Data Analyst Project

OLA BOOKING AND CANCELLATION ANALYSIS

ABOUT

I worked on a data analytics project focused on Ola booking and cancellation analysis. The goal was to identify patterns in ride bookings and cancellations to improve user experience and operational efficiency.

CHALLENGES AND TASK

- Ola, a ride-hailing service, faced high booking cancellations, impacting revenue and customer experience. The objective was to analyze why cancellations occurred and identify key factors influencing them.

- The goal was to analyze booking and cancellation data to uncover trends, identify high-cancellation areas, and provide actionable insights to reduce cancellations and improve ride efficiency.

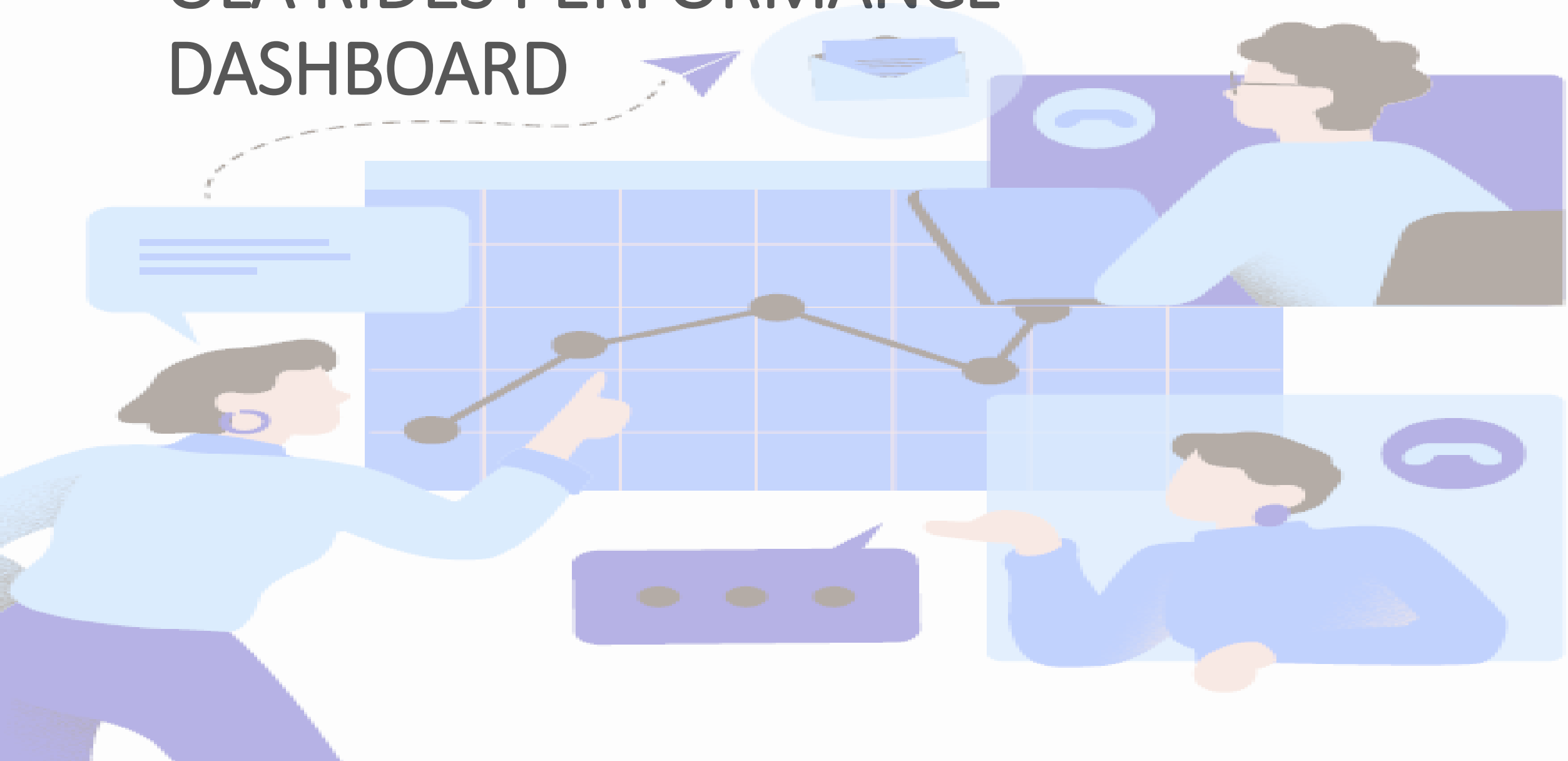
RATE OF CANCELLATION USING DAX

```
1 TotalBooking = COUNTROWS(July)
```

```
1 CanceledBooking =
2 CALCULATE(
3     COUNTROWS(July),
4     July[Booking_Status]= {"Canceled by Drivers","Canceled by Customer"}
5 )
```

```
1 CancellationPercentage =
2 DIVIDE([CanceledBooking],[TotalBooking],0) * 100
```

