



# Data Analyst Project

By Sandipan Maity | June 2025

## Summary of Tools and Skills

### Tools:

- **Excel** – Data cleaning, sorting, filtering, formulas, Power Query
- **MySQL** – Writing basic to intermediate SQL queries
- **Power BI** – Dashboard creation, data visualization, DAX functions

### Skills:

- **Data Cleaning** – Removing duplicates, fixing formats, handling null values
- **Data Analysis** – Identifying trends, summarizing metrics, answering business questions
- **Data Visualization** – Creating charts, graphs, and dashboards to tell a story
- **Database Management** – Importing, querying, and organizing large datasets
- **Problem Solving** – Answering real-world business questions with data
- **Attention to Detail** – Ensuring data accuracy and quality before analysis

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## 1. Objective:

The goal of this project was to analyze Ola ride-booking data to uncover actionable insights related to ride demand, booking success rates, cancellations, customer behavior, and revenue trends. Using Excel for data cleaning, MySQL for structured querying, and Power BI for visualization, this project demonstrates the ability to turn raw transportation data into clear business intelligence that supports better decision-making for ride-hailing operations.

It covers essential aspects like booking statuses, cancellations, ride distances, payment methods, and ratings.

With **SQL** for data preparation and **Power BI** for visualization, we uncover trends like high weekend demand, popular vehicle types, and reasons for cancellations.

These insights explain how data-driven decisions help companies enhance customer satisfaction by optimizing operations and improving service quality.

## 2. Dataset Overview

The **Ola dataset** contains **100,000** rows of ride-booking data for over one month. This dataset contains a variety of data related to ride bookings, customer and driver interactions, cancellations, and more. The overview of columns is:

- **Date:** The date of the booking.
- **Time:** The time at which the booking was made.
- **Booking ID:** A unique 10-digit identifier, prefixed by "CNR" (e.g., CNR1234567890).
- **Booking Status:** The status of the booking (Successful/Cancelled).
- **Customer ID:** Unique identifier for each customer.
- **Vehicle Type:** Different types of vehicles used for the ride (e.g., Auto, Prime Plus, etc.).
- **Pickup Location:** Dummy locations from 50 different areas in Bengaluru.
- **Drop Location:** Another set of locations, chosen from the list of pickup locations.
- **Avg VTAT (Vehicle Time Arrival Time):** The average time taken for the vehicle to arrive at the pickup location.
- **Avg CTAT (Customer Time Arrival Time):** The average time taken for the customer to arrive at the pickup location.
- **Cancelled Rides by Customer:** If the ride was cancelled by the customer.
- Reason for Cancelling by Customer: Various reasons for cancellation (e.g., AC not working, change of plans).
- **Cancelled Rides by Driver:** Cancellations by the driver, often due to personal or vehicle-related issues.
- **Incomplete Rides:** Cases where the ride was incomplete for some reason.
- **Incomplete Rides Reason:** Reasons for incomplete rides, such as vehicle breakdown or customer demand.
- **Booking Value:** The fare for the ride.
- **Payment Method:** The method used to pay (Cash/UPI/Card/Wallet).
- **Ride Distance:** Distance of the ride in kilometres.
- **Driver Ratings:** Ratings given to the driver by the customer.
- **Customer Rating:** Ratings given by the driver to the customer.

### 3. Data Cleaning in Excel

In Excel, the range was first converted into a table, and then Power Query was used to remove duplicates and change data types where needed, and used Power Query editor was used to view column quality.

1. Converted range into a table, as Excel tables automatically update as you add or remove data.
2. Opened the table in Power Query to change Data types where needed and remove duplicates.

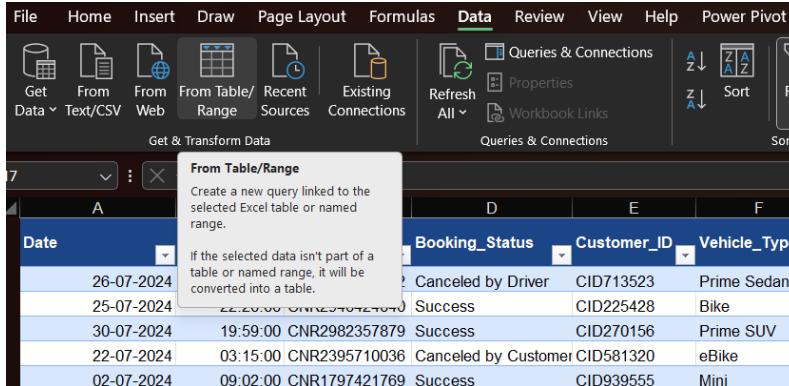


Figure 1 range to table

	Date	Time	Booking_ID	Booking_Status	Customer_ID	Vehicle_Type	Pickup
1	26-07-2024 14:00:00	0.58333333 CNR7153255142	Canceled by Driver	CID713523	Prime Sedan	Tumkur Ro	
2	25-07-2024 22:00:00	0.930555556 CNR2940424040	Success	CID225428	Bike	Magadi Ro	
3	30-07-2024 19:59:00	0.832638889 CNR2982357879	Success	CID270156	Prime SUV	Sahakar Na	
4	22-07-2024 03:15:00	0.135416667 CNR2395710036	Canceled by Customer	CID581320	eBike	HSR Layout	
5	02-07-2024 09:02:00	0.376388889 CNR1797421769	Success	CID939555	Mini	Rajajinagar	
6	13-07-2024 04:42:00	0.195833333 CNR8787177882	Success	CID802429	Mini	Kadugodi	
7	23-07-2024 09:51:00	0.410416667 CNR3612067560	Success	CID476071	Bike	Tumkur Ro	
8	11-07-2024 11:12:00	0.466666667 CNR5374902489	Canceled by Driver	CID735691	Prime Plus	Bannergha	
9	01-07-2024 19:19:00	0.804861111 CNR50306020254	Driver Not Found	CID999840	Mini	Chamarajp	
10	18-07-2024 01:31:00	0.063194444 CNR6328453219	Canceled by Driver	CID907133	Auto	RT Nagar	
11	29-07-2024 23:33:00	0.98125 CNR4787583516	Success	CID923404	Prime Plus	Hosur Roac	
12	26-07-2024 04:03:00	0.16875 CNR7943634301	Success	CID647026	Prime Plus	Kammanah	

