**OLA RIDE ANALYSIS**

**PROBLEM STATEMENT**

**Introduction**

Ola is a prominent ride-hailing service offering diverse vehicle options and payment methods. This analysis aims to extract insights from ride data to enhance operational efficiency, improve service quality, and optimize revenue generation. The study covers booking trends, cancellations, revenue patterns, and customer satisfaction.

**Business Challenges**

The dataset includes ride bookings, payments, cancellations, and customer ratings, presenting key challenges such as:

* High ride cancellation rates by both customers and drivers.
* Identifying the most and least preferred vehicle types.
* Understanding revenue trends based on ride distance, fare, and payment methods.
* Analyzing customer and driver ratings to assess service quality.

**Objectives**

The primary objectives of this analysis are:

* Identifying major causes of ride cancellations.
* Assessing vehicle type popularity and performance.
* Evaluating revenue patterns by ride distance, booking value, and payment method.
* Examining customer and driver ratings to determine areas for improvement.
* Enhancing payment options for smoother transactions.

**Data Overview**

The dataset consists of **103,024** ride records, including:

* **Booking Status:** Whether a ride was completed or canceled.
* **Vehicle Type:** Mini, Prime Sedan, Prime SUV, eBike, etc.
* **Booking Value:** The fare charged per ride.
* **Payment Method:** Cash, UPI, Credit Card, etc.
* **Ride Distance:** Total distance covered in each trip.
* **Driver & Customer Ratings**: Feedback scores to evaluate service quality.
* **Cancellation Reasons:** Stated reasons for cancellations by customers or drivers.

**Key Performance Metrics**

* **Cancellation Rate**: Percentage of canceled rides and their underlying causes.
* **Revenue Analysis:** Total revenue and average fare per ride.
* **Ride Distance Insights**: Relationship between ride distance and booking value.
* **Payment Trends:** Customer preference for cash vs. digital payments.
* **Customer Satisfaction:** Rating trends to pinpoint service improvement areas.

**Summary of Dashboard**

**Dashboard 1: Overall**

* This dashboard presents an overview of Ola’s ride-hailing operations, showcasing key metrics like total rides, completed vs. canceled bookings, total revenue, and average fare per ride. It provides a snapshot of Ola’s overall business health and operational efficiency.

**Dashboard 2: Vehicle Type**

* This dashboard compares different vehicle types based on ride volume, revenue contribution, and customer preference. It assists in identifying popular and high-performing vehicle categories, enabling better fleet management and pricing adjustments.

**Dashboard 3: Revenue**

* This dashboard focuses on revenue trends across vehicle types, ride distances, and payment methods. It helps pinpoint the most profitable categories and optimize pricing and marketing strategies for better revenue management.

**Dashboard 4: Cancellation**

* This dashboard examines ride cancellations by customers and drivers. It identifies trends over time, highlights common cancellation reasons, and evaluates their impact on Ola’s business. These insights help mitigate cancellations and improve service reliability.

**Dashboard 5: Ratings**

* This dashboard assesses customer and driver ratings, analyzing feedback trends to evaluate service quality. It identifies common complaints and areas for enhancement, helping Ola boost customer satisfaction and driver performance.