



# PERFORMANCE ANALYSIS OF GOODCABS

Transport and mobility domain

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Codebasics Bootcamp : Resume Project Challenge



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# Introduction

GoodCabs, a cab service company established 2 years ago, has gained a strong foothold in the Indian market by focusing on tier-2 cities.

Committed to empowering local drivers and improving passenger experiences

Jaipur, Kochi, Chandigarh, Visakhapatnam, Mysore, Indore, Coimbatore, Lucknow, Vadodara, Surat



# Problem Statement

GoodCabs has set ambitious performance targets for 2024 to drive growth and improve passenger satisfaction

Analyze company's performance across key metrics, including trip volume, passenger satisfaction, repeat passenger rate, trip distribution, and the balance between new and repeat passengers

## Objective

Provide actionable insights to help GoodCabs improve operations and meet growth goal





# DASHBOARD

PowerBI



GoodCabs

## Trip Analysis

## Passenger Analysis

City Name

All

Month

All

Trip Type

All

Passenger Type

All

426K

TOTAL TRIPS

₹ 108.2M

TOTAL REVENUE

8M

TOTAL DISTANCE

₹ 254.0

AVG FARE PER TRIP

19.13

AVG TRIP DISTANCE

₹ 13.3

AVG FARE PER KM

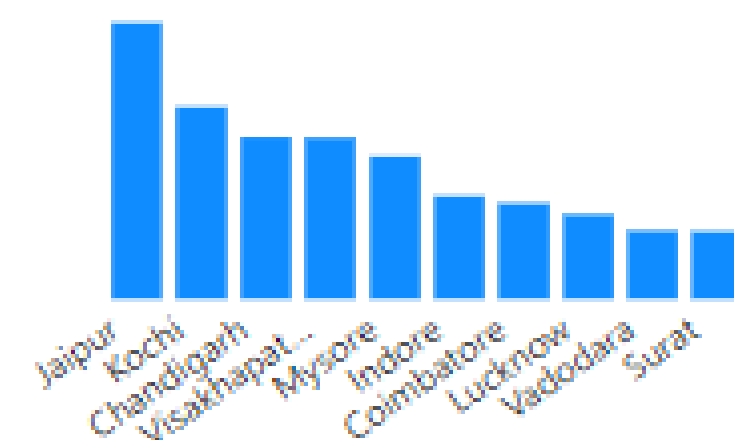
45

MAX TRIP DISTANCE (KM)

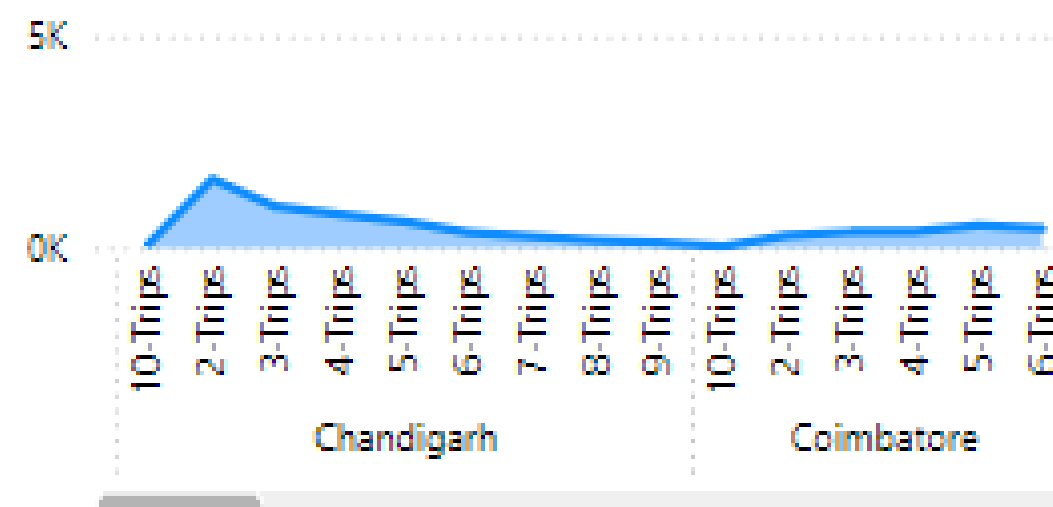
5

MIN TRIP DISTANCE (KM)