Figure 2 Opening the table in Power Query Editor

	Date	Time	Booking_ID	Booking_Status	Customer_ID	Vehicle_Type	Pickup
1	26-07-2024	04:03:00	0.16875 CNR7943634301	Success	CID647026	Prime Plus	Kammanah
2	27-07-2024	13:18:00	0.554166667 CNR45244721				

Figure 3 Changing Date Format

Figure 4 Changing Time Format

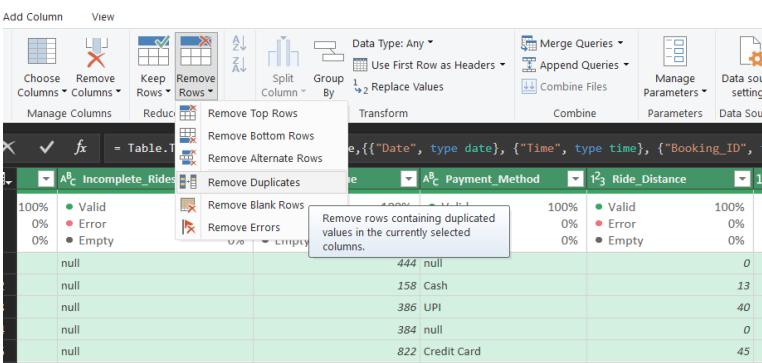


Figure 5 Removing Duplicates

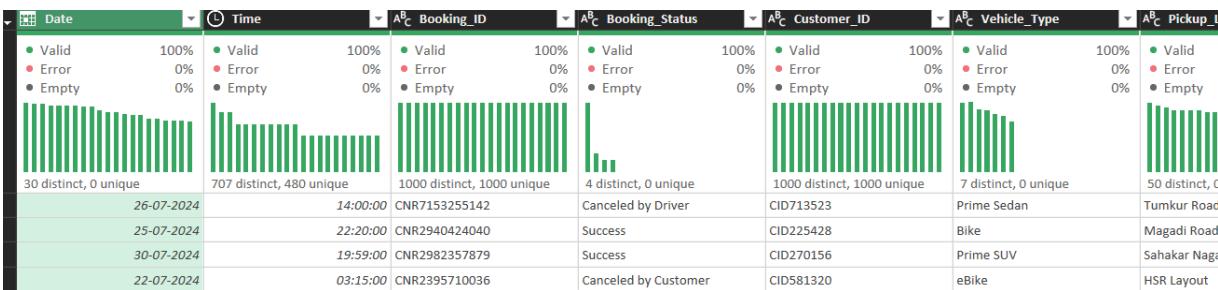


Figure 6 Checking Data Quality

3. Converted the Excel file into a .csv file after cleaning to make it easier to load into SQL.

#### 4. Database & SQL Analysis

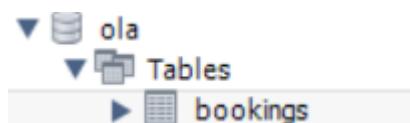
##### Creating a Database in SQL

Created database “Ola” and table “booking” to load data into.

```

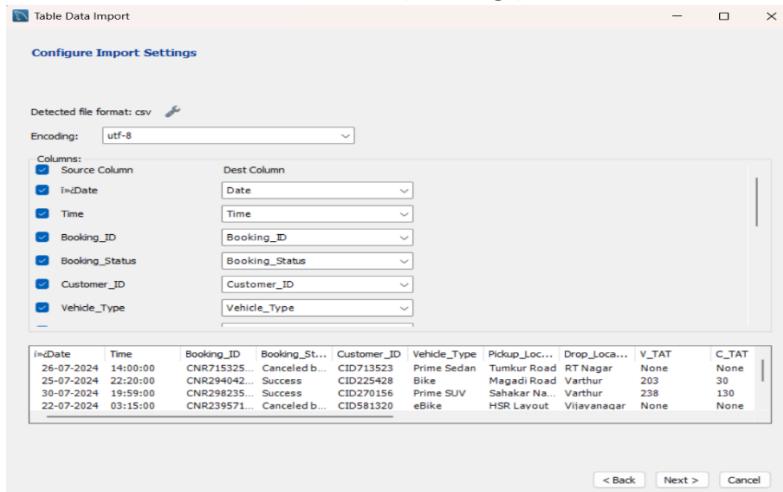
1 ●      Create Database Ola;
2 ●      Use Ola;
3
4 ●      CREATE TABLE bookings (
5           'Date' TEXT,
6           'Time' TEXT,
7           'Booking_ID' TEXT,
8           'Booking_Status' TEXT,
9           'Customer_ID' TEXT,
10          'Vehicle_Type' TEXT,
11          'Pickup_Location' TEXT,
12          'Drop_Location' TEXT,
13          'V_TAT' TEXT,
14          'C_TAT' TEXT,
15          'Canceled_Rides_by_Customer' TEXT,
16          'Canceled_Rides_by_Driver' TEXT,
17          'Incomplete_Rides' TEXT,
18          'Incomplete_Rides_Reason' TEXT,
19          'Booking_Value' TEXT,
20          'Payment_Method' TEXT,
21          'Ride_Distance' TEXT,
22          'Driver_Ratings' TEXT,
23          'Customer_Rating' TEXT
24      );

```



## Loading Data into MySQL

Loaded the .csv file into the table(bookings) made in the SQL database(ola)



## SQL Analysis

*Answering Questions in SQL*

Making queries and answering key questions to find insight that can help make decisions.

