NCR Ride Bookings Performance Dashboard

Total Bookings	Completion Rate	Total Revenue	Avg Driver Rating
150000	**62**	**47260574**	**4.23**

Hourly Booking Trend

Data points (hour : bookings):
- 0.00: 1,373.00
- 1.00: 1,360.00
- 2.00: 1,339.00
- 3.00: 1,383.00
- 4.00: 1,321.00
- 5.00: 2,786.00
- 6.00: 4,160.00
- 7.00: 5,450.00
- 8.00: 6,861.00
- 9.00: 8,234.00
- 10.00: 9,577.00
- 11.00: 8,390.00
- 12.00: 7,006.00
- 13.00: 5,470.00
- 14.00: 7,031.00
- 15.00: 8,202.00
- 16.00: 9,633.00
- 17.00: 11,044.00
- 18.00: 12,397.00
- 19.00: 11,047.00
- 20.00: 9,630.00
- 21.00: 8,103.00
- 22.00: 5,441.00
- 23.00: 2,762.00
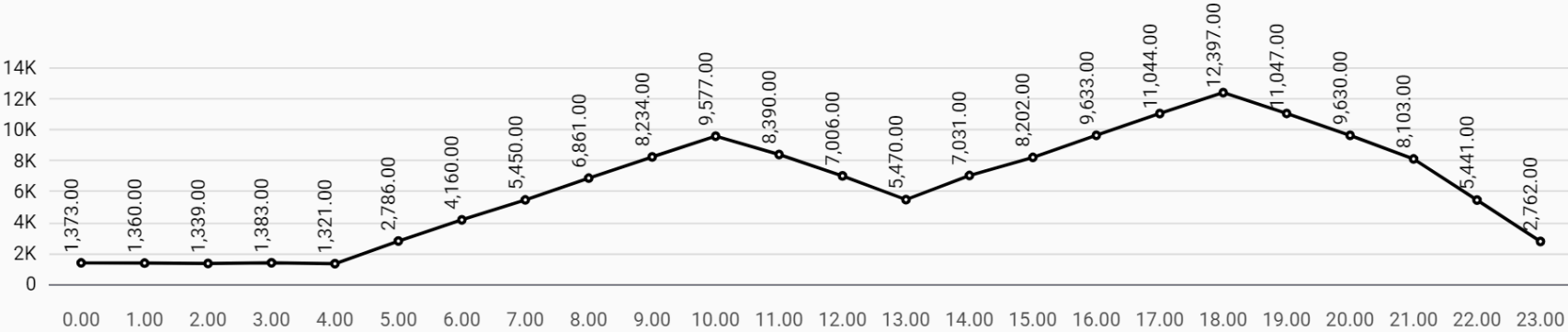
Key Insights — Hourly Booking Trend

1. **Peak window:** Evening peak observed (17:00–19:00). Action: increase driver capacity by 10–15% during these hours and enable surge rules. Track: bookings/hour, fill rate, median wait time.
2. **Low utilization:** 00:00–04:00 shows sustained low bookings. Action: move to on-demand standby roster to reduce idle cost. Track: drivers-on-shift vs bookings ratio.
3. **Midday dip (~13:00):** Opportunity for a lunchtime promotion to increase bookings by target 8–12% in that hour. Track uplift in bookings and conversion.
4. **Metrics to add:** rolling 3-hour booking moving average, hourly cancellation rate, pickup wait time (median) per hour.

Payment Method Share

Legend:
- null
- UPI
- Cash
- Uber Wallet
- Credit Card
- Debit Card

Values: 48K, 45.91K
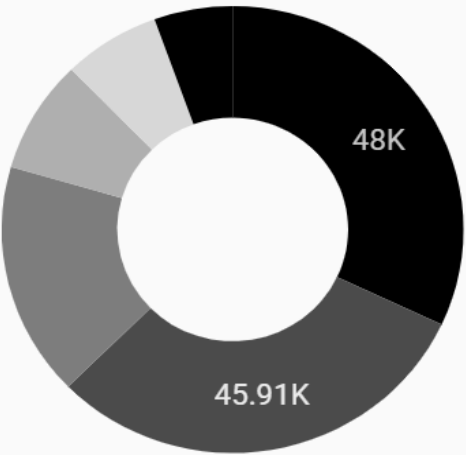
Key Insights — Payment Method Share

1. **Digital vs Cash:** Digital payments lead overall. Action: run a 4-week incentive test to increase card/UPI adoption by 5–10% in high-cash micro-markets.
2. **Failures & friction:** Add monitoring for failed digital transactions by operator and reduce failure rate target to <2%.
3. **Measure:** payment conversion rate by zone, incremental revenue from card adoption, and change in trip completion for digital payments.

