Executive Summary

Introduction

This report provides an analysis of the DSN Cab Company's operations based on the provided dataset. The focus is on increasing revenue, enhancing driver efficiency, improving customer satisfaction, and identifying opportunities for growth. Based on the data, recommendations are made to improve both revenue and customer experience.

Data Description

The data given is a 3-month record (May 2024 to July 2024), with 1000 rows of all trips made by the drivers. It shows the duration of the trip, fare and tip amount, weather conditions, traffic conditions, number of passengers, and trip purpose.

DSN Dashboard

Total Revenue	% Card Payment	% Cash Payment	Date
$16.47K	51.67%	48.33%	5/1/2024 — 7/31/2024

May | June | July

Traffic: Heavy | Light | Moderate

Revenue by Hour of the Day — surge_pricing ● True ● False

Hour	True	False	Total
18	$391.14	$460.27	$851.41
9	$343.94	$499.90	$843.84
11	$422.87	$403.20	$826.07
21	$312.89	$500.98	$813.87
10	$357.04	$437.91	$794.95
14	$305.49	$477.96	$783.45

 # Passenger — Weather, Purpose

Revenue by Passenger Count — surge_pricing ● True ● False

Count	True	False	Total
1	$2.0K	$2.4K	$4.41K
2	$1.8K	$2.2K	$4.1K
	$1.9K	$2.2K	$4.09K
		$2.0K	$3.88K

REVENUE ANALYSIS

Revenue by Day of the Week

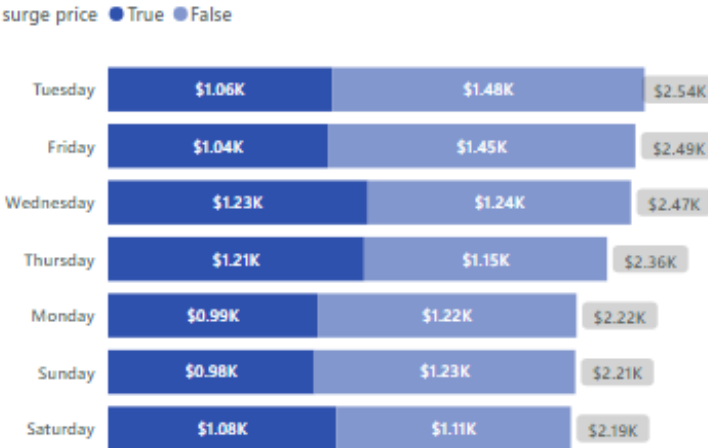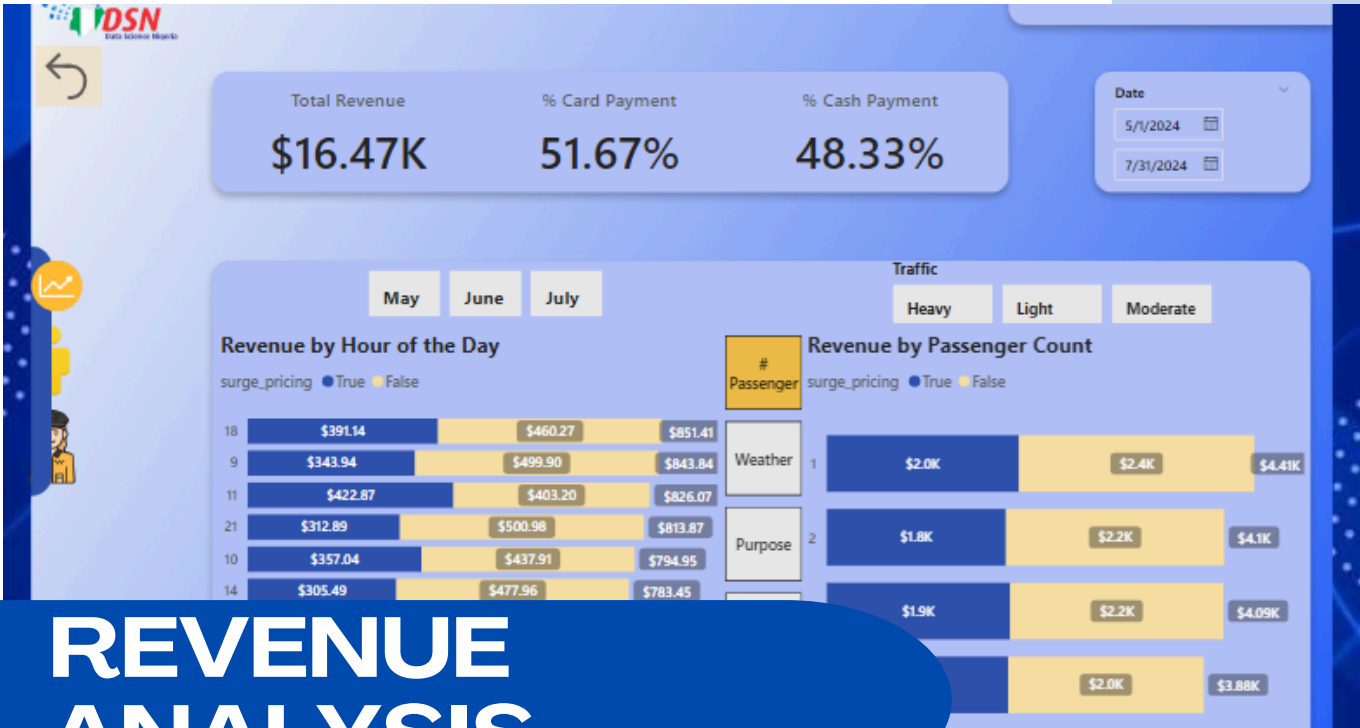| Day	Revenue
Tuesday	$2.54K
Friday	$2.49K
Wednesday	$2.47K
Thursday	$2.36K
Monday	$2.22K
Sunday	$2.21K
Saturday	$2.19K

