Ola Booking Data Analysis – Summary

This project provides a comprehensive data analysis of Ola ride bookings, combining structured SQL queries and dynamic Power BI dashboards to extract, model, and visualize key operational insights. The goal was to understand ride behaviour, cancellation patterns, payment methods, and performance metrics across different vehicle types.

Project Overview

- **Dataset**: 10,000+ Ola ride booking records
- **Tools Used**: SQL (MySQL), Power BI, Microsoft Excel
- **Techniques Applied**: Data cleaning, view creation, DAX measures, interactive dashboard design

SQL-Based Data Processing and Analysis

Extensive SQL operations were performed to prepare and Analyz the data. Key activities included:

- Renaming and formatting columns for consistency
- Creating views for targeted scenarios:
    - Successful and cancel bookings
    - Top customers based on number of bookings
    - Rides filtered by vehicle type, payment method, and booking status
    - Cancellation reasons categorized by driver and customer
    - Aggregated ride values and ratings

This structured approach enabled efficient transformation and filtering of the dataset for use in Power BI.

Power BI Dashboard Features

An interactive four-page dashboard was developed in Power BI to present analytical outcomes in a business-friendly format. Major components included:

- Vehicle performance analysis by ride count and distance
- Customer and driver ratings segmented by vehicle type
- Booking and revenue trends across time
- Cancellation metrics and incomplete ride reasons
- Dynamic navigation with slicers and buttons for easy user access

Custom DAX formulas were used to calculate KPIs such as average ride distance, booking value, cancellation rate, and rating distribution.

Business Insights

- Prime Sedan and Mini were the most frequently booked vehicles
- UPI was among the most used payment methods
- Cancellations were primarily initiated by customers, often without providing a reason
- Customer satisfaction (ratings) varied significantly across vehicle types
- Incomplete bookings were linked to operational or technical issues

Conclusion

This project demonstrates a complete data analytics workflow—from raw data transformation in SQL to insight-driven dashboard development in Power BI. It showcases proficiency in data analysis, business intelligence, and communication of findings through well-structured reporting.