Booking Status by Vehicle Type

■ No Driver Found ■ Incomplete ■ Completed ■ Cancelled by Driver ■ Cancelled by Customer
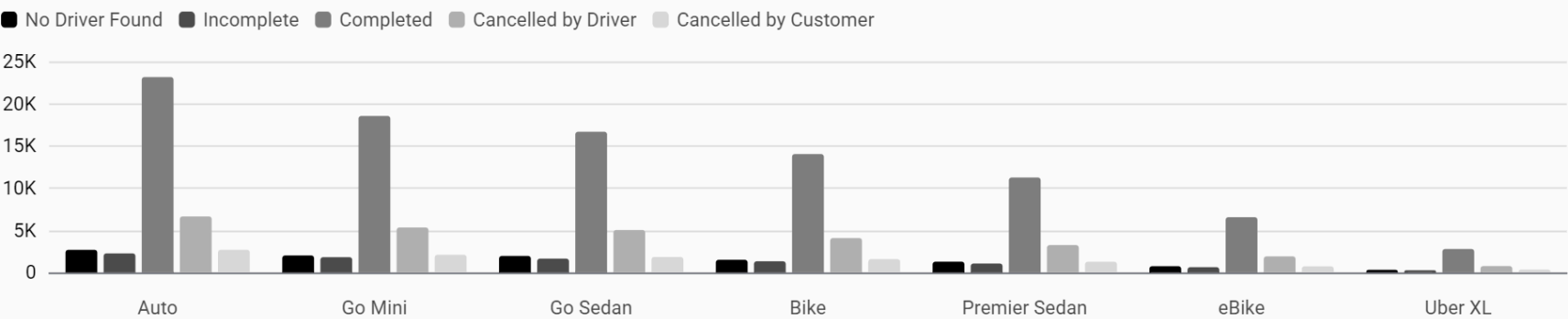
Key Insights — Booking Status by Vehicle Type

