# GOODCABS ANALYSIS

TRIPS

PASSENGERS

REVENUE

RATINGS & TARGET

# Project Overview:

▶ GoodCabs is a cab service company focused on tier 2 cities with a vision to create a reliable and efficient transportation experience.

▶ Here , commitment to local drivers partnerships and exceptional services to the passengers go hand in hand

▶ Currently ,operational across 10 tier 2 cities in India the team aims to set ambitious target and identity opportunities for enhancement

▶ Aspects of Analysis:

1. Trip Analysis

2. Passenger Analysis

3. Revenue Analysis

4. Performance Overview
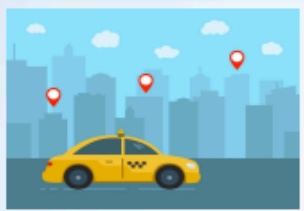
# GOODCABS TRIPS ANALYSIS

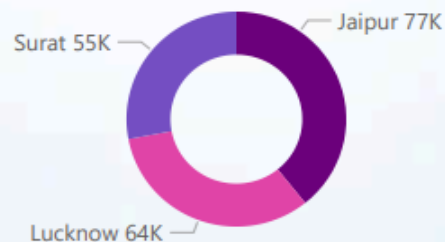| Total Trips | Min Distance Trips | Max Distance Trips | Total Distance | Average Distance |
|:---:|:---:|:---:|:---:|:---:|
| 426K | 5 | 45 | 8M | 254.02 |

**City**
All

**Passenger Type**
All

**Months**
All

## Top 3 Cities by Total Trip

Jaipur 77K
Surat 55K
Lucknow 64K

## Bottom 3 Cities by Total Trip

Mysore 16K
Visakhapa... 28K
Coimbatore 21K
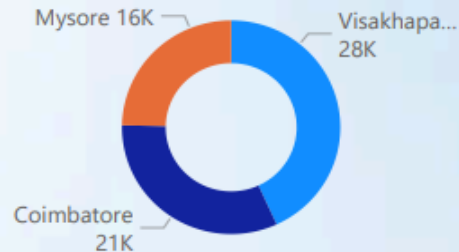
## Total Distance(Km) and Revenue by City

● Total Distance(Km) ● Revenue

40M
20M
0M

Chandi... Coimb... Indore Jaipur Kochi Lucknow Mysore Surat Vadod... Visakh...

## Trips By Day Type And City

● Weekday ● Weekend

80K
60K
40K
20K
0K

Chandigarh Coimbatore Indore Jaipur Kochi Lucknow Mysore Surat Vadodara Visakhapatnam
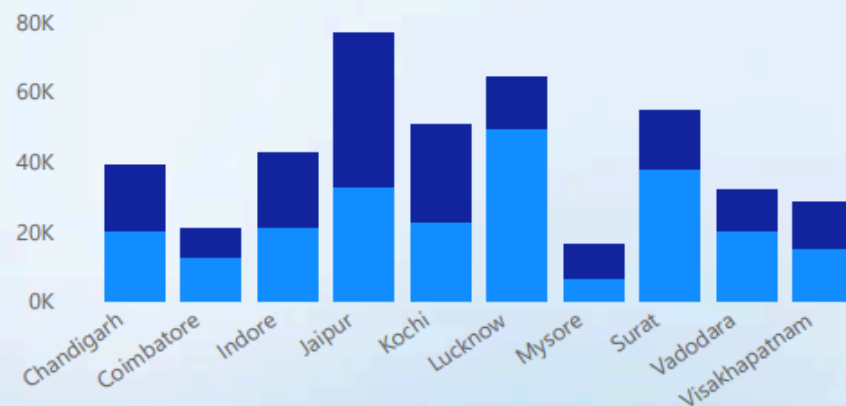
## Monthly Total Trips

| city_name | 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 |

# Insights

- Jaipur , Lucknow  and Surat have the highest no . of trips

- Vishakhapatnam , Coimbatore and  Mysore have the lowest no. of trips

- Jaipur and Kochi see the highest number of trips on both weekdays and weekends.

