Overall Performance Overview

Urban Mobility Analytics

Overall

Vehicle Type

Revenue

Cancellation

Ratings

Date

01-11-2025   30-11-2025

Last Booking Recorded

23:59:00

Total Bookings

99.52K

Booking Status
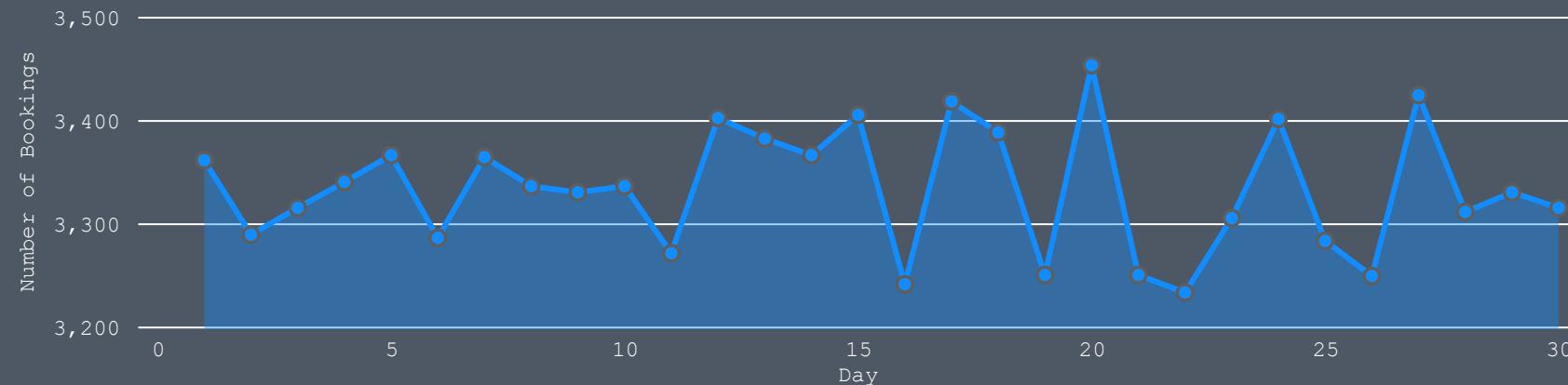
7.63K (7.6…)

19.57K (19.57%)

67.48K (67.4…)

Booking_Status
- Successfull
- Cancelled by …
- Cancelled by …
- Incomplete

Ride Volume Over Time

Number of Bookings

3,500

3,400

3,300

3,200

0   5   10   15   20   25   30

Day

Key Insights | The platform processed 99.52K bookings with a stable daily demand pattern. However, only 67.48% of bookings were successfully completed. Nearly one-third of demand is lost due to cancellations or incomplete rides, indicating a clear opportunity for operational improvement.

Fleet & Vehicle Performance

Vehicle Type ▲	Vehicle Icon	Total Booking	Successfull Booking	Average Ride Distance	Sum of Ride_Distance
Auto		14461	9768	18.11	1,76,869.48
Bike		14138	9510	17.87	1,69,971.12
eBike		14370	9659	17.90	1,72,903.66
Mini		14382	9740	17.91	1,74,468.55
Prime Plus		14193	9618	17.85	1,71,710.04
Prime Sedan		14282	9669	18.04	1,74,400.96
Prime SUV		14174	9514	17.85	1,69,840.78
Total		100000	67478	17.93	12,10,164.59

Key Insights	Auto and Mini vehicles contribute the highest booking volumes, while Prime categories maintain similar ride distances, suggesting balanced fleet utilization across vehicle types.

