

**India’s Largest Cab Booking Service.**

***#ChaloNiklo***

Ola, founded in 2010, is one of India's leading ride-hailing companies, transforming urban mobility through its tech-driven platform. The company connects millions of riders with drivers via its mobile app, offering a range of vehicle categories, including autos, cabs, bike taxis, electric vehicles, and premium options like Prime SUVs. Its services are designed to cater to diverse customer needs, ensuring convenience, affordability, and accessibility.

Operating in over 250 cities in India and expanding to international markets, Ola has become a household name for transportation solutions. It provides features like live tracking, cashless payments, and multiple ride options, making commuting hassle-free. Ola’s mission is to redefine urban mobility by leveraging technology to create a seamless travel experience.

Customer-centricity lies at the core of Ola's operations, with services tailored to meet the preferences of its users. Its platform ensures safety, affordability, and reliability by using data analytics to optimize routes, pricing, and driver allocations. Ola continuously innovates by using insights derived from customer feedback and operational data to enhance user experiences.

This project uses data inspired by Ola’s operations to analyse trends, identify patterns, and derive actionable recommendations. By focusing on ride patterns, cancellations, and customer feedback, the analysis aims to showcase how data plays a crucial role in improving operational efficiency and customer satisfaction in the mobility sector.

**ABOUT**

* Customers prefer specific vehicle types (e.g., Mini or Prime SUV) based on factors like budget, group size, and comfort.
* Customers cancel rides primarily due to driver delays, mismatches in expectations, or sudden changes in plans.
* Customers who complete rides are more likely to provide ratings and feedback compared to those who cancel.
* Drivers may cancel rides due to personal issues, incorrect customer details, or operational challenges like traffic.
* Average travel and arrival times (VTAT and CTAT) vary based on traffic conditions, time of day, and location.
* Operations are focused on a single state (e.g., Maharashtra), but ride demand varies across cities and regions.

**ASSUMPTIONS**

* What factors contribute to high cancellation rates by drivers and customers, and how can these be reduced to improve customer satisfaction?
* What are the key drivers of low customer ratings, and how can Ola improve the ride experience based on feedback?
* How can Ola predict ride demand in specific areas during different times of the day or events (e.g., weekends, match days)?
* Which vehicle categories (e.g., Mini, Prime SUV) are the most profitable, and how can their utilization be increased?
* Why do certain regions or cities perform better or worse in terms of ride volumes, cancellations, or customer satisfaction?

**BUSINESS PROBLEMS**

* Customers give higher ratings for shorter rides or when the vehicle arrives within the expected time (low VTAT and CTAT).
* Cancellation reasons provided by customers often involve operational inefficiencies like delays or incorrect pickup locations.
* Drivers are more likely to cancel rides in low-demand areas or due to long-distance pickup requests.
* Higher VTAT and CTAT values lead to lower customer satisfaction and increased ride cancellations.
* Longer rides are more likely to result in incomplete rides due to breakdowns or customer dissatisfaction.
* High-value vehicle categories (e.g., Prime SUV) contribute disproportionately to total revenue compared to lower-value categories.
* Demand is highest during evenings compared to mornings and weekdays.
* Drivers with consistently high ratings have a higher ride completion rate compared to drivers with lower ratings.

**HYPOTHESIS**

1. Which hours of the day have the highest ride cancellations by customers?
2. What is the relationship between VTAT/CTAT and customer ratings?
3. How does demand vary by day of the week?
4. What are the top cancellation reasons given by customers?
5. Which vehicle types are most preferred by customers?
6. What are the top cancellation reasons given by drivers?
7. On which side more cancellations are made customer or driver?
8. Are there specific locations where drivers cancel more rides?
9. What is the distribution of VTAT and CTAT for successful rides?
10. Which locations have the highest average wait times (VTAT and CTAT)?
11. How do cancellation rates differ across weekdays and weekends?
12. What is the revenue contribution of each vehicle type?
13. Which dates have the highest ride demand?
14. Are there any pickup locations with consistently high demand?
15. What is the most popular vehicle type during peak hours?
16. What is the average ride distance for each vehicle type?
17. Do customers with higher ratings tend to book premium vehicles?
18. How does ride demand vary based on the time of day (morning, afternoon, evening)?
19. What is the average ride distance for successful versus cancelled rides?
20. What is the average fare for successful rides across different vehicle types?

