OLA PROJECT

Daily Performance Analysis by

using SQL & Power BI

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DATA ANALYST

DATE - 12-06-2025

Hello,

My name is Jayanti Banik , I am going to present an analysis on the performance of different OLA rides depending on various measures which are discussed in the following slides. Here I have used SQL queries to solve different business related question and Power BI to built an visual representation for a quick overview of the insights.

Overview

Database Details:

1. Source : SQL Database / CSV files
2. Tables : July
3. Rows : 1,00,000+
4. Key Columns : Date, Booking_ID, Booking_Status, Customer_ID, Vehicle_Type, Cancelled_Rides_by_Driver, Cancelled_Rides_by_Customer, Booking_Vlue, Payment_Method, Ride_Distance, Customer_Ratings, Driver_Ratings

SQL Data Presentation

SQL Questions

1. Retrive all successful bookings:

```
CREATE VIEW Successful_Bookings AS

SELECT * FROM  bookings

WHERE Booking_Status= 'Success';

SELECT * FROM Successful_Bookings;   ---- For final result
```

2. Find the average ride distance for each vehicle type:

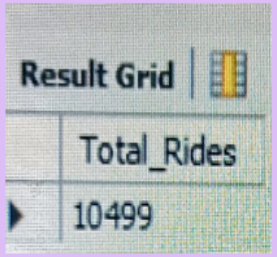
```
CREATE VIEW Ride_Distance_For_Each_Vehicle AS

SELECT Vehicle_Type, ROUND(AVG(Ride_Distance),2) AS

Avg_Distance

FROM  bookings

GROUP BY Vehicle_Type;

SELECT * FROM Ride_Distance_For_Each_Vehicle;    ---- For final result
```

Result Grid | Filter Rows:

Vehicle_Type	Avg_Distance
Prime Sedan	15.76
Bike	15.53
Prime SUV	15.27
eBike	15.58
Mini	15.51
Prime Plus	15.45
Auto	6.24

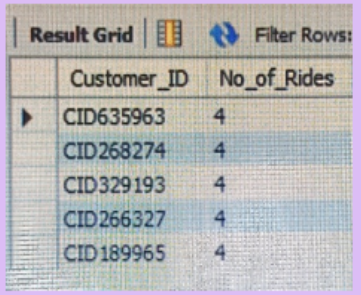
3. Get total number of cancelled rides by customers:

```
CREATE VIEW Rides_Cancelled_by_Customer AS

SELECT COUNT(Booking_ID) AS Total_Rides

FROM bookings

WHERE Booking_Status= 'Canceled by Customer';

SELECT * FROM Rides_Cancelled_by_Customer;    ---- For final result
```



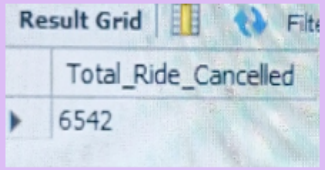
4. List the top 5 customers who booked the highest number of rides:

```
CREATE VIEW Top_5_Customers_by_Bookings AS

SELECT Customer_ID,COUNT(Booking_ID) AS No_of_Rides

FROM bookings WHERE Booking_Status = "Success"

GROUP BY Customer_ID

ORDER BY No_of_Rides DESC

LIMIT 5;

SELECT * FROM Top_5_Customers_by_Bookings;   ---- For final result
```



5. Get the numbers of rides cancelled by drivers due to personal and car-related issues:

```
CREATE VIEW Total_Ride_Cancelled_By_Drivers AS

SELECT COUNT(Booking_ID) AS Total_Ride_Cancelled

FROM bookings

WHERE Canceled_Rides_by_Driver='Personal & Car related issue';

SELECT * FROM Total_Ride_Cancelled_By_Drivers;   ---- For final result
```



6. Find the minimum and maximum driver ratings for Prime Sedan Bookings:

```
CREATE VIEW MIN_MAX_Rating_For_PrimeSedan AS

SELECT MAX(Driver_Ratings) AS MAX_Rating, Min(Driver_Ratings) AS Min_Rating

FROM bookings

WHERE Vehicle_Type='Prime Sedan';

SELECT * FROM MIN_MAX_Rating_For_PrimeSedan;    ---- For final result
```

7. Retrieve all rides where payments was made using UPI:

```
CREATE VIEW Ride_Payments_UPI AS

SELECT COUNT(*)  AS Total_Rides FROM bookings

WHERE Payment_Method='UPI';

SELECT * FROM  Ride_Payments_UPI;   ---- For final result
```

