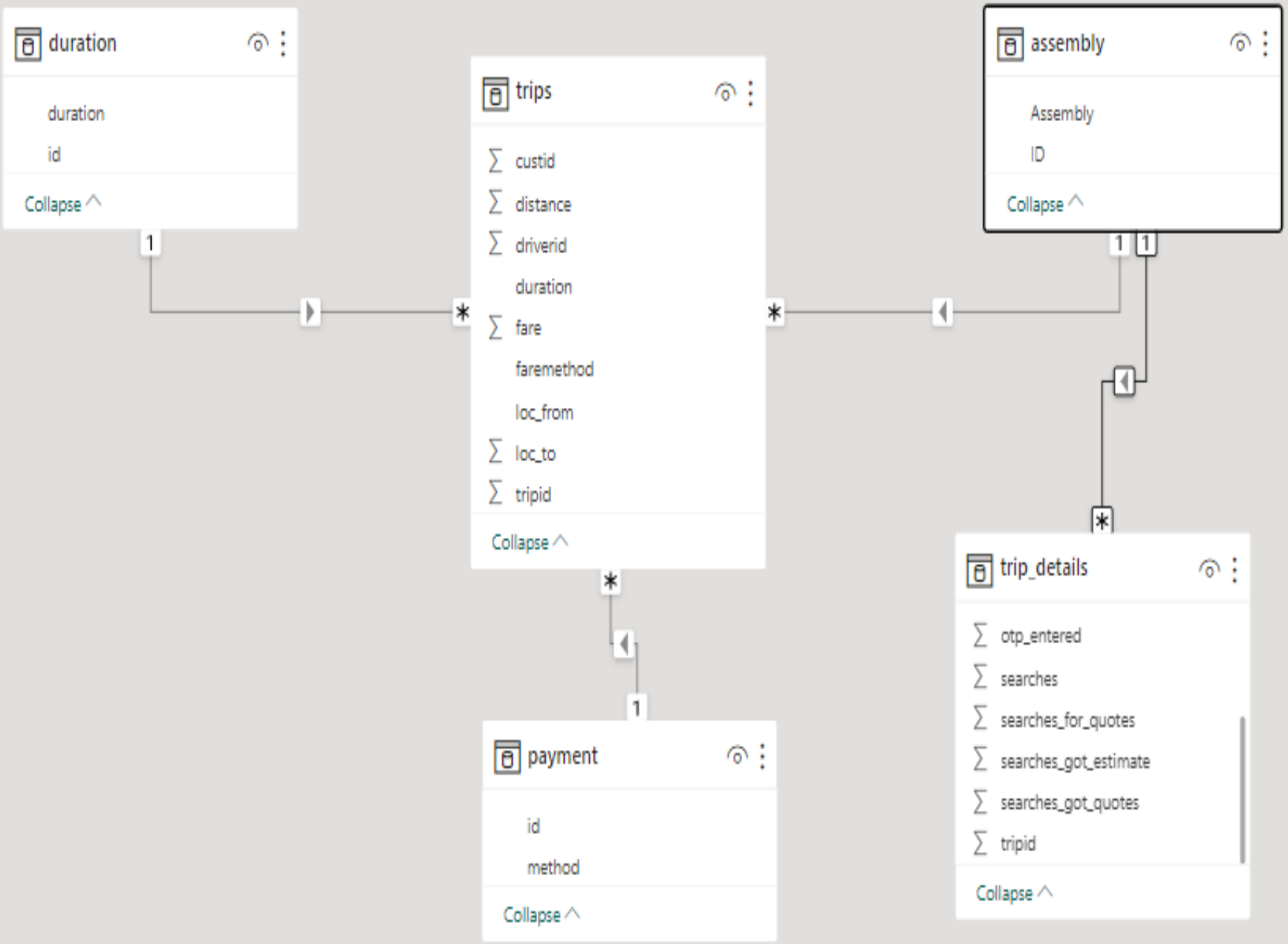
NAMMA YATRI

An Auto Booking App

Objective of this project

- The objective behind analyzing this dataset was to provide insights to the management of the Namma yatri app. - The insights could be like the following:

  - How many searches take place and what is the conversion from searches to final ride by the customer?
  - Which areas and what duration has more demand?
  - How many users see the estimate fare and then decide not to proceed with booking the ride?
  - Based on the above, they could decide on micro based strategies of how to attract more users and convert them into opting for the ride.


duration
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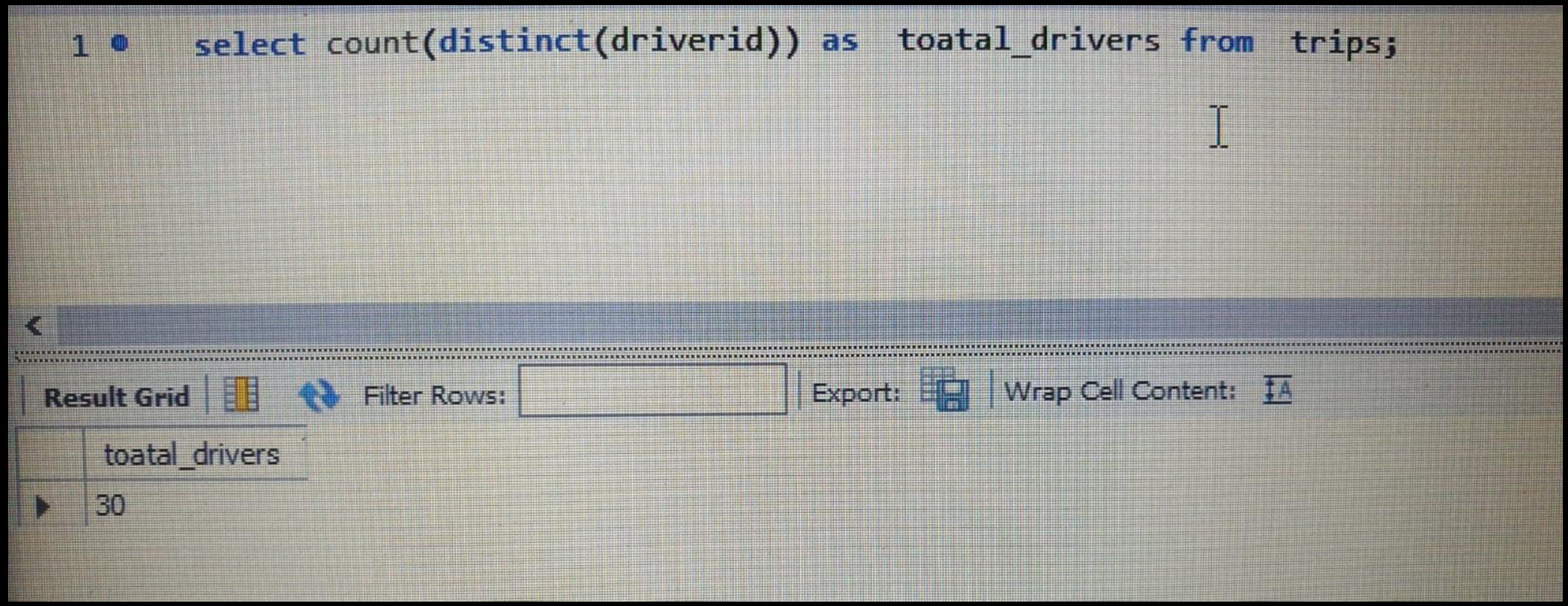
searches	fare estimate	search for quotes	search got quotes	trips cancelled by driver	otp entered	end ride
2161	1758	1455	1277	1021	983	983
	81.35%	82.76%	87.77%	79.95%	96.28%	100.00%

