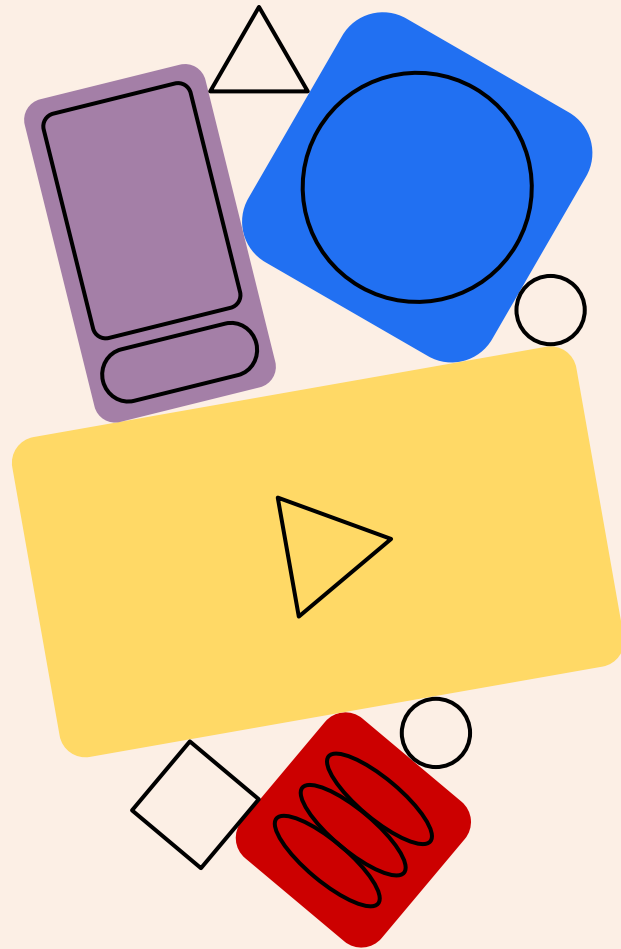




# OLA

## Comprehensive OLA Ride Analysis Dashboard

Ashish Kumar  
Data Analyst



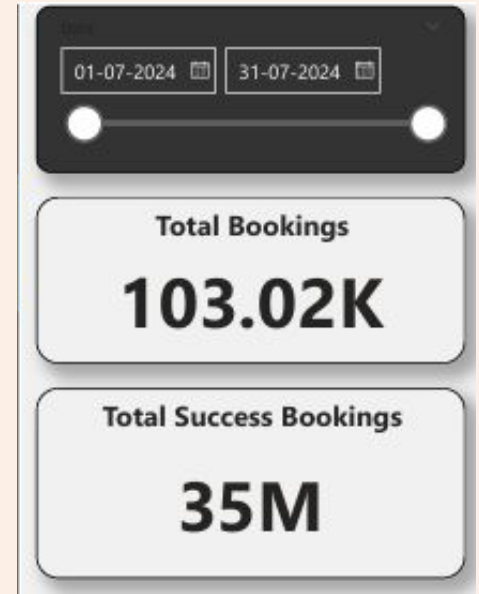
# Introduction

## Objective:

- Showcase key operational metrics for OLA rides.
- Deliver actionable insights to improve efficiency, revenue, and customer satisfaction.

## Scope:

- Ride trends, revenue, cancellations, and ratings analysis for July 2024.

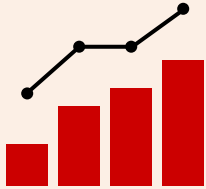


# Pain Points

## Identified Challenges:

### High Cancellation Rate

(26.88%) leading to revenue loss.



**Driver and Vehicle Management:** Inefficiencies in ride assignment and cancellations due to personal/vehicle issues.

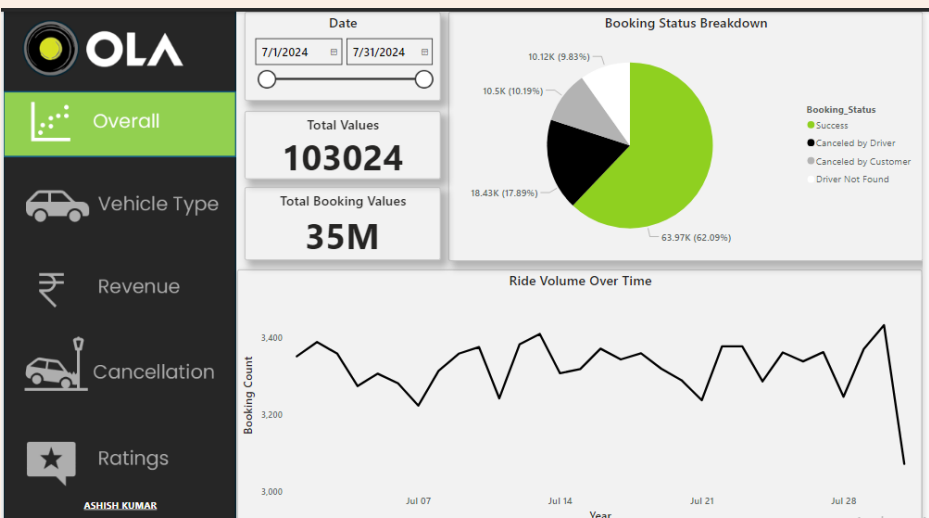
### Unbalanced Payment Preferences:

Over-reliance on specific methods like UPI.



