Namma Yatri
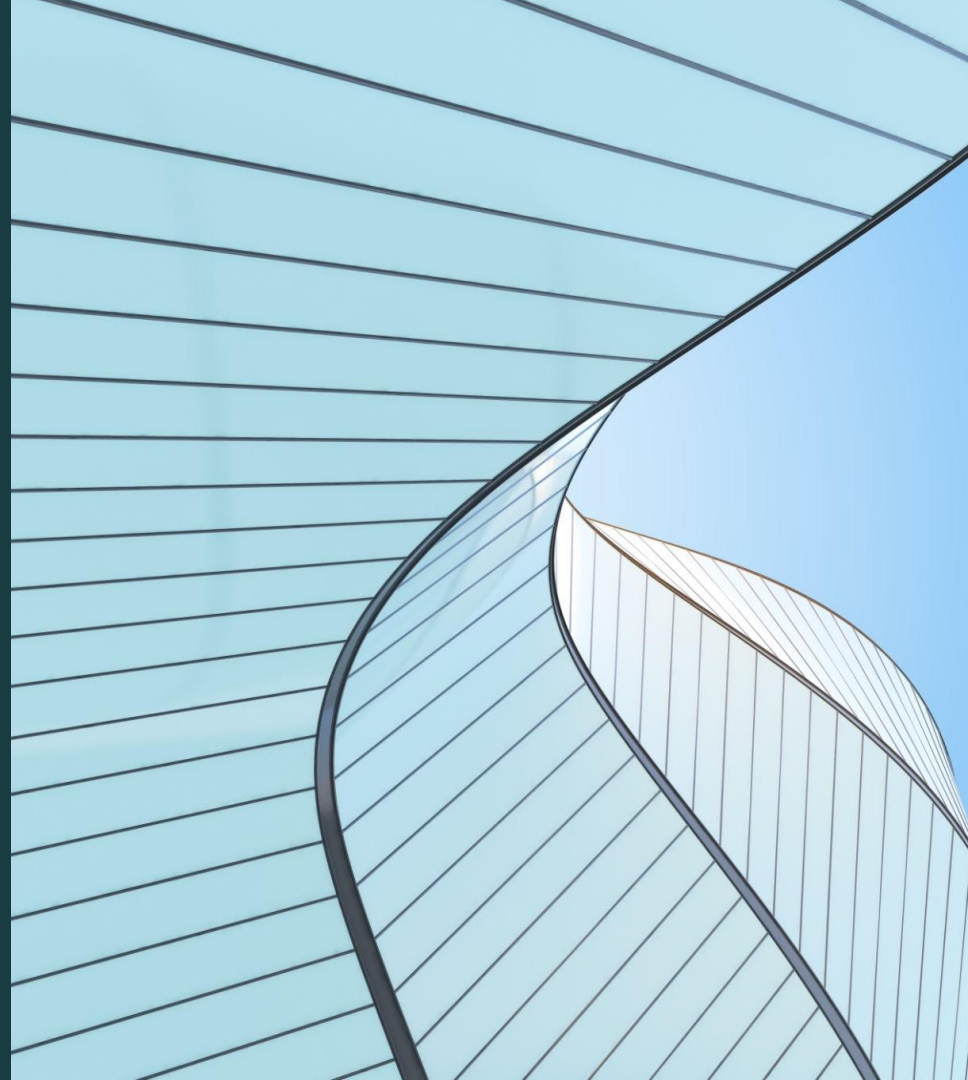
Management leadership

GROUP MEMBERS OF TripleS

Vibha Garg

Vansh Tandon

Tushar Rajput

Objective

Namma Yatri aims to leverage data-driven insights to enhance its role in Bengaluru's urban transport network. The core objective of this analysis is to uncover patterns in ride demand, understand factors affecting cancellations and driver performance, and optimize payment methods and trip durations. By exploring detailed trip data, the goal is to identify actionable strategies that improve operational efficiency, maximize revenue, and elevate customer satisfaction—ultimately supporting smarter resource allocation and more effective marketing efforts.
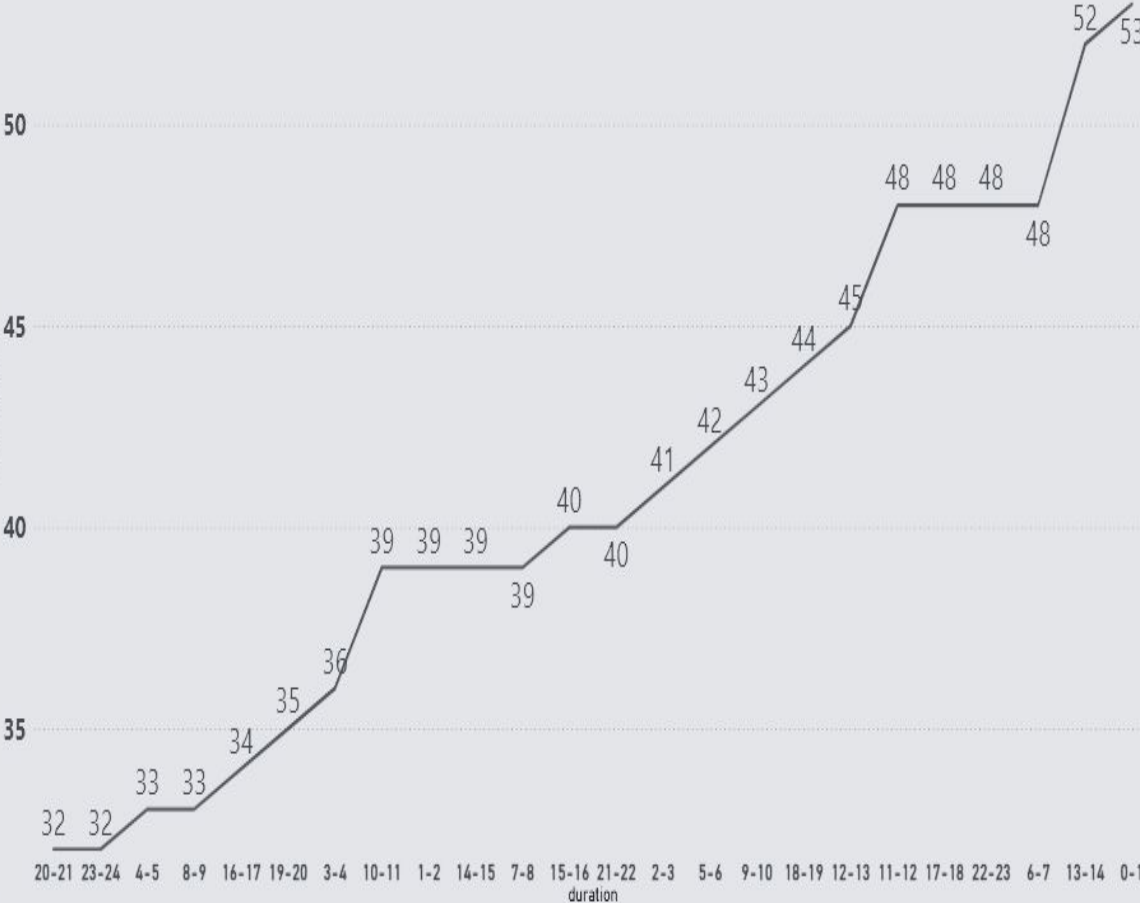
Overall Analysis

DISTANCE

14K

COMPLETE TRIPS

67.56%

COMPLETED TRIPS

983

TOTAL REVENUE

751K

Ride Demand Over Time

Ride Demand Rises Steadily All Day

Ride demand remains low and stable during late night and early morning hours (completed rides in the low 30s), then shows a steady upward trend from 8–9 AM onward, reflecting increased activity as the day progresses.

Ride Demand Rises Steadily All Day

The highest ride demand occurs during 13–14 (1–2 PM) and 0–1 (12–1 AM) with 52 and 53 completed rides respectively, as measured by the sum of completed rides (end_ride), providing clear targets for resource allocation and operational focus.

Ride Demand Rises Steadily All Day

Demand rises significantly through the afternoon, reaching the mid-40s by midday and peaking at 48 rides during the late morning, early afternoon, and late evening slots (11–12, 12–13, and 22–23).

