906	1975	342	9388
Kochi	-156	188	1995	762	1014	-2601	1202
Lucknow	-2142	-940	-1776	-788	-1295	-760	-7701
Mysore	485	668	633	103	507	342	2738
Surat	-642	69	267	-169	-226	-1456	-2157
Vadodara	-1225	-772	-402	-559	-701	-1815	-5474
Visakhapatnam	-32	293	377	-62	-188	-522	-134
<b>Total</b>	<b>-2038</b>	<b>2879</b>	<b>1179</b>	<b>835</b>	<b>2043</b>	<b>-7995</b>	<b>-3097</b>

**City**      **Month**

### City wise Repeat trip pattern for repeat passengers

City	2	3	4	5	6	7	8	9	10	Total
Chandigarh	2.67%	1.59%	1.30%	1.01%	0.61%	0.45%	0.29%	0.19%	0.15%	8.27%
Coimbatore	0.47%	0.62%	0.65%	0.86%	0.73%	0.44%	0.26%	0.10%	0.05%	4.16%
Indore	4.04%	2.67%	1.58%	1.22%	0.81%	0.62%	0.38%	0.28%	0.18%	11.77%
Jaipur	7.92%	3.27%	1.91%	0.99%	0.65%	0.40%	0.30%	0.19%	0.15%	15.79%
Kochi	5.93%	3.03%	1.47%	0.81%	0.49%	0.26%	0.21%	0.15%	0.10%	12.44%
Lucknow	1.51%	2.31%	2.54%	2.88%	3.16%	1.77%	1.01%	0.30%	0.17%	15.65%
Mysore	1.17%	0.59%	0.31%	0.14%	0.10%	0.04%	0.03%	0.01%	0.01%	2.41%
Surat	1.37%	2.01%	2.33%	2.78%	2.60%	1.68%	0.88%	0.24%	0.19%	14.09%
Vadodara	0.70%	1.00%	1.17%	1.28%	1.35%	0.91%	0.41%	0.15%	0.11%	7.09%
Visakhapatnam	4.27%	2.08%	0.83%	0.45%	0.27%	0.16%	0.12%	0.07%	0.08%	8.33%
<b>Total</b>	<b>30.06%</b>	<b>19.17%</b>	<b>14.09%</b>	<b>12.42%</b>	<b>10.77%</b>	<b>6.73%</b>	<b>3.88%</b>	<b>1.68%</b>	<b>1.20%</b>	<b>100.00%</b>





Home

Revenue

Trips

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Ratings and distance

Overall



Total Passengers  
**238K**

New Passengers  
**177K**  
Target: 185K

Repeat Passengers  
**61K**

Repeat Passenger Rate (RPR%)  
**25.73%**

New Passenger Acquisition Rate  
**74.27%**

city\_name

All

month

All

day\_type

All

passenger\_type

All

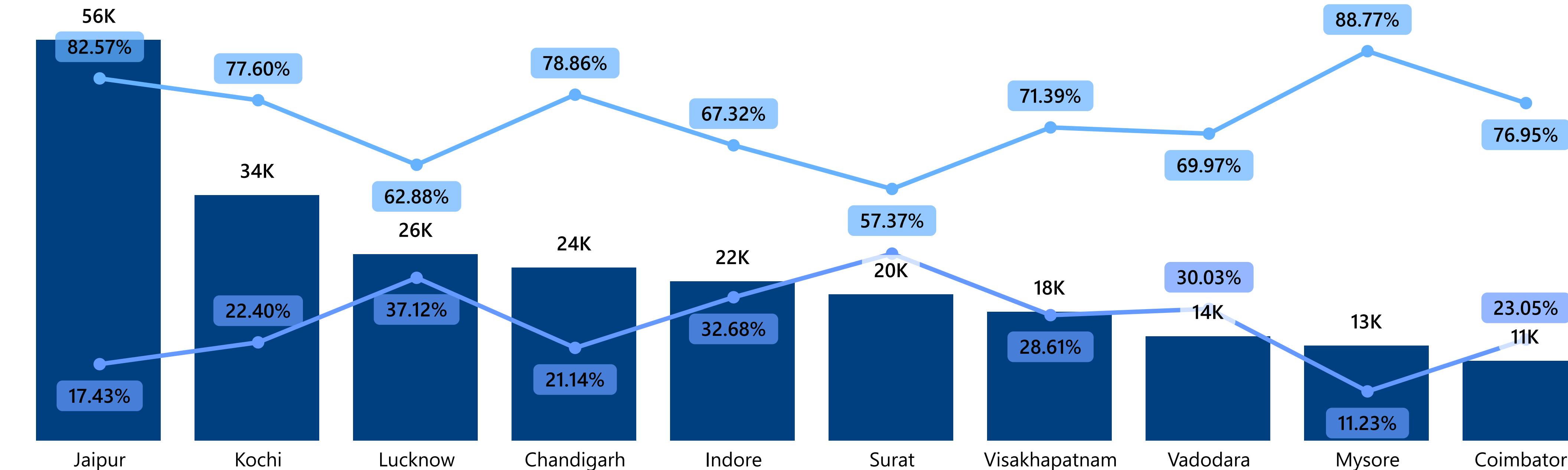
RPR% by City-Month

city_name	Jan	Feb	Mar	Apr	May	Jun	Total
Mysore	8.08%	7.99%	9.48%	11.39%	15.37%	14.93%	<b>11.23%</b>
Jaipur	12.01%	13.34%	19.88%	22.10%	25.68%	16.98%	<b>17.43%</b>
Chandigarh	15.52%	17.21%	21.27%	24.02%	26.20%	26.30%	<b>21.14%</b>
Kochi	14.05%	18.71%	21.70%	24.19%	29.78%	25.84%	<b>22.40%</b>
Coimbatore	17.71%	17.36%	21.73%	27.87%	32.66%	24.69%	<b>23.05%</b>
Visakhapatnam	20.55%	24.92%	29.84%	34.97%	32.91%	29.68%	<b>28.61%</b>
Vadodara	20.66%	22.13%	30.10%	34.49%	38.48%	38.90%	<b>30.03%</b>
Indore	26.65%	27.71%	28.46%	35.52%	43.53%	35.88%	<b>32.68%</b>
Lucknow	29.23%	31.98%	33.93%	39.30%	47.66%	46.70%	<b>37.12%</b>
Surat	32.74%	36.81%	43.43%	45.70%	49.92%	49.17%	<b>42.63%</b>
<b>Total</b>	<b>18.68%</b>	<b>20.83%</b>	<b>25.57%</b>	<b>29.26%</b>	<b>33.47%</b>	<b>29.76%</b>	<b>25.73%</b>

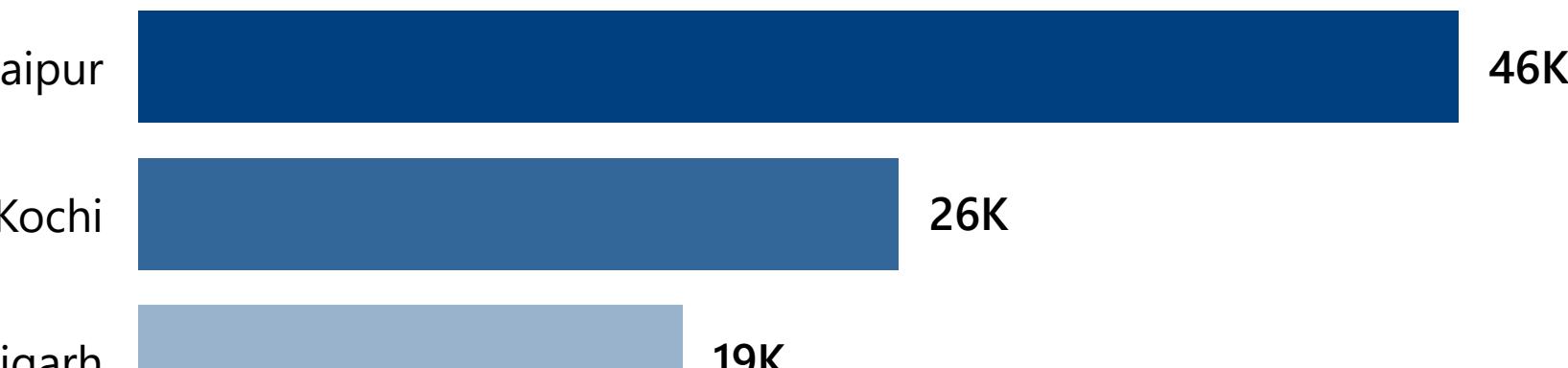
Performance in terms of achieving target new passengers

city_name	Jan	Feb	Mar	Apr	May	Jun	Total
Chandigarh	-2.00%	2.60%	-19.30%	-16.80%	-9.00%	-19.00%	<b>-9.96%</b>
Coimbatore	21.47%	9.80%	2.53%	24.20%	3.90%	22.60%	<b>13.52%</b>
Indore	5.30%	6.59%	1.56%	17.55%	1.40%	1.05%	<b>5.41%</b>
Jaipur	-13.14%	-10.09%	-38.19%	2.00%	-11.13%	-3.75%	<b>-15.08%</b>
Kochi	-2.70%	-12.66%	-2.70%	23.48%	9.23%	-24.73%	<b>-2.16%</b>
Lucknow	8.28%	10.28%	-1.28%	15.55%	-8.75%	-1.45%	<b>4.23%</b>
Mysore	-2.15%	5.35%	-0.70%	-8.20%	-3.95%	-6.30%	<b>-2.66%</b>
Surat	21.60%	12.70%	-2.70%	22.87%	7.40%	2.67%	<b>10.72%</b>
Vadodara	16.06%	19.22%	-2.06%	9.13%	-7.47%	-26.40%	<b>2.29%</b>
Visakhapatnam	0.52%	-4.80%	-13.20%	-7.75%	-3.05%	-5.00%	<b>-5.58%</b>
<b>Total</b>	<b>-1.01%</b>	<b>-1.36%</b>	<b>-16.04%</b>	<b>6.48%</b>	<b>-3.27%</b>	<b>-8.59%</b>	<b>-4.38%</b>

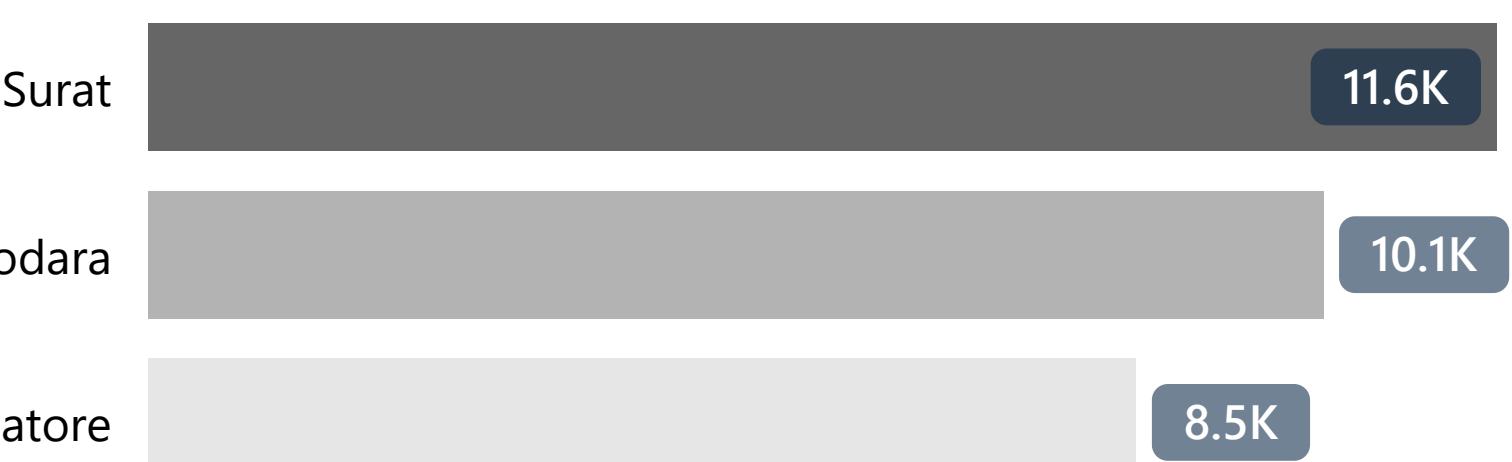
Total Passengers, New Passengers Acquisition and Repeat Passenger Rate Trend by City

● Total Passengers ● New Passenger Acquisition Rate ● Repeat Passenger Rate (RPR%)


