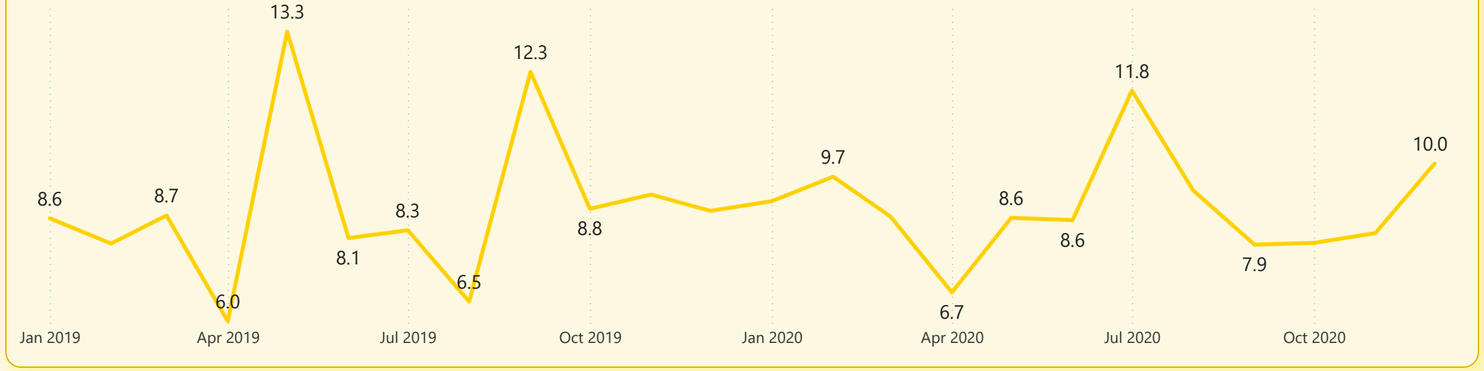
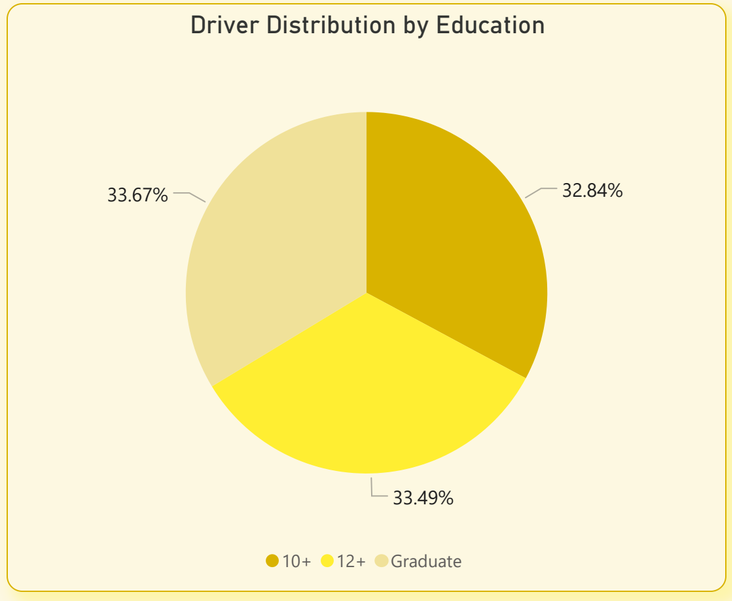
Ola Analytics - Attrition Analysis

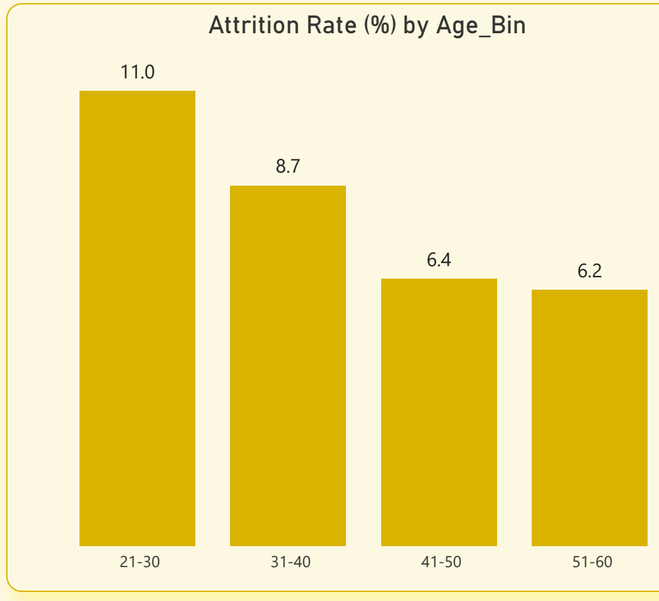
2308	35	8.88	1594	2161	21	C17
Total Drivers	Average Age	Attrition Rate (%)	Number of Attrition	Active Drivers	Average Tenure in Months	Higest Attrition in City

