Data Analyst Project

OLA BOOKING

[E-Commerce Return Rate Reduction Analysis]

E-commerce Return Rate Reduction Analysis – We can analyse ride cancellation rates, driver behaviour, and refund policies to improve Ola's booking system.

Introduction

This project focuses on analyzing Ola Cab booking data using SQL and Power BI to extract actionable insights related to customer behavior, booking trends, and operational efficiency. The goal is to leverage analytics for data-driven decision-making in the ride-hailing industry.

Abstract

The dataset includes information on booking status, ride distances, vehicle types, ratings, payment methods, and cancellations. SQL was used to create views for deep querying, while Power BI was employed for building interactive dashboards. Key metrics like average ride distance, cancellation reasons, top customers, and payment preferences were analyzed. The insights help improve customer satisfaction and service delivery.

Tools Used

- Database: MySQL
- Visualization Tool: Microsoft Power BI
- Languages: SQL (Structured Query Language)
- Dataset Fields: Booking ID, Customer ID, Date, Time, Vehicle Type, Booking Status, Ride Distance, Ratings, Payment Method, etc.

Data Analyst Project

Steps Involved in Building the Project

1. Database Design & Table Creation
   - Created a database 'Ola' and a table 'OLA_BOOKING' with relevant columns like 'Booking_Status', 'Customer_ID', 'Vehicle_Type', etc.

2. Data Insertion & Cleaning
   - Populated the table with sample data (simulated) and ensured consistency in formats and fields for analysis.

3. SQL View Creation for Analysis
   - Success Rate: Filtered successful and completed bookings.
   - Ride Distance: Calculated average ride distance by vehicle type.
   - Cancellations: Counted cancellations by customer and driver, categorized by reason.
   - Customer Value: Identified top 5 customers by booking value.
   - Ratings: Found max/min driver ratings for specific vehicle types.
   - Payments: Filtered rides paid through UPI.
   - Incomplete Rides: Extracted bookings with issues and reasons.
   - Customer Feedback: Computed average customer ratings per vehicle type.
   - Revenue Insight: Summed total successful booking value.

4. Dashboard Development in Power BI
   - Imported SQL views and created visualizations such as:
     - Bar charts (booking status distribution)
     - Line graphs (ride trends over time)
     - Pie charts (payment methods)
     - Heat maps (customer rating by vehicle type)
   - Used slicers and filters for interactivity.

Conclusion

The Ola Booking Dashboard project demonstrates the effective use of SQL and Power BI for real-world business analytics. The insights derived from booking patterns, customer behavior, and performance metrics can support strategic decisions in operations and customer service for ride-hailing platforms.