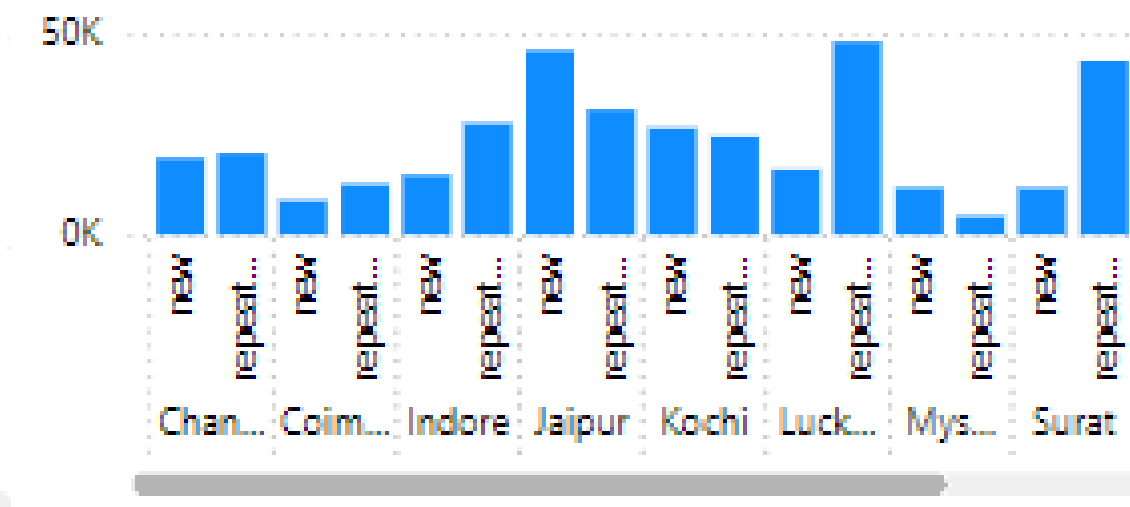
Avg. Fare Per Trip



Total Repeat Passengers by Trip Type

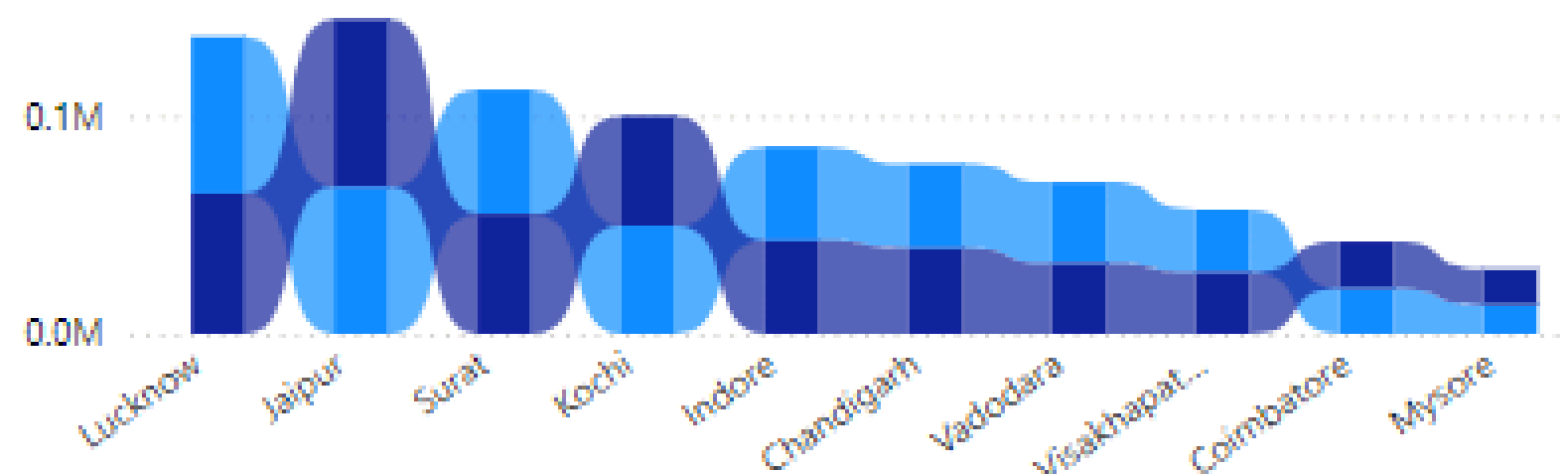


Total Trips by Passenger Type



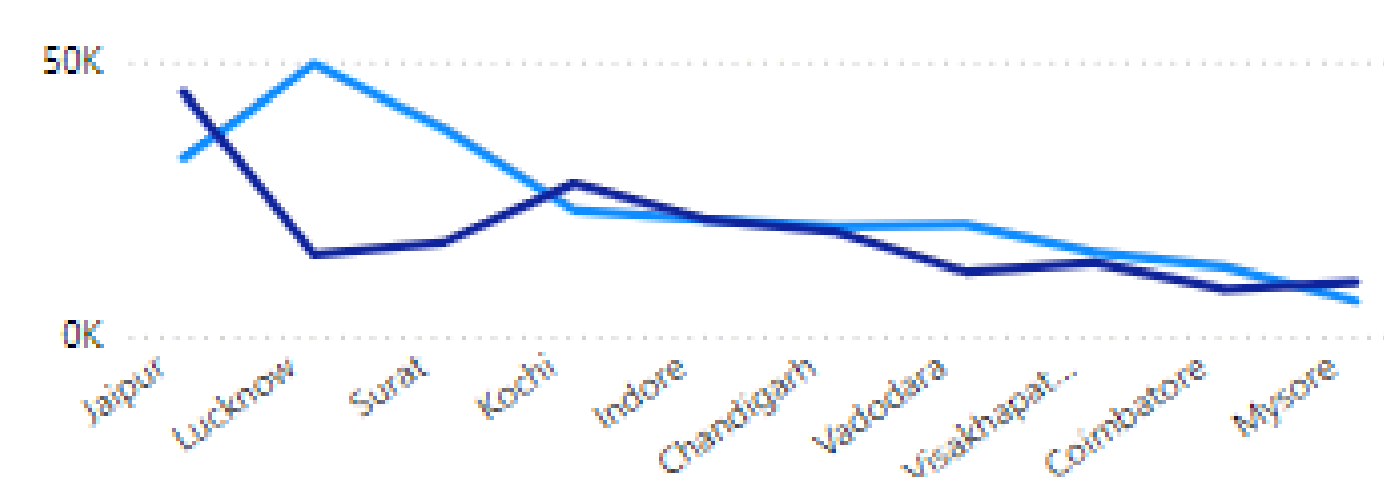
Actual Trips Vs Target Trips

● Total target trips ● Total Trips



Total Trips

weekend/weekday ● weekday ● weekend





GoodCabs

Trip Analysis

Passenger Analysis

City Name

All

Month

All

Weekend/Weekday

All

Passenger Type

