📌 Problem Statement: Optimizing Ride-Sharing Performance & Customer Experience with Data-Driven Insights

🚙 Background:

As a leading ride-sharing platform, our goal is to enhance ride efficiency, optimize pricing strategies, and improve customer satisfaction. By analyzing ride data, we can uncover key insights into user behavior, driver performance, and operational bottlenecks, allowing us to make data-driven decisions that drive growth and efficiency.

🔎 Key Business Questions Based on the Dataset:

1 Customer Behavior & Preferences:

What are the most popular pickup and drop-off locations?

How do weekends vs. weekdays impact ride demand?

Which vehicle types (SUV, Sedan, Motorcycle, Electric) are most preferred?

2 Driver Performance & Efficiency:

Which drivers have the highest and lowest ratings?

How does driver experience impact ride completion rates and customer ratings?

What is the average ride duration per driver, and how does it vary by location and traffic?

3 Operational & Financial Insights:

What is the average fare amount per ride type?

How does surge pricing affect ride fare and total revenue?

What is the cancellation rate (No-show rides vs. Completed rides), and what factors contribute to it?

Which payment methods are most commonly used?

4 External Factors Impacting Rides:

How does weather condition (Rainy, Snowy, Foggy) impact ride duration and customer ratings?

What is the effect of traffic level (Low, Medium, High) on ride duration and fare amounts?

📊 1-Page Excel Dashboard Layout

✅ Key Metrics & KPIs (KPI Cards):

🚙 Total Rides Completed

💰 Total Revenue (Sum of Fare Amount)

⭐ Average Customer Rating

⏳ Average Ride Duration (min)

📉 No-Show Rate (%)

✅ Data Visualizations:

Ride Demand by Time of Day & Day of Week (Bar Chart)

Top Pickup & Drop-Off Locations (Heatmap or Pivot Table)

Ride Type Distribution (Economy, SUV, Motorcycle, etc.) (Pie Chart)

Customer Ratings vs. Traffic Levels (Scatter Plot)

Fare Amount Distribution with Surge Pricing Impact (Box Plot or Line Chart)

🚀 Outcome:

With this Excel-based dashboard, stakeholders can identify trends, optimize driver efficiency, and improve customer satisfaction, leading to better decision-making and operational improvements.