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

Insights

1. **Total Trips**:
   - **Jaipur** leads with the highest number of trips (**76,888 trips**), contributing **18.05%** to the total trips, making it a critical market for Goodcabs.
   - **Mysore** has the lowest trip volume (**16,238 trips**) and the smallest contribution to the total trips (**3.81%**), indicating underperformance.
2. **Average Fare per Kilometer**:
   - **Jaipur** has the highest average fare per km (**₹16.12/km**), indicating either higher pricing or longer trip distances.
   - **Vadodara** has the lowest fare per km (**₹10.29/km**), suggesting a competitive pricing strategy.
3. **Average Fare per Trip**:
   - **Jaipur** also has the highest average fare per trip (**₹4355.26/trip**), showcasing its potential as a high-revenue city.
   - **Surat** has the lowest fare per trip (**₹1055.46/trip**), indicating shorter trips or lower spending per passenger.
4. **% Contribution to Total Trips**:
   - **Jaipur**, **Lucknow**, and **Surat** are major contributors, collectively accounting for over **46%** of total trips.
   - **Coimbatore** and **Mysore** contribute the least, highlighting growth opportunities in these cities.

Recommendations

1. **Maximize Revenue in Jaipur**:
   - Capitalize on Jaipur's high trip volume and fare metrics by promoting premium services or loyalty programs to sustain growth.
   - Monitor pricing strategies to ensure continued competitiveness without sacrificing customer satisfaction.
2. **Focus on Underperforming Cities**:
   - **Mysore** and **Coimbatore** need targeted campaigns to boost trip volumes.
   - Consider partnerships with local businesses or discounts to attract new riders.
3. **Enhance Performance in Low-Fare Cities**:
   - **Surat** and **Vadodara** could benefit from upselling additional services (e.g., luggage handling, priority pickups) to increase per-trip revenue.
4. **Optimize Pricing Strategy**:

- Investigate why **Jaipur** commands higher fares while **Vadodara** and **Indore** have lower fares. Ensure pricing aligns with market conditions and passenger expectations.
5. **Strengthen Operations in Key Markets**:
   - Focus on retaining market share in **Lucknow** and **Kochi**, where contributions to total trips are significant (**15.09%** and **11.90%**, respectively).
6. **Leverage Data for Targeted Campaigns**:
   - Use insights to create city-specific strategies that address local challenges, such as improving accessibility in **Mysore** and enhancing marketing in **Coimbatore**

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

Insights:

1. Consistently Above Target:

- **Mysore**:
  - Exceeded targets in all months, with the highest percentage difference in **February** (**+33.4%**).
  - Strong performance makes it a high-potential city for further investments or scaling operations.
- **Jaipur**:
  - Consistently surpassed targets in all months, with significant overperformance in **February** (**+22.09%**) and **May** (**+20.79%**).
  - Jaipur is a strong revenue driver and should be prioritized for sustaining its growth trajectory.

2. Below Target with Opportunities for Recovery:

- **Lucknow**:
  - Underperformed every month, with the largest shortfall in **January** (**-16.48%**).
  - Evaluate potential causes, such as demand, pricing strategy, or competition, and implement corrective measures.
- **Vadodara**:
  - Missed targets consistently, with severe underperformance in **June** (**-27.92%**).
  - Requires targeted marketing campaigns and operational improvements to address the gap.
- **Surat**:
  - Mixed performance; although above target in **February** and **March**, fell below target in **June** (**-14.56%**).
  - Analyze seasonal trends and explore strategies to improve off-peak months.

3. Seasonal Trends:

- **June**:
  - Several cities, including **Vadodara** (-27.92%), **Lucknow** (-6.91%), and **Surat** (-14.56%), struggled to meet targets in June.
  - Indicates potential seasonal or demand-related dips in this period.
- **January**:
  - **Mysore** (+24.25%) and **Jaipur** (+15.2%) showed strong performance, but **Lucknow** (-16.48%) and **Vadodara** (-20.42%) had significant gaps.

4. Strong Seasonal Growth Cities:

- **Kochi**:
  - Recorded excellent performance in March (+26.6%) and steady growth in April and May.
  - Indicates strong seasonality that can be leveraged for marketing and operational focus.
- **Visakhapatnam**:
  - Marginally below target in **January** (-0.71%) and exceeded targets in February and March. Consistency in performance suggests stability.