All

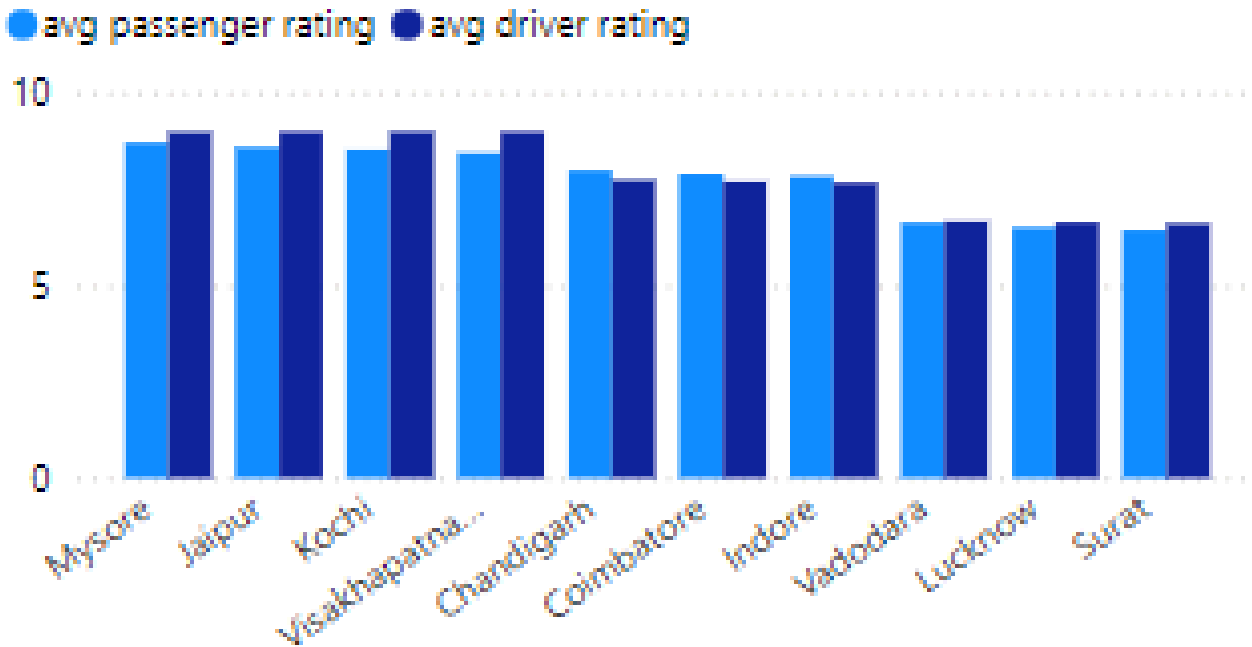
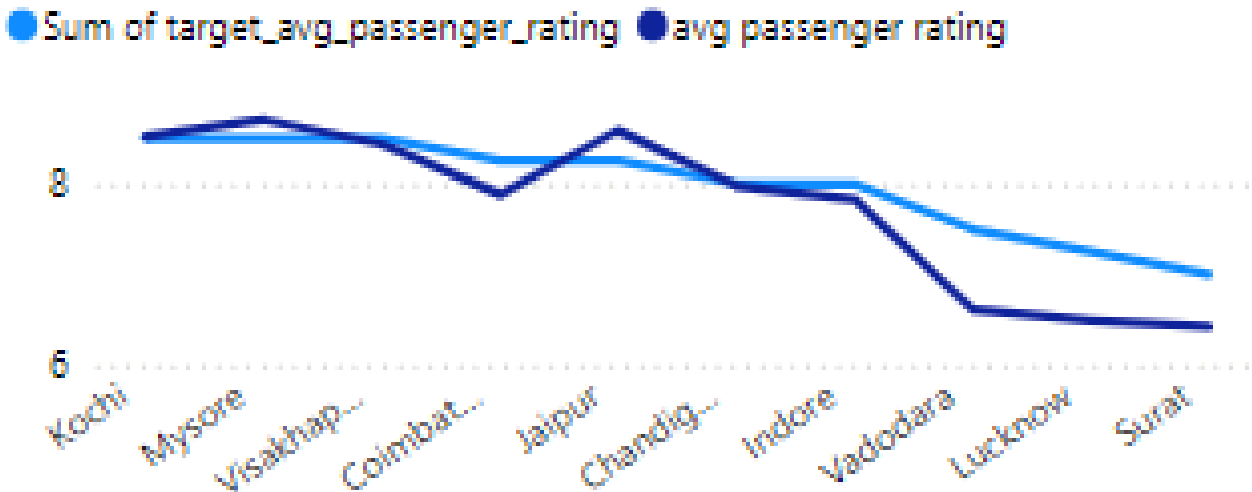
238K  
TOTAL PASSENGERS

177K  
NEW PASSENGERS

61K  
REPEAT PASSENGERS

25.7  
RPR%

Target vs Actual Avg. Passenger Rating



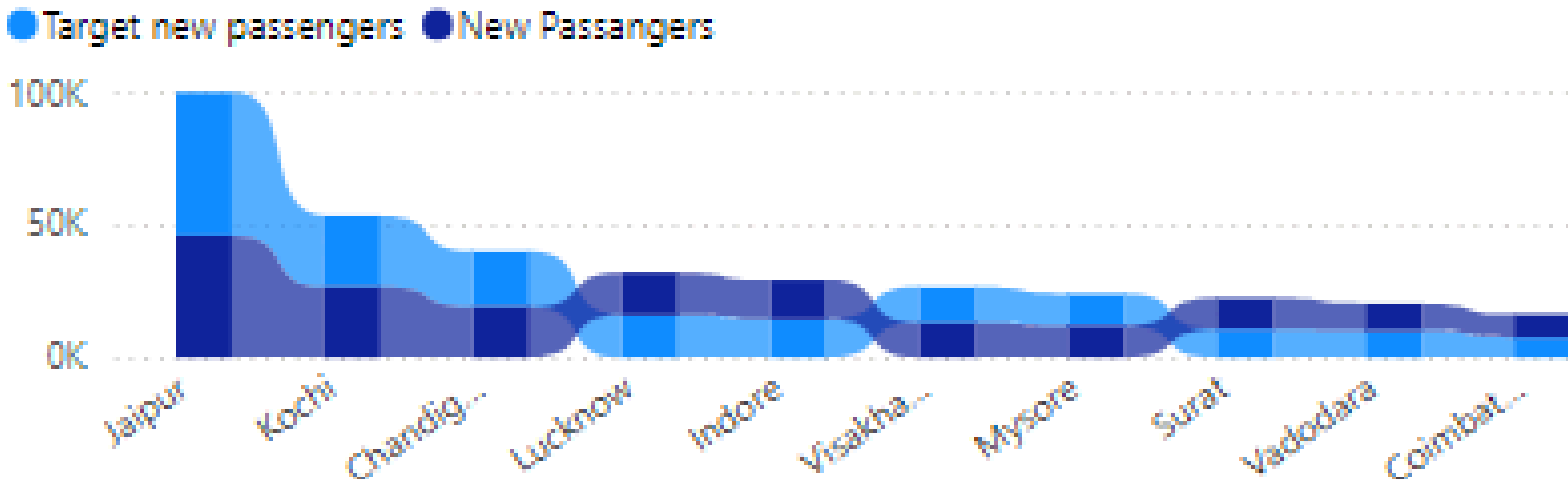
New vs Repeated Passengers  
Trip Ratio

city_name	month_name	Ratio
Chandigarh	April	0.81
Chandigarh	February	1.25
Chandigarh	January	1.36
Chandigarh	June	0.68
Chandigarh	March	0.97

