

OPERATIONS DASHBOARD

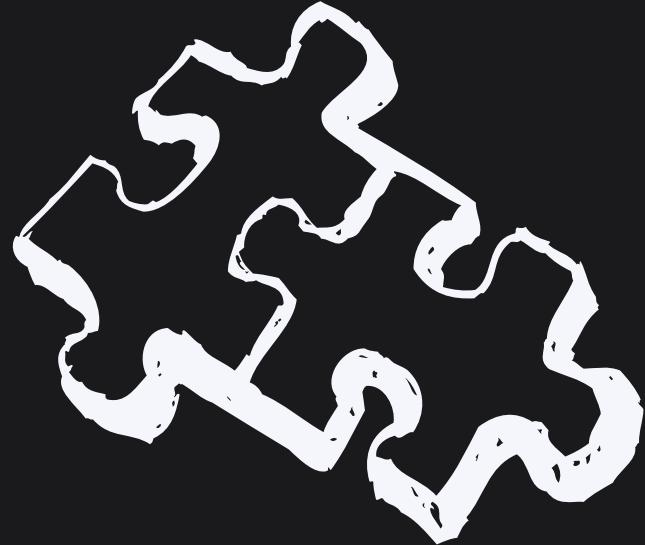
A 360° Business Intelligence Solution

45 Visuals | 3 Perspectives | 13 Key Measures

Academic Project | Based on Synthetic Dataset

THE CHALLENGE

Why ride-hailing data is hard to crack?

