Project analysis

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INTRODUCTION

Rapido is India’s leading bike taxi platform, launched in 2015 and headquartered in Bengaluru. It offers affordable and fast urban mobility, especially in traffic-congested cities. Rapido primarily operates through bike taxis, and has now expanded services to include **auto rickshaws**, **logistics (Rapido Local)**, and even **cab services** in select regions. With a strong presence in over 100 cities, Rapido has become a go-to option for daily commuters. It focuses on quick rides, low fares, and convenience. Recently, Rapido introduced **in-app live traffic tracking**, **SOS safety features**, and **subscription plans** like *Rapido Pass* for loyal users. Its tech-driven approach and hyperlocal reach make it a major player in the mobility sector.

OBJECTIVE

The main goal of this analysis is to understand how Rapido performs across different service areas. It looks into booking trends, cancellation patterns, and customer-driver behavior. We aim to measure ride completion rates, service wait times, and overall user satisfaction. By evaluating revenue, ratings, and vehicle type performance, we can identify what's working and what needs improvement. The analysis also helps highlight demand patterns on weekends and special days. Insights from this study can support better business decisions, improve customer experience, and boost operational efficiency.

Key Challenges

1 .Retrieve all successful bookings:

2. Find the average ride distance for each vehicle type:

3. Get the total number of cancelled rides by customers:

4. List the top 5 customers who booked the highest number of rides:

5. Get the number of rides cancelled by drivers due to personal and car-related issues:

6. Find the maximum and minimum driver ratings for Prime Sedan bookings:

7. Retrieve all rides where payment was made using UPI:

8. Find the average customer rating per vehicle type:

9. Calculate the total booking value of rides completed successfully:

10. List all incomplete rides along with the reason:

Key Challenges

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

rapido BIKE TAXI

Overall

Vehicle Type

Revenue

Cancellation

Ratings

Vehicle type

- [ ] Auto
- [ ] Bike
- [ ] eBike
- [ ] Mini
- [ ] Prime Plus
- [ ] Prime Sedan
- [ ] Prime SUV

Total booking

40.54K

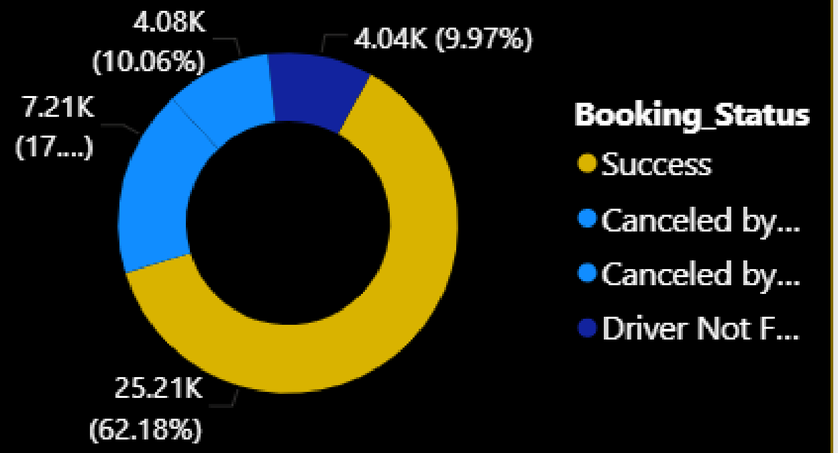
Total Value

13762K

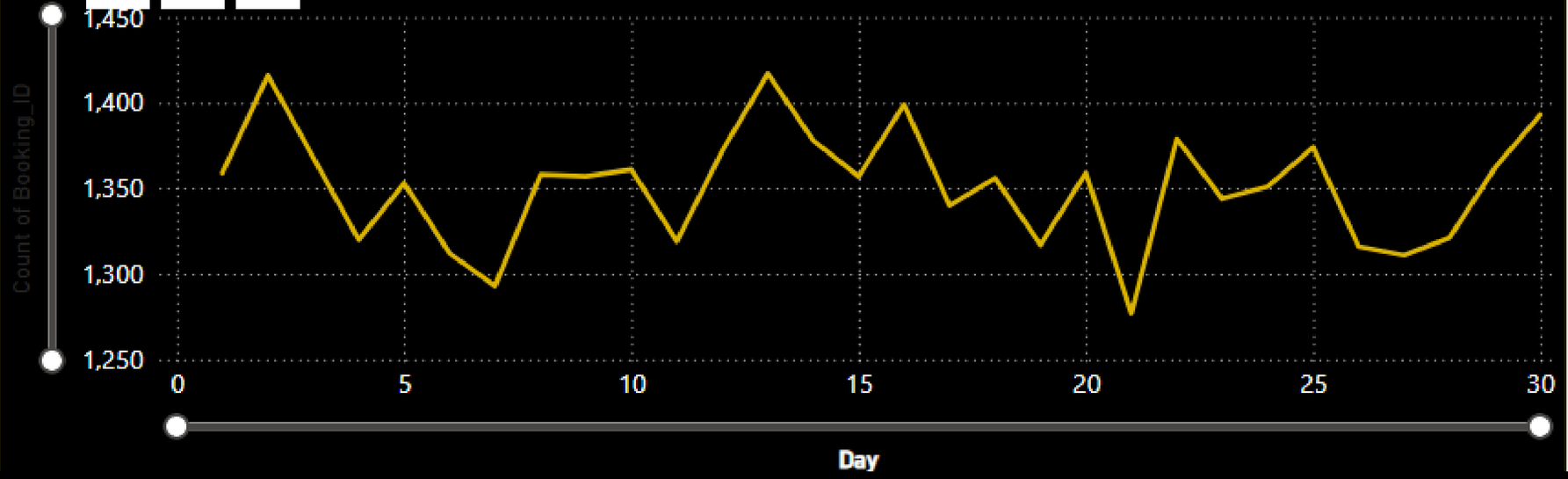
average distance(km)

