Electric Vehicles Analysis

EV Motors

State Analysis

Miscellaneous

State Analysis

The analysis will focus on identifying high-growth states and cities, optimizing ride frequencies, and increasing market penetration in lower-performing regions. By analyzing booking patterns and peak demand times, we'll enhance resource allocation and improve service reliability. Special attention will be given to high-revenue states to drive further growth. This analysis will help tailor marketing strategies and boost customer engagement across targeted regions.

Miscellaneous

The analysis will dive into customer behavior across segments to create personalized offerings for key groups like tourists and delivery services. We will track active user engagement and monitor high-revenue cities for expansion. Additionally, analyzing revenue by age group and time of day will help align services with customer preferences, boosting overall growth and customer retention.

EV Motors

Home | Sales Analysis | Miscellaneous

Total Revenue	Total KM Covered	Distinct Customers	Total Customers
19M	2.55M	15K	100K

Male / Female

Qtr 4 | Qtr 3 | Qtr 1 | Qtr 2

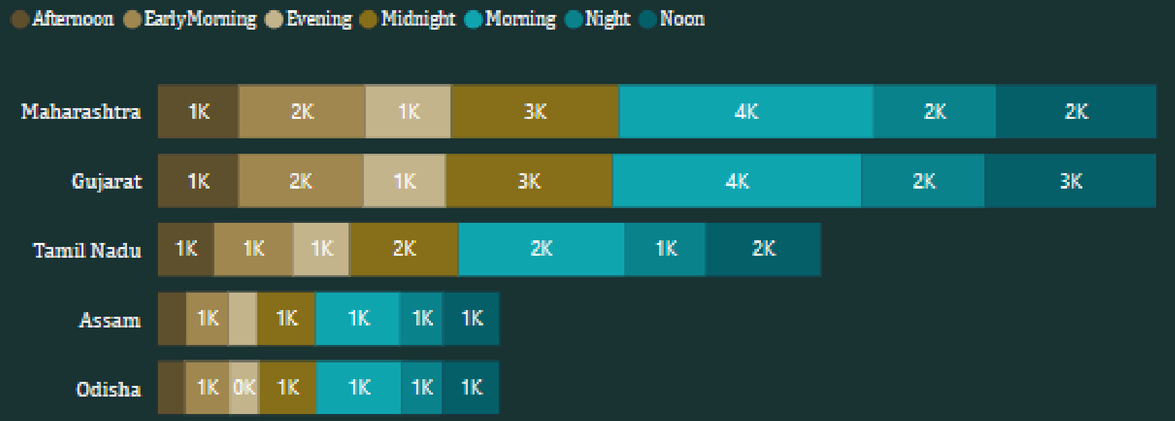
Year: All

Month: All

Day: All

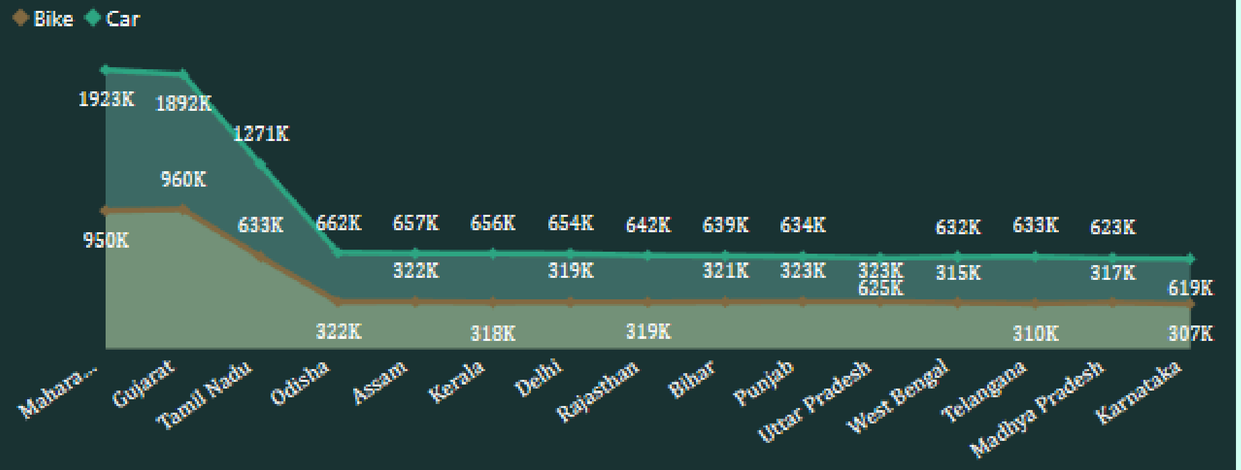
State	Maximum Rides	Rides
West Bengal	Alipore to Dum Dum	92
Kerala	Aluva to Kaloor	105
Maharashtra	Andheri to Powai	97
Tamil Nadu	Besant Nagar to Besant Nagar	106
Gujarat	Dumas Road to Nanpura	99
Tamil Nadu	Ganapathy to Gandhipuram	103
Uttar Pradesh	Gomti Nagar to Hazratganj	100
Delhi	Hauz Khas to Connaught Place	99
Rajasthan	Jagatpura to Bapu Nagar	103
Telangana	Kondapur to Hitech City	101