% Completion After Quote Search by Duration – TripleS

67.56%

0.00%   100.00%
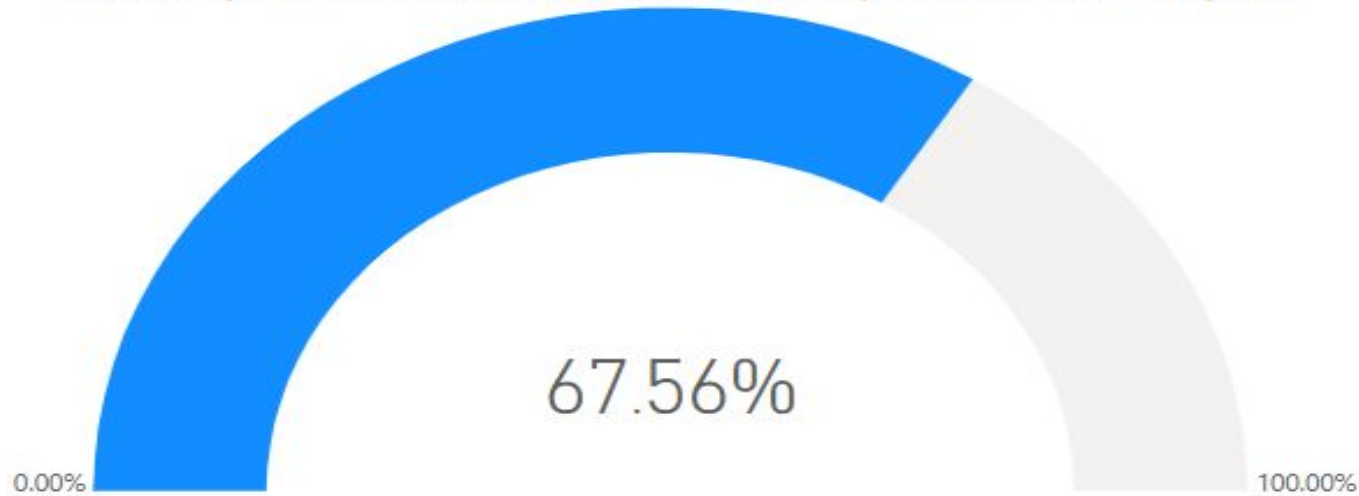
- Overall completion rate post-quote search: 67.56%
- Highest conversions for immediate trips (0 min lead time): 53 completions
- Completions decline as lead time increases: 38 at 10 min, 32 at 20 min
- Mid-range uptick at 15 min: 40 completions, indicating moderate wait times still convert well

- **Payment methods are evenly distributed: Credit Card, Debit Card, UPI, and Cash each account for 24–27% of rides.**

- **No single payment method dominates; customer usage is well balanced across all options**
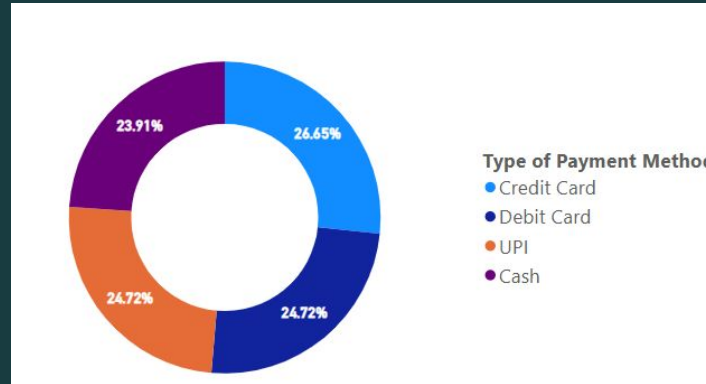
- **Ride frequency remains consistent regardless of payment method, showing payment choice does not impact ride habits.**

- **This balance indicates strong payment flexibility and diverse customer preferences.**

- **Maintaining multiple payment options is key to supporting customer satisfaction and stable ride volume.**

Revenue Contribution by Time Slo t- TripleS
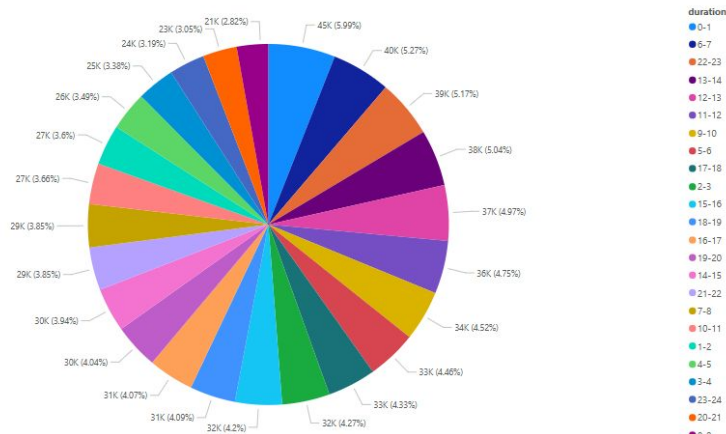
Late-night demand (0–1 AM) generates the highest revenue share at 5.99% (₹45,000), indicating strong usage during these hours, likely from airport travelers or night-shift workers.