### SQL Questions:

1. Retrieve all successful bookings:

#1. Retrieve all successful bookings:

```
Create View Successful_Bookings As
SELECT * FROM bookings
WHERE Booking_Status = 'Success';
```

86 #1. Retrieve all successful bookings:

87• Select \* From Successful\_Bookings;

Date	Time	Booking_ID	Booking_Status	Customer_ID	Vehicle_Type	Pickup_Location	Drop_Location	V_TAT	C_TAT	Canceled_Rides_by_Customer	Canceled_Rides_by_Driver	Incomplete_Rides	Incomplete
25-07-2024	22:20:00	CNR2940424040	Success	CID25428	Bike	Magadi Road	Varthur	203	30	NULL	No	NULL	NULL
30-07-2024	19:59:00	CNR2982357879	Success	CID270156	Prime SUV	Sahakar Nagar	Varthur	238	130	NULL	No	NULL	NULL
02-07-2024	09:02:00	CNR1797421769	Success	CID939555	Mini	Rajajinagar	Chamarajpet	252	80	NULL	No	NULL	NULL
13-07-2024	04:42:00	CNR3787177882	Success	CID802429	Mini	Kadugodi	Vijayanagar	231	90	NULL	No	NULL	NULL
23-07-2024	09:51:00	CNR3612067560	Success	CID476071	Bike	Tumkur Road	Whitefield	133	40	NULL	No	NULL	NULL
29-07-2024	23:33:00	CNR4787583516	Success	CID923404	Prime Plus	Hosur Road	Jayanagar	35	55	NULL	No	NULL	NULL
26-07-2024	04:03:00	CNR7943634301	Success	CID647026	Prime Plus	Kammanahalli	Rajajinaga	238	95	NULL	No	NULL	NULL
27-07-2024	13:18:00	CNR4524472111	Success	CID540929	Auto	Cox Town	Yelahanka	126	35	NULL	No	NULL	NULL
16-07-2024	09:54:00	CNR8181602032	Success	CID167642	Bike	Indiranagar	MG Road	70	95	NULL	No	NULL	NULL
02-07-2024	10:25:00	CNR8050918544	Success	CID640151	Bike	Magadi Road	HSR Layout	126	95	NULL	No	NULL	NULL
05-07-2024	23:42:00	CNR3196156650	Success	CID243275	Bike	Electronic City	Langford Town	140	40	NULL	No	NULL	NULL
09-07-2024	11:11:00	CNR9975925287	Success	CID162055	Prime SUV	Magadi Road	RT Nagar	42	30	NULL	No	NULL	NULL
12-07-2024	14:44:00	CNR1591113431	Success	CID902781	eBike	Koramangala	Sarjapur Road	245	70	NULL	No	NULL	NULL
11-07-2024	20:42:00	CNR3650331573	Success	CID217093	eBike	Basavangudi	Hulimavu	84	25	NULL	No	NULL	NULL
08-07-2024	22:33:00	CNR6013805089	Success	CID817034	Prime Sedan	Padmanabhan...	Jayanagar	168	65	NULL	No	NULL	NULL
03-07-2024	18:20:00	CNR9832070187	Success	CID655872	Bike	Koramangala	BTM Layout	231	145	NULL	No	NULL	NULL
03-07-2024	21:17:00	CNR5620539253	Success	CID290480	Prime Plus	Mysore Road	Sahakar Nage	56	105	NULL	No	NULL	NULL
10-07-2024	21:18:00	CNR4449071014	Success	CID654618	Mini	Tumkur Road	Koramangala	221	50	NULL	No	NULL	NULL

Successful\_Bookings21 x

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

```
#2. Find the average ride distance for each vehicle type:
Create View ride_distance_for_each_vehicle As
SELECT Vehicle_Type, AVG(Ride_Distance) as avg_distance
FROM bookings GROUP BY Vehicle_Type;
```

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

90 • **Select \* from ride\_distance\_for\_each\_vehicle;**

Result Grid		Filter Rows:	Export:	Wrap Cell Content:
Vehicle_Type	avg_distance			
▶ Prime Sedan	15.764939167842979			
Bike	15.533078706861273			
Prime SUV	15.274513817809622			
eBike	15.580588552915767			
Mini	15.510101704233096			
Prime Plus	15.44747399197661			
Auto	6.238088783463232			

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

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

```
Create View cancelled_rides_by_customers As
```

```
SELECT COUNT(*) FROM bookings
```

```
WHERE Booking_Status = 'cancelled by Customer';
```

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

93 • **Select \* from cancelled\_rides\_by\_customers;**

Result Grid		Filter Rows:	Export:	Wrap Cell Content:
COUNT(*)				
▶ 0				

4. List the top 5 customers who booked the highest number of rides:

```
#4. List the top 5 customers who booked the highest number of rides:
```

```
Create View Top_5_Customers As
```

```
SELECT Customer_ID, COUNT(Booking_ID) as total_rides
```

```
FROM bookings
```

```
GROUP BY Customer_ID
```

```
ORDER BY total_rides DESC LIMIT 5;
```

95 #4. List the top 5 customers who booked the highest number of rides:

96 • **Select \* from Top\_5\_Customers;**

Result Grid		Filter Rows:	Export:	Wrap Cell Content:
Customer_ID	total_rides			
▶ CID954071	5			
CID539191	4			
CID189965	4			
CID268274	4			
CID952434	4			

5. Get the number of rides cancelled by drivers due to personal and car-related issues:

#5. Get the number of rides cancelled by drivers due to personal and car-related issues:

Create View Rides\_cancelled\_by\_Drivers\_P\_C\_Issues As

SELECT COUNT(\*) FROM bookings

WHERE canceled\_Rides\_by\_Driver = 'Personal & Car related issue';

