



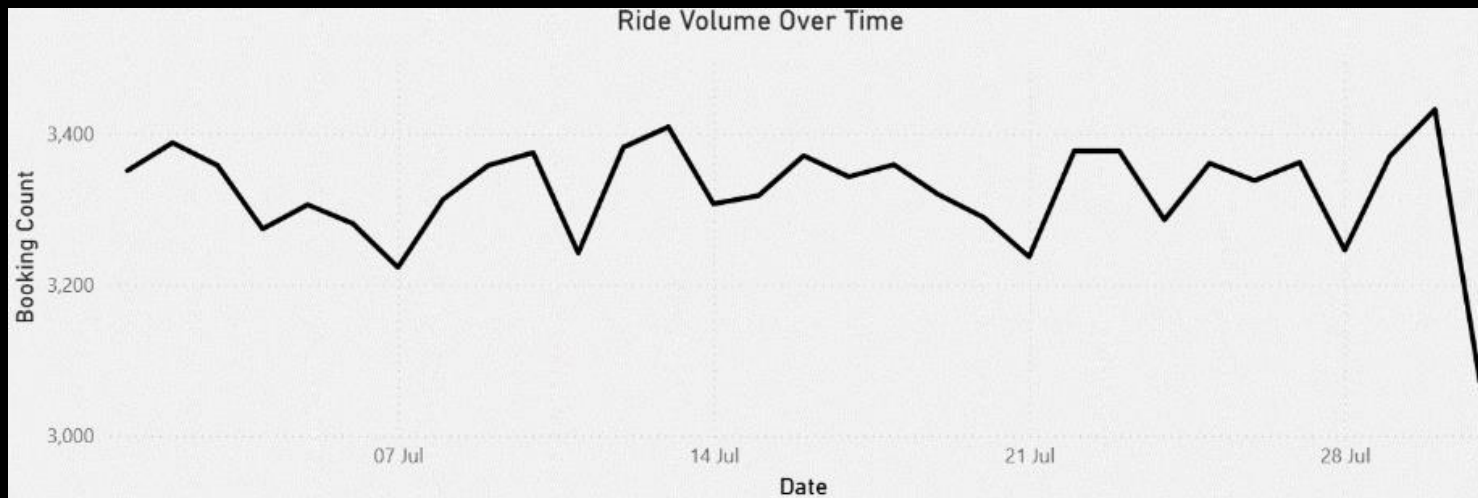
Ola Ride Analytics: Enhancing Operational Efficiency



A data-driven approach to solving key challenges in the rideshare industry

Objective

- Identify operational challenges like high cancellation rates, revenue leakage, and customer dissatisfaction.
- Propose solutions to increase ride completion rates, optimize revenue, and enhance customer retention.



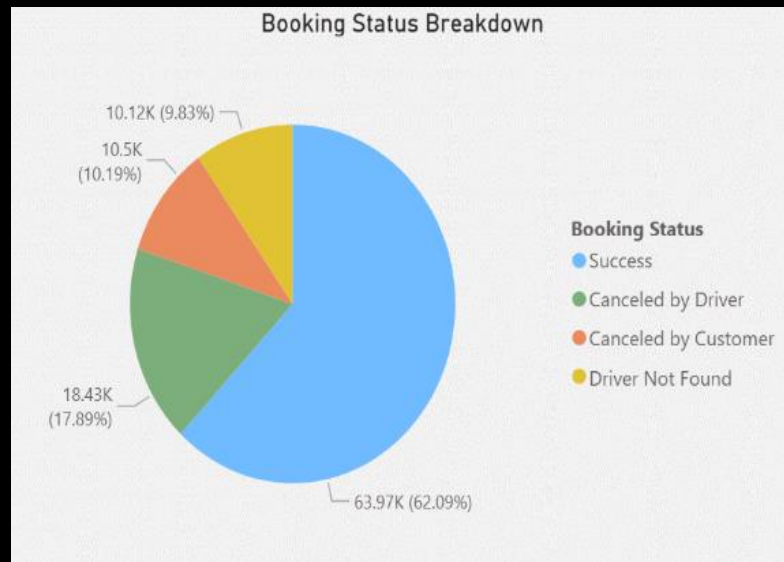
Total Booking

103024

Total Booking Value

35M

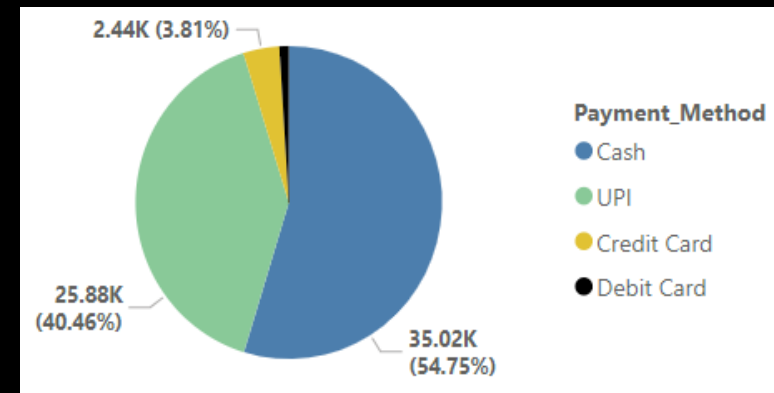
Challenges



- **High Cancellation Rates:** 28% of total rides canceled, impacting revenue and customer satisfaction.
- **Improving Operational Efficiency:** Understanding ride trends and identifying underperforming vehicle types or routes.
- **Customer Retention:** Difficulty in maintaining loyalty among riders.

Key Insights

- **Cancellation Rate Reduction:** Reducing cancellations to 15% could add 4,600 successful rides monthly.
- **Revenue Growth:** An 8-12% revenue boost (~₹19 lakh) is possible with operational improvements.
- **UPI Dominance:** UPI is a preferred payment method, signaling further digital integration opportunities.



Recommendations

- **Incentivize Ride Completion:** Introduce rewards for drivers and customers to reduce cancellations.
- **Optimize Resource Allocation:** Deploy drivers strategically during peak times based on data insights.
- **Customer Loyalty Programs:** Discounts and rewards for repeat customers to increase retention.

Top 5 Customers Booking Value

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

Conclusion

The project highlighted the importance of data in addressing real-world challenges in the rideshare sector. Key recommendations can significantly reduce cancellations, optimize revenue, and enhance customer loyalty.

Thank-You