- Jaipur is the most active city, contributing significantly to both total trips and revenue with a peak in February (15,872) trips.

- Surat, Kochi, and Indore show fluctuations, with lower trips in June.

- Smaller cities like Mysore and Coimbatore have lower trip volumes which is 3,007 trips, which may indicate lower demand.

- Trip volumes are generally higher on weekdays, suggesting a strong dependency on work-related travel.

# GOODCABS PASSENGERS ANALYSIS

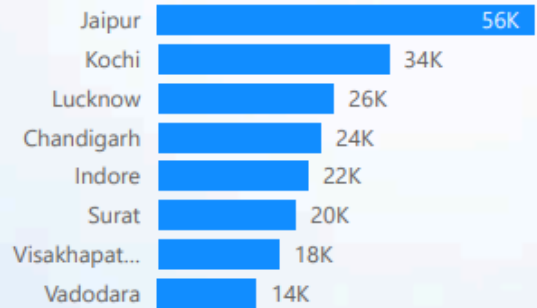| Total Passengers | Total New Passengers | Total Repeat Passengers | Repeat Passenger Rate | New Passenger Rate |
|---|---|---|---|---|
| **238K** | **177K** | **61K** | **25.7%** | **74.3%** |

**City**
All

**Passenge...**
All

**Months**
All

## Total Passengers By City

| City | Value |
|---|---|
| Jaipur | 56K |
| Kochi | 34K |
| Lucknow | 26K |
| Chandigarh | 24K |
| Indore | 22K |
| Surat | 20K |
| Visakhapat... | 18K |
| Vadodara | 14K |

## Monthly Trend : New Vs Repeat Passengers

New passengers: January 36K, February 36K, March 31K, April 27K, May 24K, June 23K
Repeat passengers: January 8K, February 10K, March 11K, April 11K, May 12K, June 10K
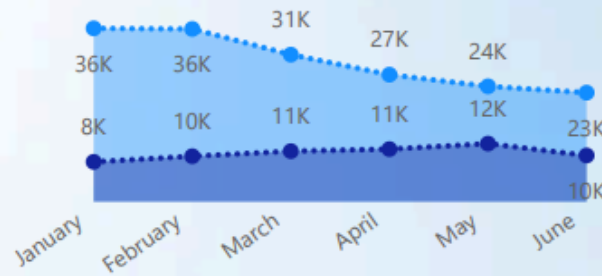
## Repeat Passenger Rate by City

Chandi... 21.1%, Coimbatore 23.1%, Indore 32.7%, Jaipur 17.4%, Kochi 22.4%, Lucknow 37.1%, Mysore 11.2%, Surat 42.6%, Vadodara 30.0%, Visakhapat... 28.6%
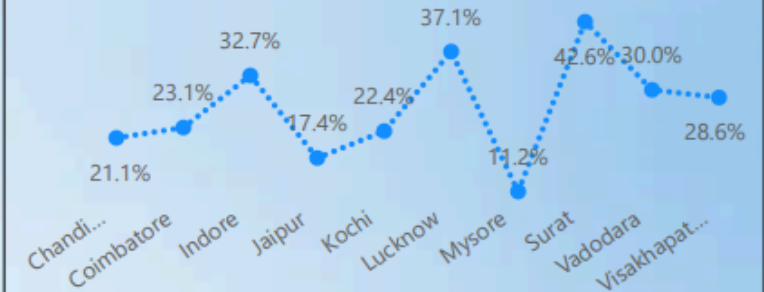
## New Passengers and Repeat Passengers By City