OLA RIDES PERFORMANCE DASHBOARD



Date

7/1/2024 7/30/2024

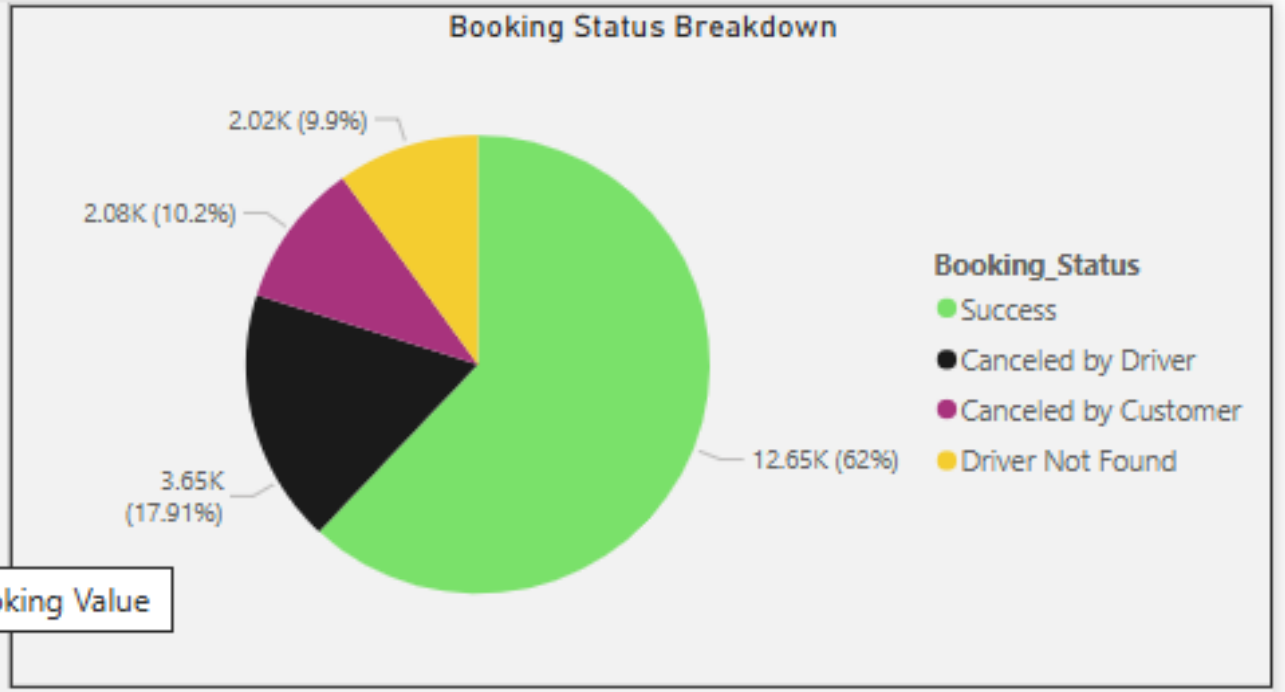
Total Booking

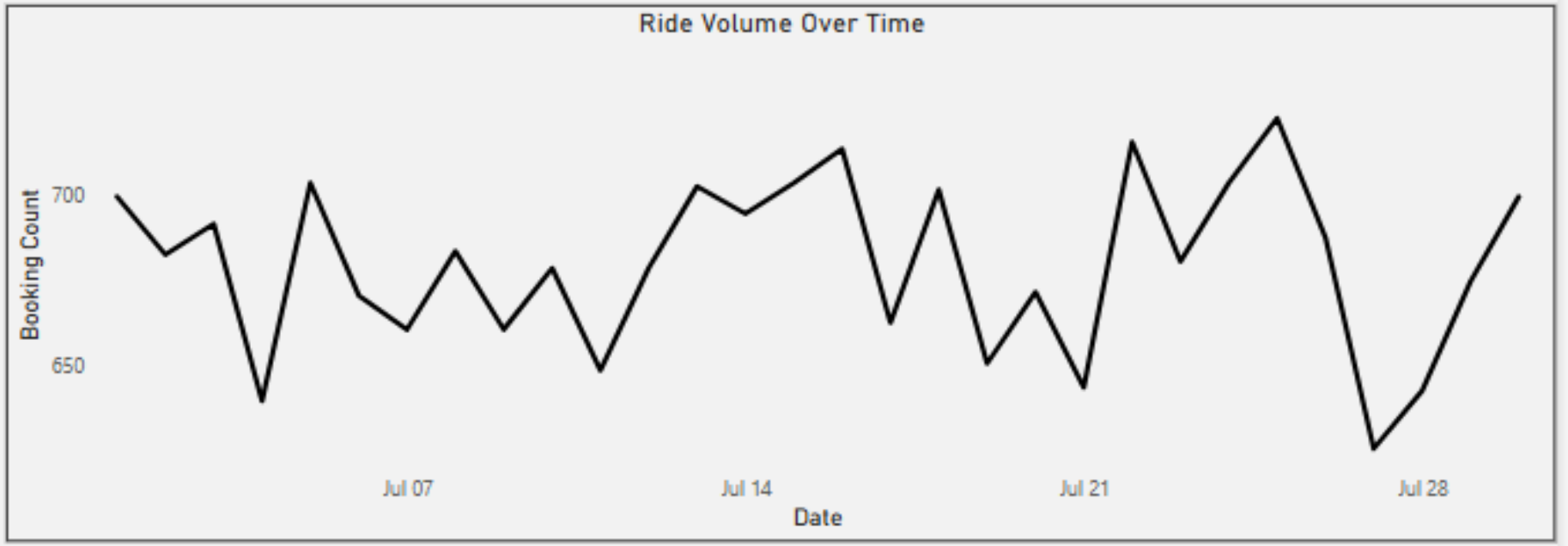
20408

Total Booking Value

7M

Total Booking Value





OLA

- Overall
- Vehicle Type
- Revenue
- Cancellation
- Ratings

7/1/2024 — 7/30/2024

Vehicle Type	Total Booking Value	Success Booking Value	Avg. Distance Travelled	Total Distance Travelled
Prime Sedan	1665K	1057K	24.28	45K
Prime SUV	962K	615K	25.07	45K
Prime Plus	935K	609K	24.68	41K
Mini	974K	600K	25.02	45K
Auto	993K	594K	10.00	18K
Bike	985K	599K	25.70	48K
E-Bike	995K	624K	25.16	47K

