



GOODCABS 2024

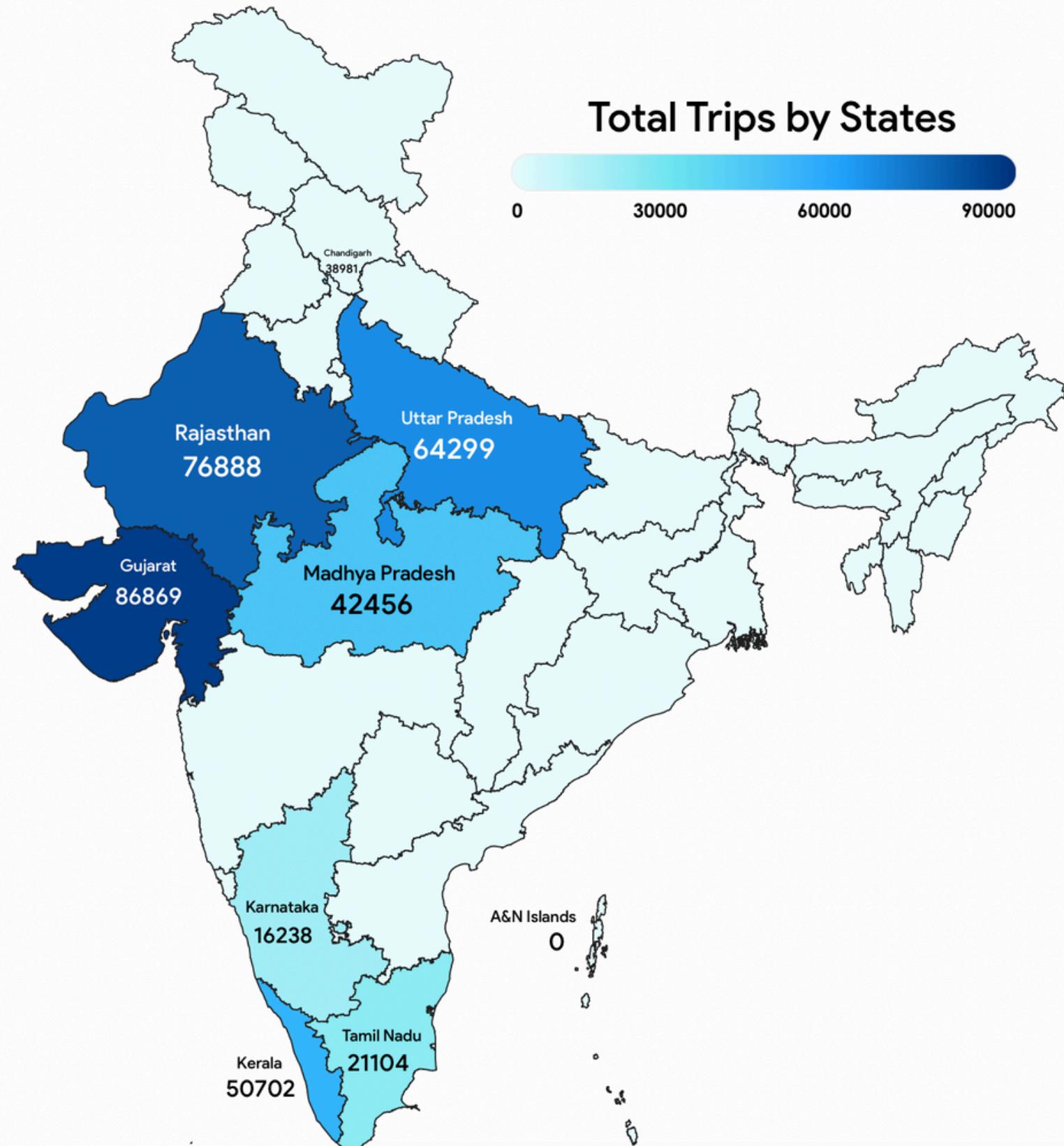
Performance Analysis



1	Problem Statement
2	Primary Analysis
3	Extended Insights
4	Recommendations
5	Dashboard

Agenda

Key Markets



State	Total Trips (Q1 & Q2)	RG%
Gujarat	86,869	-4.74
Rajasthan	76,888	0.11
Uttar Pradesh	64,299 ▲	-4.91
Kerala	50,702 ▼	1.81
Madhya Pradesh	42,456	3.44
Tamil Nadu	21,104 ▲	-3.94
Karnataka	16,238 ▼	14.90

Top vs Bottom 3 Performing Cities



Top Performing Cities

Bottom Performing Cities

- The Top and Bottom performing cities are calculated using overall performance with the **OCG Score**
- Operational Customer Growth** Score is a grading system focused on balanced evaluation, normalized comparison, actionable insights, and future focused

O-Score (40%)

- Trips: 15%
- Fare: 15%
- Target: 10%

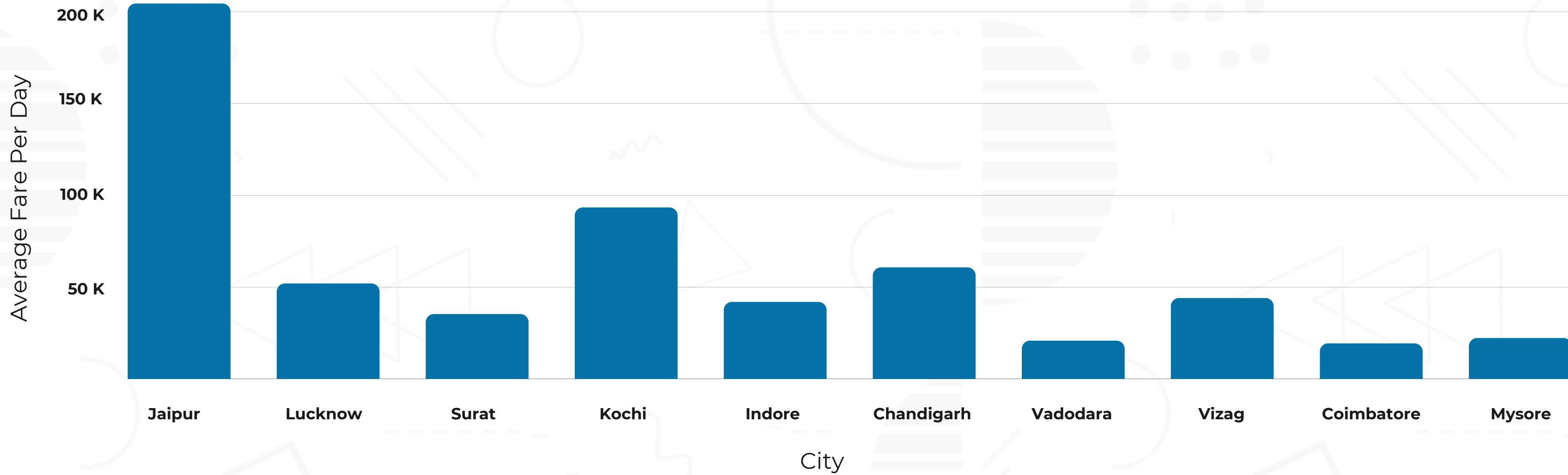
C-Score (35%)

- Rating: 10%
- Retention: 10%
- Conversion: 8%
- New Customers: 7%

G-Score (25%)

- Revenue Growth: 15%
- Churn Management: 10%

Average Fare Per Trip by City



- 📍 Jaipur leads in having **highest average fare** collection by day followed by Kochi and Chandigarh
- 📍 Coimbatore bottoms the list followed by Mysore and Vadodara citing operational issues, mixed customer metrics and growth issues

