OLA

Booking Data Analysis OF JULY 2024

ABOUT US

Ola is India's largest mobility platform and one of the world's largest ride-hailing companies, serving 250+ cities across India, Australia, New Zealand, and the UK. The Ola app offers mobility solutions by connecting customers to drivers and a wide range of vehicles across bikes, auto-rickshaws, metered taxis, and cabs, enabling convenience and transparency for hundreds of millions of consumers and over 1.5 million driver-partners.
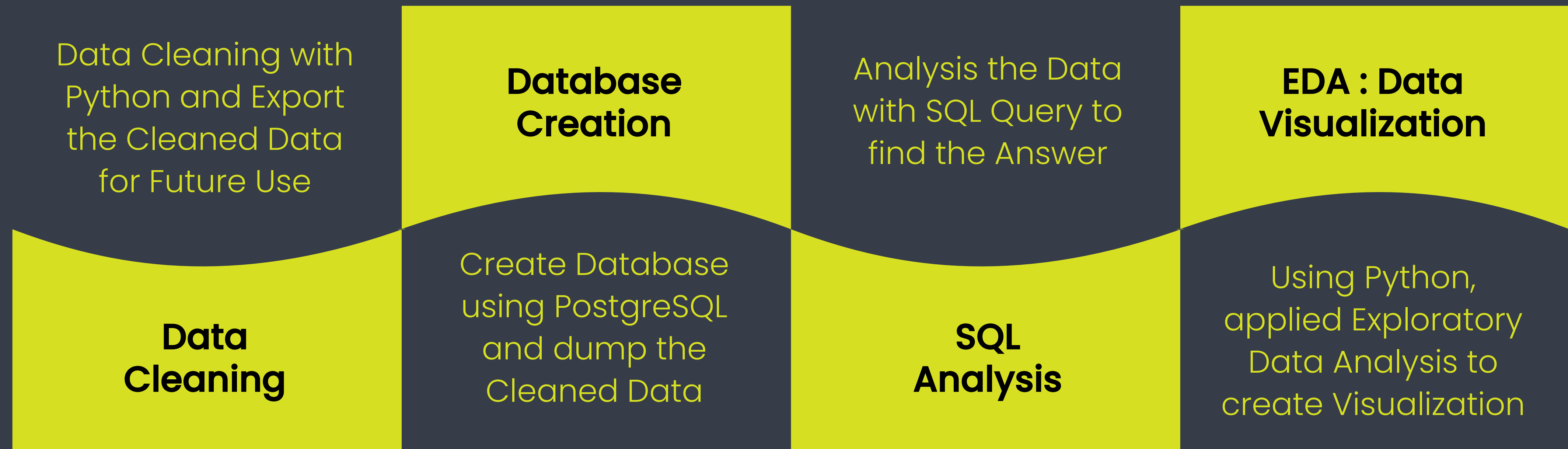
SQL ANALYSIS

SQL Analysis Result

Retrieve all successful bookings : Here, we have shown successful bookings by Booking ID. [** Due to limited space, we have shown 10 data only **]

	Booking_ID character varying 🔒	Booking_Status character varying 🔒
1	CNR2940424040	Success
2	CNR2982357879	Success
3	CNR1797421769	Success
4	CNR8787177882	Success
5	CNR3612067560	Success
6	CNR4787583516	Success
7	CNR7943634301	Success
8	CNR4524472111	Success
9	CNR8181602032	Success
10	CNR8090918544	Success

SQL Analysis Result

Find the average ride distance for each vehicle type : Here, we have shown average ride distance by Vehicle Types. Average ride distance measured in Km. **"Prime Sedan"** covered the **most average distance, i.e. 15.76 KM.**

	Vehicle_Type character varying 🔒	avg_ride_distance numeric 🔒
1	eBike	15.5805885529157667
2	Auto	6.2380887834632328
3	Bike	15.5330787068612740
4	Prime Sedan	15.7649391678429791
5	Prime Plus	15.4474739919766098
6	Mini	15.5101017042330951
7	Prime SUV	15.2745138178096213

SQL Analysis Result

Get the total number of cancelled rides by customers : Here, we have shown total number of cancelled rides by customers, **i.e. 10499.**

	no_of_canceled_rides 🔒 bigint
1	10499

SQL Analysis Result

List the top 5 customers who booked the highest number of rides : Here, we have shown top 5 customers who booked the highest number of rides . **Customer ID – CID954071** booked the greatest number of rides, **i.e. 5.**

	Customer_ID character varying 🔒	total_rides bigint 🔒
1	CID954071	5
2	CID387617	4
3	CID356460	4
4	CID836942	4
5	CID309168	4

SQL Analysis Result

Get the number of rides cancelled by drivers due to personal and car-related issues :
Here, we have shown the number of rides cancelled by drivers due to personal and car-related issues, i.e. 6542.

	count_canceled_by_driver 🔒 bigint
1	6542

SQL Analysis Result

Find the maximum and minimum driver ratings for Prime Sedan bookings : Here, we have shown the maximum and minimum driver ratings for Prime Sedan bookings. The minimum rating was : 3.0 & maximum rating was : 4.9

	minimum_rating text	maximum_rating text
1	3.0	4.9

SQL Analysis Result

Retrieve all rides where payment was made using UPI : Here, we have shown the all rides where payment was made using UPI. [** Due to limited space, here we have shown 10 results.]

