**Ola Booking Performance Report (July 2024)**

**Dataset Overview:**

* **Total Records:** 103,024
* **Total Columns:** 21
* **Key Fields:**
  + **Date & Time:** Ride booking timestamps.
  + **Booking\_ID:** Unique identifier for each booking.
  + **Booking\_Status**: Indicates whether a ride was successful, cancelled (by customer or driver), or incomplete.
  + **Customer\_ID:** Unique identifier for each customer.
  + **Vehicle\_Type:** Type of vehicle used (Bike, Mini, Prime Sedan, etc.).
  + **Pickup\_Location & Drop\_Location:** Start and end locations of rides.
  + **Booking\_Value:** Fare amount for the ride.
  + **Ride\_Distance:** Distance travelled in kilometres.
  + **Payment\_Method:** Mode of payment (Cash, UPI, Credit Card, etc.).
  + **Driver\_Ratings & Customer\_Rating:** Ratings provided by drivers and customers.
  + **Canceled\_Rides\_by\_Customer & Canceled\_Rides\_by\_Driver:** Reasons for ride cancellations.
  + **Incomplete\_Rides & Incomplete\_Rides\_Reason:** Information on rides that were started but not completed.

**Key Observations:**

* **Missing Data:**
  + *V\_TAT, C\_TAT, Payment\_Method, Driver\_Ratings,* and *Customer\_Rating have missing values.*
  + *Canceled\_Rides\_by\_Customer* and *Canceled\_Rides\_by\_Driver* contains a significant number of null entries, suggesting not all bookings face cancellations.
  + *Incomplete\_Rides\_Reason* has very few non-null values.

**Overall Performance Report**

This report provides an overview of Ola’s booking performance for the period between July 1, 2024, and July 31, 2024. It highlights key metrics related to total bookings, successful bookings, booking value, and cancellations.

**Key Highlights**

* **Total Bookings: 103,024** bookings were recorded during the period.
* **Successful Bookings: 63,967** bookings were completed successfully, accounting for 62.05% of total bookings.
* **Total Booking Value:** The total revenue generated from bookings stood at **57 million (M).**
* **Successful Booking Value:** Successfully completed rides contributed **35M** to the total booking value.

**Booking Status Breakdown**

The breakdown of booking statuses is as follows:

* **Successful Bookings: 35M (62.05%)** of the total bookings were successfully completed.
* **Cancelled by Driver: 10M (18.01%)** of the bookings were cancelled by drivers.
* **Cancelled by Customer: 6M (10.21%)** of the bookings were cancelled by customers.
* **Driver Not Found: 5M (9.73%)** bookings could not be fulfilled due to driver unavailability.

**Booking Value Trends**

* The booking value fluctuated throughout the month, with values ranging from 1.71M to 1.92M on different days.
* The highest recorded booking value in a single day was 1.92M, while the lowest was 1.71M.
* Several peaks and drops were observed, indicating fluctuations in ride demand and successful completions.

**Conclusion**

The majority of bookings (62.05%) were successfully completed, contributing to a significant portion of the total booking value. However, cancellations—especially driver cancellations (18.01%) and customer cancellations (10.21%)—remain a concern. Addressing these issues could help increase successful booking rates and overall revenue.

**Ola Vehicle Type Performance Report**

This report provides an analysis of Ola’s vehicle types based on booking value, successful bookings, and distance travelled.

**Key Highlights**

* Total Booking Value: Various vehicle types contributed to a total booking value ranging between 7.93M to 8.30M.
* Successful Booking Value: The successful booking value across all vehicle types varied, with the highest recorded at 5.22M for Prime Sedan and the lowest at 4.88M for Prime SUV.
* Average Distance Travelled: Most vehicle types had an average distance per trip between 24.88 km and 25.15 km, except Auto (10.04 km).
* Total Distance Travelled:
  + The Prime Sedan covered the most total distance at 234.54K km, followed by E-Bike (230.84K km) and Bike (227.75K km).
  + The Auto covered the least total distance at 92.04K km, due to its shorter travel range.

**Performance by Vehicle Type**

* **Prime Sedan:**
  + Highest booking value (8.30M) and successful bookings (5.22M).
  + Longest total distance travelled (234.54K km).
  + Avg. trip distance (25.01 km).
* **E-Bike:**
  + Strong performance with a booking value of 8.18M and successful booking value of 5.05M.
  + Second highest total distance (230.84K km).
  + Highest average trip distance (25.15 km).
* **Prime SUV & Prime Plus:**
  + Similar booking values (~8M) and successful bookings (~5M).
  + Avg. trip distance (24.88 - 25.03 km).
  + Total distance ~223K - 227K km.
* **Auto:**
  + Shortest avg. trip distance (10.04 km).
  + Lowest total distance travelled (92.04K km).
  + Booking value of 8.09M, successful bookings of 5.05M.
* **Bike:**
  + Moderate performance with 7.99M booking value and 4.97M successful bookings.
  + Avg. trip distance (24.93 km).
  + Total distance travelled (227.75K km).

**Conclusion**

* Prime Sedan and E-Bike were the top-performing categories in terms of revenue and distance covered.
* Auto rides had the shortest trip distances but a competitive successful booking value.
* Bike and Prime Plus vehicles maintained steady performance, while Prime SUV had the lowest successful bookings.

Optimizing vehicle availability and reducing cancellations for Prime SUV and Auto could improve overall performance.

**Ola Revenue Performance Report**

This report analyses Ola’s **revenue performance**, including payment methods, top pickup and drop locations, and booking value trends.