Weekday vs Weekend Trips by City



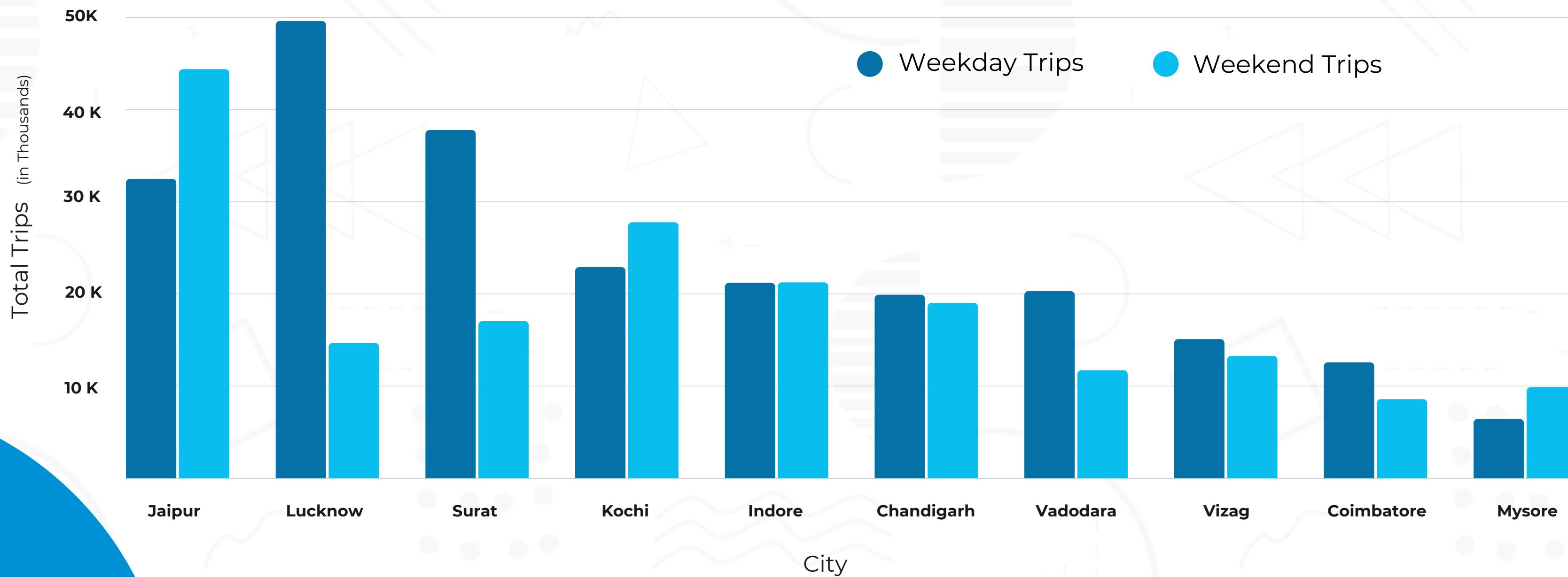
Weekday Trips

Lucknow, Surat, and Jaipur lead in weekday trips, reflecting their significance as hubs for business, work-related activities, and professional networking events



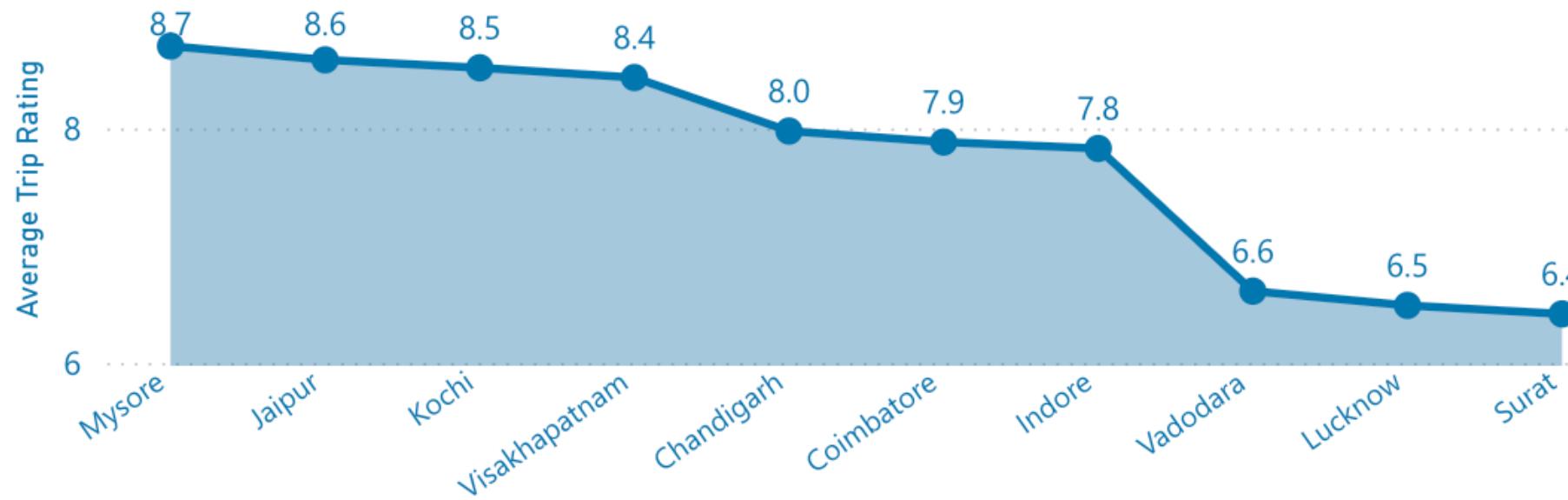
Weekend Trips

Jaipur, Kochi, and Indore lead in weekend trips, showcasing their appeal as popular destinations for leisure, tourism, and recreational activities

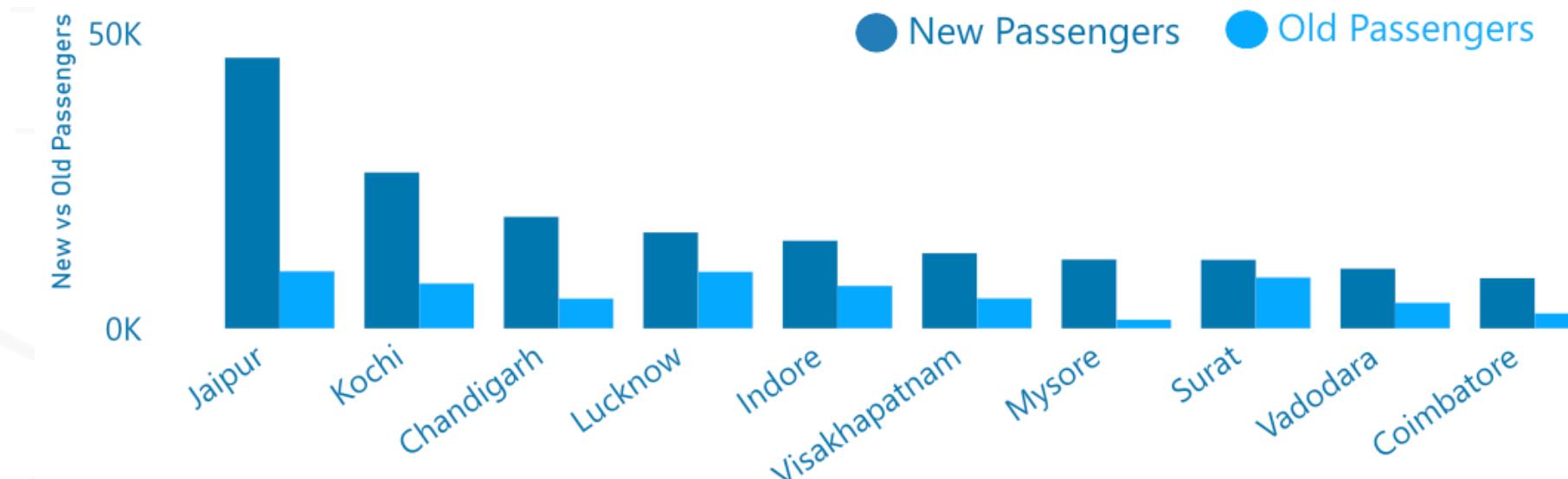


Average Ratings by City and Passenger Type

Average City Trip Ratings



New vs Returning Passengers by Cities



Average City Ratings

Mysore leads in average passenger ratings, followed by Jaipur and Kochi, indicating a strong presence of services in tourist areas and a focus on attracting new customers

