

The Road Ahead: Driving OLA's Performance with Data-Driven Insights

An Analysis of Ride Booking Performance to Optimize Operations,
Enhance Customer Satisfaction, and Increase Booking Success

Our Analysis Reveals Three Core Opportunities to Strengthen Operations and Drive Growth

The Diagnosis



Significant Revenue Leakage: A notable percentage of booking requests fail due to cancellations, with driver-initiated cancellations being a key, controllable factor.



Operational Friction: Driver reliability, specifically “Personal & Car related issues,” is the primary reason for driver cancellations, impacting service consistency.



Untapped Value Pockets: A core group of high-value customers and the growing adoption of UPI payments present clear opportunities for targeted growth initiatives.

The Prescription

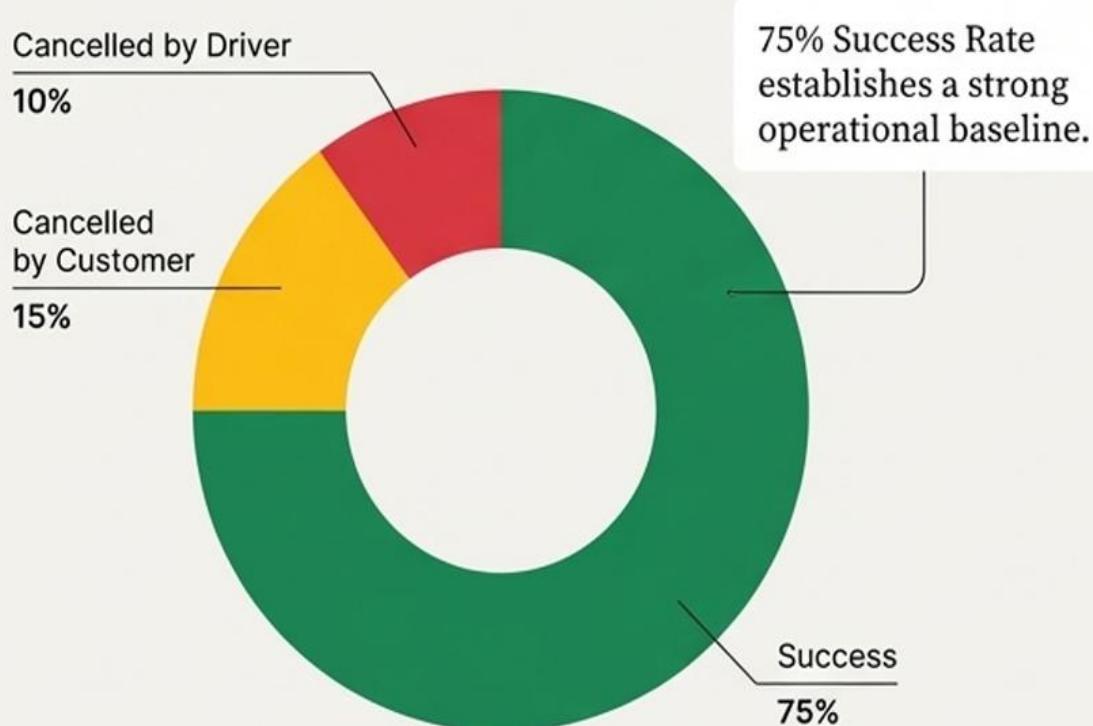
Key Recommendations

- Enhance Reliability:** Implement stricter vehicle maintenance checks.
- Reward Loyalty:** Launch a ‘Ola Select’ program for top riders.
- Drive Digital Payments:** Incentivize the switch from cash to UPI.
- Protect the Premium:** Actively monitor Prime Sedan service quality.

