

OLA Rides Insights



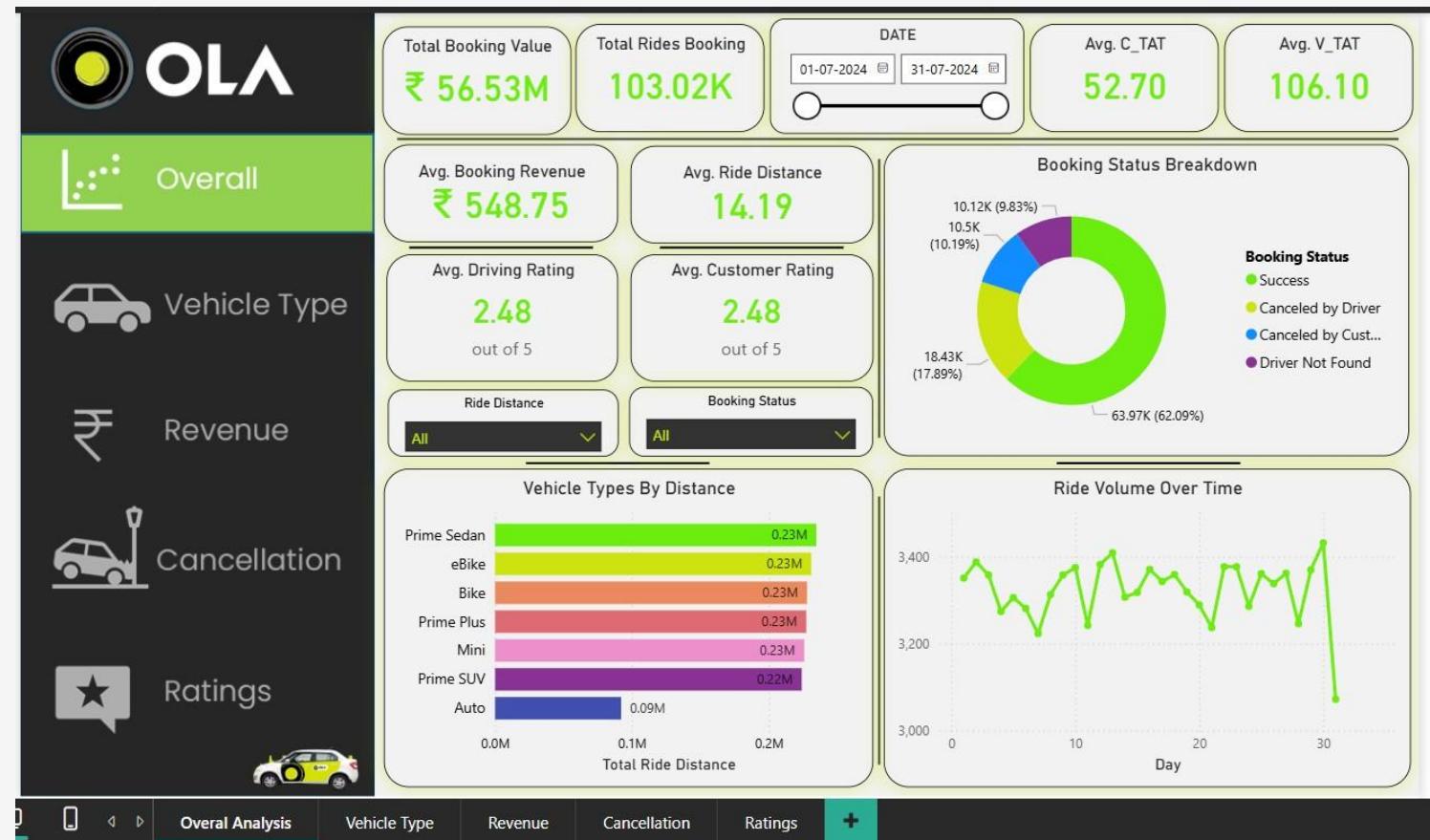
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INTRODUCTION

Hello, In this presentation, we will go through the **Ola Ride Insights Analytics Dashboard**.

- I appreciate the opportunity given to me to dive into this **Ola Ride** data to gain insightful information about the business performance.
- And How to think from the perspective of business leaders to analyse data more effectively and How to prepare for a meeting with Investors, Customers and Stakeholders.

"The aim of this project is to analyze Ola ride data to extract meaningful insights related to bookings, customer behaviour, revenue trends, cancellations and platform performance."



