Business Problem Statement

A leading ride-hailing company (OLA) wants to evaluate and improve the performance of its ride operations across multiple cities and customer segments. Despite strong market presence, the company faces challenges related to ride cancellations, fluctuating revenue, varying customer ratings, and inconsistent service quality across different demographics and time periods.

The management team aims to gain deeper insights into ride demand patterns, customer behaviour, driver performance, and operational bottlenecks. They are particularly interested in understanding the factors influencing ride cancellations, revenue generation, customer satisfaction (ratings), and demographic usage trends (age group, gender, location, payment method, and time of day).

You are tasked with analysing OLA's ride performance dataset to answer the following overarching business question:

"How can OLA leverage ride performance and customer behaviour data to optimize revenue, reduce cancellations, improve customer satisfaction, and enhance overall operational efficiency?"

Deliverables

1. **Data Preparation & Modelling (Excel):** Cleaned, transformed, and modelled OLA ride data to create analysis-ready datasets and key performance metrics.
2. **Data Analysis (SQL):** Used SQL to analyse ride performance, revenue trends, cancellations, ratings, and customer demographics.
3. **Visualization & Insights (Power BI):** Built an interactive Power BI dashboard to visualize KPIs, demand patterns, and customer behaviour insights.
4. **Report and Presentation:** Delivered a concise analytical report with actionable insights to improve revenue, reduce cancellations, and enhance customer satisfaction.
5. **GitHub Repository:** Maintained a structured GitHub repository with SQL queries, Power BI dashboards, and complete project documentation.