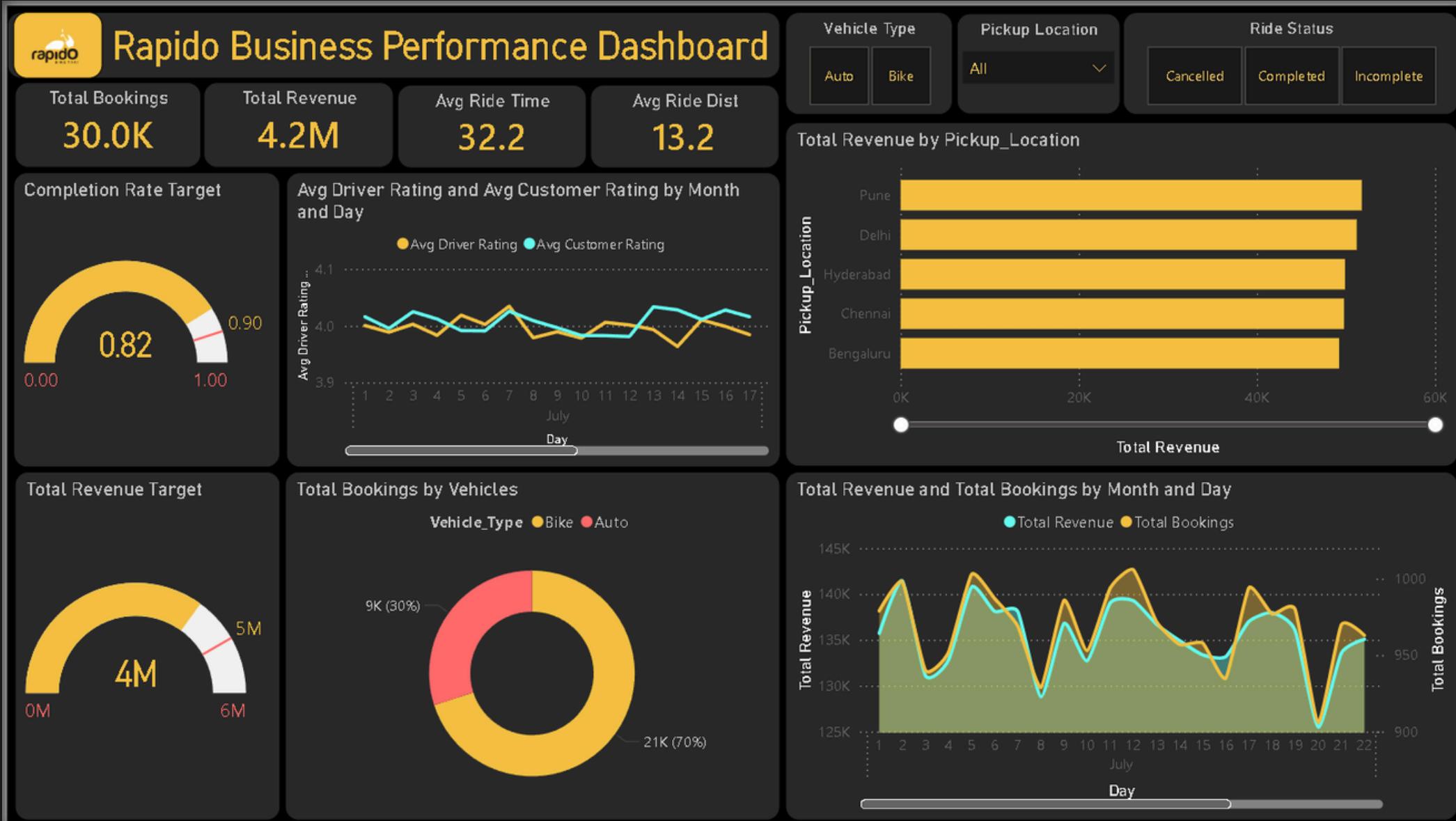


High-volume ride-hailing operations generate massive data, but critical gaps often remain hidden.

- Revenue Leakage: Cancellations and incomplete rides bleed revenue unnoticed.
- Allocation Gaps: Fleet supply often mismatches demand peaks.
- Service Friction: Wait times directly impact customer retention.

Mission: Use analytics to simulate operational friction and quantify the financial impact.

EXECUTIVE OVERVIEW



Strategy: Real-time tracking of Actual vs. Target Goals.

Fleet Mix: Comparative analysis of Bike vs. Auto performance.

OPERATIONS & FRICTION

Avg Wait Time

17.0

Incomplete Rate

6.0%

Cancellation Rate

11.9%

Revenue Loss

251.9K

Vehicle Type

Auto

Bike

Pickup Location

All

Ride Status

Cancelled

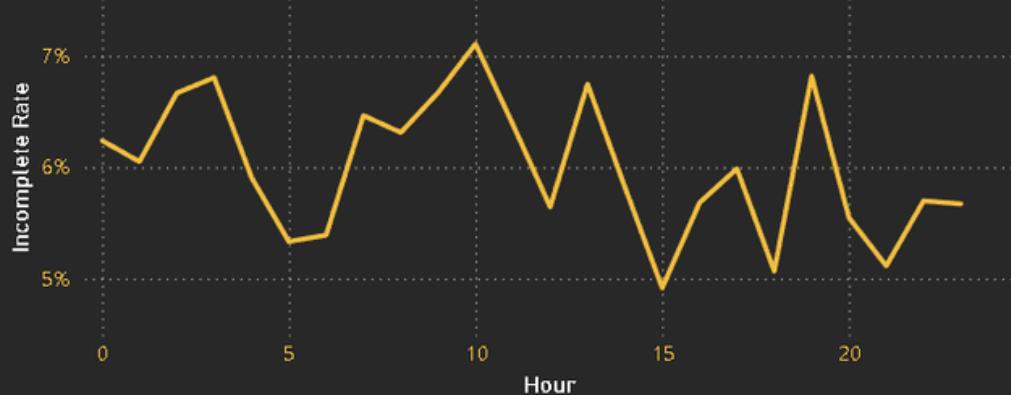
Completed

Incomplete

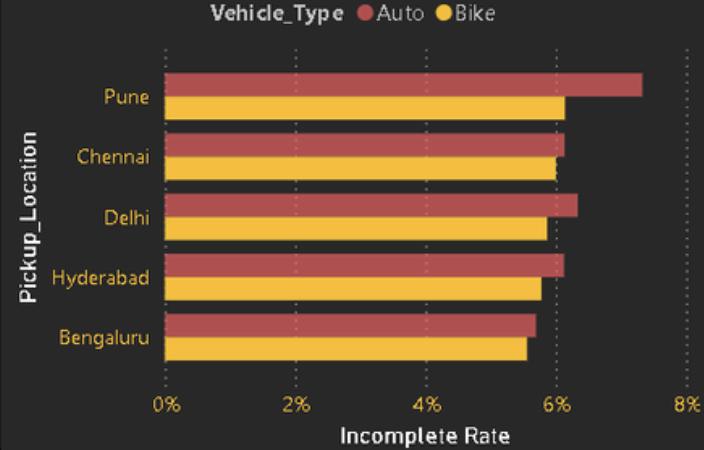
Total Bookings by Reasons of Incomplete Rides



