**PROJECT SUMMARY**

**DATASET USED:**

[OLA-CABS](https://www.kaggle.com/datasets/amarjitsingh1/ola-cab-dataset) dataset with 7 columns and 16,068 rows

**OBJECTIVES:**

1.To Clean & transform data via Power Query

2.To calculate measures using DAX

3.To create visuals to analyze fare trends, demand hotspots, passenger counts, fare vs. distance, and ride volume

**KEY VISUALS:**

Line, bar, pie, scatter plots, maps, and KPIs

**INSIGHTS:**

1.Most rides occur in 5 – 8 PM

2.1–2 passengers are common

3.Fare rises with distance

4.Rides peak in March

5.Most trips are under 5 KM

6.High activity at 6–8 PM and most trips occurred in North America

7.Highest revenue collected in the month February