	Date character varying	Time character varying	Booking_ID character varying	Payment_Method character varying
1	30-07-2024	19:59:00	CNR2982357879	UPI
2	13-07-2024	04:42:00	CNR8787177882	UPI
3	27-07-2024	13:18:00	CNR4524472111	UPI
4	16-07-2024	09:54:00	CNR8181602032	UPI
5	02-07-2024	10:25:00	CNR8090918544	UPI
6	09-07-2024	11:11:00	CNR9975925287	UPI
7	19-07-2024	21:18:00	CNR4443921904	UPI
8	25-07-2024	03:44:00	CNR7194303296	UPI
9	15-07-2024	17:11:00	CNR6494005067	UPI
10	14-07-2024	05:25:00	CNR7142279862	UPI

SQL Analysis Result

Find the average customer rating per vehicle type : Here, we have shown the average customer ratings per vehicle type. **"Prime Sedan"** had the **highest average customer ratings : 2.52**

	Vehicle_Type character varying 🔒	avg_customer_rating numeric 🔒
1	eBike	2.4708760799136069
2	Auto	2.4843849542527957
3	Bike	2.4877574682853635
4	Prime Sedan	2.5227465214761041
5	Prime Plus	2.4740735704086489
6	Mini	2.4823735568993953
7	Prime SUV	2.4550255885363357

SQL Analysis Result

Calculate the total booking value of rides completed successfully : Here, we have shown the total booking value of rides completed successfully.
Total booking was - 32829985

|	total_booking numeric 🔒
1	32829985

SQL Analysis Result

List all incomplete rides along with the reason : Here, we have shown the list of all incomplete rides along with the reason. [** Due to limited space, here we have shown 10 results.]

	Booking_ID character varying 🔒	Incomplete_Rides character varying 🔒	Incomplete_Rides_Reason character varying 🔒
1	CNR7153255142	Yes	No
2	CNR2395710036	Yes	No
3	CNR5374902489	Yes	No
4	CNR5030602354	Yes	No
5	CNR6328453219	Yes	No
6	CNR3914552212	Yes	No
7	CNR3211335290	Yes	No
8	CNR4306636052	Yes	No
9	CNR6003663433	Yes	No
10	CNR2998177390	Yes	No

【 EDA - Visualization 】

Python EDA - Visualization

Ride Volume Over Time : A time-series chart showing the number of rides per week ›››


Number of Rides per Week
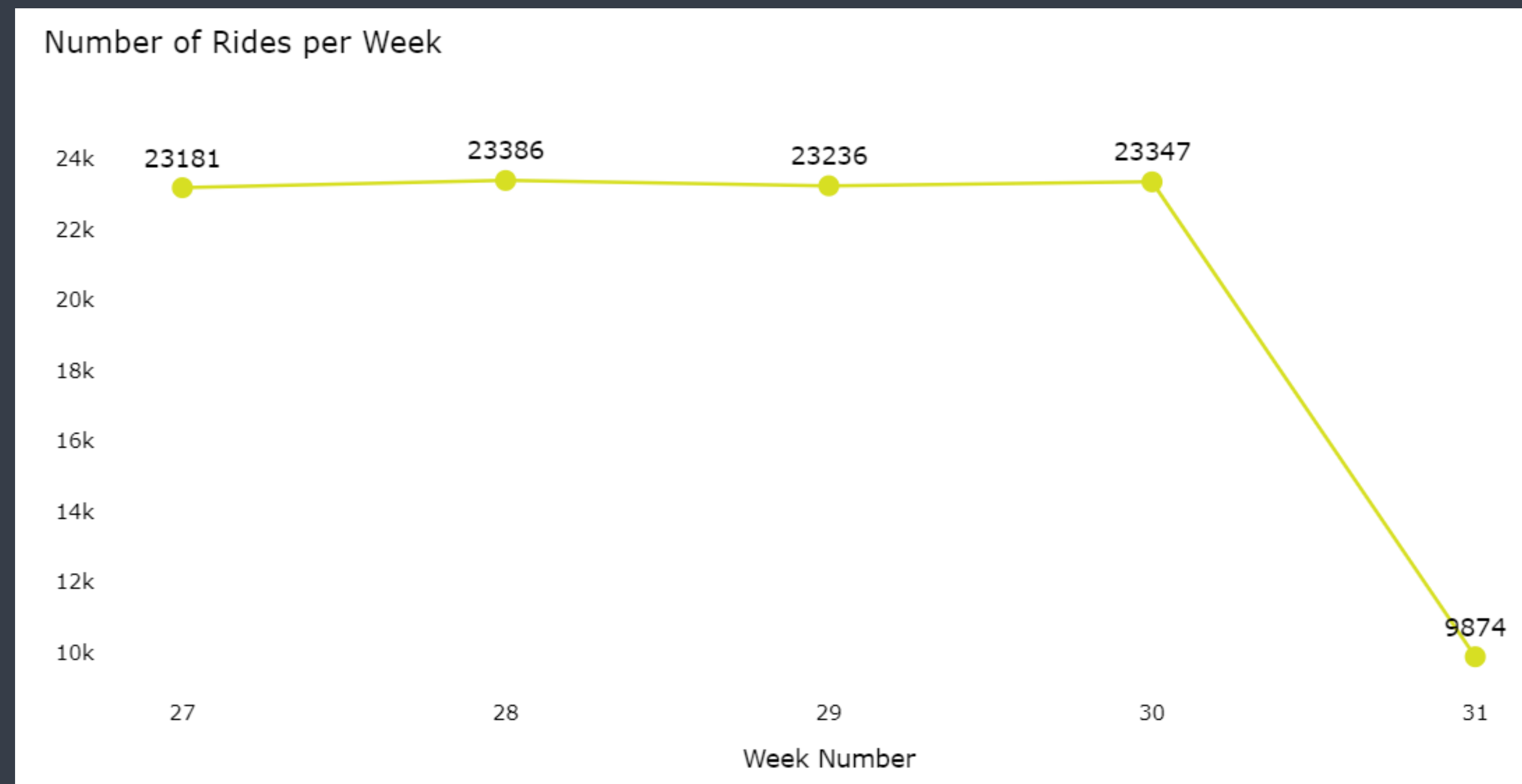
July 2024

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

** Note : Week No. 31 had only three days. So, the number of rides naturally lower than other weeks.

Python EDA - Visualization

Booking Status Breakdown : A pie or doughnut chart displaying the proportion of different booking statuses (success, cancelled by the customer, cancelled by the driver, etc.).