98 #5. Get the number of rides cancelled by drivers due to personal and car-related issues:

99 • Select \* from Rides\_cancelled\_by\_Drivers\_P\_C\_Issues;

Result Grid		Filter Rows:	Export:	Wrap Cell Content:
COUNT(*)				
6542				

6. Find the maximum and minimum driver ratings for Prime Sedan bookings:

#6. Find the maximum and minimum driver ratings for Prime Sedan bookings:

Create View Max\_Min\_Driver\_Rating As

SELECT MAX(Driver\_Ratings) as max\_rating,

MIN(Driver\_Ratings) as min\_rating

FROM bookings WHERE Vehicle\_Type = 'Prime Sedan';

l01 #6. Find the maximum and minimum driver ratings for Prime Sedan bookings:

l02 • Select \* from Max\_Min\_Driver\_Rating;

Result Grid		Filter Rows:	Export:	Wrap Cell Content:
max_rating	min_rating			
5	3			

7. Retrieve all rides where payment was made using UPI:

#7. Retrieve all rides where payment was made using UPI:

Create View UPI\_Payment As

SELECT \* FROM bookings

WHERE Payment\_Method = 'UPI';

l04 #7. Retrieve all rides where payment was made using UPI:

l05 • Select \* from UPI\_Payment;

Date	Time	Booking_ID	Booking_Status	Customer_ID	Vehicle_Type	Pickup_Location	Drop_Location	V_TAT	C_TAT	Canceled_Rides_by_Customer	Canceled_Rides_by_Driver	Incomplete_Rides	Incomplete
30-07-2024	19:59:00	CNR298235789	Success	CID270156	Prime SUV	Sahakar Nagar	Varthur	238	130	NULL	NULL	No	NULL
13-07-2024	04:42:00	CNR8737177882	Success	CID802429	Mini	Kadugodi	Vijayanagar	231	90	NULL	NULL	No	NULL
27-07-2024	13:18:00	CNR4524472111	Success	CID540929	Auto	Cox Town	Yelahanka	126	35	NULL	NULL	No	NULL
16-07-2024	09:54:00	CNR8181603032	Success	CID167642	Bike	Indiranagar	MG Road	70	95	NULL	NULL	No	NULL
02-07-2024	10:25:00	CNR8090918544	Success	CID640151	Bike	Magadi Road	HSR Layout	126	95	NULL	NULL	No	NULL
09-07-2024	11:11:00	CNR9979925287	Success	CID162055	Prime SUV	Magadi Road	RT Nagar	42	30	NULL	NULL	No	NULL
19-07-2024	21:18:00	CNR4443921904	Success	CID654618	Mini	Tumkur Road	Koramangala	231	50	NULL	NULL	No	NULL
25-07-2024	03:44:00	CNR7194303296	Success	CID538245	Mini	Mysore Road	Hennur	175	50	NULL	NULL	No	NULL
15-07-2024	17:11:00	CNR6494005067	Success	CID805360	Auto	Yelshanka	Malleshwaram	84	60	NULL	NULL	No	NULL
14-07-2024	05:25:00	CNR7142279862	Success	CID378034	eBike	Yeshwanthpur	JP Nagar	210	45	NULL	NULL	No	NULL
03-07-2024	00:58:00	CNR5176704322	Success	CID296026	Prime Plus	KR Puram	Hennur	287	40	NULL	NULL	Yes	Customer C
10-07-2024	21:56:00	CNR7547352327	Success	CID976231	Prime Plus	Hulimavu	Rajarajeshwara...	210	105	NULL	NULL	No	NULL
06-07-2024	15:02:00	CNR1568684276	Success	CID709612	Prime Plus	Bannerghatta ...	Majestic	42	90	NULL	NULL	No	NULL
17-07-2024	03:30:00	CNR1050003752	Success	CID993137	Bike	Chamarajpet	Shivajinagar	308	110	NULL	NULL	No	NULL
01-07-2024	02:45:00	CNR9758857830	Success	CID528642	Prime Plus	HSR Layout	Magadi Road	308	70	NULL	NULL	No	NULL
02-07-2024	04:17:00	CNR8080410192	Success	CID416746	eBike	Jayanagar	JP Nagar	91	120	NULL	NULL	No	NULL
18-07-2024	00:37:00	CNR7825941026	Success	CID234007	Mini	Marathahalli	Langford Town	196	80	NULL	NULL	No	NULL
27-07-2024	19:19:00	CNR9148581755	Success	CID164393	Prime Q IV	Timkiri Road	Mantri Road	224	60	NULL	NULL	No	NULL

8. Find the average customer rating per vehicle type:

#8. Find the average customer rating per vehicle type:

Create View AVG\_Cust\_Rating As

```
SELECT Vehicle_Type, AVG(Customer_Rating) as avg_customer_rating  
FROM bookings
```

```
GROUP BY Vehicle_Type;
```

L07 #8. Find the average customer rating per vehicle type:

L08 • Select \* from AVG\_Cust\_Rating;

Result Grid		Filter Rows:	Export:	Wrap Cell Content:
	Vehicle_Type	avg_customer_rating		
▶	Prime Sedan	4.001588655506982		
	Bike	3.993376395883525		
	Prime SUV	3.999377501111586		
	eBike	3.98785403050109		
	Mini	3.9977312970341075		
	Prime Plus	4.009498622589555		
	Auto	3.998810952329009		

9. Calculate the total booking value of rides completed successfully:

#9. Calculate the total booking value of rides completed successfully:

Create View total\_successful\_ride\_value As

```
SELECT SUM(Booking_Value) as total_successful_ride_value  
FROM bookings
```

```
WHERE Booking_Status = 'Success';
```

