SQL-Based Data Analysis

To complement Power BI visualizations, we used MySQL to extract key insights from the dataset.

1. Retrieve all successful bookings:

SELECT * FROM bookings

WHERE Booking_Status = 'Success';

INSIGHTS: 62.09% of bookings were successful.

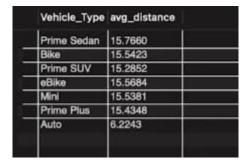
2. Find the average ride distance for each vehicle type:

SELECT Vehicle Type, AVG(Ride Distance)

as avg_distance FROM bookings

GROUP BY Vehicle Type;

INSIGHTS: Auto rides cover significantly shorter distances than other vehicle types.

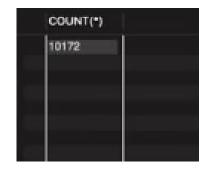


3. Get the total number of cancelled rides by customers:

SELECT COUNT(*) FROM bookings

WHERE Booking Status = 'cancelled by Customer';

INSIGHTS: 10172 of total bookings were cancelled by customers.



4. List the top 5 customers who booked the highest number of rides:

SELECT Customer_ID, COUNT(Booking_ID) as total_rides

FROM bookings

GROUP BY Customer ID

ORDER BY total rides DESC

LIMIT 5;

INSIGHTS: The top 5 customers account for a significant number of rides, making them high-value users.

CID969725	*
CID340854	4
CID201733	4
CID819034	4
CID315796	3

5. Get the number of rides cancelled by drivers due to personal and car-related issues:

SELECT COUNT(*) FROM bookings

WHERE cancelled Rides by Driver = 'Personal & Car related issue';

INSIGHTS: Driver-related cancellations due to personal and car related issues ie,35.49% of total cancellation by drivers significantly impact service reliability.



6. Find the maximum and minimum driver ratings for Prime Sedan bookings:

SELECT MAX(Driver Ratings) as max rating,

MIN(Driver Ratings) as min rating

FROM bookings WHERE Vehicle_Type = 'Prime Sedan';

INSIGHT: Prime Sedan drivers generally receive high ratings, with a minimum of 3.5 and a maximum of 5.0.

7. Retrieve all rides where payment was made using UPI:

SELECT * FROM bookings

WHERE Payment_Method = 'UPI';

INSIGHT: UPI payments accounted for 40.39% of total transactions, indicating growing digital adoption.

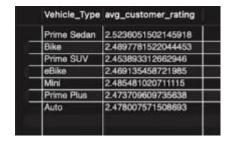
8. Find the average customer rating per vehicle type:

SELECT Vehicle Type, AVG(Customer Rating) as avg customer rating

FROM bookings

GROUP BY Vehicle_Type;

INSIGHT: Prime sadan has comparatively high average customer rating.



9. Calculate the total booking value of rides completed successfully:

SELECT SUM(Booking Value) as total successful ride value

FROM bookings

WHERE Booking_Status = 'Success';

INSIGHT: Total revenue from successful rides - 35M.

10. List all incomplete rides along with the reason:

SELECT Booking_ID, Incomplete_Rides_Reason

FROM bookings

WHERE Incomplete_Rides = 'Yes';

INSIGHT : Cancellations account for 36% of total bookings, with driver-related issues being the major factor.