# Ola Rides Analysis – Power BI Dashboard

Complete Analysis Report

Prepared by: Ankit Kumar
Date: 19 August 2025

## Executive Summary

This project analyzes 40,539 Ola ride bookings for July 2024, with the aim of identifying booking trends, cancellation reasons, revenue distribution, payment behavior, customer loyalty, and driver performance. Using Power BI, an interactive dashboard was developed to transform raw ride data into actionable insights.

## Objectives

The main objectives of this project were:
- To measure total rides, success vs cancellation rates
- To analyze driver vs customer cancellation behavior
- To evaluate payment method revenue distribution
- To identify high-value customers and their contribution to revenue
- To track ride distances and driver ratings over time
- To create a comprehensive 5-page Power BI dashboard for business decision-making

## Methodology

1. Data Collection & Preparation
- Dataset covering July 1–30, 2024 (40,539 bookings)
- Cleaned missing/duplicate booking IDs
- Standardized payment methods
- Created calculated KPIs: Success Rate, Cancellation Rate, Revenue by Method, Top Customers

2. Tools Used
- Power BI: Data modeling, DAX measures, dashboard design
- Excel/CSV: Data source preparation
- GitHub: Documentation & version control
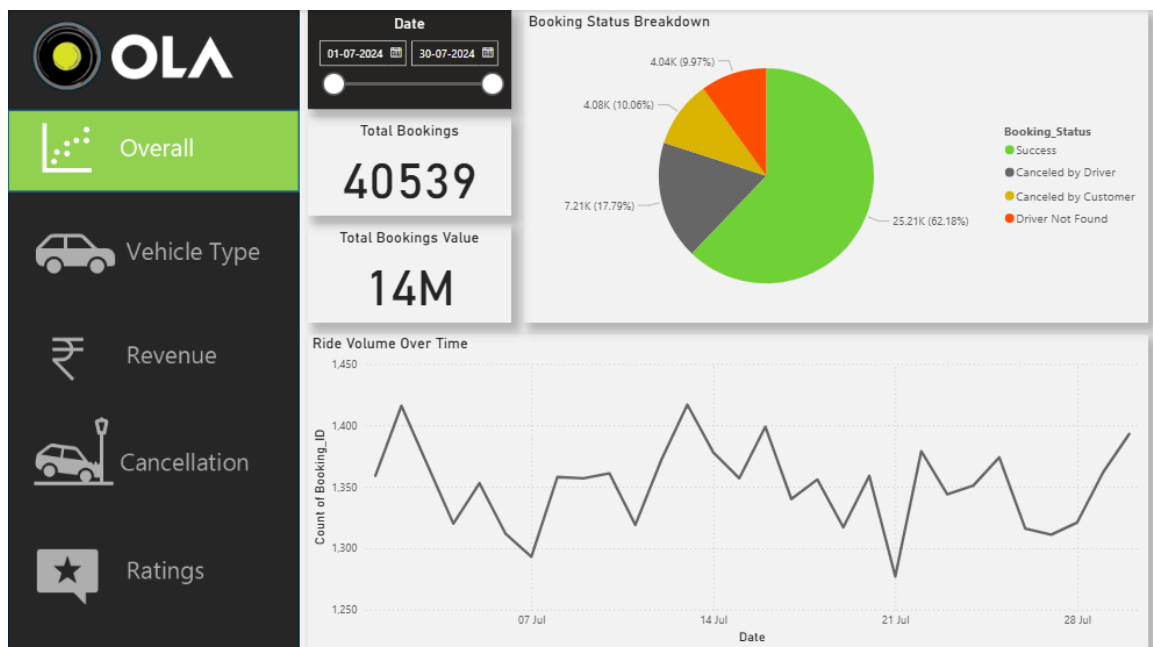
## Dashboard Walkthrough

Page 1 – Ride Volume & Booking Status
**KPIs:**

- Total Bookings: **40,539**

- Total Booking Value: **14M INR**

**Insights:**

- Only **62% rides completed successfully**, rest were either cancelled or unfulfilled.