Total Revenue Breakdown

The total revenue in the **3 months is $16.47k** (**$5.30k in May**, **$5.21k in June** and **$5.96k in July**). The **top revenue** by the day of the week is seen on **Tuesday ($2.54k)**, **Friday ($2.49k)**, and **Wednesday ($2.47k)**. The top revenue by the hour of the day is seen by the **18th hour ($851.41)**, the **9th hour ($843.84)**, and the **11th hour ($826.07)**. This varies by the month.
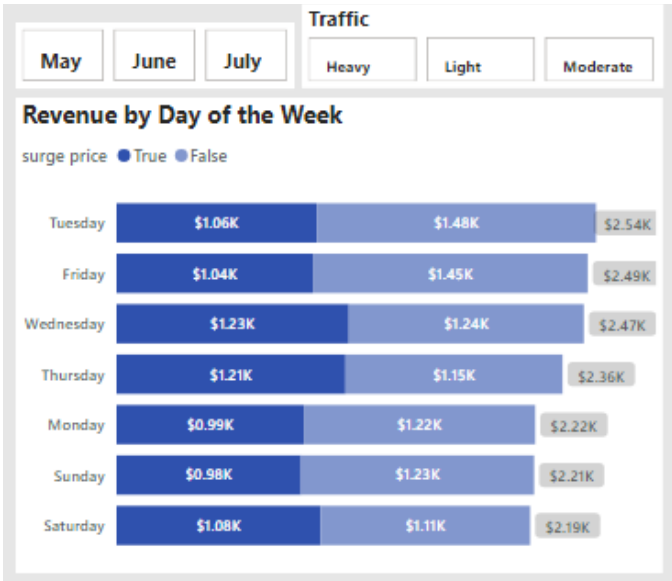
Impact of Surge Pricing

Surge pricing is responsible for approximately **46%** of revenue. A varying percentage of surge pricing can be observed each month. Surge pricing accounts for **50%** of revenue in **May**, **44%** in **June**, and **44%** in **July**.

Revenue by Day of the Week — surge price ● True ● False

| Day	True	False	Total
Tuesday	$1.06K	$1.48K	$2.54K
Friday	$1.04K	$1.45K	$2.49K
Wednesday	$1.23K	$1.24K	$2.47K
Thursday	$1.21K	$1.15K	$2.36K
Monday	$0.99K	$1.22K	$2.22K
Sunday	$0.98K	$1.23K	$2.21K
Saturday	$1.08K	$1.11K	$2.19K

REVENUE ANALYSIS

Traffic on Surge Pricing

Heavy traffic accounts for **47%** of surge pricing (**48% in May, 44% in June, and 49% in July**), **Moderate traffic** accounts for **44%** of surge pricing (**51% in May, 43% in June, and 38% in July**). **Light traffic** accounts for **47%** of surge pricing (**52% in May, 44% in June, and 47% in July**).