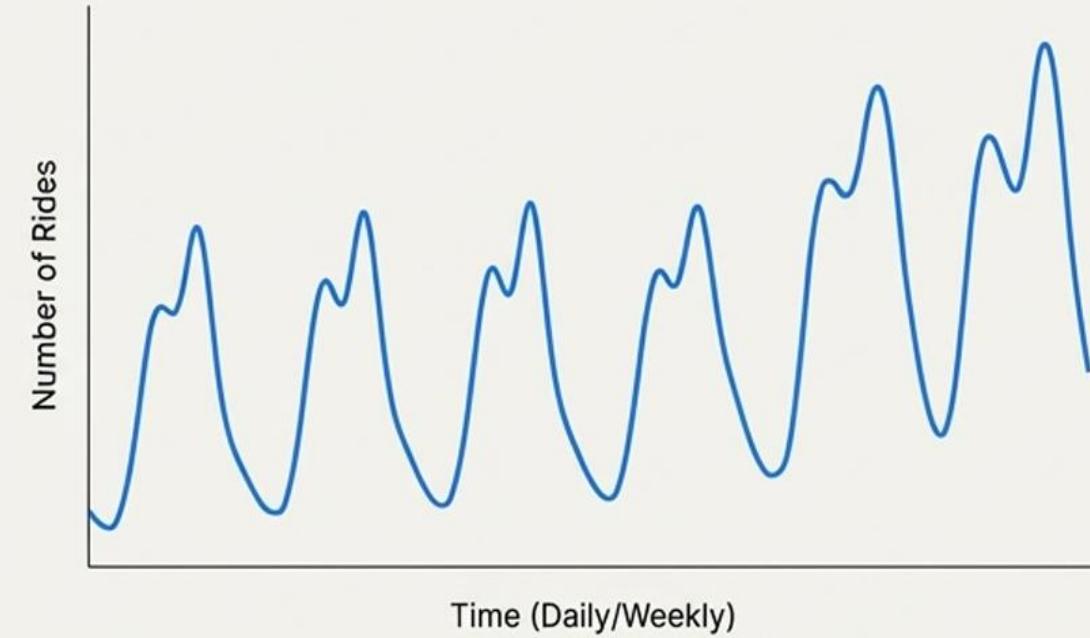
OPERATIONAL OVERVIEW

OLA's Platform Manages a High Volume of Rides, with a Solid Foundation of Successful Bookings