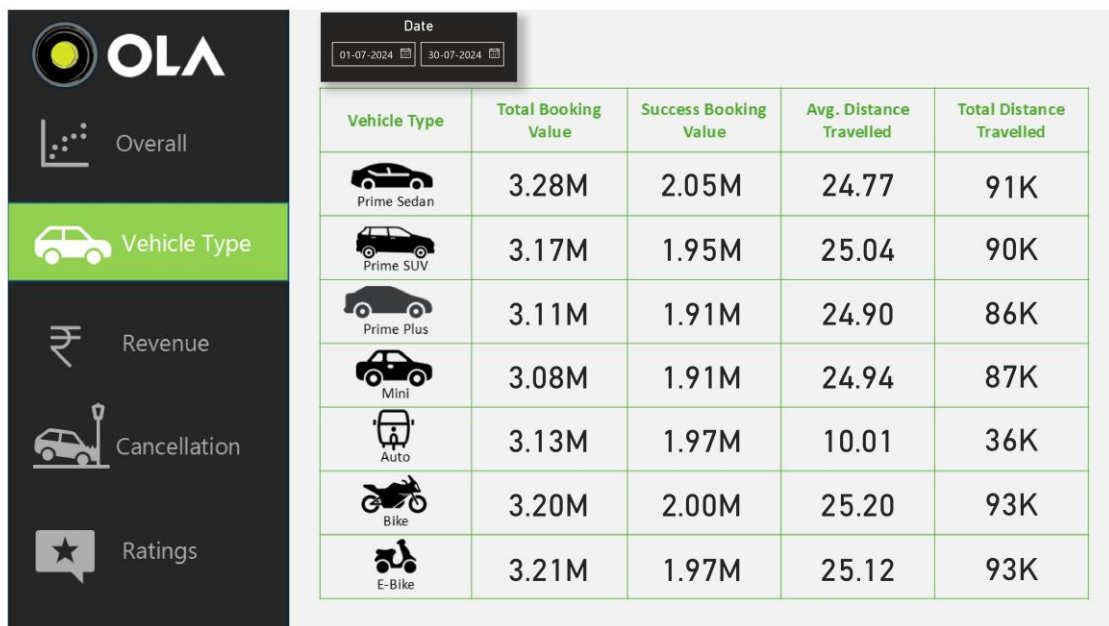- High cancellation rate is a key operational challenge.



- Page 2 – Vehicle Types

**Vehicle Types Distribution (e.g., Auto, Bike, Mini, Prime Sedan, SUV etc.)**
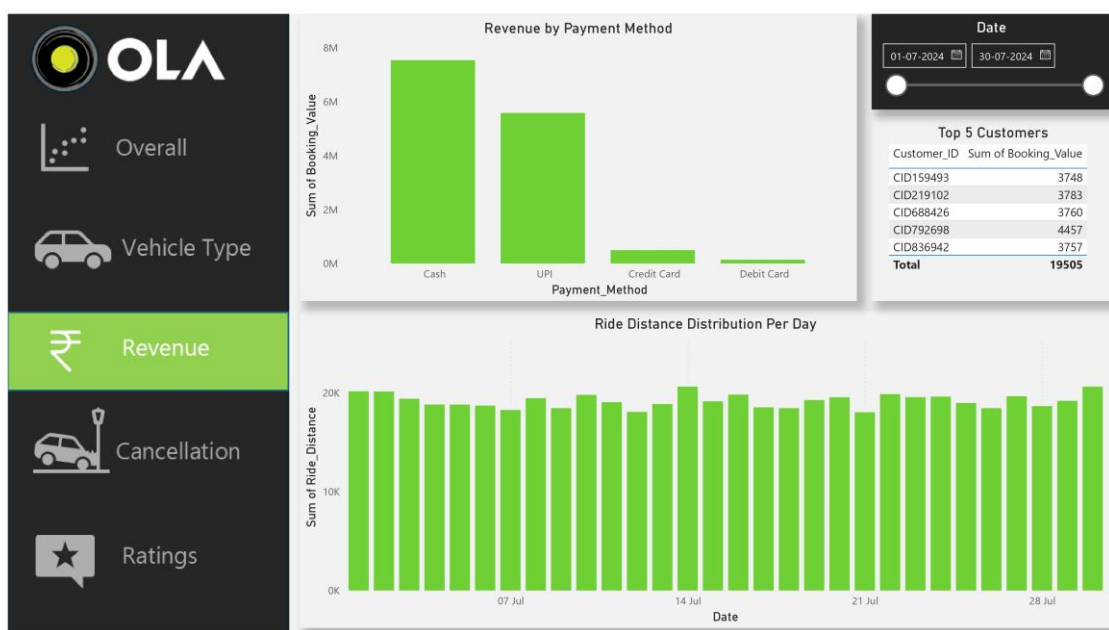
**Insights:**

- o Economy rides (Auto, Bike, Mini) dominated booking count → shows price sensitivity among majority of customers.

- o Premium categories (Sedan, SUV) had fewer bookings but higher revenue per ride, indicating clear segmentation between affordability vs comfort.

- o This insight highlights Ola's need to balance fleet mix (more economy vehicles for Tier-2/3 cities, premium cars for Tier-1 metros).

| Vehicle Type | Total Booking Value | Success Booking Value | Avg. Distance Travelled | Total Distance Travelled |
|---|---|---|---|---|
| Prime Sedan | 3.28M | 2.05M | 24.77 | 91K |
| Prime SUV | 3.17M | 1.95M | 25.04 | 90K |
| Prime Plus | 3.11M | 1.91M | 24.90 | 86K |
| Mini | 3.08M | 1.91M | 24.94 | 87K |
| Auto | 3.13M | 1.97M | 10.01 | 36K |
| Bike | 3.20M | 2.00M | 25.20 | 93K |
| E-Bike | 3.21M | 1.97M | 25.12 | 93K |

Page 3 – Revenue & Ride Distance + Top Customers

**Insights:**

- o **UPI and Credit Card** lead digital transactions, while **Cash** still holds a significant share.

- o Distance trends show fluctuations — peak demand seen around weekends.

