Ola Ride Data Analysis – SQL & Power BI

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Tools Used: SQL Server, Power BI
Date : 15th Feb 2025

Project Overview:
This analysis is based on a simulated Ola ride dataset containing over 103,000 records. The data was analyzed using SQL Server for querying and Power BI for visualization, to derive actionable business insights.

1. Ride Volume and Booking Status:

- Ride bookings showed consistent volume on weekdays with slight reductions during weekends.
- Approximately 14.6% of rides were cancelled, with customer cancellations exceeding those by drivers.

2. Vehicle Type Performance:

- Prime Sedan and Mini vehicle types were the most frequently booked.
- Auto rides had the shortest average ride distances, while Prime SUV rides recorded the longest average distances.

3. Revenue by Payment Method:

- UPI was the most popular digital payment method, accounting for roughly 37% of transactions.
- Cash payments still represented a significant share of about 28%.

4. Cancellation Analysis:

- Leading customer cancellation reasons included changes in plans and vehicle not matching expectations.
- Driver cancellations primarily resulted from personal issues and vehicle-related problems.

5. Ratings Overview:

- Average driver rating was 4.2 out of 5.
- Average customer rating was 4.4 out of 5.
- Drivers operating Prime Plus vehicles generally received higher ratings.

Key Metrics:

- Total successful rides: over 87,500
- Average ride distance: approximately 7.2 km
- Total revenue from successful bookings: over ₹5.2 crores
- Top 5 customers booked more than 120 rides each

Conclusion:
The insights from this analysis offer valuable information on ride patterns, vehicle performance, payment preferences, cancellation reasons, and customer-driver ratings. These findings can inform operational improvements, targeted marketing strategies, and customer service enhancements.