



OLA BOOKINGS FOR THE MONTH JULY-2024



🏠 Analysis of OLA Bookings for July 2024



Overall



Vehicle Type



Revenue



Cancellation



Ratings

Total No of Bookings

103.02K

Total Booking Value

₹ 56.53M

Average Booking Value

₹ 548.42

Date

01-07-2024

31-07-2024

Total Revenue

₹ 35.08M

Bookings Confirmation Rate

62.09%

Bookings Cancellation Rate

37.91%

Average Ride Distance(Km)

22.85

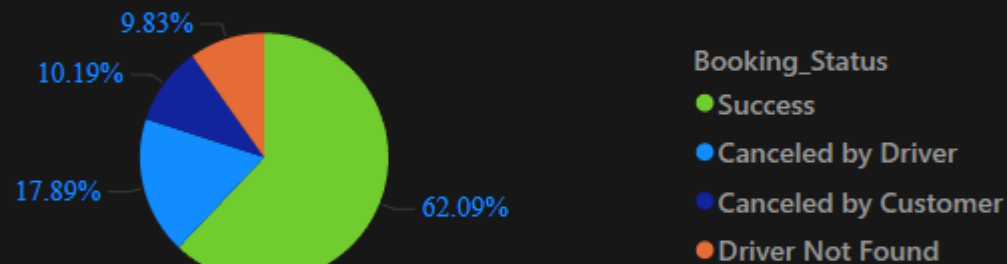
Lost Money Value

₹ 21.45M

Avg Bookings Per Day

3.32K

Booking Status Breakdown



No of Bookings Over Date



🏠 Analysis of OLA Bookings for July 2024



Overall



Vehicle Type



Revenue



Cancellation



Ratings

01 July
2024

02 July
2024

03 July
2024

04 July
2024



Vehicle Type	Total Booking Value	Success Booking Value	Avg. Distance Travelled	Total Distance Travelled
Prime Sedan	₹ 8.3M	₹ 5.224M	15.76	235K
Prime Suv	₹ 7.93M	₹ 4.877M	15.27	224K
Prime Plus	₹ 8.05M	₹ 5.015M	15.45	227K
Mini	₹ 7.99M	₹ 4.886M	15.51	226K
Auto	₹ 8.09M	₹ 5.052M	6.24	92K
Bike	₹ 7.99M	₹ 4.972M	15.53	228K
E-bike	₹ 8.18M	₹ 5.055M	15.58	231K

