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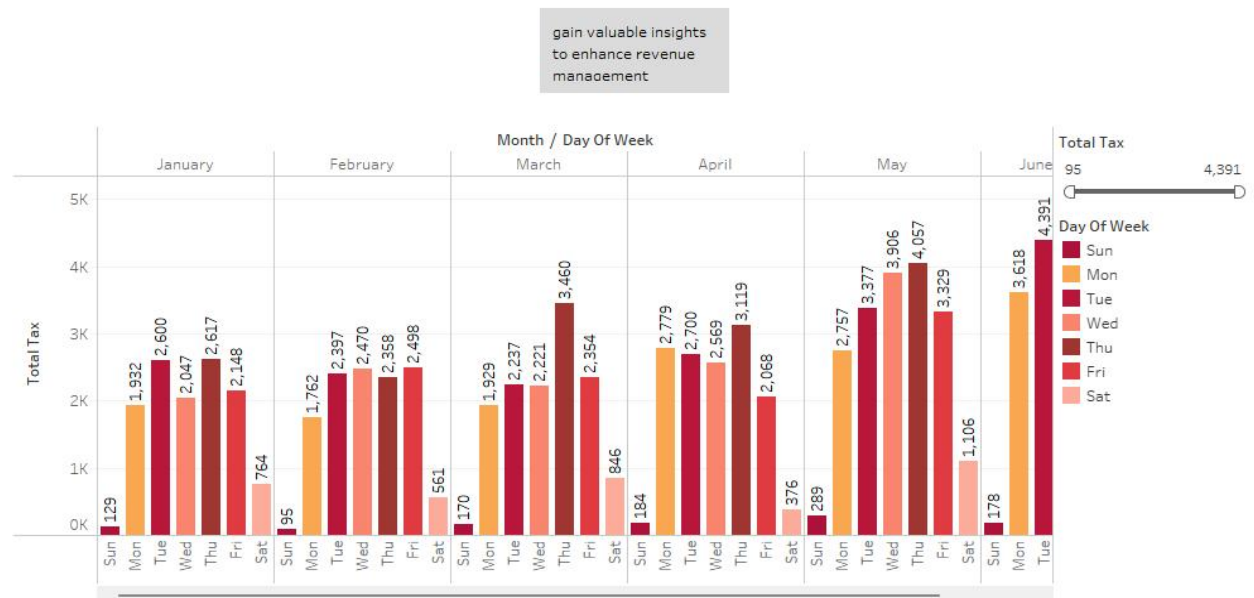
SAPID:60009220200

BATCH:D21

DEV PROJECT:

STORY 1:

Tax collection trends at both monthly and weekly intervals.



· Start of Month: Tax collection might be relatively lower at the beginning of the month as people may have spent a significant portion of their income on rent, bills, and other essentials.

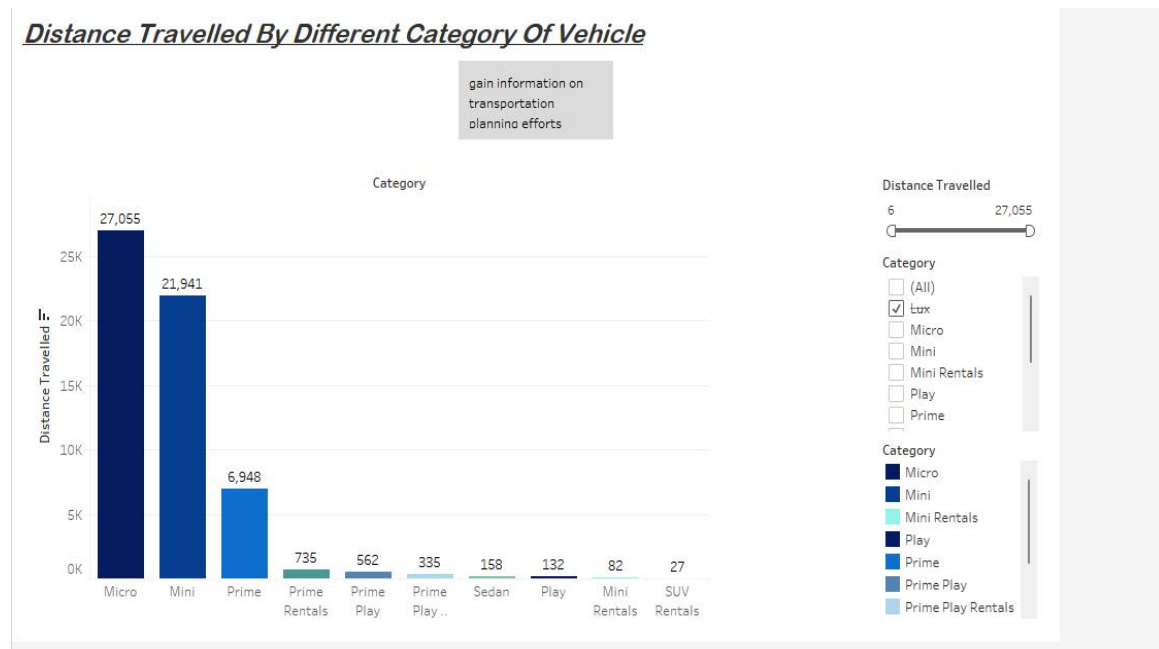
· Mid-Month: Tax collection could start picking up around the middle of the month as people receive their paychecks and have more disposable income for spending on rides.