Booking Count of Top States



Most Rushed State

Total Revenue



EV Motors

Home | State Analysis | Miscellaneous

Total Revenue	Total KM Covered	Distinct Customers	Total Customers
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Qtr 4 | Qtr 3 | Qtr 1 | Qtr 2

Year: All

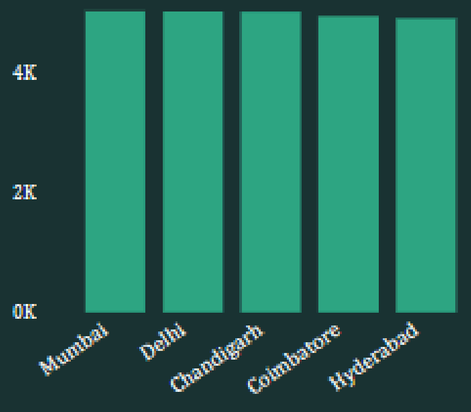
Month: All

Day: All

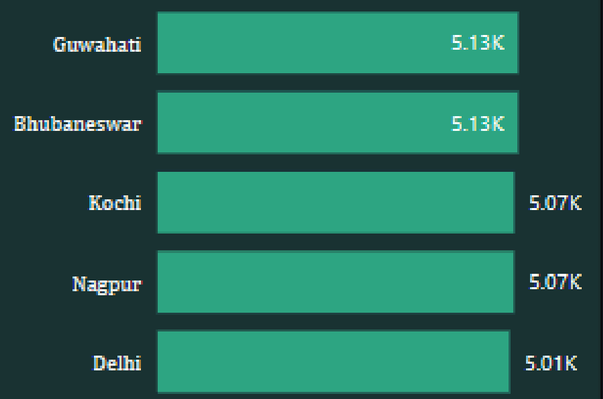
Customer Count

Bike Car

Busiest Cities

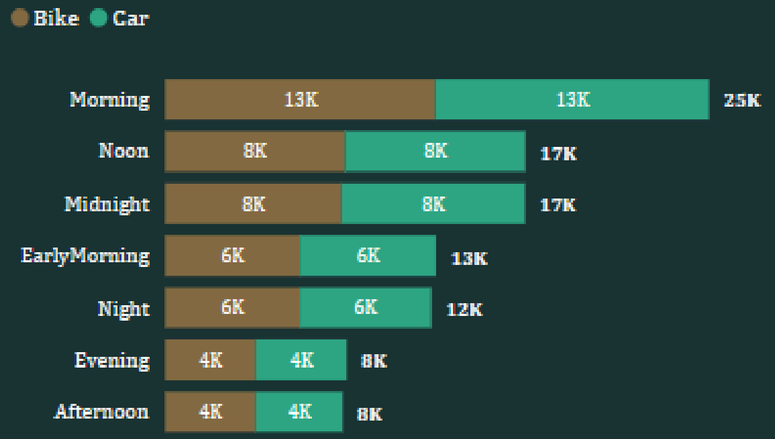


Top 5 Cities by Revenue

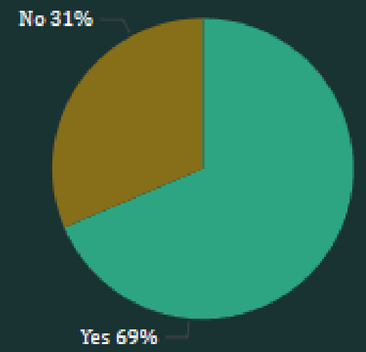


Customer Count

Bike Car

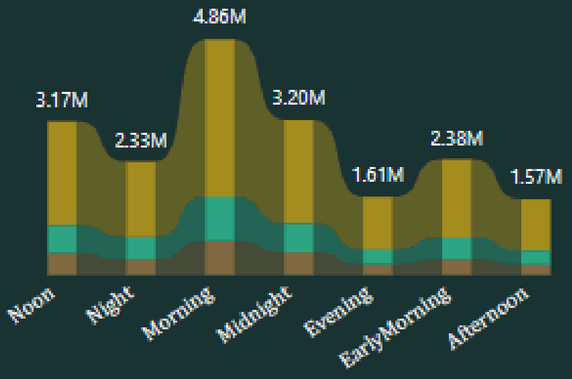


Active Users



Revenue

Adult Old Senior



Import Data to SQL DataBase

- Create Database
- Create Tables for each CSV File
  With Same Header Names
- Copy Data through CSV to SQL Database

```sql
create database ElectricVehicle;
```

```sql
create table Users(
CustomerID varchar(50) primary key,
Name varchar(100),
Gender varchar(50),
Age int,
Job varchar(100),
LoginDate date,
LastUsed date,
Contact bigint
);
```

```sql
create table Rides(
CustomerID  varchar(50),
Date date,
Day varchar(50),
Time time,
City varchar(50),
State varchar(50),
PickupLocation varchar(100),
DestinationLocation varchar(100),
KM decimal,
VehicleCategory Varchar(100),
AmountPaid decimal,
Latitude decimal,
Longitude decimal,
PostalCode int,
foreign key (CustomerID) references Users(CustomerID)
