The transportation app streamlines the booking process by providing essential data points such as Booking ID, Pickup and drop-off locations, Passenger count, Booking status, Cancellation date (if applicable), User ID, Registration date, Origin and destination addresses, Anonymization status, Ride date, Bus line name, Driver's name, Driver's rating, Service rating, Initial fare, Payment method, Discount code, Pickup address, and Drop-off address. This extensive data set facilitates effective management and analysis of transportation services.

| **Headline** | **Definition** | **Integer or Not** |
| --- | --- | --- |
| **Booking ID** | Unique identifier for each booking | Not Integer |
| **Pickup Location** | Address where the ride begins | Not Integer |
| **Dropoff Location** | Address where the ride ends | Not Integer |
| **Number of Passengers** | Total number of passengers in the ride | Not Integer |
| **Booking Status** | Current status of the booking (e.g. confirmed, canceled, completed) | Not Integer |
| **Cancellation Date** | The date on which the booking was canceled (if applicable) | Not Integer |
| **User ID** | Unique identifier for each user | Not Integer |
| **Date of Joining the App** | The date on which the user joined the transportation app | Not Integer |
| **Origin Address** | The original address entered by the user | Not Integer |
| **Destination Address** | The final address entered by the user | Not Integer |
| **Anonymization Status** | Indicates whether the user's data has been anonymized | Not Integer |
| **Ride Date** | The date on which the ride took place | Not Integer |
| **Bus Line Name** | Name of the bus line used for the ride (if applicable) | Not Integer |
| **Driver Name** | Name of the driver who completed the ride | Not Integer |
| **Driver Rating** | The average rating given to the driver by previous users | Integer |
| **Service Rating** | The average rating given to the transportation service by previous users | Integer |
| **Initial Price** | Initial price quoted for the ride before applying any discounts | Integer |
| **Payment Mode** | Method of payment used for the ride (e.g. cash, credit card, mobile wallet) | Not Integer |
| **Discount Code** | Code used to apply a discount to the ride (if applicable) | Not Integer |
| **Pickup Address** | Actual pickup address used for the ride | Not Integer |
| **Dropoff Address** | The actual dropoff address used for the ride | Not Integer |

# List of questions to be asked:

* How many bookings were made over time?
* What is the distribution of bookings by source (e.g., App, Call Center)?
* What is the trend of bookings across different bus lines?
* What are the most common payment methods (Credit, Zero, CB)?
* How does the payment mode distribution vary by ride date or booking source?
* What is the average fare per payment method?
* What are the average ratings for drivers and services?
* How do different drivers' ratings compare?
* What are the common reasons for ride cancellations?
* What are the most common pickup and drop-off locations?
* The highest driver rating

Data to be displayed

* **Total Bookings:** The total number of bookings within a specified time frame.
* **Bookings by Source:** A breakdown of bookings by their origin (e.g., App, Call Center).
* **Bookings Over Time:** A line chart showing the number of bookings per day or month to visualize trends.
* **Payment Methods Distribution:** A pie or bar chart showing the proportion of each payment method (Credit, Zero, CB).
* **Revenue by Payment Method:** Total revenue generated per payment method, calculated by summing the initial fares.
* **Average Driver Ratings:** A bar chart displaying average ratings for each driver.
* **Service Ratings:** Aggregated service ratings to assess overall customer satisfaction.
* **Cancellation Reasons:** Analysis of booking cancellations, including reasons and cancellation dates.
* **Impact on Revenue:** How cancellations affected the revenue, particularly comparing confirmed vs. canceled rides.