

Project Title: Ride Performance Analysis for OLA (July 2024)

Project Description:

This project involved creating an interactive dashboard using Power BI to analyze over 70,000 rows of OLA ride data collected from July 1st to July 28th, 2024. The primary objective was to extract insights into ride performance, revenue patterns, cancellation reasons, and customer behavior, helping the company enhance its operations and customer service.

Booking Summary:

Metric	Value	Unit	Remarks
Total Bookings	66,337	Bookings	All rides during the selected period
Successful Bookings	41,260	Bookings	62.2% of total bookings
Cancelled Bookings	24,077	Bookings	Driver & customer related issues
Success Rate	62.2%	%	Indicates efficiency of service
Average Rating	4.0	Stars	Consistent ratings from both parties

Key Insights:

- Most payments were made via Cash and UPI.
- Major reasons for driver cancellations included personal issues and vehicle problems.
- Customer cancellations were mostly due to wrong addresses or drivers requesting cancellation.
- Top customers contributed significantly to overall revenue.
- Ride distances were consistent across most days with occasional peaks.

Tools Used:

- Microsoft Excel
- SQL
- Microsoft Power BI

Skills Applied:

- Data Cleaning & Transformation

- DAX (Data Analysis Expressions)
- Power Query
- Data Modeling
- SQL Querying
- Problem Solving
- Dashboard Design & Data Visualization

The dashboard served as a strategic tool for OLA, enabling real-time performance monitoring, identifying bottlenecks, and supporting data-driven decisions. It highlighted operational strengths and areas needing improvement, especially in ride completion rates and customer satisfaction.