1. Weekdays: Tax collection tends to be at its peak during weekdays, particularly from Monday to Friday. This surge is primarily driven by commuters relying on Ola for their daily transportation needs, including commuting to work, attending meetings, running errands, and other weekday activities.



2. Weekends: Tax collection shows a slight decline during weekends compared to weekdays. While there is still demand for Ola services on weekends, the volume of rides typically decreases as compared to weekdays. This decrease in tax collection is attributed to factors such as fewer commuters needing rides to work, a shift in consumer behavior towards leisure activities rather than work-related travel, and potentially increased usage of personal vehicles or alternative transportation options for weekend outings.

STORY 2:

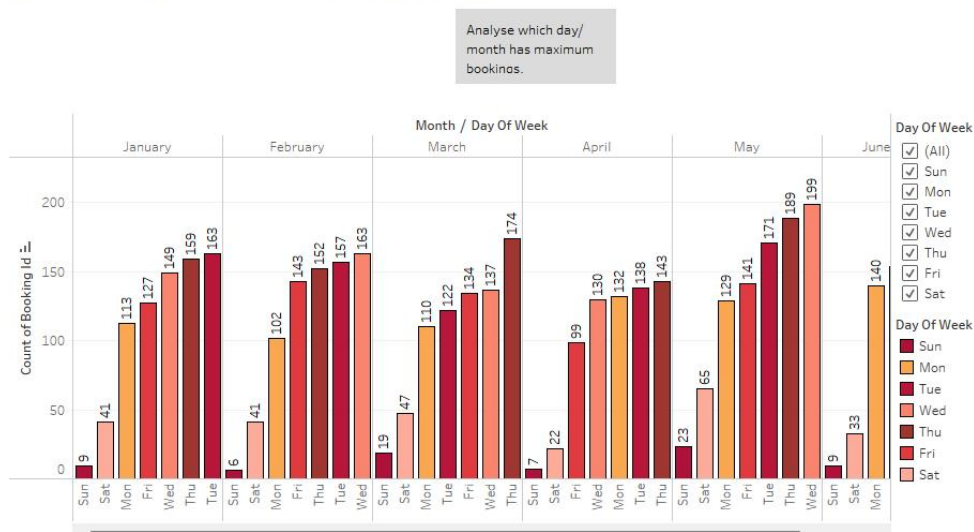


In Ola's vehicle categories, mini and micro cars typically cover the most distance due to their affordability and suitability for short urban trips. SUVs, although larger, cover less distance as they are often chosen for specific needs like group travel or longer journeys. Sedans, falling in between in terms of size and price, are used the least, primarily for longer trips or journeys requiring more space and comfort.