Booking Status Breakdown
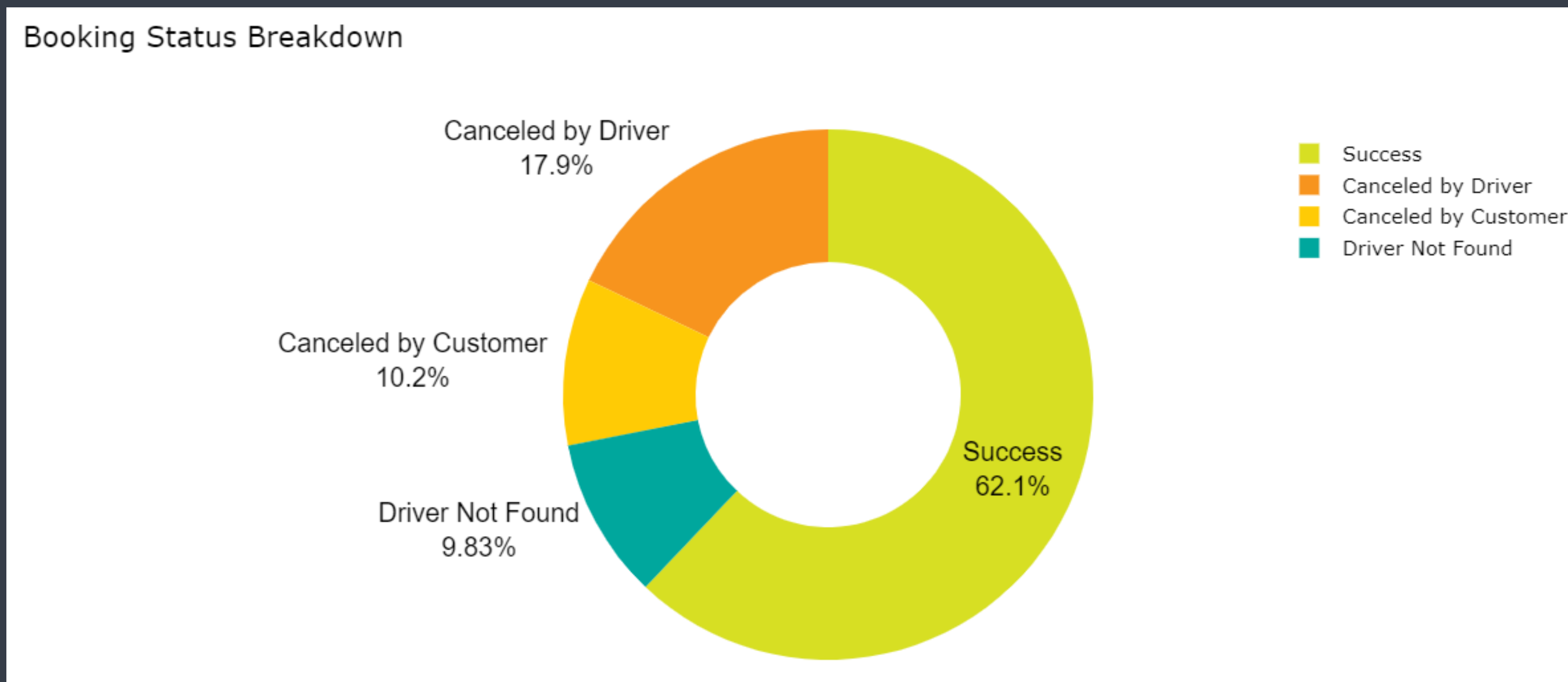
** Note : Booking status – "Success" had most percentage, i.e. 62.1 %

The next one was "Cancelled by Driver", i.e. 17.9 %, which mean, in some cases might be driver did not want to go to the destination or some problems occurred due to booking issue with customers.

Python EDA - Visualization

**Top 5 Vehicle Types by Ride Distance :** A bar chart ranking vehicle types based on the total distance covered.
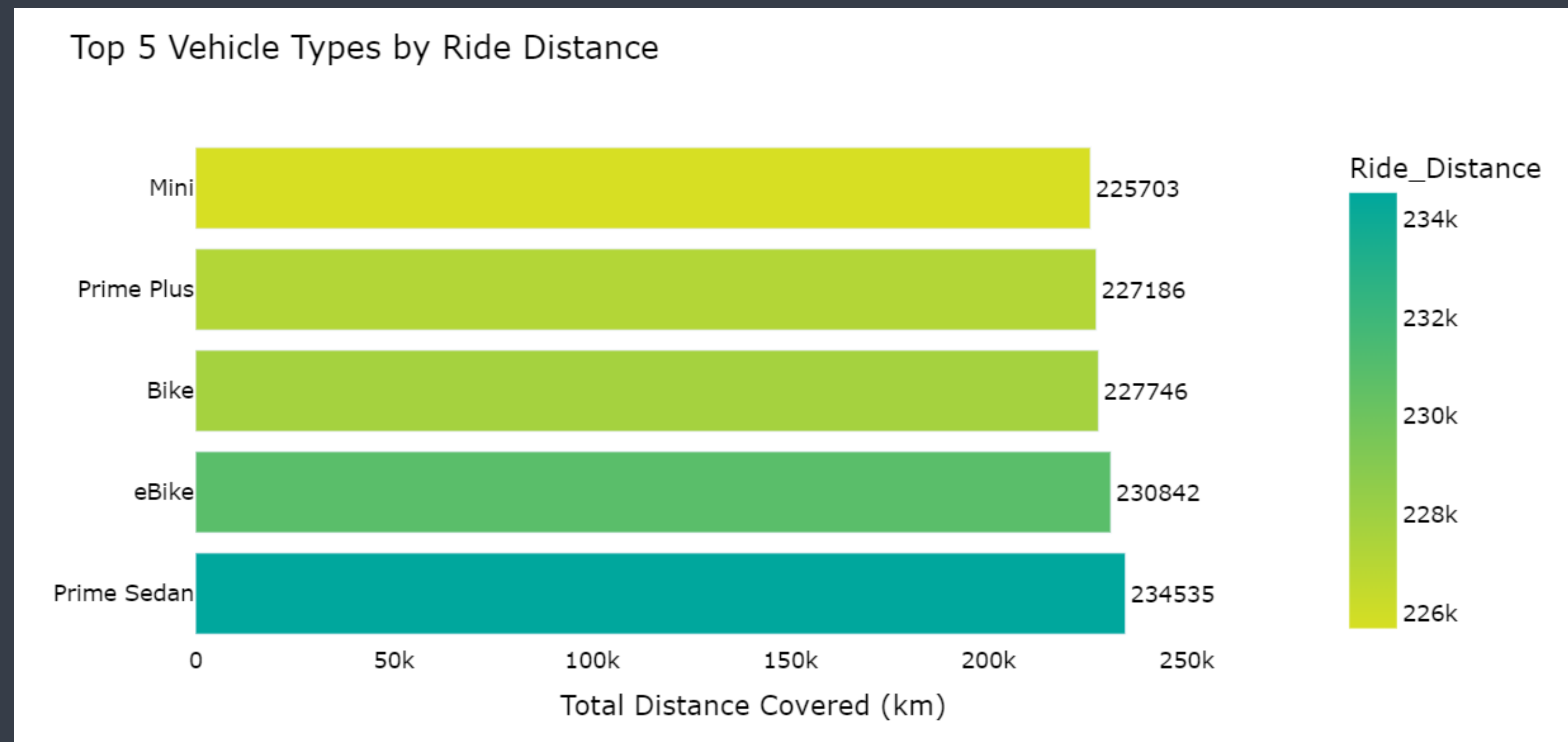
** Note : "Prime Sedan" covered more distance than other vehicle types. It covered **234535 KM**