Trip Purpose by Revenue

The **top trip purposes** are **Airport transfer ($181.76), Business ($142.40)**, and **Errands ($108.19)**. **For May**, they are **Business ($161.96), Errands ($101.12)**, and **Airport transfer ($73.98)**. **For June**, they are **Business ($162.64), Commute ($93.66)**, and **Errands ($82.75)**. **For July**, they are **Commute ($125.62), Errands ($99.47)**, and **Leisure ($88.70)**.
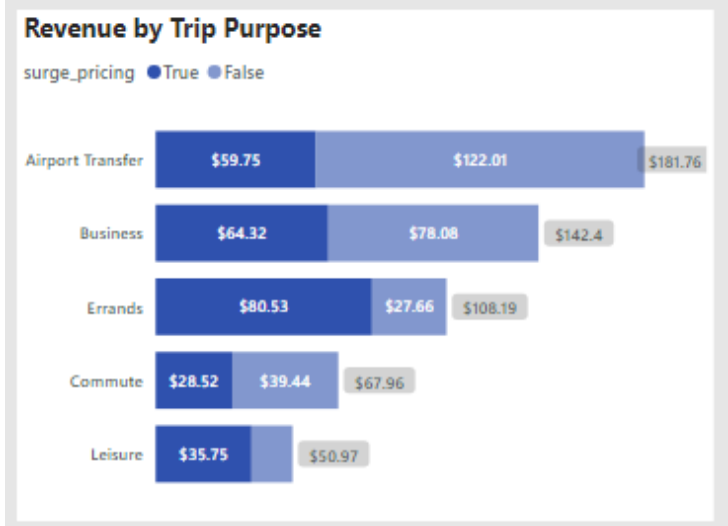
CUSTOMER INSIGHTS

Average Tip by Trip Purpose

- Airport Transfer — $3.87
- Errands — $3.65
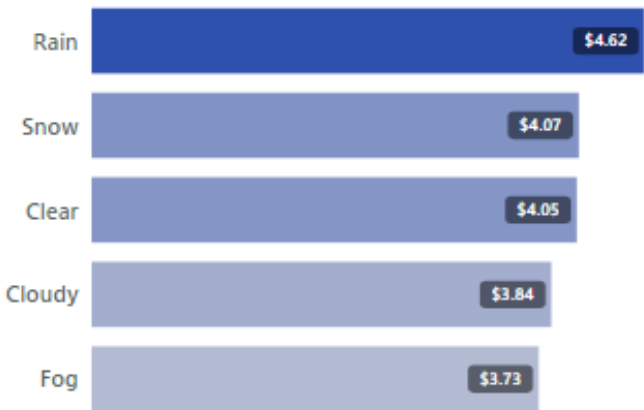- Business — $3.64
- Leisure — $3.63
- Commute — $3.50
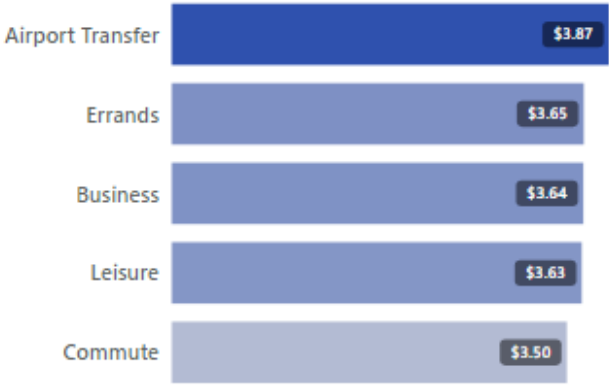
Customer Insights

In 3 months, there were a total of **946 customers**. They covered an **average distance of 5.50 km** and **33.02 minutes in average trip duration**. The leading **average tip by trip purposes** is **Airport transfer ($3.87), Errands ($3.65),** and **Business ($3.64)**. The **weather** with the most **average tips** is **cloudy ($4.04)** and **snow ($4.03)**.

Monthly Trend

For **May**, there were **311 customers**. Rain, errand, 18th hour and Monday have the highest average tip.

For **June**, there were **313 customers.** Leisure, snow, 6th hour, midnight, and Friday have the highest average tip.

For **June**, there were **353 customers**. Clear sky, airport transfer, 14th hour and Sunday have the highest average tip.