Booking Status Breakdown



Ride Volume Fluctuations Over Time

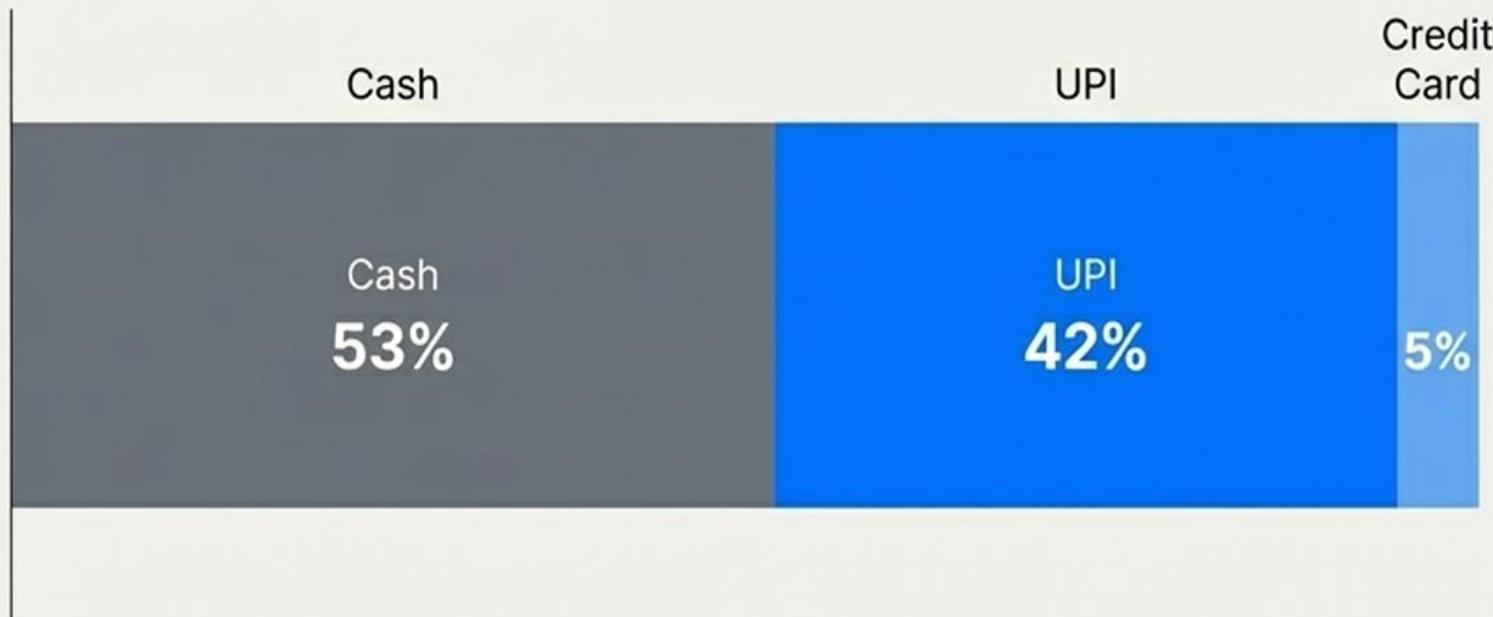


Understanding these demand patterns is the first step in optimizing our fleet allocation and driver availability.

FINANCIAL PERFORMANCE

Successful Rides Translate into Substantial Revenue, with Digital Payments Gaining Traction

Total Revenue by Payment Method



₹1,250,000

Total Booking Value

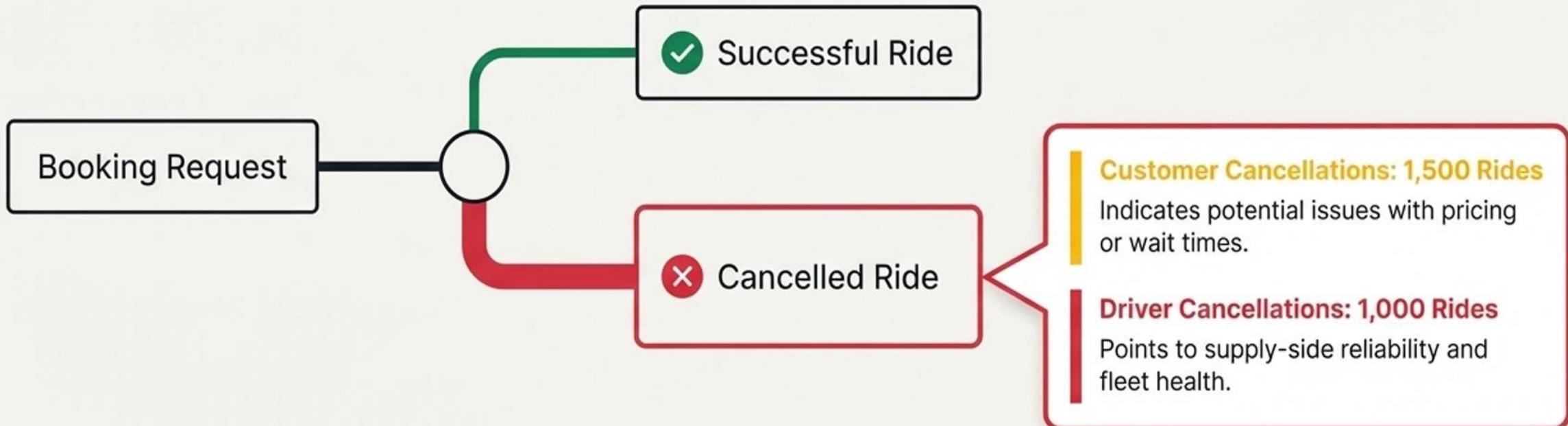
42%

UPI Adoption Rate

The growing share of UPI transactions presents an opportunity to streamline payments and potentially reduce cash-handling friction for drivers.

