

# OLA Case Study

Total Drivers

2381

Total Records

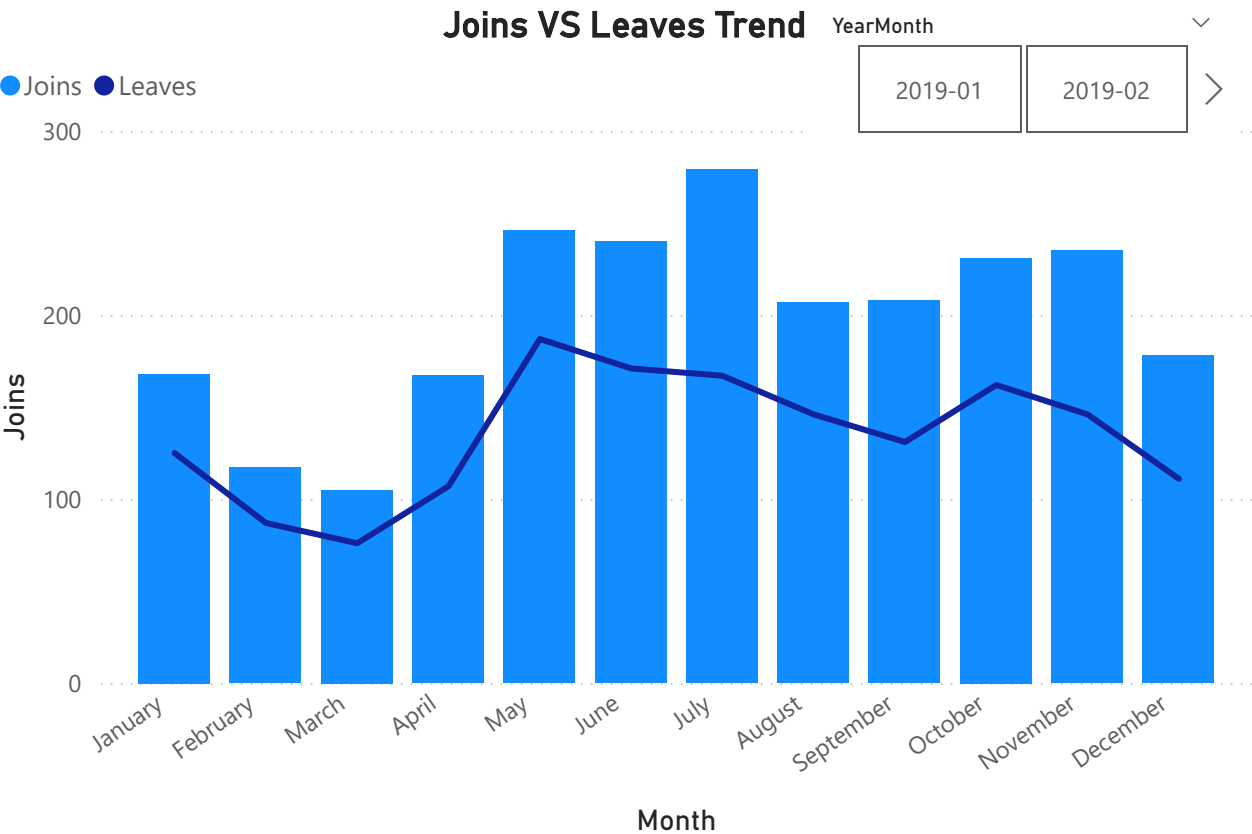
19K

Churn Rate

8.46%

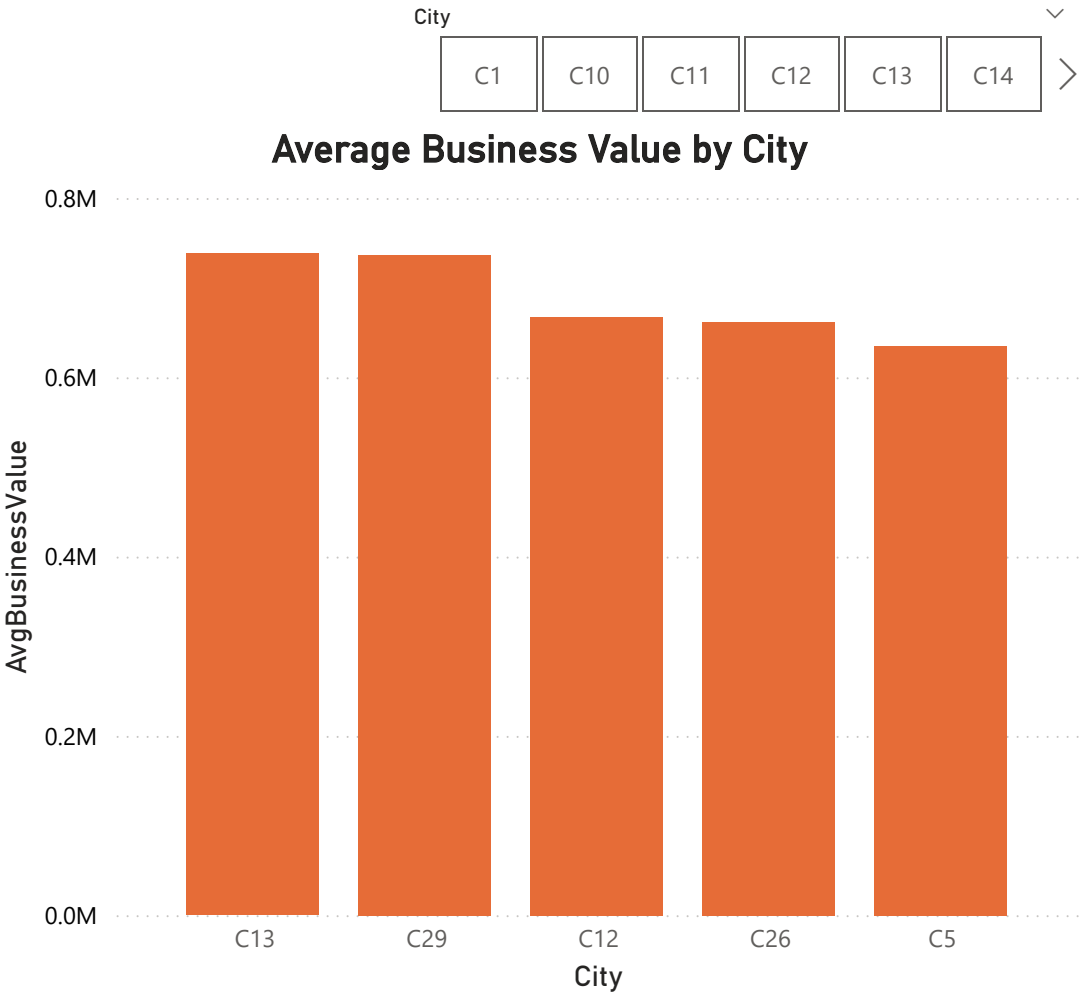