STORY 3:

Travel Count Of Service Provided By Ola

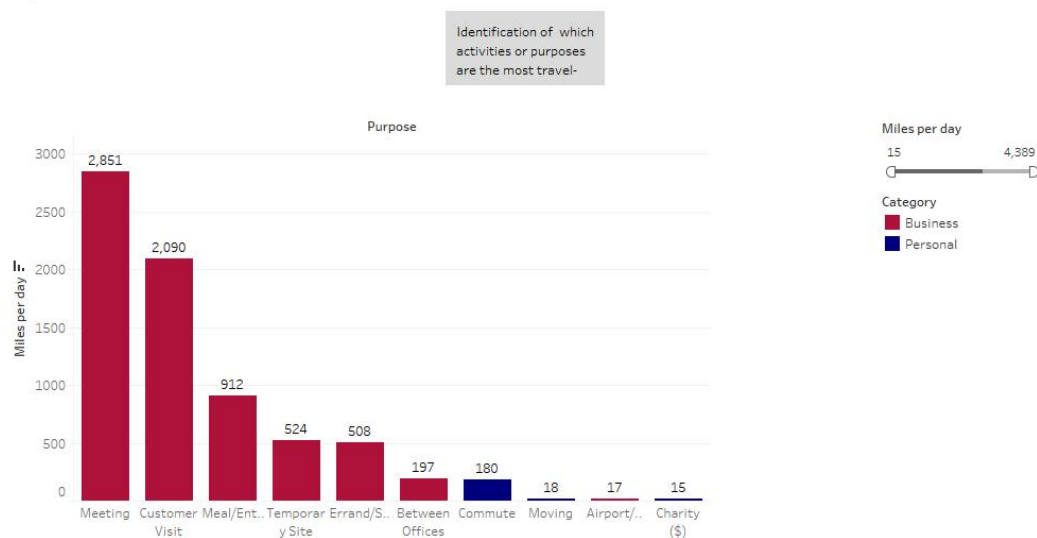


During weekdays, Monday through Friday, Ola experiences the highest travel counts, with Thursday typically seeing the peak. This surge is likely due to increased commuting and work-related travel. In contrast, travel counts decrease on Sundays, with the lowest activity observed on this day, possibly due to reduced work-related travel and more leisure-oriented activities.



STORY 4:

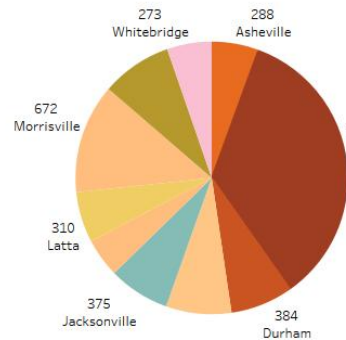
Purpose Of Travel Vs Miles Travel



STORY 5:

Analyzing Distance Dynamics at Pickup Sites

Analyzing Distance
Dynamics at Pickup
Sites



Start

Arabi
East Elmhurst
Agnew
Gulfton
San Francisco
Palo Alto
Arlington

Clear list

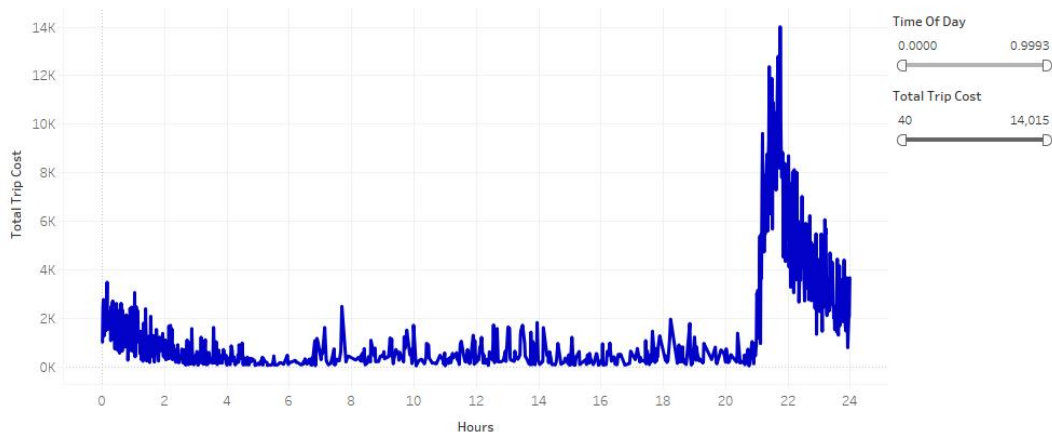
- Start
- Asheville
 - Cary
 - Durham
 - Islamabad
 - Jacksonville
 - Lahore
 - Latta
 - Morrisville
 - Raleigh
 - Whitebridge

The data presents an intriguing pattern in transportation preferences across different regions. While Canadian and Middle Eastern countries predominantly favor app-based ride-hailing services like Ola and Uber, cultural norms and trust in technology-driven solutions significantly influence transportation choices. Ola and Uber have effectively penetrated the Canadian and Middle Eastern markets, offering extensive coverage and availability. Canadian and Middle Eastern populations may exhibit greater trust in the reliability and safety of app-based ride-hailing services, fostering their widespread adoption. Conversely, American consumers may have established a strong reliance on traditional taxi services, driven by familiarity and trust in local operators.