8. Find the average customer rating per vehicle type:

```
CREATE VIEW AVG_Payment_Per_Vehicle_Type AS

SELECT Vehicle_Type, ROUND(AVG(Booking_Value),2) AS AVG_Payment

FROM bookings

GROUP BY Vehicle_Type;

SELECT * FROM AVG_Payment_Per_Vehicle_Type;   ---- For final result
```

Result Grid | Filter Rows:

Vehicle_Type	AVG_Payment
Prime Sedan	557.81
Bike	544.75
Prime SUV	541.34
eBike	552.21
Mini	549.13
Prime Plus	547.42
Auto	548.44

9. Calculate the total booking value of rides completed successfully:

```
CREATE VIEW Total_Payment_Successful_Ride AS

SELECT SUM(Booking_Value) AS Total_Payment

FROM bookings

WHERE Booking_Status='Success' ;

SELECT * FROM Total_Payment_Successful_Ride;    ---- For final result
```

Result Grid

Total_Payment
35080467

10. List all incomplete rides along with the reason:

```
CREATE VIEW Unsuccessful_Ride_Reasons AS

SELECT Booking_ID,Incomplete_Rides_Reason

FROM bookings

WHERE Incomplete_Rides='Yes';

SELECT * FROM Unsuccessful_Ride_Reasons ;   ---- For final result
```

11. Average of Daily Revenue Earned:

```
CREATE VIEW Daily_Avg_Revenue AS

SELECT ROUND(AVG(Total_Revenue))  AS Daily_Avg_Revenue

FROM(

SELECT Date,SUM(Booking_Value) AS Total_Revenue

FROM bookings WHERE Booking_Status = "Success"

GROUP BY Date) AS inner_query;

SELECT * FROM Daily_Avg_Revenue;  ---- For final result
```

Power BI Questions:

1.Ride Volumn Over Time --- Slide NO - 1

2.Booking Status Breakdown --- Slide NO - 1

3.Vehicle Type rated by various measures respectively --- Slide NO – 2

4.Reveue Earned by Payment Method --- Slide NO - 3

5.Top 5 customers by Total Successful Booking Value --- Slide NO - 3

6.Revenue Earned per day with Average Daily revenue --- Slide NO - 3

7.Cancellation Chart Distribution by Driver and Customer --- Slide NO - 4

8.Customer vs Driver Ratings --- Slide NO – 5

OLA

Overall

Vehicle Type

Revenue

Cancellation

Ratings

Date

01-07-2024 31-07-2024

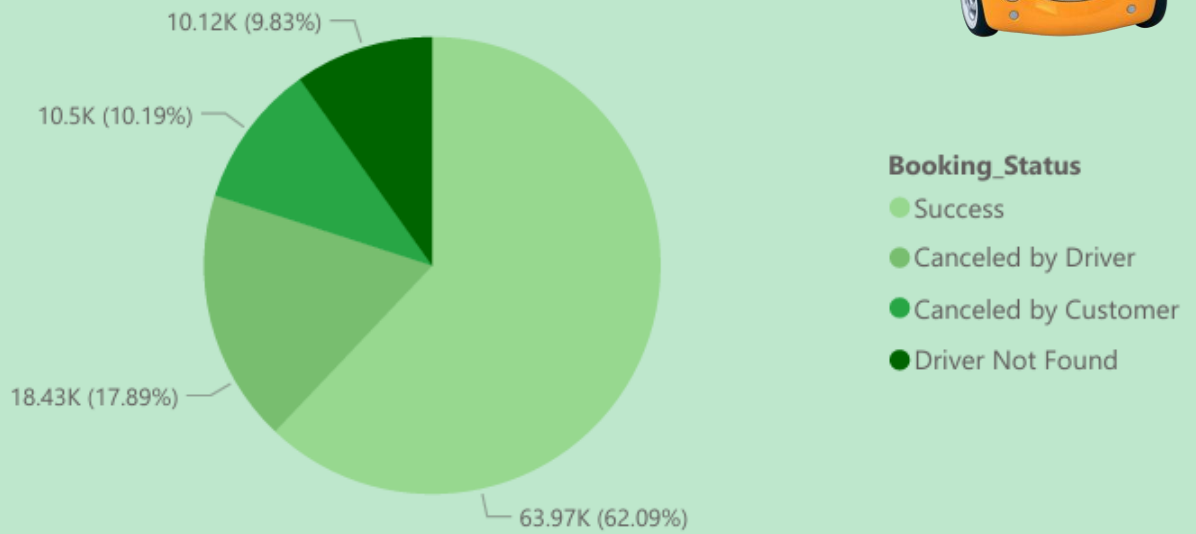
Total Bookings

103024

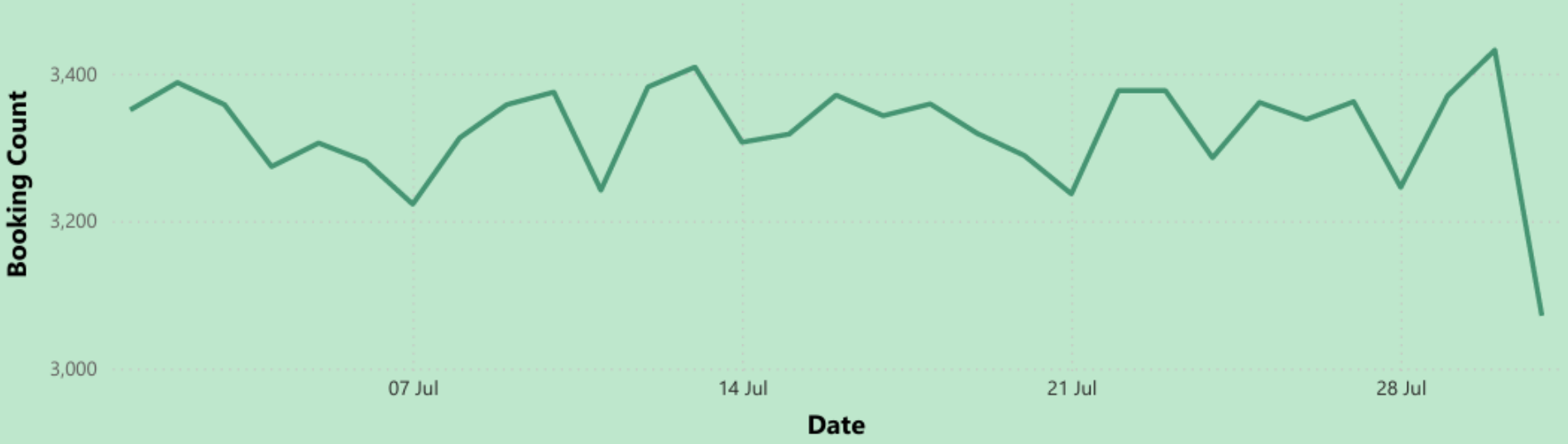
Total Bookings Value

35M

Booking Status



Ride Volume Over Time



OLA

- Overall
- Vehicle Type
- Revenue
- Cancellation
- Ratings

01-07-2024 31-07-2024

Vehicle Type	Total Booking Value	Success Booking Value	Avg. Distance Travelled	Total Distance Travelled
 Prime Sedan	8.30M	5.22M	25.01	234.5K
 Prime SUV	7.93M	4.88M	24.88	223.8K
 Prime Plus	8.05M	5.02M	25.03	227.2K
 Mini	7.99M	4.89M	24.98	225.7K
 Auto	8.09M	5.05M	10.04	92.0K
 Bike	7.99M	4.97M	24.93	227.7K
 E-Bike	8.18M	5.05M	25.15	230.8K

