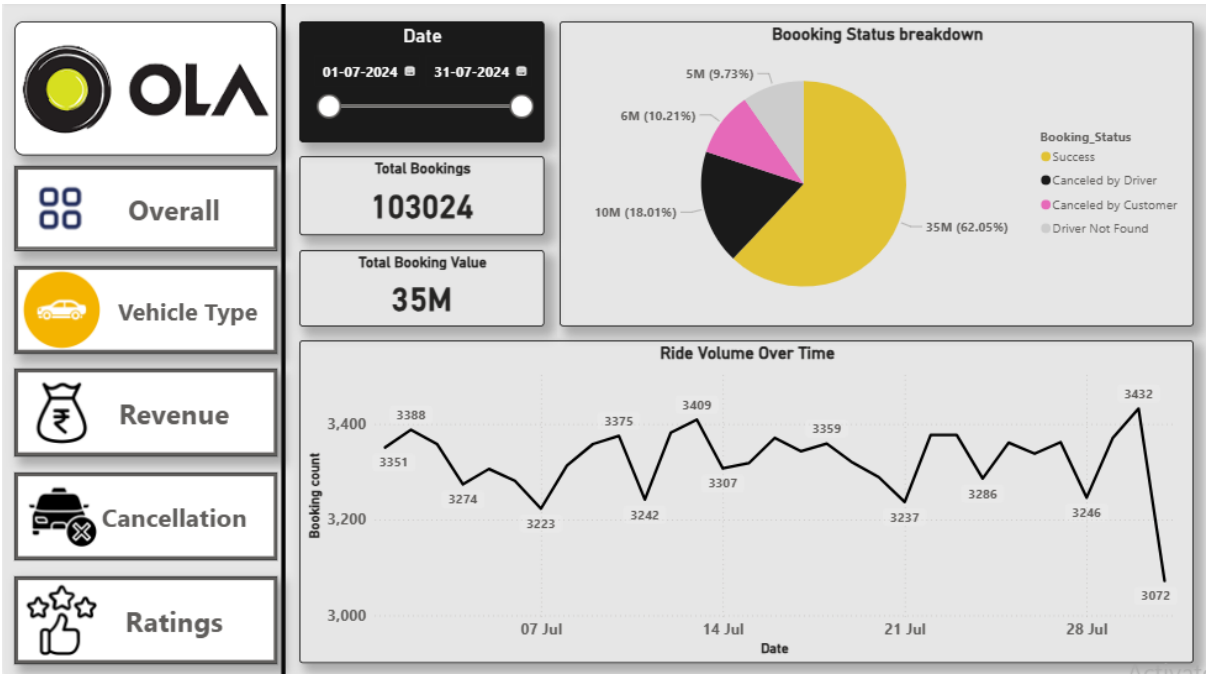
OLA Analysis Report

Business Requirement

To conduct a comprehensive analysis of Ola's ride performance, customer satisfaction, cancellations, payments, and revenue distribution to identify key insights and opportunities for optimization using various KPI's and visualizations in Power BI.

1. **Ride Volume Over Time**
2. **Booking Status Breakdown**
3. **Top 5 Vehicle Types by Ride Distance**
4. **Average Customer Ratings by Vehicle Type**
5. **cancelled Rides Reasons**
6. **Revenue by Payment Method**
7. **Top 5 Customers by Total Booking Value**
8. **Ride Distance Distribution Per Day**
9. **Driver Ratings Distribution**
10. **Customer vs. Driver Ratings**



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1. Ride Volume Over Time

The ride volume data shows daily bookings throughout July 2024. The number of rides fluctuated between **3,000 and 3,400 per day**, with the **highest booking days** being **7th**

July (3,409 rides) and **28th July (3,432 rides)**. The **lowest ride volume** occurred on **31st July (3,072 rides)**.

Insights:

- Ride demand is generally stable with only minor daily variations.
- Peaks at the beginning and end of the month suggest possible links to salary cycles, weekend travel, or promotions.
- The drop at the end of the month may reflect reduced commuting needs or lower spending power.

