OLA

- Overall
- Vehicle Type
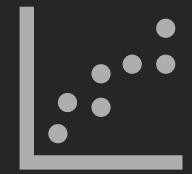- Revenue
- Cancellation
- Ratings

Data Analyst Project

The Ola Ride Analytics Project is a data-driven analysis aimed at understanding ride-hailing trends, customer behavior, and service efficiency. Using a dataset containing 100,000 ride records from Bengaluru, the project explores key metrics such as ride demand, vehicle type preferences, cancellation patterns, driver and customer ratings, and booking value trends. The final outcome is an interactive dashboard that provides actionable insights for business optimization, improved customer experience, and strategic decision-making in ride-hailing services.

Project is divided into two parts:

- SQL queries optimization
- PowerBI queries optimization

Overall

Vehicle Type

Revenue

Cancellation

Ratings

SQL queries optimization

1.   Retrieve all successful bookings:

SELECT * FROM bookings WHERE Booking_Status = 'Success';

2. Find the average ride distance for each vehicle type:

SELECT Vehicle_Type, AVG(Ride_Distance) as avg_distance FROM bookings GROUP BY Vehicle_Type;

3.Get the total number of cancelled rides by customers:

SELECT COUNT(*) FROM bookings WHERE Booking_Status = 'cancelled by Customer'

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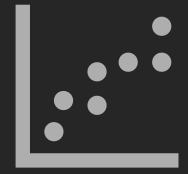
Overall

Vehicle Type

Revenue

Cancellation

Ratings

4.List the top 5 customers who booked the highest number of rides:
SELECT Customer_ID, COUNT(Booking_ID) as total_rides FROM bookings GROUP BY
Customer_ID ORDER BY total_rides DESC LIMIT 5;

5.Get the number of rides cancelled by drivers due to personal and car-related issues:
SELECT COUNT(*) FROM bookings WHERE cancelled_Rides_by_Driver = 'Personal & Car
related issue';

6.Find the maximum and minimum driver ratings for Prime Sedan bookings:
SELECT MAX(Driver_Ratings) as max_rating, MIN(Driver_Ratings) as min_rating FROM bookings WHERE Vehicle_Type = 'Prime Sedan';

7. Retrieve all rides where payment was made using UPI:
SELECT * FROM bookings WHERE Payment_Method = 'UPI';
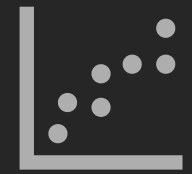
8.Find the average customer rating per vehicle type:
SELECT Vehicle_Type, AVG(Customer_Rating) as avg_customer_rating
FROM bookings
GROUP BY Vehicle_Type;

9.Calculate the total booking value of rides completed successfully:
SELECT SUM(Booking_Value) as total_successful_value FROM bookings WHERE
Booking_Status = 'Success';

10.List all incomplete rides along with the reason:
SELECT Booking_ID, Incomplete_Rides_Reason FROM bookings WHERE
Incomplete_Rides =
'Yes';