**QUESTIONS TO BE ANALYSED BASED ON HYPOTHESIS**

A graph of a number of people

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* 9 AM has the highest number of cancellations (376), followed by 8 PM (370) and 4 AM (363).
* Early morning hours (e.g., 4 AM, 7 AM, and 8 AM) and late evening hours (e.g., 8 PM) also exhibit significant cancellations.
* High cancellations around 7–9 AM may reflect last-minute changes in plans or delays in commute schedules.
* Elevated cancellations during evening hours (e.g., 8 PM) could be due to shifts in social plans or fatigue after work.
* Early Morning (4 AM) Cancellations at this time might indicate disruptions in planned trips, such as flights or early commutes.
* Identify reasons behind peak-hour cancellations (e.g., driver unavailability, late arrivals, or changed customer preferences).
* Optimize resource allocation during high-cancellation windows to reduce the impact on operations.
* **FINDING 1 :**

**FINDINGS OF QUESTIONS TO BE ANALYSED BASED ON HYPOTHESIS**

* The correlation coefficients between Avg VTAT (Vehicle Time at Arrival Time), Avg CTAT (Customer Time at Arrival Time), and Customer Ratings are close to zero.
* Avg VTAT and Customer Ratings: 0.002129
* Avg CTAT and Customer Ratings: -0.000140
* Customer ratings are not significantly influenced by VTAT or CTAT.
* This suggests that customers may prioritize other factors, such as driver behaviour, vehicle condition, or the overall experience, over wait times.
* VTAT and CTAT are operational metrics that might not have a direct relationship with subjective customer feedback like ratings.
* While VTAT and CTAT do not strongly correlate with ratings, reducing wait times could still improve customer satisfaction indirectly by minimizing complaints or cancellations.
* **FINDING 2 :**
* **FINDING 3 :**

A graph of a number of people

Description automatically generated with medium confidence

* Friday experiences the highest demand, likely due to increased travel for social or leisure activities.
* Monday to Thursday (17,344–17,471 rides) Demand remains consistently high during the workweek, reflecting commuting or work-related travel patterns.
* Saturday (17,274 rides) Demand drops slightly compared to weekdays, suggesting a shift in purpose from work to leisure or social activities.
* Sunday (16,622 rides) Sunday sees the lowest demand, possibly due to fewer activities or as a rest day for many.
* Despite being a weekday, Tuesday records relatively lower demand compared to other weekdays, potentially due to mid-week work routines stabilizing.
* More vehicles might be needed on Fridays to handle the peak demand, while resources can be reallocated for Sundays.
* Offering discounts or incentives on low-demand days like Sunday could encourage more bookings.

A graph of a bar

Description automatically generated with medium confidence

* Change of Plans (1,725 cancellations) is the leading reason, suggesting a high degree of last-minute variability in customer schedules.
* AC is not working (1,688 cancellations) this highlights the importance of vehicle condition, especially for 4-wheelers, in customer satisfaction and retention.
* Driver is not moving towards the pickup location (1,687 cancellations) this indicates customer frustration with perceived delays or lack of responsiveness from drivers.
* Wrong Address (1,656 cancellations) miscommunication or errors in address entry remain a significant problem, calling for improved location input mechanisms.
* Driver Asked to Cancel (1,632 cancellations) this points to instances where drivers indirectly cause cancellations, affecting customer experience.
* Addressing issues like non-functional AC and drivers not moving towards pickups can help reduce cancellations.
* Implementing better real-time tracking and accurate location pinning can minimize cancellations due to wrong addresses.
* Encouraging drivers to avoid asking customers to cancel can enhance trust and reliability.
* **FINDING 4 :**

