**Ride Analytics & Revenue Optimization Dashboard for OLA using Power BI**

**Project Overview:**

This project analyses ride-booking data from Bengaluru city over one month to gain actionable insights into ride performance, cancellations, customer behaviour, and ratings.

The project is based on the hypothetical data created using ChatGPT. It includes data for Bengaluru city for 1 month.

**Business Problem:**

OLA, a leading ride-hailing service, aims to enhance its operational efficiency, customer satisfaction, and revenue generation. However, challenges such as fluctuating ride demand, cancellations, varying payment preferences, and rating inconsistencies impact the overall business performance. Understanding ride trends, revenue distribution, cancellation reasons, and rating patterns is crucial for optimizing the platform and improving user experience.

**Objective:**

The objective of this analysis is to:

1. **Analyse ride trends** – Understand ride volume over time and identify peak demand periods.
2. **Evaluate revenue streams** – Determine revenue distribution across payment methods and identify top customers.
3. **Assess cancellations** – Identify reasons for cancellations from both customers and drivers to minimize disruptions.
4. **Examine vehicle performance** – Rank vehicle types based on ride distance and customer satisfaction.
5. **Compare ratings** – Analyse customer and driver ratings to improve service quality.

**Tool Used:** Power Bi

**Data Set:**  [……]

**Business 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

**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.

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, analysing correlations.

**Key Achievements:**

* Developed a **comprehensive Power BI dashboard** that provides insights into ride trends, revenue, cancellations, and ratings.
* Identified the **top vehicle types** contributing to the highest ride distances.
* Analysed **cancellation trends** to understand customer and driver behaviour, leading to potential policy improvements.
* Evaluated **payment preferences** to enhance transaction efficiency and customer convenience.
* Discovered correlations between **customer and driver ratings**, aiding in service optimization and better user experience.