● new passengers ● repeat passengers

| City | new passengers | repeat passengers |
|---|---|---|
| Jaipur | 46K | 10K |
| Kochi | 26K | 8K |
| Chandigarh | 19K | 5K |
| Lucknow | 16K | 10K |
| Indore | 15K | 7K |
| Visakhapatnam | 13K | 5K |
| Mysore | 12K | 1K |
| Surat | 12K | 9K |
| Vadodara | 10K | 4K |
| Coimbatore | 9K | 3K |
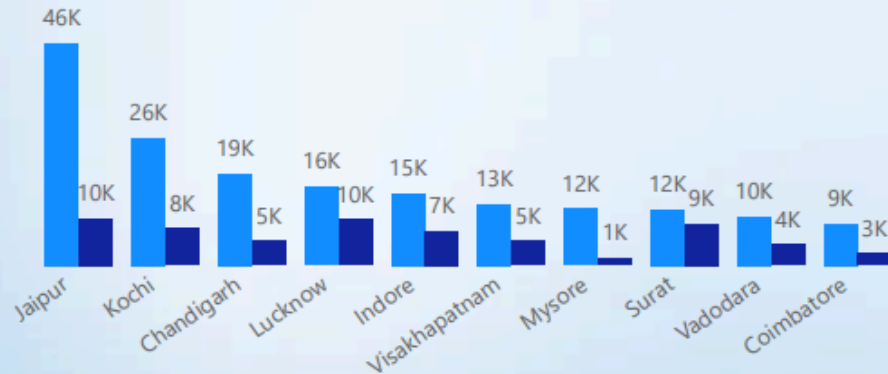
## Total Repeat Passengers Based on Trip Count and City

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

# Insights

► 74.3% are new passengers , but the repeat passenger rate is only 25.7% . Retention strategies may be needed to increase to increase repeat rides

► Jaipur , kochi ,Lucknow  have the highest number of passengers whereas Vadodra and Visakhapatnam have lowest passengers

► Jaipur has the highest number of new passengers and repeat passengers indicating strong customer retention

► Despite highest number of passengers only 22.4% are repeat users ,indicating reliance on new customer rather than recurring ones

► Surat ,Mysore and Indore have high repeat passenger rates,indicating loyal customer base

► Repeat passengers mostly take 2-3 trips ,very few continue beyond 6-10 trips ,suggesting a drop –off in long term loyalty

# GOODCABS REVENUE ANALYSIS

← →

| Revenue | Avg Fare Per | Revenue Growth Rate | Previous Month Revenue | Avg Distance |
|---------|--------------|---------------------|------------------------|--------------|
| **108M** | **254.02** | **16.54%** | **93M** | **19.13** |

**City**
All

**Passenger Type**
All

**Months**
All

## Total Revenue Over Month

20M — 19.9M (February)
18.8M (March)
18.5M (January)
18.0M (May)
17.7M (April)
15M
15.4M (June)

## Total Revenue By Day Type

Weekday 47M
Weekend 61M
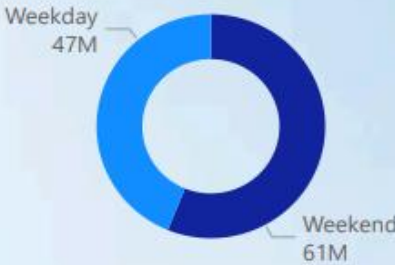
## Total Revenue By Passenger Type

