Rides Analytics Dashboard

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Completed Rides	Searches	Estimate	Quotes	Driver Earnings
983	**2161**	**1758**	**1277**	**751K**

conversion_rate

0.00   0.45   0.91

Trips vs Duration

Fare vs Duration

Distance vs Duration
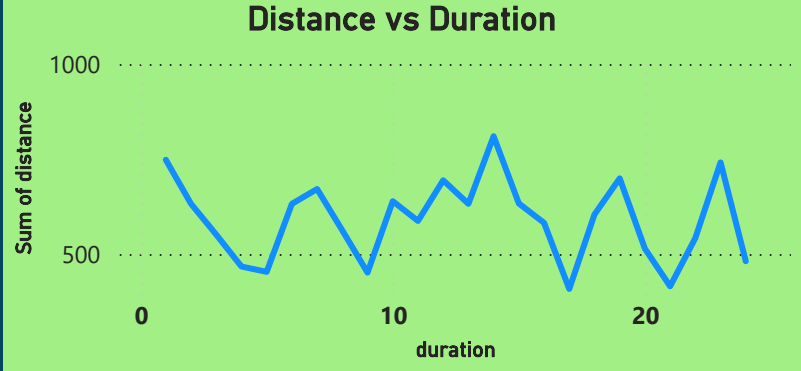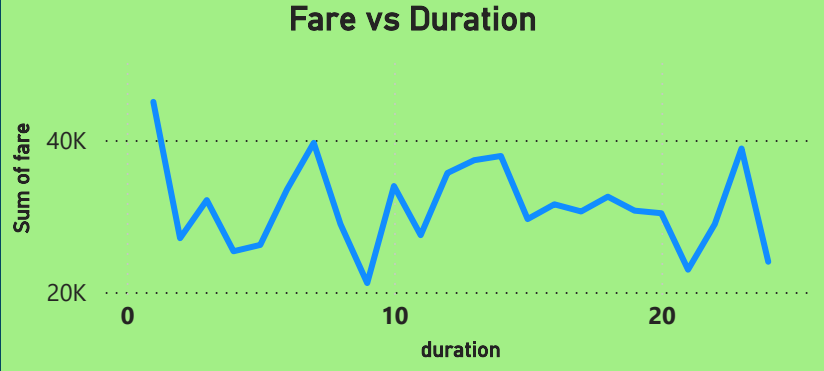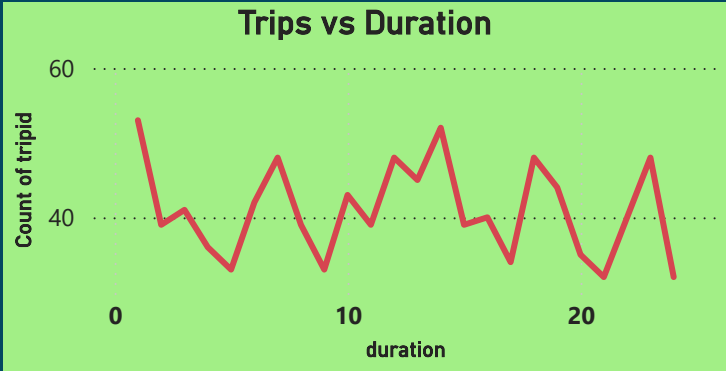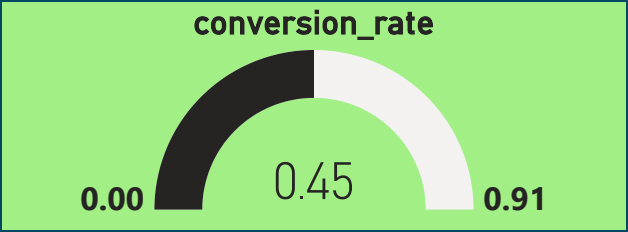
Area	Sum of searches	Sum of drivers	Sum of searches_got_estimate	Su
Anekal	60	40	48	
B. T. M. Layout	56	37	44	
Bangalore South	57	47	51	
Basavanagudi	59	38	46	
Bommanahalli	58	43	49	
Byatarayanapura	53	34	45	
C. V. Raman Nagar	64	42	52	
Chamrajpet	53	39	43	
Channapatna	56	40	44	
Chickpet	61	35	45	
Total	2161	1455	1758	