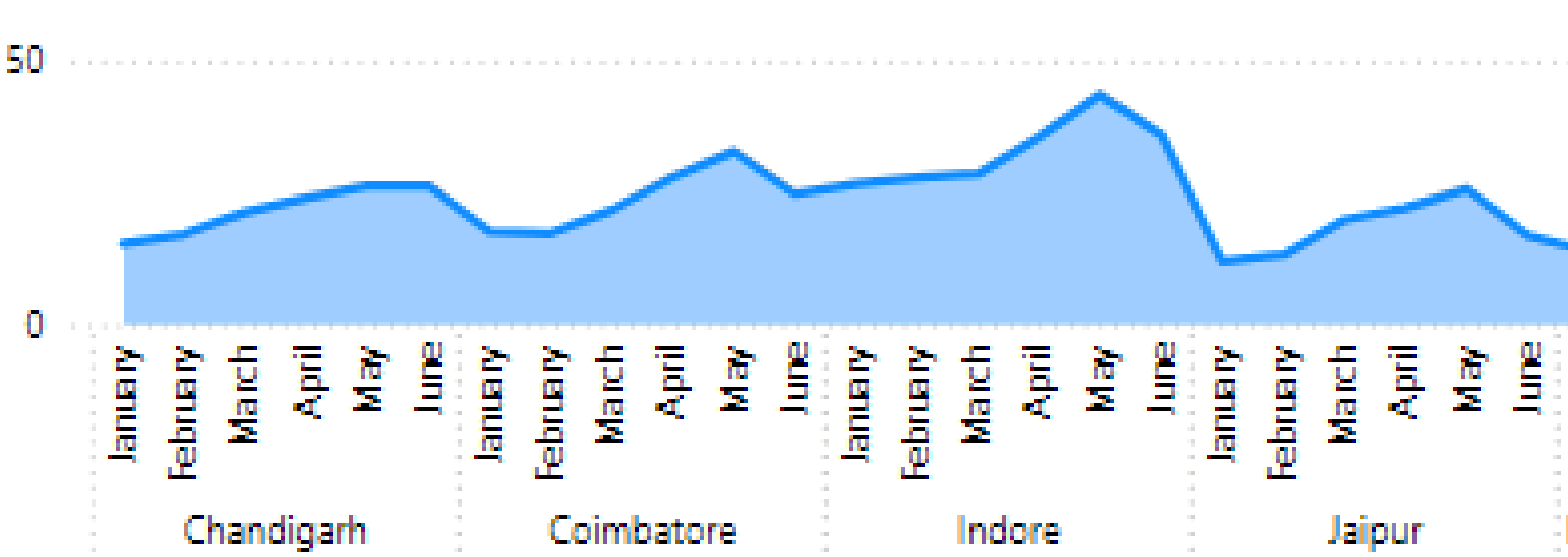
Revenue Growth Rate

city_name	Month	growth%
Chandigarh	January	0.00
Chandigarh	February	0.09
Chandigarh	March	-0.12
Chandigarh	April	-0.15
Chandigarh	May	0.17
Chandigarh	June	-0.07

Target vs Actual New Passengers



RPR% by City and Month





# AD-HOC REQUESTS

Skill used : MySQL





# Business Request – 1

## City-Level Fare and Trip Summary Report

city_name	total_trips	avg_fare_per_km	avg_fare_per_trip	percentage_contribution_to_total_trips
Visakhapatnam	28366	12.53	282.67	6.66
Chandigarh	38981	12.06	283.69	9.15
Surat	54843	10.66	117.27	12.88
Vadodara	32026	10.29	118.57	7.52
Mysore	16238	15.14	249.71	3.81
Kochi	50702	13.93	335.25	11.90
Indore	42456	10.90	179.84	9.97
Jaipur	76888	16.12	483.92	18.05
Coimbatore	21104	11.15	166.98	4.96
Lucknow	64299	11.76	147.18	15.10

# Business Request – 2

## Monthly City-Level Trips Target Performance Report

city_name	month_name	actual_trips	target_trips	performance_status	percentage_difference
Visakhapatnam	January	4468	4500	Below Target	-0.72
Chandigarh	January	6810	7000	Below Target	-2.79
Surat	January	8358	9000	Below Target	-7.68
Vadodara	January	4775	6000	Below Target	-25.65
Mysore	January	2485	2000	Above Target	19.52
Kochi	January	7344	7500	Below Target	-2.12
Indore	January	6737	7000	Below Target	-3.90
Jaipur	January	14976	13000	Above Target	13.19
Coimbatore	January	3651	3500	Above Target	4.14
Lucknow	January	10858	13000	Below Target	-19.73
Visakhapatnam	February	4793	4500	Above Target	6.11
Chandigarh	February	7387	7000	Above Target	5.24
Surat	February	9069	9000	Above Target	0.76

# Business Request – 3

## City-Level Repeat Passenger Trip Frequency Report

city_id	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips	10-Trips
AP01	2618	1275	510	278	163	101	71	45	47
CH01	1638	976	798	619	376	278	176	118	91
GJ01	843	1232	1430	1706	1594	1027	539	150	117
GJ02	429	616	718	785	829	559	251	89	70
KA01	720	361	188	86	60	26	21	8	7
KL01	3635	1857	901	494	298	161	126	92	62
MP01	2478	1637	967	746	494	378	235	172	109
RJ01	4855	2007	1173	609	400	244	184	116	94
TN01	286	378	397	526	450	267	157	59	31
UP01	927	1417	1555	1768	1937	1087	617	183	106



## Business Request – 4

Identify Cities with Highest and Lowest Total New Passangers

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

# Business Request – 5

Identify Month with Highest Revenue for Each City

city_name	highest_revenue_month	revenue	percentage_contribution
Visakhapatnam	April	1390682	17.34
Chandigarh	February	2108290	19.07
Surat	April	1154909	17.96
Vadodara	April	706250	18.60
Mysore	May	745170	18.38
Kochi	May	3333746	19.61
Indore	May	1380996	18.09
Jaipur	February	7747202	20.82
Coimbatore	April	612431	17.38
Lucknow	February	1777269	18.78



# Business Request – 6

## Repeat Passenger Rate Analysis



city_name	city_wise_total_passengers	city_wise_repeat_passengers	city_repeat_passenger_rate
Visakhapatnam	17855	5108	28.61
Chandigarh	23978	5070	21.14
Surat	20264	8638	42.63
Vadodara	14473	4346	30.03
Mysore	13158	1477	11.23
Kochi	34042	7626	22.40
Indore	22079	7216	32.68
Jaipur	55538	9682	17.43
Coimbatore	11065	2551	23.05
Lucknow	25857	9597	37.12