Result Grid		Filter Rows:	Export:	Wrap Cell Content:
	Vehicle_Type	avg_customer_rating		
▶	Prime Sedan	4.001588655506982		
	Bike	3.993376395883525		
	Prime SUV	3.999377501111586		
	eBike	3.98785403050109		
	Mini	3.9977312970341075		
	Prime Plus	4.009498622589555		
	Auto	3.998810952329009		

10. List all incomplete rides along with the reason:

#10. List all incomplete rides along with the reason:

```
Create View Incomplete_Rides_Reason As
SELECT Booking_ID, Incomplete_Rides_Reason
FROM bookings
WHERE Incomplete_Rides = 'Yes';
```

L13 #10. List all incomplete rides along with the reason:

L14 • Select \* from Incomplete\_Rides\_Reason;

Result Grid		Filter Rows:	Export:	Wrap Cell Content:
Booking_ID	Incomplete_Rides_Reason			
CNR5176704322	Customer Demand			
CNR9312632867	Vehicle Breakdown			
CNR7924302885	Customer Demand			
CNR1640228587	Other Issue			
CNR7623690602	Other Issue			
CNR9590311980	Customer Demand			
CNR5863244684	Customer Demand			
CNR9526078867	Customer Demand			
CNR7154043084	Customer Demand			
CNR3193710797	Other Issue			
CNR7073850950	Customer Demand			
CNR9952584604	Customer Demand			
CNR5433575259	Vehicle Breakdown			
CNR3575066041	Vehicle Breakdown			
CNR7537935962	Customer Demand			
CNR2722435581	Vehicle Breakdown			
CNR5495479048	Other Issue			
CNR6585703917	Customer Demand			

## 5. Power BI Dashboard

### Creating a Power BI Dashboard and Answering Questions

#### Power BI Questions:

1. Ride Volume Over Time
2. Booking Status Breakdown
3. Top 5 Vehicle Types by Ride Distance
4. Average Customer Ratings by Vehicle Type
5. Cancelled Rides Reasons
6. Revenue by Payment Method
7. Top 5 Customers by Total Booking Value
8. Ride Distance Distribution Per Day
9. Driver Ratings Distribution
10. Customer vs. Driver Ratings

## Segregation of the views:

### 1. Overall

- Ride Volume Over Time
- Booking Status Breakdown

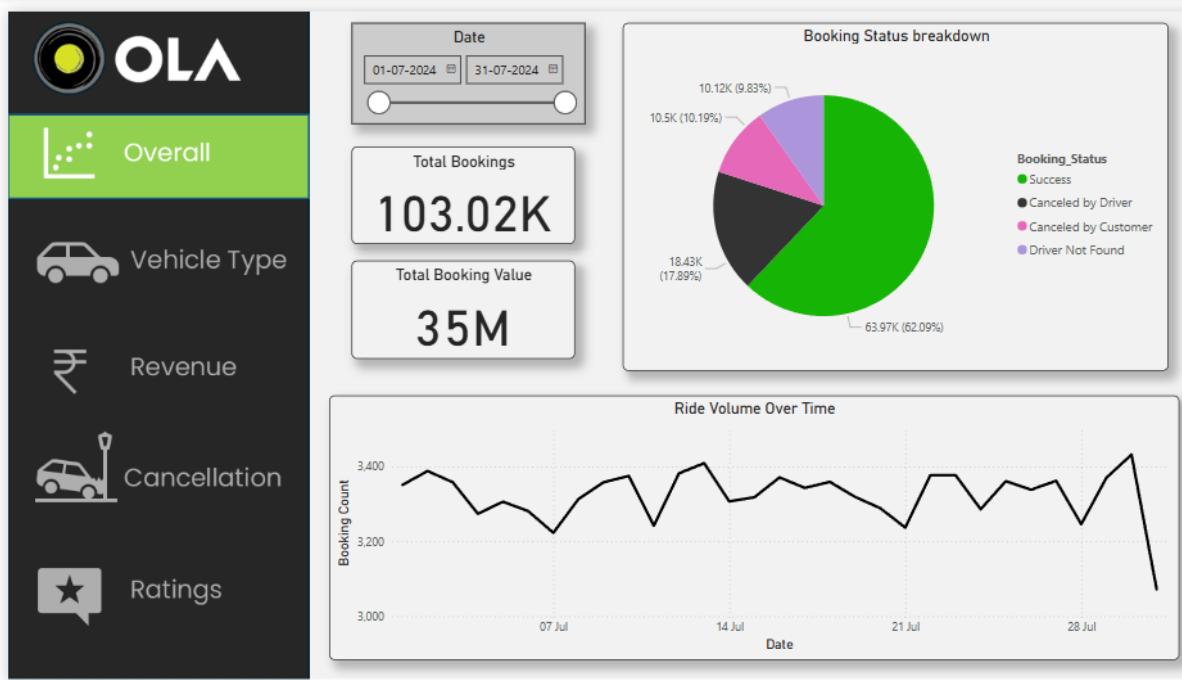


Figure 7 A time-series chart showing the number of rides per day/week. A pie or doughnut chart displaying the proportion of different booking statuses (**success, cancelled by the customer, cancelled by the driver, etc.**)