Top 3 Cities- New Customer Acquisition



Bottom 3 Cities- New Customer Acquisition





Home

Revenue

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Passengers

Ratings and distance

Overall



## Average Passenger Rating

**7.66**

Target 7.98

## Average Driver Rating

**7.83**

## Average Distance Travelled (km)

**19.13**

city\_name

All

month

All

day\_type

All

passenger\_type

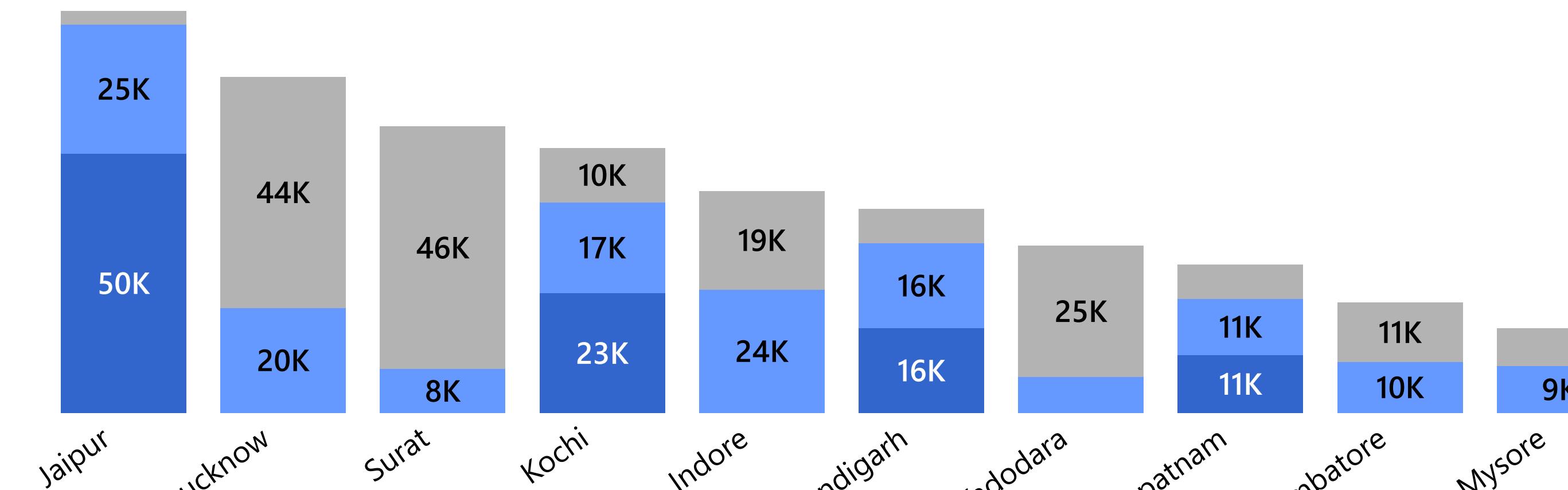
All

City

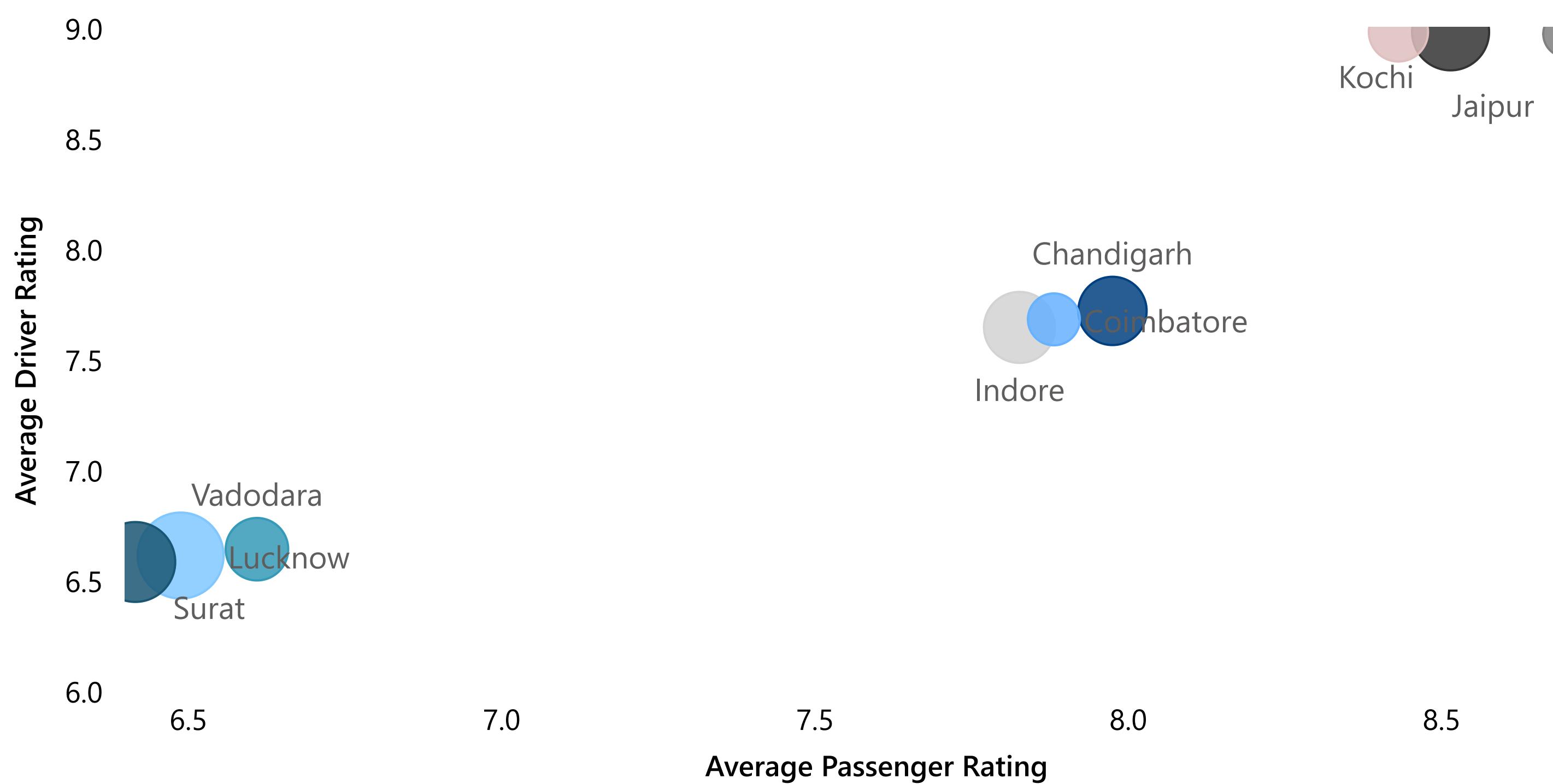
Month

## Total Trips by City and Trip type

● Long Trip ● Medium Trip ● Short Trip



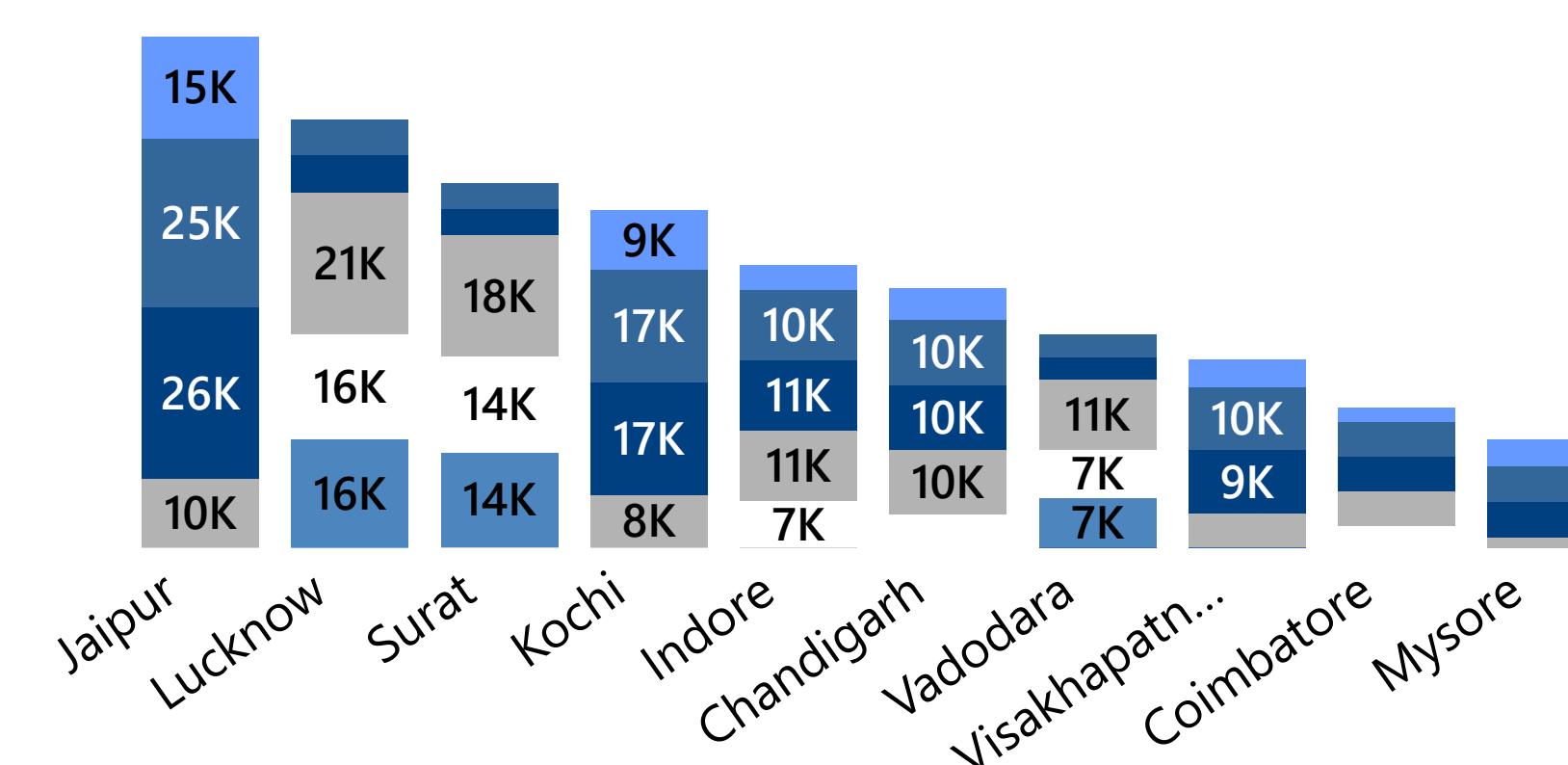
## Average Passenger Rating, Average Driver Rating and Total Trips by City



passenger_type city_name	new		repeated	
	Average Driver Rating	Average Passenger Rating	Average Driver Rating	Average Passenger Rating
Kochi	8.99	8.99	8.99	8.00
Visakhapatnam	8.98	8.98	8.99	7.99
Jaipur	8.99	8.99	8.98	7.99
Mysore	8.98	8.98	8.97	7.98
Chandigarh	7.99	8.49	7.47	7.49
Coimbatore	7.99	8.49	7.48	7.48
Indore	7.97	8.49	7.48	7.47
Vadodara	7.00	7.98	6.48	5.98
Lucknow	6.99	7.98	6.49	5.99
Surat	6.99	7.98	6.48	6.00

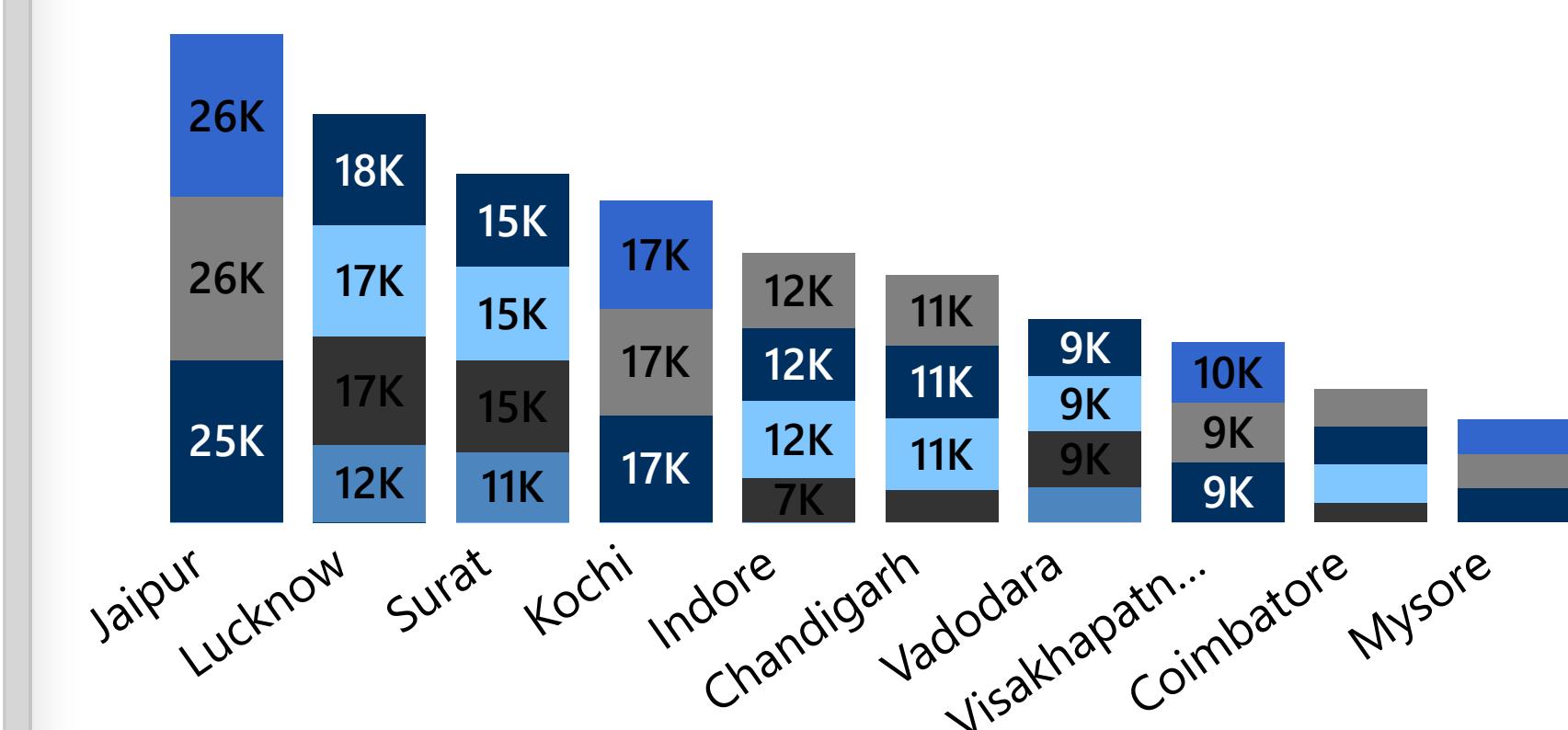
## Total Trips by City and passenger\_rating

● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 7 ● 8 ● 9 ● 10



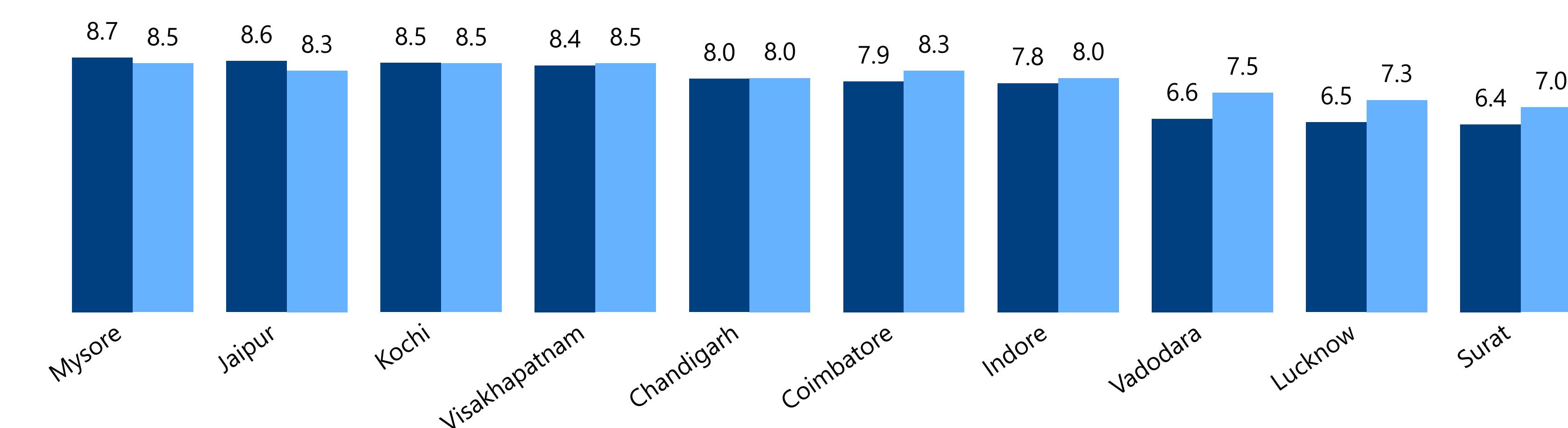
## Total Trips by City and driver\_rating

● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 7 ● 8 ● 9 ● 10



## Actual and Target Average Passenger Rating by City

● Actual Average Passenger Rating ● Target Average Passenger Rating





Home

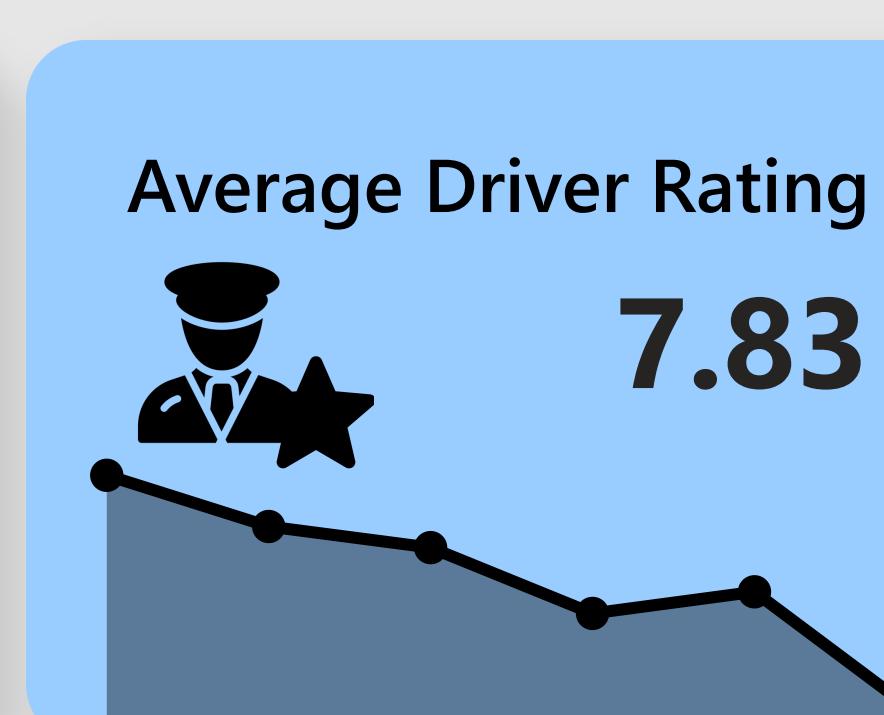
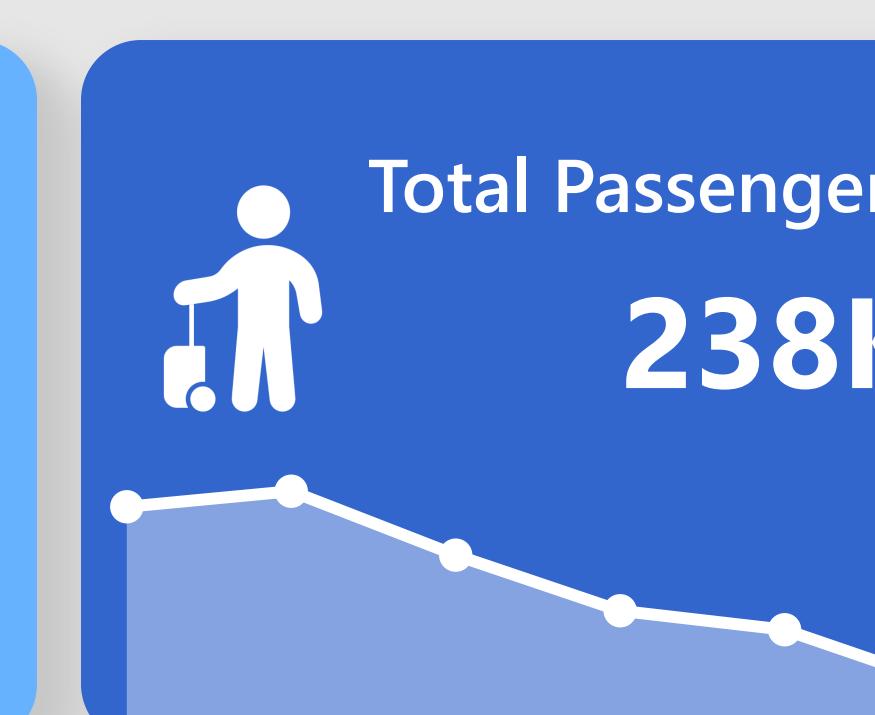
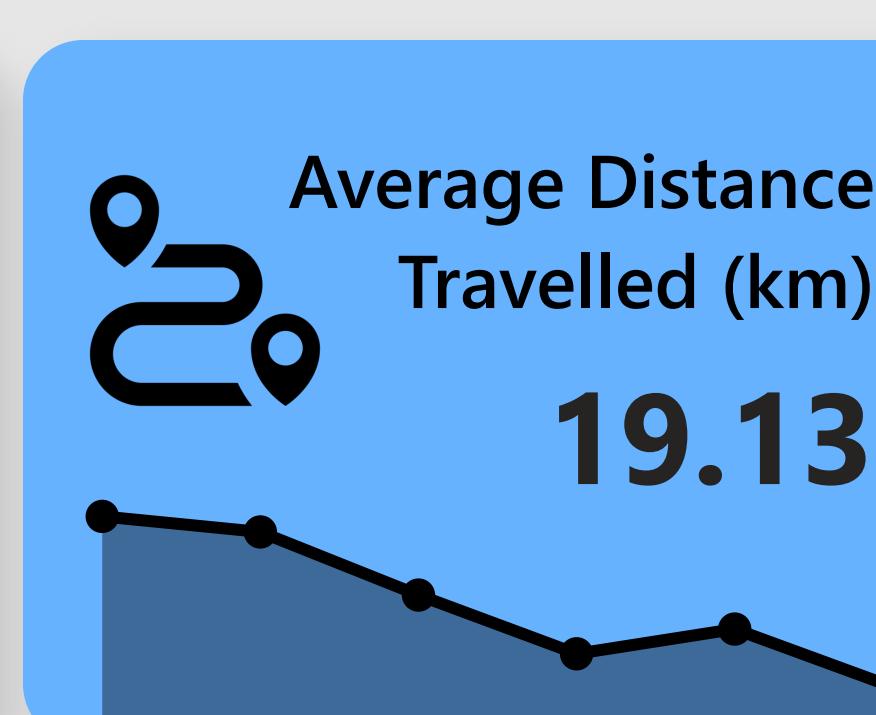
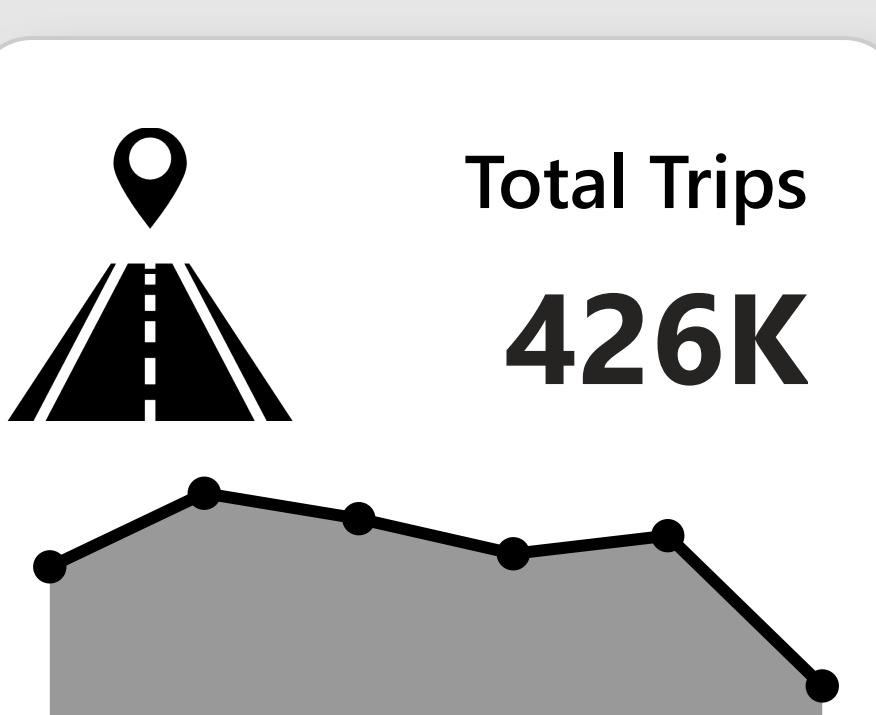
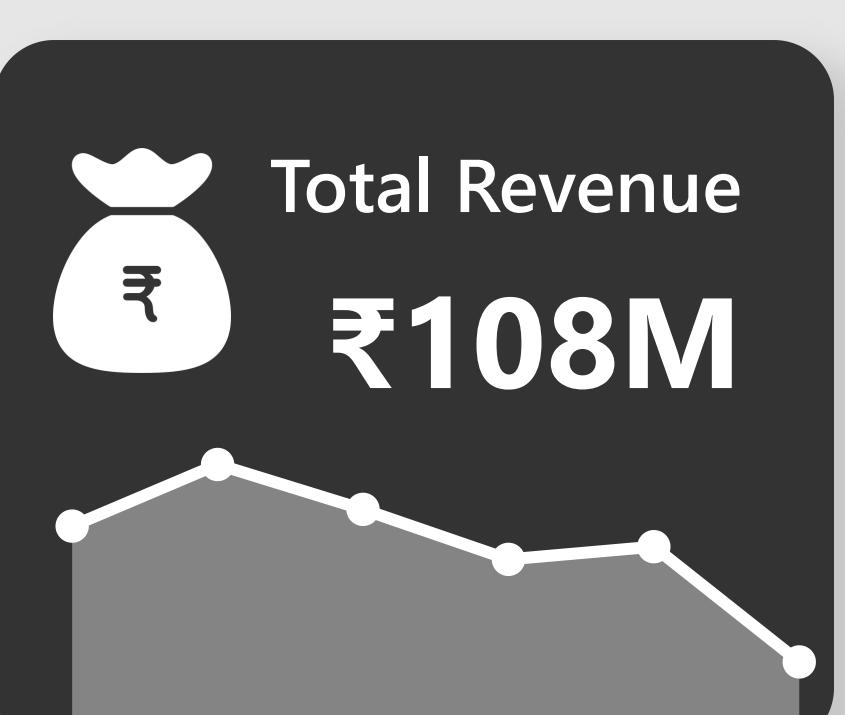
Revenue

Trips

Passengers

Ratings and distance

Overall



city\_name  
All

month  
All

day\_type  
All

passenger\_type  
All

City	Total Trips	Total Revenue	Average Distance Travelled (km)	Total Passengers	New Passengers	Repeat Passengers	Average Passenger Rating	Average Driver Rating
Visakhapatnam	28.37K ↓	₹8.02M	22.55	17.86K	12.75K ↓	5.11K	8.43 ↓	8.99
Vadodara	32.03K ↓	₹3.80M	11.52	14.47K	10.13K ↑	4.35K	6.61 ↓	6.65
Surat	54.84K ↓	₹6.43M	11.00	20.26K	11.63K ↑	8.64K	6.42 ↓	6.59
Mysore	16.24K ↑	₹4.05M	16.50	13.16K	11.68K ↓	1.48K	8.70 ↑	8.98
Lucknow	64.30K ↓	₹9.46M	12.51	25.86K	16.26K ↑	9.60K	6.49 ↓	6.62
Kochi	50.70K ↑	₹17.00M	24.07	34.04K	26.42K ↓	7.63K	8.52 ↑	8.99
Jaipur	76.89K ↑	₹37.21M	30.02	55.54K	45.86K ↓	9.68K	8.58 ↑	8.99
Indore	42.46K ↓	₹7.64M	16.50	22.08K	14.86K ↑	7.22K	7.83 ↓	7.65
Coimbatore	21.10K ↑	₹3.52M	14.98	11.07K	8.51K ↑	2.55K	7.88 ↓	7.69
Chandigarh	38.98K ↓	₹11.06M	23.52	23.98K	18.91K ↓	5.07K	7.98 ↓	7.72
<b>Total</b>	<b>425.90K ↓</b>	<b>₹108.19M</b>	<b>19.13</b>	<b>238.31K</b>	<b>177.00K</b>	<b>61.31K</b>	<b>7.66</b>	<b>7.83</b>

trip\_count Best performing city Least performing city Highest performing Month Least performing Month

2	Jaipur	Coimbatore	May	Jan
3	Jaipur	Mysore	Mar	Feb
4	Lucknow	Mysore	Jun	Jan
5	Lucknow	Mysore	Jan	Feb
6	Lucknow	Mysore	May	Jan
7	Lucknow	Mysore	Apr	Jan
8	Lucknow	Mysore	Apr	Jan
9	Lucknow	Mysore	May	Jan
10	Surat	Mysore	May	Jan

Revenue Trips Total Passengers New Passengers Repeat Passengers

City	Rank	City's % contribution	Highest contributing Month	%Contribution of month	Least contributing Month	%Contribution of month
Jaipur	1	34.39%	Feb	20.82%	Jun	12.87%
Kochi	2	15.71%	May	19.61%	Jun	12.59%
Chandigarh	3	10.22%	Feb	19.07%	Apr	14.32%
Lucknow	4	8.75%	Feb	18.78%	May	15.06%
Visakhapatnam	5	7.41%	Apr	17.34%	Jan	15.73%
Indore	6	7.06%	May	18.09%	Jun	14.91%
Surat	7	5.94%	Apr	17.96%	Jan	15.23%
Mysore	8	3.75%	May	18.38%	Jan	15.13%
Vadodara	9	3.51%	Apr	18.60%	Jun	14.73%
Coimbatore	10	3.26%	Apr	17.38%	Jun	15.00%



08



# PRIMARY AND SECONDARY ANALYSIS





## Top and Bottom Performing Cities by total trips

- **Top Performing Cities:**

1. Jaipur (77K trips, ₹37.21M revenue):

- High trip volume and revenue highlight its status as a tourism hub, with demand driven by seasonal travelers and events.
- Strong performance suggests successful market penetration and alignment with passenger needs.