Average Tenure(Month)

16.64



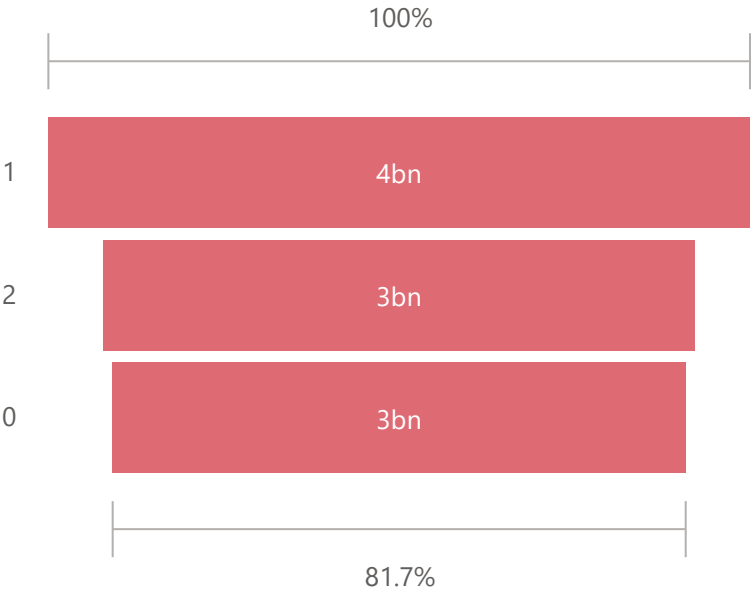
Joins outpace leaves overall, but gap narrows Apr–Jun - prioritize retention then.