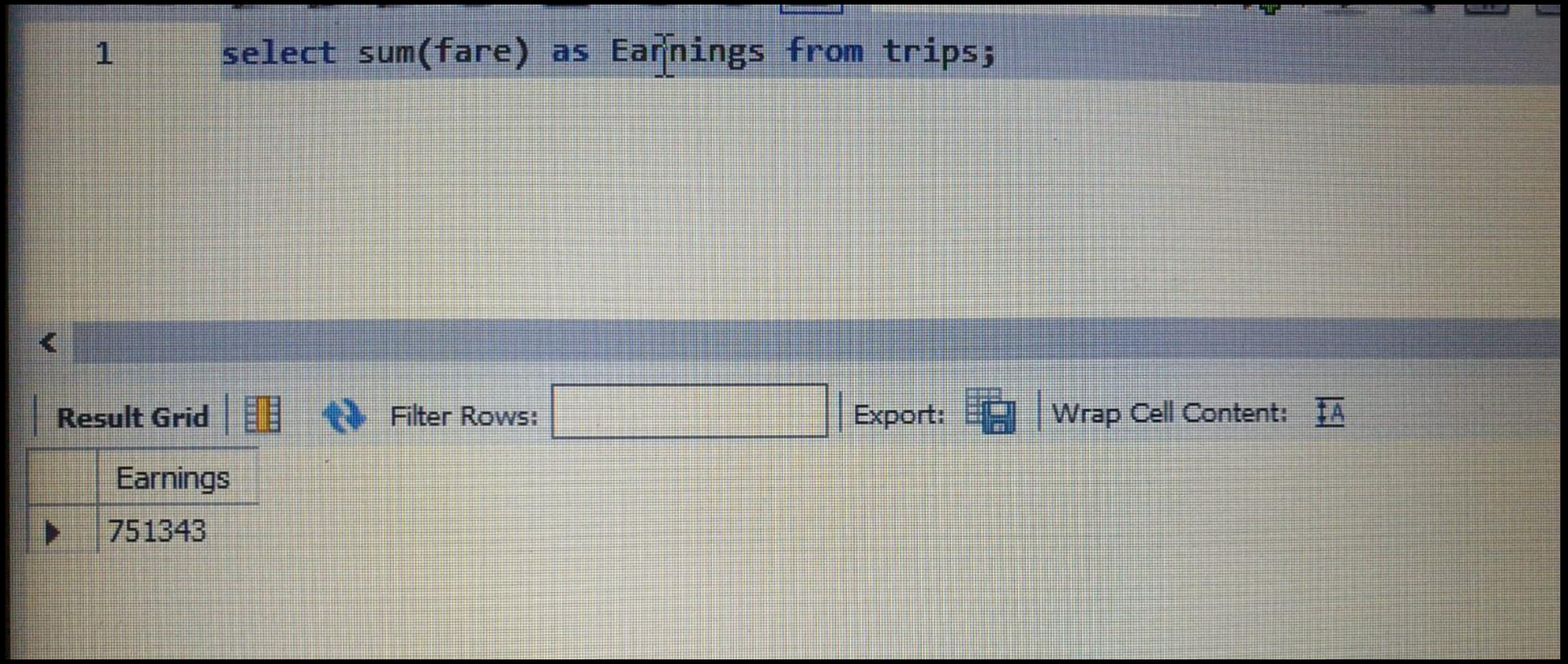
- Total searches for location – 2161
- Fare estimate – only 1758 customer had got fare estimate
- Search for quotes(drivers) – after seeing fare only 1455 searched for drivers , 18% customer left the app after seeing the fare
- Search got quotes(drivers) -1277 customer got driver
- Trips cancelled by driver - 38 trips were cancelled by driver
- OTP entered – 983 customer got OTP
- End ride – 983 customer completed there trips
- Out of 2161 customer only 983 customer took ride that means only 45.49 % customer got ride

- Total distance traveled by drivers – 14,148 km
- Average Fare per trip – 764.33 rs
- Average distance per trip- 14.39 km