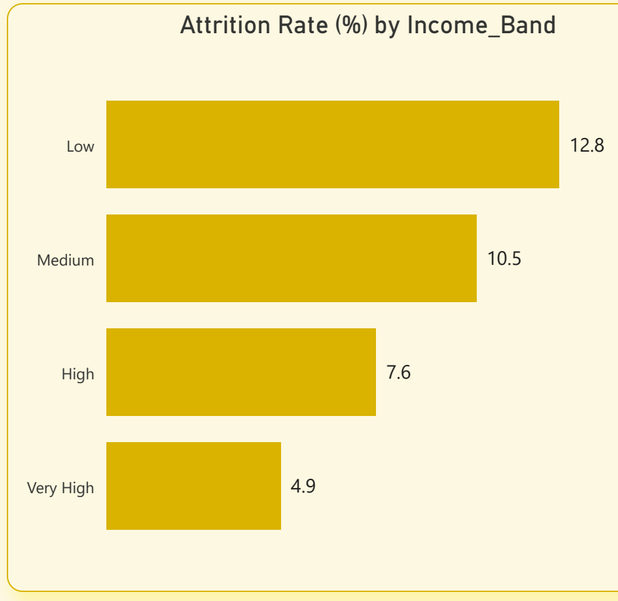


Correlation Between Age and Income

Age_Bin	High	Low	Medium	Very High
21-30	124	191	174	43
31-40	184	246	283	133
41-50	44	47	68	43
51-60	4	4	5	1