PROCESS

Ola collects large ride-level data. But raw data alone cannot give clear insights. So, my objective was to:

- ✓ **Clean the data**
- ✓ **Analyze using SQL**
- ✓ **Build dashboards in Power BI**
- ✓ **Create an interactive web app using Streamlit**

All the necessary steps were taken to ensure that the analysis is accurate and correct in excel.

I cleaned up the data by addressing any missing or incorrect values, filtering out nulls, and eliminating duplicates to ensure accuracy. I then converted data types, setting numeric fields like C_TAT(Customer Arrival Time), V_TAT(Vehicle Arrival Time), Driver and Customer Ratings appropriately, aggregations for dashboard metrics, while defining categorical values for type and Date.

After that, I created calculated columns to boost my analysis, such as calculating Rides Cancel By Drivers and Customers and categorizing listings by Vehicle Types for all the visualization.

Tools Used

SQL — Data extraction & queries, Python + Streamlit — Web analytics app, Power BI — Interactive dashboards, Pandas — Data preprocessing

PROCESS

SQL Analysis -

I wrote **SQL queries** to answer business questions like:

Total rides, successful bookings, cancellations, top customers, average ratings, revenue by rides. This helped convert raw data into structured insights

Power BI Dashboard -

"I then created interactive dashboards to visualize:

Ride Trends, Booking Status, Vehicle Performance, Revenue, Ratings, Cancellations.
These help management quickly understand performance."

Streamlit App -

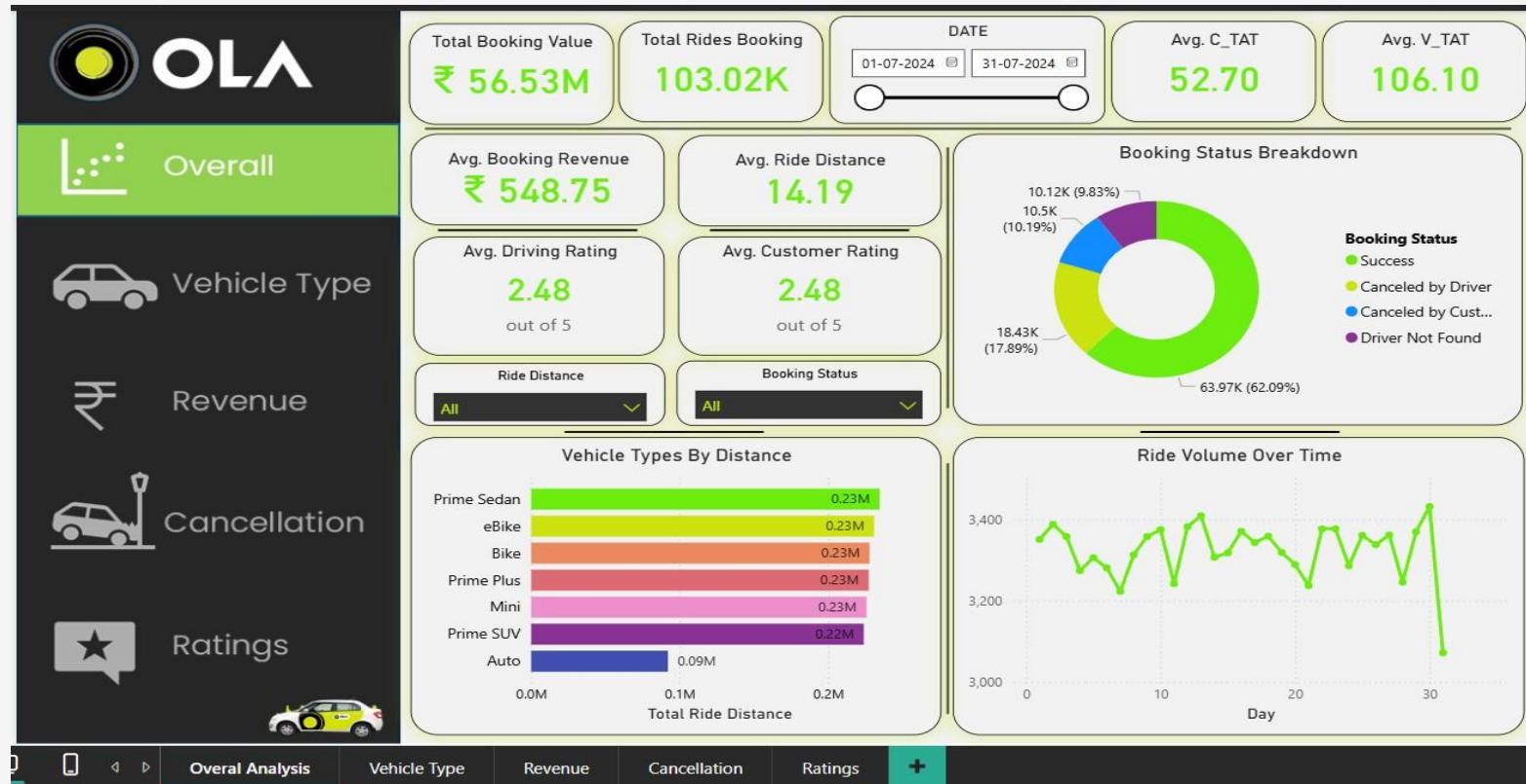
"I also built a web app where users can:

- ✓ filter data
- ✓ view metrics
- ✓ analyze charts
- ✓ explore ride trends interactively."

Dashboard Layout

In the Power BI dashboard, the layout is designed to provide a comprehensive overview of the OLA Rides data at a glance.

The KPI cards of pages prominently display key metrics, including the total Bookings, Total Revenue from Rides, average C_TAT and V_TAT, average ride distance, avg revenue per ride, average driver and customer ratings. Plus Booking Status, Ride Volume Trend, Vehicle Volume trend, Vehicle Distance Ranking and Top 5 Vehicle Types by Ride Distance. These KPI metrics deliver essential insights into the market's health.



Visual Chart Analysis

Line Charts: Illustrating rides trends over time, this chart highlights fluctuations in Ride Volume Trend, enabling stakeholders to forecast future trends and make strategic decisions.

Donut Charts: Illustrates Booking Status Breakdown effectively showcasing Bookings Status By Revenue, Cancelled Rides Reasons metric By Customers and Drivers and helping stakeholders visualize changes in the market, assisting in long-term decision-making.

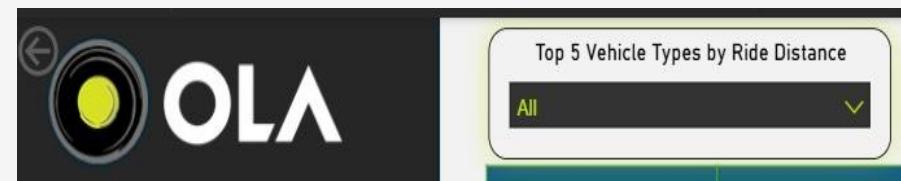
Column Charts: Illustrate Revenue By Payment Method effectively showcasing that which method is used most of the time for payment and which payment method used by the people most. So, by these stakeholders and Business Leaders can provide best services and Encourage Digital Payments to use by users.

Bar Charts and Table: Illustrate Top 5 and Top 10 Customers By Booking Value effectively showcasing those customers who are booking rides most of the times. By this chart business leaders are able to understand and make a strategic decision on what kind of Customers(Business man, Employee, etc.) are booking the most for long term basis.



Slicers For Dynamic Filtering

Filter Slicers: Allow users to refine data based on criteria such as Booking Status, Ride Distance, Ratings By Customers and Drivers, Date Range and Top 5 Vehicle By Ride Distance enhancing interactivity and enabling targeted analysis.



Business Questions & Insights Answered by the Dashboard

The dashboard provides answers to a range of business questions, allowing for a detailed understanding of the market. It can be used to answer questions such as:

Q1 — What % of rides are successful?

About 62%

Q2 — What is the average ride distance?

14.19 km

Q3 — Which vehicle type travels most distance?

Prime class

Q4 — What is the most used payment method?

Cash & UPI

Q5 — Who are the top customers?

Visible in Revenue tab

Q6 — Why do customers cancel rides?

Mainly: ✓ Driver not moving, ✓ Wrong address, ✓ Change of plans

Q7 — What is the average rating?

2.48 / 5 for both customers & drivers

Business Questions & Insights Answered by the Dashboard

1. Which vehicle type contributes the highest total revenue?

Answer: Prime Sedan & Prime SUV together contribute the majority share of total revenue.

This is due to:

- ✓ higher average fare
- ✓ longer trip distance
- ✓ premium positioning

Even though Autos & Minis complete more short trips, they contribute less revenue overall.

2. Which vehicle type has the highest average ride distance?

Answer: Prime SUV records the highest average distance per ride, followed by Prime Sedan.