Revenue & Demand Insights

Kola Drive
Urban Mobility Analytics

- Overall
- **Vehicle Type**
- **Revenue**
- Cancellation
- Ratings
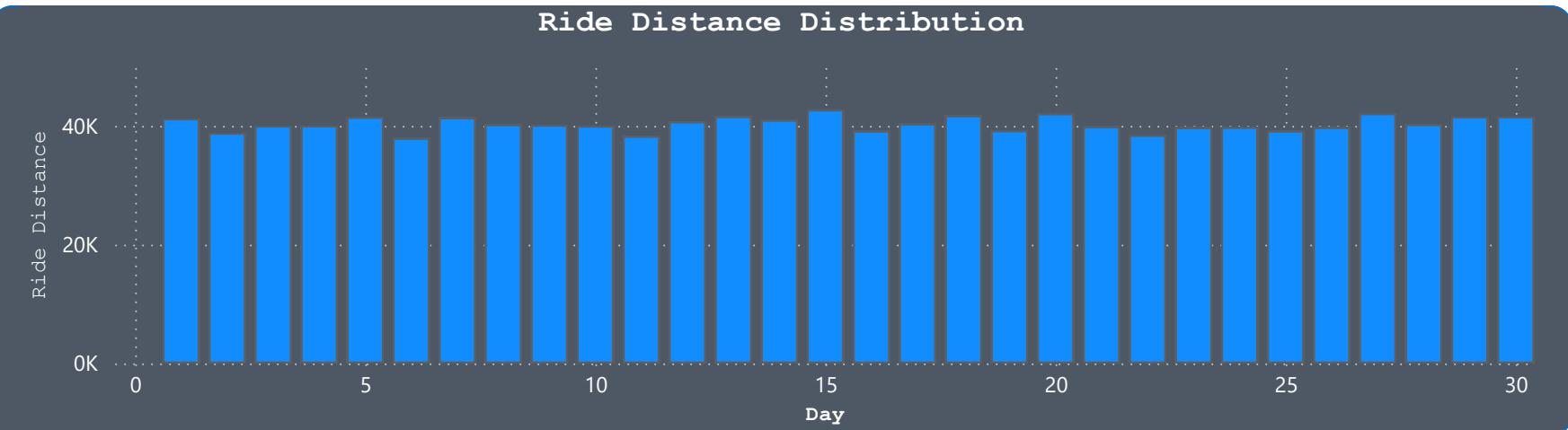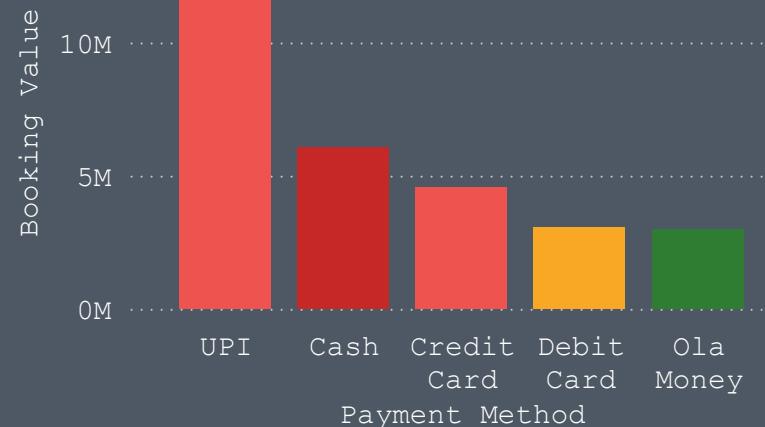
Date
01-11-2025 | 30-11-2025

Ride Distance Distribution

Ride Distance vs Day

Revenue By Payment Method

Payment Method	Booking Value
UPI	(highest)
Cash	
Credit Card	
Debit Card	
Ola Money	

Top Customers by Booking Value

Customer_ID ▲	Sum of Booking_Value
CUST31056	3694
CUST57272	3731
CUST65820	3617
CUST68085	4342
CUST88719	4027
Total	**19411**

Key Insights: UPI is the dominant payment method, contributing the highest booking value, highlighting the importance of digital-first payment optimization.

Cancellations & Loss Analysis

Kola Drive
Urban Mobility Analytics

- Overall
- Vehicle Type
- ₹ Revenue
- **Cancellation**
- Ratings

Date
01-11-2025   30-11-2025

### Cancelled Rides by Customers

Reason for cancelli...
- Change of plans
- Wrong Address
- Driver asked to ca...
- Driver is not movi...
- AC is not working

863 (11.31%)
2204 (28.89%)
1498 (19.63%)
1499 (19.65%)
1566 (20.52%)

Cancelled Rides by Driver

Reason for cancelling...
- Customer related iss...
- The customer was cou...
- More than permitted ...
- Personal & Car relat...

4884 (24.96%)
4902 (25.05%)
4885 (24.97%)
4894 (25.01%)

Key Insights
Customer-driven cancellations are primarily due to plan changes and incorrect addresses, while driver cancellations are evenly distributed across operational reasons, indicating the need for better coordination and route validation.

Total Booking
99.52K

Successfull Booking
67.23K

Incomplete Booking
5.33K
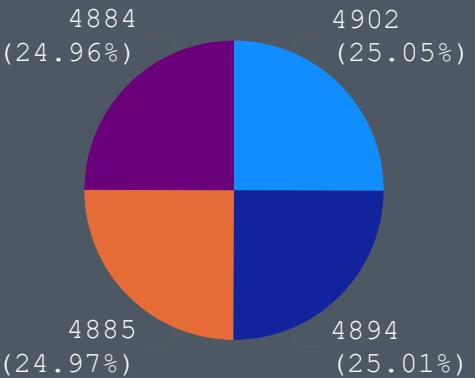
Cancelled Booking
27K

Cancellation Rate
27.16%

Customer & Driver Experience

Vehicle Type	Vehicle Icon	Avgerage Driver Ratings ▼	Average Customer Rating	Max Customer Rating	Min Customer Rating	Max Driver Ratings	Min Driver Ratings
Auto		4.25	4.25	5.00	3.50	5.00	3.50
Prime Plus		4.25	4.24	5.00	3.50	5.00	3.50
Prime Sedan		4.25	4.26	5.00	3.50	5.00	3.50
Prime SUV		4.25	4.25	5.00	3.50	5.00	3.50
Mini		4.25	4.25	5.00	3.50	5.00	3.50
eBike		4.25	4.25	5.00	3.50	5.00	3.50
Bike		4.24	4.25	5.00	3.50	5.00	3.50

Key Insights	Average ratings remain consistently high across all vehicle types (≈4.25), indicating stable service quality with no significant vehicle-specific dissatisfaction.

K D Kola Drive

Urban Mobility Analytics

- Overall
- Vehicle Type
- Revenue
- Cancellation
- Ratings

Date

01-11-2025 ▦   30-11-2025 ▦