Business Problem Statement

Improving Ride Completion and Customer Satisfaction for a Mobility Service Platform

Rapido, a leading bike taxi and mobility service provider, has noticed fluctuations in ride completion rates, customer satisfaction scores, and driver performance over the last quarter. With growing competition and rising customer expectations in the urban mobility sector, the management team is focused on understanding the key factors impacting ride cancellations, customer ratings, and operational efficiency.

They are particularly interested in uncovering the relationship between ride attributes such as time, distance, vehicle type, pickup locations, and payment methods — and how these correlate with customer and driver behavior. Issues such as high cancellation percentages, incomplete rides, and poor ratings have led to revenue loss and impacted customer trust.

You are tasked with analyzing the platform's July 2025 ride dataset to answer the main business question:

"How can Rapido leverage ride and behavioral data to reduce cancellations, improve customer experience, and increase operational efficiency across the platform?"

Deliverables

1. **Data Preparation & Modeling (Python)**: Clean and transform the raw dataset for analysis.
2. **Data Analysis (SQL)**: Organize the data into a structured format, simulate business transactions, and run queries to extract insights on customer segments.
3. **Visualization & Insights (Looker Studio)**: Build an interactive dashboard that highlights key patterns and trends, enabling stakeholders to make data-driven decisions.
4. **Report and Presentation**: Write a clear project report summarizing your key findings and business recommendations. Prepare a presentation that visually communicates insights and actionable recommendations to stakeholders.
5. **GitHub Repository**: Include all Python scripts, SQL queries, and dashboard files in a well-structured repository.