);
```

```sql
COPY Users
FROM 'C:\EV\customer_data.csv'
DELIMITER ','
CSV HEADER;
```

```sql
COPY Rides
FROM 'C:\EV\ola_electric_rides_data.csv'
DELIMITER ','
CSV HEADER;
```

Data : Users

```
select * from Users;
```

customerid [PK] character varying (50)	name character varying (100)	gender character varying (50)	age integer	job character varying (100)	logindate date	lastused date	contact bigint
CU1	Arya Nair	Male	26	Teachers	2021-08-13	2021-10-23	7850281541
CU2	Gopal Naidu	Female	21	Delivery	2014-02-06	2014-06-19	8256584331
CU3	Ritu Ghosh	Male	49	Teachers	2019-12-21	2020-06-06	9090505726
CU4	Nisha Malhotra	Male	24	Private Employee	2019-11-06	2020-01-29	8397881035
CU5	Saanvi Khanna	Male	48	Tourists and Travelers	2023-08-13	2024-03-28	9155172962
CU6	Keshav Patel	Female	42	Private Employee	2017-04-08	2017-12-06	6956911046
CU7	Aditi Desai	Male	75	Teachers	2021-03-05	2021-03-24	8511362025
CU8	Bhavya Srinivasan	Male	43	Government Employee	2020-06-28	2020-12-31	6687187319
CU9	Sameer Bhatnagar	Male	36	Student	2020-02-01	2020-02-21	6313357447
CU10	Krishna Dewan	Female	45	Private Employee	2021-04-11	2022-01-10	9493184458
CU11	Ritika Malhotra	Male	83	Retailer	2015-07-03	2016-03-01	6280009749
CU12	Kanika Bhattacharya	Male	19	Teachers	2014-08-02	2015-01-22	9767014625
CU13	Nagesh Khanna	Male	19	Government Employee	2015-07-07	2015-12-28	7341944256

