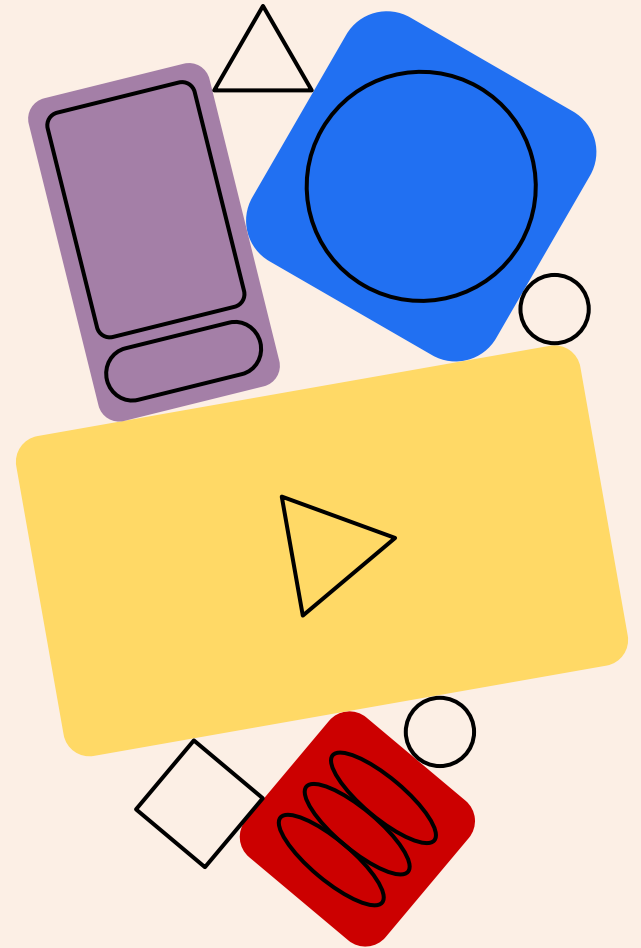# Comprehensive OLA Ride Analysis Dashboard

Ramesh k
Data & Product Analyst

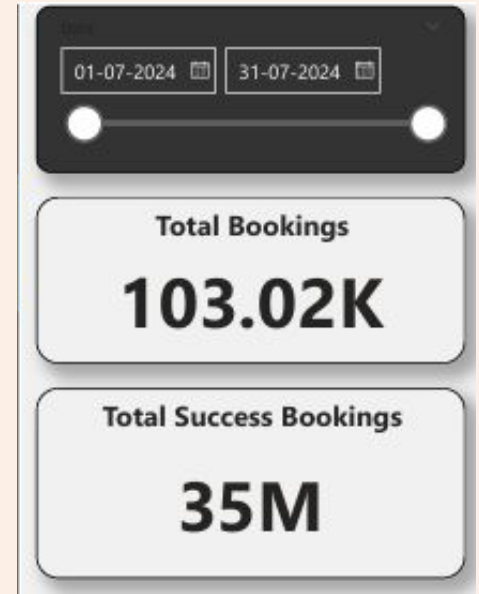# Introduction

Objective:

- Showcase key operational metrics for OLA rides.
- Deliver actionable insights to improve efficiency, revenue, and customer satisfaction.
  Scope:
- Ride trends, revenue, cancellations, and ratings analysis for July 2024.
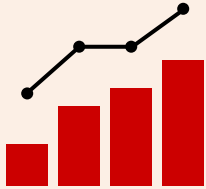
Pain Points

Identified Challenges:

High Cancellation Rate (26.88%) leading to revenue loss.

Unbalanced Payment Preferences: Over-reliance on specific methods like UPI.

Driver and Vehicle Management: Inefficiencies in ride assignment and cancellations due to personal/vehicle issues.

