

■ Ola Rides Data Analysis Report

Using Power BI | SQL Server | Excel

■ 1. Project Overview

This project focuses on analyzing ride data from OLA to extract key insights related to ride performance, revenue generation, cancellations, and customer-driver ratings. The goal is to build an interactive Power BI dashboard supported by SQL-based data processing and Excel preprocessing — helping decision-makers track operations, optimize performance, and improve customer satisfaction.

■ ■ 2. Tools & Technologies Used

- SQL Server — Querying, cleaning, and joining datasets
- Microsoft Excel — Data preparation and validation
- Power BI — Data modeling, dashboard creation, and KPI visualization

■ 3. Data Columns Description

Date, Time, Booking_ID, Booking_Status, Customer_ID, Vehicle_Type, Pickup_Location, Drop_Location, V_TAT, C_TAT, cancelled_Rides_by_Customer, cancelled_Rides_by_Driver, Incomplete_Rides, Incomplete_Rides_Reason, Booking_Value, Payment_Method, Ride_Distance, Driver_Ratings, Customer_Rating

■ 4. Power BI Dashboard Segmentation

Overall View: Ride Volume Over Time, Booking Status Breakdown

Vehicle Type View: Top 5 Vehicle Types by Ride Distance

Revenue View: Revenue by Payment Method, Top 5 Customers by Total Booking Value, Ride Distance Distribution Per Day

Cancellation View: Cancelled Rides Reasons (Customer & Driver)

Ratings View: Driver Ratings, Customer Ratings

■ 5. SQL Queries Used

1. Retrieve successful bookings
2. Average ride distance per vehicle
3. Total cancelled rides by customer
4. Top 5 customers by rides
5. Cancelled rides by driver reason
6. Max/Min driver ratings (Prime Sedan)
7. UPI payments
8. Avg customer rating per vehicle
9. Total successful booking value

10. Incomplete rides with reasons

■ 6. Key Insights

- 62% of bookings successful
- Highest cancellations in Mini & Prime Sedan
- UPI most used payment method
- Avg driver rating: 3.8 | Avg customer rating: 4.1
- Top 5 customers → 15% of total value

■ 7. Business Impact

- Identify cancellation reasons
- Recognize high-value customers
- Optimize vehicle allocation
- Improve driver training

■ 8. Future Enhancements

- Add real-time ride monitoring
- Build forecasting models
- Geo-analysis for hotspots
- Automate data refresh and reporting

■ 9. Learnings

- SQL joins, aggregation, and filtering
- Data cleaning & modeling
- Power BI DAX formulas
- Business storytelling through data visualization

■■ 10. Keywords

Power BI, SQL Server, Excel, Data Analysis, Dashboard, Ola, Data Visualization, Business Intelligence