Data : Rides

```
select * from Rides;
```

customerid character varying (50)	date date	day character varying (50)	time time without time zone	city character varying	state character varying (50)	pickuplocation character varying (100)	destinationlocation character varying (100)	km numeric	vehiclecategory character varying	amountpaid numeric
CU10277	2014-02-04	Tuesday	15:44:21	Indore	Madhya Pradesh	Palasia	Rau	6.66	Bike	33.3
CU9355	2013-03-09	Saturday	11:21:59	Mumbai	Maharashtra	Dadar	Dadar	37.75	Bike	188.75
CU1374	2013-06-03	Monday	06:40:04	Ahmedabad	Gujarat	Satellite	Ellis Bridge	42.88	Car	428.8
CU3239	2015-10-12	Monday	23:32:25	Jaipur	Rajasthan	Tonk Road	Jagatpura	18.22	Car	182.2
CU1764	2017-02-26	Sunday	01:49:45	Delhi	Delhi	Karol Bagh	Hauz Khas	23.83	Car	238.3
CU681	2013-07-01	Monday	17:11:35	Nagpur	Maharashtra	Dharampeth	Manish Nagar	18.62	Car	186.2
CU4337	2014-06-09	Monday	01:39:54	Chennai	Tamil Nadu	Adyar	Besant Nagar	47.15	Bike	235.75
CU7068	2019-02-15	Friday	18:02:42	Bengaluru	Karnataka	MG Road	Jayanagar	14.95	Bike	74.75
CU11876	2013-01-20	Sunday	13:48:48	Chandigarh	Punjab	Sector 22	Manimajra	27.95	Bike	139.75
CU6089	2015-05-01	Friday	17:22:19	Surat	Gujarat	Dumas Road	Parle Point	36.94	Car	369.4
CU2345	2022-03-09	Wednesday	09:08:14	Ahmedabad	Gujarat	Satellite	Vastrapur	24.17	Bike	120.85
CU8165	2021-01-24	Sunday	09:25:03	Kochi	Kerala	Kaloor	Kakkanad	36.97	Bike	184.85
CU5097	2018-08-20	Monday	01:42:22	Patna	Bihar	Fraser Road	Fraser Road	3.69	Car	36.9
CU908	2020-07-10	Friday	11:25:06	Guwahati	Assam	Dispur	Zoo Road	40.15	Car	401.5
CU11936	2018-02-24	Saturday	15:05:59	Lucknow	Uttar Pradesh	Charbagh	Hazratganj	24.34	Bike	
CU4298	2022-11-12	Saturday	18:32:17	Lucknow						

Load Data in PowerBI

Get Data

Search

All
File
Database
Microsoft Fabric
Power Platform
Azure
Online Services
Other

Database

SQL Server database
Access database
SQL Server Analysis Services database
Oracle database
IBM Db2 database
IBM Informix database (Beta)
IBM Netezza
MySQL database
PostgreSQL database
Sybase database
Teradata database
SAP HANA database
SAP Business Warehouse Application Server
SAP Business Warehouse Message Server
Amazon Redshift
Impala

Certified Connectors | Template Apps

Connect | Cancel

DAX Queries

New Tables

CityDummy

```
CityDummy =
SUMMARIZE(
'public rides',
'public rides'[state],
'public rides'[city],
'public rides'[pickuplocation],
'public rides'[destinationlocation],
"RideBetween",
' public rides'[pickuplocation] & " to " & 'public rides'[destinationlocation],
"CountOfRideBetween", COUNTROWS('public rides')
)
```

MaxRideBetweenPerCity

```
MaxRideBetweenPerCity =
SUMMARIZE(
FILTER(
CityDummy,
CityDummy[CountOfRideBetween]=
CALCULATE(
MAX(CityDummy[CountOfRideBetween]
),
ALLEXCEPT(CityDummy,
CityDummy[city])
)
),
CityDummy[state],
CityDummy[city],
CityDummy[RideBetween],
CityDummy[CountOfRideBetween]
)
```

DAX Queries

New Columns and Measures

TimeCategory

```
TimeCategory = SWITCH(TRUE(),
'public rides'[RideHour] >= 4 && 'public rides'[RideHour] <= 6, "EarlyMorning",
'public rides'[RideHour] > 6 && 'public rides'[RideHour] <= 12, "Morning",
'public rides'[RideHour] > 12 && 'public rides'[RideHour] <= 16, "Noon",
'public rides'[RideHour] > 16 && 'public rides'[RideHour] <= 18, "Afternoon",
'public rides'[RideHour] > 18 && 'public rides'[RideHour] <= 20, "Evening",
'public rides'[RideHour] > 20 && 'public rides'[RideHour] <= 23, "Night",
'public rides'[RideHour] >= 0 && 'public rides'[RideHour] < 4, "Midnight",
"Unknown")
```

AgeCategory

```
AgeCategory = SWITCH(TRUE(),
'public users'[age] >= 18 && 'public users'[age] <=40, "Adult",
'public users'[age] > 40 && 'public users'[age] <= 70, "Senior",
'public users'[age] > 70, "Old",
"Unknown")
```