OLA

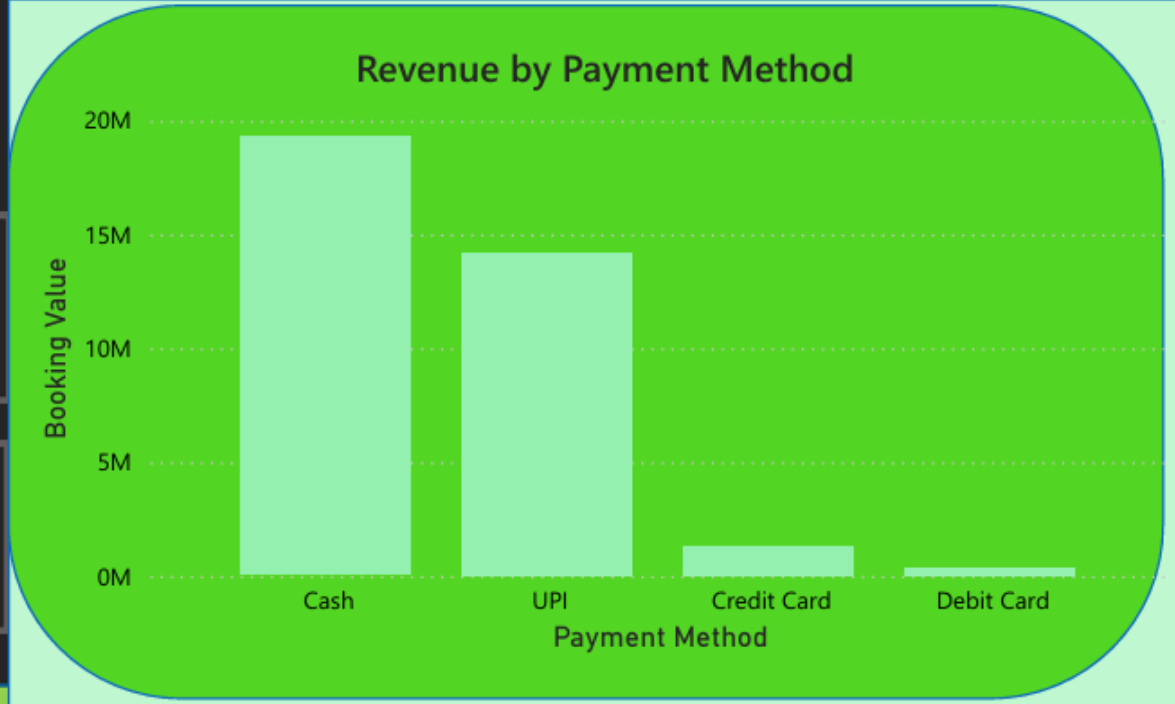
Overall

Vehicle Type

Revenue

Cancellation

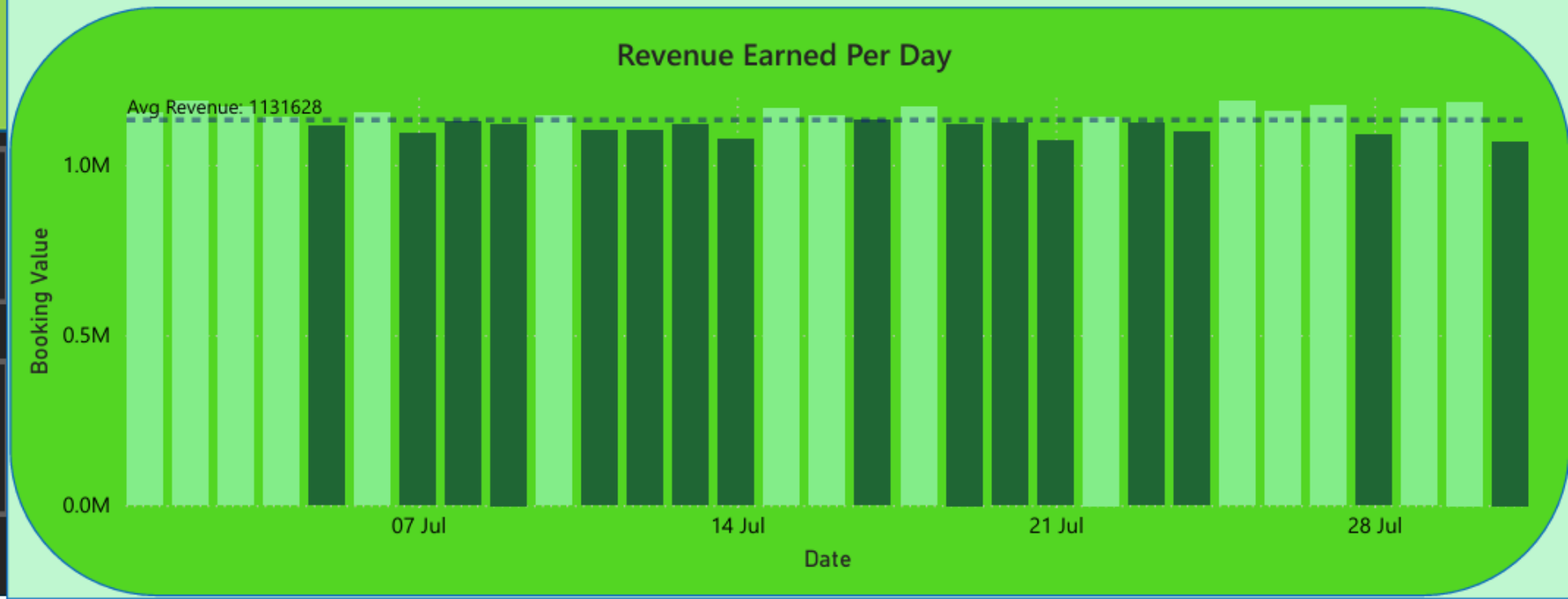
Ratings



01-07-2024 31-07-2024

Top 5 Customers

Customer_ID	Sum of Booking_Value
CID176493	5944
CID695232	5962
CID836942	6019
CID868113	5986
CID902403	5938
Total	**29849**