# PRIMARY AND SECONDARY ANALYSIS

Skill used :MS Excel

# Top3 and Bottom3 cities by total trips

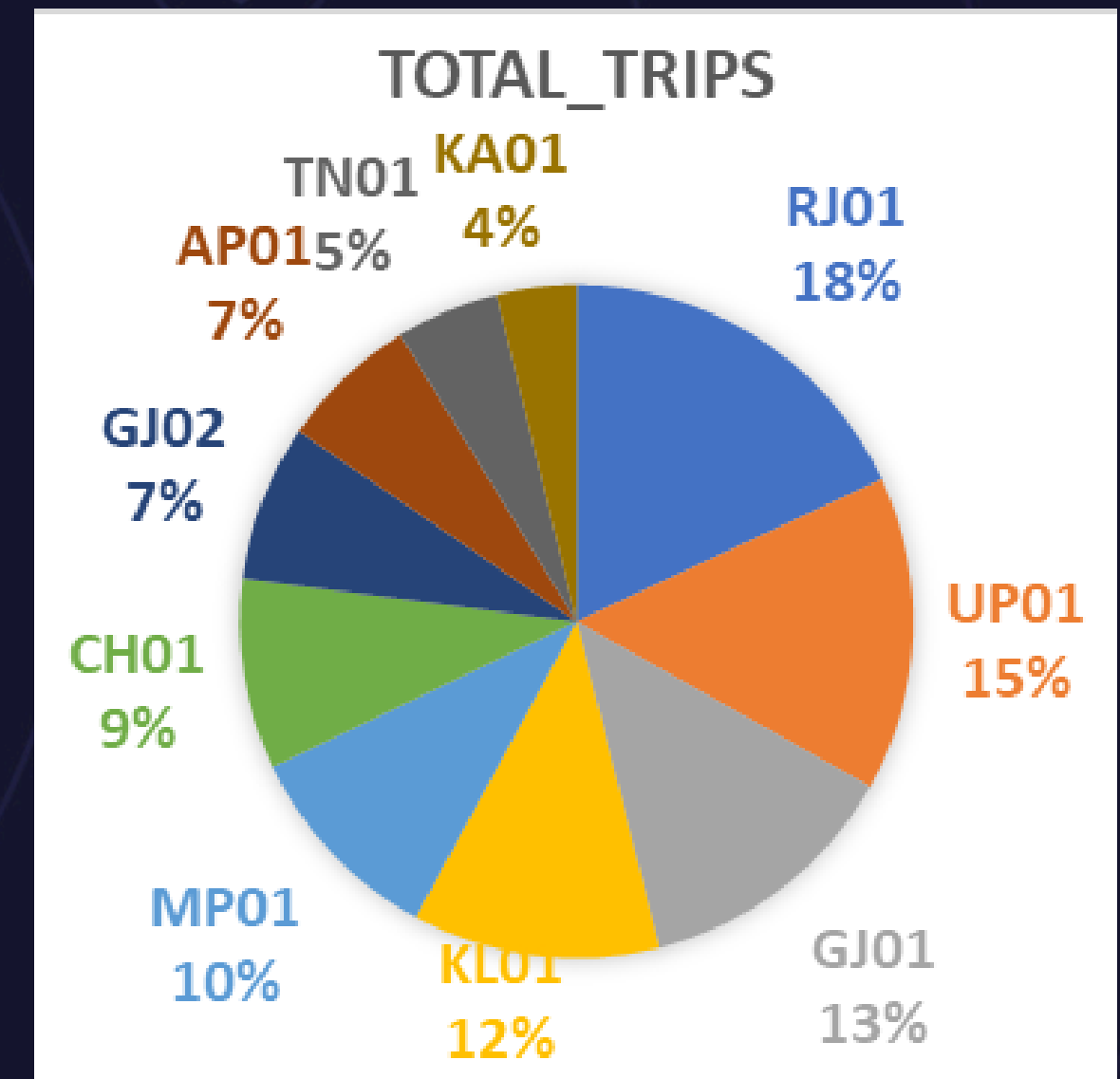


## Insights

- Difference in trip volumes b/w top & bottom cities
- Jaipur(RJ01), Lucknow(UP01), Surat(GJ01), showing strong demand
- Visakhapatnam(AP01), Coimbatore(TN01), Mysore(KA01), showing low demand, indicating challenges