STORY 6:

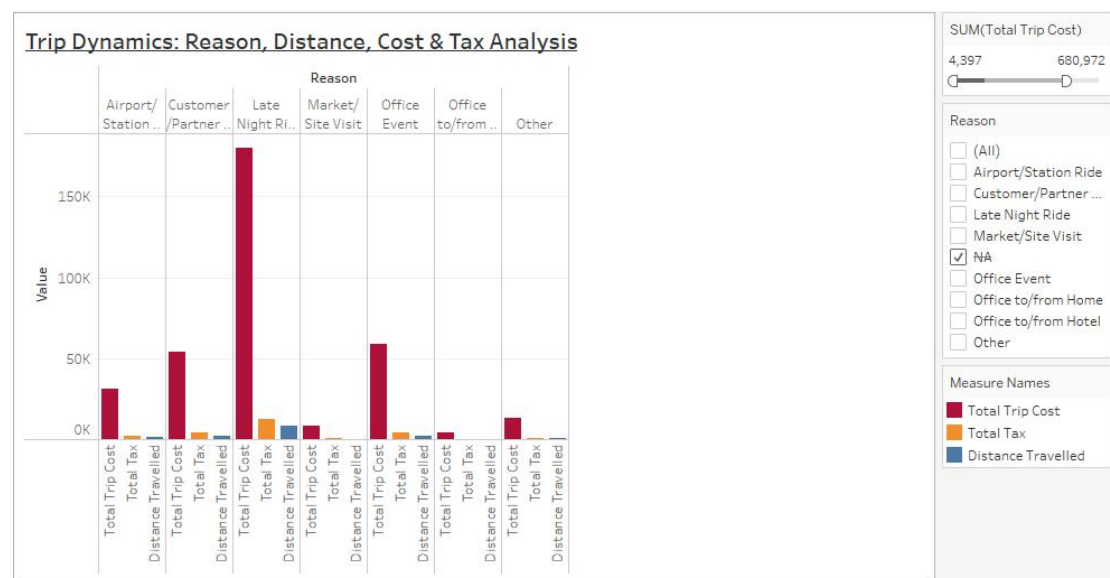
Analysis of Trip Cost Variation by Time of Day

Taxi fares often
increase at night due
to a combination of



The examination of trip cost dynamics over the course of a day has yielded a notable finding: a discernible increase in costs observed post 8 PM. This upward trend in pricing can be primarily attributed to an elevation in the base fare for rides during these later hours. Evening hours, particularly post 8 PM, often represent peak periods characterized by heightened demand for transportation services. As such, transportation providers may implement pricing strategies to incentivize driver availability and ensure efficient service provision during these high-demand intervals. Beyond demand fluctuations, factors such as operational expenses, driver incentives, regulatory considerations, and safety concerns contribute to higher nighttime fares. Ensuring drivers are fairly compensated for late-night risks, including safety hazards, is crucial for a reliable transportation network. Maintaining safety protocols and offering competitive incentives fosters driver satisfaction and enhances overall service quality during late hours.

STORY 7:



- **Surge Pricing:** During late hours when there's high demand but fewer drivers available, Uber may implement surge pricing. This means that fares increase due to the increased demand relative to the number of available drivers.

- **Longer Distances:** Late-night trips may involve longer distances, as people might be traveling from bars, clubs, or events back home. Longer distances naturally result in higher trip costs.
- **Base Fare:** The base fare for Uber rides may remain constant throughout the day, but it forms part of the overall cost. If the base fare is a significant portion of the total cost, then late-night trips will naturally have higher overall costs due to the absence of lower-cost distance or time components.
- **Minimum Fare:** Late-night trips might also hit the minimum fare threshold more easily if they're shorter, resulting in a higher relative cost.
- **Other Fees:** Additional fees or surcharges, such as airport surcharges or booking fees, may apply during late-night hours, further increasing the total cost

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