

OLA Ride Analysis

Booking Funnel, Cancellations & Revenue Leakage

Project Overview

Objective

- Analyze the end-to-end ride booking funnel to understand success vs failure outcomes
- Identify key cancellation drivers and their impact on revenue
- Quantify revenue leakage caused by failed and canceled rides
- Prioritize operational issues based on revenue impact



OLA Ride Analysis

Booking Funnel, Cancellations & Revenue Leakage

Key Business Questions Addressed

- What percentage of ride bookings successfully convert to completed rides?
- Who cancels more rides – drivers or customers?
- How much revenue is lost due to failed bookings?
- Which cancellation types contribute the most to revenue loss?
- Which vehicle types and time slots have higher cancellation risk?
- What operational issues should be fixed first to reduce revenue leakage?



OLA Ride Analysis

Booking Funnel, Cancellations & Revenue Leakage

Scope of Analysis

- 103,000+ ride bookings
- Multiple vehicle categories (Sedan, SUV, Auto, Bike, eBike, Mini, Prime)
- Booking status, cancellation reasons, revenue values
- Time-based and operational performance metrics

Tools & Techniques

- MySQL
- SQL aggregations, CASE logic, analytical queries



OLA Ride Analysis

Booking Funnel Analysis

Q1) Total number of booking?

Total Bookings Requested : -> 103024

```
1 • CREATE DATABASE Ola;  
2  
3 • USE ola;  
4  
5 # Booking funnel Analysis  
6  
7 -- Q1) Total number of booking?  
8  
9 • SELECT COUNT(*) AS total_bookings  
10 FROM bookings;  
11
```

Result Grid		Filter Rows:	Export:	Wrap				
<table border="1"><thead><tr><th></th><th>total_bookings</th></tr></thead><tbody><tr><td>▶</td><td>103024</td></tr></tbody></table>					total_bookings	▶	103024	
	total_bookings							
▶	103024							

Booking Funnel Analysis

Q2) How many bookings succeed vs fail?

Total Bookings Requested : -> 103024

Total Successful Bookings :-> 63967

Total Unsuccessful Bookings :-> 39057

```
11  
12      -- Q2) How many bookings succeed vs fail?  
13  
14 •   SELECT  
15      COUNT(*) AS total_bookings,  
16      SUM(CASE WHEN booking_status = 'Success' THEN 1 ELSE 0 END) AS successful,  
17      SUM(CASE WHEN booking_status != 'Success' THEN 1 ELSE 0 END) AS failed  
18  FROM bookings;  
19
```

The screenshot shows a database query results grid. At the top, there are buttons for 'Result Grid' (highlighted in orange), 'Filter Rows:', 'Export:' (with icons for CSV, Excel, and PDF), and 'Wrap Cell'. The grid itself has three columns: 'total_bookings', 'successful', and 'failed'. A single row of data is shown: 103024, 63967, and 39057 respectively.

