



RideSmart

OLA Rides Analysis

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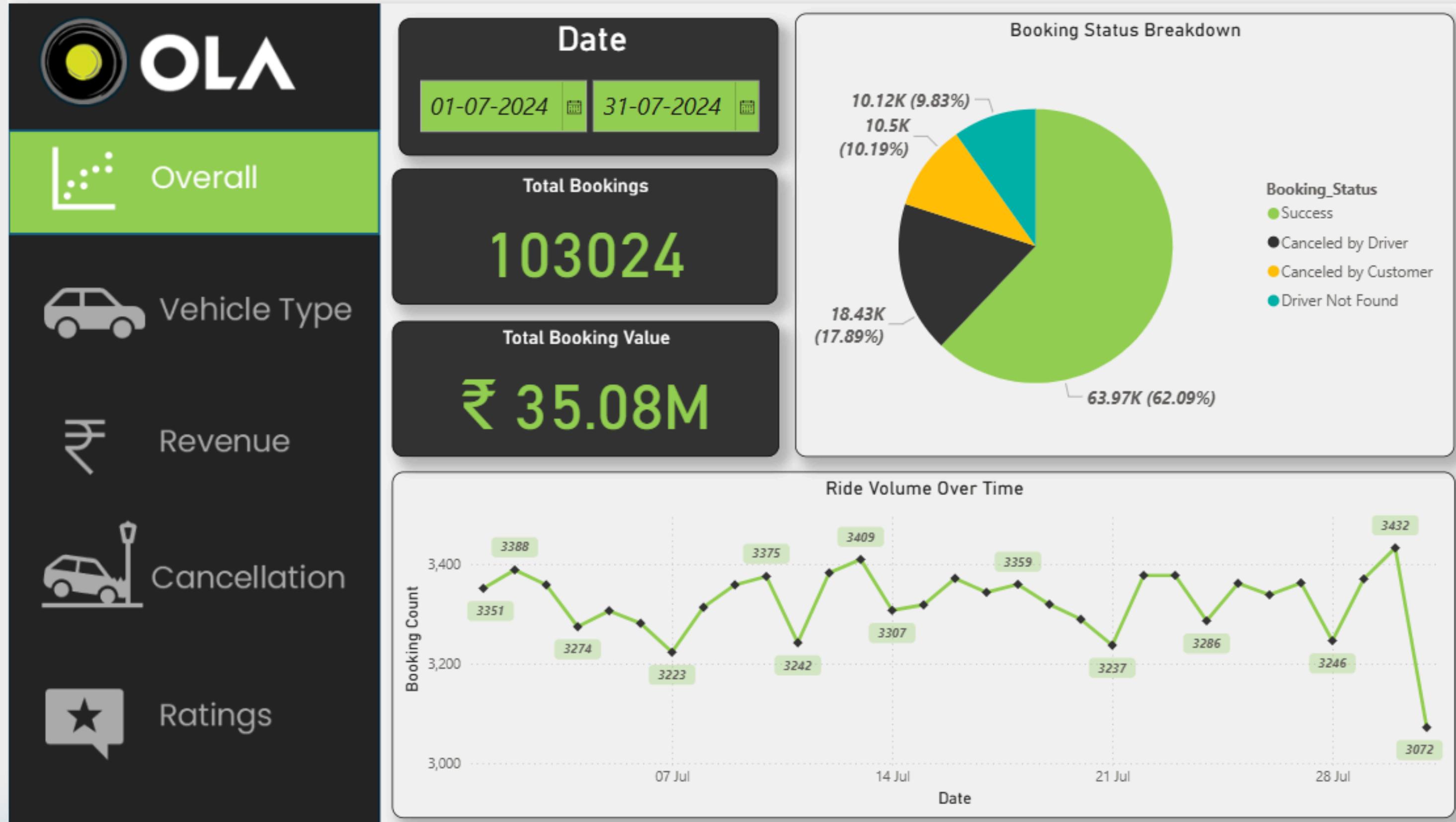
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Overall



BOOKING STATUS BREAKDOWN

Insights:

- Majority of rides were successful, while 17% were driver cancellations and 10% were customer cancellations, showing operational and customer-side challenges.
- 9% of rides failed due to drivers not being found, highlighting gaps in geographic coverage or real-time tracking.