Driver Profile Analysis

Filter by City

All

Filter by Experience

<6M | >2Y | 1-2Y | 6-12M

Filter by Grade

1 | 2 | 3 | 4 | 5

2308
Total Drivers

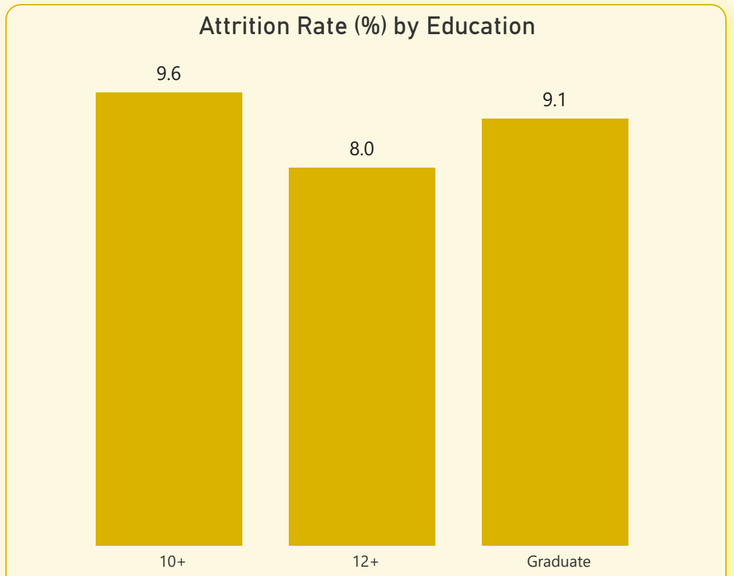
35
Average Age

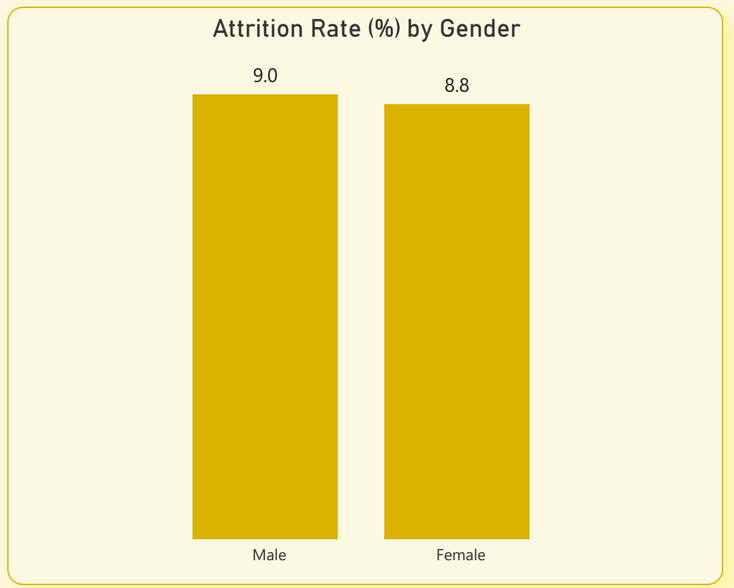
1594
Number of Attrition

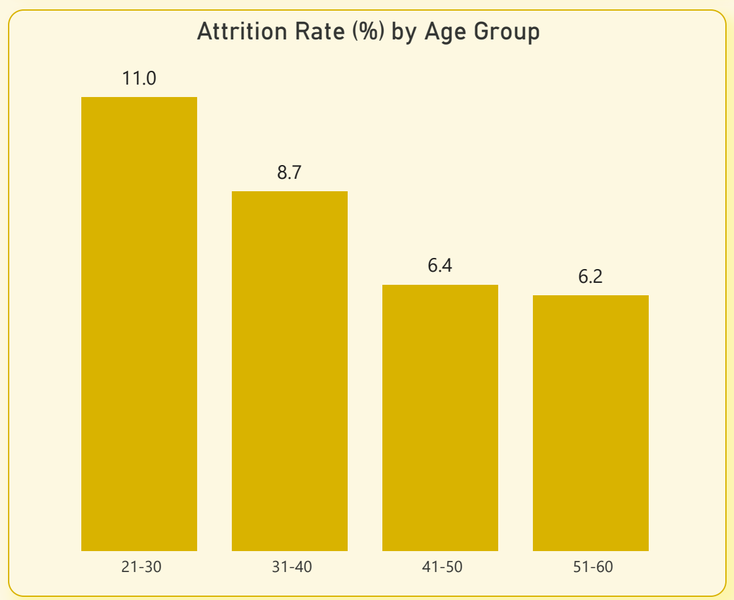
2161
Active Drivers

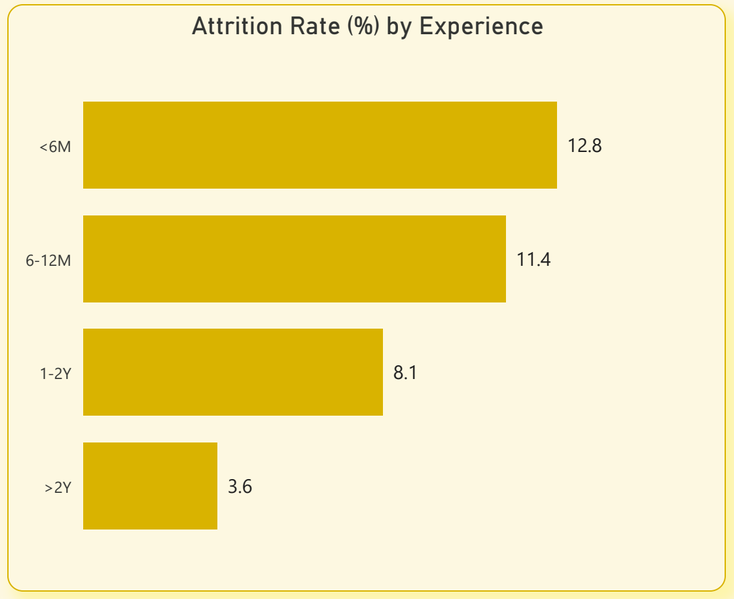
Correlation Between Grade and Experience