**Customer Retention:** Lack of loyalty engagement for high-value customers.

# Dashboard Overview



## Vehicle Type

Overall

Vehicle Type

Revenue

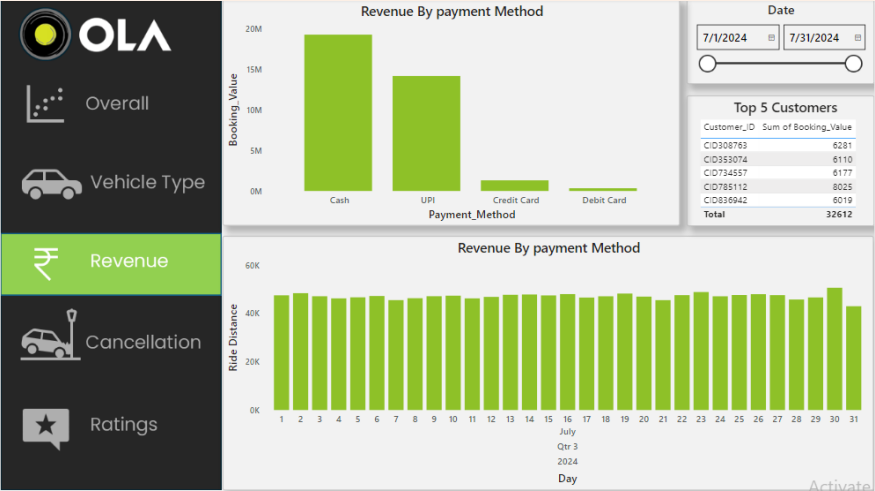
Cancellation

Ratings

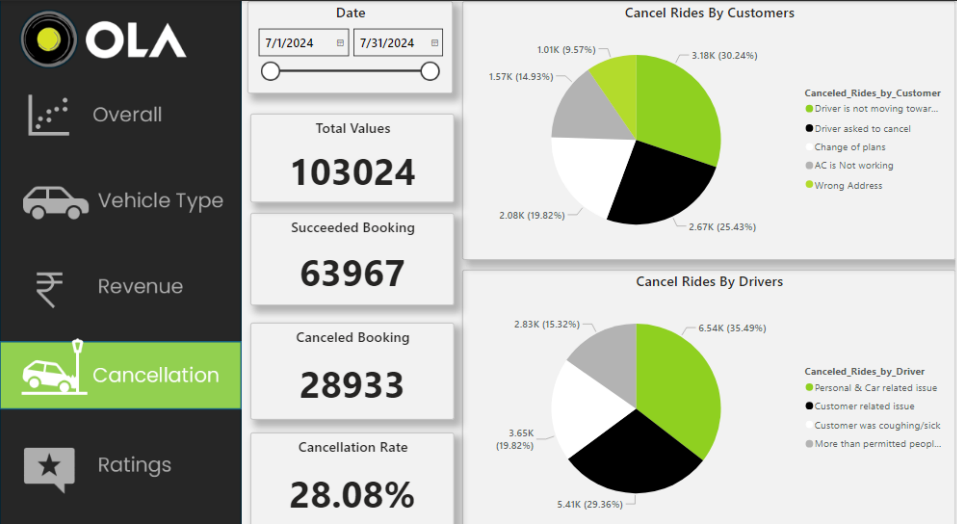
7/1/20247/31/2024

Vehicle Type	Total Booking Value	Success Booking Value	Avg. Distance Travelled	Total Distance Travelled
Prime Sedan	8.30M	5.22M	25.01	235K
Prime SUV	7.93M	4.88M	24.88	224K
Prime Plus	8.05M	5.02M	25.03	227K
Mini	7.99M	4.89M	24.98	226K
Auto	8.09M	5.05M	10.04	92K
Bike	7.99M	4.97M	24.93	228K
E-Bike	8.18M	5.05M	25.15	231K

# Revenue



# Cancellation

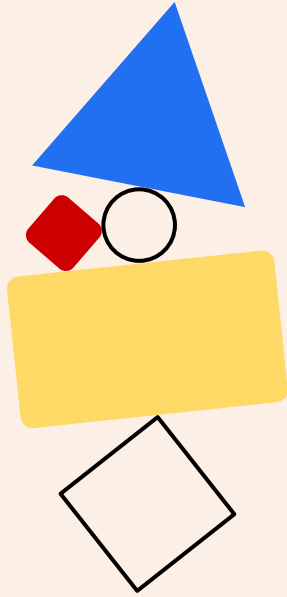


# Predictive Analytics

Future Forecasts:

## Question 1

**Revenue Growth:** Estimated increase of 10-15% in Q3 2024 by addressing cancellation issues.



## Question 2

**Ride Volume:** Monthly growth of 3.5% with improved booking success rates.

# Business Recommendations

## Step 1

- Introduce AI-based ride assignment for higher efficiency.
- Incentivize drivers with rewards for fewer cancellations.

## Step 2

- Enhance Customer Loyalty
- Offer discounts and personalized rewards for top customers.

## Step 3

- Promote Digital Payments
- Campaigns with cashback and promo codes for UPI users.

## Step 4

- Fleet Optimization
- Prioritize vehicle allocation based on ride distance metrics.

# Pain Points Addressed

## **Reduce Cancellation Rates (26.88%)**

- Implement AI-based ride allocation and driver incentives to save revenue and improve efficiency.

## **Boost Revenue by 10-15%**

- Promote diverse payment methods and target top customers with loyalty programs.

## **Streamline Operations**

- Optimize vehicle and driver management to reduce inefficiencies and enhance service reliability.

## **Enhance Customer Retention**

- Introduce personalized rewards and campaigns to retain high-value customers.