Passenger Type

Surat has the highest number of returning customers based on the retention rate, indicating a strong customer loyalty driven by its business-focused environment

Tourist-focused Cities like Mysore, Jaipur, and Kochi lead in average passenger ratings, reflecting the strong presence and quality of services tailored to attract and satisfy new customers visiting these destinations

In contrast, **Business-Centric hubs** like Surat exhibit the highest retention rates, showcasing strong customer loyalty and a preference for reliable services among returning users in these commercially active regions

Peak and Low Demand Months by City

City	April	February	January	June	March	May
Jaipur	11406	15872	14976	9842	13317	11475
Lucknow	10212	12060	10858	10240	11224	9705
Surat	9831	9069	8358	8544	9267	9774
Kochi	9762	7688	7344	6399	9495	10014
Indore	7415	7210	6737	6288	7019	7787
Chandigarh	5566	7387	6810	6029	6569	6620
Vadodara	5941	5228	4775	4685	5598	5799
Visakhapatnam	4938	4793	4468	4478	4877	4812
Coimbatore	3661	3404	3651	3158	3680	3550
Mysore	2603	2668	2485	2842	2633	3007

- 📍 **February** emerges as the strongest month across cities while June shows consistent dips, suggesting significant seasonal impact on trip volumes
- 📍 The top 3 performing cities are Jaipur (averaging 12,815 trips), Lucknow and Surat maintaining **consistently high trip volumes** throughout the period

Repeat Passenger Frequency

Total Repeat Passengers by Month



Total Repeat Passengers by Trip Count



RPR Insights

The majority of repeat passengers take 2-3 trips (18.4K take 2 trips and 11.8K take 3 trips), showing a significant drop-off in frequency after the initial repeat usage

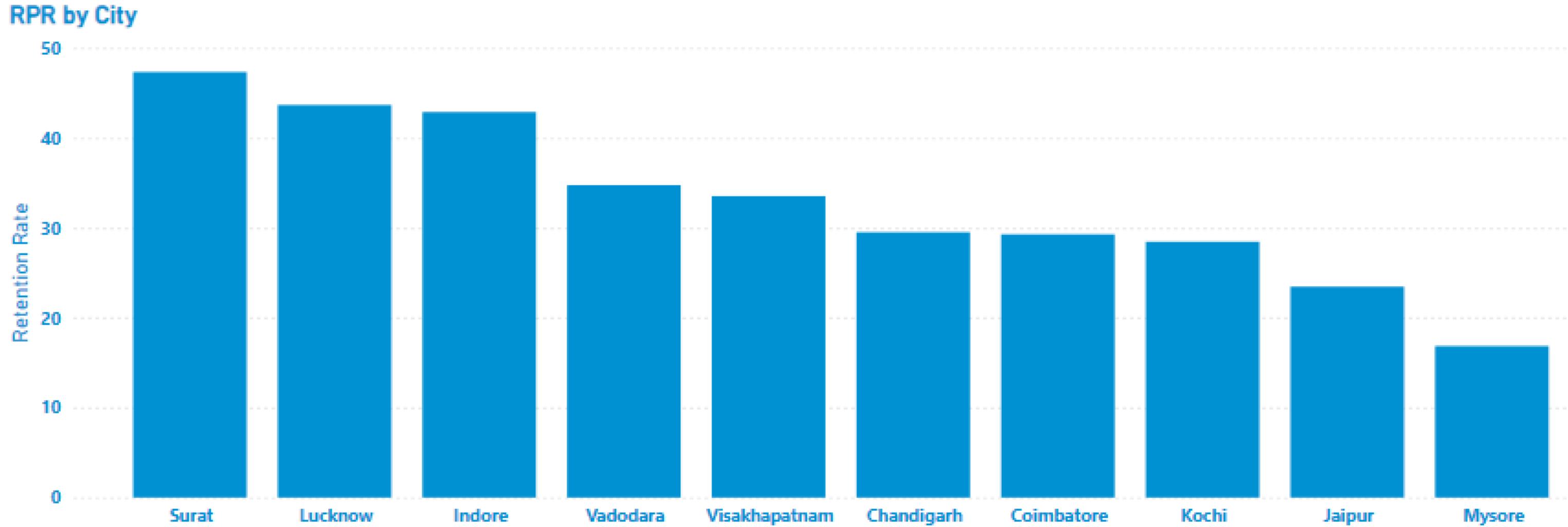


Indore has the **highest repeat passenger rate** at 42.87%, indicating effective customer retention strategies, while Chandigarh has a lower rate of 29.50%



Chandigarh demonstrates a significant revenue growth of +16.84%, contrasting with Coimbatore, which shows a decline of -3.94%, highlighting the **need for targeted strategies in underperforming areas**

RPR - City Contribution Analysis



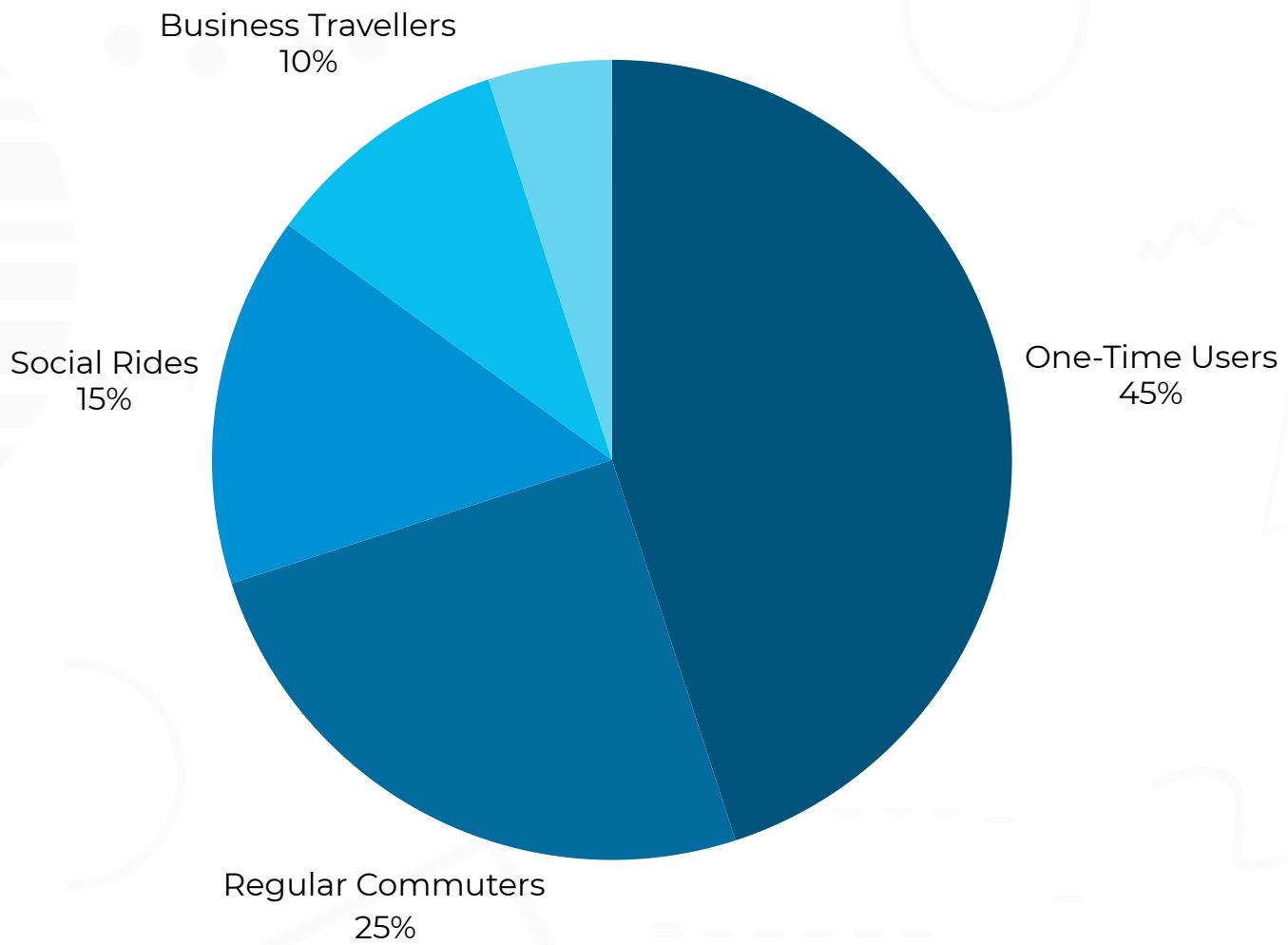
- 📍 Surat contributes more to the RPR followed by Lucknow and Indore due to their **business-centric nature** and the demand for professional transportation services
- 📍 The least-performing cities based on RPR are Mysore, Jaipur, and Kochi, which clearly indicates a focus on **tourism and leisure activities** rather than returning customers.