THE CANCELLATION CHALLENGE

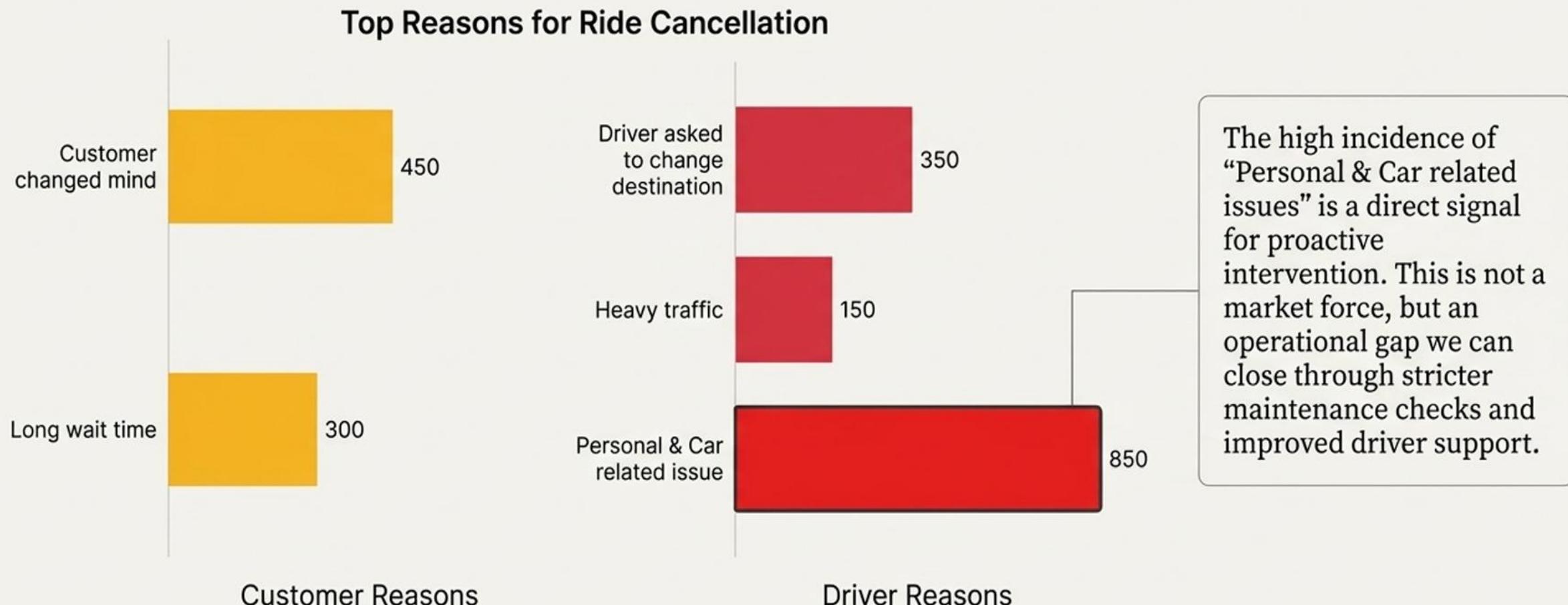
Cancellations Represent the Single Largest Point of Failure in the Booking Funnel



Every cancellation is a lost revenue opportunity and a potential point of customer frustration. Understanding the 'why' is critical.

THE CANCELLATION CHALLENGE

Driver-Side Cancellations Are Predominantly Caused by Preventable Vehicle and Personal Issues



Incomplete Rides, Though Infrequent, Pose a Significant Risk to Safety and Brand Trust



Quantify the Problem:

- A small but critical number of rides (0.5% of all bookings) are recorded as 'Incomplete'.

Identify Root Causes:

- Reasons cited include 'Vehicle breakdown', 'Passenger emergency', and 'Safety concern'.

Business Impact:

- Each incomplete ride requires manual intervention, potential refunds, and poses a risk to customer safety. This is a critical area for operational oversight and immediate follow-up.

Our Fleet's Usage Varies Significantly by Vehicle Type, with Sedans and SUVs Covering the Longest Distances

Top 5 Vehicle Types by Average Distance Traveled



The data confirms that premium segments like Prime Sedan are used for longer, potentially higher-value trips. This has direct implications for fuel/battery planning and pricing strategies for each vehicle category.