Grade	<6M	>2Y	1-2Y	6-12M
1	15.21	6.51	8.11	13.41
2	13.59	4.39	8.74	9.60
3	10.21	2.96	7.46	12.77
4	6.45	2.59	4.00	5.84
5	0.00	2.23	18.18	6.45









Performance & Income Impact

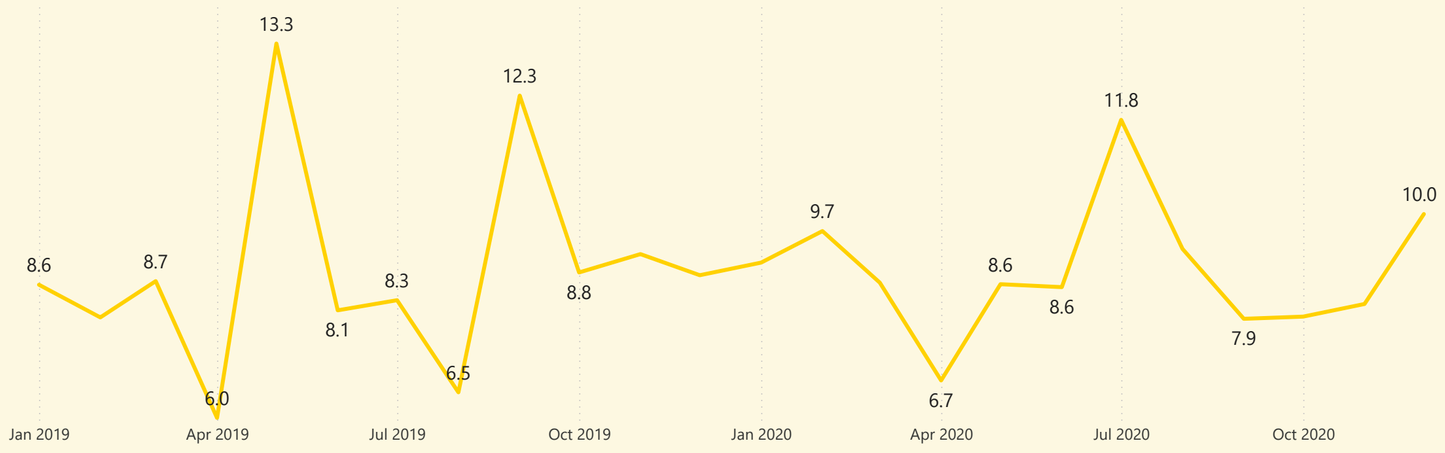
Filter by City: All

Filter by Experience: <6M | >2Y | 1-2Y | 6-12M

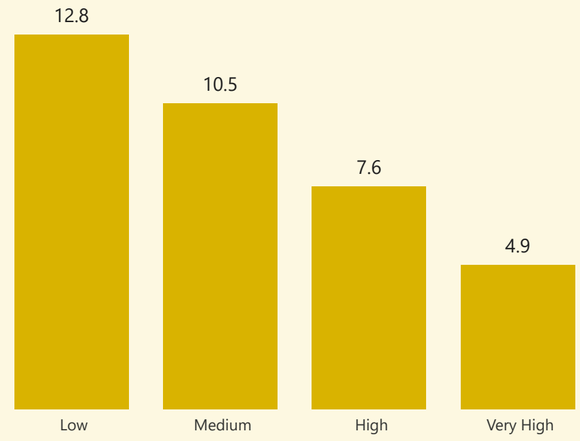
Filter by Age Group: 21-30 | 31-40 | 41-50 | 51-60