The 8–9 PM slot contributes only 2.82% (₹21,000), suggesting either lower demand or that rides during this period are typically shorter or less valuable.

Revenue distribution is uneven across the day, with late-night hours sometimes outperforming traditional peak times, highlighting the need for tailored resource allocation and targeted marketing during high-revenue slots.

Sum of fare by Assembly - TripleS
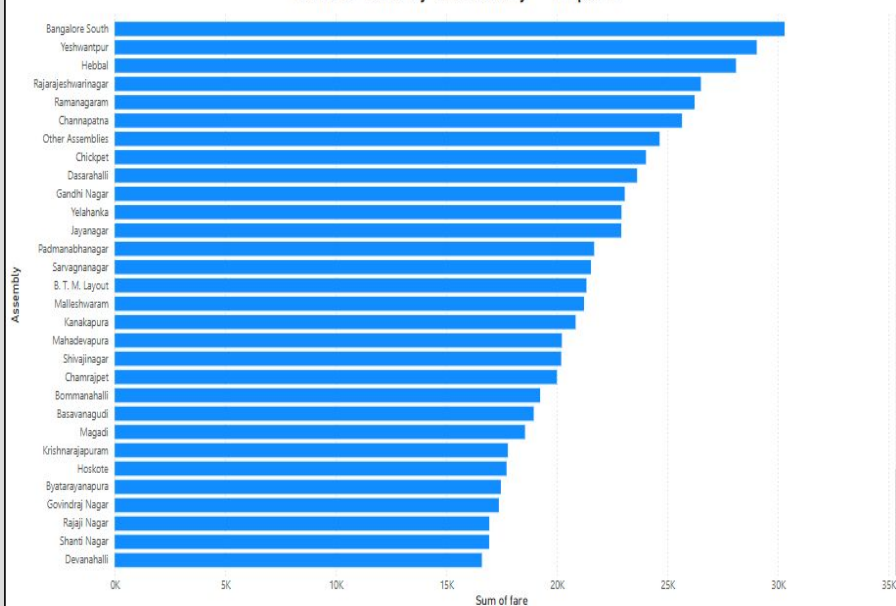
Bangalore South and Yeshwanthpur are the top revenue zones, generating ₹30,000 and ₹29,000 respectively, indicating these areas have high ride demand or longer trip distances.

Nelamangala contributes the least revenue at ₹11,000, likely due to fewer ride requests or predominantly shorter, lower-fare trips.

This revenue disparity highlights the strategic importance of focusing resources and marketing efforts on high-performing zones like Bangalore South and Yeshwanthpur, while exploring ways to boost demand in lower-revenue areas such as Neelamangala.

% Cancelled by Both Driver and Customer and % successful by Both Driver and Customer - TripleS

● % Cancelled by Both Driver and Customer ● % successful by Both Driver and Customer
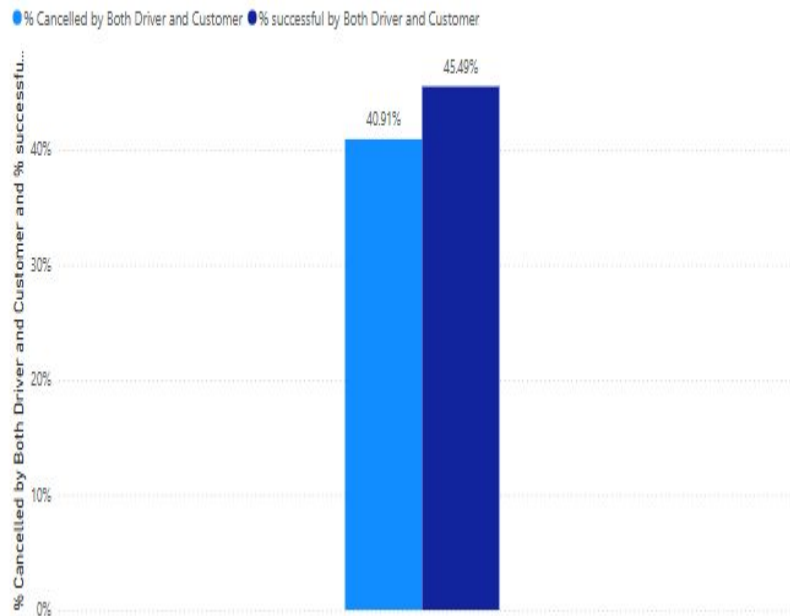
45.49%

40.91%

Drivers and customers both have a high and identical cancellation rate of 40.91%, with successful trips only slightly higher at 45.49% for each group.

