Tableau Project Work

Problem Description

You (are working as a consultant) have been approached by the senior product manager for a major app-based cab company (Ola, Uber, Meru are examples of app-based cab companies). The product manager tells you about the major metrics he reviews, week-on-week :

- **Demand**: Number of requests made by customers
- **Fulfilment** %: Out of the requests made, for what % of requests was a cab allocated
- **Utilization** %: Amount of time cars are occupied with a customer as a fraction of the total number of hours all cars have logged
- **Cancellation** %: Number of requests cancelled further split as 'by customer' and 'by driver'

While going through these numbers he realizes that while all numbers seem to be healthy for the city of Hyderabad, cancellation % seems to be higher. To check and validate that he compares it to the national average and against the rest of the top cities and realizes that it is a full 6% higher in Hyderabad. He is confused with this anomaly.

Was there something that happened this week with the city? Are drivers cancelling more? Did their pricing algorithms fail and caused prices to increase and thus more customers are cancelling?

Q. You want to understand whether the problem of cancellation is confined to Hyderabad only, whether it's confined to a particular zone in Hyderabad and whether it's more prevalent for a specific period of 4 hours for a day.

Q. You also want to understand which factors have a strong correlation with cancellation. Is it the price, the demand, the ETA etc.?

Import the Dataset to Tableau and based on the given hints analyze the data. Create the charts using Tableau and paste them as screenshot in a word file and submit the word file. Add your insights about the data in the word file along with the screenshots.