RPR by Month Analysis

City	January	February	March	April	May	June
Surat	32.74%	36.81%	43.43%	45.70%	49.92%	49.17%
Lucknow	29.23%	31.98%	33.93%	39.30%	47.66%	46.70%
Indore	26.65%	27.71%	28.46%	35.52%	43.53%	35.88%
Vadodara	20.66%	22.13%	30.10%	34.49%	38.48%	38.90%
Visakhapatnam	20.55%	24.92%	29.84%	34.97%	32.91%	29.68%
Coimbatore	17.71%	17.36%	21.73%	27.87%	32.66%	24.69%
Kochi	14.05%	18.71%	21.70%	24.19%	29.78%	25.84%
Chandigarh	15.52%	17.21%	21.27%	24.02%	26.20%	26.30%
Jaipur	12.01%	13.34%	19.88%	22.10%	25.68%	16.98%
Mysore	8.08%	7.99%	9.48%	11.39%	15.37%	14.93%

- **May** emerges as the strongest month across cities while January shows consistent dips, suggesting significant seasonal impact on trip volumes
- Chandigarh, Jaipur and Mysore underperforms in retaining customers over the time period citing lack of customer satisfaction and seasonal-trends

Passenger Type Analysis



One-Time Users compares prices with public transport alternatives and often book during peak needs or emergencies



Regular Commuters Fixed routes with guaranteed daily pickup times and prefer consistent drivers for work travel



Weekend/Social Riders Evening entertainment and weekend group travel, typically sharing rides with friends for outings



Business Travelers Corporate accounts prefer premium scheduled services with priority booking and professional drivers available



Power Users Loyal subscribers using multiple rides per week, treating service as personal transport alternative.

USP of Top Taxi Services



Wide ride options, including autos, bikes, rentals, and outstations



Global standards with localized services like Uber Auto and Moto



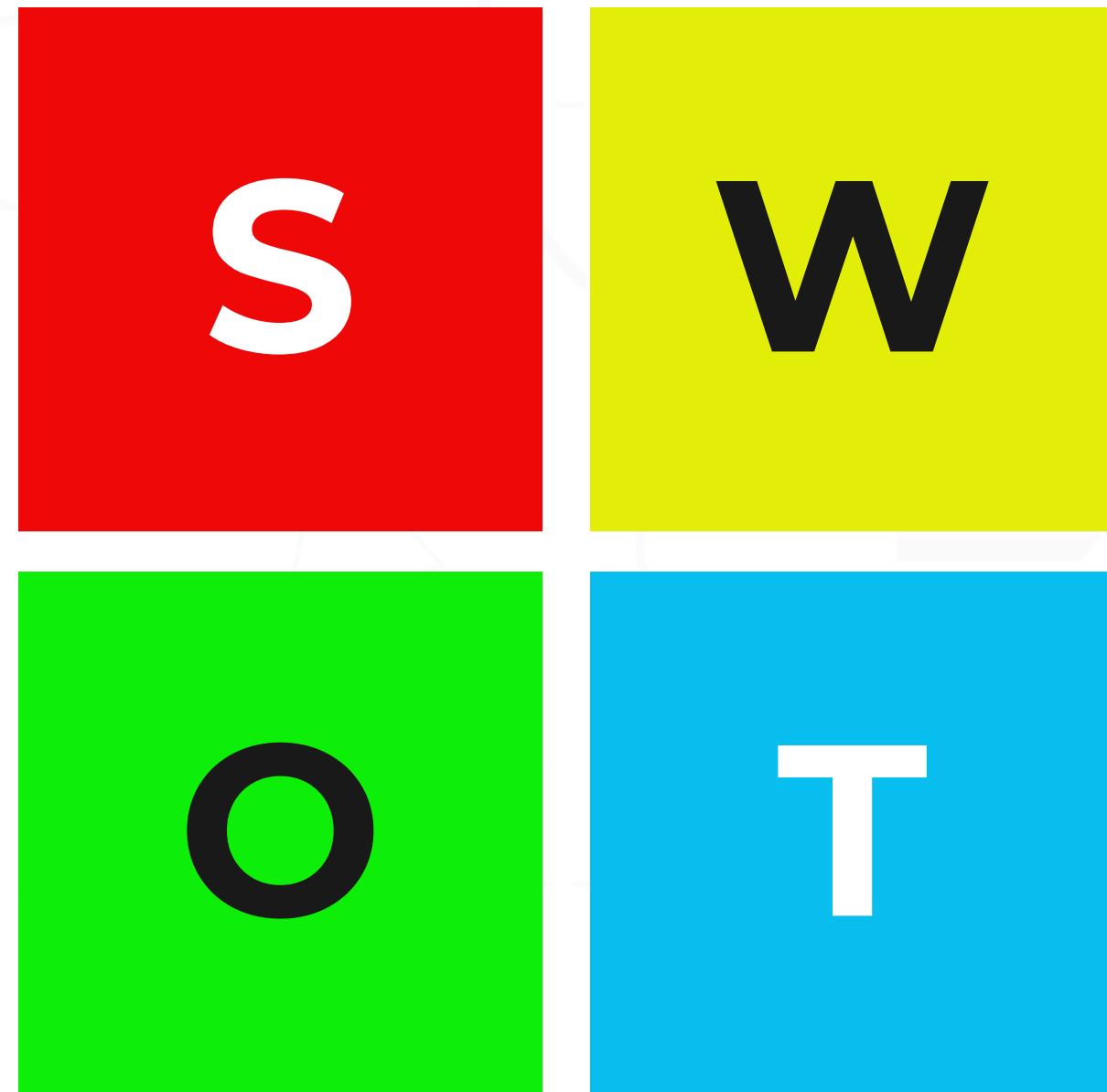
Reliable, fixed-fare airport transfers with professional pre-scheduled rides



Affordable bike taxis for quick, solo urban commutes in traffic

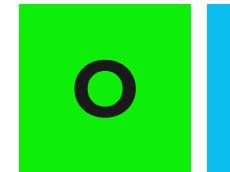
Effective Marketing: Each brand used strong marketing to highlight their unique advantages

SWOT Analysis



**S**

Strengths

WOT

Urban Penetration

Strong market dominance in major metropolitan hub



High Conversion Rate

High consumer-to-customer conversion success shows effective marketing and strategies