## Recommendations

- Boost top cities
- Improve bottom cities



# Avg Fare per trip by city



## Insights

Jaipur leads with ₹483.92 per trip, while Surat has the lowest at ₹117.27

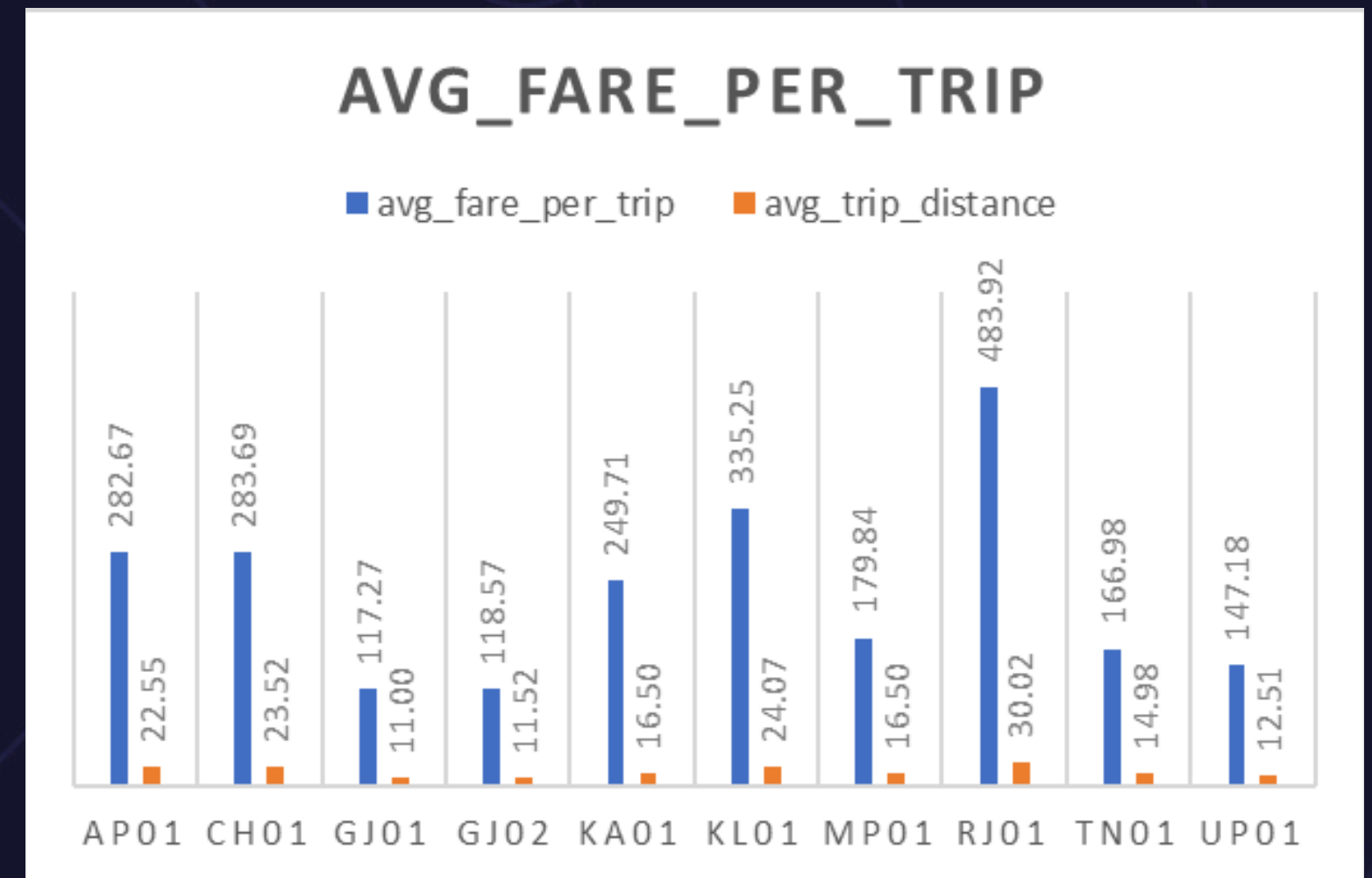
## Recommendations

In high average fare cities :

- Offer discounts or rewards for frequent users to retain high-paying customers
- Introduce luxury cab options or ride subscriptions

In low average fare cities :

- charging slightly higher prices during busy hours
- Offer discounts or deals for frequent short trips to attract more riders





# Avg ratings by city and passenger type



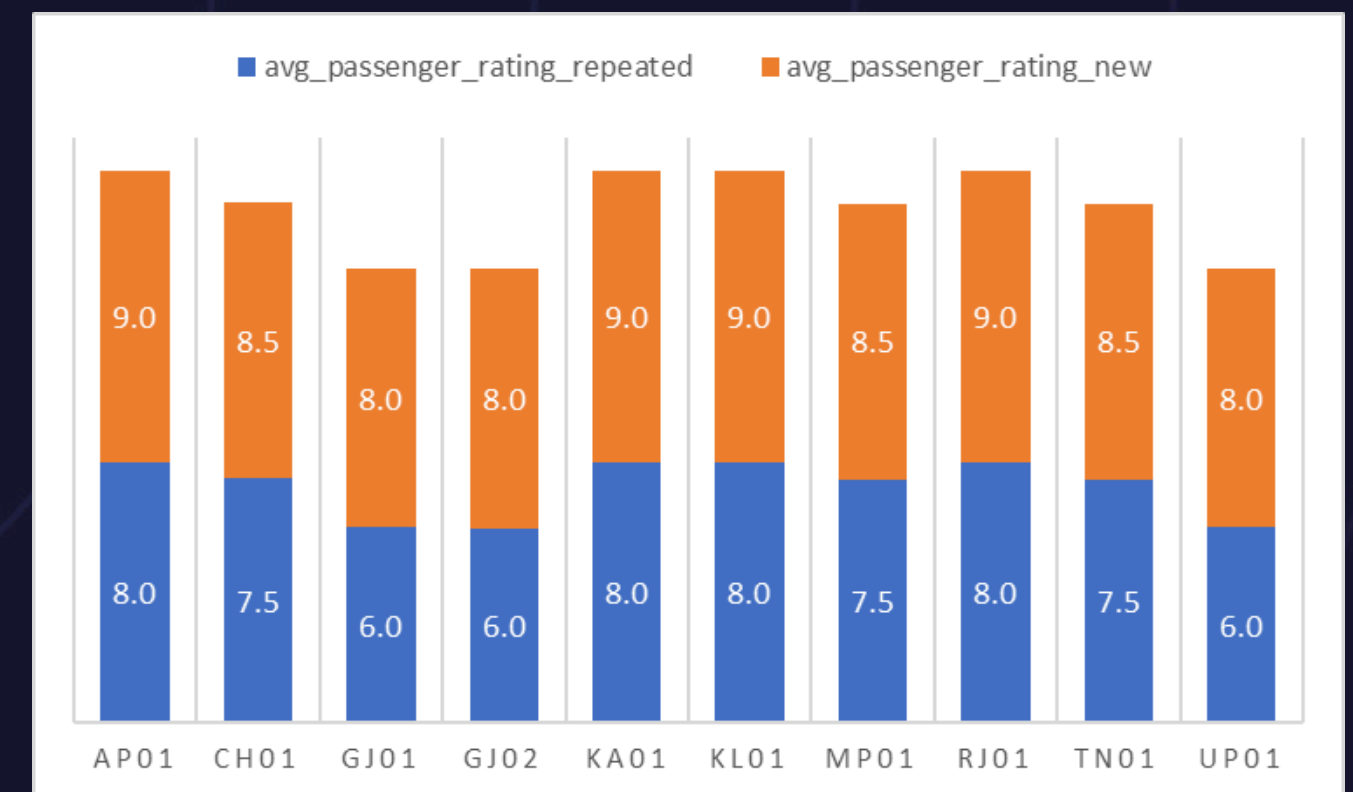
## Insights

- Jaipur(RJ01), kochi(KL01), mysore(KA01) and visakhapatnam(AP01) have highest average ratings among new passengers
- Surat(GJ01), Vadodara(GJ02) and Lucknow(UP01) have lowest average ratings among repeated passengers

city_id	avg_driver_rating
KL01	9.0
AP01	9.0
RJ01	9.0
KA01	9.0
CH01	7.7
TN01	7.7
MP01	7.7
GJ02	6.6
UP01	6.6
GJ01	6.6

## Recommendations

- Offer performance-based rewards for drivers achieving higher ratings
- Provide loyalty rewards for frequent passengers to maintain engagement
- Allocate better vehicles and experienced drivers to problematic routes