The margin between successful trips and cancellations is narrow—just 4.58 percentage points—indicating a nearly even split between completed and canceled rides

A notable 13.6% of ride activity falls outside these categories, suggesting the presence of other outcomes such as no-shows or pending transactions that require further investigation.

Count of tripid by Assembly - TripleS
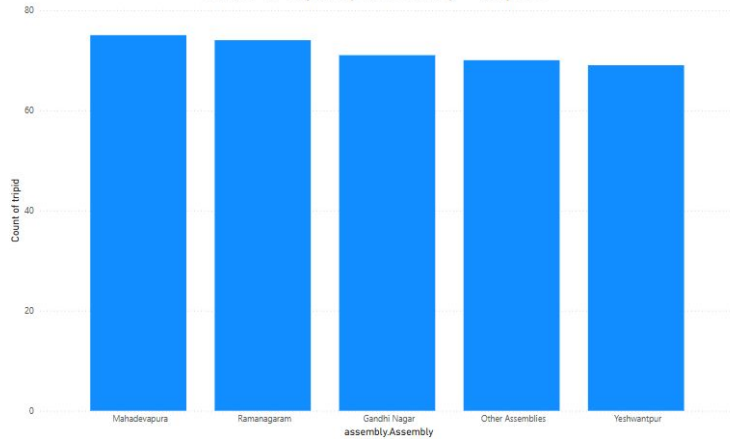
The dominance of the "Other Assemblies" category shows that Namma Yatri has achieved strong adoption across many smaller neighborhoods, with their combined demand surpassing even major individual zones.

Yeshwantpur stands out as a top pickup zone due to its role as a major transport hub, while Mahadevpura and Gandhi Nagar generate high trip volumes thanks to their concentration of offices, businesses, and cultural activities.

Zones like Ramanagara contribute significantly by connecting Bengaluru's outskirts and peri-urban areas to the city, often involving longer commutes or serving unique local needs.

RECOMMENDATIONS

Strategically Deploy Drivers in High-Demand Zones

Focus driver allocation in top revenue and trip-generating zones like Bangalore South, Yeshwanthpur, Mahadevpura, and Gandhi Nagar, especially during late-night and peak commuter hours.

Boost Presence in "Other Assemblies" and Outskirts

Leverage the collective demand from "Other Assemblies" and peri-urban areas like Ramanagara by ensuring adequate driver coverage and targeted marketing to tap into these growing markets.

Reduce Cancellations with Better Communication

Address the high, identical cancellation rates among drivers and customers by improving real-time communication, providing clear pickup instructions, and sending timely reminder

Incentivize Successful Rides

Introduce rewards and loyalty programs for both drivers and riders to encourage trip completion and reduce the cancellation gap.

Optimize Late-Night Operations

Capitalize on strong late-night demand (0–1 AM) by offering driver incentives, surge pricing, and targeted promotions for airport and night-shift commuters.

RECOMMENDATIONS

Enhance Payment Flexibility and Experience

Continue supporting multiple payment options (cash, UPI, cards) and ensure seamless, fast transactions to improve user satisfaction.

Strengthen First-Mile/Last-Mile Connectivity

Partner with major transport hubs (e.g., Yeshwanthpur railway/metro/bus stations) to offer dedicated pick-up/drop-off zones and special packages for commuters.

Leverage Data-Driven Resource Allocation

Use real-time dashboards and analytics to monitor demand, ride durations, and cancellations, enabling quick, informed decisions on fleet management and marketing campaigns.

Promote Ride-Sharing and Carpooling

Introduce and market shared ride options in commercial corridors and residential zones to increase occupancy, reduce costs, and ease congestion.

Gather and Act on Customer Feedback

Regularly collect feedback after rides to identify pain points (e.g., no-shows, pending rides) and implement continuous improvements for both operational efficiency and customer satisfaction.

Thank you

Conclude the presentation by TripleS