# Average Business Value by City (C13, C29 high)

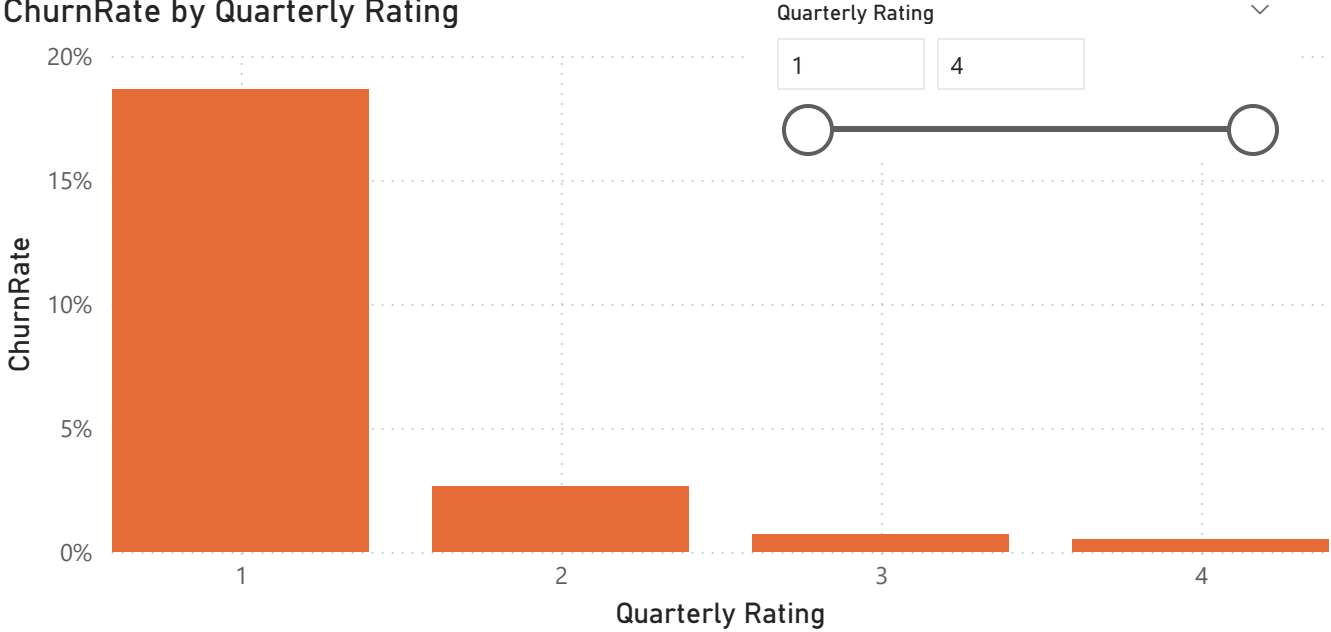


C13 and C29 deliver highest avg business value replicate successful practices.