Recommendations:

1. **Prioritize High-Performing Cities**:
   - Leverage strong performers like **Mysore**, **Jaipur**, and **Kochi** with additional resources, promotions, and partnerships to maximize their growth potential.
2. **Target Recovery in Underperforming Cities**:
   - Focus on **Lucknow**, **Vadodara**, and **Surat** for tailored campaigns addressing specific challenges such as demand generation, competitive pricing, or improved service delivery.
3. **Seasonal Campaigns for Weak Months**:
   - Develop campaigns to boost demand in **June**, particularly in cities like **Surat** and **Vadodara**, which showed significant shortfalls during this period.
4. **Detailed City-Specific Analysis**:
   - Conduct root cause analysis in cities like **Lucknow** and **Vadodara** to understand persistent underperformance. Evaluate market competition, customer preferences, and pricing strategy.
5. **Strengthen Data-Driven Decision-Making**:
   - Use monthly trends to anticipate demand fluctuations and adapt strategies dynamically.

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

Insights

1. **Dominance of Early Repeat Trips:**
   - Across most cities, the majority of repeat passengers fall into the 2-Trips category. For example, **Jaipur** has 50.81% of its repeat passengers in this category, and **Visakhapatnam** has 51.20%.
   - The percentage contribution decreases significantly as the trip count increases, suggesting diminishing retention after a few trips.
2. **Retention Varies by City:**
   - **Jaipur** and **Visakhapatnam** show strong early-stage repeat behavior with over 50% in the 2-Trips category.
   - In contrast, **Lucknow** and **Surat** demonstrate more distributed retention, with notable percentages across 5- and 6-Trips categories.
3. **Cities with Better Long-Term Retention:**
   - Cities like **Lucknow** and **Vadodara** maintain higher percentages in the 6-Trips and beyond categories compared to other cities, suggesting better long-term loyalty.
   - **Mysore**, while having a small overall passenger base, has a sharp decline in repeat percentages after 4-Trips.
4. **Passenger Retention Peaks:**
   - Across cities, the retention rate peaks between 2-Trips to 5-Trips and then steadily declines. For example:
     - **Surat**: Peaks at 5-Trips with 19.67%.
     - **Lucknow**: Peaks at 6-Trips with 20.10%.
     - **Vadodara**: Peaks at 6-Trips with 19.05%.
5. **Small Passenger Base Cities:**
   - Smaller cities like **Mysore** and **Vadodara** exhibit higher percentages for early trips but struggle to retain passengers for higher trip counts.

Recommendations

1. **Focus on Early Engagement and Retention:**
   - The sharp decline in percentages after 2-Trips indicates that targeted engagement campaigns for new customers could improve retention. Incentivizing trips beyond the 2nd and 3rd trips (e.g., discounts or loyalty points) could mitigate the drop-off.
2. **Tailored Strategies for High-Retention Cities:**
   - Cities like **Lucknow**, **Surat**, and **Vadodara** already have relatively higher long-term retention. These cities could benefit from exclusive premium programs or long-term subscriptions to maximize their existing loyalty trends.

3. **Revitalize Efforts in Low-Performing Cities:**
   - For cities like **Mysore** and **Coimbatore**, focus on understanding barriers to retention after the 4th trip. Conduct surveys or gather qualitative feedback to tailor offerings to these regions.
4. **Analyze High-Performing Cities:**
   - Study cities like **Jaipur** and **Visakhapatnam** where initial retention is strong (high 2-Trips percentage). Understand what drives this behavior (e.g., better service, routes, or offers) and replicate these strategies in other cities.
5. **Offer Tiered Loyalty Programs:**
   - Implement city-specific loyalty programs where passengers earn increasing rewards for higher trip counts. This could slow down the decline in repeat percentages for trips 6 and beyond.
6. **Marketing Focus by Region:**
   - Regions with sharp retention declines (e.g., **Chandigarh** and **Mysore**) could benefit from marketing campaigns focused on customer education about services and routes, possibly bundled with gamified rewards for milestone trips.
7. **Expand Routes and Accessibility:**
   - Ensure cities like **Mysore** and **Coimbatore** have sufficient route coverage and convenient options to attract higher repeat usage.
8. **Monitor Trends Regularly:**
   - Regularly monitor and analyze retention rates by trip count and city to refine strategies based on data-driven insights.

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

Insights

1. **Top Cities by New Passengers:**
   - **Jaipur** leads with the highest number of new passengers (412,704), followed by **Kochi** (237,744) and **Chandigarh** (170,172). These cities form the "Top 3" city category, showcasing strong passenger acquisition performance.
2. **Other Cities Performing Well:**
   - Cities like **Lucknow** (146,340), **Indore** (133,767), and **Visakhapatnam** (114,723) have significant new passenger counts, ranking them as "Other" in the city category.
3. **Bottom 3 Cities:**

- - **Surat**, **Vadodara**, and **Coimbatore** have the lowest numbers of new passengers, with **Coimbatore** trailing at 76,626. These cities require immediate attention to boost passenger acquisition.
4. **Category Insights:**
   - The "Top 3" cities account for the majority of new passengers, indicating their importance in the overall market share.
   - "Other" cities like **Lucknow** and **Visakhapatnam** show potential for growth and could be prioritized for further investment.
   - The "Bottom 3" cities may face challenges such as low market penetration, limited route coverage, or weaker marketing strategies.