**1. Payment Method Analysis**

* **Cash** remains the most preferred payment method, contributing ₹19.26M to total revenue.
* **UPI** transactions are the second most used, accounting for ₹14.17M in revenue.
* Credit Card usage is significantly lower, contributing ₹1.31M, while Debit Card transactions are the least used, at ₹0.34M.
* Overall, digital payments (UPI, Credit, Debit) account for ~45% of total payments, indicating a growing trend toward cashless transactions.

**2. Top 5 Pickup Locations**

* **RT Nagar (₹0.78M)** leads as the highest pickup location.
* Other top pick-up locations include:
  + Nagarbhavi (₹0.77M)
  + Banashankari (₹0.77M)
  + Yeshwanthpur (₹0.75M)
  + Frazer Town (₹0.74M)
* These locations indicate high ride demand in residential and commercial areas.

**3. Top 5 Drop Locations**

* Mysore Road (₹0.77M) is the top drop-off location, followed closely by:
  + Magadi Road (₹0.75M)
  + Shanthi Nagar (₹0.74M)
  + KR Puram (₹0.74M)
  + Peenya (₹0.74M)
* Drop locations show demand in business hubs and transit-heavy areas.

**4. Booking Value Trends (Date-wise)**

* The daily booking value fluctuates between ₹1.07M and ₹1.19M, showing consistent revenue generation throughout the month.
* Highest daily revenue recorded: ₹1.19M (around the 20th and 25th of July).
* Lowest daily revenue recorded: ₹1.07M (near the month-end).
* The gradual increase toward mid-month suggests higher demand on certain dates, potentially due to peak travel periods.

**Conclusion & Insights**

* Cash and UPI dominate payments, but digital transactions are growing.
* RT Nagar and Mysore Road are the most active ride locations.
* Consistent daily booking value shows stable demand.
* A rise in mid-month bookings suggests potential promotional or peak-time effects.
* Encouraging credit/debit card usage could further promote digital transactions.

This analysis can help optimize driver allocation, promotions, and payment strategies for better revenue management.

**Ola Driver & Customer Ratings Report**

This section of the report provides an analysis of driver and customer ratings across different vehicle types.

**1. Driver Ratings Analysis**

* **Highest-rated vehicle type:** Prime SUV & E-Bike (4.01)
* **Lowest-rated vehicle type:** Bike (3.98)
* Other vehicle ratings:
  + **Prime Sedan: 3.99**
  + **Prime Plus: 4.00**
  + **Mini: 3.99**
  + **Auto: 4.00**

📌 **Insight:** Drivers for SUVs and E-Bikes received the best ratings, while bike rides had the lowest satisfaction levels. Improving bike service quality could enhance user experience.

**2. Customer Ratings Analysis**

* **Highest-rated vehicle type**: Prime Plus (4.01)
* **Lowest-rated vehicle types**: Bike & E-Bike (3.99)
* Other vehicle ratings:
  + **Prime Sedan:** 4.00
  + **Prime SUV:** 4.00
  + **Mini:** 4.00
  + **Auto:** 4.00

📌 **Insight:**

* Customers gave slightly better ratings than drivers, indicating overall positive ride experiences.
* **Prime Plus has the best customer rating (4.01),** making it a preferred choice for passengers.

**Key Takeaways & Recommendations**

✅ Customer satisfaction is generally high across all vehicle types.  
✅ Drivers of Prime SUVs and E-Bikes have the highest ratings, while Bike drivers need improvement.  
✅ Focus on bike services (training, incentives, better quality checks) can enhance both driver and customer ratings.

**Ola Ride Cancellation Report**

This report presents insights into ride cancellations by both customers and drivers.

**1. Overall Cancellation Metrics**

* Total Bookings: 103,024
* Cancelled Bookings: 39,057
* Cancellation Rate: 37.91%
* Total Booking Value: $56.53M
* Cancelled Booking Value: $21.45M
* Cancelled Value Percentage: 37.95%

📌 **Insight:** A **high cancellation rate (37.91%)** is impacting revenue, leading to a **significant loss of $21.45M** in potential earnings.

**2. Customer Cancellations – Reasons & Breakdown**

* **Top reasons for cancellations by customers:**
  + Driver not moving towards pickup location: 30.24% (3.18K)
  + Driver asked to cancel: 25.43% (2.67K)
  + Change of plans: 19.82% (2.08K)
  + AC not working: 14.93% (1.57K)
  + Wrong address provided: 9.57% (1.01K)

📌 **Insight:**

* The **top cancellation reason (30.24%)** is drivers not moving towards the pickup location, indicating possible driver disengagement.
* **Drivers asking customers to cancel (25.43%)** also highlights potential operational issues.

**3. Driver Cancellations**

* **Top reasons for cancellations by drivers:**
  + Personal & car-related issues: 35.49% (6.54K)
  + Customer-related issues: 29.36% (5.41K)
  + Customer was coughing/sick: 19.82% (3.65K)
  + More than permitted people in the vehicle: 15.32% (2.83K)

📌 **Insight:**

* **Car and personal issues (35.49%)** are the main reason for driver cancellations. Vehicle maintenance and driver availability need attention.
* **Customer-related issues (29.36%)** suggest complaints about difficult passengers, hygiene concerns, or behavioural conflicts.

**Key Takeaways & Recommendations**

✅ Improve driver accountability to reduce customer-side cancellations.  
✅ Enhance vehicle maintenance & driver satisfaction to lower driver-side cancellations.  
✅ Educate customers on ride policies (e.g., number of passengers, hygiene) to reduce rejections by drivers.