Python EDA - Visualization

Cancelled Rides Reasons : A bar chart that highlights the common reasons for ride cancellations by customers and drivers.

Occurences of Cancelled Rides Reasons: Customer vs Driver

variable
- Customer_Count
- Driver_Count
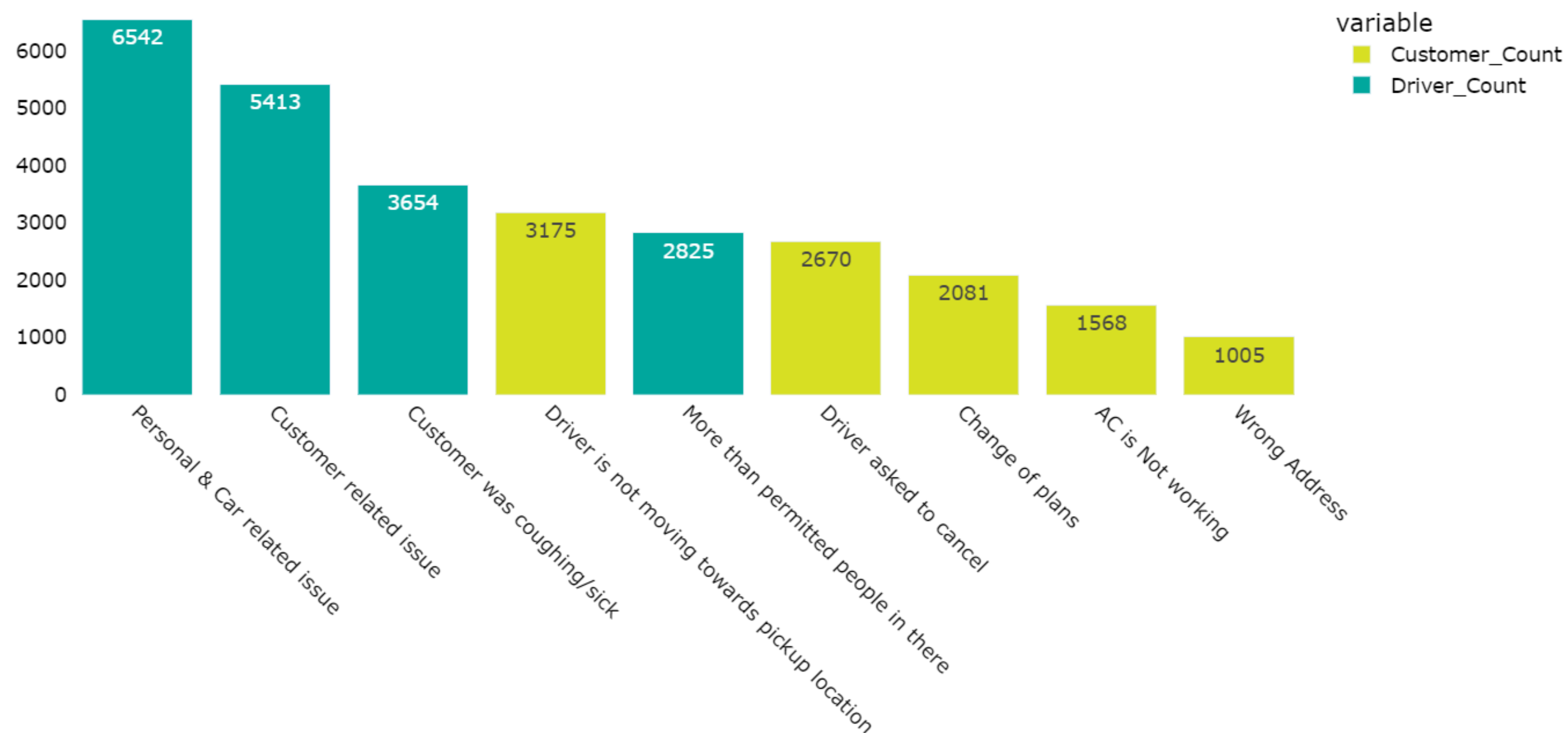
** Note : "Personal & Car related issue" was the most frequent reason for cancellation by Driver, which happened **6542** times.

"Driver is not moving towards pickup location" was the most frequent reason for cancellation by Customer, which happened **3175** times.