OLA

Overall

Vehicle Type

Revenue

Cancellation

Ratings

01-07-2024 31-07-2024

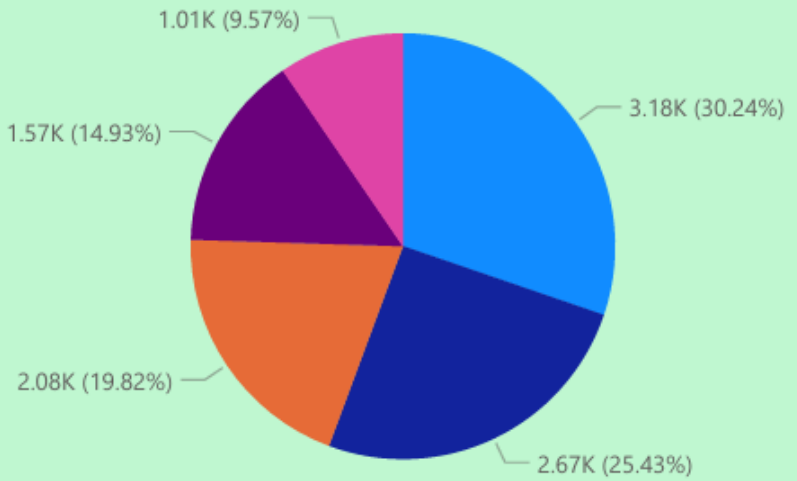
Total Bookings
103024

Success Bookings
63967

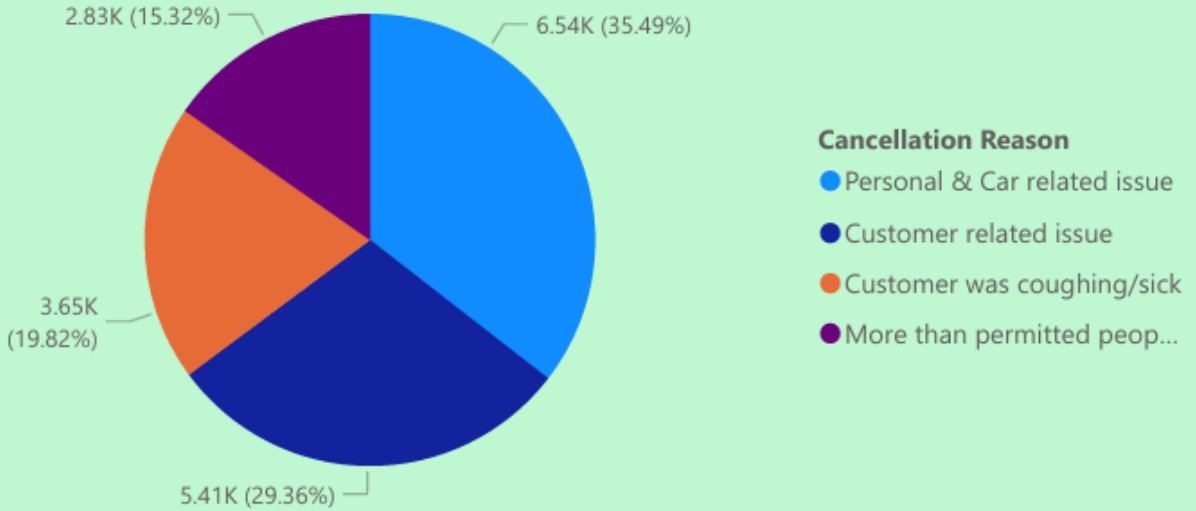
Cancelled Bookings
28933

Cancellation Rate
28.08

Cancelled Rides by Customers



Cancelled Rides by Drivers



OLA

Overall

Vehicle Type

Revenue

Cancellation

Ratings

01-07-2024 31-07-2024

Driver Ratings

Prime Sedan	Prime SUV	Prime Plus	Mini	Auto	Bike	E-Bike
3.99	4.01	4.01	3.99	4.00	3.98	4.01

Customer Ratings

Prime Sedan	Prime SUV	Prime Plus	Mini	Auto	Bike	E-Bike
4.00	4.00	4.01	4.00	4.00	3.99	3.99

Thank You