Average Tip by Weather

| May | June | July |

- Rain — $4.62
- Snow — $4.07
- Clear — $4.05
- Cloudy — $3.84
- Fog — $3.73

CUSTOMER INSIGHTS
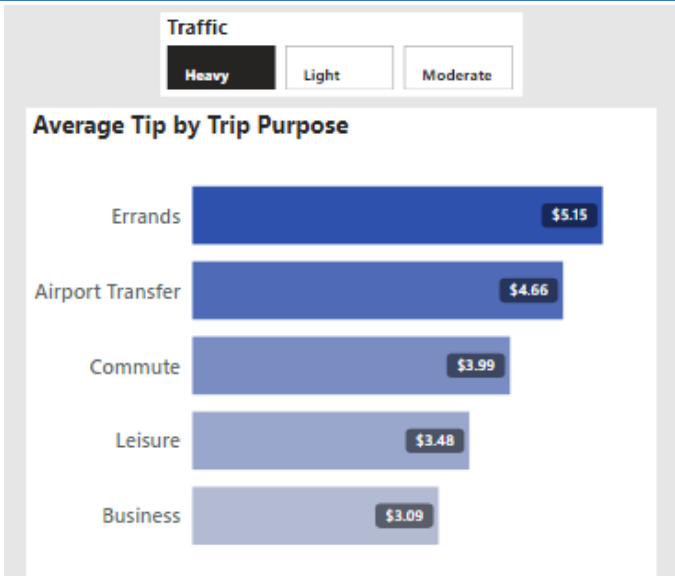
## Effect of Traffic

321 customers experienced **heavy traffic**. Snow, errands, 19th hour and Tuesday have the highest average tip.

348 customers experienced **moderate traffic**. Foggy sky, business, 23rd hour and Sunday have the highest average tip.
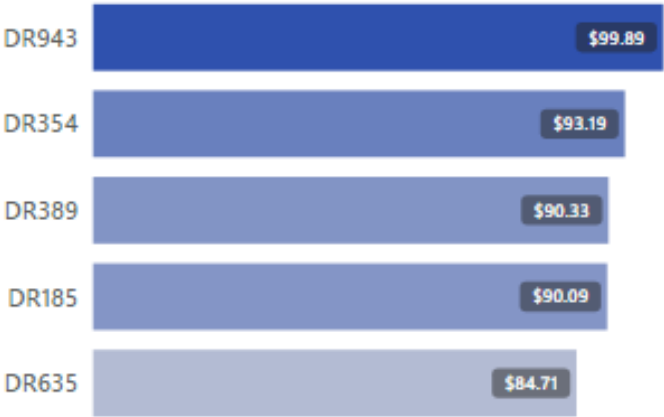
Traffic Continuation

