**OLA Ride Booking Analysis Project Report**

**Project Title: OLAP-based Ride Booking Analytics Dashboard using SQL + Power BI**

**Objective:**

To simulate a real-world ride-booking application’s backend analytics platform track bookings, cancellations, ride turnaround time, and customer-driver feedback across ~100,000 rows of ride data.

**Business Scenario:**

Imagine working as a data analyst at a company like Ola or Uber. You need to analyze how many rides were successful, how many were cancelled (and why), where the most popular pickup/drop points are, and what your driver/customer satisfaction looks like.

This project answers exactly that — using SQL for data exploration and Power BI for powerful visual storytelling.

**Key Features Built:**

* Daily booking breakdown with success/cancellation/incompletion filters
* Ratings dashboard showing top drivers & customer feedback
* Turnaround time metrics (vehicle & customer wait times)
* Financial analysis via booking value & payment modes
* Drilldown filters for location, vehicle type, time slots

**Tools Used:**

* **Power BI**: for dashboards & KPI cards
* **SQL**: for data joins, filters, aggregations
* **Power Query**: for data shaping and cleansing
* **DAX**: for calculated columns (e.g., successful ride %, average TAT)

**Business Insights:**

* **Prime Sedan and SUV** have the highest booking value, while **Auto** has the shortest wait time.
* **“Canceled by Driver”** was mostly due to “Personal & Car-related issues”.
* **Top 5 Customers** contribute to over 12% of total bookings — good for loyalty programs.
* **UPI & Wallet** dominate digital payments, but **Cash** is still frequent in tier-2 cities.

**Conclusion:**

This project showcases my ability to work with large datasets and develop end-to-end BI solutions. It combines backend logic (SQL) with modern visualization tools (Power BI) to answer real business problems in a structured, decision-ready format.