Recommendations

1. **Focus on Retention in Top 3 Cities:**
   - Since **Jaipur**, **Kochi**, and **Chandigarh** have a large new passenger base, retention strategies (e.g., loyalty programs, frequent-user incentives) should be a priority to ensure these passengers become repeat users.
2. **Boost Visibility in Bottom 3 Cities:**
   - Conduct market research in **Surat**, **Vadodara**, and **Coimbatore** to identify barriers to passenger acquisition. Strategies could include:
     - Expanding route networks and improving accessibility.
     - Launching targeted marketing campaigns to increase brand awareness.
     - Offering promotions or discounts for first-time users.
3. **Capitalize on Growth Potential in "Other" Cities:**
   - Cities like **Lucknow** and **Visakhapatnam** have shown promising passenger numbers. Increase marketing investments and improve service quality in these regions to further boost growth.
4. **City-Specific Campaigns:**
   - Implement city-tier-specific campaigns:
     - **Top 3 cities:** Focus on retention and premium services.
     - **Other cities:** Focus on acquisition and awareness.
     - **Bottom 3 cities:** Focus on accessibility and partnerships with local businesses.
5. **Strengthen Brand Presence:**
   - Collaborate with local influencers or launch community initiatives in **Bottom 3 cities** to improve engagement and attract a larger customer base.
6. **Leverage Data to Identify Challenges:**
   - Conduct surveys and analyze feedback from passengers in **Surat**, **Vadodara**, and **Coimbatore** to understand specific pain points (e.g., service quality, affordability) and address them effectively.
7. **Periodic Performance Reviews:**
   - Set up regular reviews for each city to track improvements in new passenger acquisition and retention, adjusting strategies dynamically.

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

Insights

1. **Top-Performing Month for Revenue:**
   - **April and May** dominate as the months with the highest revenue contributions, accounting for 7 of the 10 cities.
   - **February** is significant for cities like **Jaipur**, **Chandigarh**, and **Lucknow**, making it a key revenue month for these regions.
2. **City-Wise Revenue Contribution:**
   - **Jaipur** generates the highest revenue in a single month (₹69,724,818 in February), contributing **20.82%** to the total revenue, making it the standout performer.
   - **Kochi** (₹30,003,714 in May) and **Chandigarh** (₹18,974,610 in February) also contribute significantly.
3. **Lower Revenue Cities:**
   - **Coimbatore**, **Vadodara**, and **Mysore** have relatively lower revenue numbers compared to other cities, with revenue contributions below 19%.
4. **Seasonality:**
   - Certain cities, such as **Jaipur**, thrive in February, which might align with tourism or specific events in the region.
   - The predominance of April-May highlights possible demand spikes due to seasonal factors (e.g., summer travel or holidays).
5. **Percentage Contribution:**
   - All cities show similar percentage contributions (17-21%), indicating a balanced distribution of revenue across months, with a slight edge for **Jaipur** and **Kochi**.

Recommendations

1. **Leverage Seasonal Trends:**
   - For cities like **Jaipur**, **Lucknow**, and **Chandigarh**, emphasize promotional campaigns in **February** to capitalize on peak revenue potential.
   - For cities with high revenue in **April-May**, such as **Kochi** and **Indore**, optimize marketing during these months.
2. **Target Growth in Low-Performing Cities:**
   - **Coimbatore**, **Vadodara**, and **Mysore** need targeted efforts to increase revenue. Possible strategies:
     - Expand service offerings or introduce premium options.

■ Provide region-specific discounts during peak months to attract more users.
3. **Enhance Revenue During Off-Peak Months:**
   ○ Cities like **Jaipur** and **Lucknow** should focus on diversifying their revenue streams outside of **February** by:
     ■ Offering seasonal discounts.
     ■ Collaborating with local businesses or events to drive traffic.
4. **Monitor Tourism and Local Events:**
   ○ High revenue in specific months might correlate with festivals, tourism, or public holidays. Strengthen partnerships with local businesses and tourism boards to maximize these opportunities.
5. **Data-Driven Optimization:**
   ○ Analyze passenger behavior patterns during high-revenue months to replicate successful strategies in off-peak months.
   ○ Use predictive analytics to forecast revenue trends and adjust resource allocation accordingly.
6. **Cross-Promotion Campaigns:**
   ○ Introduce promotions encouraging users from high-revenue months to continue usage in subsequent months. For example:
     ■ Loyalty rewards for continued usage.
     ■ Seasonal packages catering to both locals and tourists.
7. **Invest in High-Potential Cities:**
   ○ **Jaipur** and **Kochi** demonstrate strong revenue performance and should be prioritized for additional investments in infrastructure, marketing, and customer experience improvements.
8. **Evaluate External Factors:**
   ○ Investigate external factors (e.g., weather, events) influencing peaks in April-May across most cities. This could help refine marketing and operational planning.

