RAPIDO DATA ANALYSIS POWER BI DASHBOARD

Submitted By

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ABSTRACT

This project focuses on analyzing Rapido ride data using Power BI to understand booking patterns, revenue trends, customer ratings, and ride performance. The dashboard provides clear visual insights that help interpret large datasets easily.

INTRODUCTION

Rapido is one of the largest ride-sharing platforms in the world. This project analyzes Uber booking data to identify key insights such as completed rides, cancelled rides, incomplete rides, top pickup and drop locations, and monthly revenue trends using Power BI.

OBJECTIVE OF THE PROJECT

1. To analyze rapido booking and revenue data.
2. To visualize booking trends using Power BI dashboards
3. To study monthly ride performance and customer ratings
4. To identify top pickup and drop areas.
5. To assist decision-making using visual insights.

RAPIDO Problems and Bussiness Requirements

1.Overview Page.

KPI's (Key Performance Indicators)

1. Completed Bookings
2. Lost Bookings
3. Revenue
4. Total Distance
5. Avg Distance

-**Added Filter for Vehicles**

-Monthly Analysis

1. Booking Completed
2. Revenue

-Quarter Analysis

1. Booking Completed
2. Revenue

- Revenue by Vehicle Type
- Top Drop and Pickup Location based on booking count

-Ratings

1. Avg Rider Ratings
2. Avg Driver Ratings

Dataset Description (Detailed Version)

The rapido dataset used in this project contains real-world–like ride information that helps analyze booking patterns, customer behavior, and revenue trends. The dataset includes the following fields:

Key Columns in the Dataset:

Booking ID: Unique ID for each Uber ride

Customer ID: Identifies the customer

Vehicle Type: Bike, Auto, Mini, Go, etc.

Booking Status: Completed, Cancelled, or Incomplete

Pickup Location: Starting point of the ride

Drop Location: Destination of the ride

Distance (KM): Total kilometers travelled

Booking Value / Revenue: Income generated from each ride

Ride Date: Date on which the ride was booked

Customer Rating: Rating given by the customer

Driver Rating: Rating given by the driver

Purpose of the Dataset

Understanding ride demand

identifying revenue trends

Analyzing customer & driver satisfaction

Detecting cancelation patterns

Studying vehicle-type performance

Tools & Technologies Used

1.Power BI

Creating dashboards

Building KPIs

Visualizing booking trends

Creating charts, cards & slicers

2. Excel / CSV

Initial dataset stored in Excel

Used for data review before loading into Power BI

3. Power Query (Inside Power BI)

Data cleaning

Removing duplicates

Formatting columns

Replacing missing values

4. DAX (Data Analysis Expressions)

Calculated columns

Calculated measures

Summaries like Total Revenue, Total Distance, Avg Ratings

Data Cleaning Process

Data cleaning was performed to ensure the dataset is accurate and suitable for analysis. The steps included:

1.**Removing duplicates**
Duplicate bookings or repeated entries removed.

2. Handling Missing Values

Null values in distance, ratings or revenue fields were replaced or removed.

3. Standardizing Data Formats

Date column converted into proper Date format

Revenue converted to decimal or whole number

Vehicle types standardized (e.g., “bike”, “Bike”, “BIKE” → Bike)

4. Splitting Columns (if needed)

Extracting month and year from booking date for trend analysis

5. Creating Custom Columns

Booking completed status

Average rating

Monthly revenue

Total distance traveled

6. Removing Unnecessary Columns

Columns not required for dashboard removed (ex: ID fields not useful in visuals

Dashboard Explanation (Your Visuals + Insights)

Your overview page contains:

1. KPIs (Cards Section)

21K Completed Bookings → shows total successful rides

12K Lost Bookings → helps understand cancelation ratio

11.46M Revenue → total revenue generated

558K Total Distance → total kilometers completed

24.76 Avg Distance → average trip length

2. Ride Status Visuals

Completed

Cancelled

Incomplete

These three circular charts show the performance of ride completion.

3. Monthly Booking Trend (Line Chart)

Displays month-wise completed booking count

Helps understand peak vs low months

1. **Revenue by Month (Bar Chart)**

Shows monthly revenue generation

Helps identify profitable months

5. Top Pickup & Drop Locations

Example: Jahangirpuri (Top Pickup), Ashram (Top Drop)

Shows highest demand areas

6. Ratings

4.40 Average Customer Rating

4.23 Average Driver Rating

Indicates overall customer satisfaction and driver behavior.