new 53M
repeated 55M

## Avg Fare per Trip and Avg Distance by City

● average fare per trip  ● average distance

500

0

Jaipur, Kochi, Chandigarh, Visakhapatnam, Mysore, Indore, Coimbatore, Lucknow, Vadodara, Surat
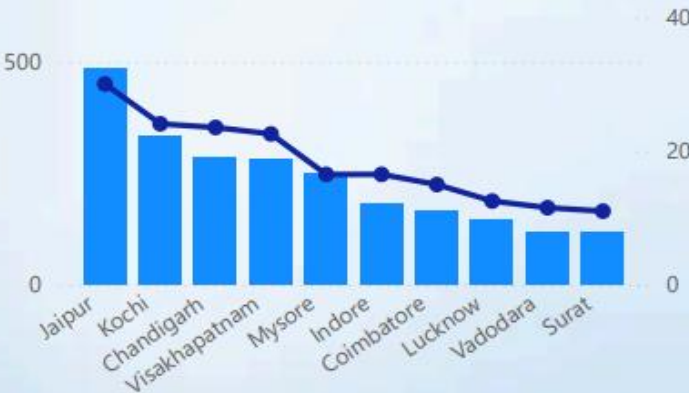
| city_name | total_fare(revenue) | total_distance_travelled | average fare per trip | Revenue Growth Rate |
|-----------|---------------------|--------------------------|------------------------|---------------------|
| Chandigarh | 11.1M | 916783 | 283.69 | 18.38% |
| Coimbatore | 3.5M | 316121 | 166.98 | 17.65% |
| Indore | 7.6M | 700629 | 179.84 | 17.53% |
| Jaipur | 37.2M | 2308418 | 483.92 | 14.77% |
| Kochi | 17.0M | 1220167 | 335.25 | 14.41% |
| Lucknow | 9.5M | 804571 | 147.18 | 18.93% |
| Mysore | 4.1M | 267877 | 249.71 | 21.43% |
| Surat | 6.4M | 603122 | 117.27 | 18.37% |
| Vadodara | 3.8M | 368867 | 118.57 | 17.27% |
| Visakhapatnam | 8.0M | 639765 | 282.67 | 18.72% |
| **Total** | **108.2M** | **8146320** | **254.02** | **16.54%** |

# Insights

- Revenue has been declining from april to June this suggests a downward trend in earnings possibly due to decline in ridership or seasonal factors

- Despite of decline in monthly revenue the overall growth rate remains strong . This could be by an increase in fares per trip or higher value trips

- Weekends contribute more revenue than weekdays indicating an opportunity to introduce weekend pricing or promotions

- Repeat passengers generate more revenue (55M) than new passengers(53M)

- Jaipur , Kochi and Visakhapatnam have longest trips possibly indicating their higher average fares per trip

- Surat , Vadodara have lowest average fares per trips which may require a pricing strategy to increase profit

- Jaipur is the most profitable city generating a total revenue of 37.2M highest among the other cities, but Mysore have the highest revenue growth rate i.e.(21.43%) indicating a potential for further investment

# GOODCABS RATINGS AND TARGET ANALYSIS

## Target Vs Actucal Trips
0K — 426K — ✓429K

## Avg Driver Rating
# 7.83

## Avg Passenger Rating
# 7.66

## Target Vs Actual New Passengers
0K — 177K — ✓185K

**City**
All

**Passenger Type**
All

**Months**
All

## Average Driver Rating By City
● average_driver_rating   ● average_passenger_rating

| City | average_driver_rating | average_passenger_rating |
|------|------|------|
| Kochi | 9.0 | 8.5 |
| Visakhapa... | 9.0 | 8.4 |
| Jaipur | 9.0 | 8.6 |
| Mysore | 9.0 | 8.7 |
| Chandigarh | 7.7 | 8.0 |
| Coimbatore | 7.7 | 7.9 |
| Indore | 7.7 | 7.8 |
| Vadodara | 6.6 | 6.6 |
| Lucknow | 6.6 | 6.5 |
| Surat | 6.6 | 6.4 |
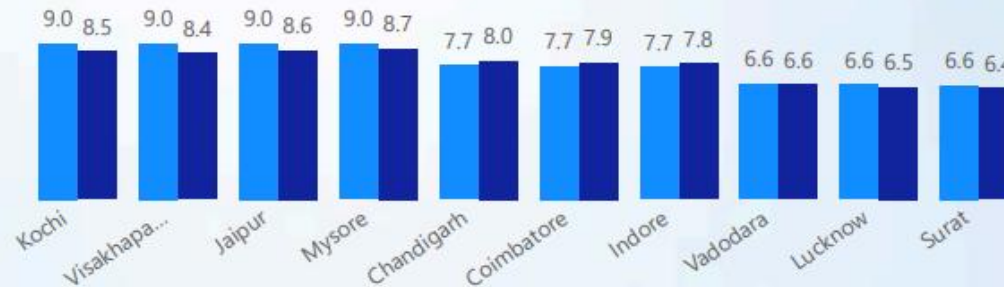
## Avg Driver Rating By Passenger Type and City
● new   ● repeated