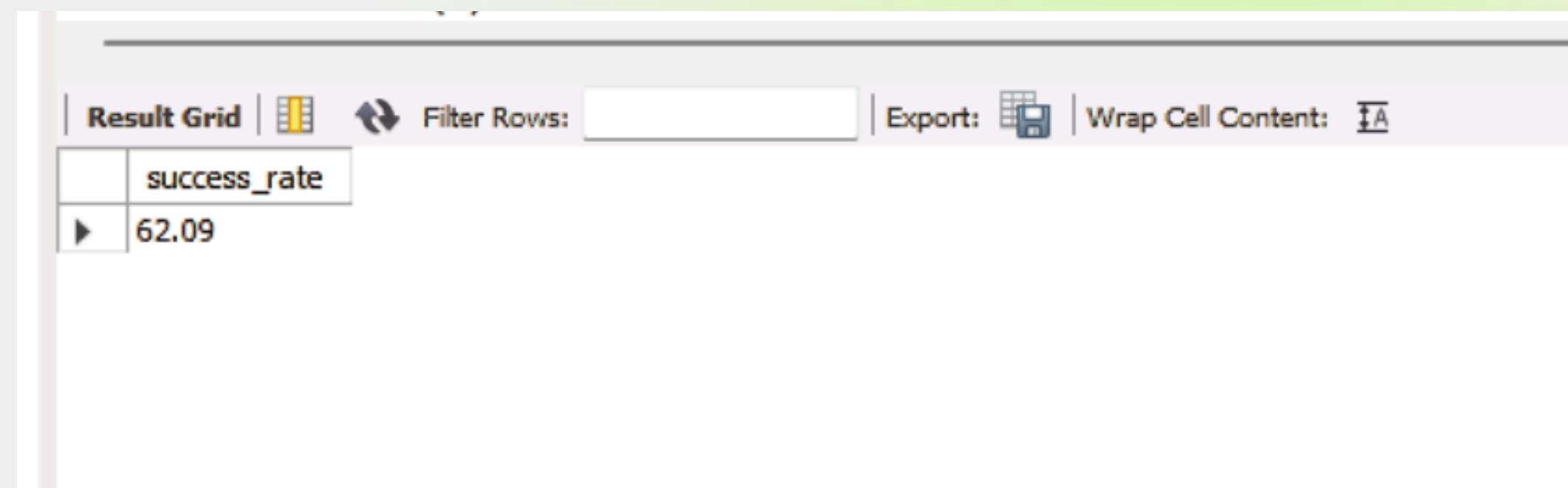
	total_bookings	successful	failed
▶	103024	63967	39057

Booking Funnel Analysis

Q3) What % of bookings actually succeed?

Success Rate :-> 62.09%

```
19
20    -- Q3) What % of bookings actually succeed?
21
22 •   SELECT
23     ROUND(AVG(CASE WHEN booking_status = 'Success' THEN 1 ELSE 0 END) * 100, 2) AS success_rate
24   FROM bookings;
25
26
```



The screenshot shows a database query results grid. At the top, there are several buttons: 'Result Grid' (highlighted in orange), 'Filter Rows:', 'Export:' (with a CSV icon), and 'Wrap Cell Content:'. Below these buttons is a table with one row. The first column is an arrow pointing right, and the second column is labeled 'success_rate'. The value '62.09' is displayed in the cell.

	success_rate
▶	62.09

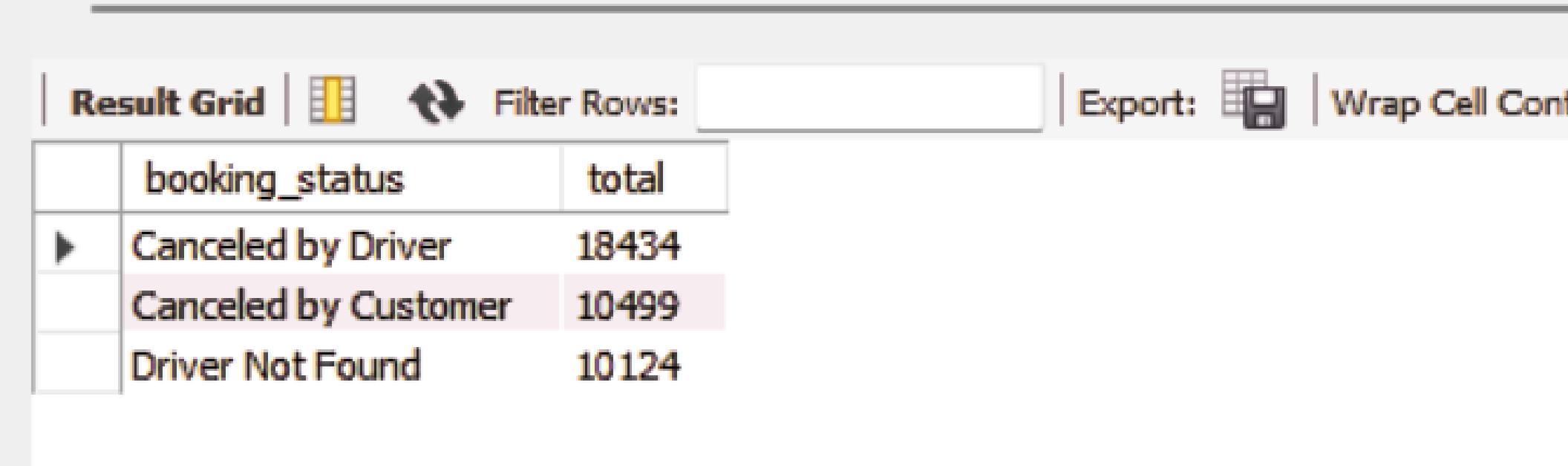
Booking Funnel Analysis

Q4) Who cancels more – customer or driver?

