



Key Insights from My Ola Ride Services Data Analysis Project:-

During my project, I uncovered some interesting insights that shed light on **customer behavior, ride trends, and operational efficiency** in Ola ride services.

◆ 1. Peak Ride Demand 🕒

- The highest number of rides were booked during **morning (8 AM - 10 AM) and evening rush hours (6 PM - 9 PM)**.
- Weekends saw an increase in **leisure trips**, whereas weekdays had a surge in **office commutes**.

◆ 2. Most Preferred Vehicle Types 🚗

- **Prime Sedan & Prime SUV** were the top choices for long-distance rides.
- **Auto & Bike rides** were more popular for short city commutes due to affordability.

◆ 3. Booking & Cancellation Trends ✖

- A significant number of cancellations occurred due to **high surge pricing and long wait times**.
- Cash payments had a higher cancellation rate compared to online transactions.

◆ 4. Payment Mode Analysis 💳

- **UPI & Digital Wallets** dominated as the most preferred payment methods, followed by Credit/Debit Cards.
- Cash payments were still widely used but had **higher cancellation rates** due to fare disputes.

◆ 5. Driver Performance & Efficiency 🚕

- **Drivers with higher ratings** completed more successful trips and had lower cancellation rates.
- Longer rides resulted in **better driver earnings**, but short rides had a higher frequency.

◆ 6. Distance & Revenue Correlation 💰

- The **total distance traveled per ride had a direct impact on revenue**, with premium ride services generating the highest earnings.
- Short rides (0-5 km) contributed to a large share of bookings but had lower revenue per trip.