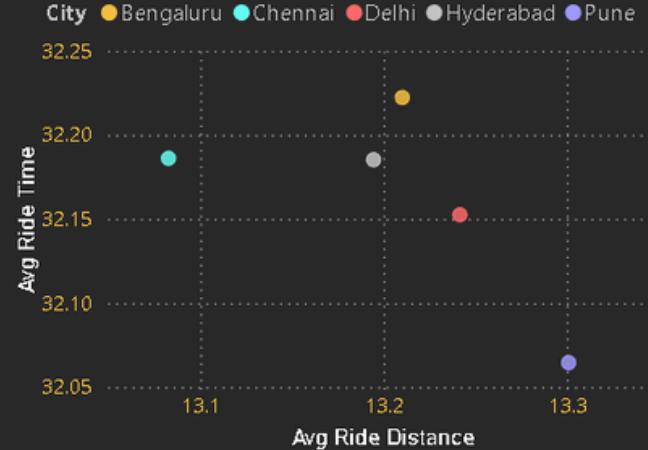
Incomplete Rate by Hour



Incomplete Rate by Pickup_Location and Vehicle_Type

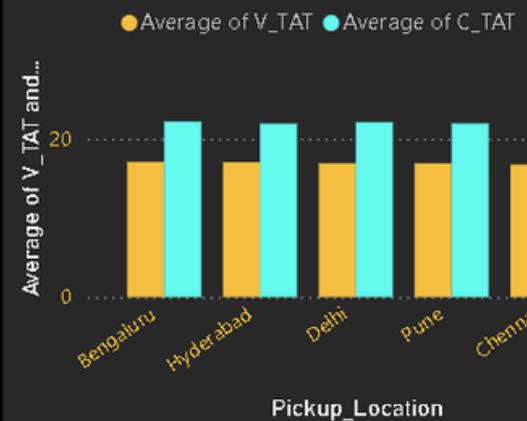


Avg Ride Distance and Avg Ride Time by City



Average Turnaround Times (TAT) by City

Descriptive - V=Vehicle/Arrival and C=Customer/Pickup

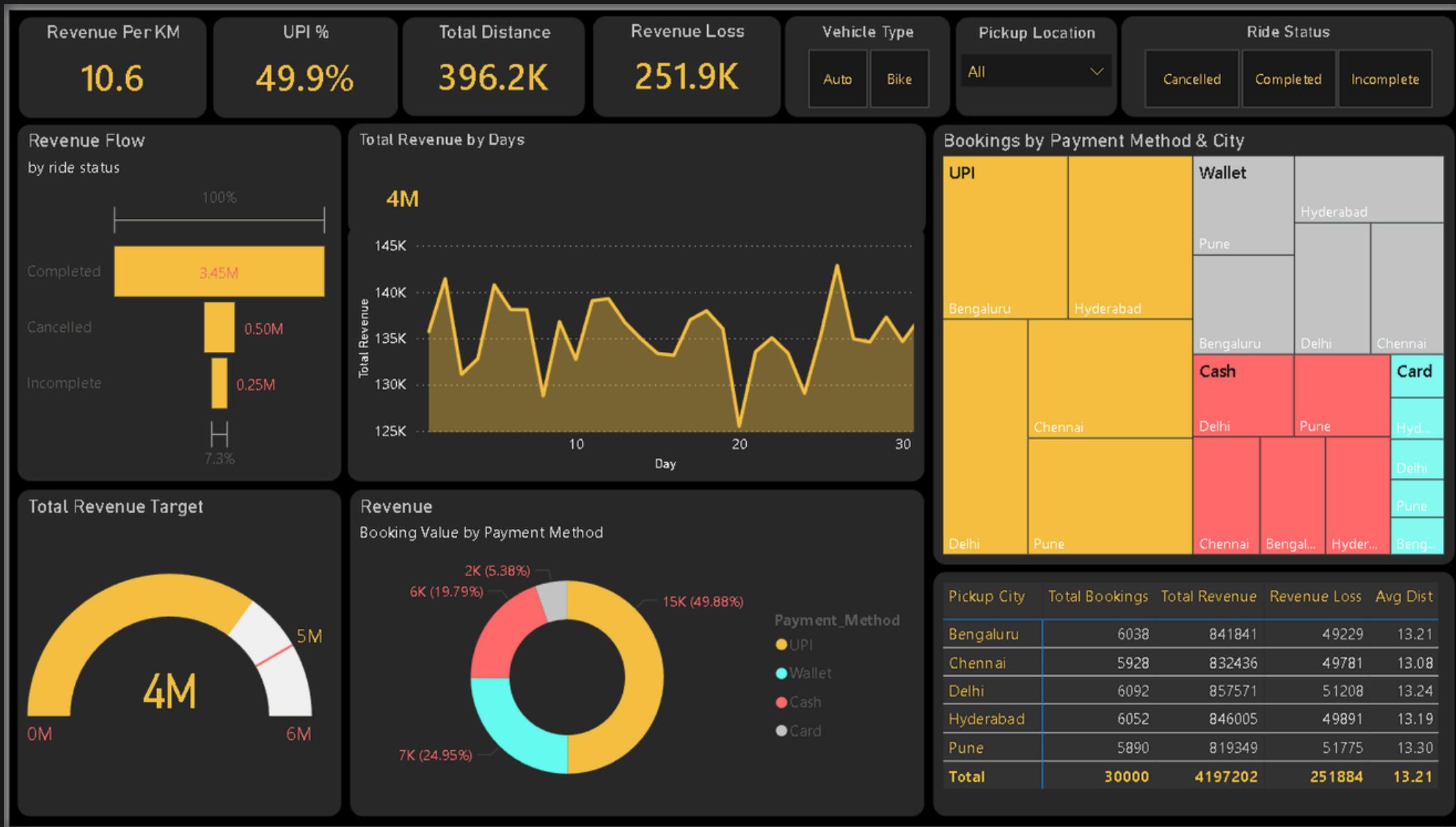


The Leak: Simulated ₹2.5 Lakh Revenue Loss



The Cause: 17-min Wait Times drove cancellations

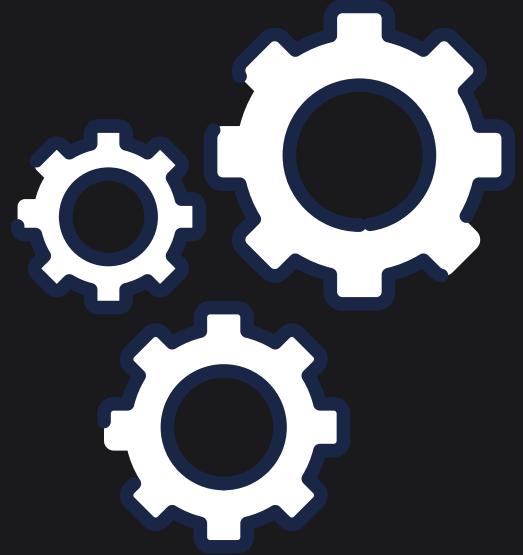
FINANCIAL HEALTH



Efficiency: Tracking Revenue Per KM (₹10.6)

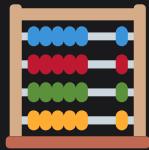
Adoption: Monitoring UPI (49.9%) vs. Cash trends

UNDER THE HOOD



The Engine (DAX):

13 Centralized Measures including complex 'Revenue Loss' logic.



Complexity:

45 Interactive Visualizations with Cross-Filtering.



The Scope:

22 Columns covering Temporal, Geographic & Financial metrics.



STRATEGIC SOLUTIONS



Geo-Fenced Incentives: Deploy surge bonuses in zones with >15 min wait times to reduce the 11.9% churn.



Dynamic Allocation: Shift idle 'Auto' fleet to high-demand 'Bike' zones during peak hours to balance supply.



Digital Push: Incentivize UPI payments to reduce the operational friction of cash handling.