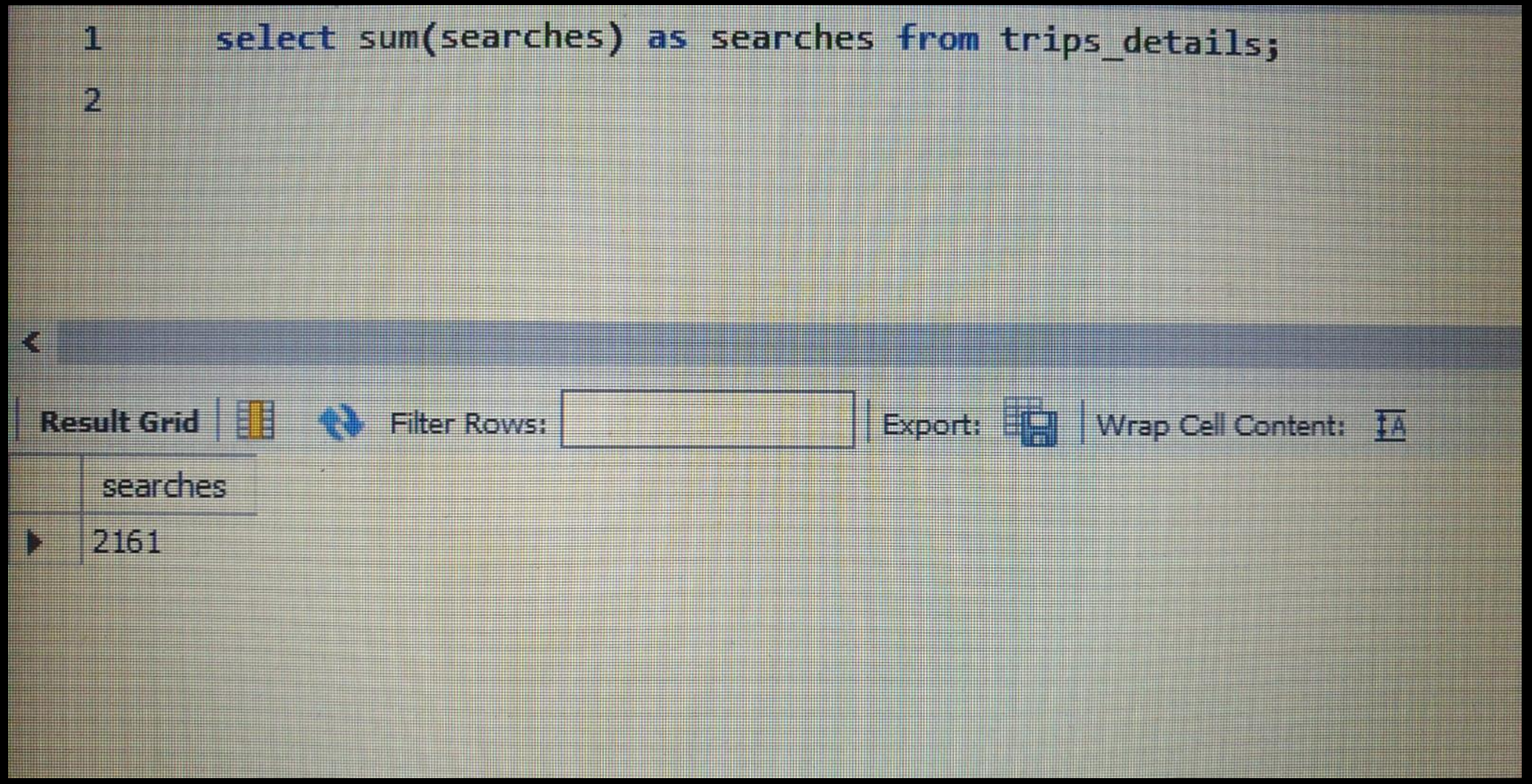
Q1) Total Drivers



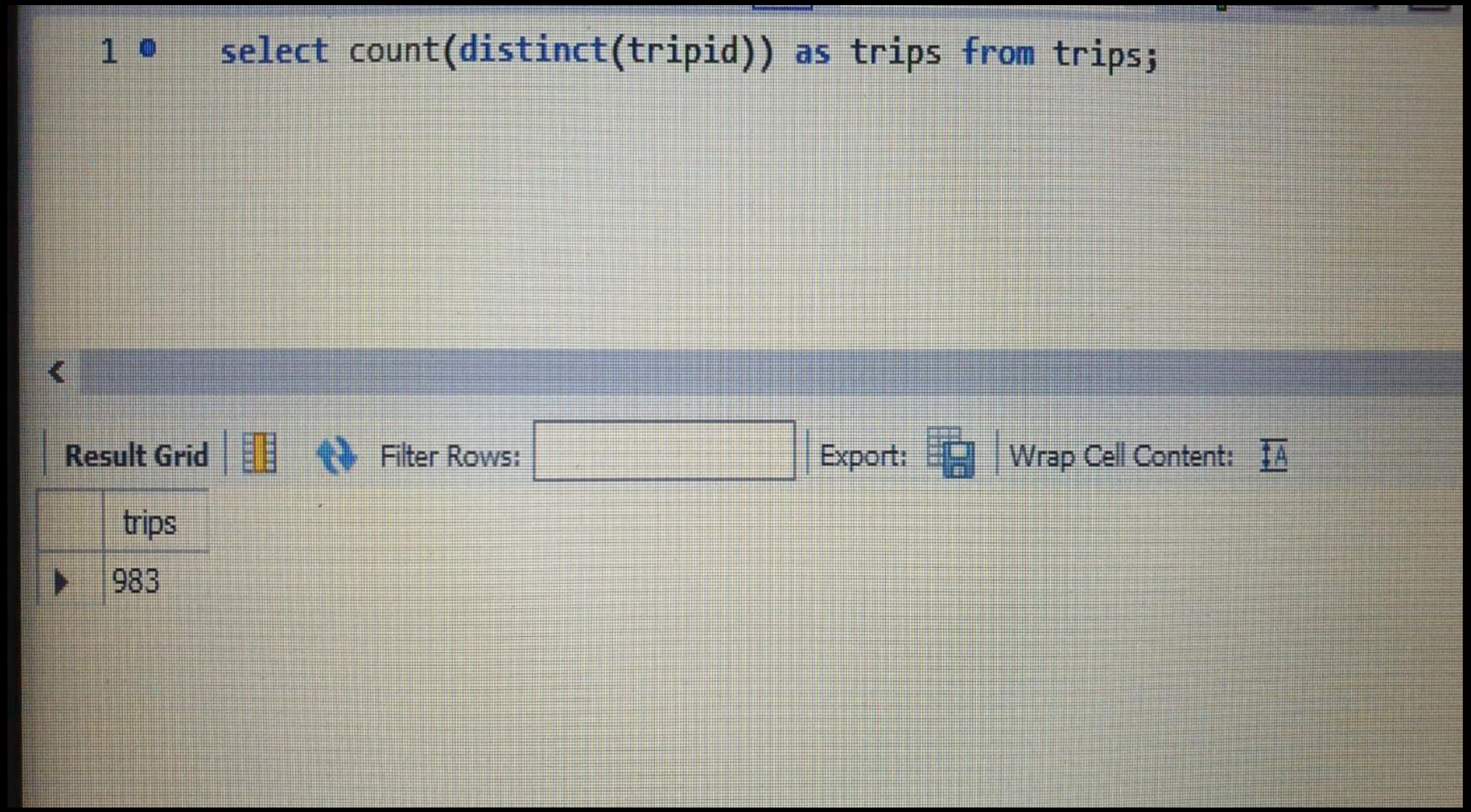
Q2) Total Earnings



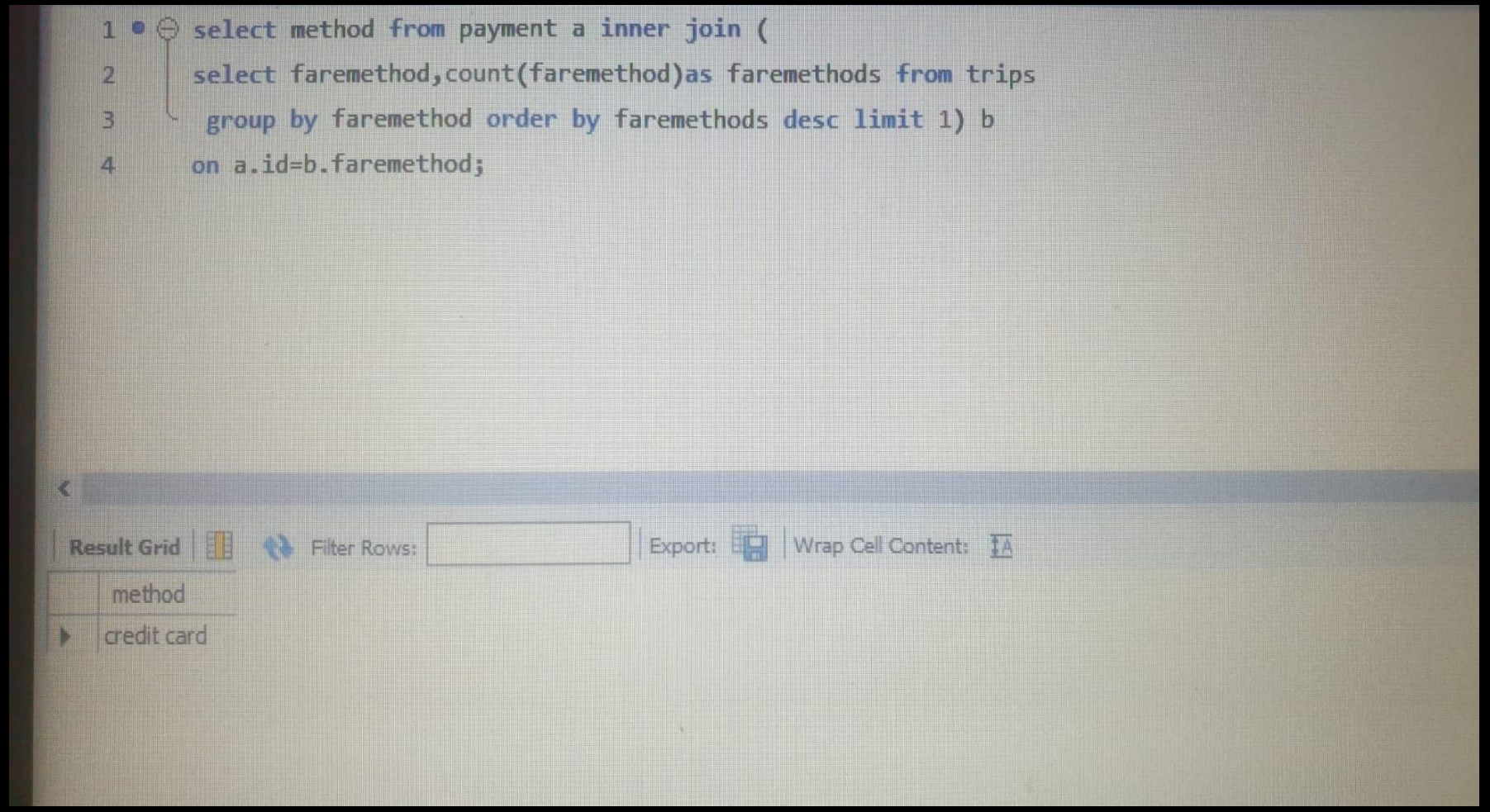
Q3) Total Searches



Q4) Total Completed Trips



Q5) Which was most used payment method



Q6) Which top 10 locations had most number of trips

```
1    select loc_from,loc_to,count(distinct(tripid)) no_of_trips from trips
2    group by loc_from,loc_to order by count(distinct(tripid)) desc limit 10 ;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

loc_from	loc_to	no_of_trips