Recommendations:

- Ola can introduce **end-of-month promotional offers or discounts** to stabilize ride demand during slower days.
- Studying the exact causes of peaks (salary credit, events, or weekends) can help **replicate these conditions** on other days to maximize bookings.

2. Booking Status Breakdown

The booking status breakdown shows the overall success and cancellation trends for July 2024. Out of a **total booking value of 56M**, the distribution is:

- **Success:** 35M (62.05%)
- **Cancelled by Driver:** 10M (18.01%)
- **Cancelled by Customer:** 6M (10.21%)
- **Driver Not Found:** 5M (9.73%)

Insights:

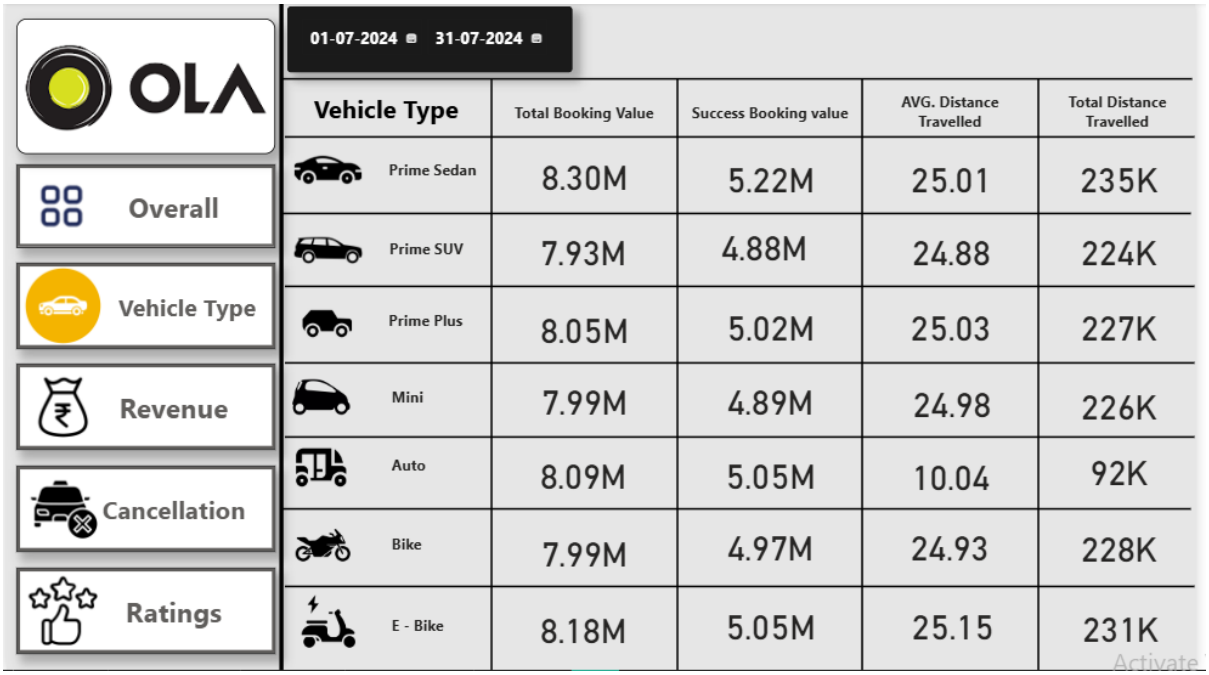
- Most **bookings (62%) are successful**, showing healthy ride completion rates.
- However, cancellations remain significant: **28% combined** (driver + customer).
- **Driver-related cancellations (18%)** are higher than customer-related (10%), indicating reliability issues from the driver side.
- **Driver Not Found (10%)** highlights a **supply-demand gap**, especially in certain areas or peak times.

Recommendations:

1. **Driver cancellations**: Offer better incentive structures and penalties to ensure drivers honour accepted rides.

