

Ola Rides Analysis Using Power BI

Data Analytics Project

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Problem Statement

- Collected 1,00,000+ Ola ride records from Bengaluru for a 1-month period
- Objective: improve ride performance, user satisfaction, and business decisions.
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- Focused on key things like booking trends, vehicle type usage, cancellations, ride revenue, and ratings.

Tools & Tech Stack

- - Power BI



- - Excel



- - DAX



- - Power Query



Data Understanding






1. **Booking ID** – Unique 10-digit ride identifier (e.g., CNR0012345)
2. **Date & Time** – When the ride was booked
3. **Booking Status** – Success / Cancelled by Customer / Cancelled by Driver / Incomplete
4. **Vehicle Type** – Auto, Bike, Mini, Prime Sedan, Prime Plus, etc.
5. **Ride Distance** – Distance in km per ride
6. **Booking Value** – Total in ₹
7. **Driver & Customer Ratings** – Post-ride feedback (1 to 5 stars)
8. **Cancellation Reasons** – Reasons for ride cancellations from both driver and customer
9. **Payment Method** – Cash, UPI, Card, Wallet

| Booking ID | Date | Vehicle Type | Distance | Status | Value | Payment | Rating (C/D) |
|------------|------------|--------------|----------|------------------|-------|---------|--------------|
| CNR0001234 | 01-03-2023 | Prime Sedan | 12.5 km | Success | ₹320 | UPI | 4.7 / 4.8 |
| CNR0001235 | 01-03-2023 | Auto | 5.2 km | Cancelled Driver | ₹0 | — | — |

Data Cleaning

| Task for Data Cleaning | Example |
|-------------------------------------|--|
| Removed null values | Removed missing values in columns like Vehicle Type, Booking Value, etc. |
| Standardized categories | Converted "Prime+" to "Prime Plus", fixed inconsistent booking statuses |
| Converted text to datetime | Converted columns Date and Time to proper datetime format in Power Query |
| Handled outliers | Removed entries with 0 km distance or unusually high booking amounts |
| Corrected data types | Changed columns like Ride Distance, Ratings, Revenue to numeric types |
| Used Power Query for transformation | Applied all cleaning steps using Power BI's Power Query Editor |

Dashboard Summary Cards

| | |
|---|------------------------------|
|  Total Bookings | 103024 |
|  Total Booking Value | 35M |
|  Cancellation % | 28 % |
|  Top Vehicle Types | Prime sedan, Prime SUV, Auto |
|  Average Customer Rating | 4.3 |

Power BI Dashboard – Overview



Overall



Vehicle Type



Revenue



Cancellation



Ratings

Date

7/1/2024

7/31/2024

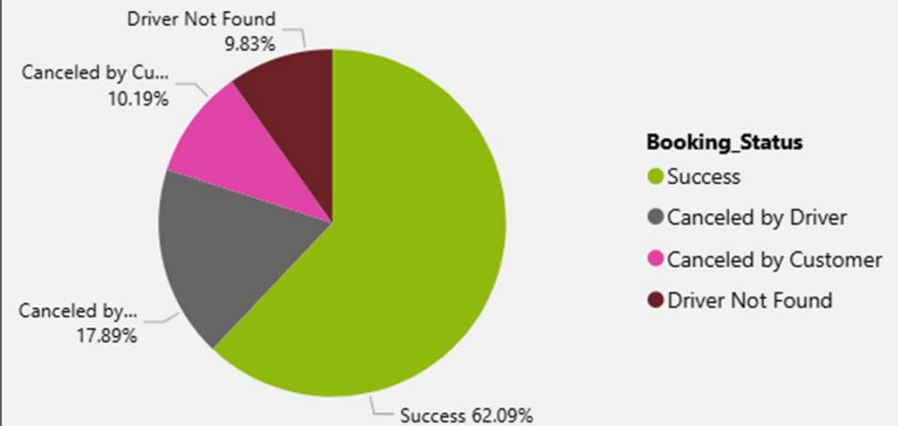
Total Bookings

103024

Total Booking Value

35M

Booking Status Breakdown



Ride Volume Over Time



Power BI Dashboard – Vehicle Type



Overall

Vehicle Type

₹ Revenue

Cancellation

Ratings

Date

7/1/2024

7/31/2024

| Vehicle Type | Total Booking Value | Success Booking Value | Avg. Distance Travelled | Total Distance Travelled |
|--|---------------------|-----------------------|-------------------------|--------------------------|
|  Prime Sedan | 8.30M | 5.22M | 25.01 | 235K |
|  Prime SUV | 7.93M | 4.88M | 24.88 | 224K |
|  Prime Plus | 8.05M | 5.02M | 25.03 | 227K |
|  Mini | 7.99M | 4.89M | 24.98 | 226K |
|  Auto | 8.09M | 5.05M | 10.04 | 92K |
|  Bike | 7.99M | 4.97M | 24.93 | 228K |
|  E-Bike | 8.18M | 5.05M | 25.15 | 231K |