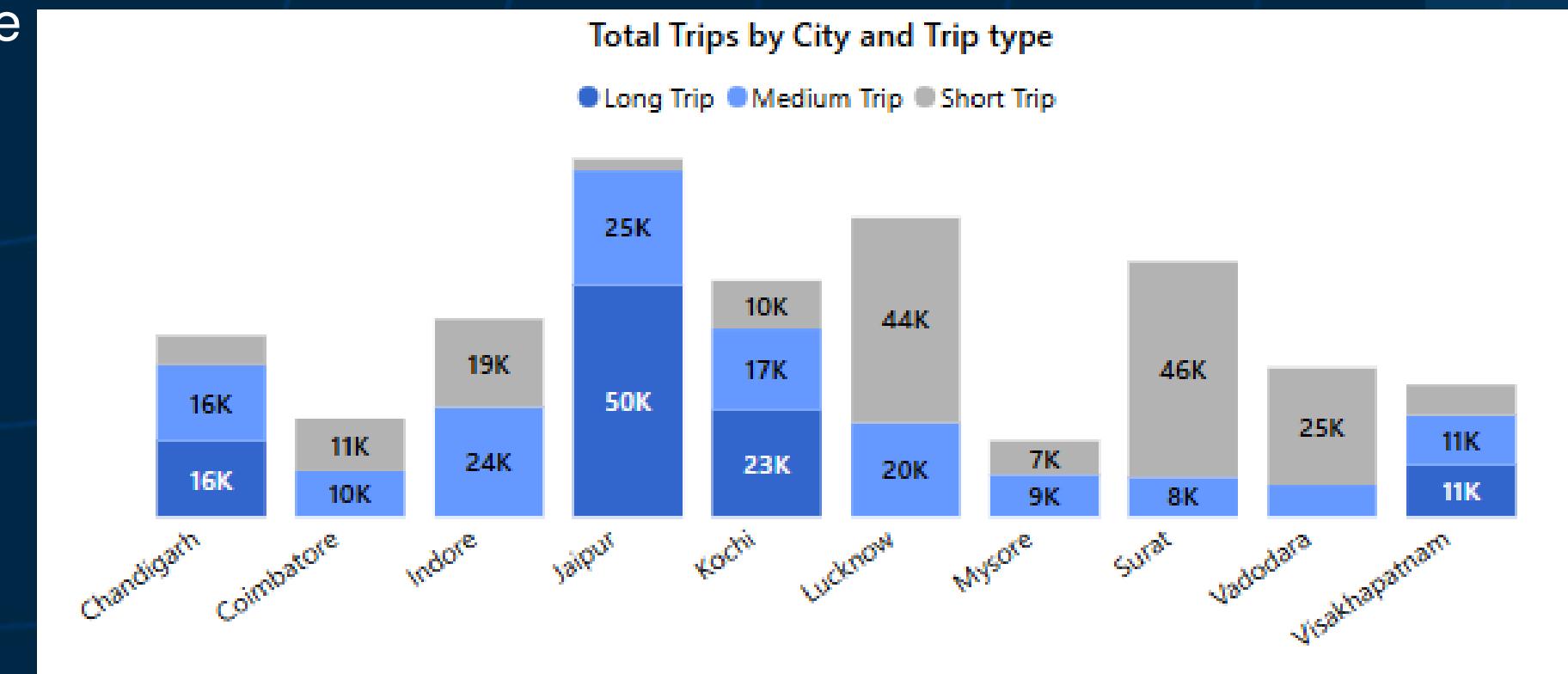
2. Lucknow (64K trips, ₹9.46M revenue):

- Moderate revenue despite high trips indicates the dominance of shorter or medium, low-fare rides, likely influenced by local commute needs.
- A mixed demand base of administrative travel, local commuters, and limited tourism activity.

3. Surat (55K trips, ₹6.43M revenue):

- Consistent business travel likely drives trip volume. Lower revenue suggests shorter or medium ride distances or competitive pricing strategies to attract customers.

City	Total Trips	Total Revenue
Jaipur	76.89K <span style="color: green;">↑</span>	₹37.21M
Lucknow	64.30K <span style="color: red;">↓</span>	₹9.46M
Surat	54.84K <span style="color: red;">↓</span>	₹6.43M
Kochi	50.70K <span style="color: green;">↑</span>	₹17.00M
Indore	42.46K <span style="color: red;">↓</span>	₹7.64M
Chandigarh	38.98K <span style="color: red;">↓</span>	₹11.06M
Vadodara	32.03K <span style="color: red;">↓</span>	₹3.80M
Visakhapatnam	28.37K <span style="color: red;">↓</span>	₹8.02M
Coimbatore	21.10K <span style="color: green;">↑</span>	₹3.52M
Mysore	16.24K <span style="color: green;">↑</span>	₹4.05M
<b>Total</b>	<b>425.90K <span style="color: red;">↓</span></b>	<b>₹108.19M</b>



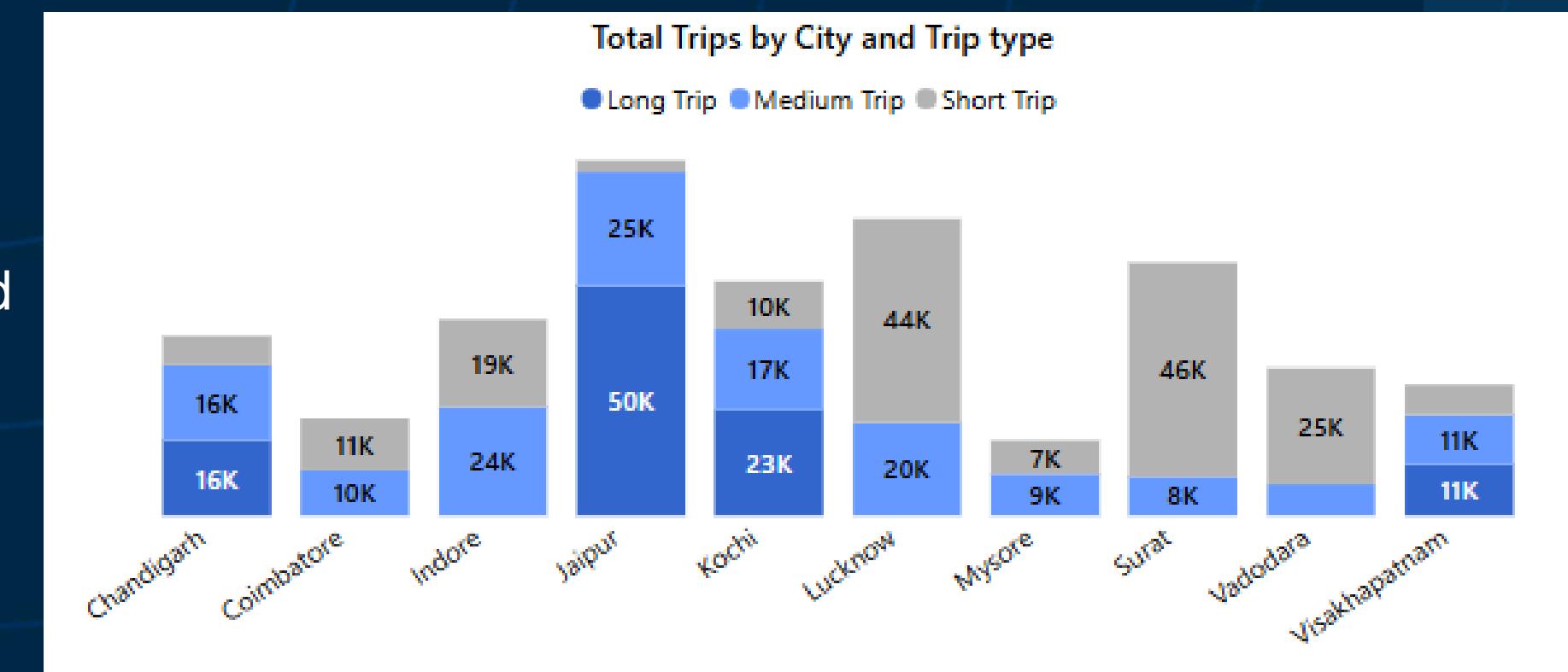


## Top and Bottom Performing Cities by total trips

### • Bottom Performing Cities:

1. Visakhapatnam (28K trips, ₹8.02M revenue):
  - Despite low trip volume, revenue is relatively high, possibly due to longer-distance trips or higher fare rates from tourism demand.
  - Operational inefficiencies or limited service reach may be restricting trip volume.
2. Coimbatore (21K trips, ₹3.52M revenue):
  - Low trip volume and revenue suggest limited demand or reliance on alternative transportation modes like buses or autos.
  - Opportunities exist in targeting the growing tech sector and student populations.

City	Total Trips	Total Revenue
Jaipur	76.89K ↑	₹37.21M
Lucknow	64.30K ↓	₹9.46M
Surat	54.84K ↓	₹6.43M
Kochi	50.70K ↑	₹17.00M
Indore	42.46K ↓	₹7.64M
Chandigarh	38.98K ↓	₹11.06M
Vadodara	32.03K ↓	₹3.80M
Visakhapatnam	28.37K ↓	₹8.02M
Coimbatore	21.10K ↑	₹3.52M
Mysore	16.24K ↑	₹4.05M
<b>Total</b>	<b>425.90K ↓</b>	<b>₹108.19M</b>

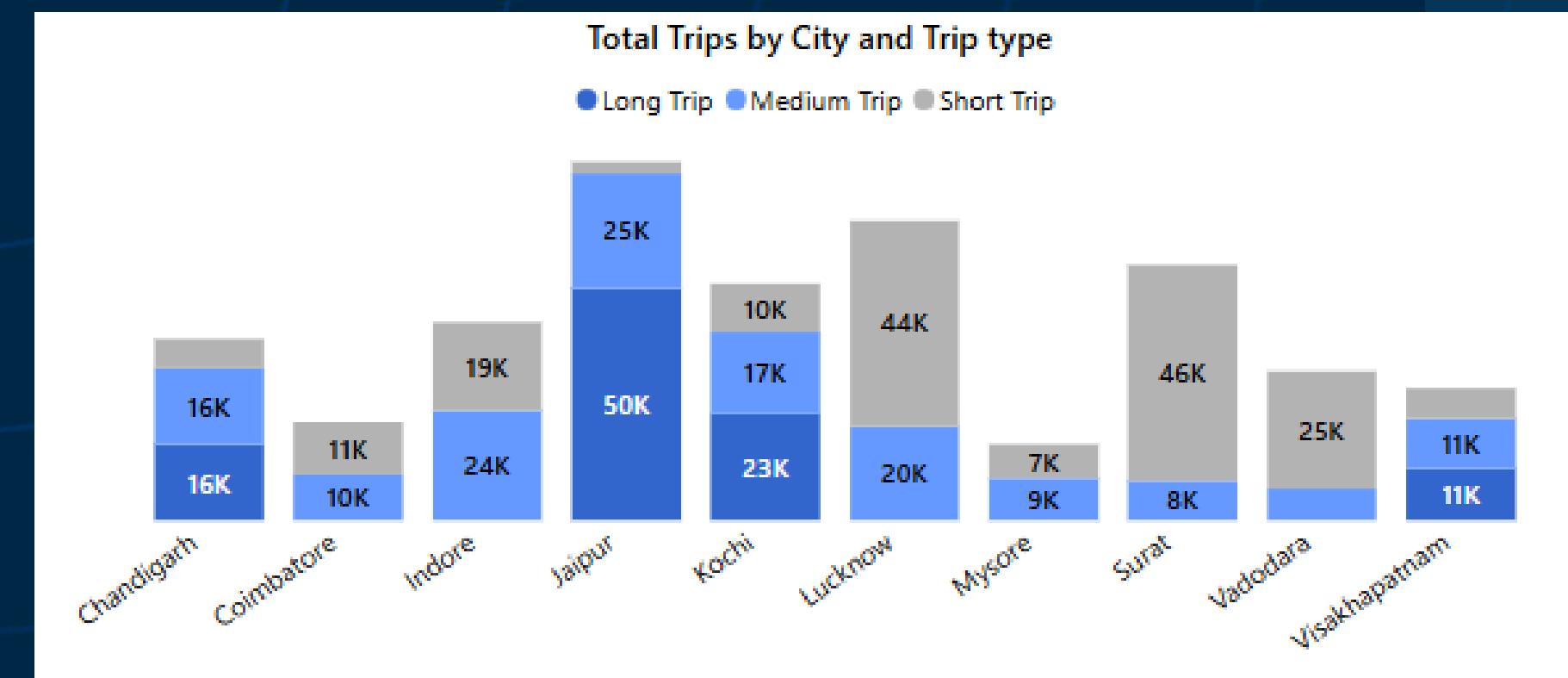




## Top and Bottom Performing Cities by total trips

- **Bottom Performing Cities:**
- 3. Mysore (16K trips, ₹4.05M revenue):
- Despite being a tourism-centric city, trip volume and revenue are the lowest, indicating gaps in marketing, service availability, or local partnerships.
- Potential for growth in tourism-driven demand during peak seasons.

City	Total Trips	Total Revenue
Jaipur	76.89K ↑	₹37.21M
Lucknow	64.30K ↓	₹9.46M
Surat	54.84K ↓	₹6.43M
Kochi	50.70K ↑	₹17.00M
Indore	42.46K ↓	₹7.64M
Chandigarh	38.98K ↓	₹11.06M
Vadodara	32.03K ↓	₹3.80M
Visakhapatnam	28.37K ↓	₹8.02M
Coimbatore	21.10K ↑	₹3.52M
Mysore	16.24K ↑	₹4.05M
<b>Total</b>	<b>425.90K ↓</b>	<b>₹108.19M</b>





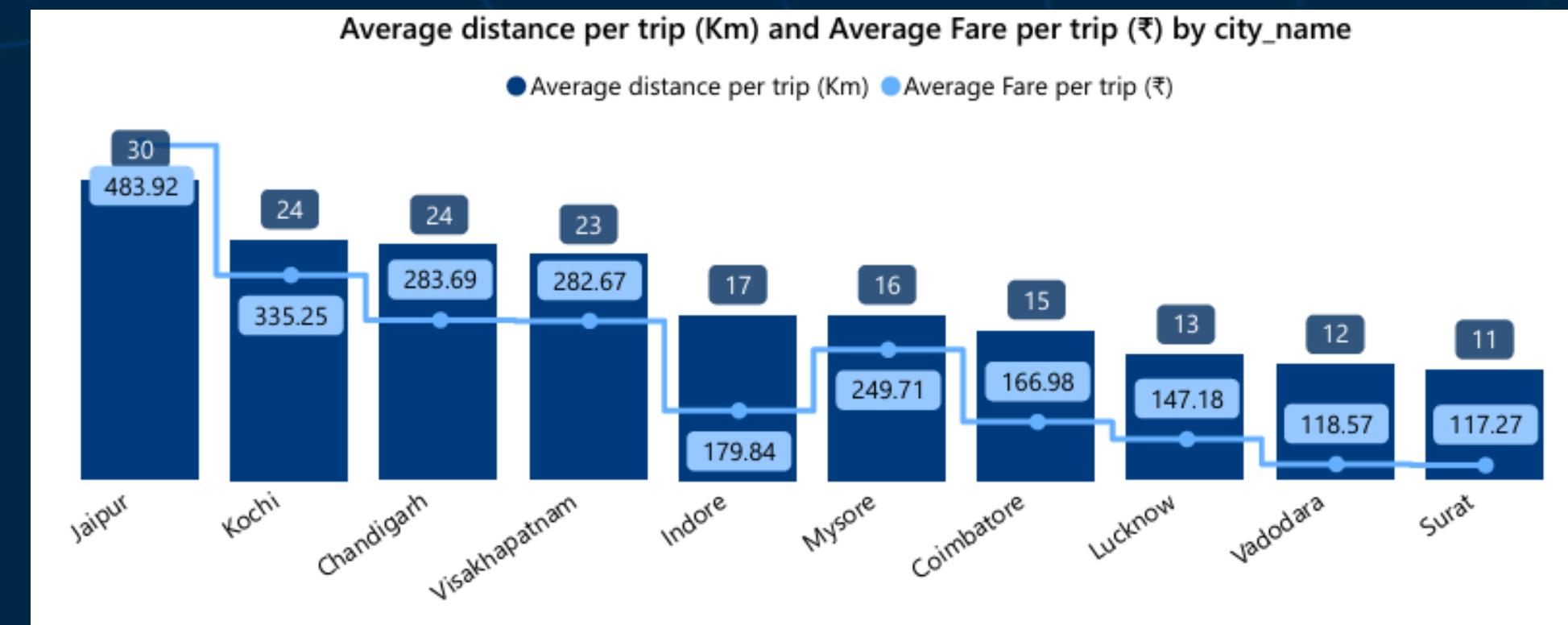
## Average Fare and distance per Trip by City

1. Jaipur (30 km, ₹483.92):

- High average distance and fare indicate strong intercity and tourism demand. Long trips contribute significantly to revenue.
- As a top-performing city in terms of revenue and trip count, its pricing and service model are well-aligned with passenger needs.

