

Recommendation:

After reviewing and analyzing the dataset we can observe some point, where OLA can start to work on that point:

1. **Gender:** Although, there is not much more difference between male and female churn drivers, but still company can give some facilities like working flexibility to female drivers for attracting them. Besides that OLA should focus on facilities like incentive for overtime or perks to both of male and female drivers. That may be reducing this churning.
2. **Quarterly rating:** We can observe that drivers, whose quarterly rating has increased, are less likely to leave the company. So, I think OLA needs to start implement rewards system for customers, who provide feedback and rate drivers. That can help drivers to increase their rating.
3. **Income:** We can observe that very few drivers are left the company, whose monthly income increased. Company should take it as a major problem. So, OLA team should start communicate with those drivers, whose monthly income is low and give them some idea about how to increase their earning.
4. **Joining date and leaving date:** From the data, we can observe that maximum drivers joined the company in last 3 years as well as leaving the company in recent 3 years. So, team should talk with them properly before joining and try to understand their requirement, working flexibility. Based on those data, provide some facilities to driver like rewards on target trip, route advice and perking discount.
5. **No of Months:** From the data, we can observe that few months (i.e. 3months, 4 months, 5months etc.) old driver left the company. So, OLA can make facilities like loan with flexible installment, which can work for drivers to stay with company for a long time.
6. **Total Business Value:** OLA should help drivers to understand the total business value and how it increases.
7. **Others:** OLA should make better to their app for usability as per customer as well as drivers. They can add some features for drivers like weather report and customer traffic that can help to drivers to understand which area customers are trying for booking.

As per my point of view, those are the key points where OLA should focus on and those can help to reduce churn drivers.