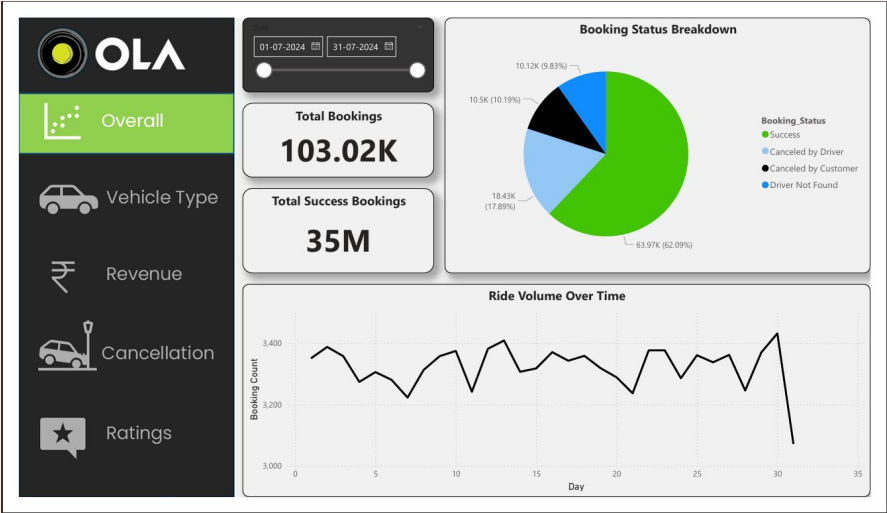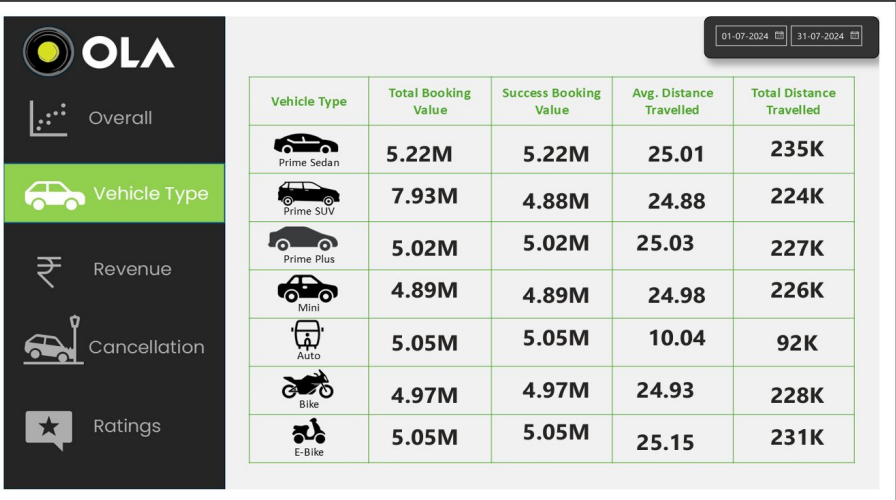**Customer Retention:** Lack of loyalty engagement for high-value customers.

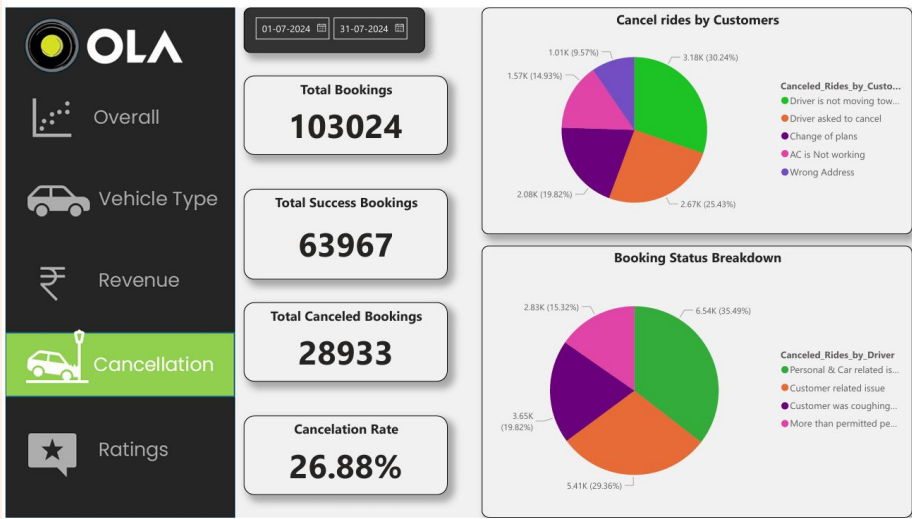# Dashboard Overview

Vehicle Type

Revenue

Cancelation
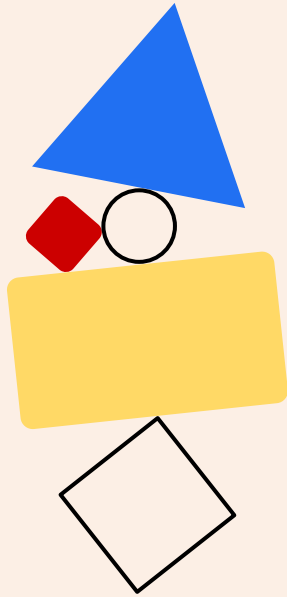
Predictive Analytics

Future Forecasts:

Question 1

Revenue Growth: Estimated increase of 10-15% in Q3 2024 by addressing cancellation issues.

Question 2

Ride Volume: Monthly growth of 3.5% with improved booking success rates.

Business Recommendations

Step 1

- Introduce AI–based ride assignment for higher efficiency.
- Incentivize drivers with rewards for fewer cancellations.

Step 3

- Promote Digital Payments
- Campaigns with cashback and promo codes for UPI users.

Step 2

- Enhance Customer Loyalty
- Offer discounts and personalized rewards for top customers.

Step 4

- Fleet Optimization
- Prioritize vehicle allocation based on ride distance metrics.

Pain Points Addressed

Reduce Cancellation Rates (26.88%)

- Implement AI-based ride allocation and driver incentives to save revenue and improve efficiency.

Boost Revenue by 10-15%

- Promote diverse payment methods and target top customers with loyalty programs.

Streamline Operations

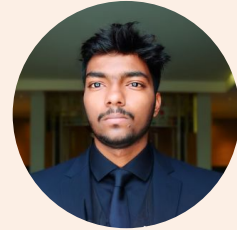- Optimize vehicle and driver management to reduce inefficiencies and enhance service reliability.

Enhance Customer Retention

- Introduce personalized rewards and campaigns to retain high-value customers.

Thank you

Ramesh k

Data & Product Analyst

Ramesh k

My Portfolio

Contact