Insight:

Only 62.09% of overall bookings are successful,
most of the rides are canceled by drivers

```
26
27      -- Q4) Who cancels more – customer or driver?
28
29 •   SELECT booking_status, COUNT(*) AS total
30   FROM bookings
31   WHERE booking_status != 'Success'
32   GROUP BY booking_status;
```



The screenshot shows a database query results grid titled "Result Grid". The grid has two columns: "booking_status" and "total". There are three rows of data: "Canceled by Driver" with a total of 18434, "Canceled by Customer" with a total of 10499, and "Driver Not Found" with a total of 10124. The "Canceled by Driver" row is highlighted with a yellow background.

	booking_status	total
▶	Canceled by Driver	18434
▶	Canceled by Customer	10499
▶	Driver Not Found	10124

REVENUE LEAKAGE

Q5) Total revenue generated

```
35
36      -- Q5) Total revenue generated
37
38 •   SELECT ROUND(SUM(bookings.booking_value), 2) AS total_revenue
39     FROM bookings
40     WHERE bookings.booking_status = 'Success';
41
```

Total revenue generated :-> 3,50,80,467 INR



The screenshot shows a database query results grid. At the top, there are navigation buttons for 'Result Grid' (highlighted in orange), 'Filter Rows:', 'Export:' (with a CSV icon), and 'Wrap Cell Content:' (with a bold A icon). Below these buttons is a table with two rows. The first row has a header cell 'total_revenue'. The second row contains a single cell with the value '35080467'. There are also left and right arrow icons between the two rows.

total_revenue
35080467

REVENUE LEAKAGE

Q6) Revenue lost due to failures

```
41  
42      -- Q6) Revenue lost due to failures  
43  
44 •   SELECT ROUND(SUM(bookings_value), 2) AS revenue_lost  
45     FROM bookings  
46     WHERE booking_status != 'Success';  
47  
48
```

Total revenue lost :-> 2,14,54,147 INR

Result Grid	
	revenue_lost
▶	21454147

REVENUE LEAKAGE

Q7) Revenue loss by failure type

Insight:

Almost 47.47 % of total revenue loss is caused by drivers canceling the ride

```
48
49      -- Q7) Revenue loss by failure type
50
51 •   SELECT
52       booking_status,
53       ROUND(SUM(booking_value), 2) AS revenue_lost
54   FROM bookings
55   WHERE booking_status != 'Success'
56   GROUP BY booking_status
57   ORDER BY revenue_lost DESC;
58
```

Result Grid | Filter Rows: Export: Wrap Cell Content:

	booking_status	revenue_lost
▶	Canceled by Driver	10183427
	Canceled by Customer	5770901
	Driver Not Found	5499819

OPERATIONAL FRICTION

Q8) Cancellation rate by vehicle type

Insight:

eBike has the highest cancellation rate

```
61      -- Q8) Cancellation rate by vehicle type
62
63 •   SELECT vehicle_type,
64     ROUND(
65     SUM(
66     CASE WHEN booking_status != 'Success' AND booking_status <> "Driver Not Found" THEN 1 ELSE 0 END)
67     * 100.0 / COUNT(*), 2) AS cancellation_rate
68   FROM bookings
69   GROUP BY vehicle_type
70   ORDER BY cancellation_rate DESC;
```

	vehicle_type	cancellation_rate
▶	eBike	28.39
	Auto	28.32
	Prime SUV	28.29
	Prime Plus	28.27
	Mini	28.10
	Bike	27.94
	Prime Sedan	27.30