# Avg ratings by driver

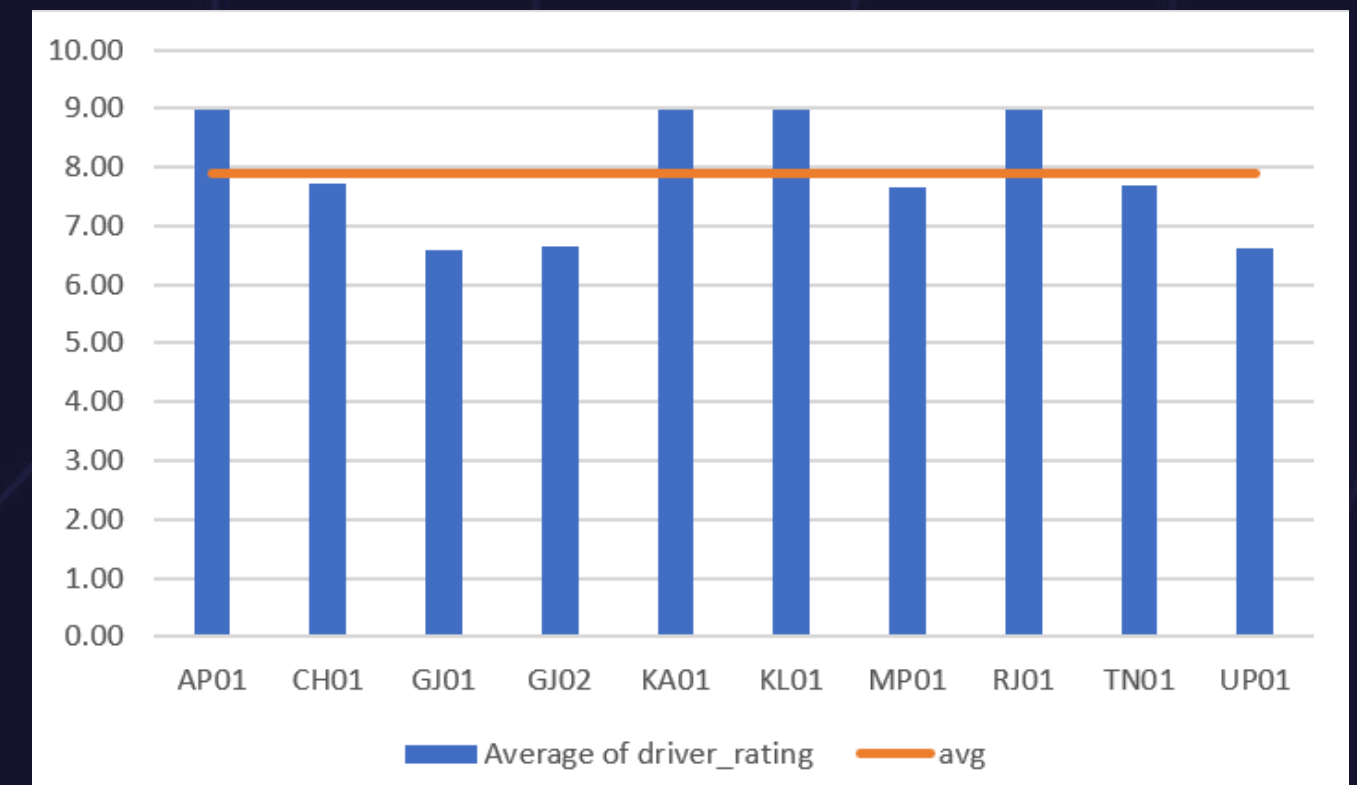


## Insights

- AP01, KA01, KL01, and RJ01 have driver ratings above the average indicate good driver performance and passenger satisfaction
- GJ01, GJ02, UP01 show notably lower driver ratings, indicating areas of concern

## Recommendations

- Provide regular training sessions on customer service, communication skills, and safe driving practices
- Reward drivers in AP01, KL01, RJ01 and KA01 to maintain high standards
- Assign senior drivers as mentors in low-rated regions
- Create a support helpline for drivers to address their challenges



# Peak and Low demand months by city



city_id ▼	january ▼	february ▼	mar ▼	april ▼	may ▼	june ▼
AP01	4468	4793	4877	4938	4812	4478
CH01	6810	7387	6569	5566	6620	6029
GJ01	8358	9069	9267	9831	9774	8544
GJ02	4775	5228	5598	5941	5799	4685
KA01	2485	2668	2633	2603	3007	2842
KL01	7344	7688	9495	9762	10014	6399
MP01	6737	7210	7019	7415	7787	6288
RJ01	14976	15872	13317	11406	11475	9842
TN01	3651	3404	3680	3661	3550	3158
UP01	10858	12060	11224	10212	9705	10240

- RJ01(Jaipur) declines after February, KL01(Kochi) peaks in march–may
- Stable cities : CH01 and GJ02 maintain steady numbers
- Plan driver incentives for slow months (e.g., June)
- RJ01 : Run special summer offers or discounts to attract more customers
- KL01 : ensure more drivers are available and promote rides during March–May

# Weekend vs Weekday trip demand by city



## Insights

- KL01(Kochi) and RJ01(Jaipur) have higher trip volumes on weekends, indicating strong leisure travel demand.
- UP01(Lucknow) and GJ01(Surat) perform better on weekdays, suggesting more work-related or routine trips.
- KA01 and TN01 overall low demand

## Recommendations

- Run weekend offers in KL01 and RJ01
- Introduce weekday loyalty programs in UP01 and GJ01
- Adjust driver availability based on demand pattern

city_id	weekday	weekend
AP01	15100	13266
CH01	19914	19067
GJ01	37793	17050
GJ02	20310	11716
KA01	6424	9814
KL01	22915	27787
MP01	21198	21258
RJ01	32491	44397
TN01	12576	8528
UP01	49617	14682

