



Data Analyst Project

This report presents a comprehensive analysis of ride bookings for the period **July 1 – July 30, 2024**, based on data extracted from the OLA ride platform. Developed using **Power BI**, it provides key insights into:

- **Booking trends and ride volume** over time
- **Success and cancellation rates**, segmented by reason and party (driver vs. customer)
- **Revenue distribution by payment method**, highlighting customer payment behavior
- **Top performing customers** based on booking value
- **Ride distance patterns** and usage frequency
- **Customer and driver ratings**, with a focus on service consistency

The goal of this report is to **identify patterns, assess operational efficiency**, and support data-driven decision-making for improving customer experience and driver engagement.

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SQL Questions:

1. Retrieve all successful bookings:
2. Find the average ride distance for each vehicle type:
3. Get the total number of cancelled rides by customers:
4. List the top 5 customers who booked the highest number of rides:
5. Get the number of rides cancelled by drivers due to personal and car-related issues:
6. Find the maximum and minimum driver ratings for Prime Sedan bookings:
7. Retrieve all rides where payment was made using UPI:
8. Find the average customer rating per vehicle type:
9. Calculate the total booking value of rides completed successfully:
10. List all incomplete rides along with the reason:

Power BI Questions:

1. Ride Volume Over Time
2. Booking Status Breakdown
3. Top 5 Vehicle Types by Ride Distance
4. Average Customer Ratings by Vehicle Type
5. cancelled Rides Reasons
6. Revenue by Payment Method
7. Top 5 Customers by Total Booking Value
8. Ride Distance Distribution Per Day
9. Driver Ratings Distribution
10. Customer vs. Driver Ratings

Data Columns

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- | | |
|--------------------|---------------------------------|
| 1. Date | 10. C_TAT |
| 2. Time | 11. cancelled_Rides_by_Customer |
| 3. Booking_ID | 12. cancelled_Rides_by_Driver |
| 4. Booking_Status | 13. Incomplete_Rides |
| 5. Customer_ID | 14. Incomplete_Rides_Reason |
| 6. Vehicle_Type | 15. Booking_Value |
| 7. Pickup_Location | 16. Payment_Method |
| 8. Drop_Location | 17. Ride_Distance |
| 9. V_TAT | 18. Driver_Ratings |
| | 19. Customer_Rating |

SQL Answers:

1. Retrieve all successful bookings:

```
SELECT * FROM bookings WHERE Booking_Status = 'Success';
```

2. Find the average ride distance for each vehicle type:

```
SELECT Vehicle_Type, AVG(Ride_Distance) as avg_distance FROM bookings GROUP BY Vehicle_Type;
```

3. Get the total number of cancelled rides by customers:

```
SELECT COUNT(*) FROM bookings WHERE Booking_Status = 'cancelled by Customer';
```

4. List the top 5 customers who booked the highest number of rides:

```
SELECT Customer_ID, COUNT(Booking_ID) as total_rides FROM bookings GROUP BY Customer_ID ORDER BY total_rides DESC LIMIT 5;
```

5. Get the number of rides cancelled by drivers due to personal and car-related issues:

```
SELECT COUNT(*) FROM bookings WHERE cancelled_Rides_by_Driver = 'Personal & Car related issue';
```

6. Find the maximum and minimum driver ratings for Prime Sedan bookings:

```
SELECT MAX(Driver_Ratings) as max_rating, MIN(Driver_Ratings) as min_rating FROM bookings WHERE Vehicle_Type = 'Prime Sedan';
```

7. Retrieve all rides where payment was made using UPI:

```
SELECT * FROM bookings WHERE Payment_Method = 'UPI';
```

8. Find the average customer rating per vehicle type:

```
SELECT Vehicle_Type, AVG(Customer_Rating) as avg_customer_rating FROM bookings GROUP BY Vehicle_Type;
```

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9. Calculate the total booking value of rides completed successfully:

```
SELECT SUM(Booking_Value) as total_successful_value FROM bookings WHERE  
Booking_Status = 'Success';
```

10. List all incomplete rides along with the reason:

```
SELECT Booking_ID, Incomplete_Rides_Reason FROM bookings WHERE Incomplete_Rides =  
'Yes';
```

Power BI Answers:

Segregation of the views:

1. Overall

- Ride Volume Over Time
- Booking Status Breakdown

2. Vehicle Type

- Top 5 Vehicle Types by Ride Distance

3. Revenue

- Revenue by Payment Method
- Top 5 Customers by Total Booking Value
- Ride Distance Distribution Per Day

4. Cancellation

- Cancelled Rides Reasons (Customer)
- cancelled Rides Reasons(Drivers)

5. Ratings

- Driver Ratings
- Customer Ratings

Answers:

1. Ride Volume Over Time: A time-series chart showing the number of rides per day/week.

2. Booking Status Breakdown: A pie or doughnut chart displaying the proportion of different booking statuses (success, cancelled by the customer, cancelled by the driver, etc.).

3. Top 5 Vehicle Types by Ride Distance: A bar chart ranking vehicle types based on the total distance covered.

4. Average Customer Ratings by Vehicle Type: A column chart showing the average customer ratings for different vehicle types.

5. cancelled Rides Reasons: A bar chart that highlights the common reasons for ride cancellations by customers and drivers.

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- 6. Revenue by Payment Method:** A stacked bar chart displaying total revenue based on payment methods (Cash, UPI, Credit Card, etc.).
- 7. Top 5 Customers by Total Booking Value:** A leaderboard visual listing customers who have spent the most on bookings.
- 8. Ride Distance Distribution Per Day:** A histogram or scatter plot showing the distribution of ride distances for different Dates.
- 9. Driver Rating Distribution:** A box plot visualizing the spread of driver ratings for different vehicle types.
- 10. Customer vs. Driver Ratings:** A scatter plot comparing customer and driver ratings for each completed ride, analyzing correlations.

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Power BI Report Summary (July 2024)

1. Ride Volume Over Time

- Bookings are steady throughout July.
- Peak observed mid-July.

2. Booking Status Breakdown

- **Success Rate:** 62.18% (44.27K bookings)
- **Failures:**
 - Canceled by Customer: 10.13%
 - Canceled by Driver: 17.88%
 - Driver Not Found: 9.81%
- **Total Bookings:** 71.2K
- **Total Booking Value:** ₹24M

3. Revenue by Payment Method

- **Cash:** ₹13.3M
- **UPI:** ₹9.8M
- **Credit Card:** ₹0.9M
- **Debit Card:** ₹0.2M

4. Ride Distance Distribution

- Daily ride distance varied between 10K–40K km.
- Consistent trends seen throughout the month.

5. Top 5 Customers

- Total from top 5: ₹24,161
- Highest: CID933539 (₹5,314)

6. Cancellation Reasons

- **By Customers:**
 - Top reason: Driver not moving (29.96%)
 - Others: Driver asked to cancel, change of plans, etc.
- **By Drivers:**
 - Top reason: Personal/car issues (34.95%)
 - Others: Customer behavior, over-capacity, etc.

7. Ratings

- **Driver Ratings:** Stable ~4.00
- **Customer Ratings:** Also stable ~4.00