OLA PERFORMANCE DASHBOARD

By

Janhavi Phulavare

Problem Statement

✕ **Incomplete Rides**

Significant ride cancellations and incomplete trips reduce service efficiency.

😢 **Revenue & Satisfaction Impact**

These issues directly impact revenue and decrease overall customer satisfaction.

🔍 **Performance Visibility**

A clear, data-driven view of zone, vehicle, and time performance is missing.

Project Objectives

Our project objectives aim to enhance Ola's service and satisfaction.

1. Analyse ride booking performance by vehicle type and time.

2. Identify cancellation patterns from customer and driver perspectives.

3. Evaluate revenue trends by vehicle type, location, and distance.

4. Assess customer and driver satisfaction through ratings analysis.

5. Recommend improvements for targeting, vehicle allocation, and payment.
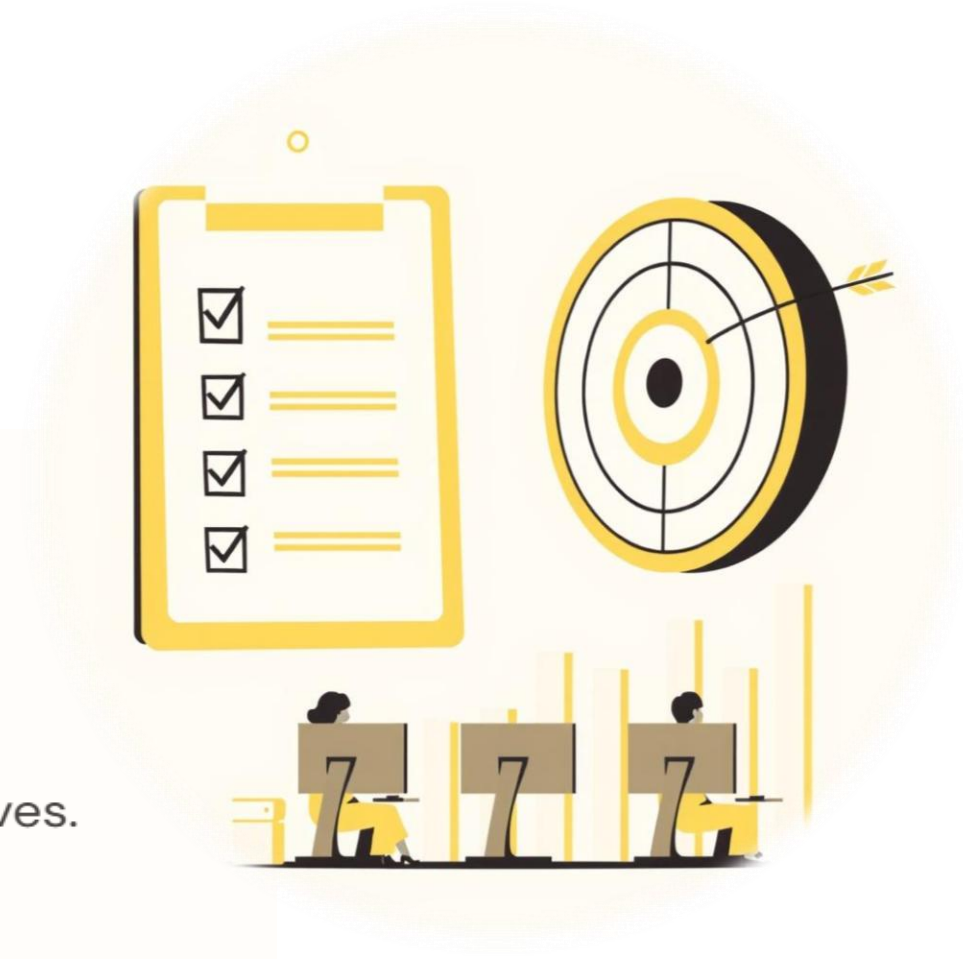
Ola Performance Dashboard – July 2024

Tool Used: Power BI

OLA

Overview
- Vehicle Insights
- Revenue
- Cancellations
- Location

Bookings	Revenue	Rides	Avg Ride Distane	Avg Rating
41K	22M	25K	14.22	3.99

Booking Status Distribution

37.82%

62.18%

● Cancelled ● Completed

Bookings By Vehichle Type

Vehicle Type	Count of Bookings
eBike	5.9K
Bike	5.9K
Prime SUV	5.9K
Prime Sedan	5.8K
Auto	5.8K
Prime Plus	5.7K
Mini	5.6K