Filter by Grade: 1 | 2 | 3 | 4 | 5

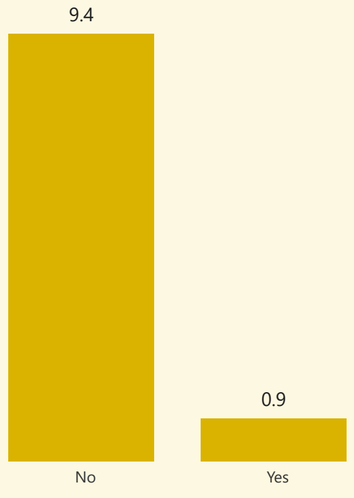
Attrition Rate (%) Trend



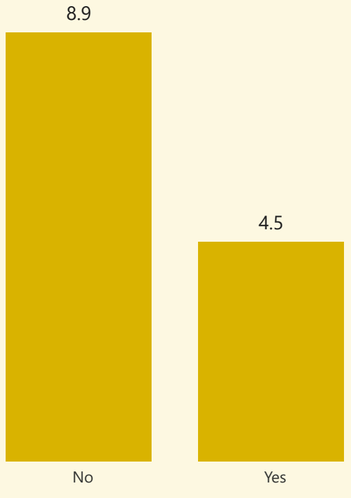
Attrition Rate (%) by Income_Band



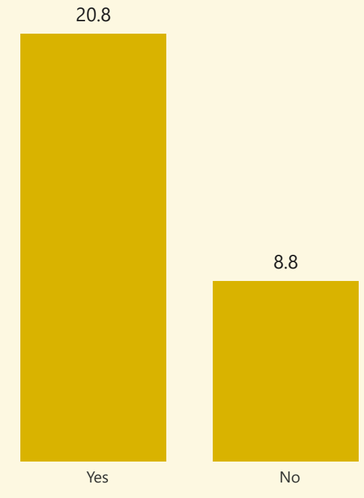
Attrition Rate (%) by Rating_Increased



Attrition Rate (%) by Income_Increased



Attrition Rate (%) by Negative_Business



City & Designation Trends

Filter by Experience

<6M | >2Y | 1-2Y | 6-12M