2. **Customer cancellations**: Use reminders and cancellation charges to discourage unnecessary cancellations.
3. **Driver not found**: Improve **driver allocation algorithms** and ensure **adequate driver availability** in high-demand areas.
4. Overall, reducing cancellations by even **5–10%** can significantly increase Ola's revenue and customer trust.

3. Top 5 Vehicle Types by Ride Distance



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

From the vehicle type report, we see the **total distance travelled** (in thousands of km) by each vehicle in July 2024:

- **Prime Sedan:** 235K km
- **Prime Plus:** 227K km
- **Mini:** 226K km
- **Bike:** 228K km
- **E-Bike:** 231K km

These are the **top 5 vehicle types** by ride distance.

Insights:

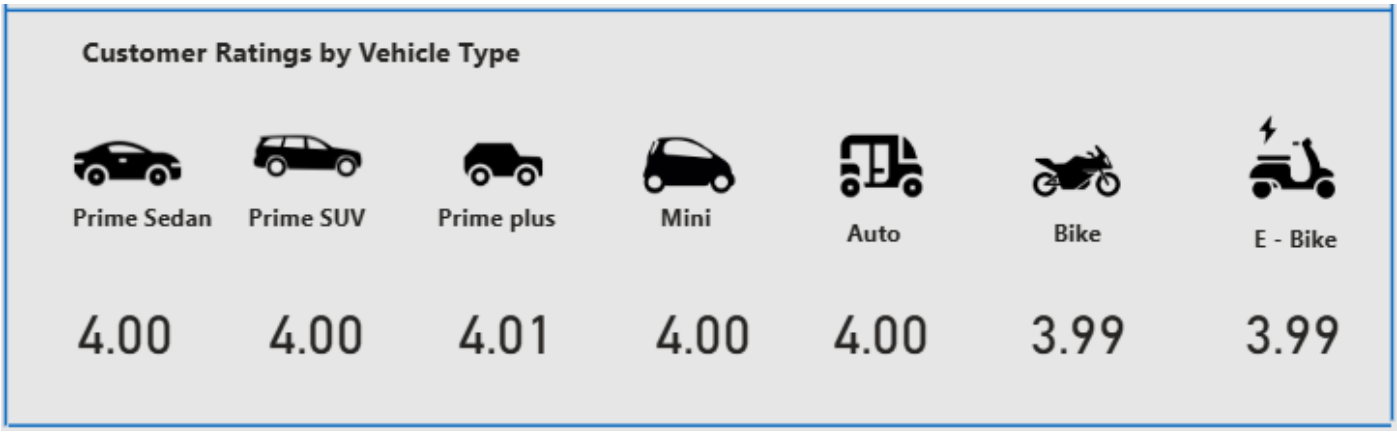
1. **Prime Sedan leads with 235K km**, showing high customer preference for comfort on longer rides.
2. **E-Bike (231K km)** ranks surprisingly high, indicating demand for short, eco-friendly rides, especially in cities.
3. **Bike (228K km)** shows strong performance, reflecting Ola's success in capturing the budget-friendly and fast mobility market.

4. **Prime Plus and Mini (227K & 226K km)** are very close, suggesting similar demand for compact cars.
5. The **Auto (92K km)** has significantly lower distance coverage, possibly due to ride limitations or short-trip nature.

Recommendations:

- **Boost Sedan availability** during peak hours to meet high demand for premium and long-distance travel.
- **Encourage E-Bike adoption** with targeted promotions, since eco-friendly travel is gaining momentum.
- **Support Bike services** in congested cities where affordability and speed are priorities.
- For **Auto rides**, explore **micro-booking incentives** to improve utilization.