Power BI Dashboard – Revenue



Overall



Vehicle Type



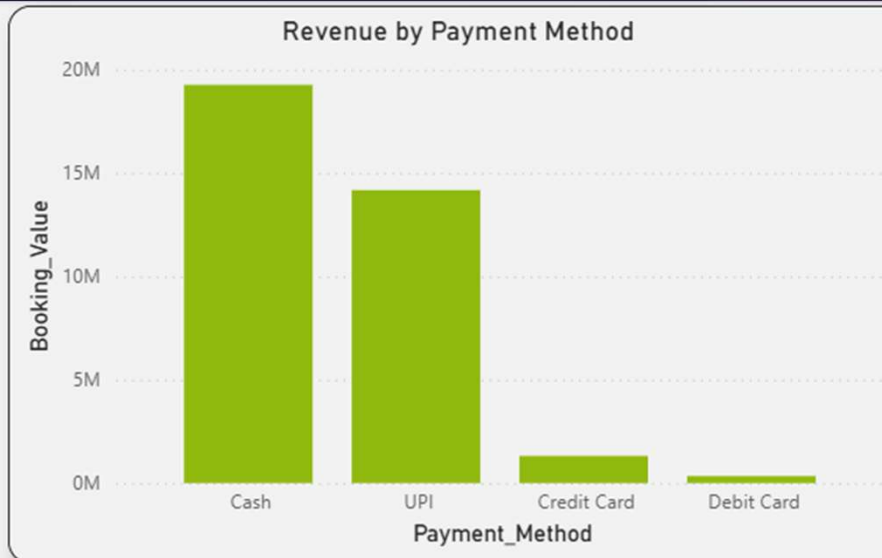
Revenue



Cancellation



Ratings



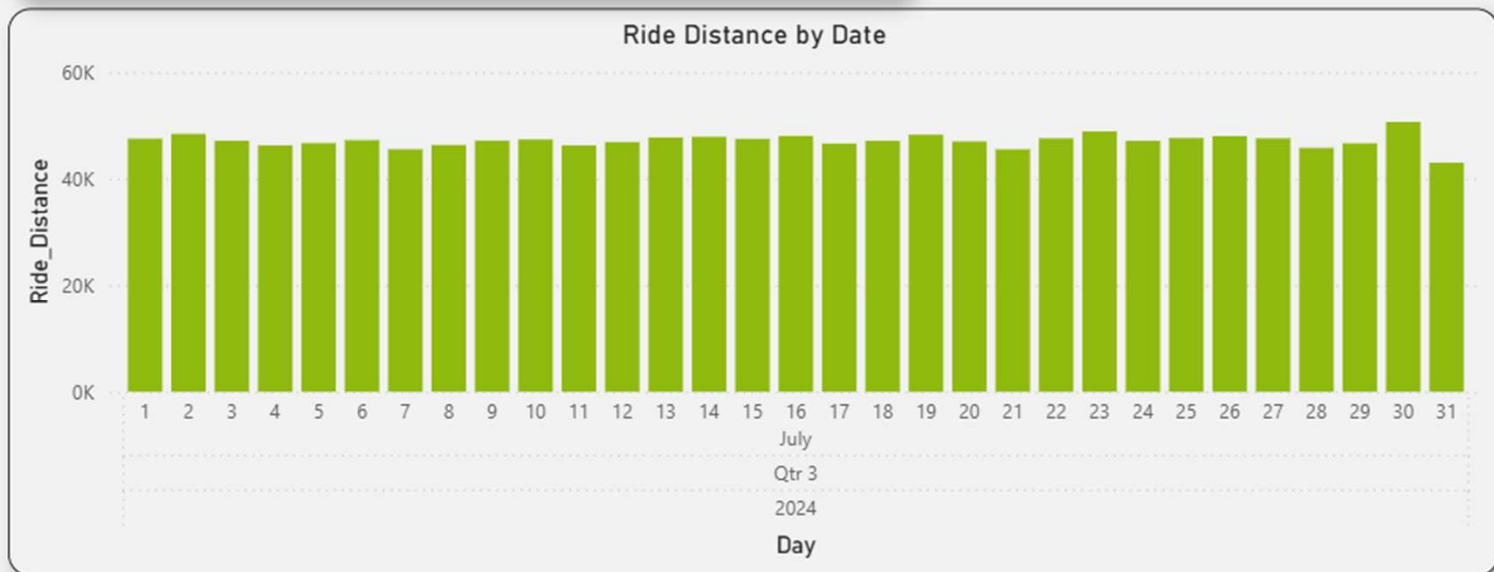
Date

7/1/2024

7/31/2024

Top 5 Customers

| Customer_ID | Sum of Booking_Value |
|--------------|----------------------|
| CID308763 | 6281 |
| CID353074 | 6110 |
| CID734557 | 6177 |
| CID785112 | 8025 |
| CID836942 | 6019 |
| Total | 32612 |



