

GOOD CAB TRIP ANALYSIS

### SABOUT 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.

#### 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.

## BASHBOARD



CITY NAME

**8M** 

#### TRIP ANALYTICS

**TOTAL TRIPS** 

425.90K

AVERAGE DRIVER **RATING** 

7.83

AVERAGE PASSENGER **RATING** 

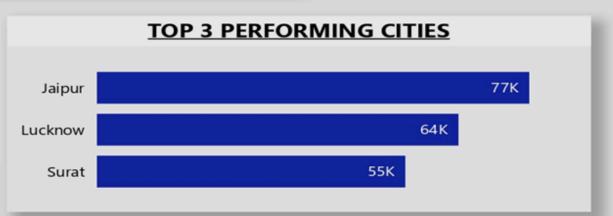
7.66

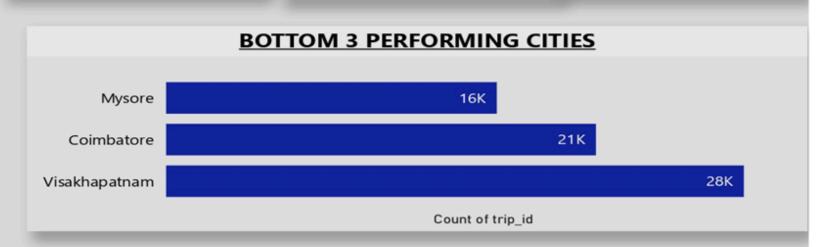
Revenue Growth Rate

MONTH NAME

All

16.54







2. Average Fare per Trip by City			
city_name	Avg Trip Distance	Avg Fare per Trip	AvgFarePerKM
Jaipur	30.02	483.92	16.12
Kochi	24.07	335.25	13.93
Chandigarh	23.52	283.69	12.06
Visakhapatnam	22.55	282.67	12.53
Indore	16.50	179.84	10.90
Mysore	16.50	249.71	15.14
Coimbatore	14.98	166.98	11.15
Lucknow	12.51	147.18	11.76
Vadodara	11.52	118.57	10.29
Surat	11.00	117.27	10.66

## DASHBOARD

**CITY NAME BACK** All TRIP TYPE NEW PASSENGER 176998 61311 177K New Trips Repeated Trips **Max Trip Distance** 7. Month ly Target Achievement Analysis for new passenger 45 IE Q (i) average fare per km 20k 13.28 Ava Fara Dark NA city\_name 6. Repeat Passenger Frequency and City Contribution Analysis **trip count** • 10-Trips • 2-Trips • 3-Trips • 4-Trips • 5-Trips • 6-Trips • 7-Trips • 8-Trips • 9-Trips

TRIP ANALYTICS

**CITY VIEW** 

REPEAT PASSENGER

61K

AII

MONTH NAME

NEW VS REPEATED TRIPS RATIO

2.89



4. Peak and Low Demand Months by City city name January February March April May June Jaipur 14976 15872 13317 11406 11475 Lucknow 12060 11224 10212 9705 10240 10858 Surat 8358 9069 9267 9831 9774 8544 Kochi 7344 7688 9495 9762 10014 6399 Indore 6737 7210 7019 7415 7787 6288 Chandigarh 7387 6569 5566 6620 6810 6029 5941 Vadodara 4775 5228 5598 5799 4685 Visakhapatnam 4468 4793 4877 4938 4812 4478 Coimbatore 3651 3404 3680 3550 3158 2485 2668 2633 2603 3007 2842 Mysore

## DASHBOARD

ВАСК

CITY NAME

MONTH NAME

TRIP ANALYTICS

**NEW PASSENGER** 

177K

**NEW VS REPEATED TRIPS RATIO** 

2.89

REPEAT PASSENGER

61K

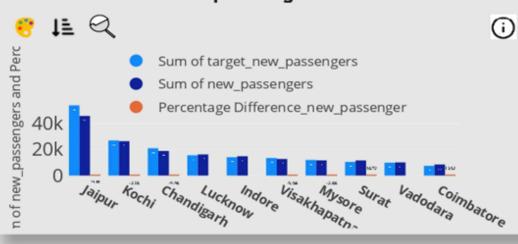
MIN TRIP DISTANCE

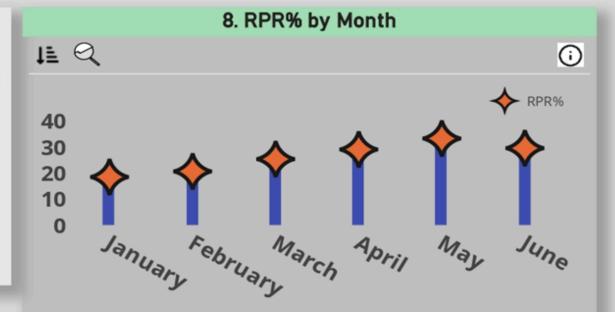
5

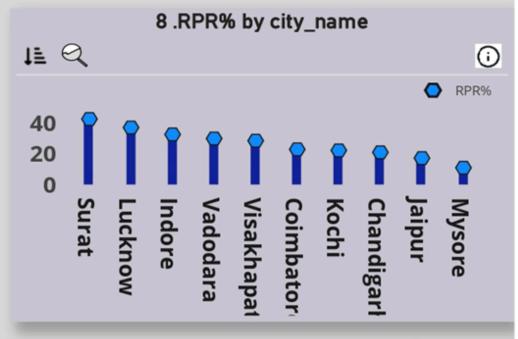
**Max Trip Distance** 

45

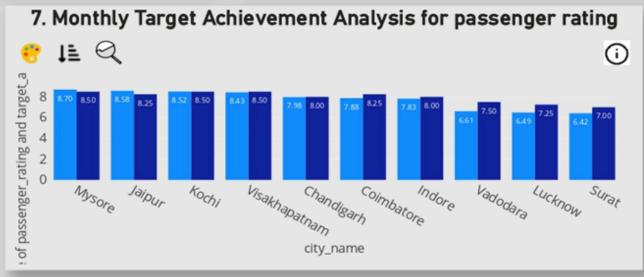
7. Month ly Target Achievement Analysis for new passenger











# Thank You

CLICK HERE FOR LIVE DASHBOARD
CLICK HERE FOR VIDEO PRESENTATION

# Thank You

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