316 customers experienced **light traffic**. Cloudy sky, commute, midnight and Saturday have the highest average tip.
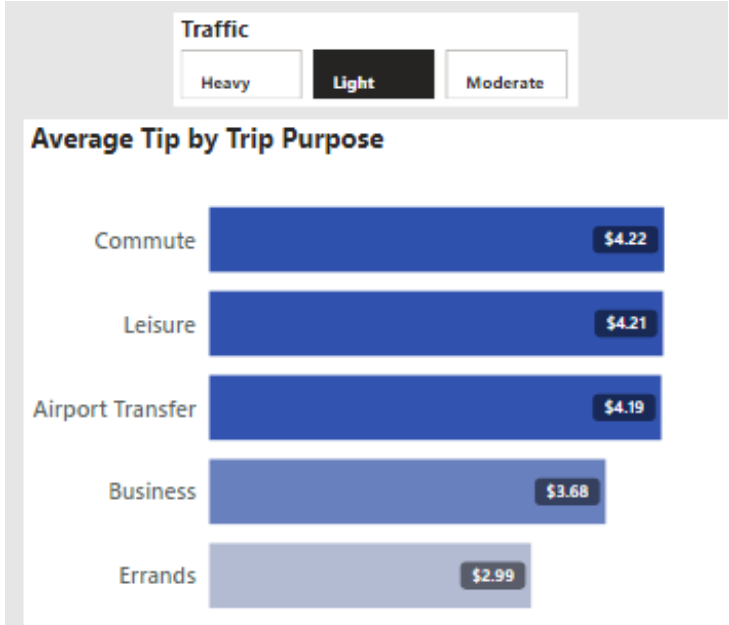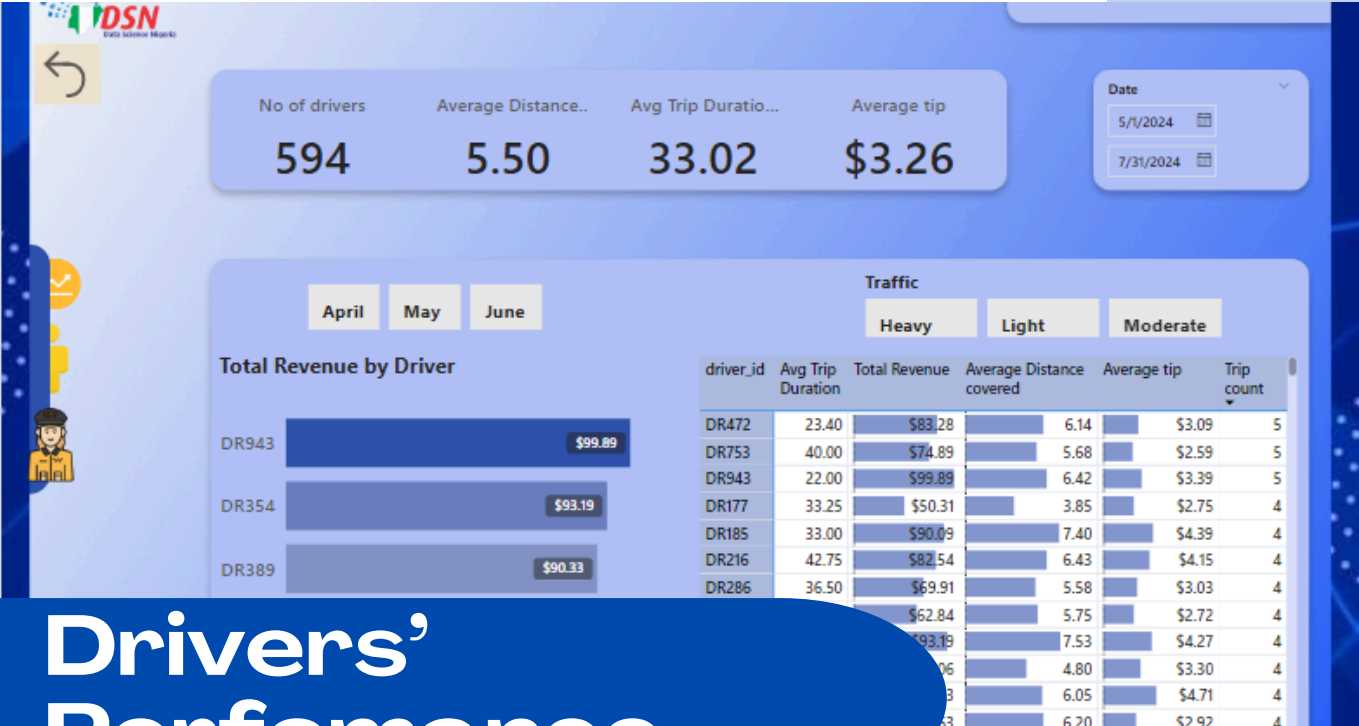
Drivers' Perfomance

Total Revenue by Driver

Drivers' Insight

There are **594 drivers**. The drivers with the **top revenues** are **DR943 ($99.89), DR354 ($93.19),** and **DR389 ($90.33)**. The **maximum number of trips** is **5** which were covered by **DR472, DR753,** and **DR943.**

Drivers' Insight

The **worst-performing drivers** are **DR776 ($2.26)** and **DR282 ($2.58)**. They had only 1 trip in June and May respectively.

Total Revenue by Driver
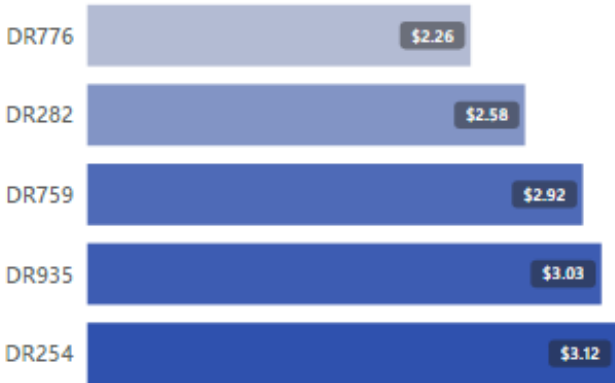
Recommendation

- In the 3 months, more drivers made only one trip. It is advisable to incentivise the drivers to be available for more trips. This will generate more revenue for the company.
- The revenue generated from surge pricing is slightly lower than the normal fare. It is advisable to redefine strategies to motivate drivers to be available during peak hours.
- Introduce a loyalty reward for frequent customers. This will encourage them to keep using the service.
- Most revenue and top average tips are generated on snowy days, cloudy days, Airport transfers, errands, and business purposes. Targeting these segments will bring more revenue to the company, and more incentives to the drivers, in terms of tips.