Python EDA - Visualization

Revenue by Payment Method : A multi-line chart displaying total revenue based on payment methods (Cash, UPI, Credit Card, etc.)
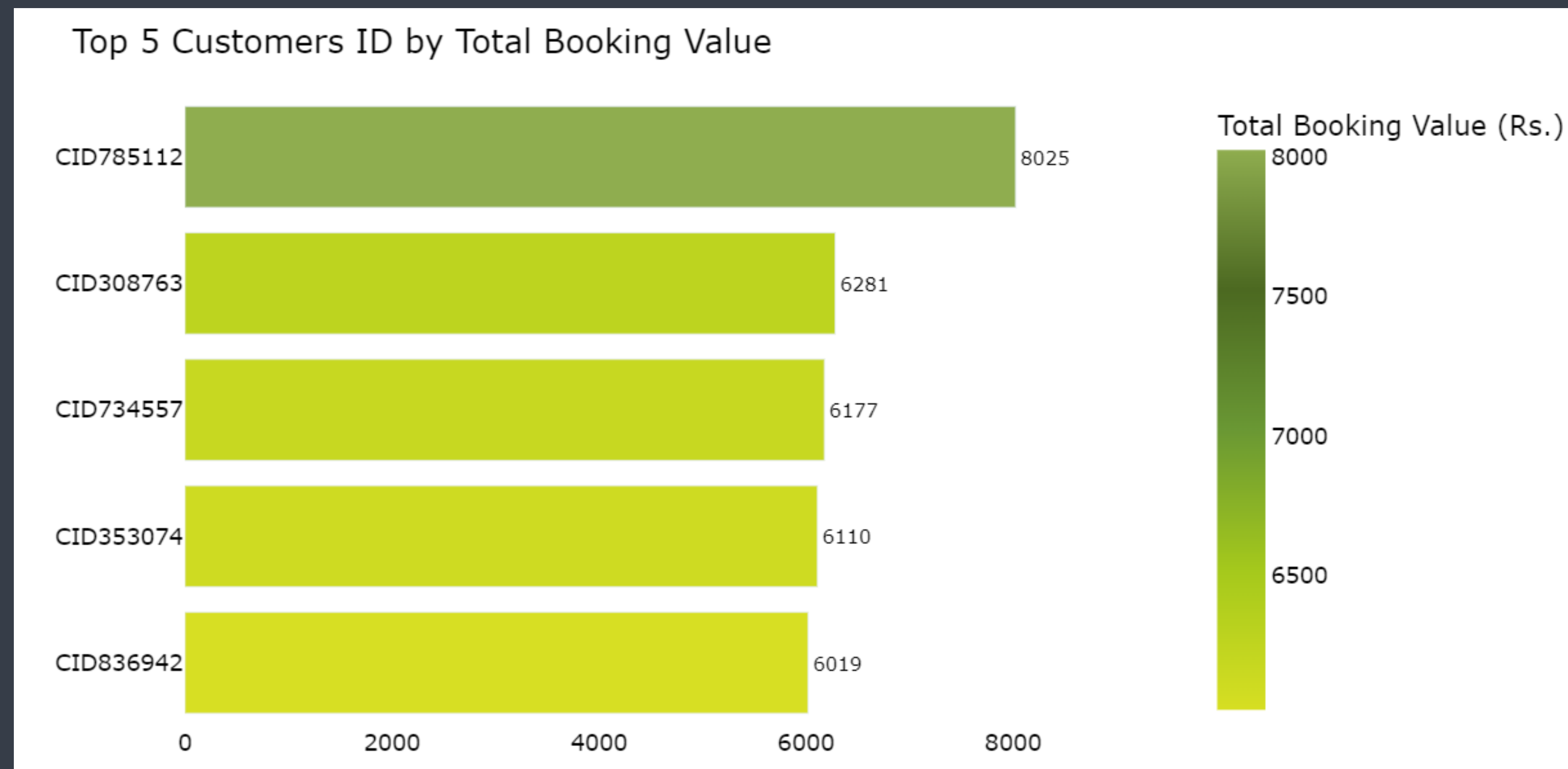

Revenue Trends by Payment Method
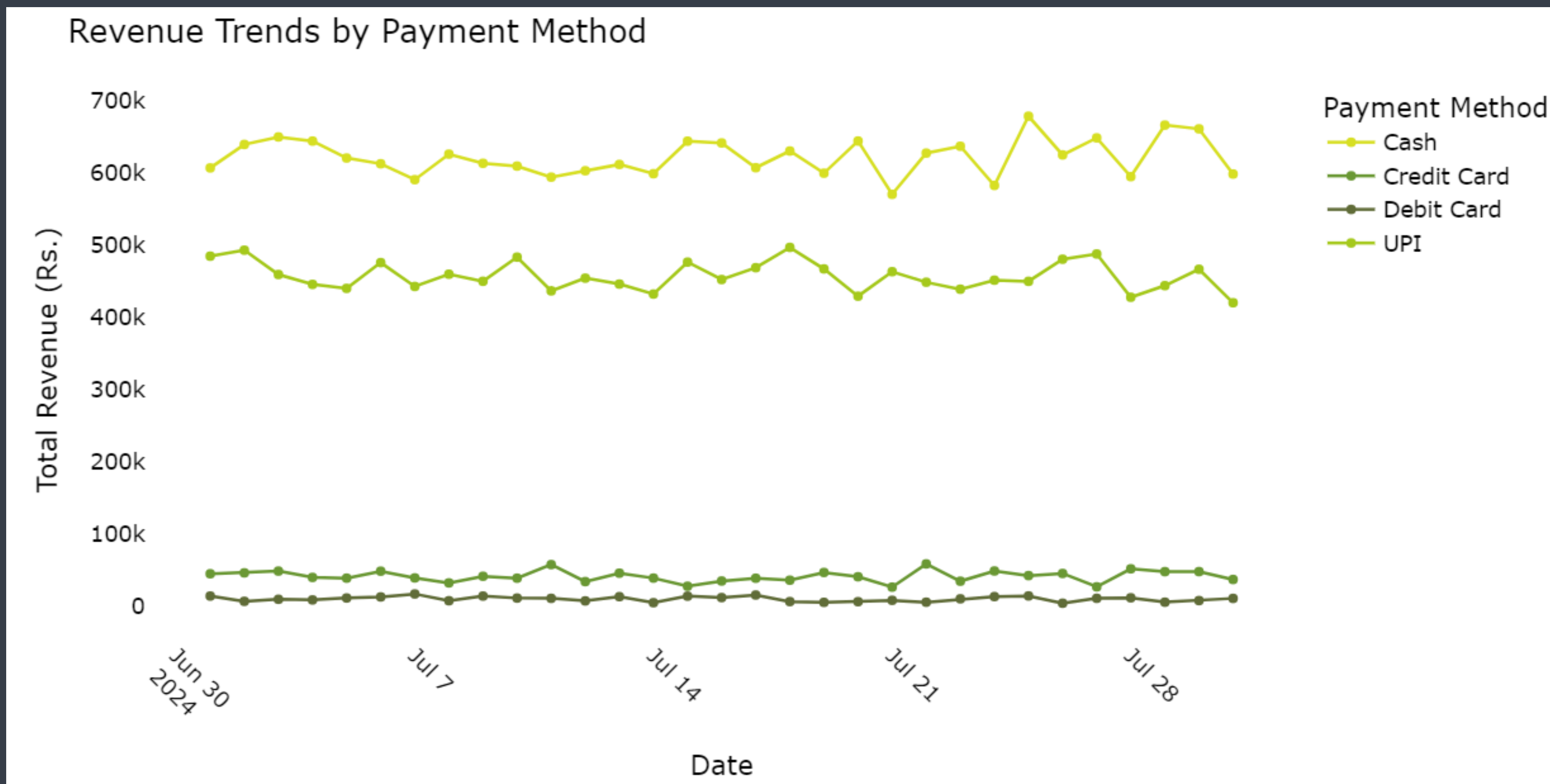
** Note : "Cash" was the mostly trending revenue generator and the next one was "UPI".