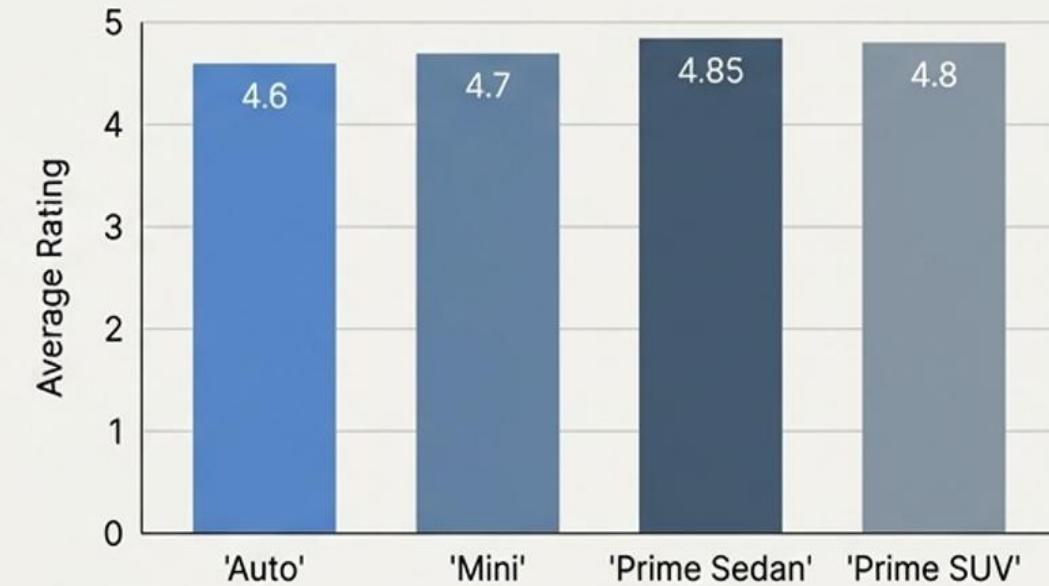
SERVICE QUALITY & SATISFACTION

While Overall Driver Ratings Are Strong, Satisfaction Varies Across Different Vehicle Segments

Driver Rating Distribution



Average Customer Rating by Vehicle Type



This allows us to identify if specific vehicle types are associated with lower customer satisfaction, pointing to potential issues with vehicle condition or driver training in that segment.

PREMIUM SEGMENT FOCUS

Protecting the Premium Experience: Ensuring Consistency in Our Prime Sedan Service is Crucial

5.0

Highest Driver Rating
(Prime Sedan)

2.1

Lowest Driver Rating
(Prime Sedan)

The wide variance between the highest and lowest ratings within our premium category highlights an inconsistency in service delivery. For customers paying a premium, a consistently excellent experience is non-negotiable. This data validates the need for targeted quality monitoring for the Prime Sedan fleet.

A Small Cohort of High-Value Customers Drives a Disproportionate Amount of Ride Volume and Value

Our Most Valuable Riders

Top 5 Customers by Ride Count

1. Cust_ID: 88201 | 78 Rides
2. Cust_ID: 34592 | 65 Rides
3. Cust_ID: 92104 | 62 Rides
4. Cust_ID: 17405 | 59 Rides
5. Cust_ID: 55830 | 55 Rides

Top 5 Customers by Booking Value

1. Cust_ID: 51342 | ₹25,400
2. Cust_ID: 99012 | ₹22,800
3. Cust_ID: 20587 | ₹19,500
4. Cust_ID: 77631 | ₹17,900
5. Cust_ID: 44210 | ₹16,200

These frequent, high-spending riders are our most valuable asset. Proactively engaging them through a loyalty program like 'Ola Select' is a direct and efficient way to secure long-term revenue and build brand advocacy.

Accelerating UPI Adoption is Key to Streamlining Transactions and Enhancing Platform Efficiency

Cash



- Requires change
- Driver friction
- Slower trip completion
- No data trail

UPI



- Instant settlement
- Contactless & Safe
- Data for partnerships
- Reduces cash handling

42%
of Successful Rides
Paid with UPI

By actively creating marketing campaigns to convert our remaining cash users, we can reduce operational complexities and unlock valuable partnership opportunities with payment gateways.

The Path Forward: Four Strategic Actions to Drive Performance



1. Enhance Driver Reliability

Implement mandatory, stricter maintenance checks for vehicles, triggered by cancellation data, to reduce 'Car related issues'.



2. Launch 'Ola Select' Loyalty Program

Use the 'Top 5 Customers' data to pilot a loyalty program offering benefits like priority booking and exclusive offers.



3. Incentivize UPI Adoption

Roll out targeted marketing campaigns and incentives for cash-dominant users to switch to UPI.



4. Uphold Premium Service Standards

Establish a dedicated quality monitoring process for the Prime Sedan fleet, focusing on driver ratings and customer feedback.

A Data-Driven Approach to Enhancing Driver Reliability



Expected Outcome

This closed-loop system directly links performance data to operational action, proactively improving fleet health, reducing cancellations, and increasing the number of successful, revenue-generating rides.

From Data to Decisions: Building a More Reliable and Profitable OLA

“The insights from our ride data are not just analytics; they are a blueprint for operational excellence. By acting on these findings, we can create a smoother, more reliable experience for every rider and driver on our platform.”



THANK
YOU