## 2. Vehicle Type

- Top 5 Vehicle Types by Ride Distance

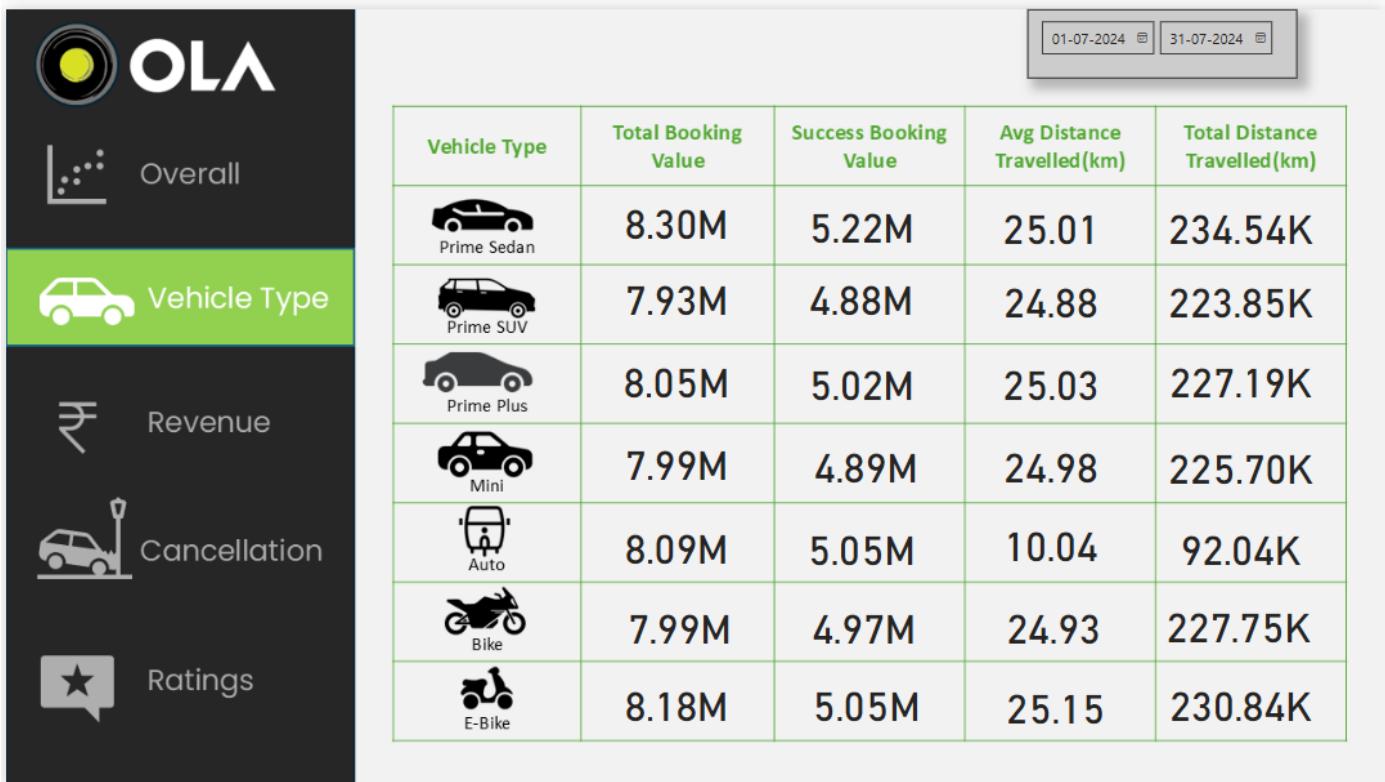


Figure 8 The visualization highlights which vehicle types are most utilized in terms of ride distance. For instance, longer bars for "**Prime SUV**" or "**Bike**" may indicate their popularity for longer commutes or quick, short-distance trips. Businesses can leverage this information to allocate resources effectively and optimise vehicle availability based on demand trends.

### 3. Revenue

- Revenue by Payment Method
- Top 5 Customers by Total Booking Value
- Ride Distance Distribution Per Day

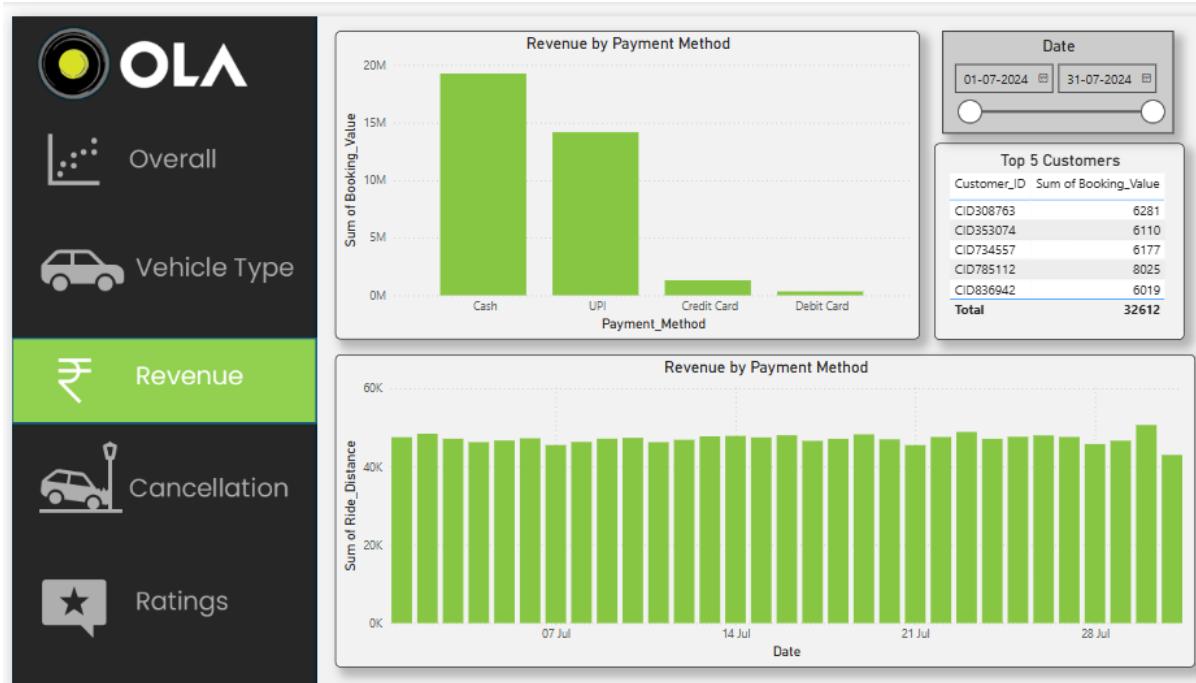


Figure 9

**1. Revenue by Payment Method (Stacked Bar Chart)** A stacked bar chart categorizes total revenue by payment methods such as **Cash, UPI and Credit Card**. Each bar segment represents the contribution of a specific payment method to the overall revenue. This visualization highlights the most popular payment methods and their impact on revenue by helping assess customer preferences and streamline payment processes.