Where as "Debit & Credit Card" was least responsible for revenue generator.
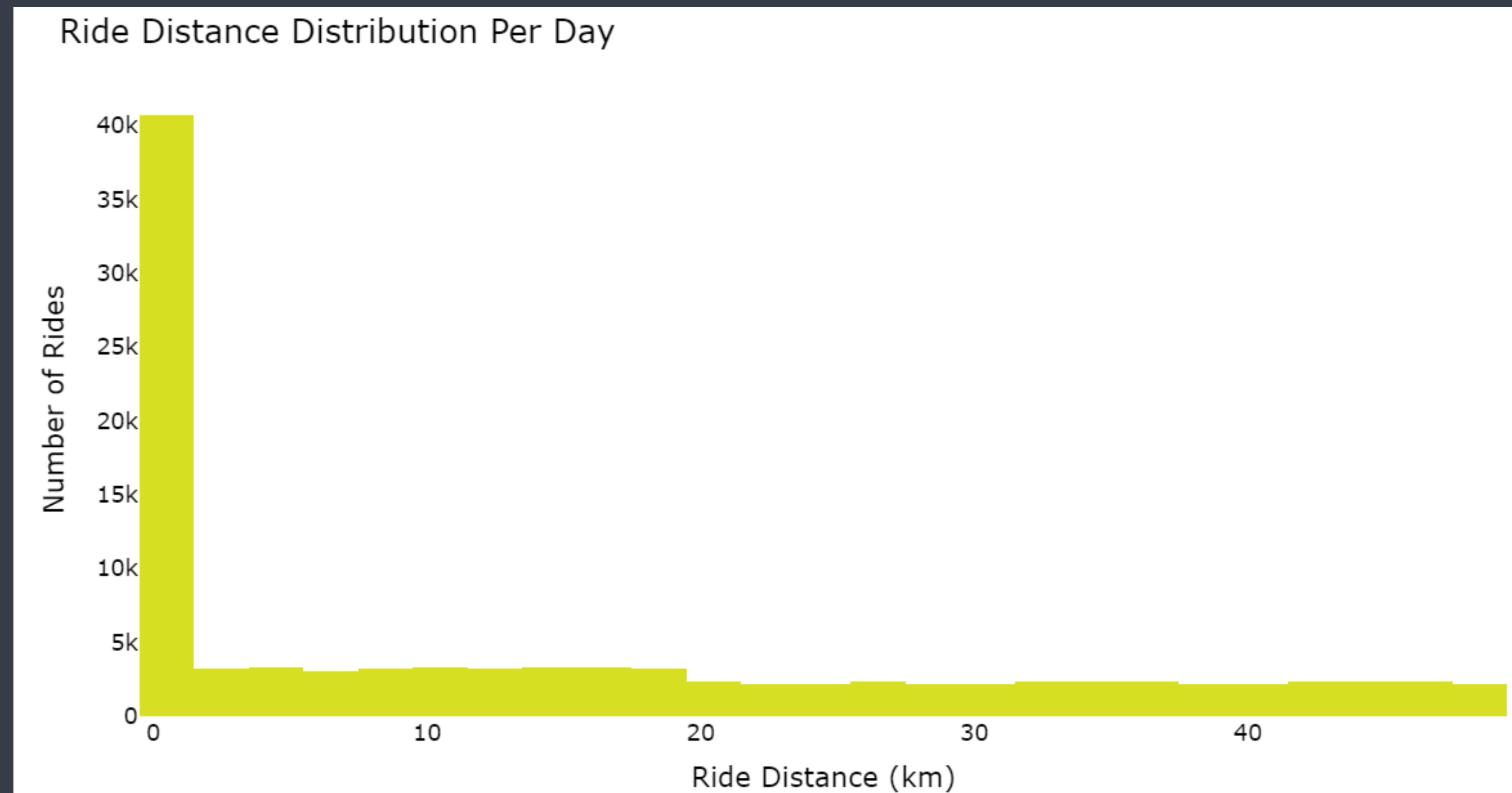
Python EDA - Visualization

Top 5 Customers by Total Booking Value : A leaderboard visual listing customers who have spent the most on bookings.

