

OLA Project – Insights & Conclusions

Purpose of This Document

This document presents business conclusions and insights derived from the Power BI dashboard

1. Overall Business Performance

- 1 Ride demand shows consistent daily activity with noticeable spikes on weekends, indicating higher dependency on OLA services during leisure days.
- 2 A success rate of around 62% suggests operational efficiency but also highlights scope for improvement in cancellations and incomplete rides.
- 3 Peak ride volumes align with business hours and evening time slots, which can be leveraged for dynamic pricing.

2. Vehicle Type Performance

- 1 Prime Sedan and Prime SUV contribute significantly to total ride distance, indicating their preference for long-distance and premium rides.
- 2 Autos and Bikes dominate short-distance trips, reflecting their importance for first-mile and last-mile connectivity.
- 3 Fleet allocation should prioritize premium vehicles during high-demand periods to maximize revenue.

3. Revenue & Customer Value

- 1 UPI emerges as the most frequently used payment method, reinforcing the importance of seamless digital payment experiences.
- 2 A small group of repeat customers contributes a disproportionately high share of total revenue, highlighting strong customer lifetime value.
- 3 Higher booking values during weekends suggest opportunities for surge pricing and targeted promotions.

4. Cancellations & Operational Gaps

- 1 Customer cancellations are primarily driven by driver delays and changes in plans, indicating a need for improved ETA accuracy.
- 2 Driver cancellations often stem from personal or vehicle-related issues, suggesting the need for better driver support and incentives.
- 3 Reducing cancellations even marginally can significantly improve overall booking success Rates.

5. Ratings & Service Quality

- 1 Higher driver ratings strongly correlate with better customer ratings, reinforcing the role of driver behavior in customer satisfaction.
- 2 Premium vehicle categories tend to receive more consistent ratings, indicating better service quality expectations.
- 3 Monitoring low-rated rides can help identify training and quality improvement opportunities.

6. Strategic Recommendations

- 1 Improve ETA accuracy and real-time driver tracking to reduce customer cancellations.
- 2 Introduce targeted incentives for high-performing drivers to improve ratings and reduce

cancellations.

3 Leverage weekend demand through dynamic pricing and premium vehicle availability.

4 Focus retention strategies on high-value repeat customers.

Final Conclusion

The insights derived from the OLA dashboard highlight strong demand patterns, clear revenue drivers, and actionable areas for operational improvement. This project demonstrates the ability to convert raw data into meaningful business decisions.