OPERATIONAL FRICTION

Q9) Top cancellation reasons (customer)

```
72    -- Q9) Top cancellation reasons (customer)
73
74 •   SELECT
75      canceled_rides_by_customer,
76      COUNT(*) AS total
77  FROM bookings
78  WHERE canceled_rides_by_customer IS NOT NULL
79      AND canceled_rides_by_customer <> 'NA'
80      AND canceled_rides_by_customer <> ''
81  GROUP BY canceled_rides_by_customer
82  ORDER BY total DESC
83  LIMIT 3;
```

Result Grid | Filter Rows: Export:

	canceled_rides_by_customer	total
▶	Driver is not moving towards pickup location	3175
	Driver asked to cancel	2670
	Change of plans	2081

OPERATIONAL FRICTION

Q10) Top cancellation reasons (driver)

```
86      -- Q10) Top cancellation reasons (driver)
87
88 •   SELECT
89      canceled_rides_by_driver,
90      COUNT(*) AS total
91      FROM bookings
92      WHERE canceled_rides_by_driver IS NOT NULL
93      AND canceled_rides_by_driver <> 'NA'
94      GROUP BY canceled_rides_by_driver
95      ORDER BY total DESC
96      LIMIT 3;
```

Result Grid | Filter Rows: _____ | Export:

	canceled_rides_by_driver	total
▶	Personal & Car related issue	6542
	Customer related issue	5413
	Customer was coughing/sick	3654

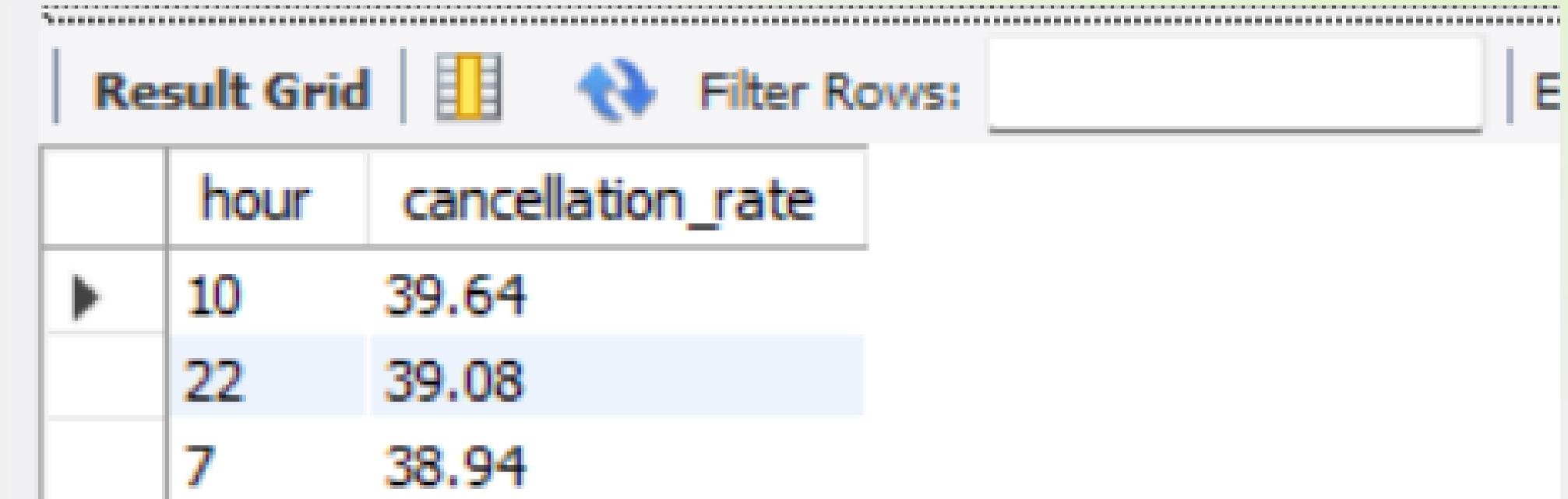
TIME & QUALITY INSIGHTS

Q11) Risky hours (high cancellation rate)

Insight:

Most number of cancellation happen at around 10 AM, followed by 10 PM and 7 AM respectively.

```
96      -- Q11) Risky hours (high cancellation rate)
97
98 •   SELECT
99       HOUR(`Time`) AS hour,
100      ROUND(
101          SUM(CASE WHEN booking_status != 'Success' THEN 1 ELSE 0 END) * 100.0 / COUNT(*),
102              2
103      ) AS cancellation_rate
104  FROM bookings
105 GROUP BY hour
106 ORDER BY cancellation_rate DESC
107 LIMIT 3;
```