Recommendation:

- Optimize driver allocation and scheduling during peak demand, and implement **automated customer reminders**.
- Investigate high “driver not found” areas and incentivize high-performing drivers to maintain reliability.

RIDE VOLUME OVER TIME

Insights:

- Daily ride volumes in July range from 3,072 to 3,432, showing peak demand days.
- Highlights unusually high or low days, useful for operational planning.

Recommendation:

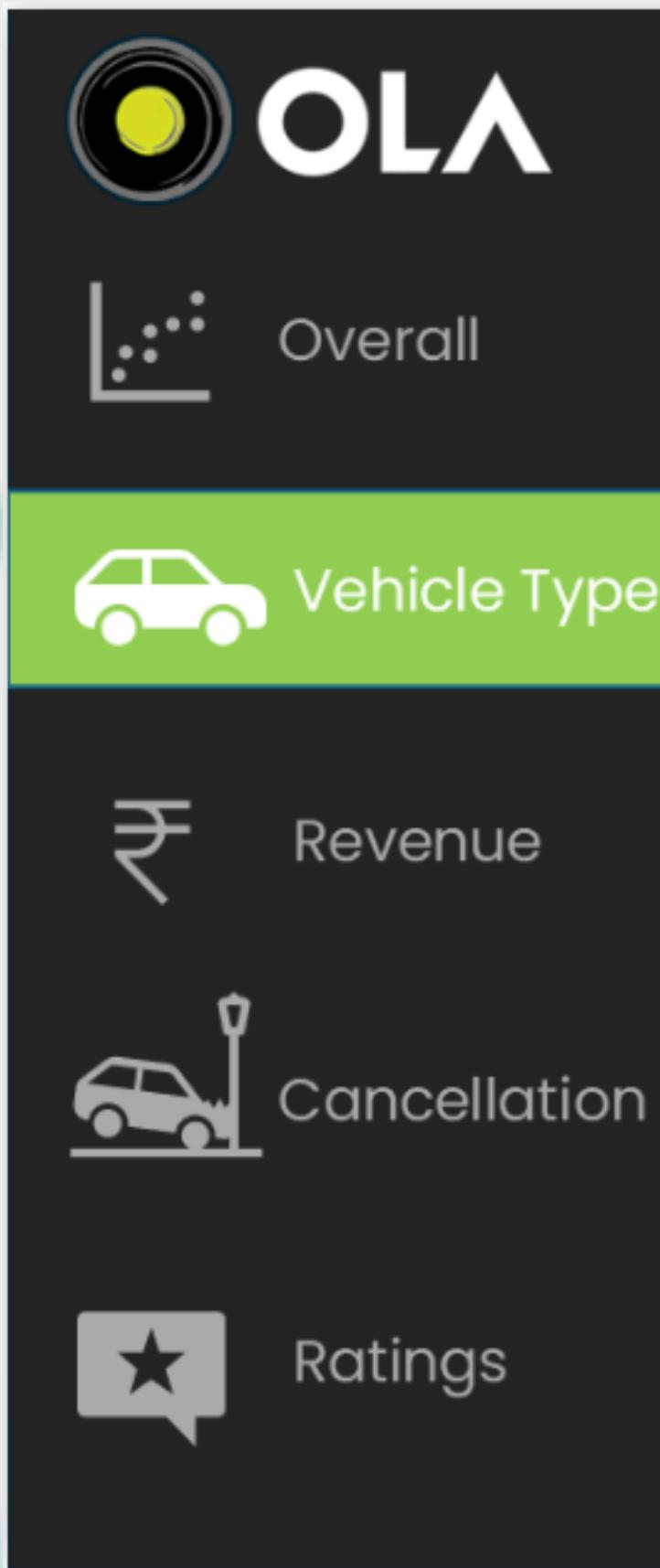
- Use ride volume trends to optimize driver scheduling and detect anomalies proactively.

-- Total bookings: 103,024; total booking value: ₹35.08M.

-- Dates can be adjusted to analyze trends for different periods.