**2. Customer Spending Leaderboard:** A leaderboard visual ranks customers based on their total spending on bookings by listing the top contributors to revenue. This helps identify high-value customers who contribute significantly to revenue, enabling targeted promotions or loyalty rewards to retain them.

**3. Ride Distance Distribution (Histogram or Scatter Plot)** A histogram shows the frequency distribution of ride distances over different dates, while a scatter plot can depict individual ride distances against dates. This visualization provides insights into ride patterns, including peak travel days and the variability of ride distances by helping in demand forecasting and route optimization.

#### 4. Cancellation

- Cancelled Rides Reasons (Customer)
- cancelled Rides Reasons(Drivers)

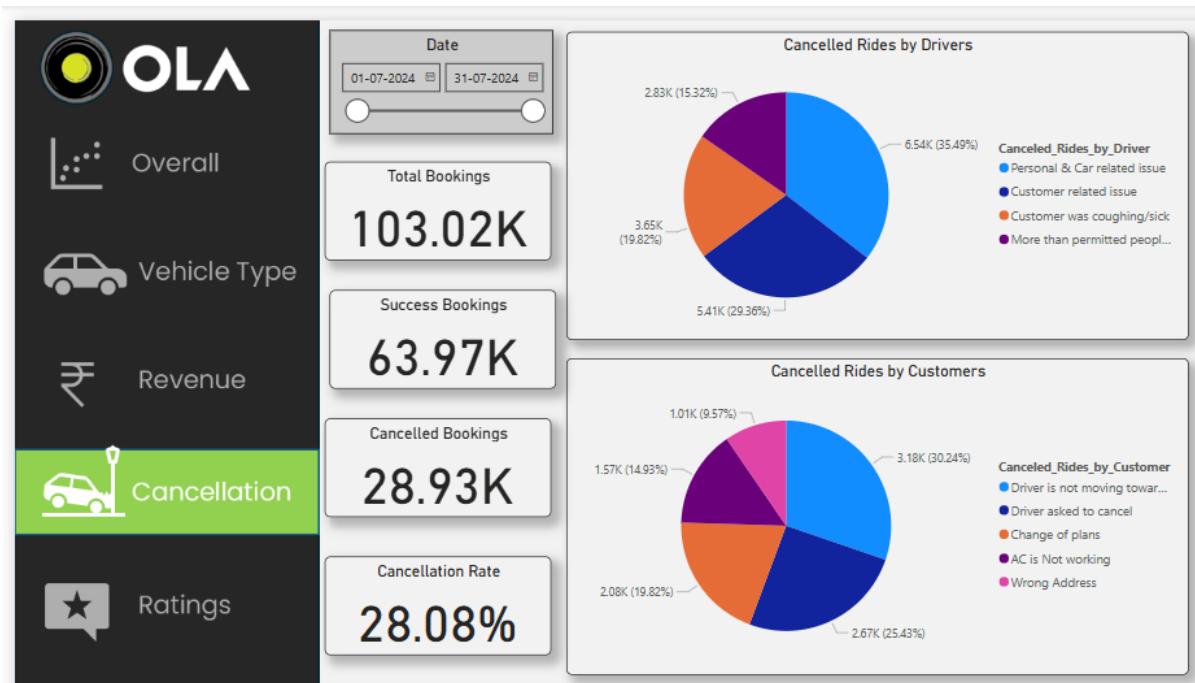
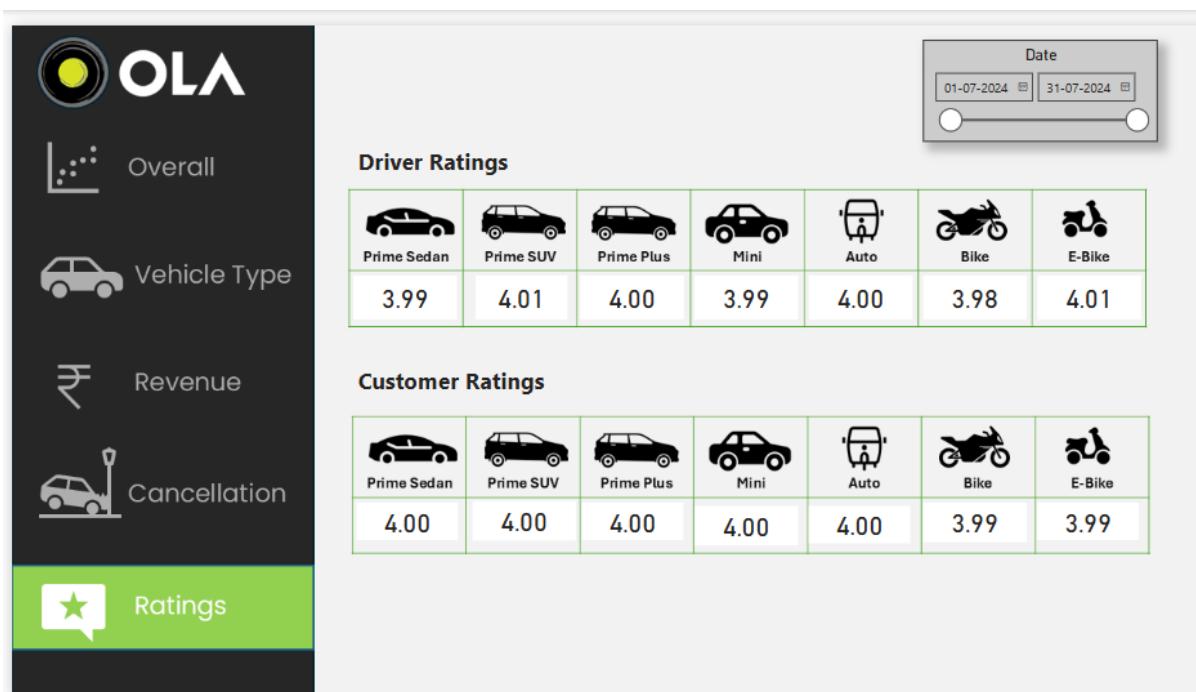


