

Ola Ride Analysis Report - Revenue & Customer Rating Insights (January 2024)

Section: Dataset Overview

Insight Summary: 49,999 records from Jan 2024, 22 columns.

Section: Total Revenue

Insight Summary: Total Revenue: INR 51,168,714

Section: Revenue by Vehicle Type

Insight Summary: Balanced revenue across Auto, Bike, Mini, Prime Sedan, eBike (~14% each).

Section: Revenue by Booking Status

Insight Summary: Only 'Success' status contributes revenue; Cancelled/Incomplete generate zero.

Section: Revenue by Payment Method

Insight Summary: Wallet/UPI top payment modes; digital preference strong.

Section: Revenue Over Time

Insight Summary: Peak Revenue: 28 Jan 2024; peak time: 22:00-23:00.

Section: Customer Rating Overview

Insight Summary: Average Customer Rating: 4.0/5 (min 3.0, max 5.0).

Section: Customer Rating by Vehicle Type

Insight Summary: Prime Sedan highest-rated; Auto/Bike slightly lower.

Section: Customer Rating vs Booking Value

Insight Summary: No direct relation between high booking value & high rating.

Section: Top Rated Rides

Insight Summary: Multiple rides rated perfect (5.0).

Section: Bottom Rated Rides

Insight Summary: Low rated rides mostly Auto/Bike with rating 3.0.

Section: Business Insights & Recommendations

Insight Summary: Ensure driver availability at night; improve Auto/Bike ride quality; focus on service

not price.

Section: Data Quality Notes

Insight Summary: Significant missing values filled; cancellation reasons generic.

Section: Final Recommendations

Insight Summary: Target evening demand; improve low-rated ride quality; track UPI/Wallet usage impact.