

# OLA Data Analytics Project – Final Report

## Overview

This report presents insights derived from SQL and Power BI analyses on OLA ride data. The objective was to understand customer behavior, driver trends, vehicle performance, payment preferences, and ride patterns to support operational and strategic decision-making.

## Key Findings

1. Payment Method: Cash is the highest mode of transaction, indicating strong preference for offline payments.
2. Cancellation Trend: Driver cancellations are the highest, suggesting operational or behavioral challenges.
3. Vehicle Performance: Prime Sedan shows the highest average ride distance, making it ideal for longer trips.
4. Ratings: Both customer and driver ratings average around 4, reflecting steady satisfaction with room for improvement.

## Insights Summary

- Customers rely heavily on cash, presenting an opportunity to push digital payments.
- High driver cancellations can negatively affect customer experience and need targeted intervention.
- Prime Sedan contributes significantly to longer rides and potential revenue gains.
- Consistent ratings highlight stable service quality across vehicle types.

## Conclusion

The analysis provides a clear view of operational strengths and improvement areas in the OLA ecosystem. The combination of SQL-based data exploration and Power BI visualizations delivers actionable insights for improving customer satisfaction, optimizing vehicle allocation, and reducing cancellations.