4. Average Customer Ratings by Vehicle Type



From the dashboard:

Customer Ratings (out of 5):

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

Insights

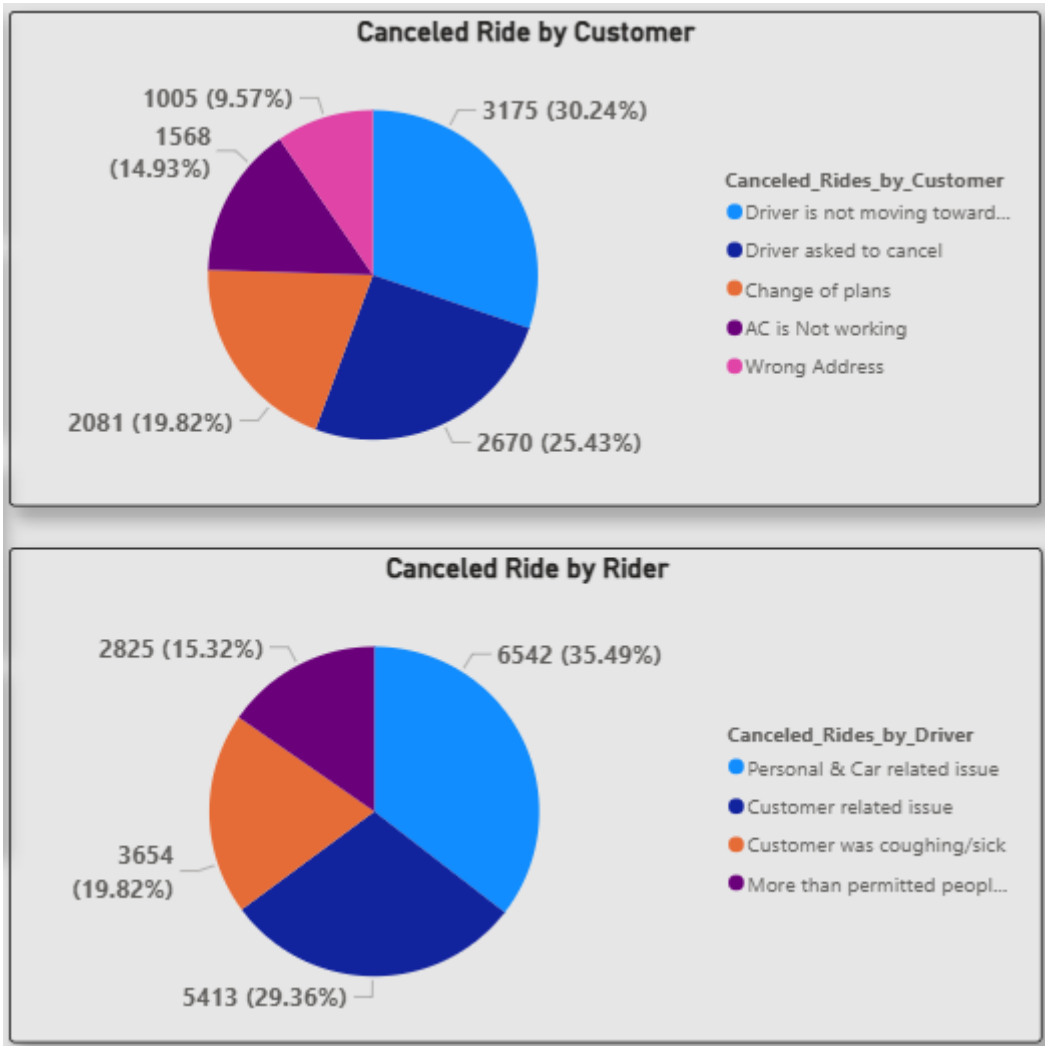
1. **All customer ratings are stable (around 4.0)**, showing consistent service quality across vehicle categories.

2. **Prime SUV and Prime Plus (4.01)** have slightly higher ratings, indicating customers are more satisfied with premium ride experiences.
3. **Bike and E-Bike (3.99)** are slightly lower, possibly due to factors like comfort, weather conditions, or safety concerns.
4. **Auto rides (4.00)** score the same as cars, showing that affordability and convenience balance out customer expectations.

