**Namma Yatri ~ A Ride-Hailing Services Analysis Project**

## Problem Statement

Ride-hailing services generate massive amounts of data from daily operations, but extracting meaningful insights from this data can be challenging. Service providers often struggle to:

* Monitor key performance indicators (KPIs) effectively.
* Identify trends in customer behavior and ride patterns.
* Optimize pricing strategies and driver allocations.
* Understand the impact of operational changes on revenue and customer satisfaction.

## Business Benefits

This project delivers the following benefits for stakeholders in the ride-hailing industry:

1. **Improved Operational Efficiency**: Identify trends and optimize resource allocation for peak hours and regions.
2. **Enhanced Customer Satisfaction**: Analyze ride patterns to refine services and meet customer needs effectively.
3. **Revenue Optimization**: Monitor KPIs and identify opportunities to maximize revenue streams.
4. **Data-Driven Decision-Making**: Provide a clear overview of operations and performance through actionable insights.

## Tools and Technologies

* **SQL**: Used for database creation, table design, and query execution to extract and transform data.
* **Power BI**: Designed an interactive dashboard for visualization and analysis.
* **Microsoft Excel**: Assisted in initial data cleaning and preparation.

## Project Highlights

1. **Database Design**: Structured data into normalized tables for efficient querying and analysis.
2. **KPI Solving**: Solved key performance indicators such as total revenue, average fare per ride, and peak hour utilization.
3. **Dashboard Development**: Created a Power BI dashboard to present insights effectively.