M-o-M Growth in Repeat Passengers

Indicates improved service satisfaction and operational reliability

W

Weakness

S
O
T



Operational Inefficiency

Shown by 5x performance gap between top and bottom markets in daily trips



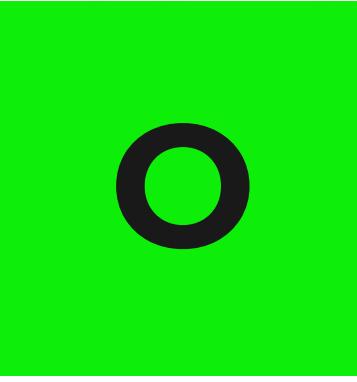
Poor Customer Loyalty

With even best markets retaining less than half of customers (47.32%), suggesting weak engagement strategies

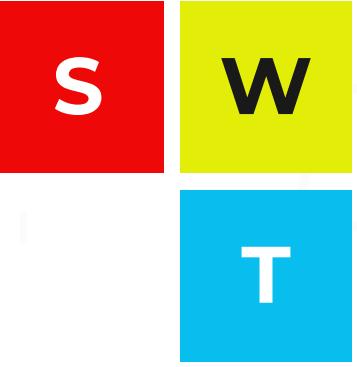


Higher Churn Rates

Customer Retention exceeding 65% across markets, indicating service consistency or satisfaction issues

**O**

Opportunities



Expanding Market

Untapped potential in mid-sized markets showing balanced operational and customer metrics, ideal for focused expansion



Trip Frequency

Massive headroom in customer frequency enhancement as only 0.7K customers take 10+ trips versus 18.4K taking just 2 trips

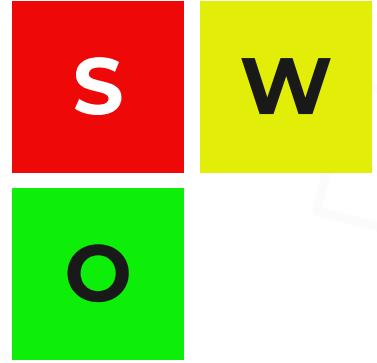


Seasonal Patterns

Clear seasonal patterns (February peaks) enable targeted capacity planning and promotional strategies and campaigns

**T**

Threats



Revenue Decline

Negative revenue growth in 40% of markets indicates possible market saturation or increasing competition



Regulatory Changes

Potential changes in government policies or incentives that could impact the taxi services



Seasonal Dependency

This makes business vulnerable to weather patterns with consistent June downturns across regions

Recommendations for Good Cabs

Factors influencing repeat passenger rates

Premium user experience through **timely pickups, driver consistency**, and loyalty rewards drives repeated bookings. Dynamic pricing balances value for money

Tourism vs Business Demand impact

Tourism **peaks seasonally** with varied pricing, while corporate partnerships ensure steady business demand throughout weekdays and peak hours

Emerging mobility trends and Good Cab's adoption

Digital integration with **multi-modal transport options** and sustainable fleet management especially EV shapes future mobility solutions

Partnership opportunities with local businesses

Strategic alliances with **hotels, corporates, and entertainment venues** create steady demand and enhanced customer experience

Data collection for enhanced data-driven decisions

AI-powered analytics platform **tracking real-time metrics** enables smart fleet management and personalized customer service

Ideal Brand Ambassador for GoodCabs

(South India Campaign)



Fahad Fazil



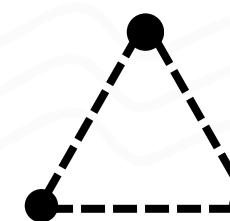
Silambarasan

Cross-Industry Influence



Allu Arjun

Alignment with Brand Value



Avoid Brand Conflicts

Dashboard Screenshot



Ask a question about your data

Dashboard

City Metrics

Target Performance

Repeat Trends

Advanced Insights

Report SummaryTarget achievement metrics for All

Current Passengers

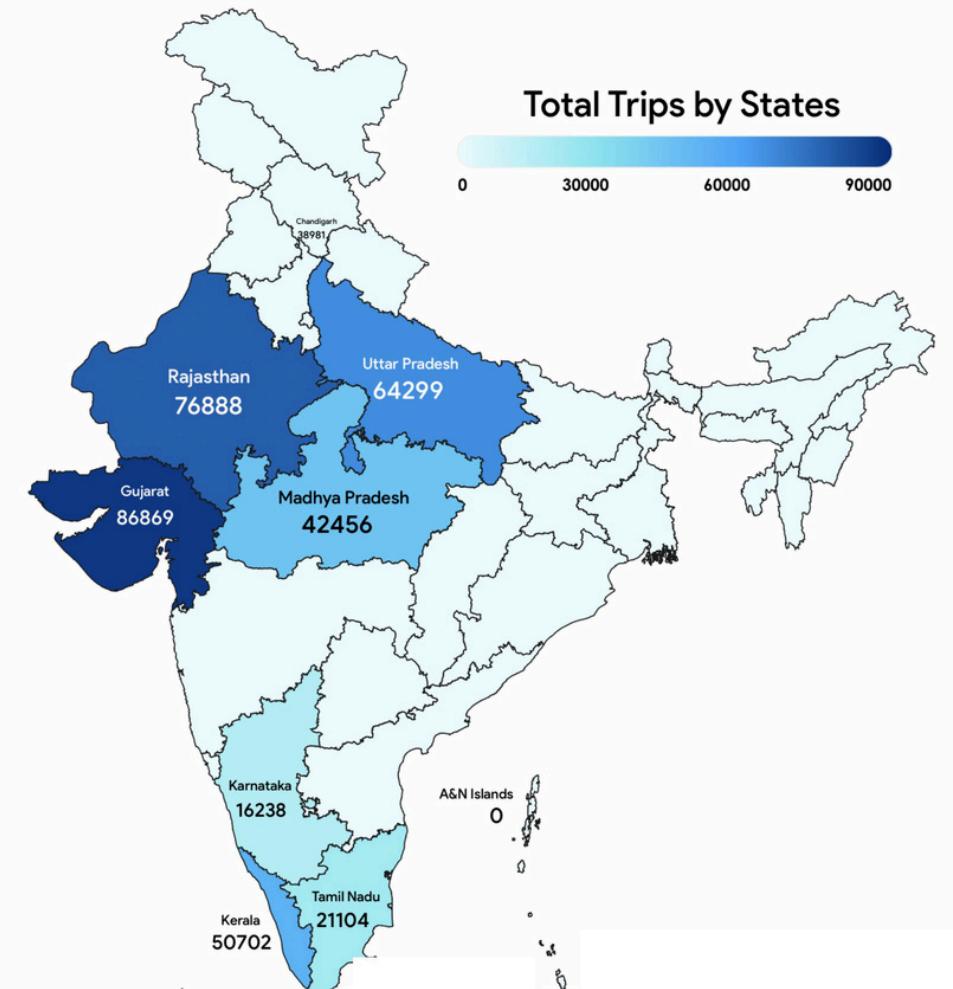
248905

(+34.47%)

Current Ratings

8.43

(-0.79%)

Good Cabs State-Wise Performance

GOOD CABS



44760 KM 594K RUPEES 2340 TRIPS 3.83

City Average Trips Average Distance Average Fare Collected

City	Average Trips	Average Distance	Average Fare Collected
Chandigarh	214	5037	60760
Coimbatore	116	1737	19362
Indore	233	3850	41951
Jaipur	422	12684	204436
Kochi	279	6704	93393
Lucknow	353	4421	51997
Mysore	89	1472	22278

