

Power-Bi Insights

Overall Dashboard (Ride Volume & Booking Status)

Q1. What trends are observed in ride volumes over the years 2022 and 2023?

The ride volume line charts show that bookings slightly increased in 2023 (45,086) compared to 2022 (44,914). Both years experienced dips in February and September, and peaks in October, indicating a recurring seasonal trend.

Q2. How are bookings distributed across different statuses?

According to the booking status doughnut chart:

- 65.02% of bookings were successful
- 20.11% were cancelled by customers
- 10.01% were cancelled by drivers

This reveals that over one-third of all bookings fail due to cancellations.

Vehicle Type Dashboard

Q3. Which vehicle types have the highest total distance travelled?

Courier Delivery leads with 155.9K km, followed by Premier (151.7K km) and Uber XL (151.6K km), showing couriers typically cover longer distances.

Q4. Which vehicle types show the most booking volume?

Courier has the highest booking count (9,971), followed by Uber XL (9,783) and Premier (9,730), indicating high demand for these services.

Q5. Which vehicle types generate the highest successful booking value?

Courier tops the chart with ₹6.87M, followed by Premier (₹6.72M) and Uber XL (₹6.61M), again highlighting the revenue power of courier services.

Revenue Dashboard

Q6. How has revenue changed over time during 2022 and 2023?

Revenue trends follow a seasonal pattern, peaking in April, July, and October, while dipping in February and September. These trends align closely with ride volumes.

Q7. Which payment methods generate the most revenue?

UPI is the top payment method by revenue, followed by Cash and Uber Wallet. Debit and Credit Cards contribute the least, showing a strong user preference for digital/mobile payments.

Q8. What is the revenue contribution of high-value vs normal rides?

62.53% of revenue comes from normal rides, while 37.47% is from high-value rides. This shows that premium services make up a significant chunk of earnings.

Q9. Which vehicle types generate the most revenue?

Courier Delivery contributes the most revenue, followed by Premier, Auto, and Uber Go. This is consistent with their ride distance and booking volume data.

Q10. Who are the top customers by total booking value?

The top customer is CUST97411 (₹6,746), followed by CUST44748 (₹5,257) and CUST97228 (₹5,092). These high-value customers are ideal for loyalty or premium engagement strategies.

Cancellation Dashboard

Q11. What are the most common reasons for customer cancellations?

The main reasons are:

- More than permitted wait time (25.38%)
 - Pickup too far (25.09%)
 - Customer-related issues (24.98%)
- These reflect user frustration with delays or logistics.

Q12. What are the most common reasons for incomplete rides?

The major causes of incomplete rides are:

- Other Issues: 1,507
 - Vehicle Breakdown: 1,471
 - Customer Demand: 1,400
- Technical failures and ride interruptions due to customer changes are key contributors.

Q13. How are cancellations and failures distributed overall?

Overall ride failures are broken down as:

- 57.48% cancelled by customers
 - 28.61% cancelled by drivers
 - 13.91% incomplete rides
- Customer cancellations are the most frequent failure reason.

Ratings Dashboard

Q14. What are the average customer ratings by vehicle type?

Customer ratings range from 2.58 to 2.61. Auto and Moto have the highest ratings (2.61), while Premier is the lowest at 2.58. Ratings are generally consistent across services.

Q15. How do driver ratings vary across vehicle types?

Driver ratings also stay close to 2.60. Auto and Moto again lead with 2.61, while Premier is slightly lower at 2.57. Overall, driver performance is perceived similarly across categories.