2. Kochi & Chandigarh (24 km, ~₹300):

- Moderate distances with relatively higher fares suggest potential for tourism-driven demand and mid-range business travel.
- Focused marketing campaigns in tourist seasons could further enhance demand.





## Average Fare and distance per Trip by City

3. Visakhapatnam (23 km, ₹282.67):

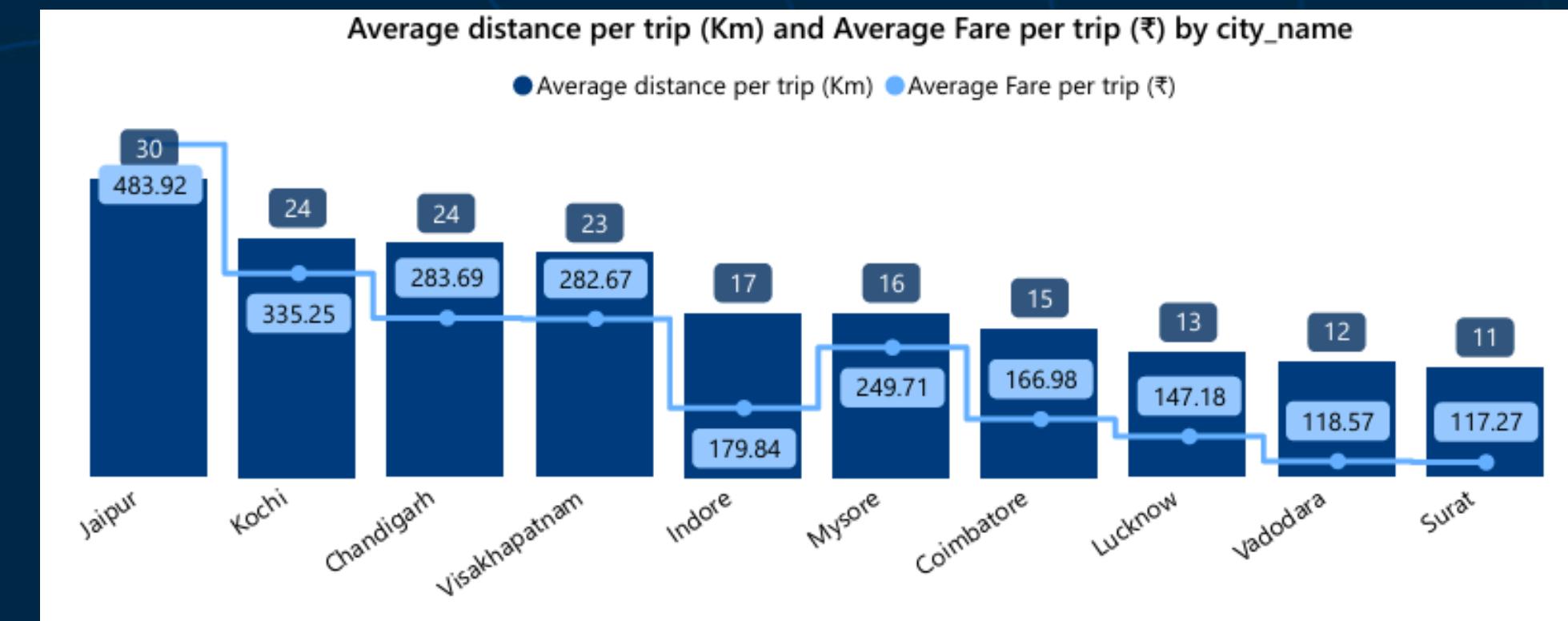
- Comparable to Kochi and Chandigarh in trip characteristics, indicating similar tourism-centric demand. However, trip volume is low, highlighting potential service reach or marketing gaps.

4. Lucknow, Vadodara, Surat (11–13 km, ~₹120–₹150):

- Low average distances and fares suggest strong demand for short, intra-city commutes.
- These cities likely cater to local residents and business commuters rather than tourists.

5. Coimbatore & Mysore (15–16 km, ~₹160–₹250):

- Slightly higher fares compared to Lucknow but lower demand overall. Mysore's tourism potential isn't fully realized, while Coimbatore's demand may be constrained by competition or limited service availability.





## Average Ratings by City and Passenger Type

1. Top Cities for Consistent Ratings (Kochi, Vishakhapatnam, Jaipur, Mysore):
- New Passengers:** Kochi, Jaipur, Mysore, and Vishakhapatnam achieve excellent driver and passenger ratings (8.98–8.99), suggesting high service satisfaction and consistent performance.
  - Repeat Passengers:** These cities show slightly lower passenger ratings (~7.98–8.00), hinting at a need for service enhancement for loyal users to maintain satisfaction.

2. Moderate Performance Cities (Chandigarh, Coimbatore, Indore):

- Driver ratings for repeat passengers (7.47–7.48) drop compared to new passengers (~7.99), indicating challenges in maintaining consistent service quality.
- Passenger ratings are stable (~7.48–8.49), showing room for improvement to enhance loyalty.

passenger_type city_name	new		repeated	
	Average Driver Rating	Average Passenger Rating	Average Driver Rating	Average Passenger Rating
Kochi	8.99	8.99	8.99	8.00
Visakhapatnam	8.98	8.98	8.99	7.99
Jaipur	8.99	8.99	8.98	7.99
Mysore	8.98	8.98	8.97	7.98
Chandigarh	7.99	8.49	7.47	7.49
Coimbatore	7.99	8.49	7.48	7.48
Indore	7.97	8.49	7.48	7.47
Vadodara	7.00	7.98	6.48	5.98
Lucknow	6.99	7.98	6.49	5.99
Surat	6.99	7.98	6.48	6.00



## Average Ratings by City and Passenger Type

3. Low-Performing Cities (Vadodara, Lucknow, Surat):
- Vadodara, Lucknow, and Surat show the lowest ratings for repeat passengers, with:
    - Driver Ratings: ~6.48–6.49.
    - Passenger Ratings: ~5.98–6.00.
  - These figures highlight dissatisfaction among returning passengers, potentially due to inconsistent service quality, pricing concerns, or operational inefficiencies.

passenger_type city_name	new		repeated	
	Average Driver Rating	Average Passenger Rating	Average Driver Rating	Average Passenger Rating
Kochi	8.99	8.99	8.99	8.00
Visakhapatnam	8.98	8.98	8.99	7.99
Jaipur	8.99	8.99	8.98	7.99
Mysore	8.98	8.98	8.97	7.98
Chandigarh	7.99	8.49	7.47	7.49
Coimbatore	7.99	8.49	7.48	7.48
Indore	7.97	8.49	7.48	7.47
Vadodara	7.00	7.98	6.48	5.98
Lucknow	6.99	7.98	6.49	5.99
Surat	6.99	7.98	6.48	6.00



## Peak and Low Demand Months by City by total trips

### 1. Seasonal Peaks and Lows:

- Top Contributing Months:

- February is a peak month for Jaipur, Lucknow, and Chandigarh, indicating increased travel demand post-winter.
- April-May sees high demand in Surat, Kochi, Indore, Vadodara, and Mysore, aligning with summer holidays and pre-monsoon tourism.
- March is significant for Coimbatore, showing a steady increase before seasonal lows.

City	City's % contribution	Highest contributing Month	%Contribution of month	Least contributing Month	%Contribution of month
Jaipur	18.05%	Feb	20.64%	Jun	12.80%
Lucknow	15.10%	Feb	18.76%	May	15.09%
Surat	12.88%	Apr	17.93%	Jan	15.24%
Kochi	11.90%	May	19.75%	Jun	12.62%
Indore	9.97%	May	18.34%	Jun	14.81%
Chandigarh	9.15%	Feb	18.95%	Apr	14.28%
Vadodara	7.52%	Apr	18.55%	Jun	14.63%
Visakhapatnam	6.66%	Apr	17.41%	Jan	15.75%
Coimbatore	4.96%	Mar	17.44%	Jun	14.96%
Mysore	3.81%	May	18.52%	Jan	15.30%



## Peak and Low Demand Months by City by total trips

- Low Demand Periods:
  - June consistently shows low demand across most cities (Jaipur, Kochi, Indore, Vadodara, Coimbatore) due to the monsoon season.
  - January sees a dip in Surat, Mysore, and Visakhapatnam, possibly due to post-holiday travel slowdowns.
  - May is the least contributing month for Lucknow, indicating city-specific dynamics during peak summer.

City	City's % contribution	Highest contributing Month	%Contribution of month	Least contributing Month	%Contribution of month
Jaipur	18.05%	Feb	20.64%	Jun	12.80%
Lucknow	15.10%	Feb	18.76%	May	15.09%
Surat	12.88%	Apr	17.93%	Jan	15.24%
Kochi	11.90%	May	19.75%	Jun	12.62%
Indore	9.97%	May	18.34%	Jun	14.81%
Chandigarh	9.15%	Feb	18.95%	Apr	14.28%
Vadodara	7.52%	Apr	18.55%	Jun	14.63%
Visakhapatnam	6.66%	Apr	17.41%	Jan	15.75%
Coimbatore	4.96%	Mar	17.44%	Jun	14.96%
Mysore	3.81%	May	18.52%	Jan	15.30%



## Peak and Low Demand Months by City by total trips

### 2. City-Level Contribution Patterns:

- Jaipur, Lucknow, and Surat contribute the most (18.05%, 15.10%, 12.88%) to total trips, emphasizing their importance for overall business performance.
- Mysore (3.81%) and Coimbatore (4.96%) are the smallest contributors, indicating untapped potential or lower demand patterns.

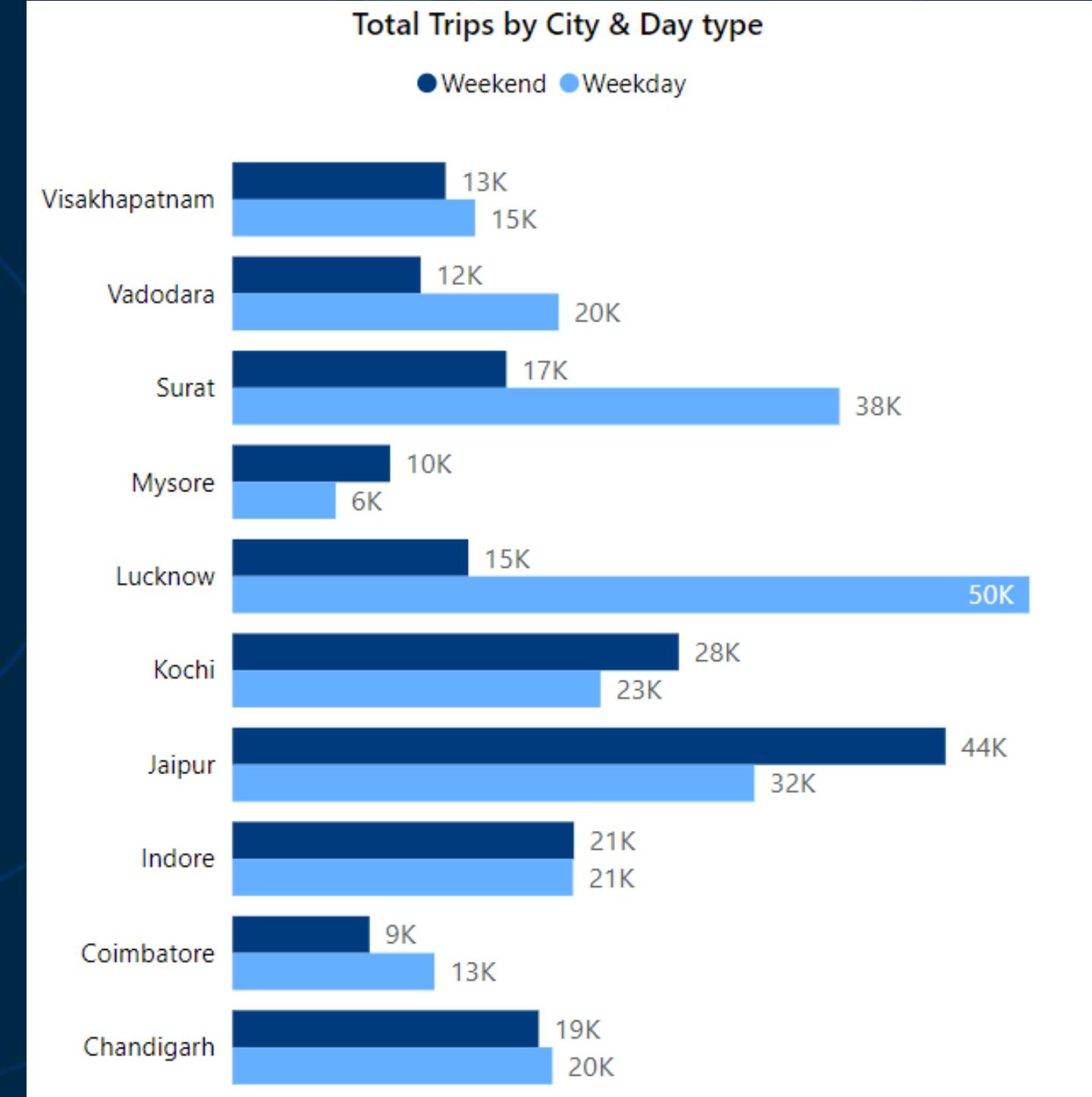
City	City's % contribution	Highest contributing Month	%Contribution of month	Least contributing Month	%Contribution of month
Jaipur	18.05%	Feb	20.64%	Jun	12.80%
Lucknow	15.10%	Feb	18.76%	May	15.09%
Surat	12.88%	Apr	17.93%	Jan	15.24%
Kochi	11.90%	May	19.75%	Jun	12.62%
Indore	9.97%	May	18.34%	Jun	14.81%
Chandigarh	9.15%	Feb	18.95%	Apr	14.28%
Vadodara	7.52%	Apr	18.55%	Jun	14.63%
Visakhapatnam	6.66%	Apr	17.41%	Jan	15.75%
Coimbatore	4.96%	Mar	17.44%	Jun	14.96%
Mysore	3.81%	May	18.52%	Jan	15.30%



## Weekend vs. Weekday Trip Demand by City

### Insights:

1. Higher Weekend Demand (Tourism):
  - Jaipur (44K), Kochi (28K), Mysore (10K): Driven by leisure and tourism travel.
2. Higher Weekday Demand (Business):
  - Lucknow (50K), Surat (38K), Vadodara (20K): Dominated by business commuters.
3. Balanced Demand:
  - Indore and Chandigarh show steady usage across both weekdays and weekends.
4. Low Weekend Demand:
  - Coimbatore and Visakhapatnam: Slight preference for weekdays, indicating work-driven trips.