TotalBusinessValue by Education\_Level

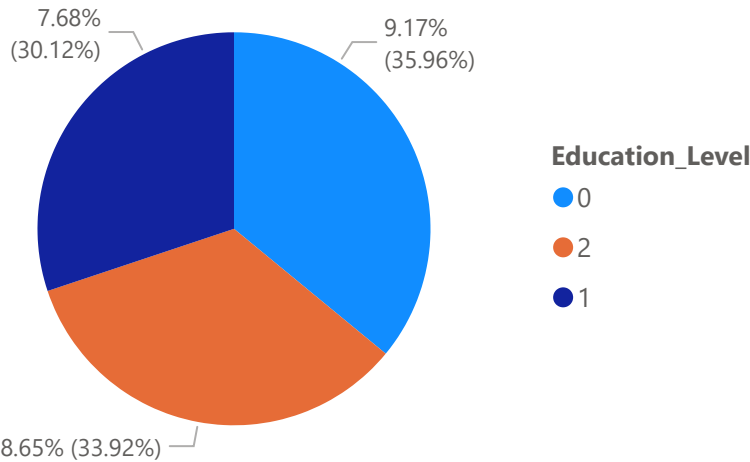


ChurnRate by Quarterly Rating

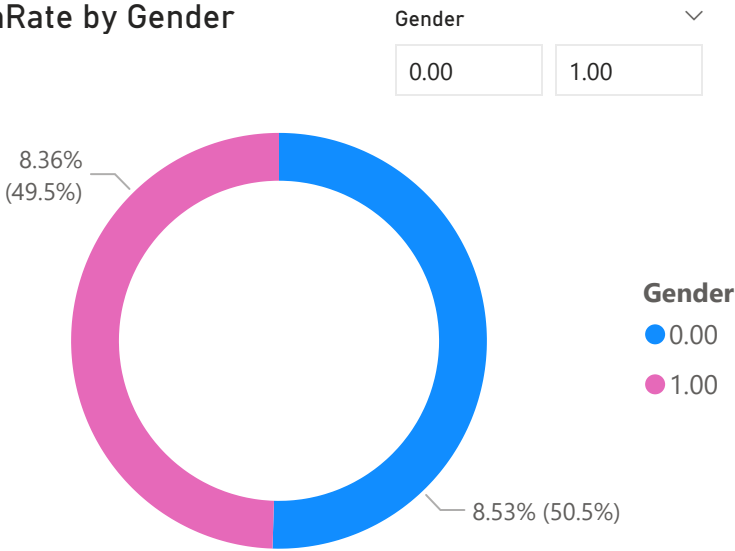


**Insights** -Drivers with a quarterly rating of 1 show the highest churn, while those with a rating of 4 have the lowest churn - indicating performance ratings are a strong predictor of retention. Ola should implement early support and coaching programs for low-rated drivers (rating=1) to improve performance and reduce attrition, while using incentives to sustain high-rated drivers.

ChurnRate by Education\_Level



ChurnRate by Gender



Total Drivers Left

1616

Average Business Value

569.93K

Average Rating

2.01

Quarterly Rating

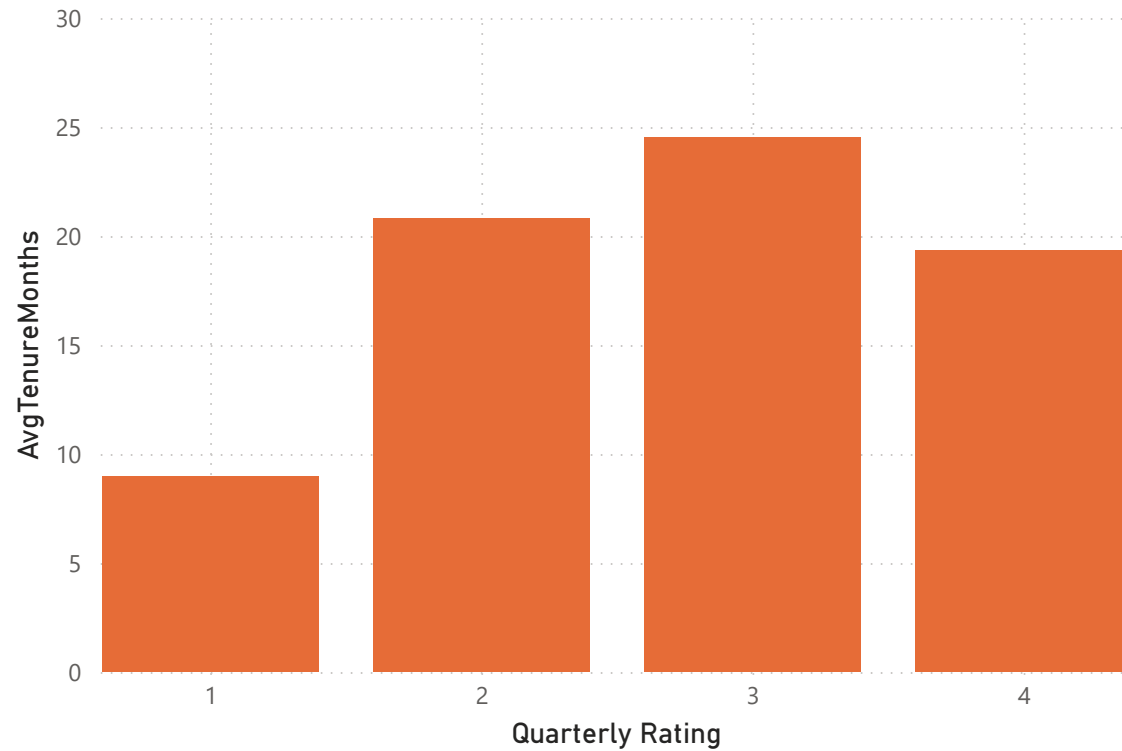
1

4

▼



AvgTenureMonths by Quarterly Rating



Tenure\_Months (bins)