A graph of different types of vehicles

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* Prime Plus with 17,317 rides, this vehicle type tops the list, indicating its popularity among customers, likely due to comfort, reliability, or additional features.
* Auto close behind with 17,312 rides, suggesting affordability and convenience make it a strong contender for short trips or budget-conscious customers.
* Mini and Bike: Mini (17,298) and Bike (17,190) are similarly popular, showing demand for both small cars and quick, cost-effective bike rides.
* Prime Sedan and eBike: While slightly less popular, Prime Sedan (17,128) and eBike (17,127) still maintain a significant share, reflecting diverse customer preferences for both premium and eco-friendly options.
* The close competition in numbers across vehicle types suggests a diverse customer base with varying preferences for cost, comfort, speed, and environmental consciousness.
* Focus on maintaining high service standards across all categories, especially for Prime Plus and Auto, as they dominate customer choices.
* **FINDING 5 :**

A graph of a number of people

Description automatically generated with medium confidence

* The top reason, cited 5,487 times, indicates cases where customers attempted to book rides with more passengers than allowed.
* A significant number of cancellations (5,477) were due to customers appearing sick or coughing, possibly linked to driver concerns over health safety, particularly post-pandemic.
* Personal or car-related issues (5,433) account for a large proportion, which suggests operational or vehicle maintenance challenges.
* Customer-related issues (5,402) such as delays, misbehaviour, or disputes also contributed to cancellations.
* Ensure clear communication regarding passenger limits during booking to minimize confusion and cancellations.
* Provide training and support for drivers in handling health-related concerns effectively. Offering sanitation kits or mandatory masks for customers could help reduce cancellations related to perceived health risks.
* Address operational challenges by offering periodic vehicle inspections and financial assistance for maintenance if needed.
* **FINDING 6 :**

A graph of a number of green and blue squares

Description automatically generated with medium confidenceA graph of a number of locations

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* Majority of Cancellations are by Drivers
* Driver Cancellations: 21,799 cancellations (72.2% of total).
* Customer Cancellations: 8,388 cancellations (27.8% of total).
* Drivers may cancel due to long wait times, unprofitable ride distances, or inconvenient pickup locations.
* Delays, incorrect ride requests, or lack of communication with customers could also lead to cancellations.
* Customers likely cancel due to delays, change of plans, or dissatisfaction with the assigned vehicle or driver.
* The higher rate of driver cancellations suggests a need to evaluate driver incentives, ride assignment algorithms, and operational logistics to reduce cancellations.
* Customer cancellations might be minimized through improved transparency in estimated time of arrival (ETA) and clear communication during the booking process.
* **FINDING 7 :**
* Location 45 has the highest number of driver cancellations (501), followed by Location 11 (494) and Location 28 (482).
* These locations consistently rank high in driver cancellations, indicating possible challenges unique to these areas.
* Certain pickup locations may be situated in areas with heavy traffic, making it difficult for drivers to reach on time.
* Drivers may perceive rides from these locations as less profitable due to shorter distances or lower fare expectations.
* Identifying and addressing specific challenges in these high-cancellation locations can improve operational efficiency.
* This could include better incentives for drivers, educating customers, or operational adjustments such as dynamic pricing.
* Further analysis of ride patterns, traffic conditions, and customer behaviours in these locations could provide actionable strategies to reduce cancellations.
* **FINDING 8 :**

A graph showing a number of times

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* The VTAT (Vehicle Turnaround Time) distribution is almost symmetrical, with skewness very close to zero.
* This indicates that the majority of VTAT values are evenly distributed around the mean, with no significant tail on either side.
* This balanced distribution suggests that the vehicle turnaround times are fairly consistent for successful rides.
* Like VTAT, the CTAT (Customer Turnaround Time) distribution is also nearly symmetrical, with skewness close to zero.
* This reflects a consistent distribution of customer turnaround times across successful rides, with no extreme delays or short durations significantly affecting the dataset.
* Both VTAT and CTAT distributions being nearly symmetrical indicate operational stability in terms of vehicle availability and customer processing times for successful rides.
* The minimal skewness highlights the absence of significant outliers or anomalies in turnaround times.
* **FINDING 9 :**
* Location 6 has the highest VTAT at 5.3057 minutes, indicating possible vehicle shortages or logistical challenges in this area.
* Location 48 and Location 7 follow with VTATs of 5.1396 minutes and 5.1154 minutes, respectively.
* Other locations such as Location 26, Location 33, and Location 27 also exhibit consistently high wait times, suggesting inefficiencies in vehicle availability.
* Location 22 tops the list with the highest CTAT of 5.1520 minutes, reflecting customer-related delays or higher demand.
* Location 48 appears in both VTAT and CTAT lists, with a CTAT of 5.1205 minutes, pointing to combined challenges in this location.
* Location 25, Location 27, and Location 39 also show high CTAT values, indicating areas where customers experience longer waiting times.
* Locations 6, 10, 26, 27, 44, and 48 appear in both VTAT and CTAT lists, suggesting these are critical areas that require operational improvements to reduce both vehicle and customer wait times.
* Locations with consistently high VTAT and CTAT require targeted interventions, such as increasing vehicle deployment or optimizing dispatch systems, to improve customer satisfaction and operational efficiency.
* **FINDING 10 :**

