

Ola Booking Analysis

Overview:

The **Ola Booking Analysis Dashboard** provides key insights into booking trends, revenue generation, cancellation patterns, and vehicle performance. The analysis highlights the most booked vehicle types, cancellation hotspots, and key performance indicators essential for optimizing Ola's operations.

Key Findings:

- **Total Revenue Generated:** ₹20,830.79
- **Average Ride Distance:** 26 km
- **Most Booked Vehicle Type:** Auto
- **Pickup Location with Most Bookings:** Area-30
- **Drop Location with Most Rides:** Area-34
- **Highest Ride Cancellations:**
 - **Customers Cancelling the Most Rides:** 107,114 times
 - **Pickup Location with Most Cancellations:** Area-30
 - **Vehicle Type with Most Cancellations:** Auto
- **Cancellation Reasons:** Unknown for both customers and drivers

Performance Insights:

- **Booking Trends:** Auto-rickshaws are the most frequently booked vehicle type, followed by bikes and smaller cars.
- **Vehicle Efficiency:** The **average ride distance varies by vehicle type**, with **Prime Sedan and Prime SUV** covering the longest distances.
- **Successful vs. Cancelled Rides:** A high number of cancellations impact overall ride completion rates, requiring deeper investigation into reasons.
- **Customer Ratings:** A major concentration of customer feedback is recorded, which can be analyzed for service improvements.

Recommendations:

1. **Address Cancellation Issues:** Investigate the high cancellation rate in Area-30 and for Auto-rickshaws to improve customer experience.
2. **Enhance Vehicle Allocation Strategy:** Given that **Prime Sedan and SUVs have higher average ride distances**, focusing on better availability in demand-heavy areas could maximize earnings.

Conclusion:

The analysis highlights key operational strengths and areas for improvement, particularly in ride cancellations and vehicle allocation.