



## **GOOD CAB TRIP ANALYSIS**

# ABOUT THE PROJECT

This project focuses on analyzing Goodcabs' operational performance across 10 tier-2 Indian cities. Using Power BI, I assessed key metrics such as trip volume, passenger satisfaction, repeat passenger behavior, and demand patterns. The analysis highlights peak and low-demand trends, city-specific preferences, and actionable insights to enhance customer loyalty and operational efficiency. The findings provide a roadmap for targeted improvements, ensuring Goodcabs meets its growth and satisfaction goals for 2024.



# GOAL

The goal is to analyze Goodcabs' performance across key metrics to optimize operations, improve passenger satisfaction, and achieve 2024 growth targets in tier-2 cities.

# TOOLS/SKILLS USED

POWER BI

SQL

EXCEL

VISUALIZATION

DATA ANALYSIS SKILL

# STAKEHOLDERS

The key stakeholders in this project include:

1. **Chief of Operations (Bruce Haryali):** Oversees performance insights to drive strategic decisions.
2. **Analytics Manager (Tony Sharma):** Ensures data accuracy and actionable insights delivery.
3. **Data Analyst (Peter Pandey):** Conducts analysis and creates dashboards to present findings.
4. **City Managers:** Use insights to improve operations and address city-specific challenges.
5. **Passengers:** Indirect stakeholders benefiting from improved services and satisfaction.

# INSIGHTS

## Passenger Growth:

- Onboarded 177K new passengers and retained 61K repeat passengers, showcasing strong customer loyalty

## City Performance:

- Top Performers: Jaipur, Lucknow, and Surat lead in trip volumes.
- Low Performers: Mysore and Coimbatore need targeted strategies to boost performance.

## Demand Trends:

- Peak Demand: January-February in cities like Jaipur and Lucknow.
- Low Demand: May-June in Visakhapatnam and Mysore

# INSIGHTS

## Passenger Preferences:

- Weekday Focus: Indore and Chandigarh dominate weekday demand.
- Weekend Focus: Kochi and Vadodara show strong weekend preferences.
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## Satisfaction and Loyalty:

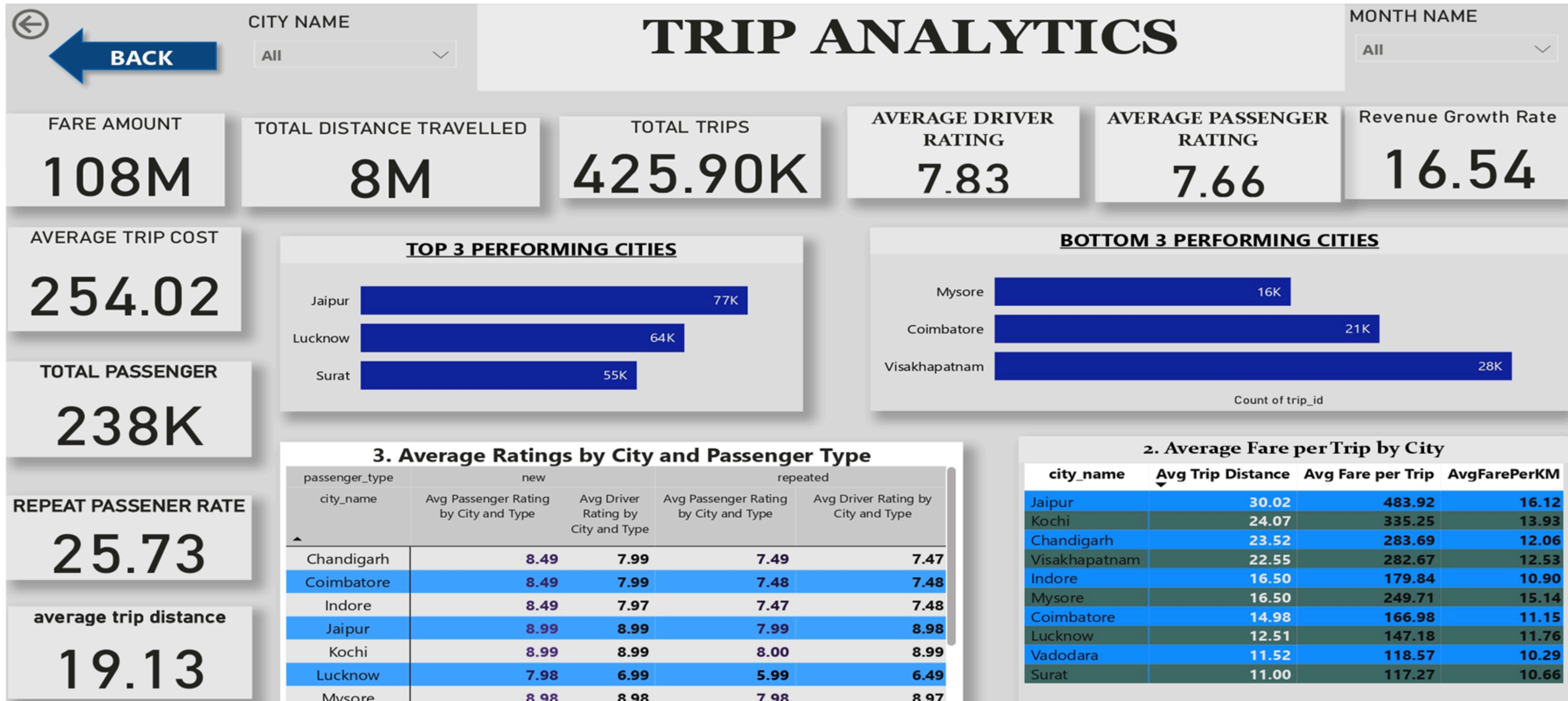
- High Ratings: Mysore, Coimbatore, and Chandigarh excel in passenger satisfaction.
- Repeat Passenger Frequency: Jaipur and Lucknow have the highest repeat trip contributions.