🚗 Analysis of OLA Bookings for July 2024



Overall



Vehicle Type



Revenue

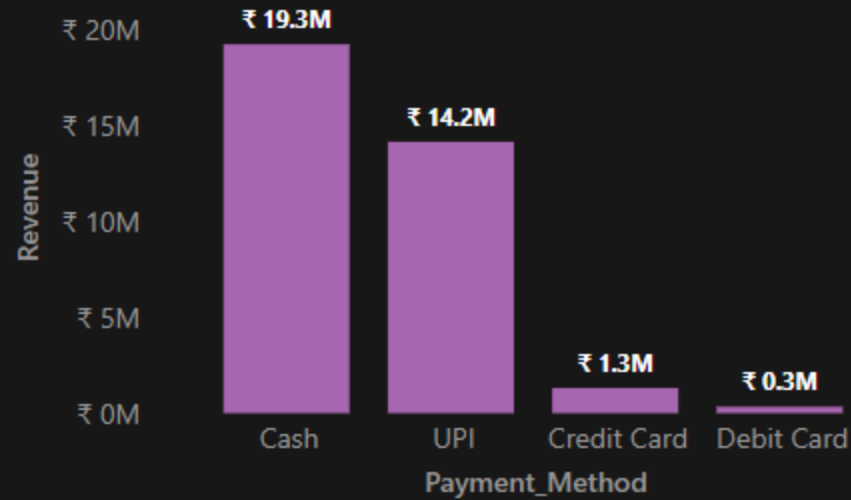


Cancellation



Ratings

Revenue Over Payment Method

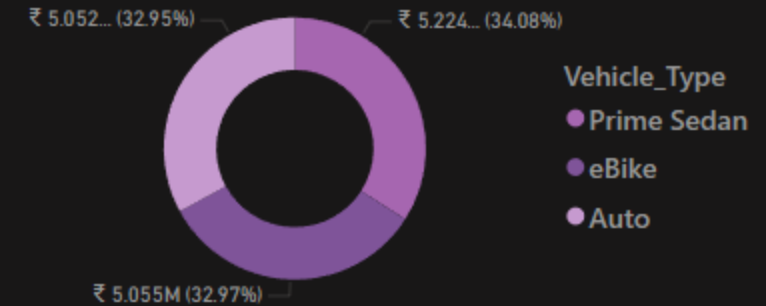


01 July... 02 July... 03 July... 04 July... 05 July... 06 July... 07 July... >

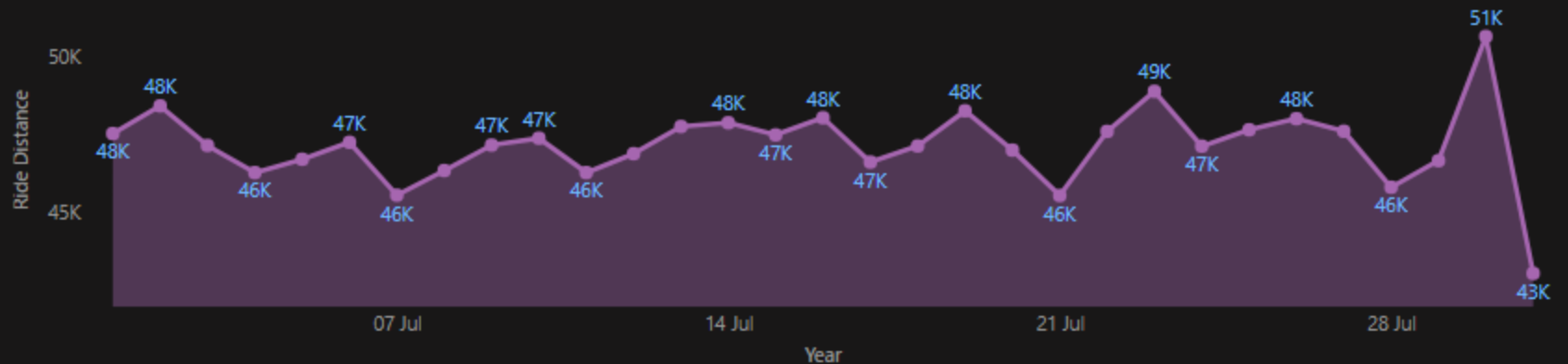
Top 3 Vehicle Percentage

43.70%

Top 3 Vehicle Types



Distribution of Ride Distance Over Day



🏠 Analysis of OLA Bookings for July 2024



Overall



Vehicle Type



Revenue



Cancellation



Ratings

Total No of Bookings

103.02K

Lost Money Value

₹ 21.45M

Total No of Cancelled Bookings

39.06K

Cancellation Rate

37.91%

Booking Lapse due to unavailability of Driver

10.12K

01
July...

02
July...

03
July...

04
July...

05
July...

06
July...

07
July...

08
July...

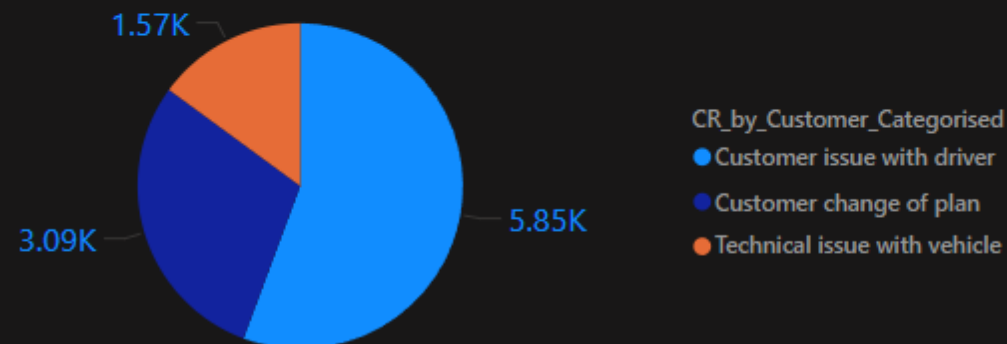
09
July...

