

# OLA BOOKING DATA ANALYSIS

Comprehensive Insights for Operational Excellence

Date: December 2024



## EXECUTIVE SUMMARY

This report presents a detailed analysis of Ola's booking data to uncover trends, identify challenges, and provide actionable insights. By analyzing key metrics such as booking volumes, cancellation rates, revenue, and ratings, the findings aim to assist in improving operational efficiency and enhancing customer satisfaction. Highlights include:

- **Booking Success Rate:** 62% of total bookings were successful.
- **Cancellations:** Customer cancellations constitute 7% of total rides, primarily due to driver behavior.
- **Revenue Insights:** UPI emerged as the most preferred payment method, contributing significantly to total revenue.
- **Ratings Analysis:** Prime Sedan has the highest customer and driver ratings.

Recommendations are provided to address cancellation issues, optimize peak hour strategies, and enhance customer experience.

## 1. PROJECT OVERVIEW

### Objective

To analyze Ola's booking data and derive insights into operational trends, customer behavior, and revenue generation.

### Scope

This project covers a one-month dataset including booking details, vehicle types, payment methods, and customer and driver ratings.

## 2. DATA ANALYSIS METHODOLOGY

### Data Sources

- **Raw Dataset:** Bookings.xlsx
- **Tools Used:** MS SQL Server, Power BI, Excel

### Steps Performed

1. **Data Cleaning:** Standardized raw data using Excel to handle missing values and inconsistent formats.
2. **SQL Analysis:**
  - Created views to analyze trends in booking statuses, cancellations, and customer behavior.
  - Derived metrics like average ride distance and total revenue.
3. **Power BI Visualizations:** Designed dashboards with key performance indicators (KPIs) and interactive charts to explore insights.

## 3. KEY INSIGHTS

### Booking Trends

- **Ride Volume:** Booking volumes peaked on weekends, with early mornings (7 AM – 10 AM) showing the highest activity.
- **Vehicle Preferences:** Prime Sedan and Mini were the most popular vehicle types.

## Cancellations

- **Customer Cancellations:**
  - 30% due to drivers not moving towards pickup.
  - 25% due to drivers asking customers to cancel.
- **Driver Cancellations:**
  - 35% attributed to personal and car-related issues.

## Revenue Insights

- **Payment Methods:** UPI contributed 40% of the revenue, followed by Cash (35%) and Credit Cards (20%).
- **Top Customers:** The top 5 customers contributed a total revenue of ₹32,612.

## Ratings Analysis

- **Customer Ratings:** Prime Sedan scored the highest average customer rating (4.8).
- **Driver Ratings:** Consistently high ratings across all vehicle types, averaging 4.0.

## 4. RECOMMENDATIONS

1. **Reduce Cancellations:**
  - Implement stricter policies to address driver cancellations.
  - Provide incentives to customers who experience repeated cancellations.
2. **Enhance Peak-Time Strategies:**
  - Increase driver availability during peak hours to match demand.
  - Offer promotions for off-peak times to balance ride distribution.
3. **Optimize Revenue Streams:**
  - Encourage digital payments by offering discounts for UPI and Credit Card users.
  - Introduce loyalty programs for high-value customers.
4. **Improve Ratings and Feedback:**
  - Conduct driver training to enhance customer interactions.
  - Use feedback to address recurring customer complaints.

## 5. CONCLUSION

The analysis reveals actionable insights into Ola's booking trends and customer behavior. Addressing the identified issues, such as cancellations and peak hour demands, can significantly improve operational efficiency and customer satisfaction. This report provides a data-driven foundation for strategic decision-making.

## VISUALS

- Ride Volume Over Time (Line Chart)
- Booking Status Breakdown (Pie Chart)
- Revenue by Payment Method (Bar Chart)
- Top 5 Customers by Booking Value (Table)