## Weekend vs. Weekday Trip Demand by City

### Recommendations:

#### 1. Optimize Fleet Allocation:

- Increase weekend fleet in Jaipur, Kochi, Mysore.
- Focus on weekdays for Lucknow, Surat, Vadodara.

#### 2. Targeted Marketing Campaigns:

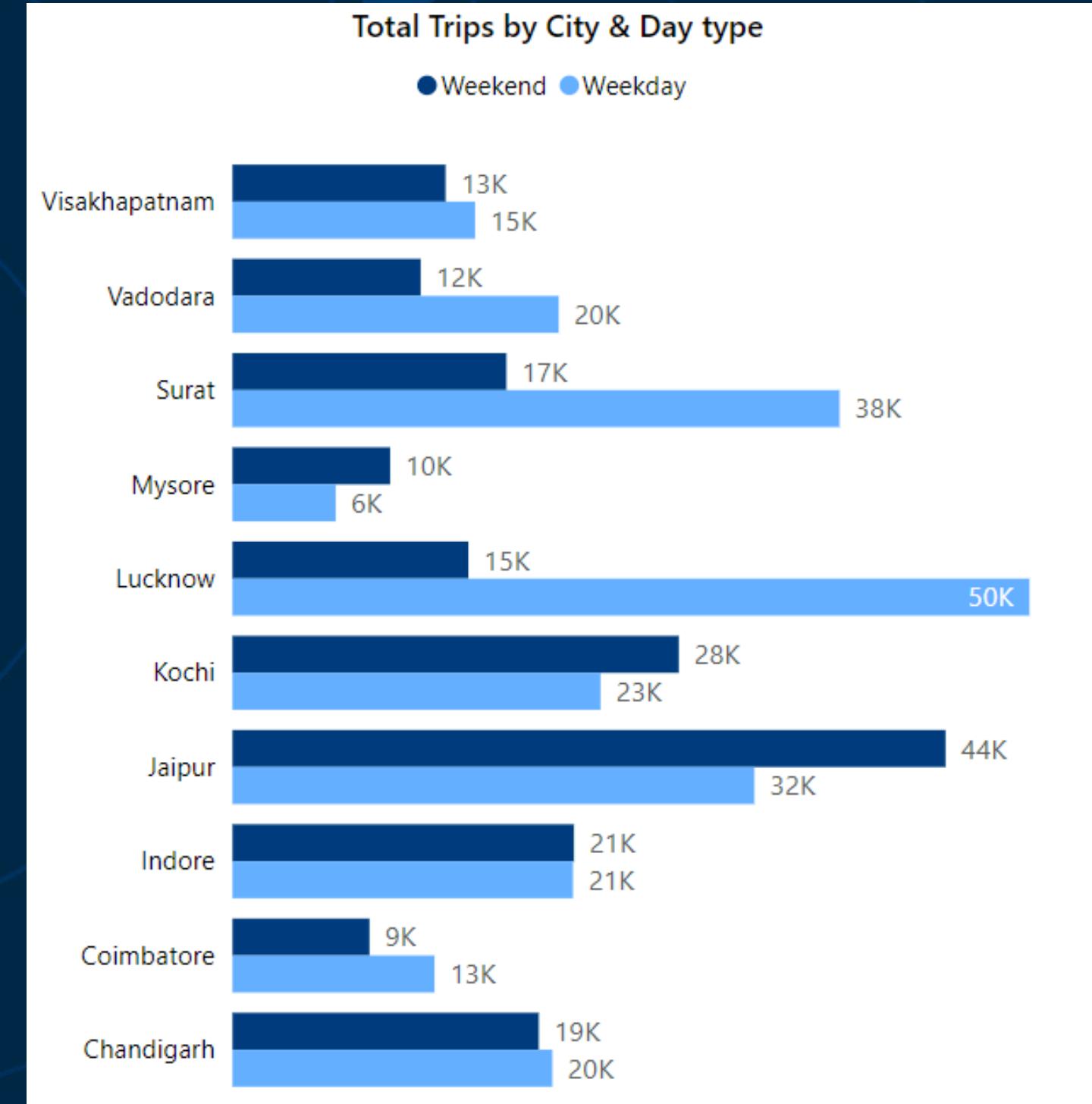
- Tourism Cities: Promote weekend offers, family packages, and partnerships with hotels/events.
- Business Cities: Introduce corporate ride packages and weekday subscriptions.

#### 3. Leverage Balanced Cities:

- Test dynamic pricing in Indore and Chandigarh to boost both segments.

#### 4. Stimulate Weekend Demand in Low Cities:

- Launch weekend discounts and tie-ups in Coimbatore and Visakhapatnam.





## Repeat Passenger Frequency and City Contribution Analysis

### 1. Top Performing Cities for Repeat Trips:

- Jaipur (15.79%) and Lucknow (15.65%) lead in repeat passenger trips, particularly for 2-trip and higher frequencies.
- These cities have strong repeat usage, indicating high passenger satisfaction, loyalty, and demand.

### 2. Least Performing City:

- Mysore (2.41%) shows the lowest repeat passenger contributions across all trip counts. Low engagement may indicate weaker service satisfaction or limited demand.

City	City wise Repeat trip pattern for repeat passengers										<b>Total</b>
	2	3	4	5	6	7	8	9	10		
Chandigarh	2.67%	1.59%	1.30%	1.01%	0.61%	0.45%	0.29%	0.19%	0.15%	8.27%	
Coimbatore	0.47%	0.62%	0.65%	0.86%	0.73%	0.44%	0.26%	0.10%	0.05%	4.16%	
Indore	4.04%	2.67%	1.58%	1.22%	0.81%	0.62%	0.38%	0.28%	0.18%	11.77%	
Jaipur	7.92%	3.27%	1.91%	0.99%	0.65%	0.40%	0.30%	0.19%	0.15%	15.79%	
Kochi	5.93%	3.03%	1.47%	0.81%	0.49%	0.26%	0.21%	0.15%	0.10%	12.44%	
Lucknow	1.51%	2.31%	2.54%	2.88%	3.16%	1.77%	1.01%	0.30%	0.17%	15.65%	
Mysore	1.17%	0.59%	0.31%	0.14%	0.10%	0.04%	0.03%	0.01%	0.01%	2.41%	
Surat	1.37%	2.01%	2.33%	2.78%	2.60%	1.68%	0.88%	0.24%	0.19%	14.09%	
Vadodara	0.70%	1.00%	1.17%	1.28%	1.35%	0.91%	0.41%	0.15%	0.11%	7.09%	
Visakhapatnam	4.27%	2.08%	0.83%	0.45%	0.27%	0.16%	0.12%	0.07%	0.08%	8.33%	
<b>Total</b>	<b>30.06%</b>	<b>19.17%</b>	<b>14.09%</b>	<b>12.42%</b>	<b>10.77%</b>	<b>6.73%</b>	<b>3.88%</b>	<b>1.68%</b>	<b>1.20%</b>	<b>100.00%</b>	



## Repeat Passenger Frequency and City Contribution Analysis

### 3. Trip Patterns by City Type:

- Tourism-centric Cities:** Jaipur, and Kochi display higher repeat frequencies for shorter trips (2-3 trips), aligning with seasonal leisure travel and quick trip turnover.
- Business-centric Cities:** Lucknow and Surat contribute significantly to higher frequencies (4-7 trips), showing reliance on cab services for regular commuting.

City	City wise Repeat trip pattern for repeat passengers										<b>Total</b>
	2	3	4	5	6	7	8	9	10		
Chandigarh	2.67%	1.59%	1.30%	1.01%	0.61%	0.45%	0.29%	0.19%	0.15%	8.27%	
Coimbatore	0.47%	0.62%	0.65%	0.86%	0.73%	0.44%	0.26%	0.10%	0.05%	4.16%	
Indore	4.04%	2.67%	1.58%	1.22%	0.81%	0.62%	0.38%	0.28%	0.18%	11.77%	
Jaipur	7.92%	3.27%	1.91%	0.99%	0.65%	0.40%	0.30%	0.19%	0.15%	15.79%	
Kochi	5.93%	3.03%	1.47%	0.81%	0.49%	0.26%	0.21%	0.15%	0.10%	12.44%	
Lucknow	1.51%	2.31%	2.54%	2.88%	3.16%	1.77%	1.01%	0.30%	0.17%	15.65%	
Mysore	1.17%	0.59%	0.31%	0.14%	0.10%	0.04%	0.03%	0.01%	0.01%	2.41%	
Surat	1.37%	2.01%	2.33%	2.78%	2.60%	1.68%	0.88%	0.24%	0.19%	14.09%	
Vadodara	0.70%	1.00%	1.17%	1.28%	1.35%	0.91%	0.41%	0.15%	0.11%	7.09%	
Visakhapatnam	4.27%	2.08%	0.83%	0.45%	0.27%	0.16%	0.12%	0.07%	0.08%	8.33%	
<b>Total</b>	<b>30.06%</b>	<b>19.17%</b>	<b>14.09%</b>	<b>12.42%</b>	<b>10.77%</b>	<b>6.73%</b>	<b>3.88%</b>	<b>1.68%</b>	<b>1.20%</b>	<b>100.00%</b>	



## Repeat Passenger Frequency and City Contribution Analysis

### 4. City-Specific Highlights:

- Jaipur: Highest for 2-trip (7.92%) passengers; strong retention and seasonal demand in May.
- Lucknow: Highest contribution in repeat trips (2-7 trips), indicating heavy reliance for daily business mobility.
- Surat: Consistent performance across mid-range trip counts (4-7 trips).
- Mysore & Coimbatore: Weak engagement across all frequencies; potential for targeted marketing and service improvement.

City	City wise Repeat trip pattern for repeat passengers										<b>Total</b>
	2	3	4	5	6	7	8	9	10		
Chandigarh	2.67%	1.59%	1.30%	1.01%	0.61%	0.45%	0.29%	0.19%	0.15%	8.27%	
Coimbatore	0.47%	0.62%	0.65%	0.86%	0.73%	0.44%	0.26%	0.10%	0.05%	4.16%	
Indore	4.04%	2.67%	1.58%	1.22%	0.81%	0.62%	0.38%	0.28%	0.18%	11.77%	
Jaipur	7.92%	3.27%	1.91%	0.99%	0.65%	0.40%	0.30%	0.19%	0.15%	15.79%	
Kochi	5.93%	3.03%	1.47%	0.81%	0.49%	0.26%	0.21%	0.15%	0.10%	12.44%	
Lucknow	1.51%	2.31%	2.54%	2.88%	3.16%	1.77%	1.01%	0.30%	0.17%	15.65%	
Mysore	1.17%	0.59%	0.31%	0.14%	0.10%	0.04%	0.03%	0.01%	0.01%	2.41%	
Surat	1.37%	2.01%	2.33%	2.78%	2.60%	1.68%	0.88%	0.24%	0.19%	14.09%	
Vadodara	0.70%	1.00%	1.17%	1.28%	1.35%	0.91%	0.41%	0.15%	0.11%	7.09%	
Visakhapatnam	4.27%	2.08%	0.83%	0.45%	0.27%	0.16%	0.12%	0.07%	0.08%	8.33%	
<b>Total</b>	<b>30.06%</b>	<b>19.17%</b>	<b>14.09%</b>	<b>12.42%</b>	<b>10.77%</b>	<b>6.73%</b>	<b>3.88%</b>	<b>1.68%</b>	<b>1.20%</b>	<b>100.00%</b>	

trip_count	Best performing city	Least performing city	Highest performing Month	Least performing Month
2	Jaipur	Coimbatore	May	Jan
3	Jaipur	Mysore	Mar	Feb
4	Lucknow	Mysore	Jun	Jan
5	Lucknow	Mysore	Jan	Feb
6	Lucknow	Mysore	May	Jan
7	Lucknow	Mysore	Apr	Jan
8	Lucknow	Mysore	Apr	Jan
9	Lucknow	Mysore	May	Jan
10	Surat	Mysore	May	Jan



## Monthly Target Achievement Analysis for Key Metrics

### 1. Total Trips Target Performance:

- Overachievers:
  - Mysore (+20.28%) and Jaipur (+13.91%) significantly exceeded their targets, showing strong demand.
  - Kochi (+2.43%) and Coimbatore (+0.50%) also met their trip targets.
- Underperformers:
  - Vadodara (-14.60%), Lucknow (-10.70%), and Surat (-3.78%) fell short of their total trip targets.

City	Total Trips	% difference in target trips	New Passengers	% performance in terms of achieving new passengers	Average Passenger Rating	% difference in average passenger rating wrt Target
Visakhapatnam	28.37K ↓	-0.47%	12.75K ↓	-5.58%	8.43 ↓	-0.79%
Vadodara	32.03K ↓	-14.60%	10.13K ↑	2.29%	6.61 ↓	-11.85%
Surat	54.84K ↓	-3.78%	11.63K ↑	10.72%	6.42 ↓	-8.33%
Mysore	16.24K ↑	20.28%	11.68K ↓	-2.66%	8.70 ↑	2.37%
Lucknow	64.30K ↓	-10.70%	16.26K ↑	4.23%	6.49 ↓	-10.49%
Kochi	50.70K ↑	2.43%	26.42K ↓	-2.16%	8.52 ↑	0.19%
Jaipur	76.89K ↑	13.91%	45.86K ↓	-15.08%	8.58 ↑	4.05%
Indore	42.46K ↓	-2.40%	14.86K ↑	5.41%	7.83 ↓	-2.15%
Coimbatore	21.10K ↑	0.50%	8.51K ↑	13.52%	7.88 ↓	-4.45%
Chandigarh	38.98K ↓	-0.05%	18.91K ↓	-9.96%	7.98 ↓	-0.29%
<b>Total</b>	<b>425.90K ↓</b>	<b>-0.72%</b>	<b>177.00K</b>	<b>-4.38%</b>	<b>7.66</b>	<b>-3.94%</b>



## Monthly Target Achievement Analysis for Key Metrics

### 2. New Passenger Acquisition:

- High Performers:
  - a. Surat (+10.72%), Coimbatore (+13.52%), and Indore (+5.41%) achieved or exceeded their new passenger targets, suggesting effective marketing or organic growth.
- Underperformers:
  - b. Jaipur (-15.08%) and Visakhapatnam (-5.58%) show significant shortfalls, indicating a need to boost passenger acquisition efforts.