This indicates that:

- ✓ premium vehicles are chosen more for longer-distance travel
- ✓ customers perceive higher comfort value for long trips

3. Which payment mode generates the highest revenue?

Answer: Cash and UPI payments contribute the largest share of total revenue.

Meaning:

- ✓ India remains highly UPI-adoptive
 - ✓ Cash remains relevant due to accessibility
- Wallet and card usage appears comparatively lower.

4. Which customer segment books the most rides?

Answer: A small group of repeat customers generate a significant share of rides.

The Top 5 customers contribute disproportionately high booking value.

- This indicates:
- ✓ high customer loyalty
- ✓ dependency on returning riders
- ✓ strong lifetime value potential

5. What percentage of total rides are successful?

Answer: Approximately **60–65%** of total bookings convert into successful rides.

The rest fall under:

- ✗ Customer cancellations
- ✗ Driver cancellations
- ✗ Incomplete bookings

This highlights operational leakage risk.

Business Questions & Insights Answered by the Dashboard

6. Do premium vehicle rides receive higher ratings?

Answer: Ratings remain **consistently similar across all vehicle categories**, including premium variants.

Meaning:

- ✓ customers evaluate experience holistically
- ✓ service & reliability outweigh vehicle class

Vehicle upgrade **does not guarantee higher satisfaction.**

9. What are the major reasons for customer-initiated cancellations?

Answer: Top drivers for customer cancellations include:

- 🚫 Driver not moving
- 🚫 Wrong pickup address
- 🚫 Change of travel plan

This suggests improvement needed in:

- ✓ pickup ETA accuracy
- ✓ driver routing
- ✓ location matching

8. What are the major reasons for driver-initiated cancellations?

Answer: Driver cancellations commonly result from:

- 🚗 personal constraints
- 🛠 vehicle issues
- 👷 customer-related concerns

This highlights need for:

- ✓ driver support
- ✓ better communication tools
- ✓ real-time replacement allocation

9. Which payment method is preferred by customers for shorter rides?

Answer: UPI and Cash dominate short rides.

Why?

- ✓ quick & frictionless
- ✓ no card dependency
- ✓ convenient for spontaneous bookings

Key Insights from the Dashboard Data

1. Ride Fulfilment & Demand -

- ✓ ~62% of total bookings convert to rides
- ✓ ~38% impacted by cancellations or failures

Meaning:

There is major scope to improve service reliability

2. Revenue Trends -

- ✓ Total revenue ~₹56.5M
- ✓ Avg per ride ~₹549

Revenue is spread consistently across vehicle categories

3. Vehicle Performance -

Prime vehicles lead in:

- ✓ Distance traveled
- ✓ Revenue contribution
- Autos lag behind.

4. Customer & Driver Feedback -

- ✓ Both averages ~2.48/5

This suggests:

- ⚠ moderate satisfaction levels
- ⚠ possible pricing / wait time issues
- ⚠ service inconsistency

5. Cancellation Drivers -

• Customer Reasons

- Driver not moving towards pickup
- Wrong address
- Change of plans
- Driver Reasons
- Personal / Car related
- Customer related issue

Meaning:

Real-time matching system needs improvement

Business Recommendations

1. Improve Driver Allocation

Introduce smart routing & assignment based on:

- ✓ distance to pickup
- ✓ driver idle time
- ✓ historical reliability

2. Incentivize Off-Peak Hours

Dynamic bonuses reduce cancellations.

3. Customer Retention Strategy

Reward:

- ✓ frequent riders
- ✓ high-rated users

with cashback / loyalty points

4. Strengthen Driver Support

Training required for:

- ✓ behavior
- ✓ navigation
- ✓ service quality

5. Encourage Digital Payments

UPI adoption campaigns reduce cash handling risk.

6. Monitor Ratings Dashboard Daily

Trigger alerts for:

- ⚠ drivers below threshold
- ⚠ repeat cancellations



Summary

This report is based on the provided dashboard and general ola rides insight information.

What These Insights Mean for Ola —

- ✓ Revenue depends heavily on **Prime-class long-distance rides**
- ✓ Cancellations pose a **major business leakage risk**
- ✓ UPI & Cash dominate, reflecting **India-first payment habits**
- ✓ Ratings indicate **moderate satisfaction needing improvement**
- ✓ Loyal high-frequency customers drive strong revenue value
- ✓ Autos & Minis hold **mass-market growth potential**