BANGALORE RIDE BOOKING DASHBOARD — DAX MASTER LIST

Table Name Used:

bangalore_ride_bookings

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1. BASE KPI MEASURES

Total Bookings

```
Total Bookings =
COUNT(bangalore_ride_bookings[Booking ID])
```

Successful Rides

```
Successful Rides =
CALCULATE(
    COUNT(bangalore_ride_bookings[Booking ID]),
    bangalore_ride_bookings[Booking Status] = "Success"
)
```

Cancelled Rides

```
Cancelled Rides =
CALCULATE(
    COUNT(bangalore_ride_bookings[Booking ID]),
    bangalore_ride_bookings[Booking Status]
        IN {
            "Cancelled by Customer",
            "Cancelled by Driver"
        }
)
```

Incomplete Rides

```
Incomplete Rides =
CALCULATE(
    COUNT(bangalore_ride_bookings[Booking ID]),
    bangalore_ride_bookings[Booking Status] = "Incomplete"
)
```

2. RATE MEASURES

Success Rate %

```
Success Rate % =
DIVIDE(
    [Successful Rides],
    [Total Bookings]
)
```

Cancellation Rate %

```
Cancellation Rate % =
DIVIDE(
    [Cancelled Rides],
    [Total Bookings]
)
```

Incomplete Rate %

```
Incomplete Rate % =
DIVIDE(
    [Incomplete Rides],
    [Total Bookings]
)
```

3. REVENUE MEASURES

Total Revenue

```
Total Revenue =
CALCULATE(
    SUM(bangalore_ride_bookings[Booking Value]),
    bangalore_ride_bookings[Booking Status] = "Success"
)
```

Lost Revenue (Cancellations)

```
Lost Revenue =
CALCULATE(
    SUM(bangalore_ride_bookings[Booking Value]),
```

```
    bangalore_ride_bookings[Booking Status]
        IN {
            "Cancelled by Customer",
            "Cancelled by Driver"
        }
)
```

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4. OPERATIONS MEASURES

Avg VTAT

```
Avg VTAT =
CALCULATE(
    AVERAGE(bangalore_ride_bookings[Avg VTAT]),
    bangalore_ride_bookings[Booking Status] = "Success"
)
```

Avg CTAT

```
Avg CTAT =
CALCULATE(
    AVERAGE(bangalore_ride_bookings[Avg CTAT]),
    bangalore_ride_bookings[Booking Status] = "Success"
)
```

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5. CUSTOMER EXPERIENCE MEASURES

Avg Customer Rating

```
Avg Customer Rating =
CALCULATE(
    AVERAGE(bangalore_ride_bookings[Customer Rating]),
    bangalore_ride_bookings[Booking Status] = "Success"
)
```

Avg Driver Rating

```
Avg Driver Rating =
CALCULATE(
    AVERAGE(bangalore_ride_bookings[Driver Ratings]),
    bangalore_ride_bookings[Booking Status] = "Success"
)
```

6. TIME INTELLIGENCE COLUMNS

Day Name

```
Day Name =
FORMAT(bangalore_ride_bookings[Date], "ddd")
```

Hour

```
Hour =
HOUR(bangalore_ride_bookings[Time])
```

Time Bucket

```
Time Bucket =
SWITCH(
    TRUE(),

    HOUR(bangalore_ride_bookings[Time]) < 6,
        "Late Night (12AM–6AM)",

    HOUR(bangalore_ride_bookings[Time]) < 12,
        "Morning (6AM–12PM)",

    HOUR(bangalore_ride_bookings[Time]) < 17,
        "Afternoon (12PM–5PM)",

    HOUR(bangalore_ride_bookings[Time]) < 21,
        "Evening (5PM–9PM)",

    "Night (9PM–12AM)"
)
```

7. ARRIVAL BUCKET COLUMN

VTAT Bucket =

```
SWITCH(
    TRUE(),

    ISBLANK(bangalore_ride_bookings[Avg VTAT]),
        "No Arrival Data",

    bangalore_ride_bookings[Avg VTAT] <= 5,
```

```
    "0–5 mins",

  bangalore_ride_bookings[Avg VTAT] <= 10,
    "6–10 mins",

  bangalore_ride_bookings[Avg VTAT] <= 15,
    "11–15 mins",

  "15+ mins"
)
```

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8. ROUTE COLUMN

Route =

```
bangalore_ride_bookings[Pickup Location]
  & " → " &
bangalore_ride_bookings[Drop Location]
```

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9. RATING BUCKET

Rating Bucket =

```
SWITCH(
  TRUE(),

  bangalore_ride_bookings[Customer Rating] < 3,
    "Low",

  bangalore_ride_bookings[Customer Rating] < 4,
    "Medium",

  bangalore_ride_bookings[Customer Rating] < 4.5,
    "Good",

  "Excellent"
)
```