Dashboard

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City with Most Trips

Jaipur

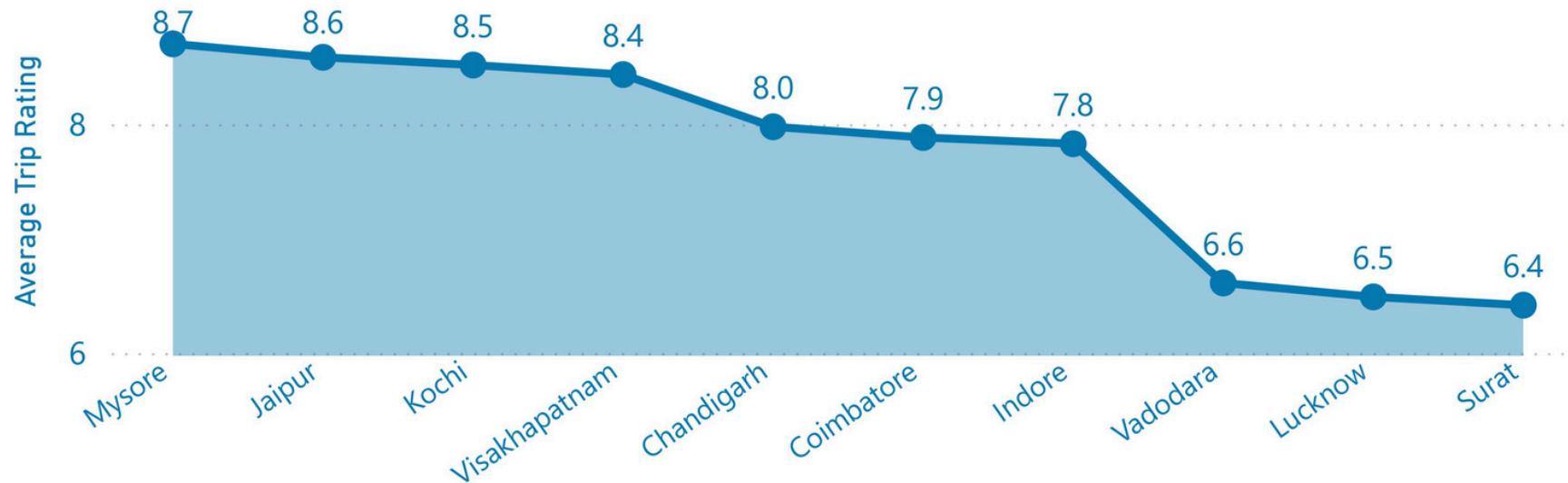
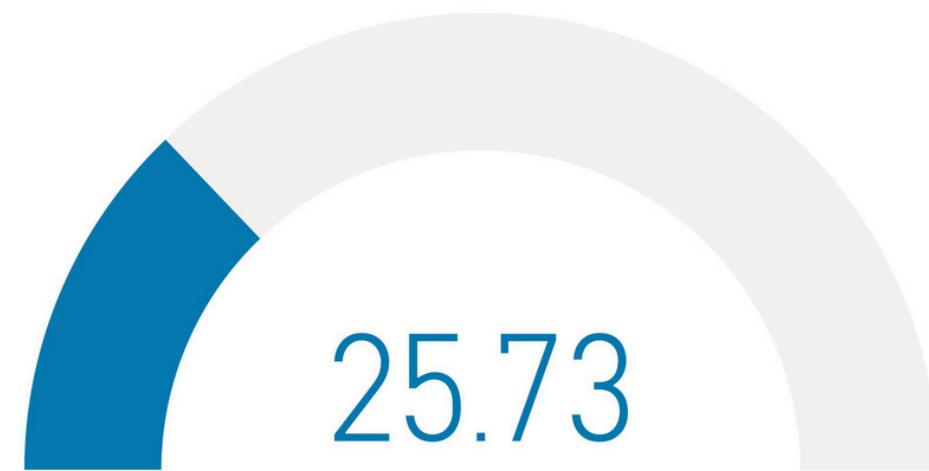
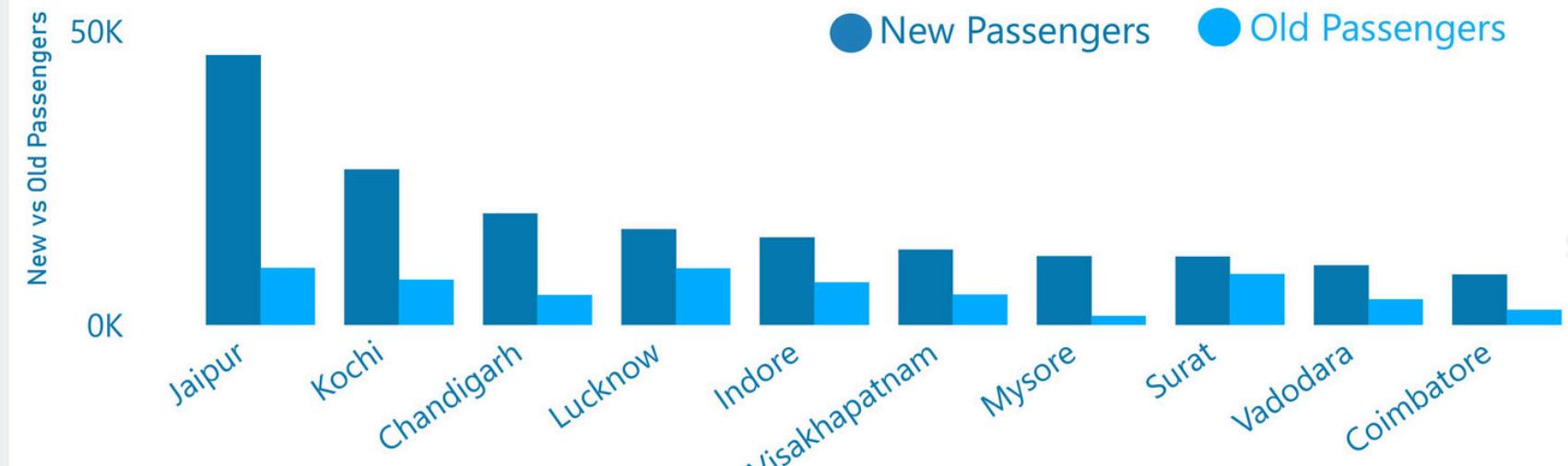
Top City for New Passengers

Jaipur

Average Trips per Passenger

2

New Passenger Growth (%)

74.27%**Average City Trip Ratings****Repeat Passengers Contribution (%)****New vs Returning Passengers by Cities****City** **New Passengers** **Overall Passengers**

City	New Passengers	Overall Passengers
Jaipur	45856	55538
Kochi	26416	34042
Chandigarh	18908	23978
Lucknow	16260	25857
Indore	14863	22079
Visakhapatnam	12747	17855
Mysore	11681	13158
Surat	11626	20264
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Target Trips Achievement (%)