Conclusion

Based on the rapido dataset analysis:

Most rides were successfully completed, showing good operational efficiency.

Revenue showed a consistent monthly trend, indicating stable demand throughout the year.

Few specific locations (like Jahangirpuri and Ashram) generated high booking counts, indicating strong market demand in those areas.

Cancelation and incomplete rides reveal areas where Uber can improve customer experience.

Average ratings (Customer: 4.40, Driver: 4.23) indicate overall positive service quality.

Bike and Auto categories show higher booking frequency, proving affordable rides attract more users.


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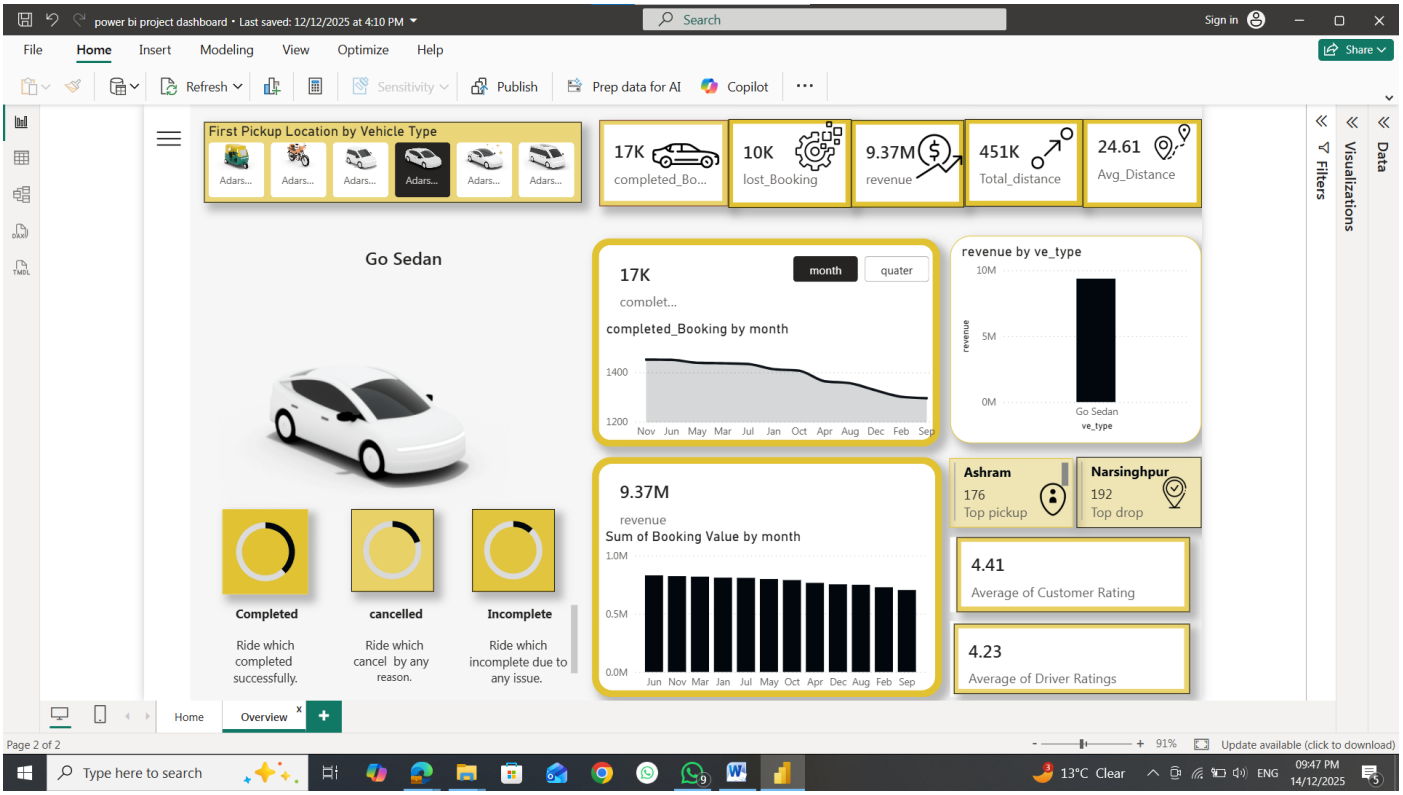
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192
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9.37M
revenue
Sum of Booking Value by month
4.41
Average of Customer Rating
4.23
Average of Driver Ratings
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Ride which completed successfully.
cancelled
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