35	5	5
16	21	5
18	10	4
30	23	4
21	5	4
3	29	4
14	24	4
24	14	4
17	11	4
1	21	4

Q7) Top 5 Earning drivers

```
1  select * from (
2  select * ,
3  dense_rank() over(order by fare desc) rnk
4  from
5  (select driverid,sum(fare) fare from trips group by driverid) a) b
6  where rnk <6;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

driverid	fare	rnk
12	36787	1
8	30101	2
21	29787	3
24	28870	4
30	28853	5

Q8)Which duration has most trips

```sql
select duration,total_trips from (
  select *,
  rank() over(order by total_trips desc) rnk
  from
  (select duration ,count(tripid) total_trips from trips group by duration)a)b
  where rnk = 1;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

	duration	total_trips
▶	1	53

Q9)Which driver ,customer pair had travelled the most

```
1  select driverid,custid,driver_cust_travelled from (
2  select *,
3  rank() over(order by driver_cust_travelled desc) rnk
4  from
5  (select driverid,custid,count(tripid) driver_cust_travelled from trips group by driverid,custid)a)b
6  where rnk =1;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

driverid	custid	driver_cust_travelled
17	96	4
28	15	4

Q10) Which area got highest no. of cancellations from customers

```
1  select loc_from, assembly1, customer_cancelled from (
2  select loc_from,count(*)-sum(customer_not_cancelled) customer_cancelled from trips_details a
3   group by loc_from order by customer_cancelled desc limit 1) z
4   inner join loc b on z.loc_from=b.id;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

loc_from	assembly1	customer_cancelled
4	C. V. Raman Nagar	40

Q11) Which area got highest no. of cancellations from drivers