City	Total Trips	% difference in target trips	New Passengers	% performance in terms of achieving new passengers	Average Passenger Rating	% difference in average passenger rating wrt Target
Visakhapatnam	28.37K ↓	-0.47%	12.75K ↓	-5.58%	8.43 ↓	-0.79%
Vadodara	32.03K ↓	-14.60%	10.13K ↑	2.29%	6.61 ↓	-11.85%
Surat	54.84K ↓	-3.78%	11.63K ↑	10.72%	6.42 ↓	-8.33%
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Kochi	50.70K ↑	2.43%	26.42K ↓	-2.16%	8.52 ↑	0.19%
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## Monthly Target Achievement Analysis for Key Metrics

### 3. Average Passenger Rating Performance:

- Top Cities:
  - Jaipur (+4.05%) and Mysore (+2.37%) exceeded their target ratings, reflecting high customer satisfaction.
  - Kochi (+0.19%) met expectations.
- Struggling Cities:
  - Vadodara (-11.85%), Lucknow (-10.49%), and Surat (-8.33%) fell far below target ratings, signaling customer dissatisfaction.

City	Total Trips	% difference in target trips	New Passengers	% performance in terms of achieving new passengers	Average Passenger Rating	% difference in average passenger rating wrt Target
Visakhapatnam	28.37K ↓	-0.47%	12.75K ↓	-5.58%	8.43 ↓	-0.79%
Vadodara	32.03K ↓	-14.60%	10.13K ↑	2.29%	6.61 ↓	-11.85%
Surat	54.84K ↓	-3.78%	11.63K ↑	10.72%	6.42 ↓	-8.33%
Mysore	16.24K ↑	20.28%	11.68K ↓	-2.66%	8.70 ↑	2.37%
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Kochi	50.70K ↑	2.43%	26.42K ↓	-2.16%	8.52 ↑	0.19%
Jaipur	76.89K ↑	13.91%	45.86K ↓	-15.08%	8.58 ↑	4.05%
Indore	42.46K ↓	-2.40%	14.86K ↑	5.41%	7.83 ↓	-2.15%
Coimbatore	21.10K ↑	0.50%	8.51K ↑	13.52%	7.88 ↓	-4.45%
Chandigarh	38.98K ↓	-0.05%	18.91K ↓	-9.96%	7.98 ↓	-0.29%
<b>Total</b>	<b>425.90K ↓</b>	<b>-0.72%</b>	<b>177.00K</b>	<b>-4.38%</b>	<b>7.66</b>	<b>-3.94%</b>

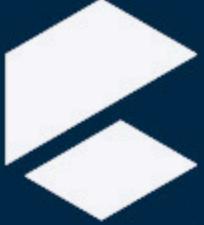


## Monthly Target Achievement Analysis for Key Metrics

### 4. Tourism vs. Business-Centric Trends:

- Tourism-Centric Cities (e.g., Jaipur, Kochi, Mysore):
  - Strong performance in total trips and passenger ratings, particularly in Jaipur and Mysore, indicating seasonal tourism demand.
- Business-Centric Cities (e.g., Vadodara, Surat, Lucknow):
  - Struggled with achieving targets for passenger ratings and total trips, suggesting challenges in maintaining service quality or meeting consistent demand.

City	Total Trips	% difference in target trips	New Passengers	% performance in terms of achieving new passengers	Average Passenger Rating	% difference in average passenger rating wrt Target
Visakhapatnam	28.37K ↓	-0.47%	12.75K ↓	-5.58%	8.43 ↓	-0.79%
Vadodara	32.03K ↓	-14.60%	10.13K ↑	2.29%	6.61 ↓	-11.85%
Surat	54.84K ↓	-3.78%	11.63K ↑	10.72%	6.42 ↓	-8.33%
Mysore	16.24K ↑	20.28%	11.68K ↓	-2.66%	8.70 ↑	2.37%
Lucknow	64.30K ↓	-10.70%	16.26K ↑	4.23%	6.49 ↓	-10.49%
Kochi	50.70K ↑	2.43%	26.42K ↓	-2.16%	8.52 ↑	0.19%
Jaipur	76.89K ↑	13.91%	45.86K ↓	-15.08%	8.58 ↑	4.05%
Indore	42.46K ↓	-2.40%	14.86K ↑	5.41%	7.83 ↓	-2.15%
Coimbatore	21.10K ↑	0.50%	8.51K ↑	13.52%	7.88 ↓	-4.45%
Chandigarh	38.98K ↓	-0.05%	18.91K ↓	-9.96%	7.98 ↓	-0.29%
<b>Total</b>	<b>425.90K ↓</b>	<b>-0.72%</b>	<b>177.00K</b>	<b>-4.38%</b>	<b>7.66</b>	<b>-3.94%</b>



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

### 1. Top & Bottom Cities by RPR%:

- Top 2 Cities:**
  - Surat (42.63%): Highest repeat passenger rate, with May as the peak month.
  - Lucknow (37.12%): Strong RPR, also peaking in May.
- Bottom 2 Cities:**
  - Jaipur (17.43%): Low repeat passenger rate, despite a peak in May.
  - Mysore (11.23%): Lowest repeat rate, with a slight peak in May but overall underperformance.

city_name	RPR% by City-Month						Total
	Jan	Feb	Mar	Apr	May	Jun	
Mysore	8.08%	7.99%	9.48%	11.39%	15.37%	14.93%	11.23%
Jaipur	12.01%	13.34%	19.88%	22.10%	25.68%	16.98%	17.43%
Chandigarh	15.52%	17.21%	21.27%	24.02%	26.20%	26.30%	21.14%
Kochi	14.05%	18.71%	21.70%	24.19%	29.78%	25.84%	22.40%
Coimbatore	17.71%	17.36%	21.73%	27.87%	32.66%	24.69%	23.05%
Visakhapatnam	20.55%	24.92%	29.84%	34.97%	32.91%	29.68%	28.61%
Vadodara	20.66%	22.13%	30.10%	34.49%	38.48%	38.90%	30.03%
Indore	26.65%	27.71%	28.46%	35.52%	43.53%	35.88%	32.68%
Lucknow	29.23%	31.98%	33.93%	39.30%	47.66%	46.70%	37.12%
Surat	32.74%	36.81%	43.43%	45.70%	49.92%	49.17%	42.63%
<b>Total</b>	<b>18.68%</b>	<b>20.83%</b>	<b>25.57%</b>	<b>29.26%</b>	<b>33.47%</b>	<b>29.76%</b>	<b>25.73%</b>

### 2. RPR% by Month:

- Highest RPR Month:** May saw the highest RPR at 33.47%, suggesting strong repeat engagement, possibly driven by tourism or seasonal demand.
- Lowest RPR Month:** January, with the lowest RPR at 18.68%, indicating a post-holiday decline in repeat passengers.

City	Repeat Passenger Rate (RPR%)	Rank of City	Highest contributing Month	Least contributing Month
Surat	42.63%	1	May	Jan
Lucknow	37.12%	2	May	Jan
Indore	32.68%	3	May	Jan
Vadodara	30.03%	4	Jun	Jan
Visakhapatnam	28.61%	5	Apr	Jan
Coimbatore	23.05%	6	May	Feb
Kochi	22.40%	7	May	Jan
Chandigarh	21.14%	8	Jun	Jan
Jaipur	17.43%	9	May	Jan
Mysore	11.23%	10	May	Feb



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

### 3. City Trends:

- High RPR Cities:** Surat, Lucknow, Indore, and Vadodara consistently performed well, with peaks in May–June.
- Low RPR Cities:** Mysore and Jaipur showed weaker repeat passenger engagement, possibly indicating a reliance on first-time or seasonal passengers.

City	Repeat Passenger Rate (RPR%)	Rank of City	Highest contributing Month	least contributing Month
Surat	42.63%	1	May	Jan
Lucknow	37.12%	2	May	Jan
Indore	32.68%	3	May	Jan
Vadodara	30.03%	4	Jun	Jan
Visakhapatnam	28.61%	5	Apr	Jan
Coimbatore	23.05%	6	May	Feb
Kochi	22.40%	7	May	Jan
Chandigarh	21.14%	8	Jun	Jan
Jaipur	17.43%	9	May	Jan
Mysore	11.23%	10	May	Feb

city_name	RPR% by City-Month						Total
	Jan	Feb	Mar	Apr	May	Jun	
Mysore	8.08%	7.99%	9.48%	11.39%	15.37%	14.93%	11.23%
Jaipur	12.01%	13.34%	19.88%	22.10%	25.68%	16.98%	17.43%
Chandigarh	15.52%	17.21%	21.27%	24.02%	26.20%	26.30%	21.14%
Kochi	14.05%	18.71%	21.70%	24.19%	29.78%	25.84%	22.40%
Coimbatore	17.71%	17.36%	21.73%	27.87%	32.66%	24.69%	23.05%
Visakhapatnam	20.55%	24.92%	29.84%	34.97%	32.91%	29.68%	28.61%
Vadodara	20.66%	22.13%	30.10%	34.49%	38.48%	38.90%	30.03%
Indore	26.65%	27.71%	28.46%	35.52%	43.53%	35.88%	32.68%
Lucknow	29.23%	31.98%	33.93%	39.30%	47.66%	46.70%	37.12%
Surat	32.74%	36.81%	43.43%	45.70%	49.92%	49.17%	42.63%
<b>Total</b>	<b>18.68%</b>	<b>20.83%</b>	<b>25.57%</b>	<b>29.26%</b>	<b>33.47%</b>	<b>29.76%</b>	<b>25.73%</b>

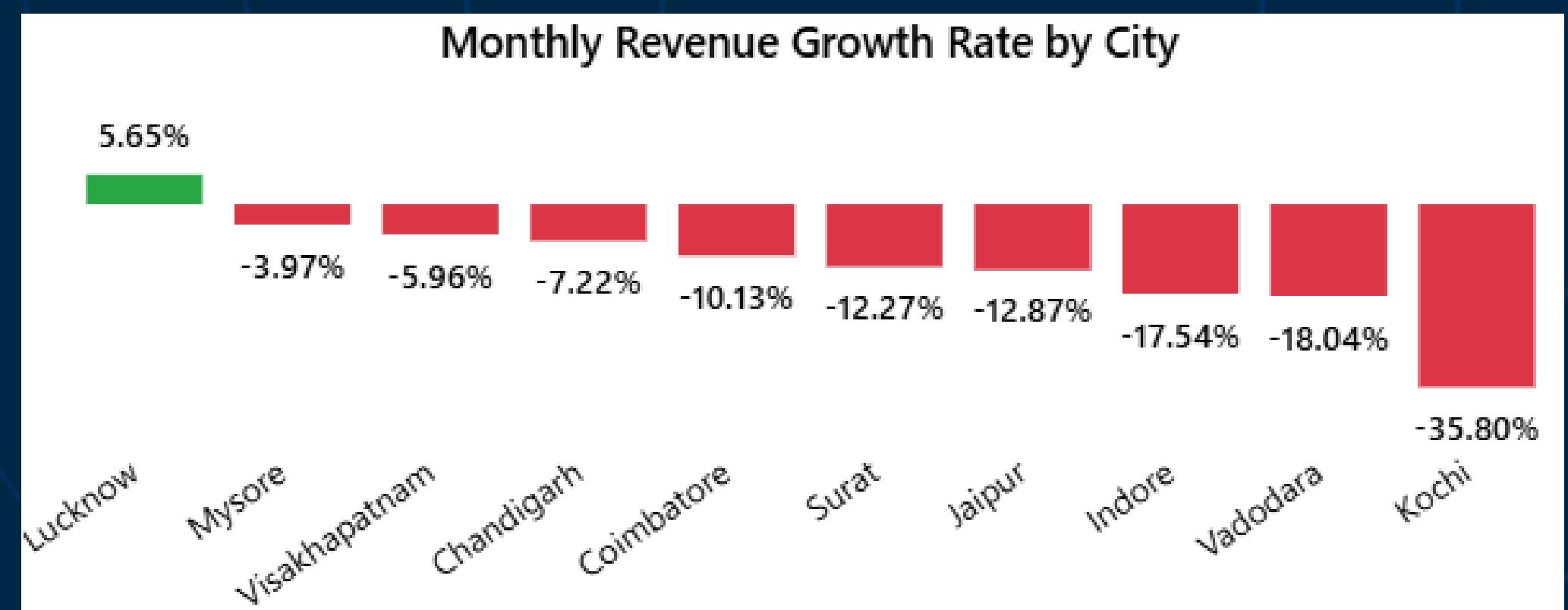
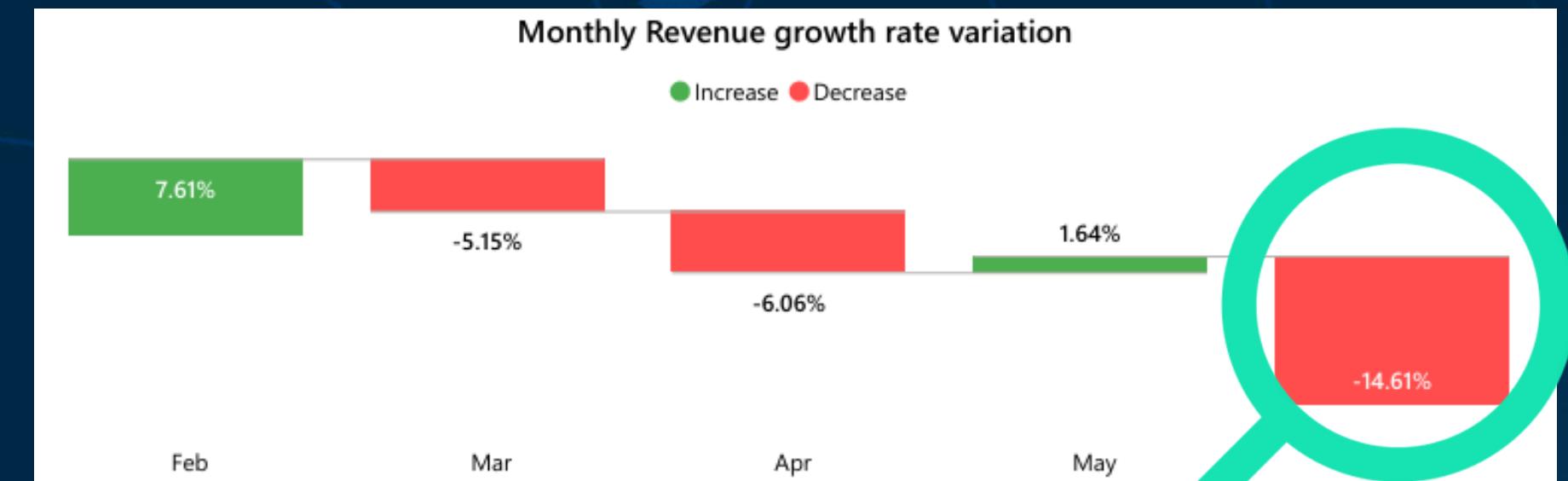
# DASHBOARD INSIGHTS