Filter by Designation

1 | 2 | 3 | 4 | 5

Filter by Age Group

21-30 | 31-40 | 41-50 | 51-60

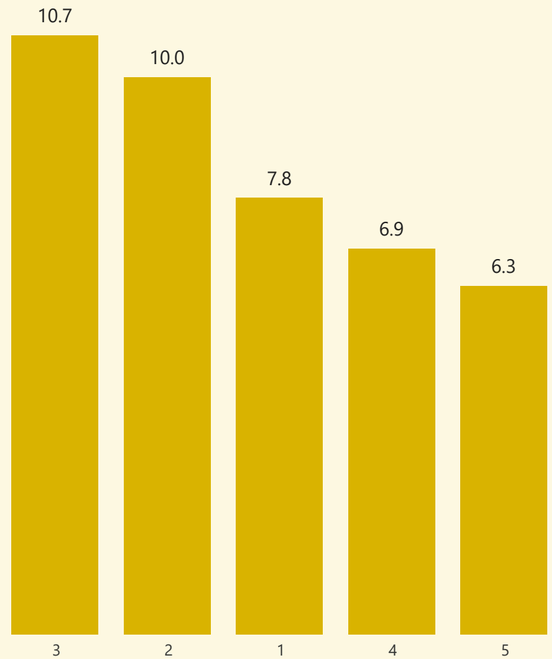
Filter by Gender

Female | Male

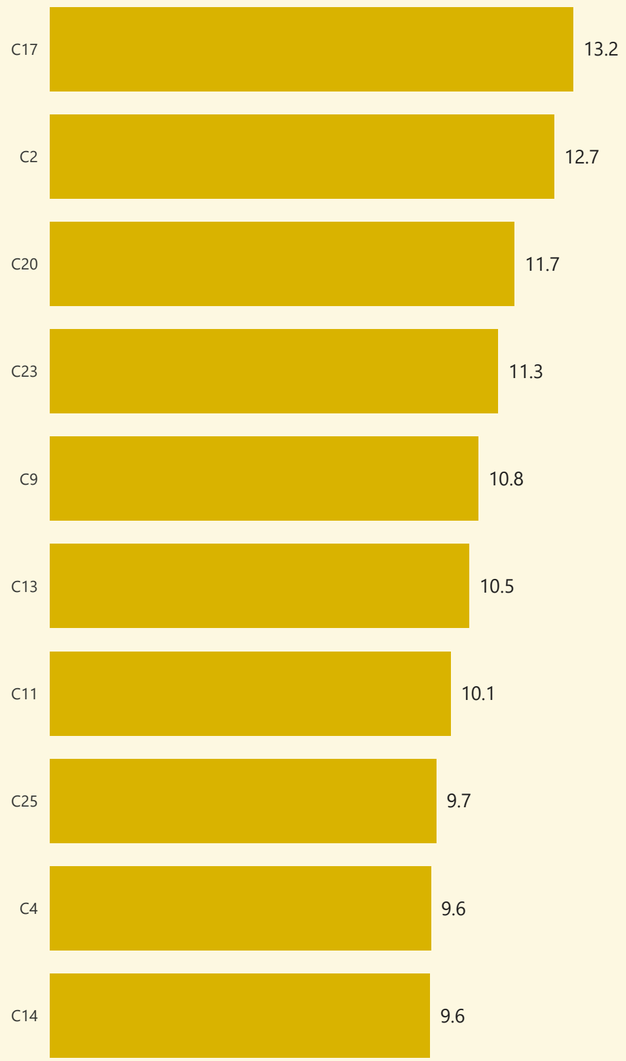
29
Total Cities

C17
Higest Attrition in City

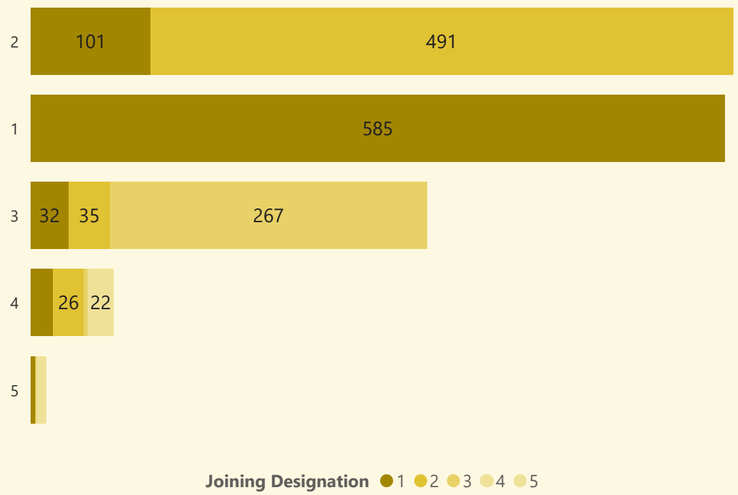
Attrition Rate (%) by Joining Designation



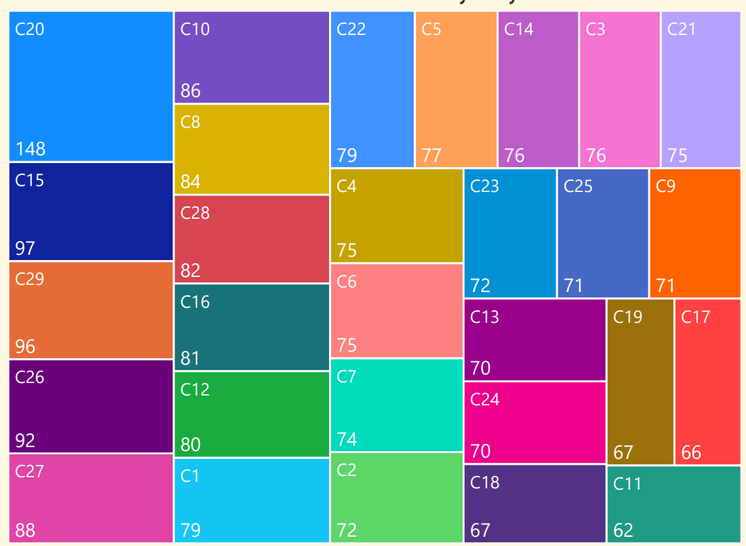
Attrition Rate (%) by City (Top 10)