Figure 10 cancel A pie chart is used to visually represent the most prominent reasons why customers and drivers cancel rides. The chart segments the data into proportions by highlighting which reason has the highest occurrence. For customers, the leading reason for cancellations is often "**Driver is not moving towards pickup location**" reflecting potential delays or miscommunication. For drivers, "**Personal & Car related issues**" is typically the top reason, showcasing operational challenges.

## 5. Ratings

- Driver Ratings
- Customer Ratings



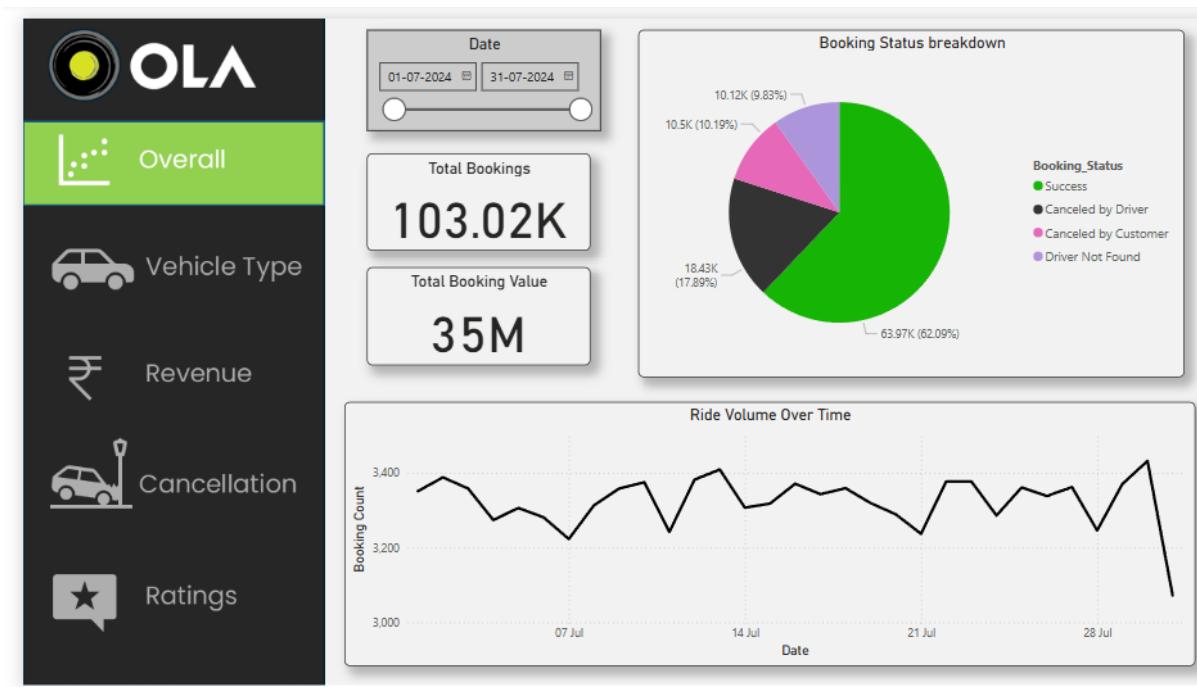
**Figure 11 Driver Ratings:** These reflect customer satisfaction with the driver, including professionalism, driving skills, and overall service quality. High ratings indicate positive experiences, while low ratings highlight areas for improvement.

**Customer Ratings:** These are provided by drivers to evaluate the behavior and cooperation of customers during the ride. They help maintain service standards and identify problematic behaviors.

## 6. Key Insights and Learnings

The below Power BI dashboard provides a quick overview of key performance metrics, including KPIs such as total bookings, total revenue, and total distance travelled, all of which are dynamically updated through a date slicer.

Users can easily filter data by date to make informed decisions based on the selected time period. The dashboard features card visualizations for each metric and a line chart to visualize trends over time, helping users track performance and spot patterns efficiently.



### Dashboard

Through this project, we derived several key insights about Bengaluru's ride-hailing data:

- **Booking Status Trends:** Success rates were consistent but cancellations by customers peaked during certain times of the day, particularly during bad weather.
- **High Demand on Weekends and Match Days:** The data confirmed higher booking volumes during weekends and on match days, which could influence ride-hailing strategies for these days.
- **Popular Vehicle Types:** Autos and Prime Sedans saw the highest demand while eBikes were less frequent but growing in popularity.
- **Cancellation Insights:** The most common reasons for cancellations were "Driver is not moving towards pickup location" and "Change of plans."
- **Incomplete Rides:** Vehicle breakdowns were the leading cause of incomplete rides, followed by customer demands.

## 7. Conclusion

Overall, this data analysis project provided a comprehensive look into Bengaluru's ride-hailing patterns, using SQL, Power BI, and Excel to handle large datasets and derive actionable insights. By adhering to the given constraints and using the appropriate tools, I was able to analyze booking trends, cancellations, ratings, and other key metrics.

These insights can help ride-hailing companies like OLA better understand customer behaviour, optimize driver assignments, and improve customer satisfaction. The project was also an excellent opportunity to strengthen my skills in SQL data management, Power BI visualization, and Excel data manipulation.