A screenshot of a graph

Description automatically generated

* Prime Plus contributes the highest revenue of 4,677,474.28, indicating it is likely popular among customers or has higher fares.
* Auto is the second-highest contributor with 4,641,241.68, highlighting its importance in revenue generation despite being a budget-friendly option.
* Prime Sedan and Mini follow closely, contributing revenues of 4,622,444.20 and 4,619,535.54, respectively.
* The eBike has the lowest revenue contribution at 4,501,322.34, which could be due to fewer rides, shorter distances, or lower fares.
* The revenue distribution suggests that premium vehicles (like Prime Plus and Prime SUV) contribute significantly, but affordable options like
* Autos and Bikes are essential for maintaining volume and overall revenue.
* **FINDING 11 :**

A pie chart with numbers and a few different colored circles

Description automatically generated with medium confidence

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* **FINDING 12 :**

A graph showing the price of a stock market

Description automatically generated with medium confidenceA graph of a pickup location

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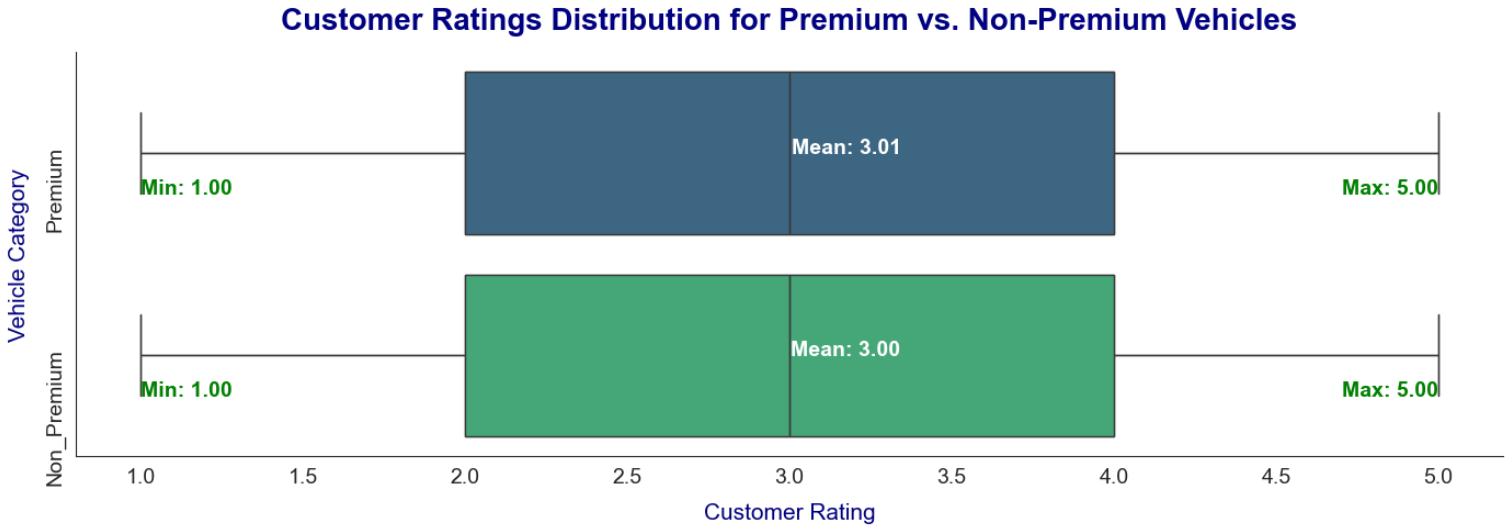
* Date 16 recorded the highest ride demand with 4100 rides, followed by Date 5 with 4061 rides.
* Other high-demand dates include Date 18 (4054 rides) and Date 29 (4042 rides).
* Demand appears relatively consistent across most dates in the month, with a gradual decline toward Date 31, which had the lowest demand (2764 rides).
* Mid-month and end-of-month dates seem to have higher demand, potentially indicating specific patterns tied to events, weekends, or payroll cycles.
* Understanding these high-demand dates can help allocate resources effectively, plan promotions, and improve service reliability.
* **FINDING 13 :**
* Location 11 has the highest demand with 2527 rides, followed closely by Location 45 with 2510 rides.
* Other consistently high-demand locations include Location 30, Location 28 (2496 rides each), and Location 16 (2492 rides).
* The demand across the top locations is balanced, with only slight variations in ride numbers.
* These locations likely serve as key commuting or activity hubs, indicating their importance for operational focus.
* High demand in these areas may require strategic vehicle allocation during peak hours to avoid cancellations or delays.
* **FINDING 14 :**