Attrition by Grade and Designation



Driver Distribution by City



High Risk Drivers

High-Risk Active Drivers

Driver_ID	City	Experience_Bucket	Income_Band	Grade	Rating_Increased	Income_Increased	Negative_Business
1	C23	<6M	Medium	1	No	No	Yes
1049	C26	6-12M	Low	1	No	No	Yes
1081	C5	6-12M	Medium	1	No	No	Yes
1196	C23	<6M	Medium	2	No	No	Yes
1249	C5	<6M	Low	1	No	No	Yes
1285	C12	6-12M	Medium	2	No	No	Yes
1290	C24	6-12M	Low	1	No	No	Yes
1378	C28	<6M	Medium	2	No	No	Yes
1396	C16	6-12M	Medium	2	No	No	Yes
1422	C12	6-12M	Medium	2	No	No	Yes
1466	C2	<6M	Medium	2	No	No	Yes
1563	C27	6-12M	Low	2	No	No	Yes
1669	C25	<6M	Low	1	No	No	Yes
175	C13	6-12M	Low	1	No	No	Yes
1754	C10	<6M	Medium	1	No	No	Yes
1803	C3	6-12M	Medium	1	No	No	Yes
1860	C14	<6M	Low	2	No	No	Yes
2040	C15	6-12M	Low	1	No	No	Yes
2091	C24	6-12M	Low	1	No	No	Yes
2126	C28	<6M	Medium	2	No	No	Yes
2159	C29	6-12M	Medium	1	No	No	Yes
2235	C10	6-12M	Low	1	No	No	Yes
2409	C20	6-12M	Low	1	No	No	Yes
2439	C16	<6M	Low	2	No	No	Yes
2693	C7	6-12M	Medium	1	No	No	Yes
2716	C29	6-12M	Low	1	No	No	Yes

Filter by Age Group

21-30 | 31-40 | 41-50 | 51-60

Filter by Gender

Female | Male

Table Visual Filters

- Attrition = Yes
- Experience Bucket is "<6M" and "6-12M"
- Rating Increased = No
- Income Increased = No
- Negative Business = Yes
- Income Band = "Low" and "Medium"
- Grade = 1 and 2

Recommendations & Actions

Insights

- **Attrition fluctuates over time**, with some months showing spikes likely influenced by seasonal or operational factors.

- **Younger drivers (21-30 years)** have the highest attrition, and attrition decreases with age.

- **Attrition rates are similar across genders**, showing minimal gender impact.

- **Drivers with the lowest education level** tend to have higher attrition compared to those with moderate education levels.

- **Attrition decreases as income increases**, with low-income drivers showing the highest churn.

- **Drivers with less experience (<6 months**) have significantly higher attrition, which declines steadily with more experience.

- **Drivers whose quarterly ratings improve** have much lower attrition, highlighting the importance of performance growth.

- **Drivers with increasing income over time** show lower attrition compared to those with stagnant or declining income.

- **Higher-grade drivers have lower attrition rates**, indicating loyalty increases with rank or performance level.

- **Attrition varies considerably by city**, with some cities facing much higher churn than others.

- **Joining designation impacts attrition**, with some roles having notably higher churn.

- **Drivers experiencing negative business transactions** face significantly higher attrition, suggesting financial setbacks contribute strongly to churn.

Recommendations & Actions

Implement Targeted Retention Strategies for Younger and Less Experienced Drivers
- Provide mentorship, onboarding support, and early incentives to reduce churn in the 21-30 age group and drivers with less than 6 months experience.

Encourage Continuous Performance Improvement and Recognition
- Introduce regular performance feedback, rating improvement incentives, and recognition programs to motivate drivers and lower attrition.

Create Clear Income Growth Pathways
- Offer structured income increases, bonuses, and milestone rewards to drivers to boost financial motivation and retention.

Design Grade and Designation-Based Career Progression Plans
- Develop transparent promotion policies with benefits tied to driver grades and joining designations to increase loyalty.

Focus on City-Specific Interventions
- Analyze high-attrition cities closely and implement localized engagement plans, improved support services, and incentives tailored to each city's needs.

Provide Support for Drivers Facing Financial Challenges
- Monitor drivers with negative business transactions and offer counseling, financial assistance, or dispute resolution to mitigate losses and reduce churn.

Maintain Consistent Communication and Feedback Loops
- Engage drivers through frequent communication channels to address grievances, provide updates, and foster a sense of belonging.

Use Data-Driven Insights for Proactive Attrition Prediction
- Regularly analyze driver data to identify at-risk segments and intervene early with personalized retention efforts.