Business Request - 6: Repeat Passenger Rate Analysis

Insights

1. **Cities with the Highest Repeat Passengers:**
   ○ **Surat** shows consistently high repeat passenger percentages across all months, ranging from **70.90% in January** to **81.98% in June**. This suggests strong customer retention and satisfaction.

- ○ **Lucknow** also demonstrates excellent repeat passenger rates, with a notable increase from **68.09% in January** to **80.75% in June**, reflecting solid growth in customer loyalty.

2. **Steady Increase in Repeat Passengers:**
   - ○ Many cities, including **Chandigarh**, **Coimbatore**, **Indore**, and **Vadodara**, show a gradual increase in repeat passenger percentages from January to May, with May being the month with the highest percentages for most cities.
   - ○ **Chandigarh** stands out with an increase from **42.44% in February** to **59.69% in June**, showing an upward trend in customer retention.
   - ○ **Coimbatore** sees a significant increase in repeat passengers from **50.10% in January** to **70.73% in May**.

3. **Cities with Fluctuating Repeat Passengers:**
   - ○ **Jaipur** shows relatively lower repeat passenger percentages, especially in **January** (30.4%) and **February** (32.0%). However, the percentage increases to **53.53% in May**, suggesting some seasonality or promotions might be boosting customer retention.
   - ○ **Mysore** has the lowest repeat passenger percentages, peaking at only **36.12% in May** and **34.06% in June**, indicating a potential issue with customer retention in this city.

4. **Stable or Declining Trends:**
   - ○ **Visakhapatnam** exhibits a fairly stable trend, ranging from **43.76% in January** to **57.57% in June**, but does not show a sharp increase compared to other cities.

Recommendations

1. **Strengthen Customer Loyalty Programs in High Retention Cities:**
   - ○ For cities like **Surat** and **Lucknow**, which already have high repeat passenger percentages, focus on maintaining and enhancing customer loyalty. This can be done through:
     - ■ Reward programs, offering discounts or benefits for repeat usage.
     - ■ Exclusive offers or perks for loyal passengers to further incentivize repeat usage.

2. **Boost Repeat Passenger Rates in Cities with Moderate Retention:**
   - ○ **Chandigarh**, **Coimbatore**, **Indore**, and **Vadodara** all show positive trends in increasing repeat passengers. It's important to:
     - ■ Focus on personalized marketing to encourage first-time passengers to become repeat users.
     - ■ Implement customer satisfaction surveys to understand what's driving repeat usage and fine-tune offerings.
     - ■ Introduce targeted campaigns for new users that encourage them to book again within a certain period.

3. **Address Low Retention in Mysore and Jaipur:**
   - ○ **Mysore** has consistently low repeat passenger percentages, and **Jaipur** only sees moderate increases. To improve retention:

- ■ **Jaipur:** Focus on improving the overall service quality, potentially offering tailored promotions or loyalty programs to encourage repeat business, especially during months like **May** when the percentage is higher.
        - ■ **Mysore:** Investigate the reasons behind low retention, such as service availability, competition, or customer experience issues. Introduce promotions or loyalty programs and enhance service offerings to engage passengers.
4. **Seasonal Promotions for Cities with Fluctuating Retention:**
    - ○ Cities like **Jaipur** and **Visakhapatnam** show some fluctuations in repeat passenger rates. Consider:
        - ■ Running targeted seasonal promotions or discounts that align with high traffic months (e.g., summer or holiday seasons).
        - ■ Increasing marketing efforts during months where repeat passenger rates dip, perhaps by offering special deals or highlighting new features.
5. **Expand Retention Efforts in May and June:**
    - ○ Many cities, including **Coimbatore**, **Indore**, and **Vadodara**, show peak repeat passenger percentages in May. It would be useful to:
        - ■ Analyze the successful strategies from these months and replicate them throughout the year.
        - ■ Continue offering promotions that were successful during high-revenue months to maintain momentum and drive customer retention during other months.
6. **Data-Driven Customer Segmentation:**
    - ○ Further segment the customer base to identify key characteristics of repeat passengers. For example:
        - ■ Identify the demographics or behaviors (e.g., frequent travelers, high spenders) that correlate with higher retention rates and tailor marketing efforts accordingly.
7. **Customer Feedback and Engagement:**
    - ○ Since customer retention seems to be a crucial factor, actively engage with customers through feedback mechanisms (surveys, social media, in-app reviews) to understand their preferences and improve service quality.