** Note : "CID785112" was the top customer with highest booking values, i.e. Rs. 8025.
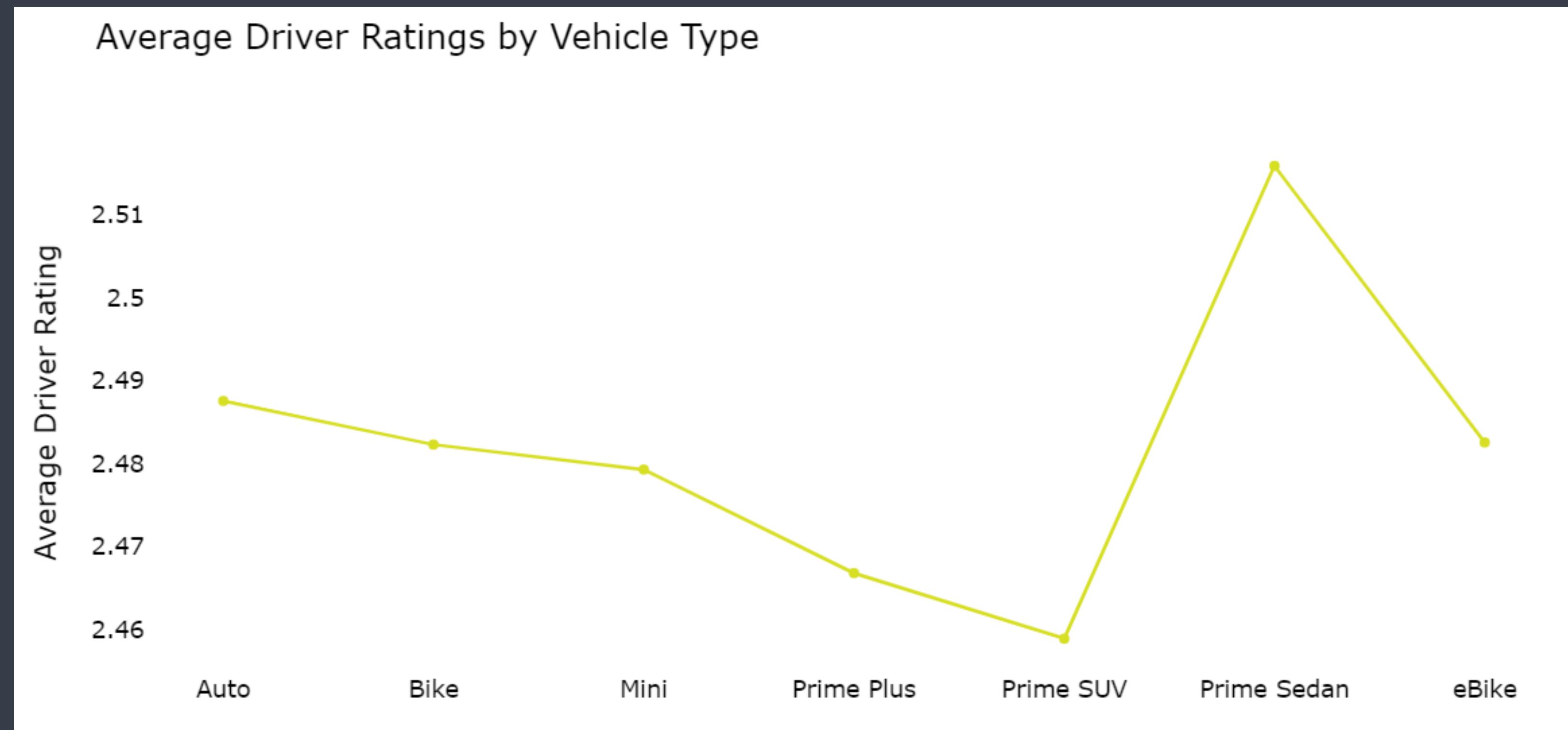
Python EDA - Visualization

Ride Distance Distribution Per Day : A histogram showing the distribution of ride distances for different Dates.

Ride Distance Distribution Per Day

** Note : Between "0 to 1 KM", more than 40K rides booked. So, we assume that, up to 1 KM, most passengers travelled by OLA in July.

Python EDA - Visualization

**Driver Rating Distribution :** A line chart visualizing the spread of driver ratings for different vehicle types.

Average Driver Ratings by Vehicle Type

** Note : "Prime Sedan" got **highest average** Driver's rating among all vehicle types.

Where as, "Prime SUV" got **average lowest rating** by Drivers.

Python EDA - Visualization

Customer Rating Distribution : A line chart visualizing the spread of customer ratings for different vehicle types.


Average Customer Ratings by Vehicle Type
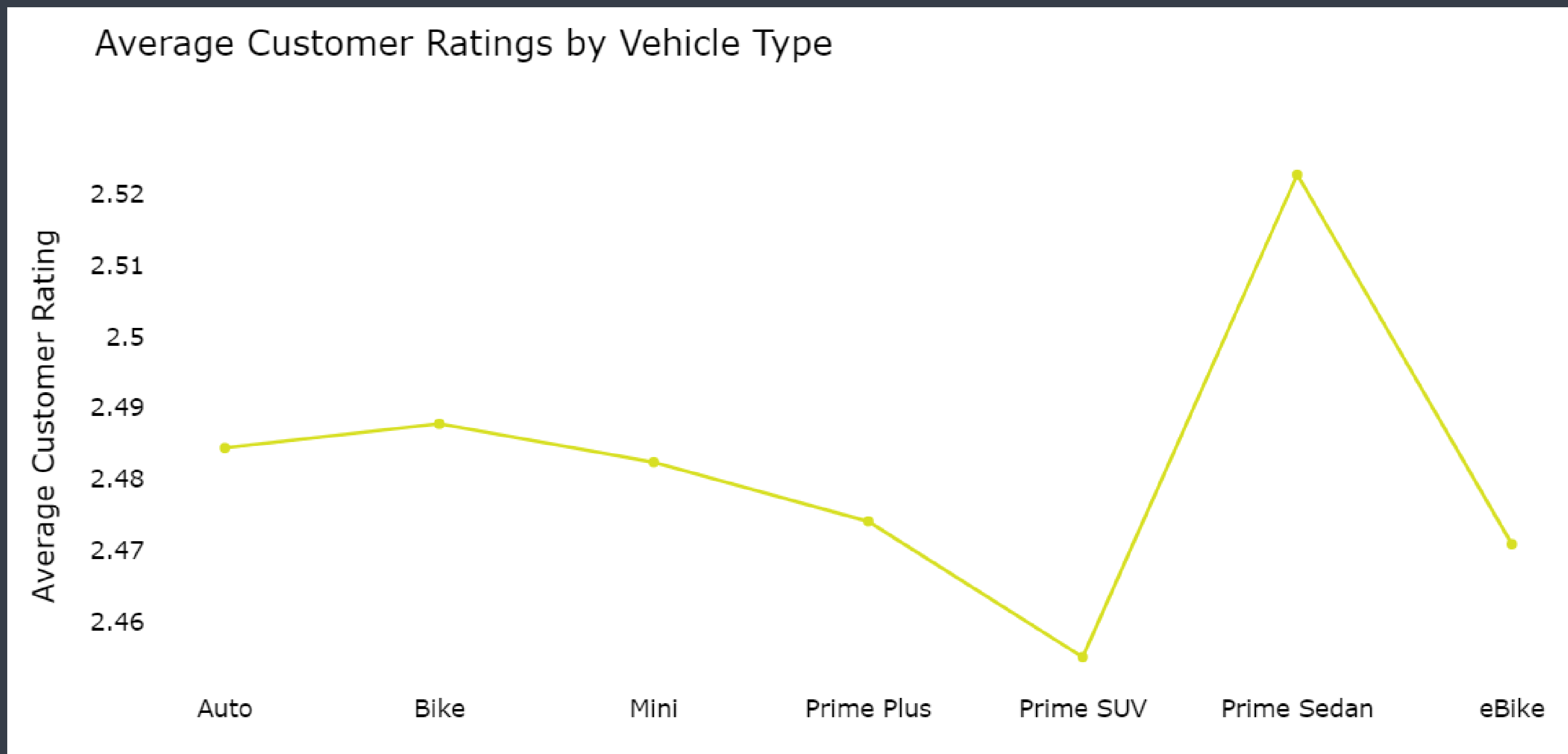
** Note : "Prime Sedan" got highest average Customer's rating among all vehicle types.