- o Top 5 customers contribute disproportionately high booking values.



| Customer_ID | Sum of Booking_Value |
|---|---|
| CID159493 | 3748 |
| CID219102 | 3783 |
| CID688426 | 3760 |
| CID792698 | 4457 |
| CID836942 | 3757 |
| **Total** | **19505** |

Page 4 – Cancellation Analysis

## Driver-Initiated Cancellations:

- o Personal & Car Issues (34.66%)
- o Customer-related issues (29.45%)
- o Customer was coughing/sick (19.88%)
- o More than permitted passengers (16%)

## Customer-Initiated Cancellations:

- o Driver not moving towards pickup (29.88%)
- o Driver asked to cancel (25.94%)
- o Change of plans (19.71%)
- o AC not working (14.93%)
- o Wrong Address (9.54%)

## KPIs:

- o Success Bookings: 25,207
- o Cancelled Bookings: 11,291
- o Cancelled Rate: 27.85%

## Insights:

- o Driver-related issues are slightly higher than customer cancellations.
- o Service reliability (driver allocation + customer satisfaction) needs major improvement.

**Visuals:**

- o **Driver Ratings (Daily Average):** Range 3.98 – 4.02

- o **Customer Ratings (Daily Average):** Range 3.99 – 4.02

**Insights:**

- o Both **drivers and customers maintained a stable ~4.0 rating** throughout July 2024.

- o High consistency indicates **balanced service quality and customer behavior**.

- o This symmetry suggests trust exists on **both ends of the platform** → customers are satisfied with drivers, and drivers are equally rating customers fairly.

- o Opportunity for Ola: highlight these ratings in **marketing/brand trust campaigns** while still aiming for small improvements (closer to 4.5+).
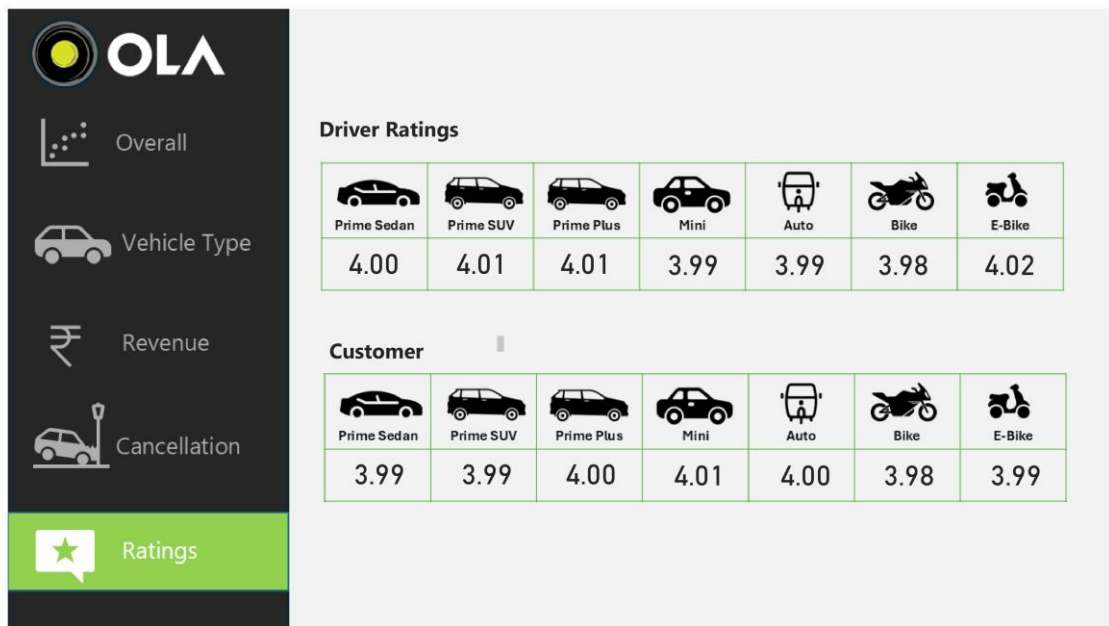


## Key Insights

- 62% successful rides, ~28% cancellations (critical improvement area)
- Digital payments (UPI + Credit Cards) drive majority of revenue, though cash still relevant
- Customer loyalty programs can be designed around high-value frequent riders
- Operational inefficiencies from driver cancellations highlight training & incentive gaps
- Consistent driver ratings (~4.0) show trust, but continuous monitoring is key

## Recommendations

1. Optimize driver allocation in high-demand zones using predictive analytics
2. Reduce cancellations via stronger cancellation policies & driver incentives
3. Promote digital payments (cashback & discounts on UPI/Cards)
4. Introduce loyalty programs for top customers to increase retention
5. Strengthen driver training on customer satisfaction & policy compliance

## Conclusion

This project demonstrates how Power BI dashboards can convert raw ride data into actionable business strategies. By addressing cancellation challenges, promoting digital adoption, and investing in customer loyalty, Ola can significantly enhance both operational efficiency and customer satisfaction.

## Author & Contact

Ankit Kumar | Data Analyst

Email
LinkedIn
Portfolio
Instagram