# Repeat passenger frequency and city contribution analysis

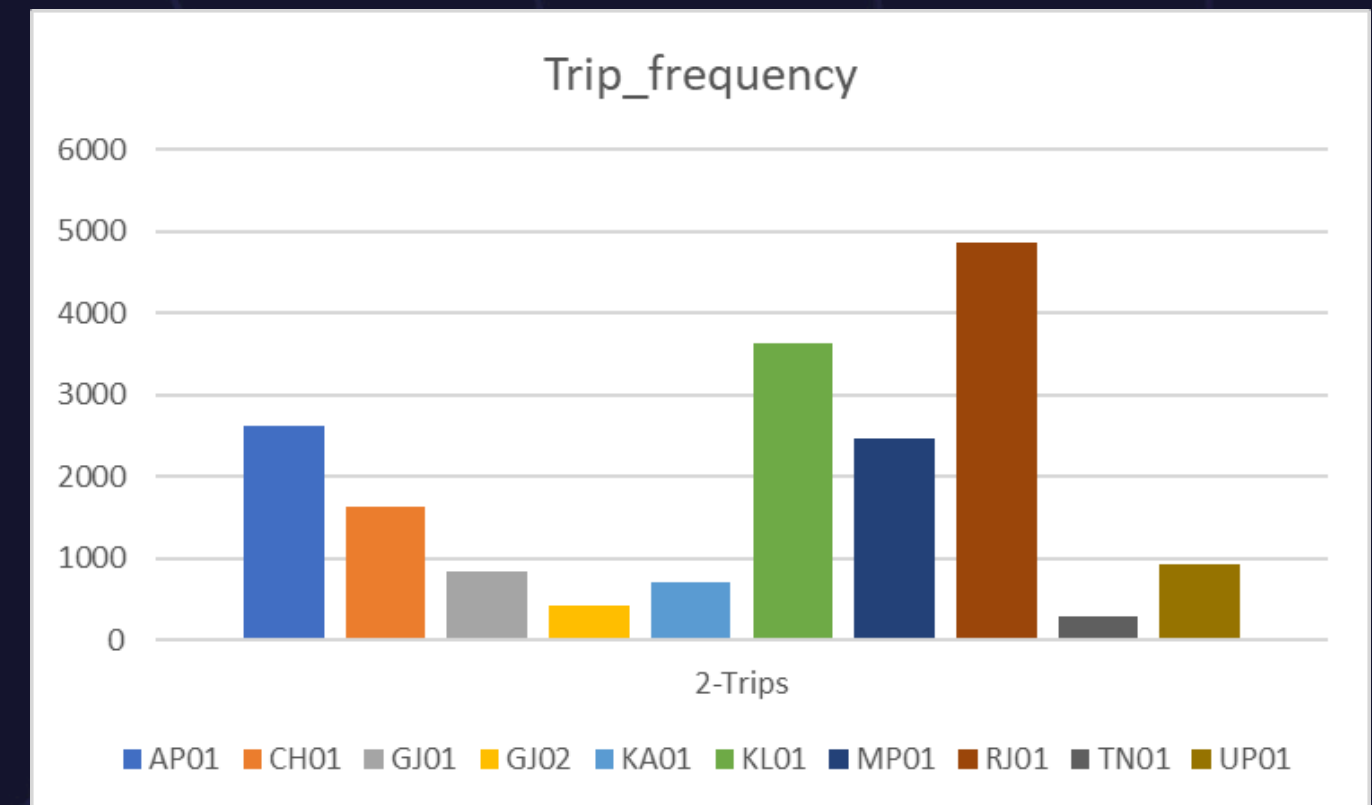


## Insights

- Tourism focused cities : Most users take around 2 trips, especially in RJ01(Jaipur) and KL01(Kochi)

## Recommendations

- Offer special packages for tourists





# Target achievement analysis for Total trips



city_id	Target_trips	Actual_trips	%_difference	performance
AP01	28500	28366	-0.47	missed
CH01	39000	38981	-0.05	missed
GJ01	57000	54843	-3.93	missed
GJ02	37500	32026	-17.09	missed
KA01	13500	16238	16.86	exceeded
KL01	49500	50702	2.37	exceeded
MP01	43500	42456	-2.46	missed
RJ01	67500	76888	12.21	exceeded
TN01	21000	21104	0.49	exceeded
UP01	72000	64299	-11.98	missed

## Insights

- RJ01(Jaipur) exceeded targets with 12.21% and KA01(Mysore) with 16.86%
- GJ02 (-17.09%) and UP01 (-11.98%) underperformed
- CH01(Chandigarh) nearly met the target with the gap of 0.05%



# Target achievement analysis for new passengers



city_id	Target_new_passengers	Actual_new_Passengers	%_difference	performance
AP01	13500	12747	-5.91	missed
CH01	21000	18908	-11.06	missed
GJ01	10500	11626	9.69	exceeded
GJ02	9900	10127	2.24	exceeded
KA01	12000	11681	-2.73	missed
KL01	27000	26416	-2.21	missed
MP01	14100	14863	5.13	exceeded
RJ01	54000	45856	-17.76	missed
TN01	7500	8514	11.91	exceeded
UP01	15600	16260	4.06	exceeded

## Insights

- TN01(Coimbatore) and GJ01(Surat) exceeded target by 11.91% and 9.69%
- RJ01(Jaipur) and CH01(Chandigarh) missed target by -17.76% and -11.06%



# Monthly target achievement analysis for key metrics

city_id	target_avg_passenger_rating	actual_avg_passenger_rating	%_difference	performance
AP01	8.5	8.4	-0.80	missed
CH01	8	8.0	-0.29	missed
GJ01	7	6.4	-9.08	missed
GJ02	7.5	6.6	-13.44	missed
KA01	8.5	8.7	2.31	exceeded
KL01	8.5	8.5	0.19	exceeded
MP01	8	7.8	-2.19	missed
RJ01	8.25	8.6	3.89	exceeded
TN01	8.25	7.9	-4.65	missed
UP01	7.25	6.5	-11.72	missed

## Insights

- RJ01(Jaipur) and KA01(Mysore) exceeded target by 3.89% and 2.31%
- GJ02(Vadodara) and UP01(Lucknow) missed target by -13.44% and -11.72%

# Highest and Lowest repeat passenger rate(RPR%) by city



## Insights

- GJ01 (42.6%) and UP01 (37.1%) have the highest repeat passenger rates, showing strong customer loyalty
- KA01 (11.2%) and RJ01 (17.4%) have the lowest repeat passenger rates, indicating poor retention
- RJ01, despite having a high total passenger count, struggles with repeat customers

## Recommendations

- Introduce loyalty programs and frequent rider discounts in KA01 and RJ01
- Ensure better ride quality, driver professionalism, and in-app experience in low RPR cities
- Convert new passengers to repeat ones with first time offers

city_id	repeat_passenger	total_passenger	RPR%
AP01	5108	17855	28.6
CH01	5070	23978	21.1
GJ01	8638	20264	42.6
GJ02	4346	14473	30.0
KA01	1477	13158	11.2
KL01	7626	34042	22.4
MP01	7216	22079	32.7
RJ01	9682	55538	17.4
TN01	2551	11065	23.1
UP01	9597	25857	37.1



Thank You

