**1. Descriptive Analytics:**

**Description: Answers "What happened?" by summarizing past data.**

**Examples:**

* **Ride History: Displays a list of all past rides, including details like dates, times, locations, and fare amounts.**
* **Trip Summary: Provides summaries of individual rides, including distance travelled, time taken, and fare breakdown.**
* **Monthly Spending Report: Shows the total amount spent on rides for the current month or previous months.**
* **Driver Ratings: Historical ratings and feedback provided for drivers after each ride.**

**Task:**

* **Identify and list features in the assigned app that summarize historical ride data. Document how these features help Users/Customers/Consumers**

**2. Diagnostic Analytics:**

**Description: Answers "Why did it happen?" by exploring reasons behind certain outcomes.**

**Examples:**

* **Fare Discrepancies: Provides explanations for unexpected fare changes, such as surge pricing or additional charges.**
* **Trip Cancellation Reasons: Shows reasons for ride cancellations (e.g., driver arrived late, user changed mind).**
* **Driver Performance Analysis: Details reasons for low driver ratings or complaints (e.g., poor driving behavior, vehicle condition).**
* **Ride Delays: Analyzes reasons for delays, such as traffic conditions or driver unavailability.**

**Task:**

* **Identify and list features in the given app that explain reasons behind specific events or issues. Document how these features help Users /Customers/Consumers**

**3. Predictive Analytics:**

**Description: Answers "What could happen?" by forecasting future outcomes based on historical data.**

**Examples:**

* **Surge Pricing Predictions: Estimates when surge pricing might occur based on historical data and current demand.**
* **Estimated Time of Arrival (ETA): Predicts the time it will take for a driver to reach the pickup location and for the ride to complete.**
* **Ride Demand Forecast: Predicts peak times and high-demand areas based on past ride patterns and external factors.**
* **Driver Availability Predictions: Forecasts when and where drivers will be available based on historical activity and current demand.**

**Task:**

* **Identify and list features in the given App that predict future events or conditions. Document how these predictions help Users/Customers/Consumers.**

**4. Prescriptive Analytics:**

**Description: Answers "What should we do?" by recommending actions based on data insights.**

**Examples:**

* **Optimal Route Suggestions: Provides recommendations for the best route to take based on current traffic conditions and historical data.**
* **Ride Sharing Options: Suggests ride-sharing or carpooling to save on fare costs or reduce wait times.**
* **Promotional Offers: Recommends discounts or promotions based on user’s ride history and current usage patterns.**
* **Driver Incentives: Suggests actions for drivers to improve their ratings or increase their earnings based on past performance and user feedback.**

**Task:**

* **Identify and list features in the given app that suggest actions or recommendations. Document how these suggestions help users make better decisions or enhance their experience.**

**Worksheet Completion:**

**For each type of analytics, ensure that you:**

1. **Clearly list the features or functionalities observed.**
2. **Provide a brief explanation of how each feature relates to the specific type of analytics.**
3. **Reflect on how understanding these analytics can improve user experience and operational efficiency in the Ola app.**

**Group Discussion:**

* **Share your findings with the group.**
* **Discuss how each type of analytics contributes to a better understanding of the app’s functionality and user experience.**
* **Explore ways to leverage these insights for product improvements or new features.**

**Choose any one :**

** Google Photos**

** Spotify**

** Netflix**

** Amazon Alexa**

** Siri (Apple)**

** Google Maps**

** Grammarly**

** Snapchat**

** Zoom**

** Duolingo**

** ICICI or any banking app**

** Amazon**

** Flipkart or any ecommerce tool**