



Local Intelligence at Scale: How Real-Time Signals Drive Ride-Hailing Strategy

In ride-hailing, market conditions shift by the minute, and sometimes even by the block. Pricing, availability, and demand fluctuate constantly based on origin, destination, time of day, weather, and service tier. For a platform operating at scale, keeping pace with these dynamics at the zip code level is essential for making faster, smarter decisions.

To meet this challenge, a leading ride-hailing company partnered with TinyFish to build a continuous intelligence layer for a key region. TinyFish's enterprise web agents capture over 10 million data points annually, tracking real-time pricing and availability across routes, service types, and local conditions. The result is a high-resolution view of how the market behaves, both internally and across the competitive landscape.

But this isn't just about collecting data. It's about making that data actionable. TinyFish transforms raw signals into insights that help the company refine pricing strategies, anticipate supply-demand shifts, and design more effective rider and driver incentives.

With this intelligence embedded in day-to-day operations, the company moves with greater precision, stays aligned with local realities, and grows its community in more responsive, sustainable ways.