Count of Bookings

Rides Over Time

07 Jul   14 Jul   21 Jul   28 Jul

OLA

	Avg Rating	Total Bookings	Revenue (₹)	Avg Distance (km)	Cancellation %
Prime Sedan	3.99	5810	3281K	15.66	36.78%
Prime SUV	3.99	5864	3168K	15.30	38.92%
Prime Plus	4.00	5679	3108K	15.22	38.88%
Mini	4.01	5639	3082K	15.50	37.83%
Bike	3.98	5878	3201K	15.88	37.00%
EBike	3.99	5881	3212K	15.74	37.34%
Auto	4.00	5788	3131K	6.21	38.03%

Navigation:
- Overview
- Vehicle Insights
- Revenue
- Cancellations
- Location

Date: 01-07-2024 — 30-07-2024

Location: All

OLA

Overview
Vehicle Insights
Revenue
Cancellations
Location

Date
01-07-2024 | 30-07-2024

Vehicle Type
All

Pickup Location
All

Total Revenue
22M

Top Vehicle
Prime Sedan

Revenue/KM
38.49

Revenue by Payment Type

3.77%

40.82%

54.38%

● Cash ● UPI ● Credit Card ● Debit Card

Revenue Over Time

800K

750K

700K

Bookings

07 Jul   14 Jul   21 Jul   28 Jul

Revenue by Vehicle Type

| 3.3M | 3.2M | 3.2M | 3.2M | 3.1M | 3.1M | 3.1M |

3M

2M

1M

0M

Total_Revenue

Prime Sedan | eBike | Bike | Prime SUV | Auto | Prime Plus | Mini
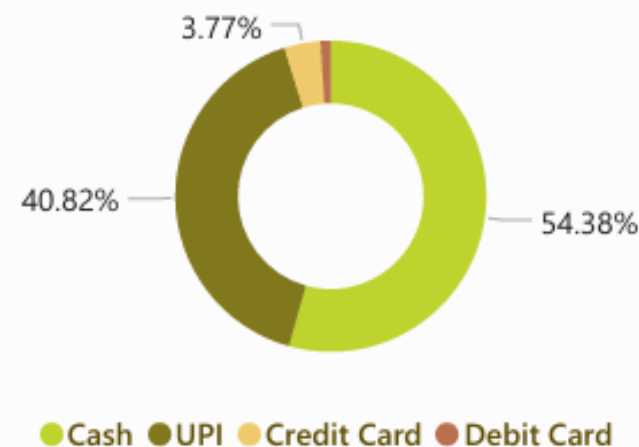
Revenue by Pickup_Location
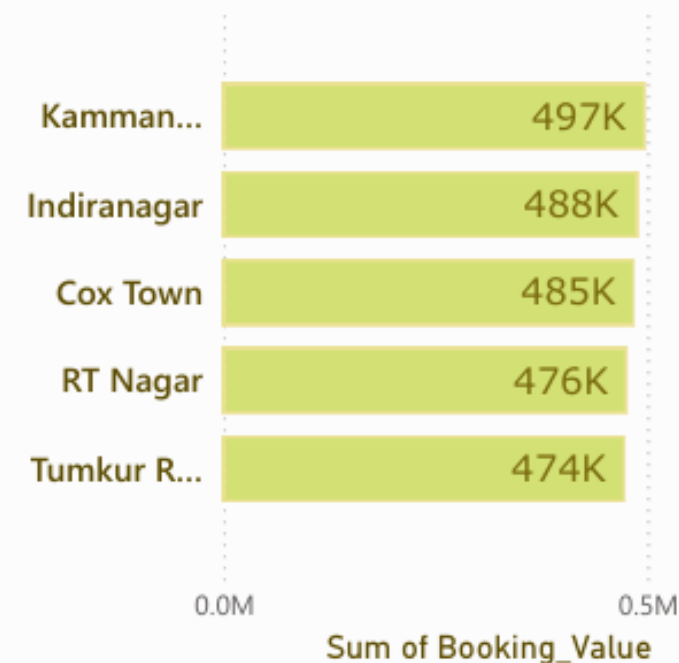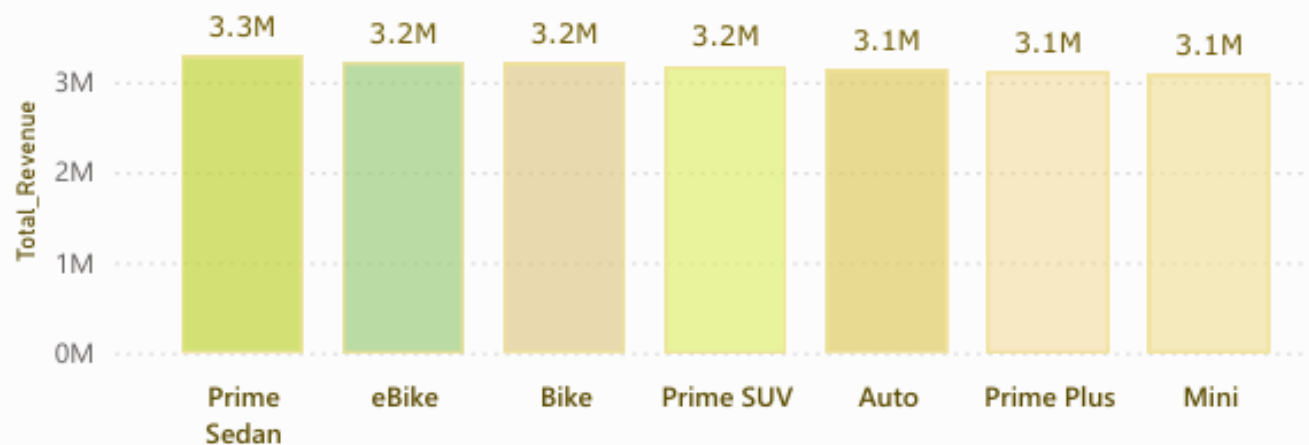
Kamman...	497K
Indiranagar	488K
Cox Town	485K
RT Nagar	476K
Tumkur R...	474K