1. **Completion vs cancellation:** Completed rides dominate across vehicle types. Action: focus retention incentives on the top-volume vehicle types to reduce cancellations by 15% over 8 weeks.
2. **Driver cancellations:** Drill into top vehicle categories for driver cancellations (distance, acceptance). Track acceptance rate, avg idle to pickup distance, and driver-reported reasons.
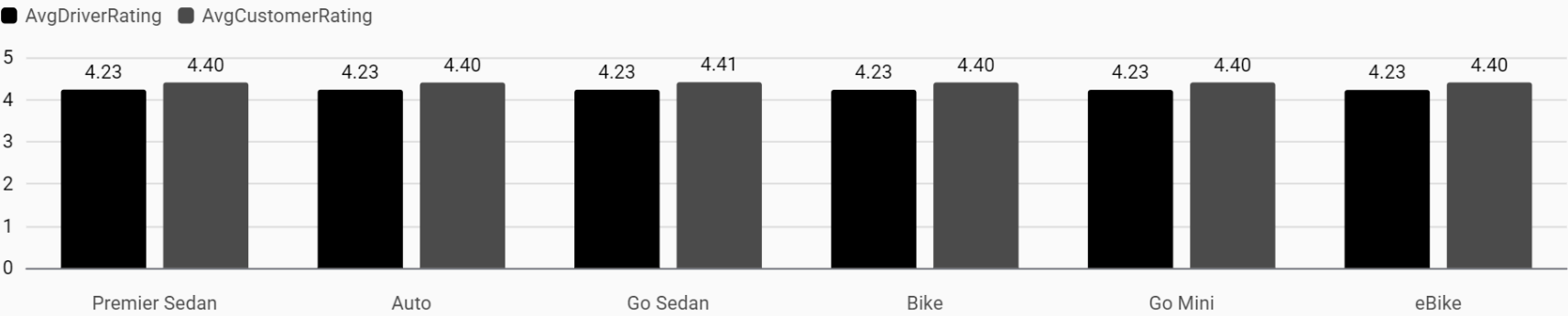3. **Pilot:** 30-day incentive pilot for top 2 vehicle types and measure cancellation delta and net completed rides.
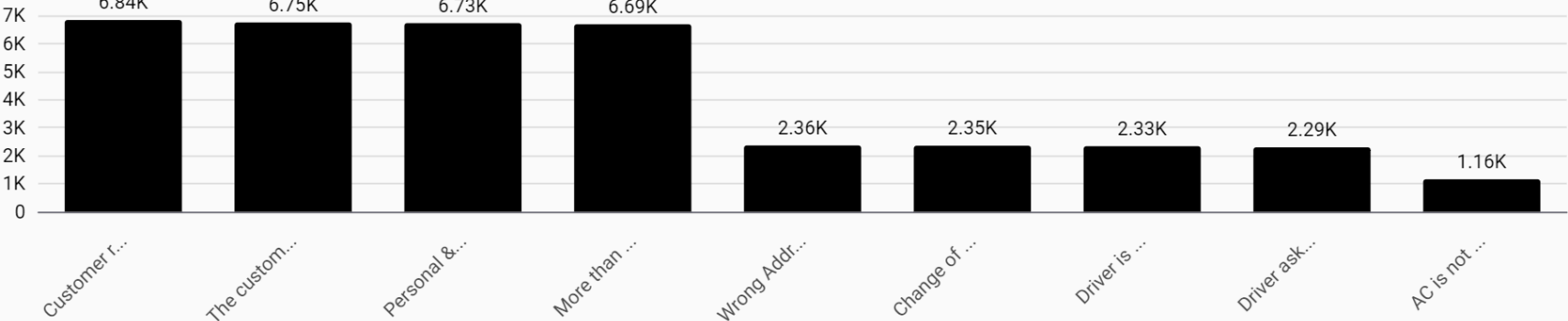
Top Pickup-Drop Pairs (Bookings)
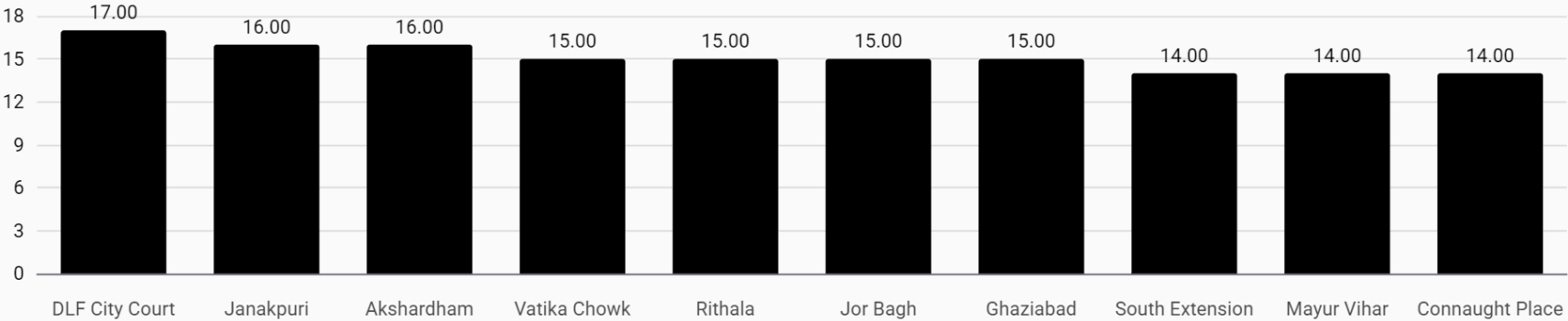
Key Insights — Top Pickup–Drop Pairs

1. **Corridor volumes:** Top OD pairs are concentrated — prioritize driver allocation and pre-emptive surge on these corridors. (Table shows top pairs with mean bookings ≈15.1 and top pair at 17 bookings in the sample.)
2. **Operational steps:** create corridor-level KPIs: weekly bookings, average wait time, cancellation rate. Set SLA targets (e.g., median wait <8 minutes).
3. **Service design:** evaluate micro-hubs or scheduled driver shifts aligned to corridor peaks to reduce empty kilometers.

Driver & Customer Ratings by Vehicle Type

■ AvgDriverRating ■ AvgCustomerRating

Vehicle Type	AvgDriverRating	AvgCustomerRating
Premier Sedan	4.23	4.40
Auto	4.23	4.40
Go Sedan	4.23	4.41
Bike	4.23	4.40
Go Mini	4.23	4.40
eBike	4.23	4.40

Cancellation Reasons Summary

Reason	Count
Customer f...	6.84K
The custom...	6.75K
Personal &...	6.73K
More than ...	6.69K
Wrong Addr...	2.36K
Change of ...	2.35K
Driver is ...	2.33K
Driver ask...	2.29K
AC is not ...	1.16K

Key Insights — Cancellation Reasons

1. **Driver vs customer:** Driver-initiated cancellations materially exceed customer cancellations in the summary (reported totals ~27K vs ~11K in the dashboard summary).
2. **Top reasons:** Health and capacity-related driver reasons account for the largest shares (~6.7K each in the summary); customer cancellations led by Wrong Address and Change of Plans (~2.3K each).
3. **Actions:** implement driver readiness & contingency pools to reduce driver cancellations by target 20% in 8 weeks; improve address verification flows to reduce related customer cancellations by target 25%.
4. **Metrics:** cancellations by reason, % resolved with contingency pool, and cancellation-to-completion conversion after interventions.