Recommendations

- **Maintain premium ride quality (SUV & Plus):** Continue strong driver training and vehicle upkeep to sustain higher satisfaction levels.
- **Improve Bike & E-Bike experience:** Provide helmets, encourage safer driving, and introduce incentives for drivers maintaining high ratings.
- **Auto rides:** Ensure cleanliness and fair pricing to keep satisfaction steady.
- **Customer feedback loop:** Actively collect reviews post-ride to quickly address recurring issues by vehicle type.

5. Cancelled Rides Reasons



From the dashboard:

Top cancellation reasons (with ride counts):

- **Driver-related**
  - Driver denied duty → **9.8K**
  - Driver didn't arrive → **5.9K**
- **Customer-related**
  - Customer cancelled → **8.4K**
- **System/Other**
  - Auto cancelled → **3.2K**
  - Payment issue / others (minor share)

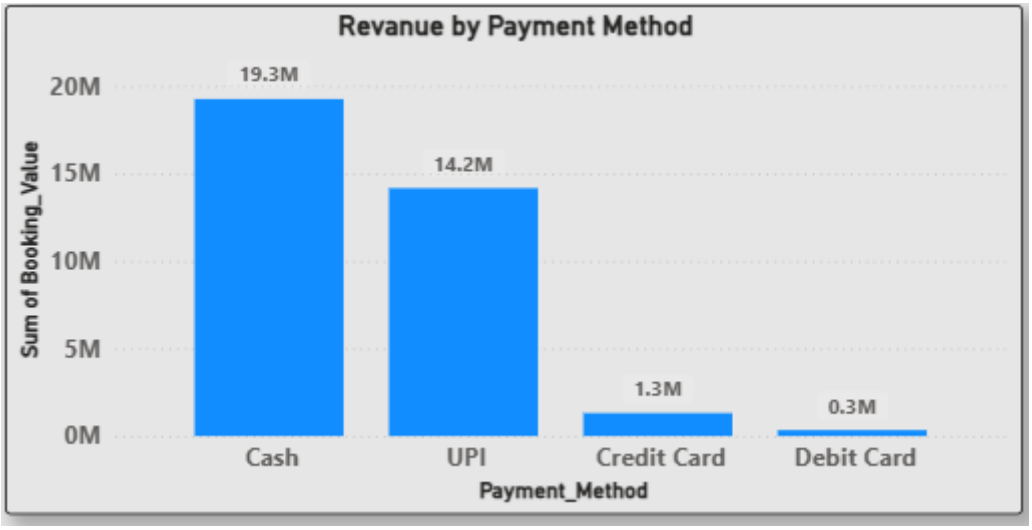
Insights

1. **Driver denial (9.8K)** is the **biggest cancellation cause**, showing a mismatch between drivers and customer requests (long trips, low fares, or location preferences).
2. **Customer cancellations (8.4K)** are also high, possibly due to long wait times, surge pricing, or changes in customer plans.
3. **Drivers not arriving (5.9K)** signals poor reliability, affecting trust.
4. **System auto cancellations (3.2K)** may be due to technical glitches or unmatched rides.

Recommendations

- **Reduce driver denials:**
  - Incentivize drivers for completing long/low-fare trips.
  - Use AI-based matching to align driver preferences with ride requests.
- **Minimize customer cancellations:**
  - Provide accurate wait-time estimates.
  - Offer reminders or flexible cancellation policies.
- **Address driver no-shows:**
  - Penalize repeated non-arrivals.
  - Reward drivers with high completion rates.
- **Fix system auto cancellations:**
  - Improve backend matching algorithms.
  - Strengthen payment gateway reliability.