## REVENUE



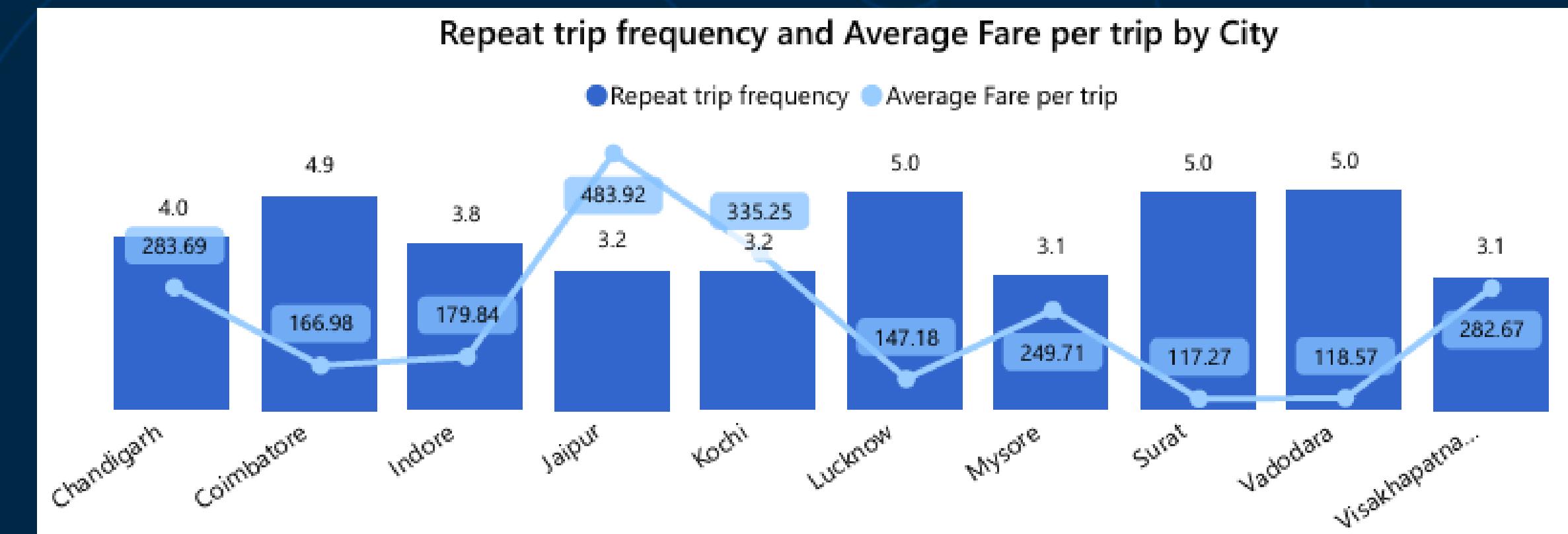
### Monthly Revenue Growth:

- February registered the highest growth, but subsequent months (March, April) saw a decline.
- June witnessed a sharp drop in revenue (-14%), except for Lucknow, which maintained growth.



### Repeat Passenger Insights:

- Cities like Surat and Lucknow have higher repeat frequencies (5 trips), but fares remain low (~₹120-150).
- Jaipur and Kochi exhibit lower repeat frequencies (3 trips) with higher average fares (~₹250+).



# 08

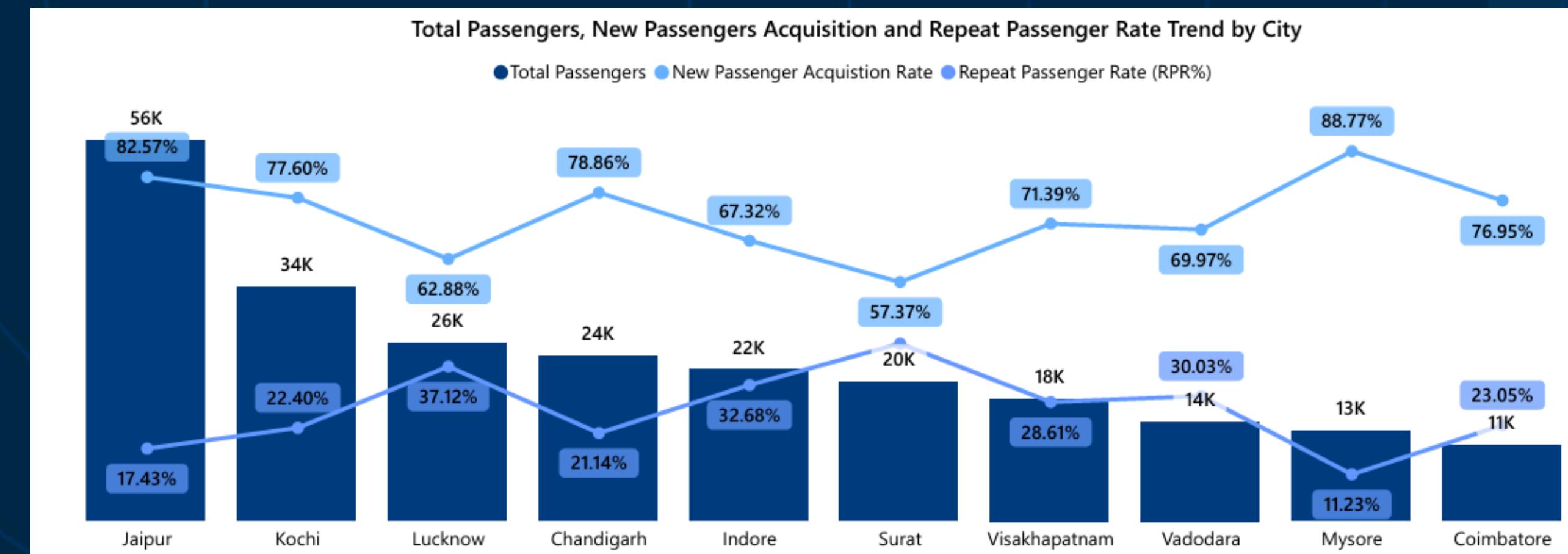
# DASHBOARD INSIGHTS

## PASSENGERS



### City-Level Insights:

- Jaipur has the highest passenger, while Coimbatore is the least-performing.
- New passenger acquisition exceeds retention across all cities.



# 09 RECOMMENDATIONS

## Optimized Fleet and Resource Allocation Strategy

### Focus Areas:

- Seasonal Demand Management:
  - Increase fleet availability and optimize resources during peak months (e.g., February, April-May for cities like Jaipur, Lucknow, Surat, Kochi, and Indore) to ensure sufficient capacity to meet high demand, especially in tourism-heavy and business-centric cities.
  - In low-demand months (e.g., June, January), reduce operational costs by temporarily scaling down fleet availability, leveraging dynamic pricing, and introducing promotional offers to stimulate demand.
- Weekend vs. Weekday Focus:
  - Tourism Cities (Jaipur, Kochi, Mysore): Prioritize fleet availability during weekends to accommodate leisure travelers. Offer weekend promotions or family packages to increase trip volume.
  - Business-Centric Cities (Lucknow, Surat, Vadodara): Ensure higher fleet availability during weekdays, specifically targeting corporate travelers and office-goers. Subscription or loyalty models can be introduced to retain regular commuters.
  - Balanced Cities (Indore, Chandigarh): Implement a flexible approach with dynamic pricing strategies to cater to both weekday and weekend demands.

# 09 RECOMMENDATIONS

## Targeted Marketing and Customer Engagement

### Focus Areas:

- City-Specific Campaigns:
  - Tourism-Centric Cities (Jaipur, Kochi, Mysore): Focus on holiday packages, local event tie-ups, and special seasonal offers to engage repeat customers. Leverage local hotel and tourism partnerships to attract both first-time and repeat customers during peak travel seasons.
  - Business Cities (Lucknow, Surat): Promote corporate ride packages, office commutes, and loyalty programs to encourage repeat usage from frequent business travelers.
  - Low Weekend Demand Cities (Coimbatore, Visakhapatnam): Run targeted campaigns for weekend getaways, with special offers like discounts, event partnerships, or group deals to attract more passengers during off-peak weekends.
- Repeat Passenger Engagement:
  - Mysore & Coimbatore: Implement loyalty programs, referral bonuses, or special offers to encourage repeat business. Focus on increasing repeat passenger rates (RPR) through personalized offers and better service quality.
  - Jaipur & Lucknow: Offer additional rewards or premium services for high-frequency riders, ensuring they continue to engage with the service regularly. Target RPR peaks in May by offering loyalty rewards or seasonal promotions.
  - All Cities: Focus on post-trip customer satisfaction surveys to improve service quality and to gather insights into passengers' preferences and areas of improvement.

# 09 RECOMMENDATIONS

## Pricing and Revenue Maximization Strategies

### Focus Areas:

- Dynamic Pricing:
  - Implement surge pricing in peak demand months like February, April-May to maximize revenue from tourism and business travelers. Use dynamic pricing during weekends in cities with heavy tourist traffic and adjust during slower weekdays.
  - Offer off-peak discounts or incentives in low-demand months (June, January) to maintain resource utilization and minimize fleet idleness.
- Corporate and Subscription Packages:
  - Introduce subscription-based pricing models targeting regular commuters, especially in business-heavy cities like Lucknow, Surat, and Vadodara. Offer bulk travel packages or discounted corporate rides to ensure consistent weekday demand.

# 09 RECOMMENDATIONS

## Customer Satisfaction and Ratings Improvement

### Focus Areas:

- Service Quality Enhancement:
  - To improve passenger ratings, particularly in cities like Vadodara, Lucknow, and Surat, invest in driver training programs, improve vehicle conditions, and ensure prompt service to address customer dissatisfaction.
  - Maintain high standards in tourism-heavy cities like Jaipur and Kochi, focusing on offering superior service and customer experience to ensure repeat passengers and positive ratings.
  - Surveys and Feedback: Implement a data-driven feedback mechanism to understand passengers' concerns, improving satisfaction in underperforming cities.

# 09 RECOMMENDATIONS

## Repeat Passenger Rate (RPR%) Strategy

### Focus Areas:

- Increase Repeat Passenger Rate in Low-Performing Cities:
  - Focus on Mysore and Jaipur, where repeat engagement is low. Leverage loyalty programs, targeted discounts, and personalized services to drive higher RPR.
- Capitalize on Peak Repeat Passenger Periods (May):
  - Surat and Lucknow show peak RPR% in May, and Goodcabs should run seasonal promotions or rewards during this time to maximize repeat business.

# 09 RECOMMENDATIONS

## Factors Influencing Repeat Passenger Rates (RPR)

- Insights:
  - Quality of Service: Cities with higher repeat passenger rates (e.g., Surat, Lucknow) indicate that service quality plays a significant role in fostering loyalty. Passengers in these cities may be more likely to return if they perceive the service as reliable and high-quality.
  - Competitive Pricing: In cities with lower RPR (e.g., Mysore, Jaipur), pricing might be a factor. Offering competitive pricing, particularly for repeat customers, can increase RPR.
  - City Demographics: Business-centric cities (Lucknow, Surat) often have higher repeat rates due to regular commuters, while tourism-heavy cities (Jaipur, Kochi) may see seasonal peaks but lower repeat engagement.
- Recommendations:
  - Target quality of service improvements in cities with lower RPR, while integrating pricing strategies (e.g., bulk discounts, loyalty rewards) to improve engagement.

# 09 RECOMMENDATIONS



## Tourism vs. Business Demand Impact

- Insights:
  - Tourism Demand: Jaipur, Kochi, Mysore show strong demand during peak tourism seasons. Local festivals, cultural events, and peak holiday months directly influence trip volume.
  - Business Demand: Lucknow, Surat, Vadodara exhibit high weekday demand due to commuting and business travel.
- Recommendations:
  - Tailor marketing efforts for tourism cities around local festivals, long weekends, and peak seasons to increase trip volume.
  - In business cities, focus on corporate partnerships and weekday commuter packages to ensure consistent trip volume throughout the year.

# 09 RECOMMENDATIONS



## Emerging Mobility Trends and Goodcabs' Adaptation

- Insights:
  - The rise of electric vehicles (EVs) and eco-friendly mobility initiatives is gaining momentum in tier-2 cities. There is increasing awareness about sustainability, especially among environmentally-conscious commuters.
- Recommendations:
  - Integrate Electric Vehicles (EVs) into Goodcabs' fleet, especially in cities with growing environmental awareness or where government incentives exist.
  - Promote green energy solutions and advertise the transition to electric vehicles to attract eco-conscious customers.

# 09 RECOMMENDATIONS



## Partnership Opportunities with Local Businesses

- Insights:
  - Goodcabs can partner with local businesses, such as hotels, malls, and event venues, to increase passenger traffic, especially during peak tourism or local events.
- Recommendations:
  - Collaborate with tourist spots, event venues, or hotels to offer exclusive discounts or ride packages for tourists in cities like Jaipur and Kochi.
  - Corporate tie-ups with businesses in Lucknow and Surat can boost weekday demand and improve loyalty through exclusive commuter deals.

# 09 RECOMMENDATIONS

## Data Collection for Enhanced Data-Driven Decisions

- Insights:
  - Collecting deeper insights into customer behavior, such as trip frequency, time of booking, and travel preferences, can provide valuable data to optimize fleet allocation and marketing strategies.
- Recommendations:
  - Collect data on passenger demographics, ride frequency, and feedback to better understand customer patterns and preferences.
  - Implement advanced predictive analytics for better demand forecasting and resource allocation, particularly during peak seasons or for repeat customer engagement.

# 10 CONCLUSION



By aligning strategies with demand fluctuations, seasonal trends, and improving repeat passenger engagement, Goodcabs can enhance its operational efficiency, revenue, customer satisfaction, and loyalty across cities. Key focus areas should include optimized fleet management, dynamic pricing, customer loyalty programs, and targeted marketing campaigns. Addressing emerging trends like electric vehicles, tourism impacts, and corporate partnerships will further enhance Goodcabs' competitive edge in both tourism and business-centric cities.

# THANK YOU

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