## Opportunities for Improvement:

- Address low ratings in cities like Vadodara and Surat through service enhancements.
- Introduce loyalty programs and targeted promotions during low-demand periods.
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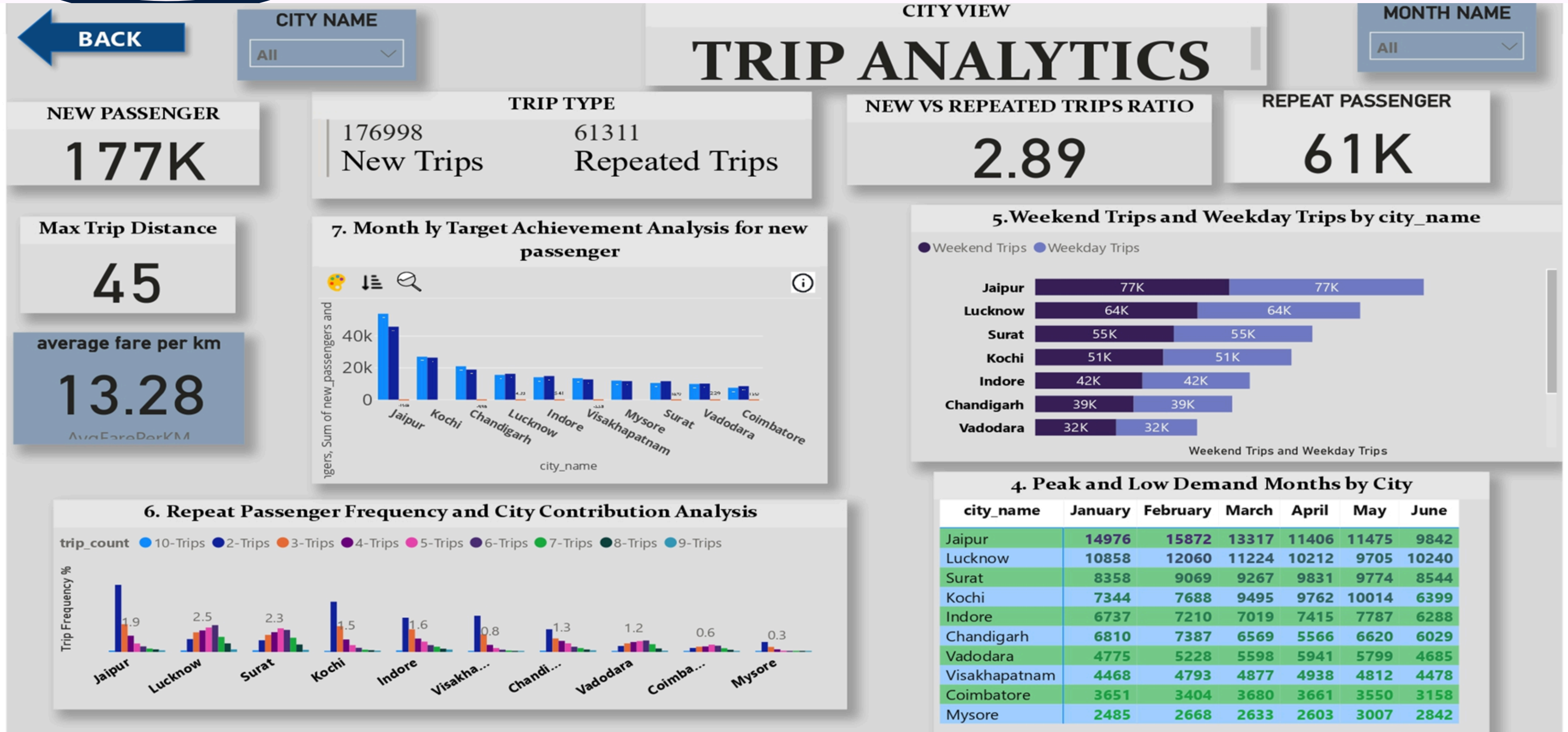


# DASHBOARD





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