56%

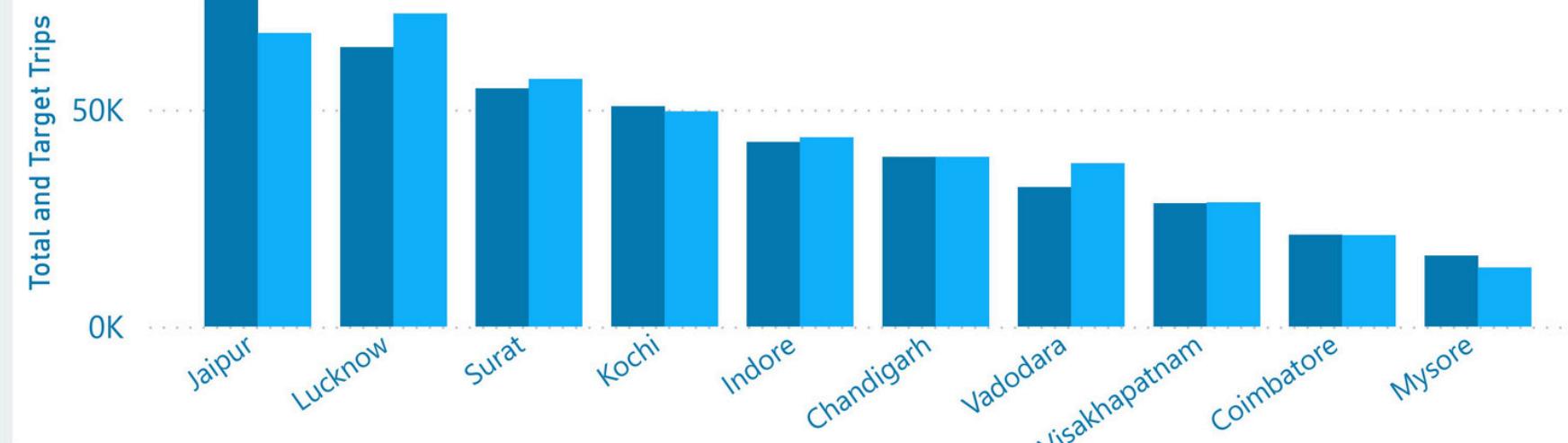
New Passengers Target Achievement(%)

96%

Highest Achieving City

Visakhapatnam

Ratings Deviations

-0.31**Total vs Target Trips by City****Target Average Ratings for**

Coimbatore ▾

8.25

Target Trips Achievement by Month**City****Target Trips****Total Trips Completed**

City	Target Trips	Total Trips Completed
Jaipur	54000	76888
Kochi	27000	50702
Chandigarh	21000	38981
Lucknow	15600	64299
Indore	14100	42456
Visakhapatnam	13500	28366
Mysore	12000	16238
Surat	10500	54843
Vadodara	9000	22026

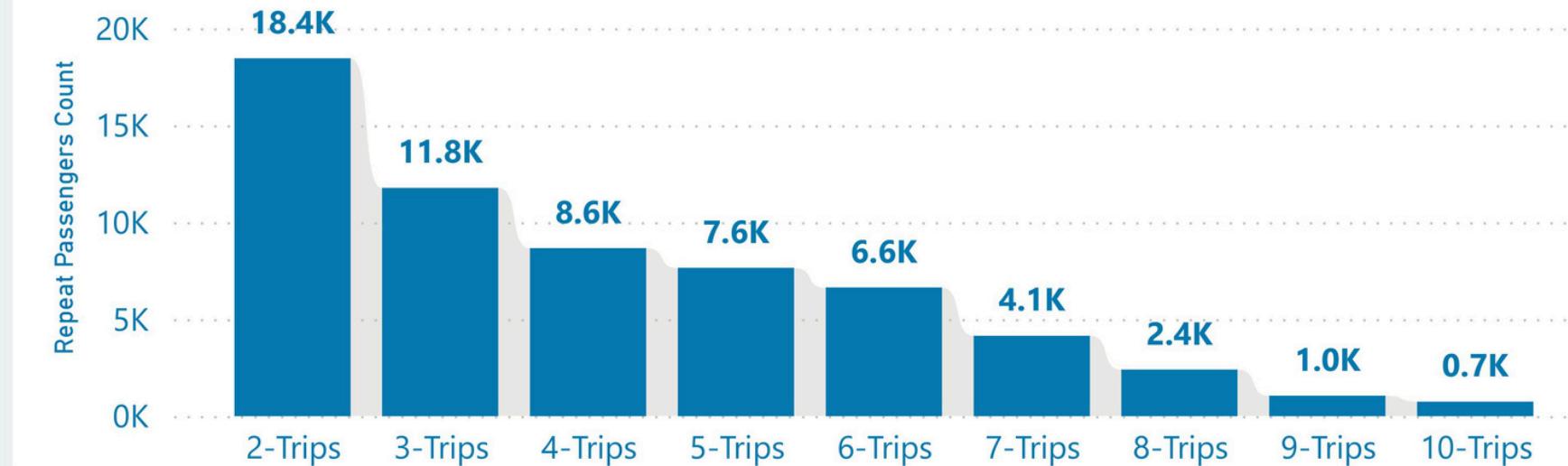
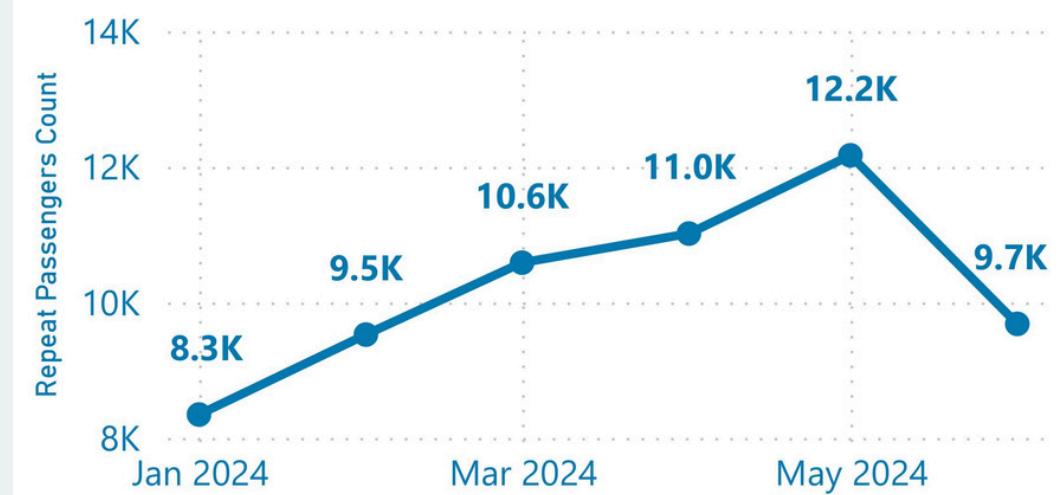
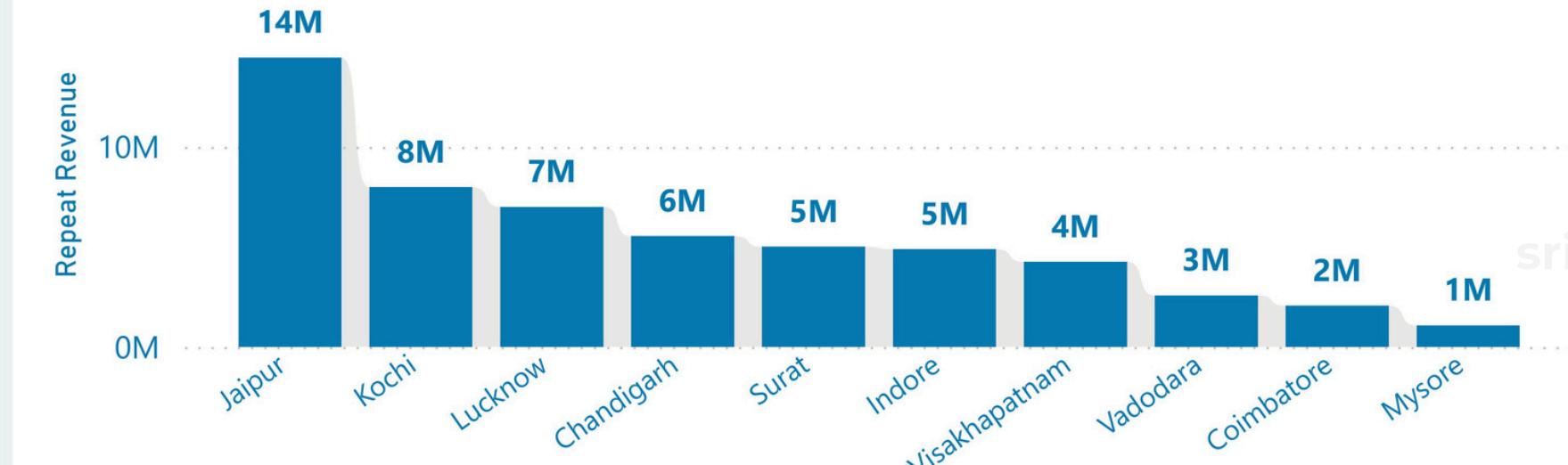
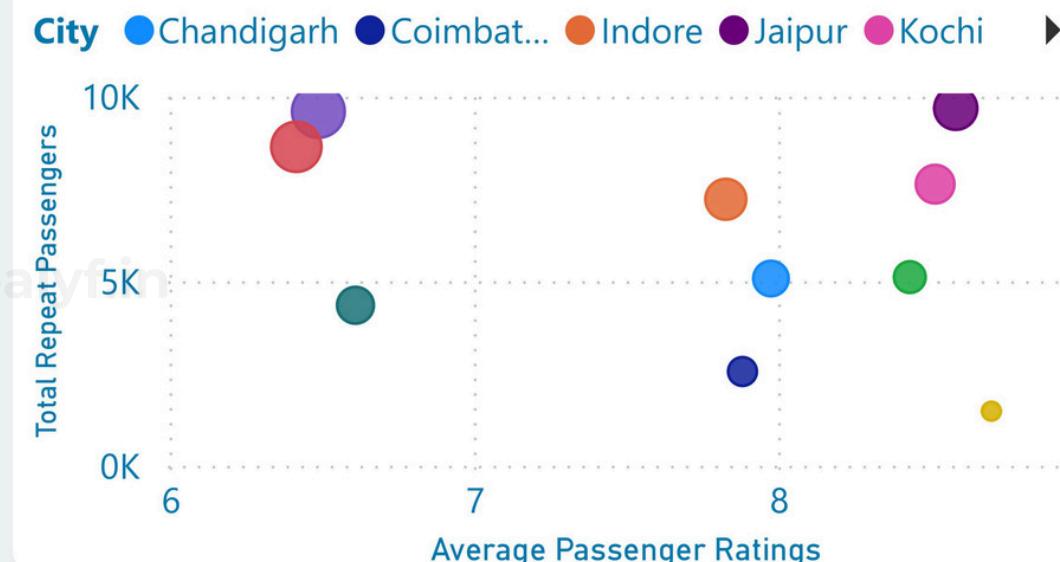
Dashboard