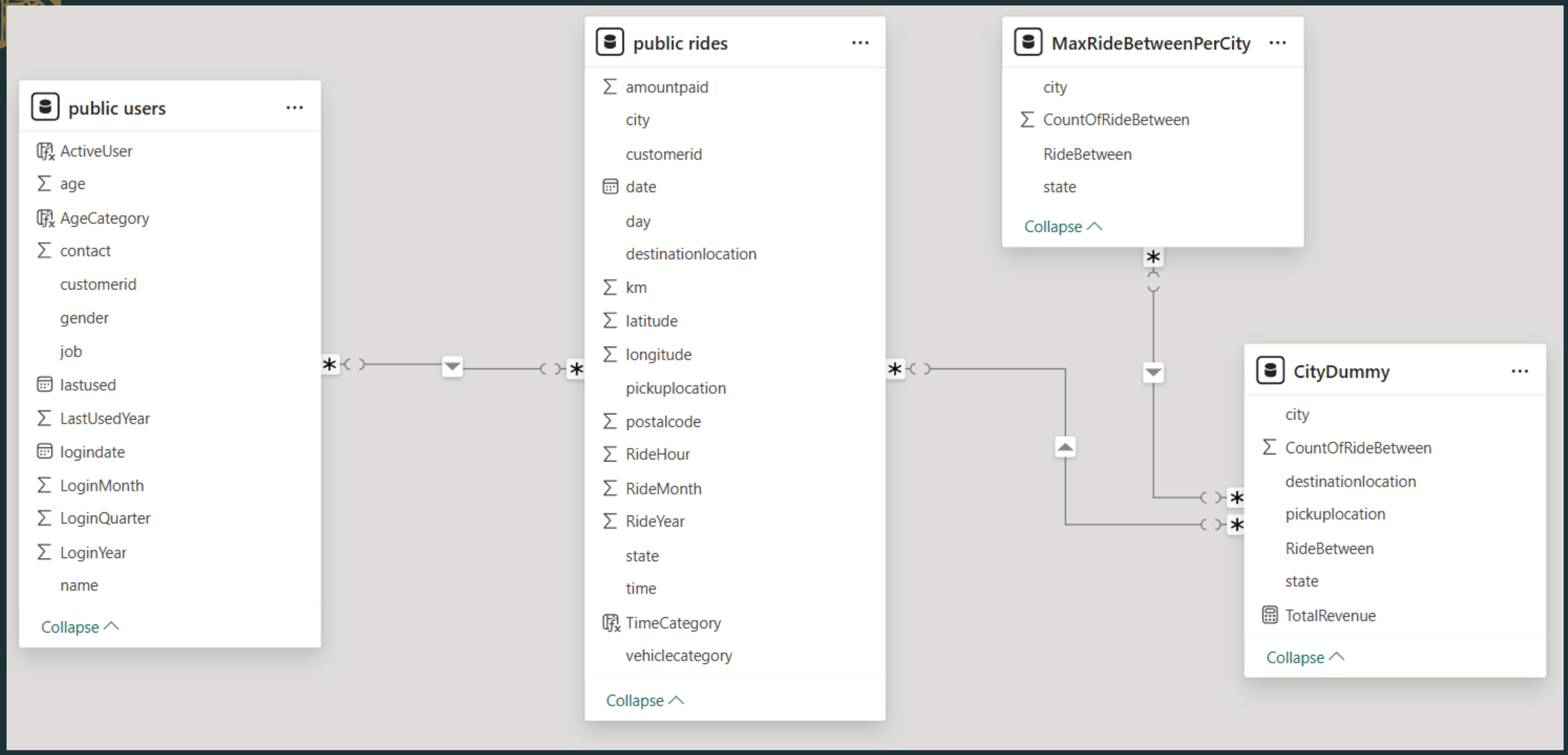
ActiveUser

```
ActiveUser = IF('public users'[LastUsedYear] > 2020, "No", "Yes")
```

TotalRevenue

```
TotalRevenue = SUM('public rides'[amountpaid])
```

Model View


public users
ActiveUser
age
AgeCategory
contact
customerid
gender
job
lastused
LastUsedYear
logindate
LoginMonth
LoginQuarter
LoginYear
name
Collapse
public rides
amountpaid
city
customerid
date
day
destinationlocation
km
latitude
longitude
pickuplocation
postalcode
RideHour
RideMonth
RideYear
state
time
TimeCategory
vehiclecategory
Collapse
MaxRideBetweenPerCity
city
CountOfRideBetween
RideBetween
state
Collapse
CityDummy
city
CountOfRideBetween
destinationlocation
pickuplocation
RideBetween
state
TotalRevenue
Collapse

Thank You