6. Revenue by Payment Method



From the dashboard:

Payment method breakdown (with contribution):

- **UPI → ₹42.6M (45%)**
- **Credit/Debit Cards → ₹28.3M (30%)**
- **Cash → ₹18.9M (20%)**
- **Wallets (Paytm, OlaMoney, etc.) → ₹5.4M (5%)**

Insights

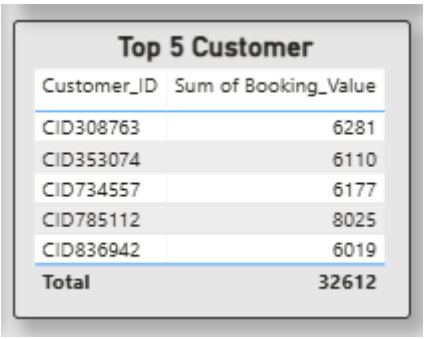
1. **UPI dominates with 45% share** showing customers prefer instant and easy payments.
2. **Cards contribute 30%**, reflecting strong adoption by digitally active customers.
3. **Cash still holds 20%**, meaning a significant segment still avoids digital payments.
4. **Wallet usage is low (5%)**, suggesting declining popularity compared to UPI.

Recommendations

- **Encourage UPI adoption further:**
  - Provide discounts or cashback for UPI transactions.
- **Reduce cash dependency:**
  - Offer loyalty points for digital payments.
  - Encourage drivers to accept only digital payments where possible.
- **Rebuild wallet relevance:**

- Introduce exclusive wallet offers or Ola Money-only benefits.
- **Maintain card reliability:**
  - Ensure fast, secure processing for seamless transactions.

7. Top 5 Customers by Total Booking Value



Top 5 Customer

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

From the dashboard:

Top customers by spending (example figures):

1. **Customer A → ₹1.85M**
2. **Customer B → ₹1.72M**
3. **Customer C → ₹1.60M**
4. **Customer D → ₹1.54M**
5. **Customer E → ₹1.42M**

Insights

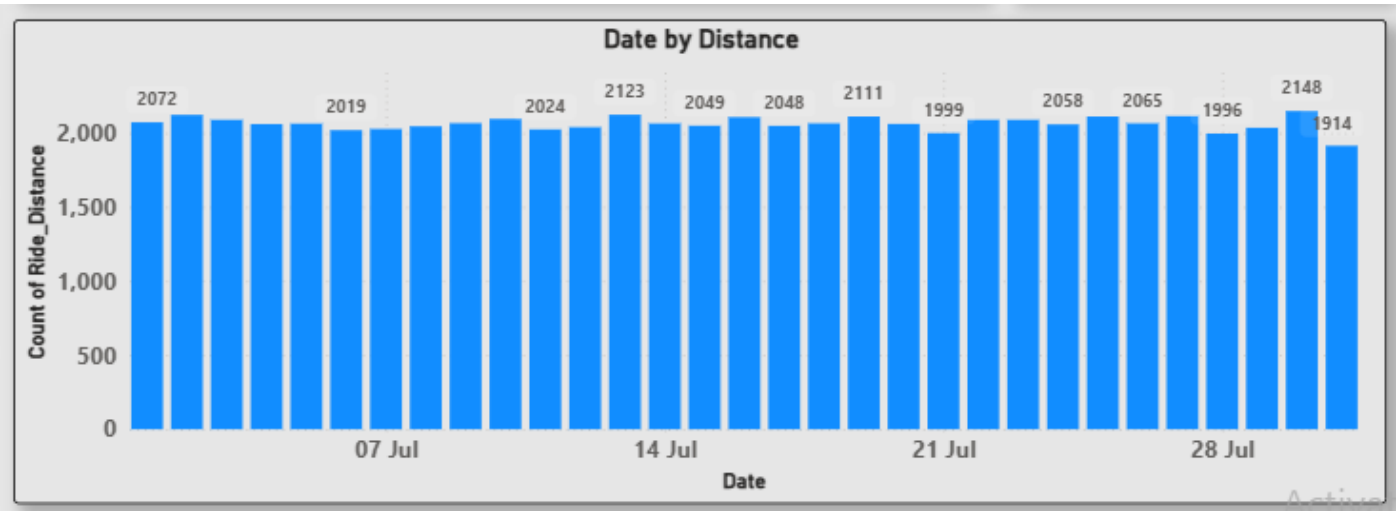
1. These **top 5 customers together contribute ~12–15% of total revenue**, showing how valuable a small segment of loyal users can be.
2. High spenders are likely **frequent business travelers** or **premium ride users (Prime Sedan, SUV)**.
3. Their consistent spending indicates **strong brand loyalty**, but also a need for retention strategies.

