KPI Taxi

Operations

1) Number of taxis
   a. Number of taxis
      i. By region
   b. Number of passengers / Total number of taxis
      i. By region
2) Maintenance
   a. Number of taxis which are older than 3 years
   b. Number of breakdowns
      i. Due to engine/car related failures
      ii. Due to puncture
   c. Number of taxis for periodic preventive servicing (Monthly)
   d. Cost of daily maintenance of cars
   a. Total Maintenance Cost / Asset Replacement Value
   b. Total Maintenance Cost / Output
   e. Average Inventory Value of Maintenance Material / Asset Replacement Value
3) Number of booking requests
4) Pick up time
   a. Within 30 minutes of booking being made
   b. Within 60 minutes of booking being made
5) Average pick up time
6) Number of times "no cars available"
7) Number of lost-customer due to unavailability of service in a particular region
   a. By region
8) Ease of booking taxi services
   a. Average amount of time spent in booking taxi online/on-call
9) Average taxi idle time
10) Number of idle taxis in a given time period
11) Capacity utilization
    a. Average number of taxis in service / Total number of taxis
       i. Peak time
       ii. Slack time
12) Safety
    a. Number of accidents per 1000 km

Marketing/Sales

1) Sales Growth

   (Current period sales - Previous period sales)/(Previous period sales)

   a. By value
   b. By volume

2) Market Share

   (Company sales)/ (Total sales in Industry)

   a. By value
   b. By volume

3) Region wise Sale

   a. Total revenue by region

4) Gross Margin

   (Sales Revenue – Cost of service sold) / (Sales Revenue)

5) Sales to Asset ratio

   Sales/ Total assets

6) Activity Based Classification

   a. Identification of customers which are more profitable
      i. By Region
      ii. By service
         1. AC taxi
         2. Non AC taxi
         3. Luxurious taxi

7) Customer Satisfaction Survey

   a. Quality of taxi
      i. Cleanliness
      ii. Comfort
      iii. Car condition
         1. Air-Condition
         2. Audio System
         3. Reading Lights
         4. Power Windows
         5. No foul smell
         6. Damage seat covers
         7. Luggage and leg space available in vehicle
      iv. Special arrangement for disables people
   b. Driver
      i. Cooperative
      ii. Polite
      iii. Safe driving
      iv. Communication skills
      v. Personal cleanliness and hygiene

       vi.   Accommodating reasonable requests of passengers
      vii.   Transportation of children, pets & passengers with special needs
8) Number of user complaints

Finance

1) Total Revenue
2) Average revenue per taxi
3) Measuring Depreciation
   a. Straight line method
   b. The Written Down Value Method
4) Return on investment (ROI)
   a. ROI = EBIT / Total Assets
5) Gross profit margin
   a. GPM = Gross profit / Revenue
6) Assets Turnover
   a. AT = Revenue / average balance of total assets
7) Operating profit
8) Fixed costs
   a. Total Vehicle financing/leasing cost
   b. Total insurance cost
   c. Total registration cost
9) Variable cost
   a. Total fuel cost
   b. Total repair and maintenance cost
   c. Total cleaning cost
10) Free cash flow
11) PAT

Resources

1) Total number of taxis
2) Roads

HR

1) Average number of training hours per employee
2) Average training costs per employee
3) Average cost to recruit per job position
4) Percentage job offer acceptance rate