Count of tripid by Area

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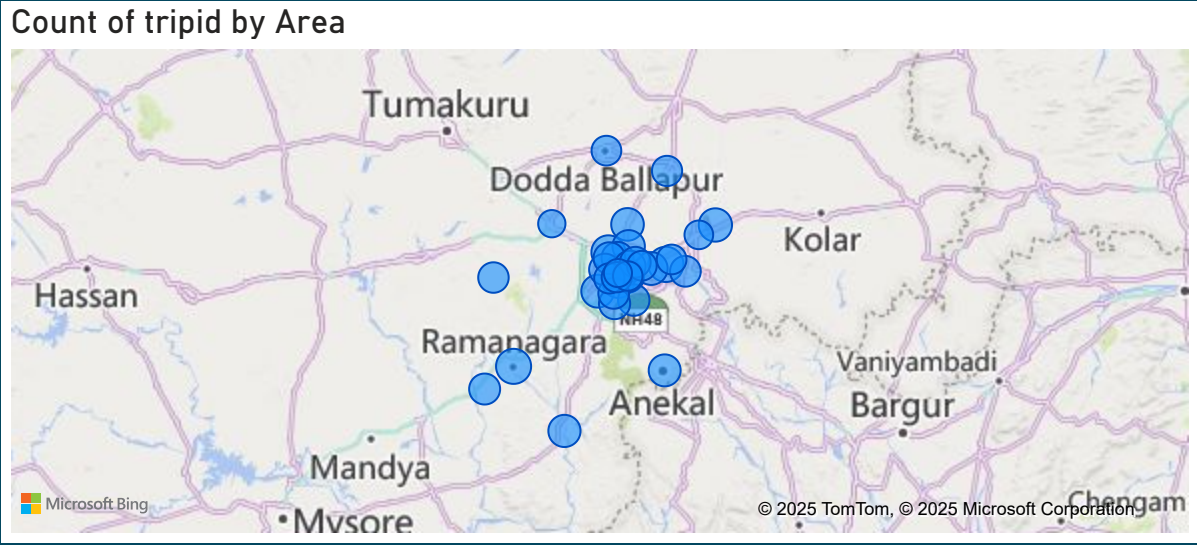
Business Insights

Low conversion rates - searches to completed rides

Issue - As per the data the searchers for rides are 2161, Estimates generated - 1758, Quotes(drivers) Provided - 1277, completed rides - 983 by this we can see that conversion rate is very low calculated to around 45%.

causes - This can be caused because of Insufficient driver availability in certain areas, long waiting period leading to ride cancellation and high fares which causes customers to cancel rides.

Solution - This can be improved by optimizing fare prices based on distance, peak hours and competitors, and allotment of driver in peak hours to reduce time.

Imbalance in Availability of drivers across certain areas

Issue - From the table we can see that some areas have lesser drivers when compared to searches , example Anekal has 60 searches but inly 40 drivers are available.

Causes - There are many reasons for this to happen, drivers may be avoiding less distance might not much profitable, less profitable areas and also uneven driver distribution due to demand and supply mismatch.

Solution - In high demand areas drivers can be provided with offers incentives when completed long duration, use predictive analysis to forecast demand in different areas.

Driver Earnings per trip

Issue - Chances of driver cancelling the rides due to less benefits or improper fare price as per distance

Causes - High platform commission rates or unfair splitting between driver and platform.

Solution - This can be improved by dynamic pricing as per the traffic, peak hour and distance.