A graph of different colored bars

Description automatically generated with medium confidenceA graph of a number of vehicles

Description automatically generated

* Among all vehicle types, Prime Plus is the most preferred vehicle type during peak hours, closely followed by Auto.
* This suggests that customers likely prefer premium services (Prime Plus) as well as cost-effective options (Auto) during busy times.
* Vehicle types such as Mini and Bike also have significant demand during peak hours, reflecting a balanced preference for mid-tier services and quick/efficient modes of transportation
* Although they are premium options, Prime SUV and Prime Sedan have slightly lower demand compared to Prime Plus, indicating that customers may prioritize affordability or speed over luxury during peak traffic hours.
* Despite being a relatively niche category, eBike has a demand similar to Prime Sedan, showing its appeal for eco-conscious or single-passenger riders.
* **FINDING 15 :**
* The average ride distances across all vehicle types fall within a very narrow range, from 9.47 km (eBike) to 9.65 km (Bike). This indicates that the differences in ride distances between vehicle types are minimal.
* Bikes have the highest average ride distance (9.65 km), which could be due to their efficiency in navigating traffic and their appeal for relatively long yet affordable rides.
* eBikes have the lowest average ride distance (9.47 km). This might be because eBikes are typically preferred for shorter commutes or eco-friendly travel within compact urban areas.
* Premium vehicles, such as Prime SUV (9.63 km), Prime Sedan (9.62 km), and Prime Plus (9.61 km), fall just below Bikes and Autos in terms of average ride distance. This suggests that these vehicle types are used for moderately long trips but not significantly longer than non-premium options.
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* The average ride distances are very similar across all vehicle types, indicating that ride distance is not strongly influenced by the choice of vehicle type.
* Bikes and Autos are used for slightly longer trips on average, while eBikes are preferred for shorter commutes.
* **FINDING 16 :**



* There is no significant difference in the mean ratings between customers booking Premium and Non-Premium vehicles, with only a 0.01 difference in the average ratings.
* Both categories have the same minimum and maximum ratings, meaning customers who book either type of vehicle can give the full range of ratings (1-5).
* The fact that the mean ratings for both vehicle categories are so close suggests that customers ratings for both Premium and Non-Premium vehicles are similarly distributed. This could mean that, in general, the experience of both vehicle categories is perceived almost equally by the customers.
* Since the mean ratings for Premium vehicles are slightly higher (3.01 compared to 3.00), it could indicate that customers who book Premium vehicles, on average, might have slightly more favourable views, but the difference is minimal and not strong enough to suggest a clear trend.
* In conclusion, the data suggests that there is no strong preference or trend towards premium vehicles among customers with higher ratings based on the given rating range.
* **FINDING 17 :**