Vehicle Type

>>>>



01-07-2024 31-07-2024

Vehicle Type	Total Booking Value	Success Booking Value	Avg. Distance Travelled (Km)	Total Distance Travelled (Km)
Prime Sedan	₹ 8.30M	₹ 5.22M	25.01	234535
Prime SUV	₹ 7.93M	₹ 4.88M	24.88	223848
Prime Plus	₹ 8.05M	₹ 5.02M	25.03	227186
Mini	₹ 7.99M	₹ 4.89M	24.98	225703
Auto	₹ 8.09M	₹ 5.05M	10.04	92043
Bike	₹ 7.99M	₹ 4.97M	24.93	227746
E-Bike	₹ 8.18M	₹ 5.05M	25.15	230842

VEHICLE TYPE PERFORMANCE

Columns:

Vehicle Type, Total Booking Value, Success Booking Value,
Avg. Distance Travelled (Km), Total Distance Travelled (Km)

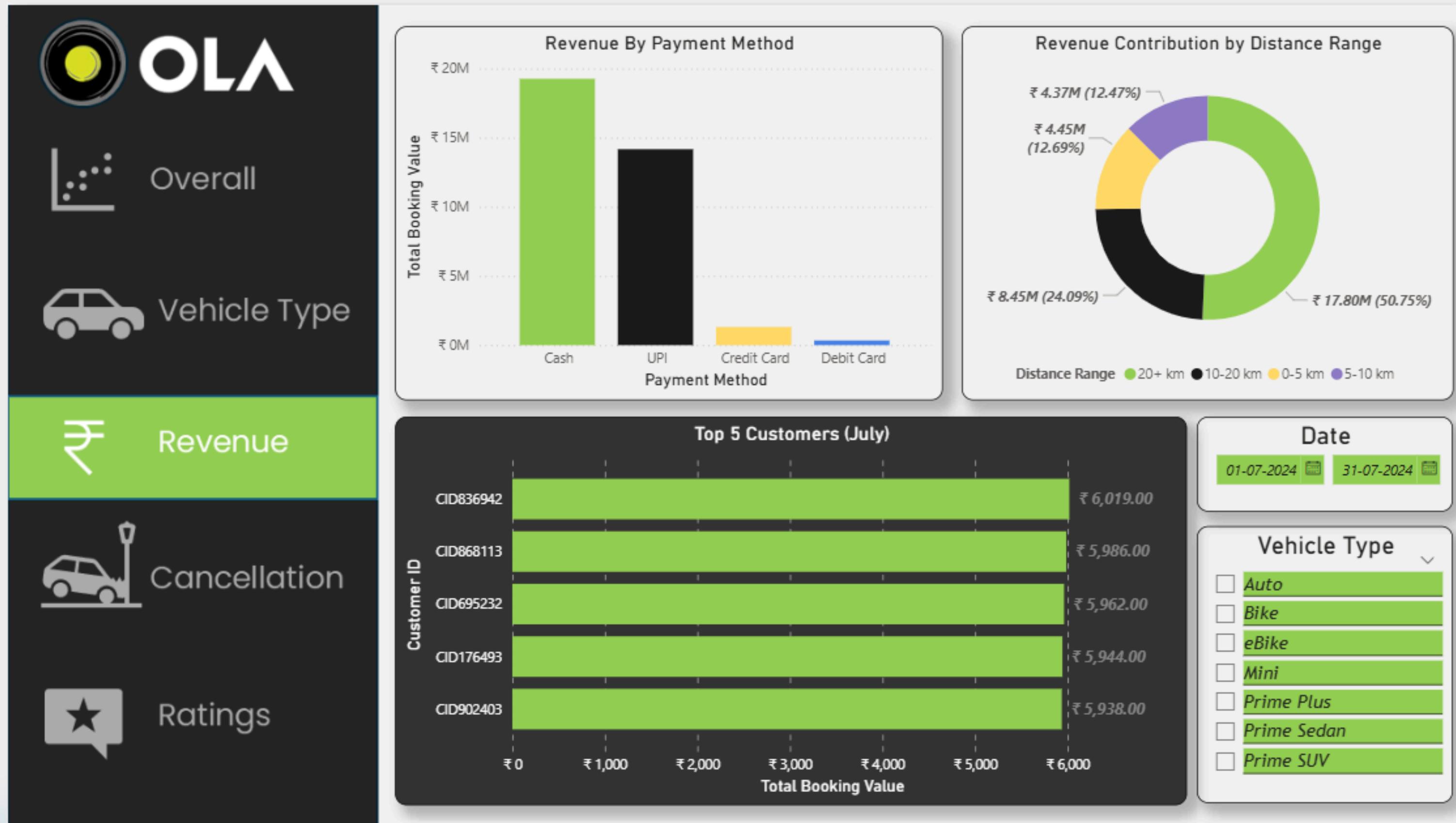
Insights:

- Premium vehicles (**Prime Sedan, Prime SUV, Prime Plus**) generate the **highest revenue** and success booking value, with average distances ~25 km, reflecting strong utilization and **customer preference for comfort and longer trips**.
- **Mini, Bike, and E-Bike** maintain **consistent performance**, while Auto has shorter average distance (~10 km) indicating short urban trips.
- Success booking values are consistently lower than total booking value, indicating **cancellations or incomplete rides**, suggesting for demand-based driver allocation and **targeted promotions**.

Recommendation:

- **Focus marketing, premium offers, and loyalty programs** on high-performing vehicles (Prime Sedan, Prime SUV, Prime Plus) to boost revenue, utilization, and encourage longer trips.
- **Optimize allocation of lower-distance vehicles** (Auto, Bike, E-Bike) to short-trip dense areas, considering high total distance traveled by E-Bikes, to reduce idle time and improve efficiency.
- **Address cancellations across all vehicle types**, especially Mini and Auto, and adjust pricing, surge strategies, or driver incentives based on utilization to increase successful rides and balance supply-demand.

Revenue





REVENUE BY PAYMENT METHOD

Insights:

- Cash dominates with revenue exceeding ₹15M, showing heavy reliance on traditional payment methods.
- UPI follows at ~₹12M, reflecting growing digital adoption, while credit and debit cards contribute minimally.

Recommendation:

- Encourage digital payments through **cashback or loyalty rewards** to reduce dependency on cash.
- **Partner with banks** to boost UPI usage, improving payment efficiency & reducing operational risks with cash handling.

REVENUE CONTRIBUTION BY DISTANCE RANGE

Insights:

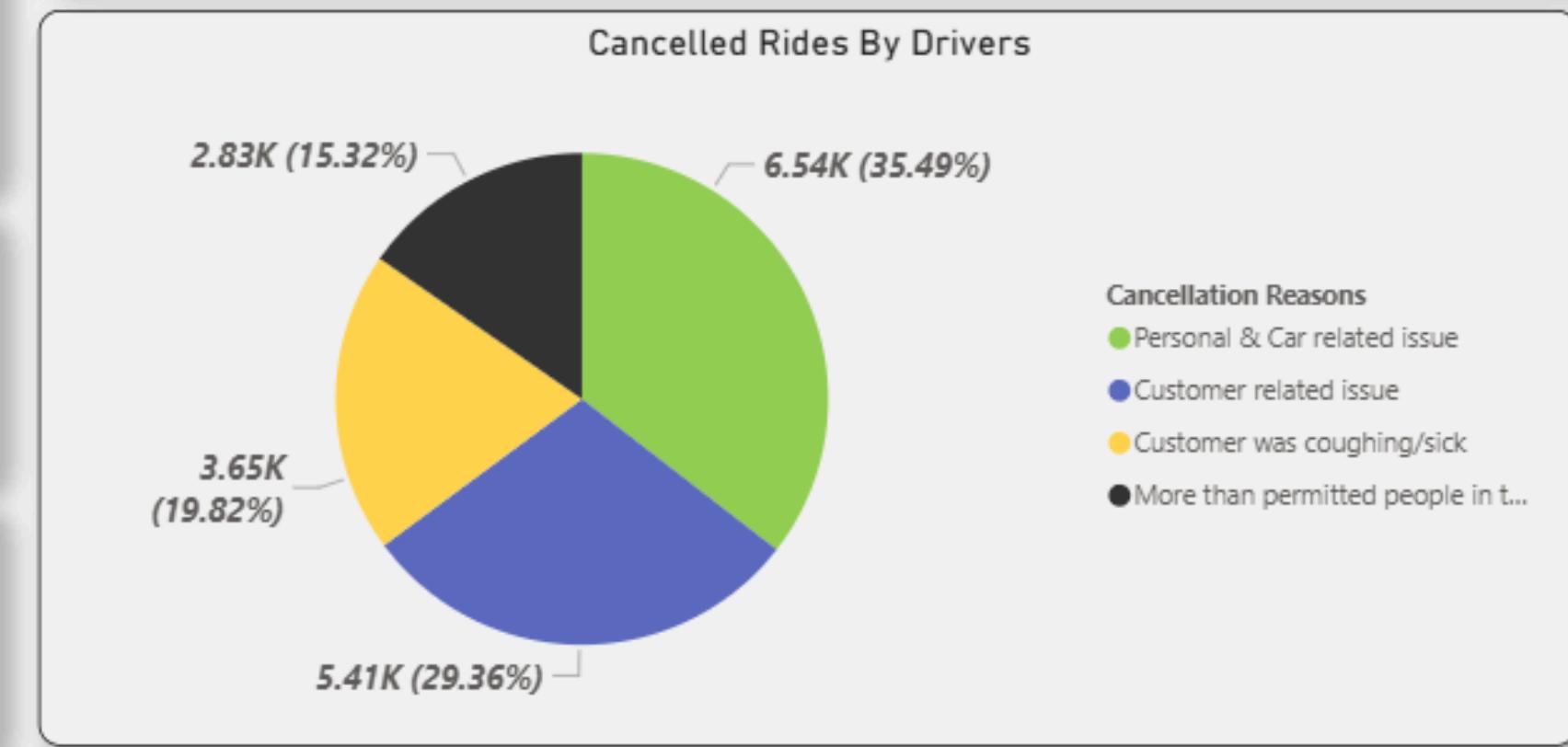
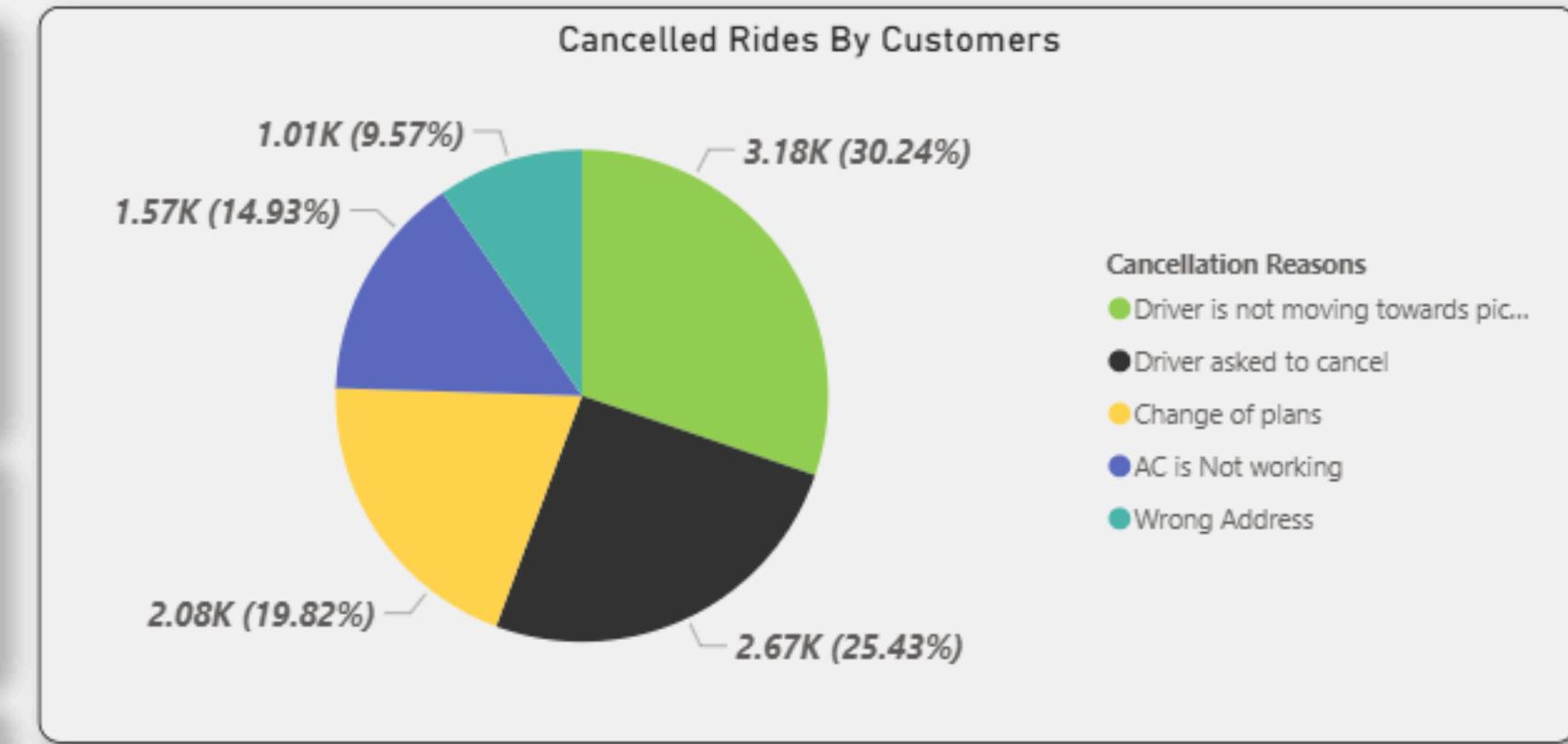
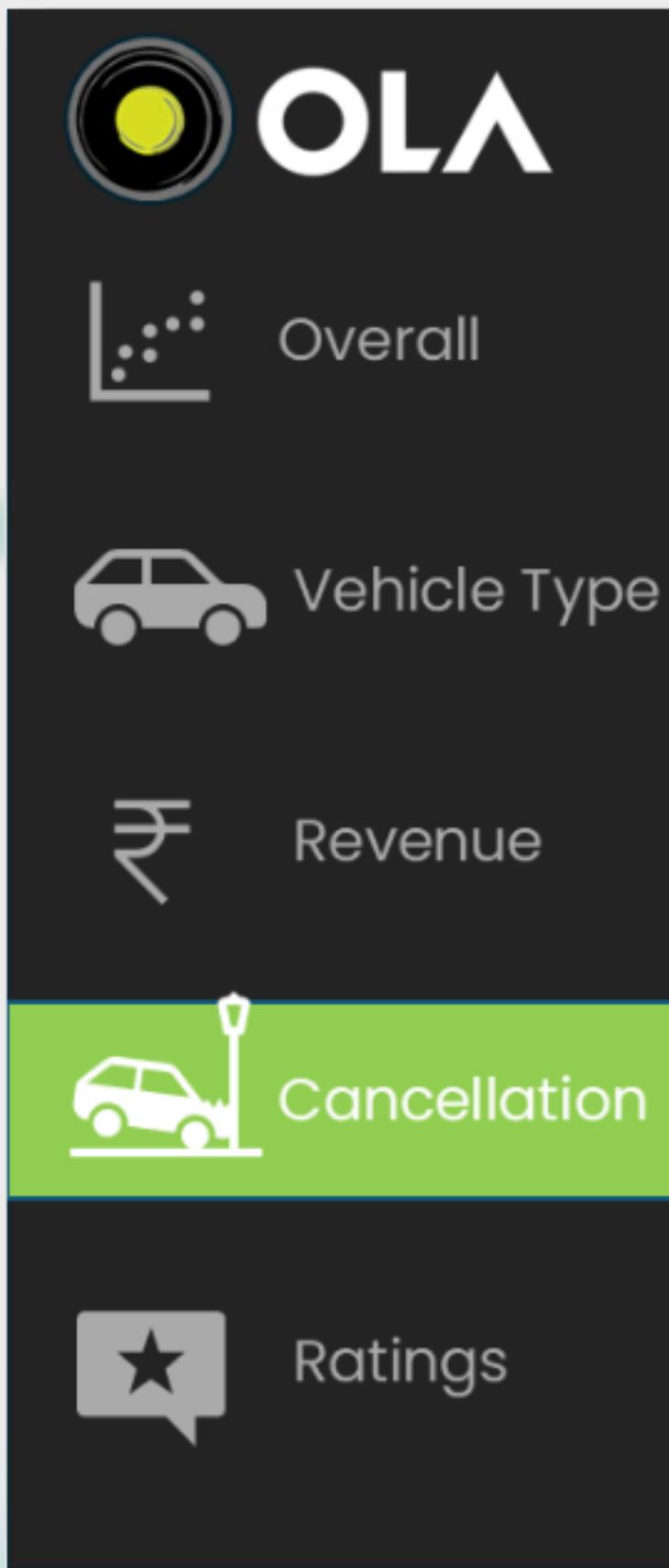
- Long-distance rides (20+ km) generate the highest revenue, highlighting profitability in extended trips.
- 10–20 km trips contribute moderately, while short-distance rides add little to revenue despite volume.