0.0M   0.5M

Sum of Booking_Value

OLA

- Overview
- Vehicle Insights
- Revenue
- **Cancellations**
- Location

Date

01-07-2024 | 30-07-2024

Vehicle Type

All

Pickup Location

All

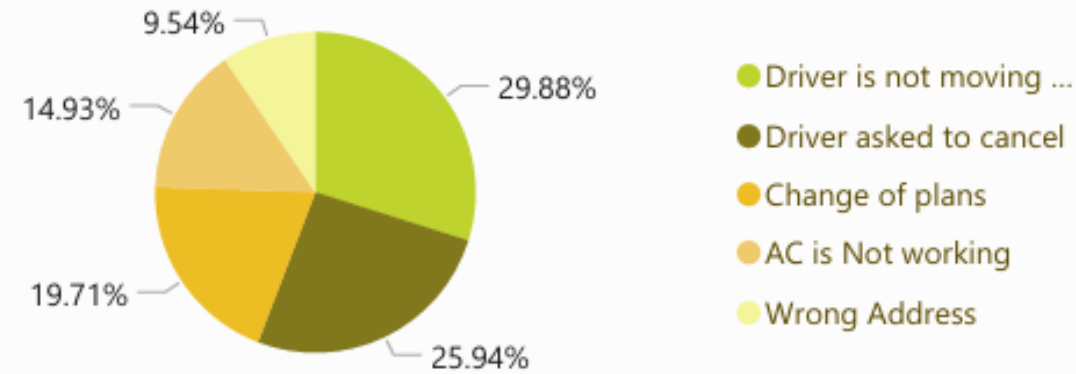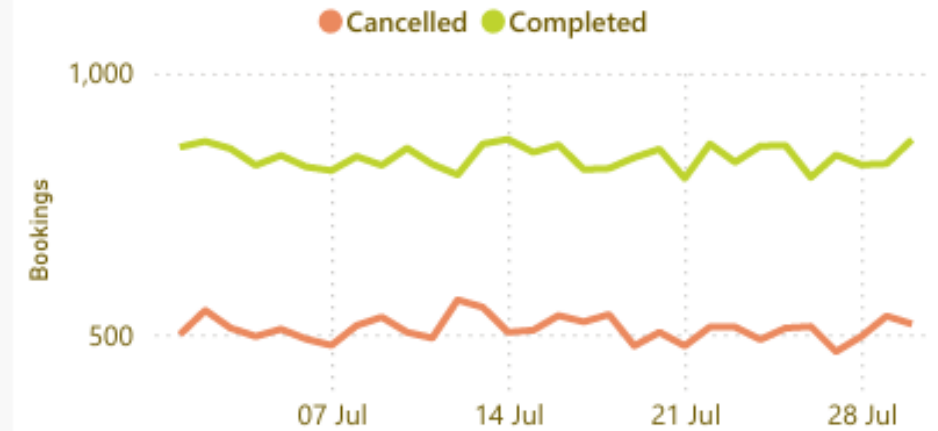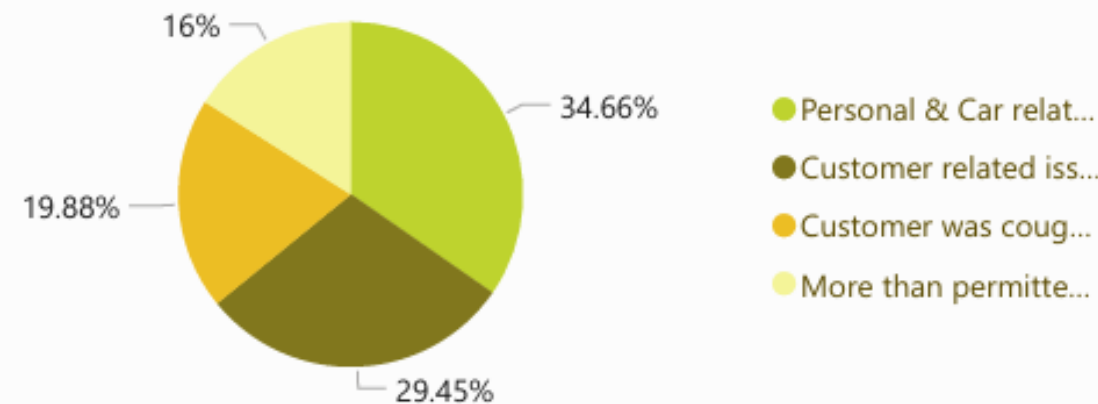| Total Rides	Succeeded Rides	Cancelled Rides	Completion Rate	Cancellation Rate
40.5K	25.2K	15.3K	62.2%	37.8%