A pie chart with numbers and a few percentages

Description automatically generated

* The Night shift (40,299 rides) has the highest demand. This suggests that a significant portion of customers prefer to book rides during the late-night hours, possibly indicating a need for transportation in the city during off-peak hours, for example, for late-night work shifts, social outings, or airport rides.
* The Morning shift (35,001 rides) also has a high number of rides. This could be due to morning commuters heading to work, school, or other early activities. Morning demand is typically high for regular work routines.
* The Afternoon shift (24,996 rides) sees a drop in demand compared to the morning. This may reflect fewer people traveling during mid-day, either due to work-related schedules or other daytime activities that require less transportation.
* The Evening shift (20,239 rides) has the lowest demand of all the time periods. Evening demand could be affected by factors such as people being at home after work, having fewer errands to run, or possibly fewer events taking place compared to night-time.
* Night and Morning shifts dominate the demand for rides, with Night leading slightly. This could be due to nighttime activities and the early morning work commute.
* **FINDING 18 :**

A graph showing a number of rides

Description automatically generated with medium confidence

* Mean Ride Distance: The average ride distance is 15.51 kilometers, indicating that most successful rides tend to be medium-length journeys.
* The shortest ride distance is 1 kilometer (Min).
* The longest ride distance is 30 kilometers (Max).
* The ride distances are relatively well-distributed within the range, as the boxplot does not show extreme outliers.
* This suggests that ride-sharing services are often used for both short and moderate distances, with fewer rides exceeding 30 kilometers.
* **FINDING 19 :**

A graph of different colors

Description automatically generated with medium confidence

* The Prime SUV has the highest average fare at 434.42 units, which suggests that it is likely a premium service with higher pricing due to factors like larger vehicle size, comfort, or additional features.
* Prime Sedan and Prime Plus have average fares very close to each other (432.69 and 432.46 units, respectively). This indicates that these vehicle types are similarly priced, likely targeting the same customer segment that values comfort and reliability.
* Bike, Auto, and Mini are in the lower fare range, around 429.18–429.26 units. These vehicles are typically more economical options and cater to customers looking for affordable and convenient rides over luxury.
* eBike has the lowest average fare at 428.69 units. This could be due to its smaller size, lower operational costs, or a focus on short-distance travel, making it the most economical option.
* **FINDING 20 :**

**Customers give higher ratings for shorter rides or when the vehicle arrives within the expected time (low VTAT and CTAT).**

* **Result from Analysis:** There is no significant correlation between VTAT/CTAT and customer ratings (correlation coefficients close to 0).
* **Hypothesis Type:** Null Hypothesis (H₀)
* **Reason:** The data suggests no evidence to support the claim that shorter rides or better wait times directly influence higher ratings.

**Cancellation reasons provided by customers often involve operational inefficiencies like delays or incorrect pickup locations.**

* **Result from Analysis:** Common reasons include delays (e.g., drivers not moving toward the pickup) or operational issues like incorrect addresses.
* **Hypothesis Type:** Alternative Hypothesis (H₁)
* **Reason:** The data supports this claim, as a significant number of cancellations are due to operational inefficiencies.

**Drivers are more likely to cancel rides in low-demand areas or due to long-distance pickup requests.**

* **Result from Analysis:** Drivers cancel more rides in specific locations (e.g., Location 45) and are influenced by factors such as ride distance or operational issues.
* **Hypothesis Type:** Alternative Hypothesis (H₁)
* **Reason:** The analysis supports the idea that location and ride conditions influence driver cancellations.

**Higher VTAT and CTAT values lead to lower customer satisfaction and increased ride cancellations.**

* **Result from Analysis:** Locations with higher VTAT/CTAT values show a correlation with increased cancellations, but customer satisfaction (ratings) does not correlate significantly.
* **Hypothesis Type:** Mixed:
  + **H₁**: Higher VTAT/CTAT correlates with increased cancellations.
  + **H₀**: VTAT/CTAT does not significantly impact customer satisfaction (ratings).

**EVALUATION OF HYPOTHESES BASED ON DATA ANALYSIS**

**Longer rides are more likely to result in incomplete rides due to breakdowns or customer dissatisfaction.**

* **Result from Analysis:** Data on ride distance does not explicitly correlate with incomplete rides.
* **Hypothesis Type:** Null Hypothesis (H₀)
* **Reason:** The analysis does not confirm that longer rides increase the likelihood of incomplete rides.