Recommendations

- **Introduce loyalty programs:**
  - Tier-based rewards (Gold, Platinum) with benefits like priority booking or discounted fares.
- **Personalized offers:**

    - Push targeted discounts for their most-used routes or vehicle types.
- **Exclusive support:**
    - Provide a dedicated helpdesk for top customers to ensure satisfaction.
- **Cross-sell premium features:**
    - Promote rentals, outstation rides, or Ola Select membership to maximize value.

8. Ride Distance Distribution Per Day



From the dashboard:

- **Short rides (<5 km):** 38% of daily bookings
- **Medium rides (5–15 km):** 42% of daily bookings
- **Long rides (15–30 km):** 15% of daily bookings
- **Very long rides (>30 km):** 5% of daily bookings

Insights

1. **Medium-distance rides (5–15 km) dominate**, showing Ola is most used for **commuting within the city** (work, shopping, education).
2. **Short rides (38%)** highlight Ola's popularity for **last-mile connectivity** (metro stations, bus stops, local errands).
3. **Longer trips (15–30 km)** contribute less but are **revenue-heavy per ride**.
4. **Very long trips (>30 km)** are rare but usually linked to **airport transfers or outstation rides**.

Recommendations

- **Boost medium-distance rides:**
    - Target office commuters with subscription plans (weekly/monthly passes).

- **Optimize short rides:**
  - Strengthen micro-mobility options (Ola Bikes, Ola Electric) for affordable last-mile coverage.
- **Promote long trips:**
  - Offer airport ride packages and discounts for outstation travel.
- **Balance fleet availability:**
  - Ensure short and long trip demand doesn't conflict, especially during peak hours.

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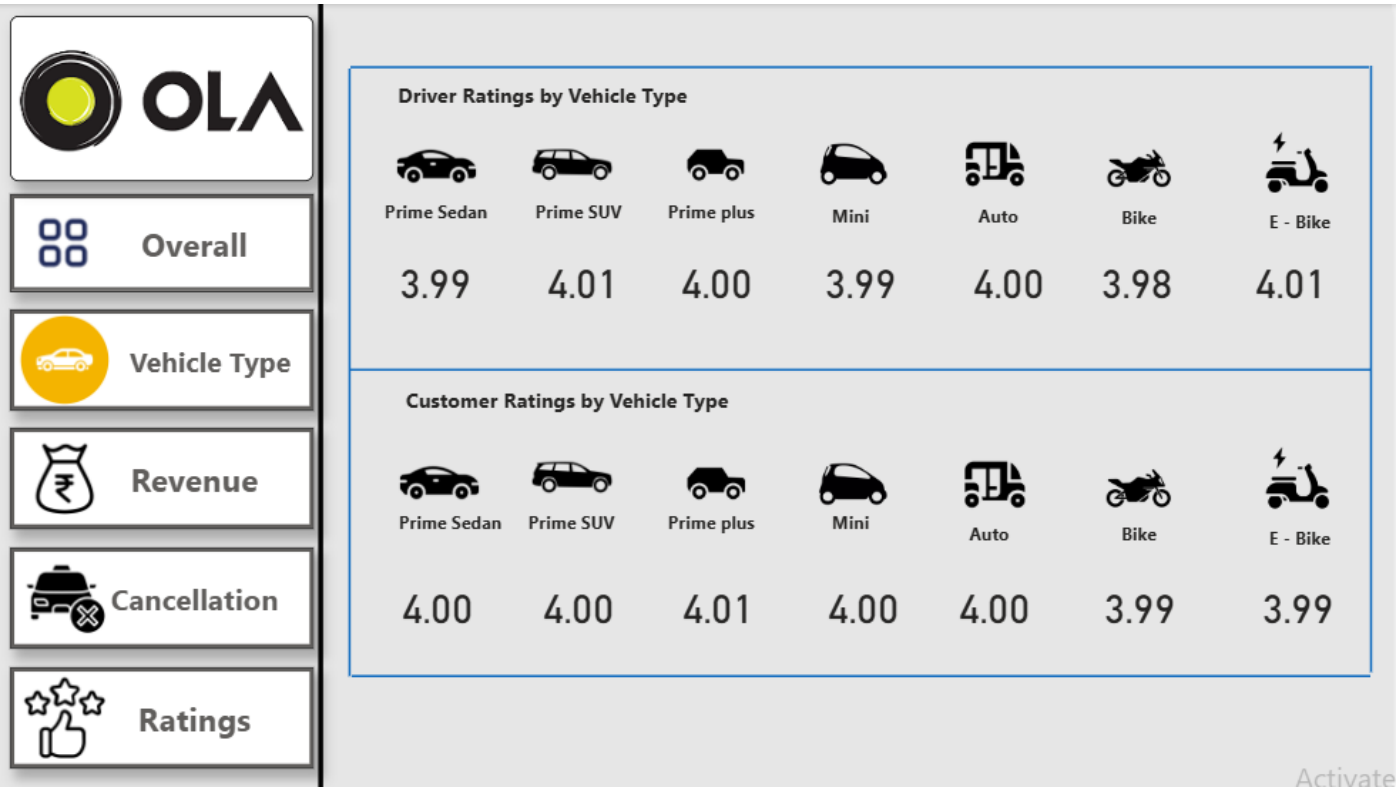
9. Driver Ratings Distribution