The screenshot shows a database query results grid. At the top, there are navigation buttons: 'Result Grid' (highlighted in blue), 'Filter Rows:' (with a dropdown menu), and a search bar. Below the buttons is a header row with two columns: 'hour' and 'cancellation_rate'. The data is presented in three rows:

	hour	cancellation_rate
▶	10	39.64
	22	39.08
	7	38.94

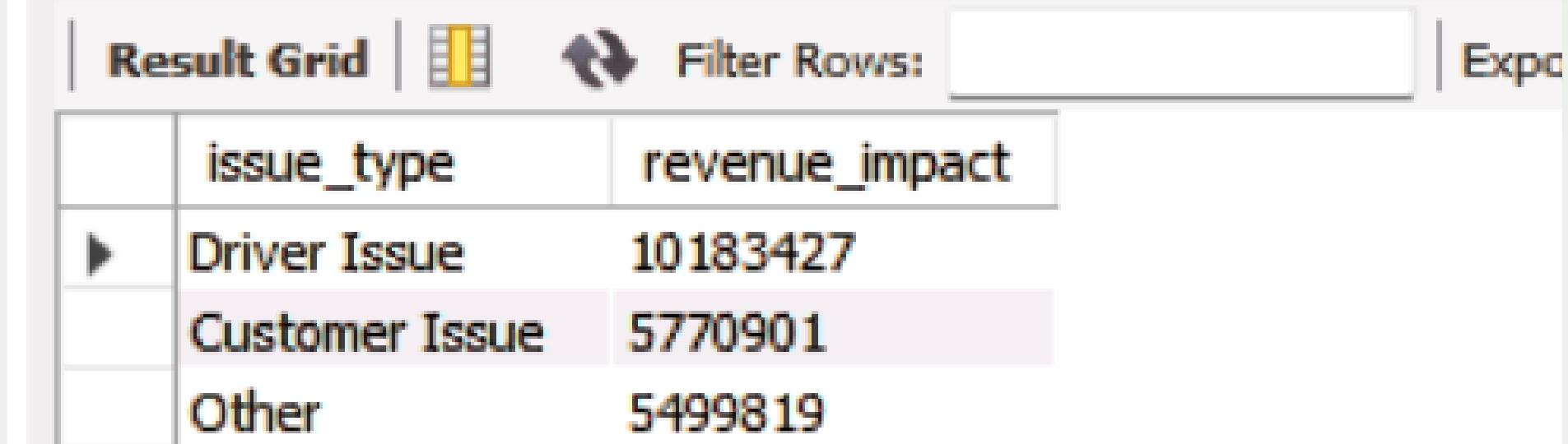
Prioritization (What to fix first)

Q12) Final fix priority (decision table)

Insight:

Driver-related cancellations cause the highest revenue loss (~₹10.18M), making them the primary area to prioritize for reducing revenue leakage. Addressing driver-side issues will have a greater impact than customer or other cancellation reasons.

```
142 -- Q14) Final fix priority (decision table)
143
144 • SELECT
145     issue_type,
146     revenue_impact
147     FROM (
148         SELECT
149             CASE
150                 WHEN booking_status = 'Canceled by Driver' THEN 'Driver Issue'
151                 WHEN booking_status = 'Canceled by Customer' THEN 'Customer Issue'
152                 ELSE 'Other'
153             END AS issue_type,
154             SUM(booking_value) AS revenue_impact
155         FROM bookings
156         WHERE booking_status != 'Success'
157         GROUP BY issue_type
158     ) t
159     ORDER BY revenue_impact DESC;
```



The screenshot shows a database query results grid. At the top, there are navigation buttons for 'Result Grid', 'Filter Rows:', and 'Export'. The results grid has three columns: 'issue_type', 'revenue_impact', and a third column which is partially visible. The data rows are:

	issue_type	revenue_impact
▶	Driver Issue	10183427
	Customer Issue	5770901
	Other	5499819

THANK YOU!

Let's Connect

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