OLA

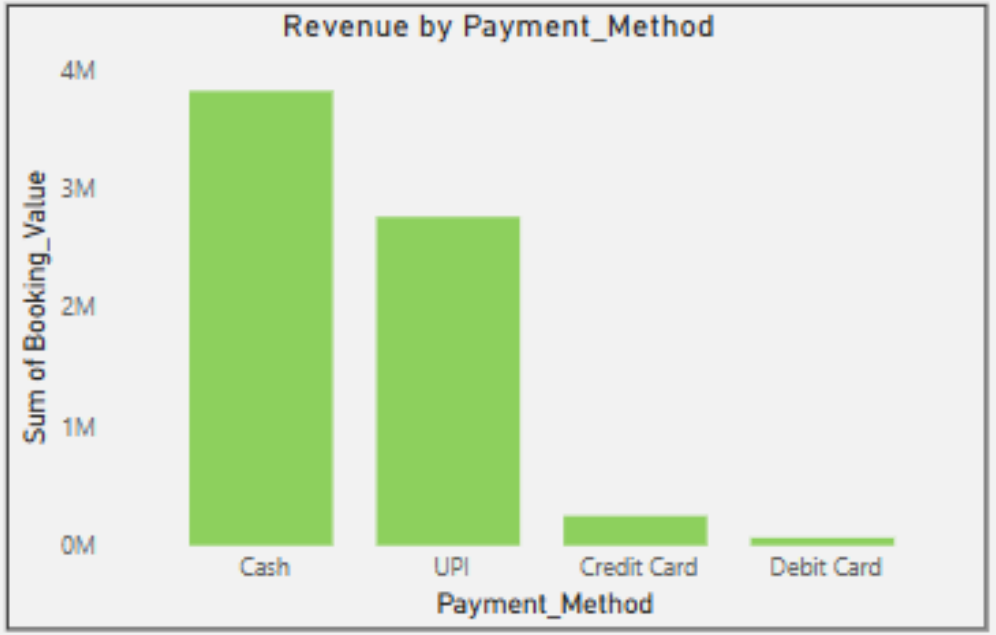
Overall

Vehicle Type

Revenue

Cancellation

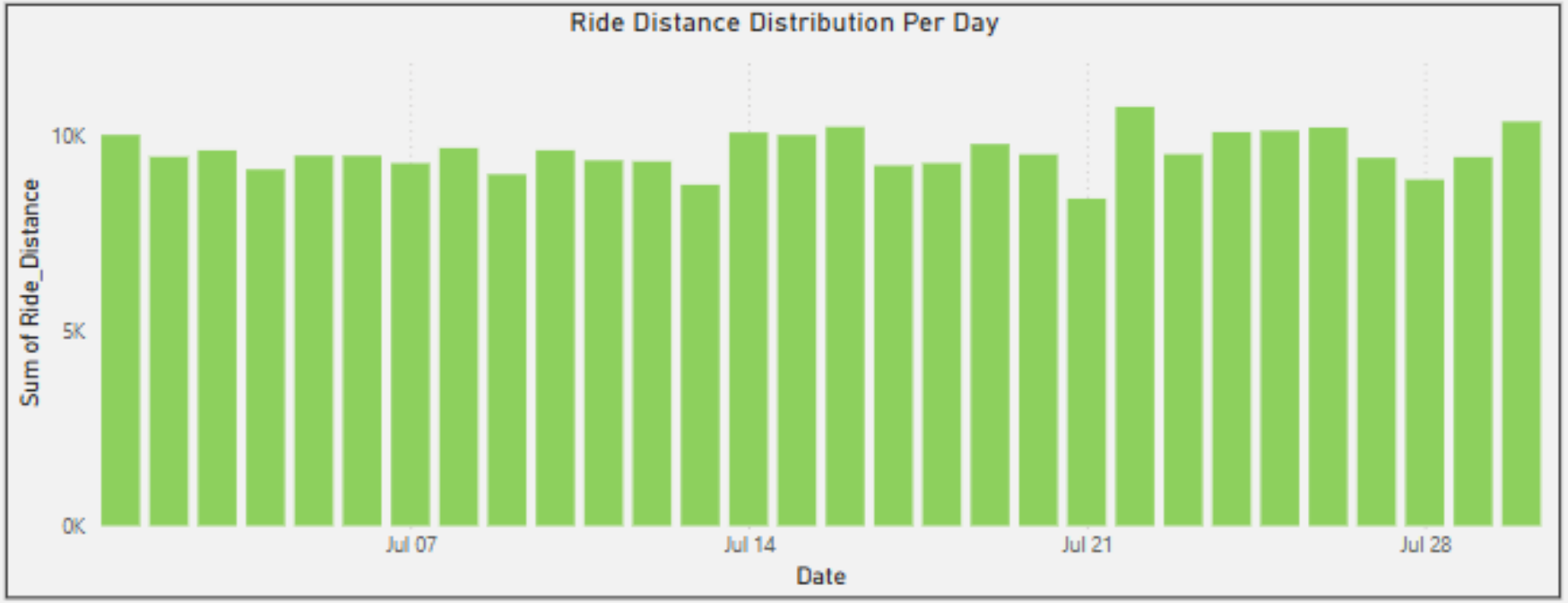
Ratings



Date

7/1/2024 7/30/2024

Customer_ID	Sum of Booking_Value
CID185837	3313
CID307511	3242
CID353074	3269
CID749265	3429
CID836942	3757
Total	**17010**



