OLA Data Analyst Project – Complete Project

1. Project Overview
This project is an end-to-end Data Analytics case study based on OLA ride booking data. It simulates real-world ride data for Bengaluru city over one month.
The objective is to analyze ride trends, cancellations, revenue, vehicle performance, and customer
and driver ratings using SQL and Power BI.

2. Project Objectives
1 Analyze ride booking trends over time
2 Understand customer and driver cancellation behavior
3 Evaluate revenue patterns and payment methods
4 Compare vehicle performance based on distance and ratings
5 Create interactive dashboards for business decision-making

3. Dataset Description
The dataset represents one month of ride data for Bengaluru city and follows realistic business
rules. It includes booking details, vehicle types, ride distances, cancellations, payments, and ratings.
Business Rules Applied
1 Successful bookings maintained at approximately 62%
2 Customer cancellations limited to a maximum of 7%
3 Driver cancellations limited to a maximum of 18%
4 Incomplete rides kept below 6%
5 Higher booking value and order volume on weekends

4. SQL Analysis
SQL is used to analyze booking data and answer business questions. Views are created for reusable and structured analysis.
1 Retrieve all successful bookings
2 Calculate average ride distance for each vehicle type
3 Find total customer cancellations
4 Identify top 5 customers by number of rides
5 Analyze driver cancellations due to personal or car-related issues
6 Find maximum and minimum driver ratings for Prime Sedan
7 Retrieve all UPI payment rides
8 Calculate average customer rating per vehicle type
9 Compute total revenue from successful rides
10 List incomplete rides along with reasons

Sample SQL Queries
SELECT * FROM bookings WHERE Booking_Status = 'Success';
SELECT Vehicle_Type, AVG(Ride_Distance) FROM bookings GROUP BY Vehicle_Type;
SELECT SUM(Booking_Value) FROM bookings WHERE Booking_Status = 'Success';

5. Power BI Dashboard Explanation

Power BI dashboards are designed to present insights in a clear and interactive way. The report is

divided into five main sections.

1 Overall: Ride volume trends and booking status distribution

2 Vehicle Type: Top vehicle types by ride distance

3 Revenue: Payment method analysis and top customers

4 Cancellation: Customer and driver cancellation reasons

5 Ratings: Driver and customer ratings comparison

6. Conclusion

This project reflects real-world data analytics practices