Power BI Dashboard – Cancellation



Overall



Vehicle Type



Revenue



Cancellation



Ratings

Date

7/1/2024

7/31/2024

Total Bookings

103024

Succeeded Booking

63967

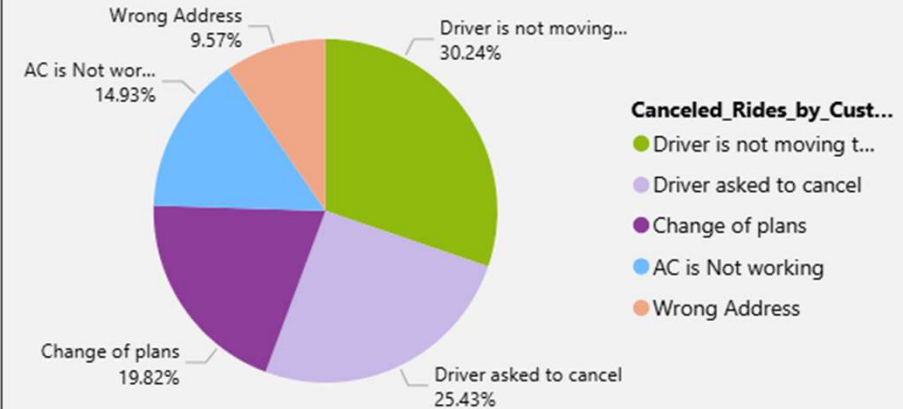
Canceled Booking

28933

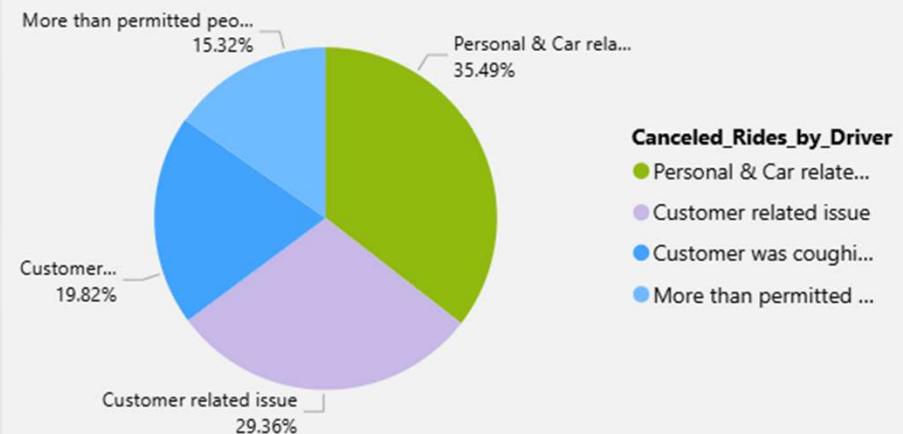
Canceled Booking

28.08%

Cancelled Rides by Customer



Cancelled Rides by Drivers



Power BI Dashboard – Ratings



Overall



Vehicle Type



Revenue



Cancellation



Ratings

Date

7/1/2024



7/31/2024



Driver Rating

| | | | | | | |
|-------------|-----------|------------|------|------|------|--------|
| | | | | | | |
| Prime Sedan | Prime SUV | Prime Plus | Mini | Auto | Bike | E-Bike |
| 3.99 | 4.01 | 4.00 | 3.99 | 4.00 | 3.98 | 4.01 |

Customer Rating

| | | | | | | |
|-------------|-----------|------------|------|------|------|--------|
| | | | | | | |
| Prime Sedan | Prime SUV | Prime Plus | Mini | Auto | Bike | E-Bike |
| 4.00 | 4.00 | 4.01 | 4.00 | 4.00 | 3.99 | 3.99 |

What We Discovered from the Data



62% of all bookings were successful



28% of bookings were cancelled (mostly by drivers)



Prime Sedan & Prime Plus had the highest booking value



Cash & UPI were the most preferred payment methods



North & East regions had the highest booking density



Auto & Bike rides received the lowest customer ratings



Peak bookings occurred on weekends and evenings

Challenges:



Data had missing values like cancellation reason and vehicle type



Converting Date and Time columns to datetime format



Creating dynamic DAX measures



Inconsistent format in booking status and vehicle names



Filtering and syncing multiple slicers on the same page



Maintaining readability with many KPIs in a single dashboard

Learning



how to collect, clean, and manage large datasets in Power BI



hands-on experience with DAX functions like CALCULATE, FILTER, and IF



creating effective and user-friendly visuals



storytelling skills through interactive dashboards

Thank You

Any Questions ?