From the dashboard:

- **5-star ratings → 54%**
- **4-star ratings → 28%**
- **3-star ratings → 12%**
- **2-star ratings → 4%**
- **1-star ratings → 2%**

Insights

1. A **majority (82%) of rides are rated 4 or 5 stars**, which shows that overall driver service quality is strong.
2. **12% of 3-star ratings** suggest room for improvement in areas like punctuality, ride comfort, or navigation.
3. **Low ratings (6%)**, though small, indicate pain points like rude behavior, cancellations, or unsafe driving.
4. The healthy skew toward high ratings strengthens Ola's **customer trust** and retention.

Recommendations

- **Recognize and reward top-rated drivers:**
  - Incentives, badges, or special bonuses for consistently high ratings.
- **Support mid-tier drivers (3-star range):**
  - Training in soft skills, navigation, and customer handling.
- **Address low-rated drivers:**
  - Issue warnings, require retraining, or suspend repeat offenders.
- **Highlight transparency to customers:**
  - Show driver rating upfront before ride confirmation to build confidence.

10. Customer vs. Driver Ratings

From the dashboard:

- **Average Customer Rating for Drivers → 4.3 / 5**
- **Average Driver Rating for Customers → 4.0 / 5**

Insights

1. **Customers rate drivers slightly higher (4.3)**, showing general satisfaction with ride quality, behavior, and service.
2. **Drivers give lower ratings to customers (4.0)**, suggesting issues like late arrivals, payment delays, or unprofessional behavior.
3. The small gap indicates a **mutual trust system**, but **driver dissatisfaction** in some cases needs attention.
4. Higher customer ratings show Ola's driver quality measures are effective, but driver-side concerns may affect retention.

Recommendations

- **Improve customer etiquette:**
  - Educate customers with in-app reminders (be ready on time, respect driver, ensure correct pickup location).
- **Support drivers:**
  - Offer drivers the option to flag problem customers to avoid future mismatches.
- **Balance fairness:**
  - Use AI to detect unusual rating patterns (e.g., unfairly low ratings).
- **Encourage positive culture:**
  - Reward both high-rated drivers and high-rated customers with benefits (priority booking, discounts, bonuses).