■ Uber NCR ETL + Power BI Dashboard Case Study

This case study demonstrates an end-to-end ETL process using Power Query and Power BI to analyze Uber NCR booking data. The project showcases the full data pipeline: Extract, Transform, Load (ETL) followed by visualization and insight generation.

■ Objective

To extract, clean, transform, and visualize Uber booking data from NCR to uncover actionable insights on bookings, revenue, cancellations, and customer behavior, enabling data-driven decision-making.

■ Tech Stack

Extraction: CSV dataset **Transformation:** Power Query (cleaning, deduplication, null handling) **Loading:** Power BI data model **Visualization:** Power BI (DAX measures, KPIs, interactive dashboards)

■ ETL Workflow

Extract: Loaded Uber NCR raw data into Power Query **Transform:** Cleaned data, handled nulls, created calculated columns **Load:** Built data model with relationships for optimal performance **Visualize:** Developed 3-page Power BI dashboard

■ Dashboard Highlights

Overview Page: KPIs (Total Bookings, Revenue, Avg Rating), Monthly Trends **Revenue Page:** Payment Method Breakdown, Avg Ride Distance, Top Customers **Cancellations Page:** Cancellation Reasons, Driver vs Customer Split, Rate KPI vs Target

■ Key Insights

62% bookings completed successfully, but 25% cancellations – operational improvement needed UPI accounts for 45% of total revenue, showing digital payment dominance Average rating = 2.73, below target (4.0) – service quality focus required Peak bookings in July and October indicate seasonal demand trends

■ Outcome & Learnings

This project demonstrates my ability to execute a full ETL pipeline, create a well-structured Power BI data model, and design visually appealing dashboards that generate actionable insights. It reflects skills in Power Query, DAX, data modeling, and storytelling with data – valuable for business intelligence and data analytics roles.