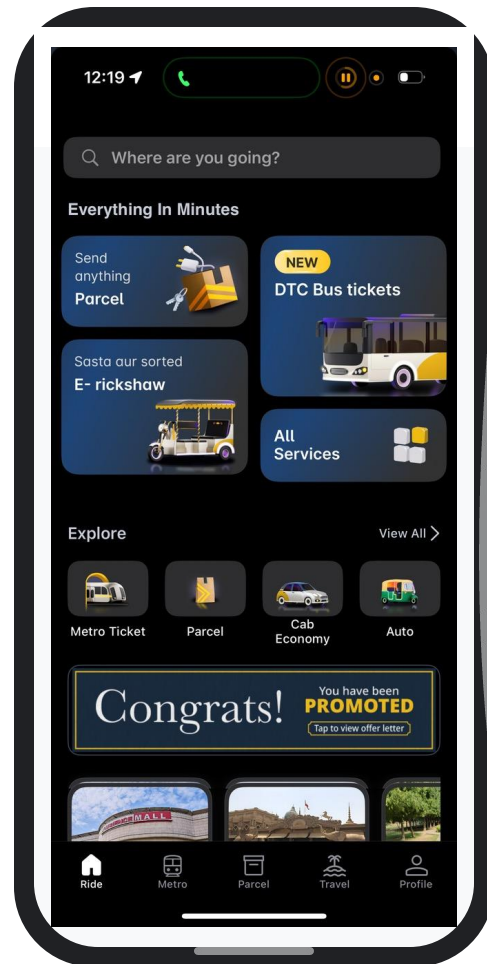




Market Research Analysis and Study

Comprehensive consumer insights and competitive landscape evaluation for the next phase of urban mobility.

By Shreya Gupta



Rapido optimizes rides

But driver supply health is still reactive

rapido

After researching Rapido, one gap stands out: the platform reacts when supply drops, but does not predict when drivers are about to churn or reduce activity.

Avg inactive driver
detection time 

5 to 7 days

Revenue lost due to 
supply gaps per city

high

Drivers dropping
activity before churn 

40 percent

Retention actions
triggered proactively 

**less than
30 percent**

**Driver data is lagging
indicator**

Signals like inactivity or ride
rejection appear after
disengagement begins

**Supply and demand
teams operate in silos**

No unified view of driver
lifecycle behavior

**No proactive
intervention system**

No system predicts driver
churn or triggers retention
actions early

Three signal streams Zero synthesis

Rapido collects driver behavior earnings and engagement data but these signals are not combined into a predictive system

Driver Activity Signals

- Ride acceptance rate dropping
- Online hours decreasing
- Peak hour participation declining
- Idle time increasing

Already tracked not scored

Earnings Signals

- Income volatility
- Lower earnings per ride
- Incentive dependency rising
- Surge participation dropping

Available but not analyzed

Engagement Signals

- App open frequency declining
- Delayed login patterns
- Break gaps increasing
- Referral inactivity

Exists but not actionable

The synthesis gap: Combining all signals into a driver health score can predict churn **before it happens**

Proposed feature Driver Health Score

A predictive layer that combines activity, earnings and engagement signals into a real-time driver health score

Score Engine



- 0 to 100 driver health score
- Daily updates
- Segment benchmarking
- Confidence score

Alert Layer



- Score drop triggers alerts
- Routes to city ops
- Push notification and SMS
- Automated retention actions

Forecasting Layer



- Driver churn prediction
- Supply shortage forecasting
- City-level risk heatmap
- Peak hour supply gaps

For operations teams



- Show drivers at risk in next 7 days, prioritize retention

For drivers



- Your earnings may drop next week, go online during peak hours for bonus

rapido

What it looks like inside Rapido

A new Driver Health dashboard giving **real time** visibility into driver risk and supply gaps

Driver Table

Driver name	Health score	Trend	Earnings	Action
Ramesh	22	↓	840 rupees	assign to ops
Amit	45	↓	1200 rupees	send bonus
Suresh	82	↑	2100 rupees	expansion



Why build this now and what it unlocks for Rapido

Driver Health Score turns Rapido from reactive supply management to predictive supply intelligence



Supply retention improvement

10 to 15
percent



Ride fulfillment increase

8 to 12
percent



Reduced churn

20
percent



Operational efficiency

Higher

Phase 1

- Build scoring model
- Driver health dashboard
- Basic alerts

Phase 2

- Automated interventions
- Incentive optimization
- Driver routing

Phase 3

- Churn prediction
- City supply forecasting
- Dynamic pricing integration

Bottom highlight box

Why this matters: Rapido already has the data. The opportunity is building intelligence on top of it