**High-value vehicle categories (e.g., Prime SUV) contribute disproportionately to total revenue compared to lower-value categories.**

* **Result from Analysis:** Revenue data shows that higher-value vehicles like Prime Plus and Prime SUVs significantly contribute to total revenue.
* **Hypothesis Type:** Alternative Hypothesis (H₁)
* **Reason:** The data supports the claim that premium vehicles generate a larger share of revenue.

**Demand is highest during evenings compared to mornings and weekdays.**

* **Result from Analysis:** Evening hours consistently show higher ride demand, and demand patterns by day align with this.
* **Hypothesis Type:** Alternative Hypothesis (H₁)
* **Reason:** The analysis supports the claim that demand peaks during evenings.

**Drivers with consistently high ratings have a higher ride completion rate compared to drivers with lower ratings.**

* **Result from Analysis:** No explicit relationship between driver ratings and completion rate is provided in the findings.
* **Hypothesis Type:** Null Hypothesis (H₀)
* **Reason:** The analysis does not confirm or support the relationship between driver ratings and completion rates.

**Insight:**

High cancellations occur during specific hours like 9 AM, 8 PM, and 4 AM

**Suggestion:**

* Incentivize drivers to be available during these hours through bonuses or surge pricing.
* Improve ETA (Estimated Time of Arrival) notifications for customers during peak cancellation windows.
* Introduce flexible cancellation policies to minimize dissatisfaction and reduce cancellations.

**Insight:**

Morning and evening hours see significant ride cancellations.

**Suggestion:**

* Offer discounts or loyalty benefits for consistent bookings in these time slots.
* Enhance the accuracy of driver tracking to reduce cancellations caused by delays in pickups.
* Survey customers to understand their primary reasons for cancelling rides.

**Insight:**

Drivers cancel more rides than customers (e.g., 21,799 vs. 8,388).

**Suggestion:**

* Introduce driver training programs to handle common issues like managing more passengers or maintaining professional behaviour.
* Improve support systems for drivers, such as real-time assistance for vehicle issues.
* Implement stricter penalties for unwarranted driver cancellations.

**SUGGESTIONS FROM THE ABOVE ANALYSIS**

* Customers give higher ratings for shorter rides or when the vehicle arrives within the expected time (low VTAT and CTAT).
* Cancellation reasons provided by customers often involve operational inefficiencies like delays or incorrect pickup locations.
* Drivers are more likely to cancel rides in low-demand areas or due to long-distance pickup requests.
* Higher VTAT and CTAT values lead to lower customer satisfaction and increased ride cancellations.
* Longer rides are more likely to result in incomplete rides due to breakdowns or customer dissatisfaction.
* High-value vehicle categories (e.g., Prime SUV) contribute disproportionately to total revenue compared to lower-value categories.
* Demand is highest during evenings compared to mornings and weekdays.
* Drivers with consistently high ratings have a higher ride completion rate compared to drivers with lower ratings.

**Insight:**

Certain pickup locations and vehicle types experience higher demand or cancellations.

**Suggestion:**

* Deploy additional drivers to high-demand areas during peak times.
* Analyse cancellation reasons specific to high-cancellation locations (e.g., Location 45, Location 11).
* Optimize the pricing or vehicle availability based on demand patterns.

**Insight:**

Prime Plus and Auto are the most preferred vehicle types, and they contribute significantly to revenue.

**Suggestion:**

* Expand the fleet size for popular vehicle categories.
* Offer value-added services for premium customers, such as complimentary Wi-Fi or priority bookings.
* Introduce bundled offers for frequent riders of these vehicle types.

**Insight:**

Demand varies by day, with Friday and Monday being the busiest.

**Suggestion:**

* Create promotional campaigns or discounts for off-peak days like Sunday and Tuesday to balance demand.
* Introduce weekend family packages or ride-sharing discounts to attract more users on less busy days.

**Insight:**

Some cancellations are due to customer-related issues (e.g., change of plans).

**Suggestion:**

* Implement a ride rescheduling feature to allow customers to modify their bookings without penalties.
* Offer personalized incentives or refunds to first-time or occasional users who cancel.