9.0  9.0  9.0  9.0  8.0  8.0  8.0  7.5  7.5  7.0  7.0
7.5  6.5  7.0 6.5  6.5

Kochi, Visakhapatnam, Jaipur, Mysore, Chandigarh, Coimbatore, Indore, Vadodara, Lucknow, Surat
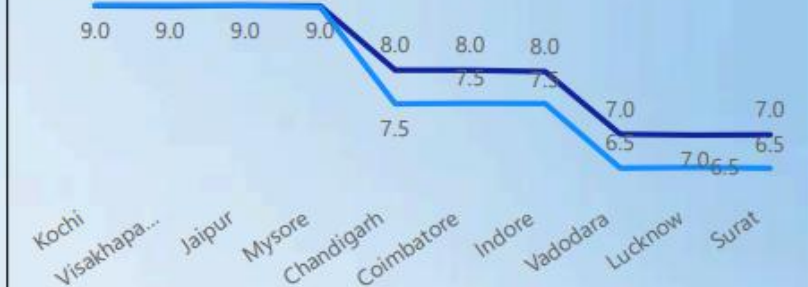
| city_name | total_trips | trip target | Trip Target Achievement | Actual New Passengers | New Passenger Target | New Passenger Achie ▼ |
|-----------|-------------|-------------|-------------------------|-----------------------|----------------------|-----------------------|
| Coimbatore | 21104 | 21000 | ✔ Yes | 8514 | 7500 | ✔ Yes |
| Indore | 42456 | 43500 | ✖ No | 14863 | 14100 | ✔ Yes |
| Lucknow | 64299 | 72000 | ✖ No | 16260 | 15600 | ✔ Yes |
| Surat | 54843 | 57000 | ✖ No | 11626 | 10500 | ✔ Yes |
| Vadodara | 32026 | 37500 | ✖ No | 10127 | 9900 | ✔ Yes |
| Chandigarh | 38981 | 39000 | ✖ No | 18908 | 21000 | ✖ No |
| Jaipur | 76888 | 67500 | ✔ Yes | 45856 | 54000 | ✖ No |
| Kochi | 50702 | 49500 | ✔ Yes | 26416 | 27000 | ✖ No |
| Mysore | 16238 | 13500 | ✔ Yes | 11681 | 12000 | ✖ No |
| Visakhapatnam | 28366 | 28500 | ✖ No | 12747 | 13500 | ✖ No |

## Avg Passenger Rating By City and Passenger Type
● new   ● repeated

9.0  9.0  9.0  9.0  8.5  8.5  8.0  8.0
8.0  8.0  8.0  8.0  7.5  8.5  7.5  8.0
7.5  6.0  6.0
6.0

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

# Insights

- Overall trips and new passengers targets are met showing a strong operational strategy

- Surat , Lucknow and Vadodra have the lowest rating in both driver and passengers indicating an urgent improve in service quality

- New passengers have given a slightly lower rating to the drivers than repeated passengers indicating that the company need to improve first time user experience by offering better on boarding

- Jaipur and kochi met the trips target but fail to attract enough new passengers as they reply more on repeat passengers

- Indore , Lucknow and Surat attracted more new passengers that expected but fail to reach the total trip target indicting a need for demand management strategies