Cancelled Rides by Reason (Customer)

- 29.88%
- 9.54%
- 14.93%
- 19.71%
- 25.94%

Legend:
- Driver is not moving ...
- Driver asked to cancel
- Change of plans
- AC is Not working
- Wrong Address

Completed vs Cancelled

- Cancelled
- Completed

1,000

500

Bookings

07 Jul | 14 Jul | 21 Jul | 28 Jul

Cancelled Rides by Reason (Diver)

- 34.66%
- 16%
- 19.88%
- 29.45%

Legend:
- Personal & Car relat...
- Customer related iss...
- Customer was coug...
- More than permitte...

Incomplete Rides Reason
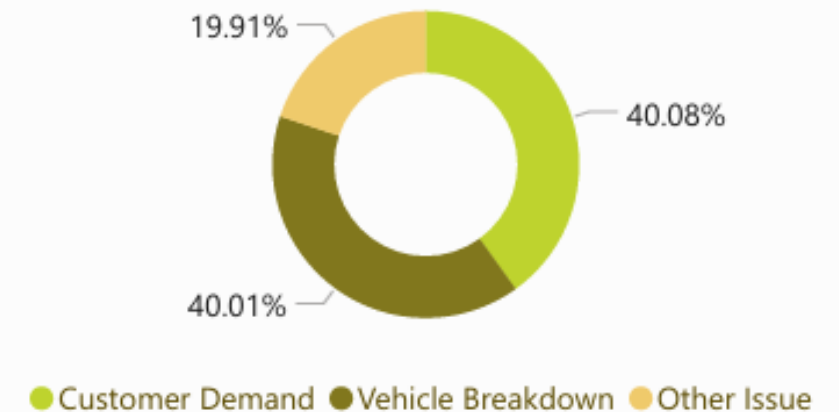
- 40.08%
- 19.91%
- 40.01%

Legend:
- Customer Demand
- Vehicle Breakdown
- Other Issue

OLA

- Overview
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- Revenue
- Cancellations
- **Location**

Date
01-07-2024   30-07-2024

Vehicle Type
All

Pickup Location
All

Pickup_Location	Total_Bookings	Completion Rate	Cancellation Rate	Vehicle_Type	Avg_Ride_Distance
Banashankari	865	62.7%	37.3%	Mini	14.91
Bannerghatta Road	806	59.2%	40.8%	Auto	13.16
Basavanagudi	810	60.5%	39.5%	Auto	13.82
Bellandur	784	62.0%	38.0%	Prime Plus	14.82
BTM Layout	844	62.0%	38.0%	Auto	13.94
Chamarajpet	788	60.4%	39.6%	Auto	13.36
Chickpet	815	62.8%	37.2%	Prime Sedan	14.22
Cox Town	844	62.7%	37.3%	Prime SUV	14.17

Key Insights

Revenue Highlights

₹22M total revenue, **Prime Sedan** is the top earner with ₹3.3M.
E-Bike and Bike closely follow with ₹3.2M+ each.

Cancellation Analysis

38% overall cancellation rate, primarily due to "driver not moving".
Driver-side cancellations often stem from personal or customer issues.

Top Zones & Payments

Kammanahalli, **Indiranagar**, and **Cox Town** lead in revenue (~₹480K+ each).
Cash dominates payments (54.4%), followed by UPI (40.8%).

Service Ratings

Average driver and customer rating is approximately 4.0.

Recommendations

Optimize Vehicle Allocation

Deploy more vehicles to high-revenue generating zones to maximize revenue.

Driver Training Initiatives

Reduce cancellations through targeted driver training.

Boost Digital Payments

Encourage **UPI** adoption with in-app nudges to reduce reliance on **cash (54%)**.

Monitor Low-Completion Areas

Target areas like **Electronic City** and **MG Road** with driver support and app guidance to lower the 34% cancellation rate.

Thank You

Created By: Janhavi Sachin Phulavare

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