```
1  SELECT * FROM namma_yatri.loc;
2
3  select loc_from,assembly1,driver_cancelled from (
4  select loc_from,count(*)-sum(driver_not_cancelled) driver_cancelled from trips_details a
5  group by loc_from order by driver_cancelled desc limit 1 ) z
6  inner join loc b on z.loc_from=b.id
```

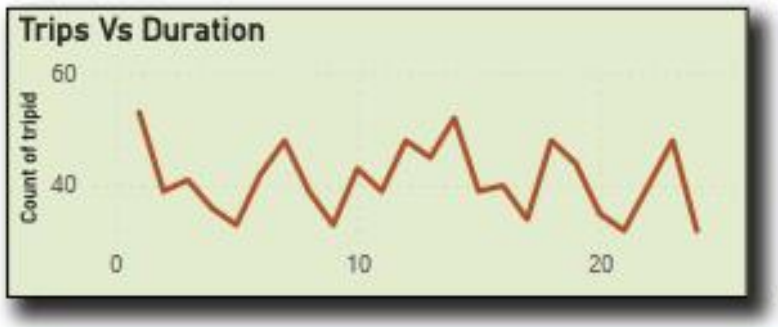
Result Grid | Filter Rows: | Export: | Wrap Cell Content:

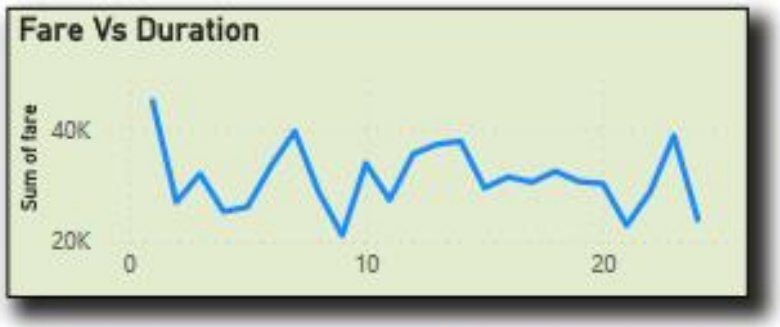
loc_from	assembly1	driver_cancelled
1	Mahadevapura	43

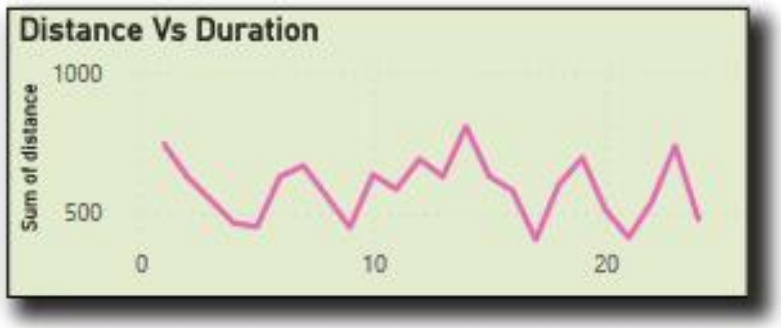
namma yatri

Select Assembly
assembly.Assembly
All

Completed Trips	Searches	Estimate	Quotes	Driver Earnings	Conversion_rate
983	2161	1758	1277	751K	0.00 0.45 0.91

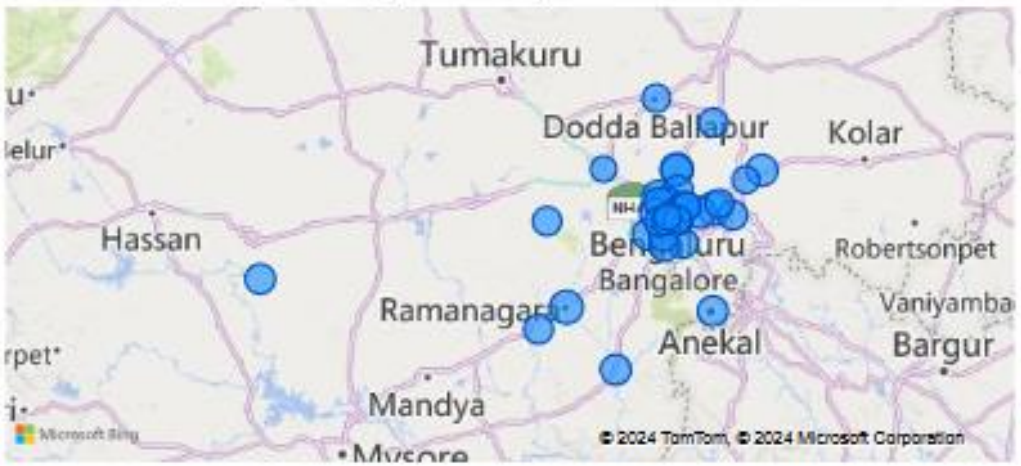






assembly.Assembly	Sum of searches	Sum of searches_for_quotes	Sum of searches_got_estima
Anekal	60	40	
B. T. M. Layout	56	37	
Bangalore South	57	47	
Basavanagudi	59	38	
Bommanahalli	58	43	
Byatarayanapura	53	34	
C. V. Raman Nagar	64	42	
Chamrajpet	53	39	
Channapatna	56	40	
Chickpet	61	35	
Total	**2161**	**1455**	**17**

Count of tripid by assembly.Assembly



•Above is an interactive dashboard which provide the conversion rate for the total trips when compared to the number of searches. This indicates that only 45% opt for a ride when they search for a ride.

•This can further be broken down by filtering the Assembly which will give the details area wise in Bangalore.

•The dashboard provides a very micro level detail which can help in formulating strategies.