10
July...

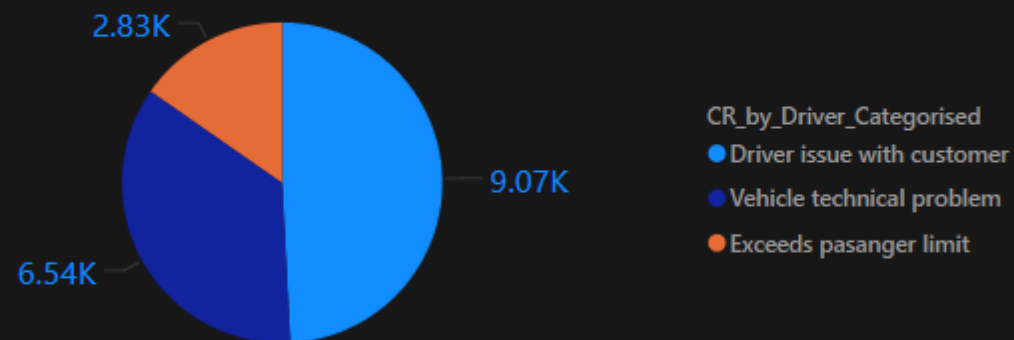
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July...



Cancelled Rides by customers



Cancelled Rides by Drivers





Overall



Vehicle Type



Revenue





Cancellation







Ratings

Driver Ratings

						
Prime Sedan	Prime SUV	Prime Plus	Mini	Auto	Bike	E-Bike
3.99	4.01	4.00	3.99	4.00	3.98	4.01

Customer Ratings

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

Analysis of OLA Bookings for July 2024

Purpose:

This analysis aims to optimize revenue, reduce cancellations, and enhance customer experience for OLA in July 2024.”

Process:

Cleaned and processed data from multiple sources, primarily using "Excel" for data cleaning.

Applied "SQL queries" for data manipulation and visualized trends using "Power BI".

Key Highlights:

Achieved a revenue of ₹35.8M with a 62.09% booking confirmation rate.

Faced a 37.91% cancellation rate, resulting in a ₹21.45M loss of money value.

Peaked booking on July 30 (3.43K) as a highest bookings in a day in July and July 31st(3.07K) provided the lowest bookings of July month with an average of 3.32K bookings per day.

The daily bookings deviate by Standard Deviation 69.19 from the mean of 3323.35 suggesting that the bookings are fairly consistent on a daily basis with moderate variation around the average.

Prime Sedan, E-bike, and Auto generated 43.70% of total revenue, indicating key areas for targeted marketing.

Cash remains the top transaction method (₹19.3M), followed by UPI (₹14.2M).

Cancellation Analysis:

Out of 103.02K bookings, 39.06K were cancelled.

Driver Unavailability: 10.12K cancellations.

Driver Cancellations: 18.44K cancellations.

Customer Cancellations: 10.51K cancellations.

Top Reasons for Cancellations:

Conflict between Driver and Customer: 14.92K cancellations.

Vehicle Technical Issues: 9.63K cancellations.

Customer Change of Plans: 3.09K cancellations.

Passenger Limit Exceeded: 2.83K cancellations.

Analysis of OLA Bookings for July 2024

Actionable Insights:

- Optimise Revenue: Top 3 Vehicles such as Prime Sedan, E-bike, and Auto owns 43.70% of Total revenue thus targeted locations with these vehicles can further enhance their revenue share.
- Operational Efficiency: Encourage digital payments to reduce cash handling cost.
- Reducing Cancellations and enhance customer experience:
 - Driver Management: Incentivize drivers, long term partner ships with drivers and enhance driver-customer matching algorithms over region.
 - Customer & Driver Issues: Provide training on code of conduct on duty, steps to follow in case of disagreements with customer make a riding process system driven to the extent possible (Eg: If customer needs an AC, then customer have to enable that option while booking a ride).
 - Offer rewards, Discounts to users who have maintained their travel streak with ola on a daily basis for x no of days.
 - Maintenance: Implement regular vehicle checks to avoid technical issues.
 - To turnout booking cancellations positive: Improve booking information and refund policies such as turning booking value to vouchers incase of cancellation of booking after 5 mins of Booking by customer.

With these insights, I aim to contribute to data-driven decisions that drive business success, enhance operational efficiency, and improve customer satisfaction.

If you are in the Last slide of the Presentation
Comment your views on analysis

Darshan.Rajeev.Naik
Email:naikdarshan221@gmail.com

Thank You!!