OLA

Overall

Vehicle Type

Revenue

Cancellation

Ratings

Date

7/1/2024 — 7/30/2024

Total Booking

20408

Successful Booking

12652

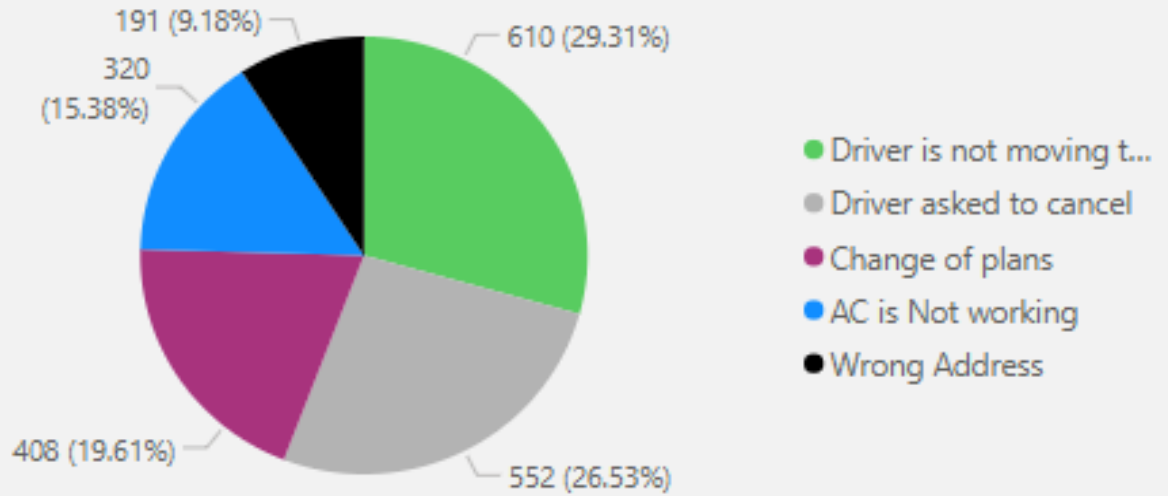
Cancelled Booking

5735

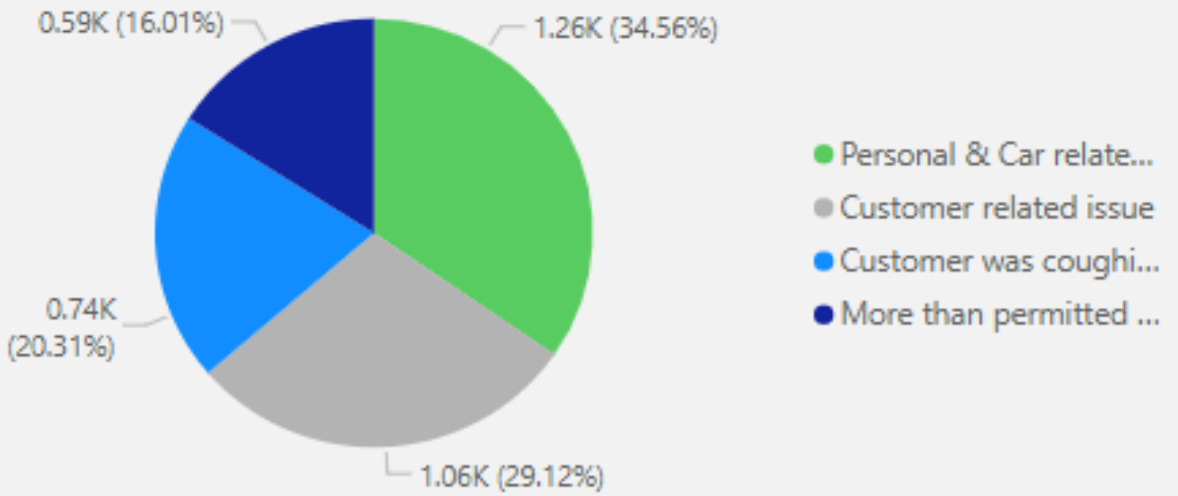
Cancellation Rate

42.08%

Cancelled rides by the customers



Cancelled rides by the riders



OLA

Overall

Vehicle Type

Revenue

Cancellation

Ratings

Date

7/1/2024 7/30/2024

Drivers Rating

Prime Sedan	Prime SUV	Prime Plus	Mini	Auto	Bike	E-Bike
4.00	4.00	4.01	3.99	3.99	3.99	4.00

Customers Rating

Prime Sedan	Prime SUV	Prime Plus	Mini	Auto	Bike	E-Bike
3.99	3.98	4.00	4.02	4.00	3.98	3.98

RIDES ANALYSIS

1. Total Bookings & Cancellations: Identified the percentage of rides that were successfully completed versus cancelled.
2. User Type Analysis: Differentiated between individual and corporate users, understanding who cancels more.
3. Time-Based Analysis: Examined trends by hour of the day, day of the week, and peak vs. non-peak hours to identify when cancellations are highest.
4. Location-Based Trends: Identified high-demand and high-cancellation areas using geospatial analysis.
5. Payment Method Influence: Analyzed whether users paying with cash or card tend to cancel more.
6. Driver Behavior: Investigated if cancellations were more frequent from the driver’s or passenger’s side

RECOMMENDATION AND BUSINESS IMPACT

- Reducing Cancellations :

  Implement penalties for frequent cancellers (both users and drivers).
  Improve ride-matching algorithms to pair users with more reliable drivers.
  Provide driver incentives to accept long-distance trips.Expand driver availability in high-cancellation areas.

- Improving Customer Experience :

  Real-time updates on driver arrival times.

  Offer discounts on rebooked rides to retain customers.

CONCLUSION

- Discovered that over 30% of cancellations occurred during peak hours due to driver unavailability.
- Identified specific locations with consistently high cancellation rates, allowing for better resource allocation.
- Proposed actionable insights that, if implemented, could reduce cancellations and improve ride efficiency, ultimately enhancing the customer experience.
- The analysis likely highlighted that cancellations are driven by user impatience, driver preferences, and location-based factors. By addressing these issues, Ola can enhance customer satisfaction and optimize operations.


THANK
YOU