0.00

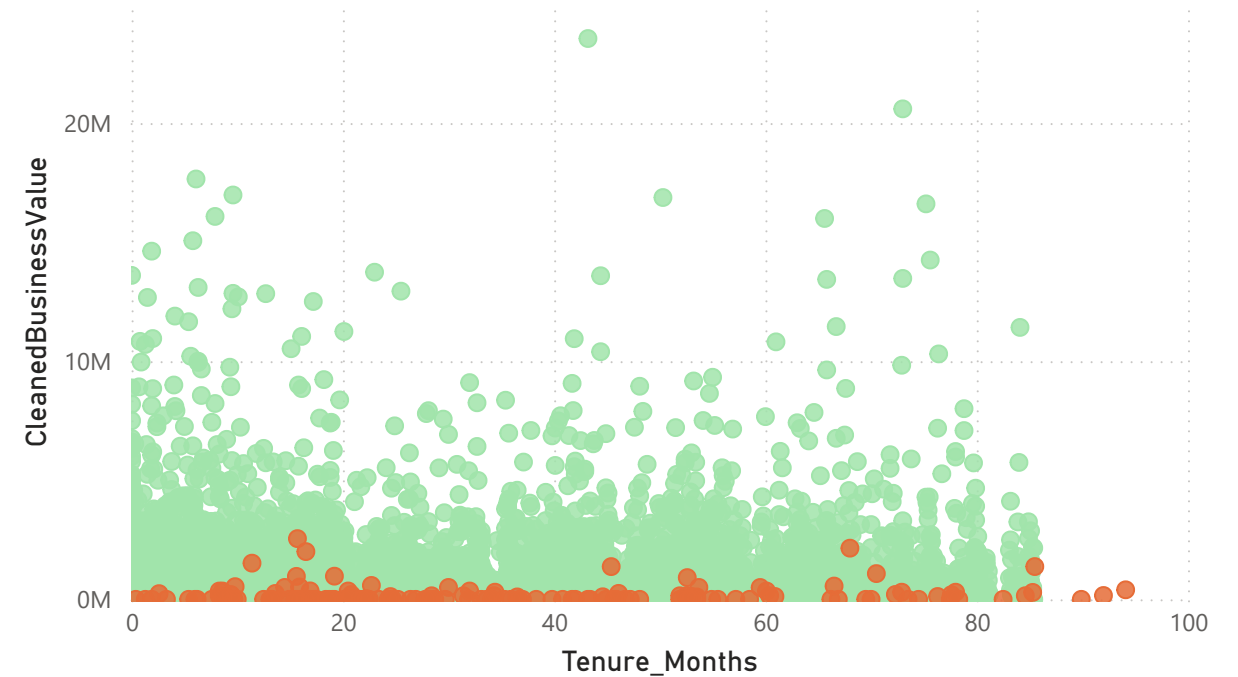
92.00

▼



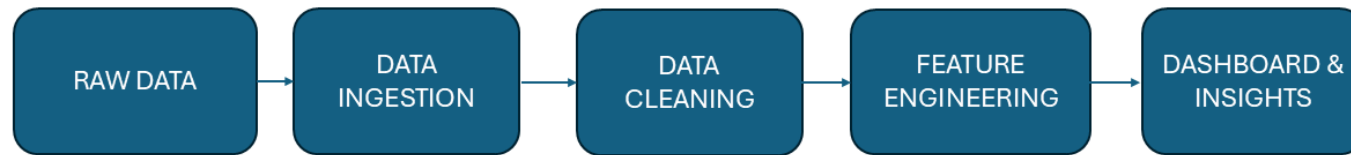
Left, Tenure\_Months and CleanedBusinessValue

Left ● 0 ● 1



Ola should prioritize interventions based on tenure, rating, and city performance rather than education when designing retention or growth strategies.

# DATA PIPELINE FLOWCHART



The pipeline transforms raw Ola driver data into clean, feature-rich datasets through systematic ingestion, cleaning, and feature engineering. Final outputs power dashboards and insights that guide churn prediction and retention strategies.