Recommendation:

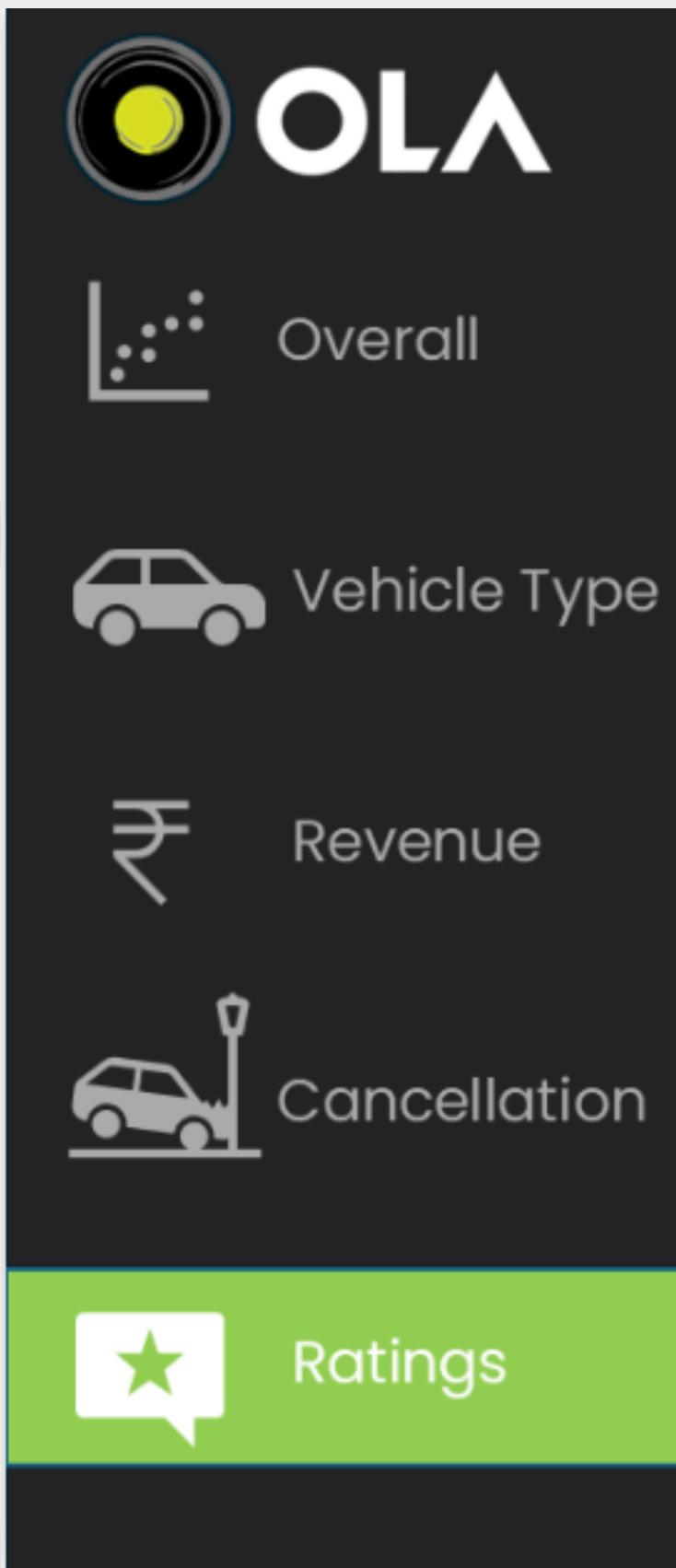
- Introduce **surge pricing and premium offers** for long trips to maximize earnings.
- Promote **cost-effective options (Auto, Bike, E-Bike)** for short-distance rides to maintain affordability while balancing margins.

