Project Overview

This project focuses on analyzing ride data from Ola, a popular ride-hailing service. The goal is to extract meaningful insights from the data using **SQL for data processing** and **Power BI for visualization**. The analysis will cover key performance indicators such as ride demand, cancellations, driver performance, peak hours, and revenue trends.

Objectives

- Identify trends in **ride bookings, cancellations, and completions**.
- Analyze **driver and customer behavior**, including peak demand times.
- Assess **revenue performance** and key factors affecting earnings.
- Evaluate **ride duration and distance** to optimize operations.
- Detect potential **fraudulent or suspicious ride patterns**.

Data Columns

- 1. Date
- 2. Time
- 3. Booking_ID
- 4. Booking_Status
- 5. Customer_ID
- 6. Vehicle_Type
- 7. Pickup_Location
- 8. Drop_Location
- 9. V_TAT
- 10. C_TAT
- 11. Cancelled_Rides_by_Customer
- 12. Cancelled_Rides_by_Driver
- 13. Incomplete_Rides
- 14. Incomplete_Rides_Reason
- 15. Booking_Value
- 16. Payment_Method
- 17. Ride_Distance
- 18. Driver_Ratings
- 19. Customer_Rating

Power BI :

Segregation of the views:

1. **Overall**
- Ride Volume Over Time
- Booking Status Breakdown

2. **Vehicle Type**
- Top 5 Vehicle Types by Ride Distance

3. **Revenue**
- Revenue by Payment Method
- Top 5 Customers by Total Booking Value
- Ride Distance Distribution Per Day

4. **Cancellation**
- Cancelled Rides Reasons (Customer)
- Cancelled Rides Reasons(Drivers)

5. **Ratings**
- Driver Ratings
- Customer Ratings