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

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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?

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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

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Booking Funnel Analysis

Q1) Total number of booking?

Total Bookings Requested : -> 103024

```sql
CREATE DATABASE Ola;

USE ola;

# Booking funnel Analysis

-- Q1) Total number of booking?

SELECT COUNT(*) AS total_bookings
FROM bookings;
```

Result Grid | Filter Rows: | Export: | Wrap

total_bookings
103024

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Booking Funnel Analysis

Q2) How many bookings succeed vs fail?

```sql
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
```

Total Bookings Requested : -> 103024

Total Successful Bookings :-> 63967

Total Unsuccessful Bookings :-> 39057

Result Grid | Filter Rows: | Export: | Wrap Cel

total_bookings	successful	failed
103024	63967	39057

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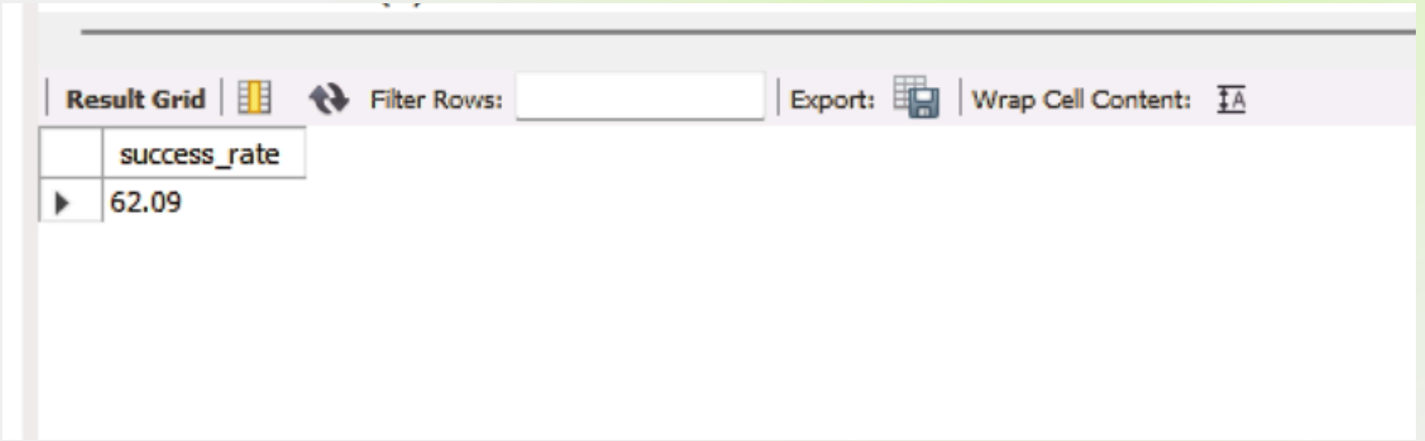
Booking Funnel Analysis

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
```



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Booking Funnel Analysis

Q4) Who cancels more — customer or driver?

Insight:

Only 62.09% of overall bookings are succefull, 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;
33
```

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

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

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REVENUE LEAKAGE

Q5) Total revenue generated

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

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

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

total_revenue
35080467

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REVENUE LEAKAGE

Q6) Revenue lost due to failures

```
42    -- Q6) Revenue lost due to failures
43
44    SELECT ROUND(SUM(booking_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 | Filter Rows: | Export: | Wrap Cell Content:

revenue_lost
21454147

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REVENUE LEAKAGE

Q7) Revenue loss by failure type

Insight:

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

```sql
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

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OPERATIONAL FRICTION

Q8) Cancellation rate by vehicle type

```sql
-- Q8) Cancellation rate by vehicle type

SELECT vehicle_type,
ROUND(
SUM(
CASE WHEN booking_status != 'Success' AND booking_status <> "Driver Not Found" THEN 1 ELSE 0 END)
* 100.0 / COUNT(*), 2) AS cancellation_rate
FROM bookings
GROUP BY vehicle_type
ORDER BY cancellation_rate DESC;
```

Insight:

eBike has the highest canellation rate

Result Grid | Filter Rows:

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

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OPERATIONAL FRICTION

Q9) Top cancellation reasons (customer)

```sql
-- Q9) Top cancellation reasons (customer)

SELECT
    canceled_rides_by_customer,
    COUNT(*) AS total
FROM bookings
WHERE canceled_rides_by_customer IS NOT NULL
  AND canceled_rides_by_customer <> 'NA'
  AND canceled_rides_by_customer <> ''
GROUP BY canceled_rides_by_customer
ORDER BY total DESC
LIMIT 3;
```

Result Grid | Filter Rows: | Export: | Wrap

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

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OPERATIONAL FRICTION

Q10) Top cancellation reasons (driver)

```sql
-- Q10) Top cancellation reasons (driver)

SELECT
    canceled_rides_by_driver,
    COUNT(*) AS total
FROM bookings
WHERE canceled_rides_by_driver IS NOT NULL
  AND canceled_rides_by_driver <> 'NA'
GROUP BY canceled_rides_by_driver
ORDER BY total DESC
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

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TIME & QUALITY INSIGHTS

Q11) Risky hours (high cancellation rate)

```sql
-- Q11) Risky hours (high cancellation rate)

SELECT
    HOUR(`Time`) AS hour,
    ROUND(
        SUM(CASE WHEN booking_status != 'Success' THEN 1 ELSE 0 END) * 100.0 / COUNT(*),
        2
    ) AS cancellation_rate
FROM bookings
GROUP BY hour
ORDER BY cancellation_rate DESC
LIMIT 3;
```

Insight:

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

Result Grid | Filter Rows:

hour	cancellation_rate
10	39.64
22	39.08
7	38.94

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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.

```sql
-- Q14) Final fix priority (decision table)

SELECT
    issue_type,
    revenue_impact
FROM (
    SELECT
        CASE
            WHEN booking_status = 'Canceled by Driver' THEN 'Driver Issue'
            WHEN booking_status = 'Canceled by Customer' THEN 'Customer Issue'
            ELSE 'Other'
        END AS issue_type,
        SUM(booking_value) AS revenue_impact
    FROM bookings
    WHERE booking_status != 'Success'
    GROUP BY issue_type
) t
ORDER BY revenue_impact DESC;
```

Result Grid | Filter Rows: | Expo

issue_type	revenue_impact
Driver Issue	10183427
Customer Issue	5770901
Other	5499819

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THANK YOU!

Let’s Connect

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