# Ride Booking Performance Dashboard

## 1. Project Overview

Objective: The objective of this dashboard is to provide a comprehensive view of booking activity, cancellations, customer behavior, and revenue trends for a ride-booking platform. It helps stakeholders monitor key performance indicators (KPIs) and take data-driven decisions to improve operational efficiency and customer satisfaction.

Problem Statement: The business faced challenges in tracking ride cancellations, payment trends, and customer activity in real-time. There was no single platform to identify driver vs. customer cancellations or to monitor high-value customers and daily booking trends.

## 2. Data Description

Data Source: The dataset is assumed to be internal ride-booking transactional data, collected from the platform’s booking and payment systems.

Data Volume: The total number of bookings captured is 19,707, including 12,218 successful and 5,534 cancelled bookings.

Data Fields: Customer\_ID, Booking\_Status, Ride\_Distance, Cancellation Reason (by driver and customer), Payment Method, Booking Date, Booking Value.

Data Cleaning: The data underwent preprocessing to remove duplicates, standardize cancellation reasons, fill or remove missing values, and ensure consistency in date and numeric formats.

## 3. Target Audience

This dashboard is intended for:  
- Operations Managers – to track booking performance and cancellation trends.  
- Customer Support Teams – to understand why users cancel rides and resolve repeat issues.  
- Finance and Strategy Teams – to analyze revenue by payment method and optimize payment processing.

## 4. Key Features

- KPI Cards:  
 - Total Booking Value: 7M  
 - Total Bookings: 19,707  
 - Success Bookings: 12,218  
 - Cancelled Bookings: 5,534  
 - Cancellation Rate: 28.08%

- Top 5 Customers: Identifies highest booking value contributors, helping in customer loyalty targeting.

- Ride Volume Over Time: Shows booking trends across July 2024 for performance monitoring.

- Pie Charts:  
 - Booking Status Breakdown  
 - Cancelled Rides by Customers  
 - Cancelled Rides by Drivers

- Revenue by Payment Method: Insight into preferred payment options (Cash dominates, followed by UPI).

- Distance vs. Revenue Chart: Correlates ride distance with revenue contribution per day.

- Date Range Filter: Interactive date slicer from 01-07-2024 to 29-07-2024 for custom analysis.

## 5. Tools and Techniques

- Power BI: For data visualization and DAX-based measures.

- Excel/CSV: Assumed for initial data cleaning and structure verification.

- DAX Measures: For calculating metrics like cancellation rate and booking summaries.

- Interactive Visuals: Pie charts, bar graphs, and line charts.

## 6. Project Scope and Limitations

Scope: Focused on booking data for July 2024; includes payment methods, cancellations, customer activity, and booking success rates.

Limitations:  
- No predictive modeling or machine learning applied.  
- Limited to a single-month analysis window.  
- No demographic or location-wise segmentation available.

## 7. Outcome / Expected Results

- Identified key contributors to booking revenue.

- Highlighted top cancellation reasons by both customers and drivers, aiding service improvement.

- Showed Cash as the most used payment method, informing finance teams for incentive planning.

- Helped spot daily booking fluctuations, valuable for marketing and ops teams.

- Provided a quick glance at top customers, useful for CRM focus.

A screenshot of a computer

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