Where as, "Prime SUV" got average lowest rating by Customers.

Python EDA - Visualization

Customer vs. Driver Ratings : A line plot comparing customer and driver ratings for completed rides

Driver and Customer Ratings for Completed Rides by Vehicle Type
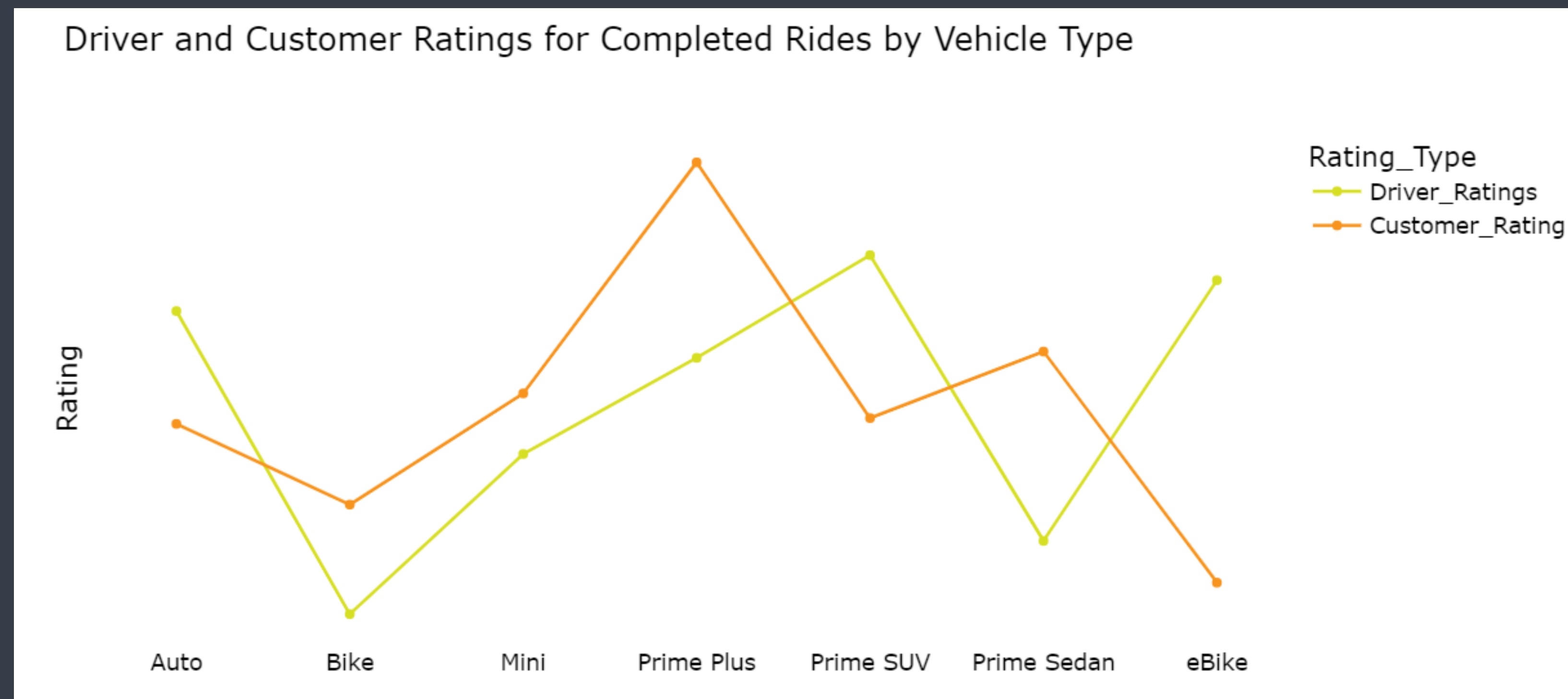
** Note : For 'Completed' Rides, Driver's **highest rating** was for "Auto", "Prime SUV" & "e-Bike".

Where as, Customer's **highest rating** was for "Prime Plus" & "Prime Sedan".

SUMMARY

Here, with OLA booking dataset of July 2024, we have analyzed various section of business problems. We have gone through total rides in KM for each vehicle types, revenues by vehicle types, revenues by each customer, ratings of rides by drivers and customers, count of each type of booking status etc. Also, we have shown various graphs to easily understand the scenario of OLA cab rides in July 2024.

THANK YOU!

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