- The top customer alone contributes over ₹6,000 in bookings, reflecting strong loyalty. **Launch loyalty rewards and referral programs** to retain high-value customers and encourage repeat bookings.
- Added slicers allow analysis by vehicle type and date range for deeper insights.

Cancellation



Ratings



Date

01-07-2024 31-07-2024

Driver Ratings

Prime Sedan	Prime SUV	Prime Plus	Mini	Auto	Bike	E-Bike
3.99	4.01	4.00	3.99	4.00	3.98	4.01

Customer Ratings

Prime Sedan	Prime SUV	Prime Plus	Mini	Auto	Bike	E-Bike
4.00	4.00	4.01	4.00	4.00	3.99	3.99



CANCELLED RIDES BY CUSTOMERS

Insights:

- 30% cancellations due to drivers not moving towards pickup and 25% from drivers asking customers to cancel **highlight service reliability issues**.
- 19% “change of plans” and 14% “AC not working” show **customer-side unpredictability and vehicle condition gaps**.

Recommendation:

- Strengthen **driver monitoring** and accountability to **reduce service-driven cancellations**.
- Offer **flexible rebooking** and regular vehicle maintenance checks to address customer-side reasons.

CANCELLED RIDES BY DRIVERS

Insights:

- 35% cancellations are due to personal & car-related issues, the largest driver-side cause.
- 29% are customer-related (behavior/requests), while 19% sickness and 15% excess passengers reflect safety and compliance concerns.

Recommendation:

- Introduce vehicle health checks and driver support policies to reduce operational issues.
- Provide training and stricter protocols to handle customer-related cancellations effectively.

-- Driver ratings are consistent across vehicle types (3.98–4.01), showing stable service quality.

-- Customer ratings average around 4.0, suggesting satisfactory but improvable customer experience.

SQL Queries



ALL SUCCESSFUL BOOKINGS

```
SELECT * FROM bookings  
WHERE Booking_Status = 'Success' ;
```

Recommendation:

Should monitor cancellations to maintain high success rate of rides.

AVG. RIDE DISTANCE BY VEHICLE TYPE

```
SELECT Vehicle_Type, AVG(Ride_Distance)  
as avg_distance  
FROM bookings  
GROUP BY Vehicle_Type;
```

Recommendation:

Optimize driver allocation and pricing based on vehicle-type ride distances.

TOTAL CUSTOMER CANCELLATIONS

```
SELECT COUNT(*) FROM bookings  
WHERE Booking_Status = 'Cancelled by Customer' ;
```

Recommendation:

Introduce flexible policies or notifications to reduce customer cancellations.

TOP 5 CUSTOMERS BY BOOKINGS

```
SELECT Customer_ID, COUNT(Booking_ID) as  
total_rides FROM bookings GROUP BY Customer_ID  
ORDER BY total_rides DESC LIMIT 5;
```

Recommendation:

Offer loyalty programs or rewards to retain top frequent riders.

SQL Queries



DRIVER CANCELLATIONS BY REASON

```
SELECT COUNT(*) FROM bookings  
WHERE cancelled_Rides_by_Driver =  
'Personal & Car related issue';
```

Recommendation:

Maintain vehicles and schedule backup drivers to reduce operational cancellations.

PRIME SEDAN DRIVER RATINGS

```
SELECT MAX(Driver_Ratings) as  
max_rating, MIN(Driver_Ratings) as  
min_rating FROM bookings  
WHERE Vehicle_Type = 'Prime Sedan';
```

Recommendation:

Provide training to low-rated drivers and rewards for high-rated drivers.

RIDES PAID VIA UPI

```
SELECT * FROM bookings  
WHERE Payment_Method = 'UPI';
```

Recommendation:

Promote UPI payments with cashback or loyalty offers to increase adoption.

AVERAGE CUSTOMER RATING BY VEHICLE TYPE

```
SELECT Vehicle_Type, AVG(Customer_Rating) as  
avg_customer_rating FROM bookings  
GROUP BY Vehicle_Type;
```

Recommendation:

Offer loyalty programs or rewards to retain top frequent riders.

RideSmart

OLA Rides Analysis

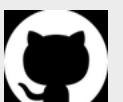
**THANK
YOU**

ACCESS THE PROJECT

<https://github.com/Aditya-0009/RideSmart-OLA-Rides-Analysis>



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