City Metrics

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Repeat Trends

Advanced Insights

Report Summary**Repeat Trip (%)**
25.73%**City with Most Repeated Trips**
Jaipur**Average Trips per Repeat Passenger**
7**Repeat Revenue Contribution (%)**
50.58%**Total Repeat Passengers by Trip Count****Total Repeat Passengers by Month****Repeat Revenue by City****Correlation of Ratings and Repeat Passengers**

Dashboard

City Metrics

Target Performance

Repeat Trends

Advanced Insights

Report Summary



Retention Rate

32.33

Churn Rate

67.67

Conversion Rate

95.62

Revenue Growth (%)

1.64%

Repeat Revenue Growth (%)

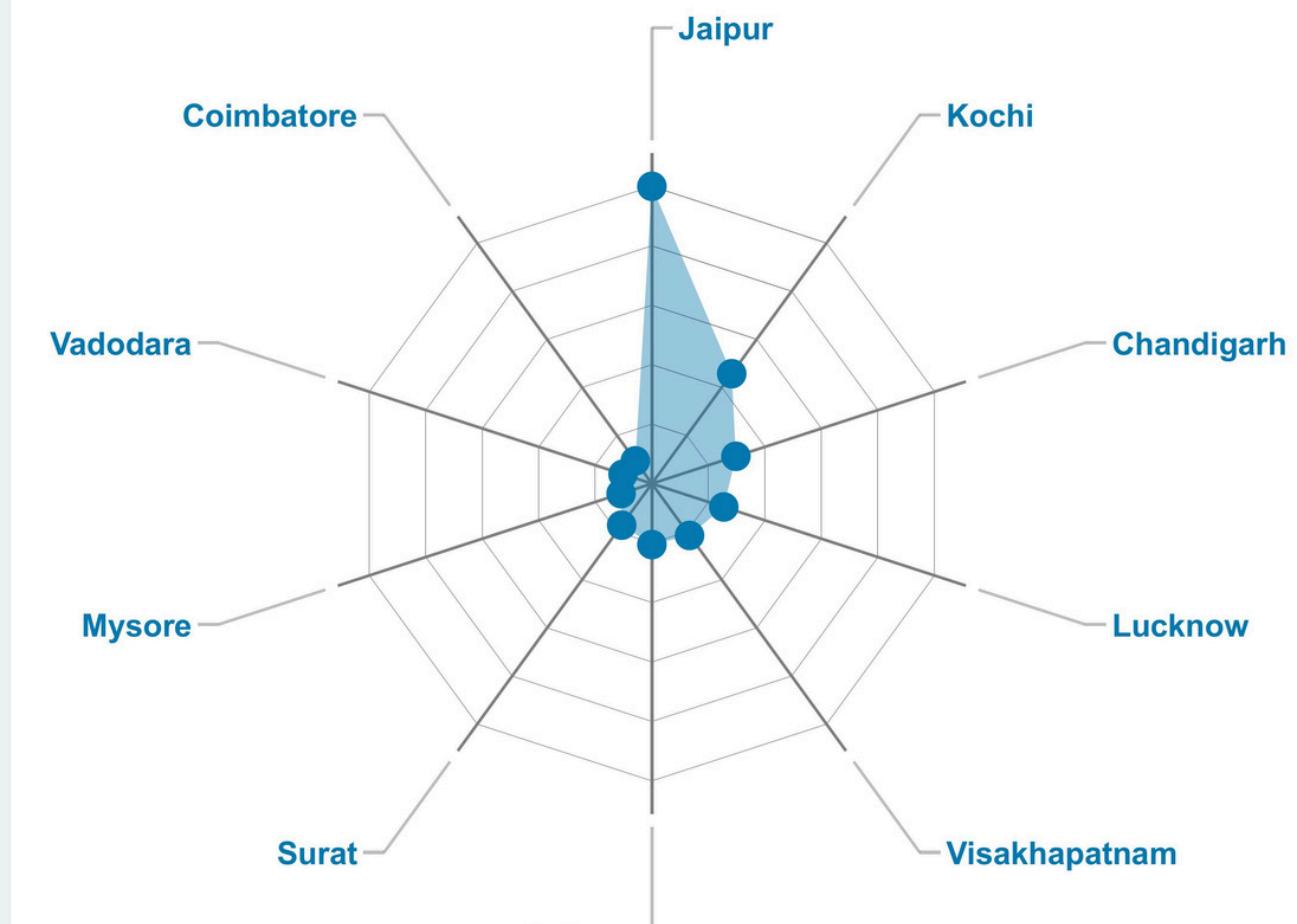
74.27%

City	Retention Rate	Churn Rate	Conversion Rate	Revenue Growth
Chandigarh	29.50	70.50	90.04	16.84%
Coimbatore	29.27	70.73	113.52	-3.94%
Indore	42.87	57.13	105.41	3.44%
Jaipur	23.45	76.55	84.92	0.11%
Kochi	28.44	71.56	97.84	1.81%
Lucknow	43.66	56.34	104.23	-4.91%
Mysore	16.84	83.16	97.34	14.90%
Surat	47.32	52.68	110.72	-1.49%
Vadodara	34.73	65.27	102.29	-3.38%
Visakhapatnam	33.52	66.48	94.42	-3.31%

Revenue Growth (%)



Revenue Distribution by City



RD highlights which cities generate the most or least revenue, useful for identifying top-performing or underperforming locations

Thank You

The original report, meticulously crafted with comprehensive market research,
has been thoroughly analyzed by



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