14.22

Booking Status Breakdown



Ride Volume Over Time



rapido BIKE TAXI

- Overall
- Vehicle Type
- Revenue
- Cancellation
- Ratings

Vehicle Type	Total Booking Value	Success Booking Value	Avg. Distance Travelled	Total Distance Travelled
Prime Sedan	3281K	2050K	15.66	90997
Prime SUV	3168K	1955K	15.30	89690
Prime Plus	3108K	1912K	15.44	86438
Mini	3082K	1906K	15.58	87423
Auto	3131K	3881K	10.94	35916
Bike	6309K	3911K	15.77	93316
E-Bike	6320K	3885K	15.70	92575

rapido BIKE TAXI

Overall

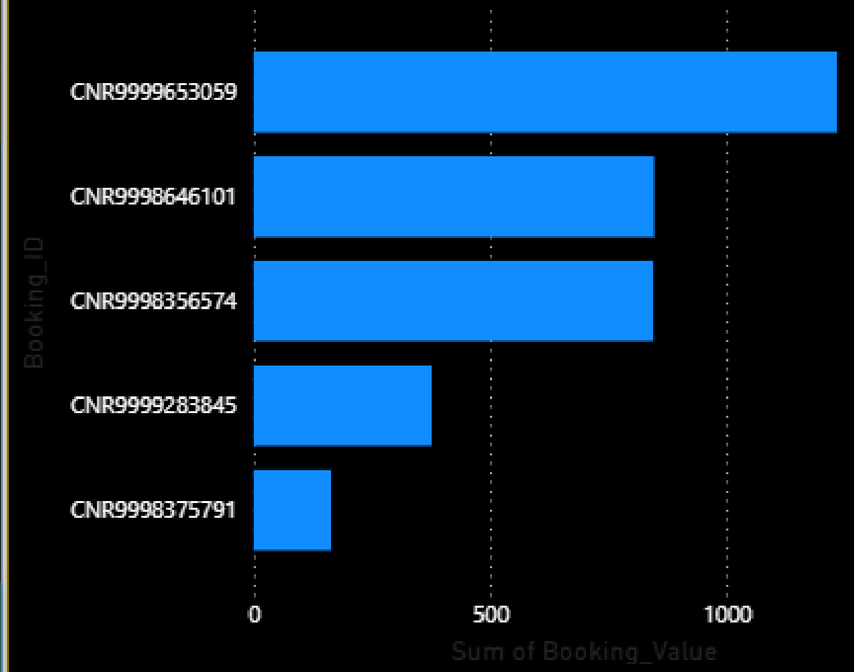
Vehicle Type

Revenue

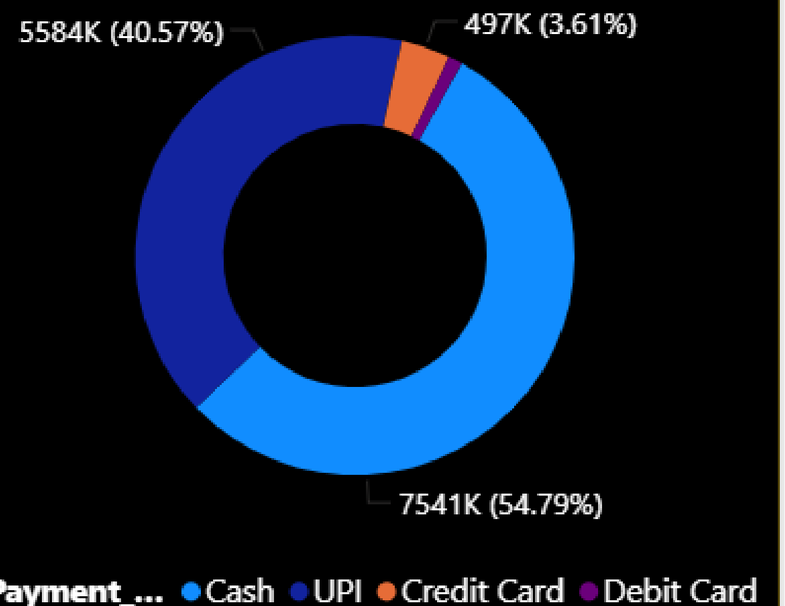
Cancellation

Ratings

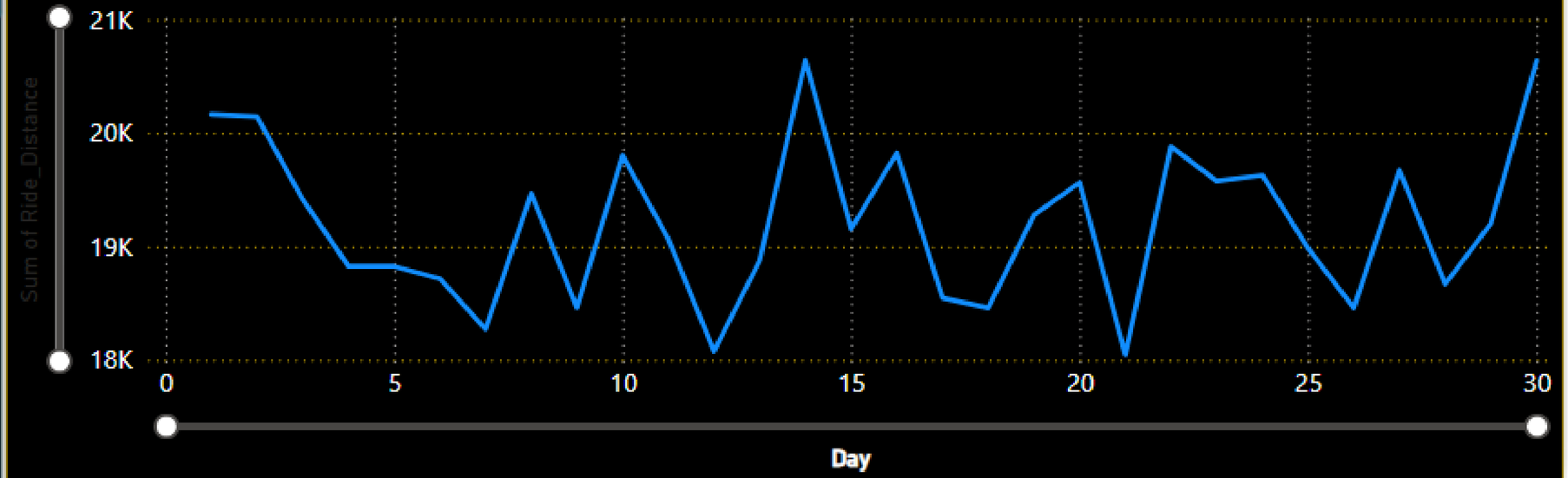
5 Customers by Total Booking Value



. Revenue by Payment Method



Ride Distance Distribution Per Day



rapido BIKE TAXI

Vehicle_Type

Auto | Bike | eBike | Mini | Prime Plus | Prime Sedan | Prime SUV

Overall

Vehicle Type

Revenue

Cancellation

Ratings

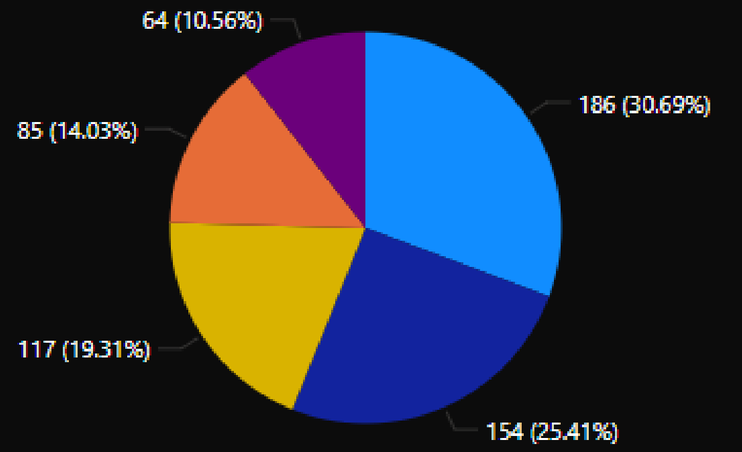
5679
Count of Incomplete_Rides

2M
Sum of Booking_Value

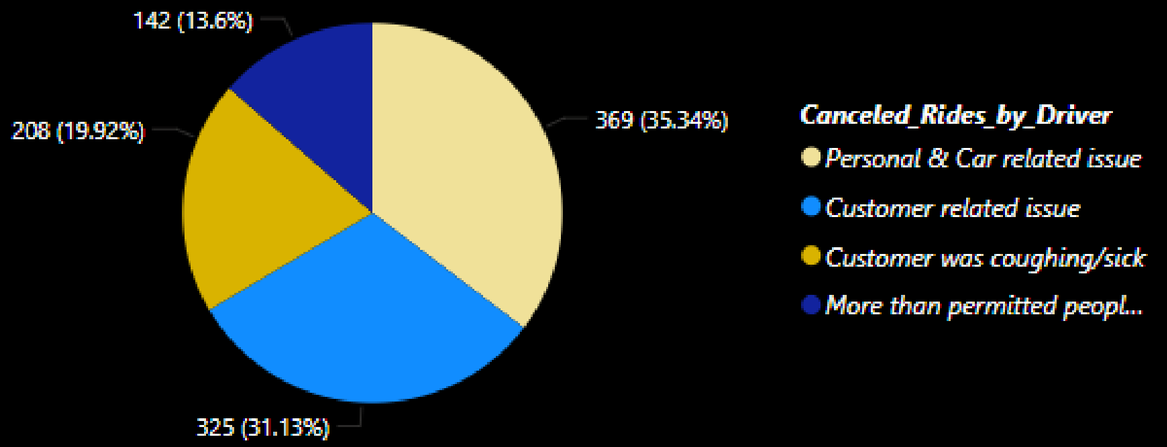
24.90
Average of Ride_Distance

3471
Count of Booking_Status

Count of Canceled_Rides_by_Custom



Count of Canceled_Rides_by_driver



1. Retrieve all successful bookings:

```
Select COUNT(Booking_Status)
from repido
where Booking_Status="Success" ;
```

2. Find the average ride distance for each vehicle type:

```
Select  Vehicle_Type, avg(Ride_Distance)
from repido
group by  Vehicle_Type;
```

3. Get the total number of cancelled rides by customers:

```
select COUNT(Booking_Status)
from repido
WhereBooking_Status="Canceled                    by
Customer" ;
```

4. List the top 5 customers who booked the highest number of rides:

```
select Customer_ID,count(Booking_ID) as total_rides
from repido
group by(Customer_ID)
order by (total_rides) desc limit 5 ;
```

5. Get the number of rides cancelled by drivers due to personal and car-related issues:

```
selectcount(Canceled_Rides_by_Driver)
from repido
where Canceled_Rides_by_Driver="Personal & Car related issue";
```

6. Find the maximum and minimum driver ratings for Prime Sedan bookings:

```
 select * from repido
where Vehicle_Type='Prime Sedan' ;
```

ANALYSIS

In this project, we analyzed Rapido’s ride data to understand user behavior and service trends. Bike rides turned out to be the most used vehicle type, especially during weekends. Most bookings were successful, but cancellations by drivers were slightly higher and need attention. Customer and driver ratings were consistent, showing decent service quality. Ride value and distance were higher on weekends, indicating peak-time usage. UPI and cash were the most common payment methods. VTAT and CTAT data showed that pickup and wait times are under control. Incomplete rides were very few and mostly due to technical or customer issues. Overall, Rapido’s performance looks good with room for small improvements.

CONCLUSION

- Users mostly prefer **bike rides**, especially on weekends and during busy hours — fast, cheap, and perfect for short distances.
- Most bookings are **successful**, which shows the app is working fine and users are finding it reliable.
- But there’s a **noticeable number of driver-side cancellations**, which can ruin the experience and needs attention.
- **Ratings** from both drivers and users are average (around 3.5–4.2) — not bad, but not amazing either.
- A few rides remain **incomplete**, usually because of last-minute issues or miscommunication.
- On weekends, the **ride value goes up**, meaning people are okay spending more when demand is high.
- **UPI and wallet payments** are used a lot — shows users like fast and easy payment methods.

Suggestions

- Reduce driver cancellations with better **incentives or training**.
- Add more **real-time updates** and smoother chat/call support in the app.
- Promote **digital payments** more for quicker, cashless rides.
- Launch **weekend offers or loyalty rewards** to increase repeat usage.
- Keep tracking **user feedback regularly** and fix small issues before they grow