# Patho Data Analysis

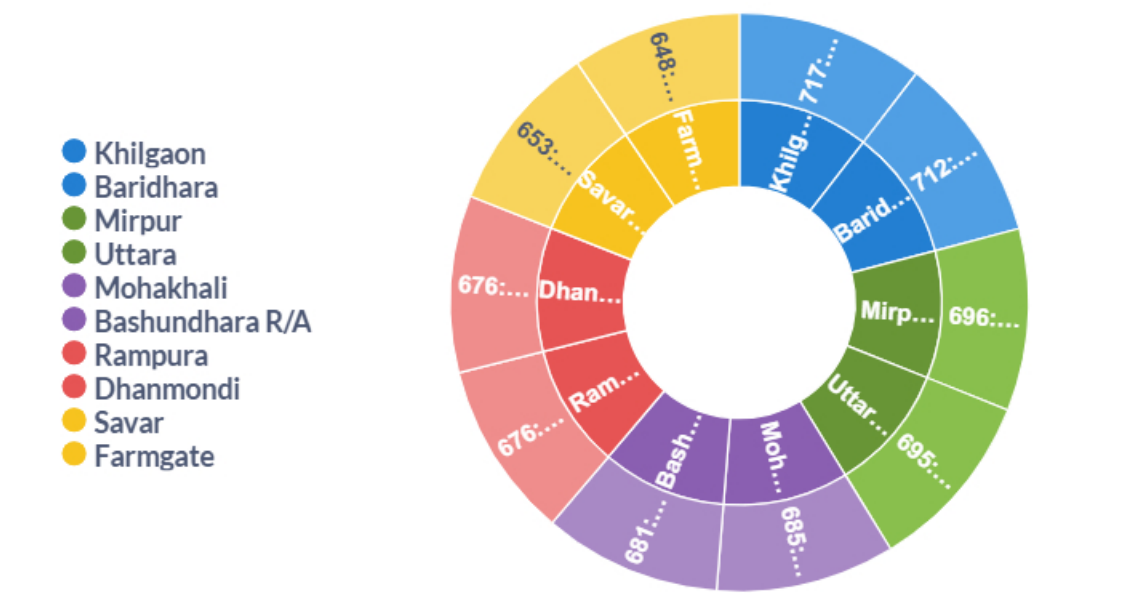## "Ride-Sharing Service Analysis of Pathao

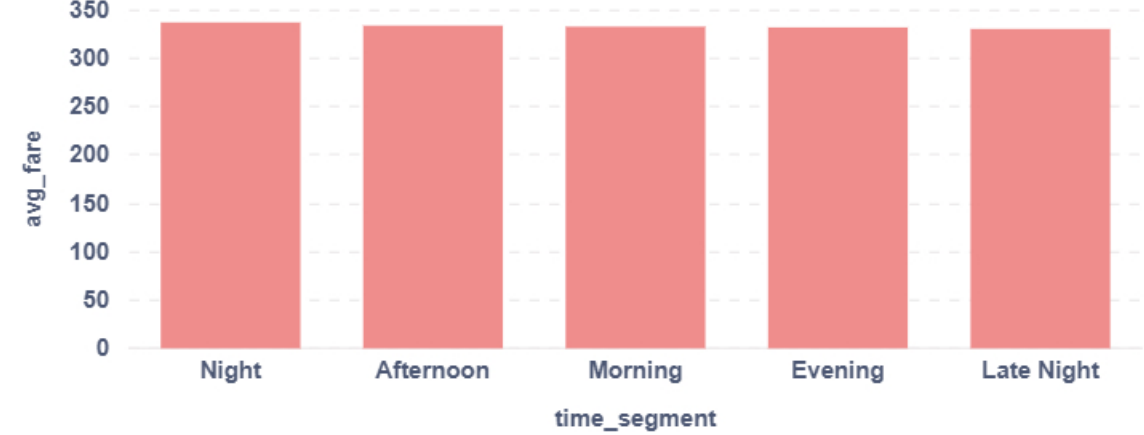### 🔴 5. Ride Cancellation Reason Analysis



- 🟡 Long waiting time
- 🟠 Traffic
- 🟣 Incorrect pickup location
- 🔵 Customer changed mind
- 🟣 Driver no-show
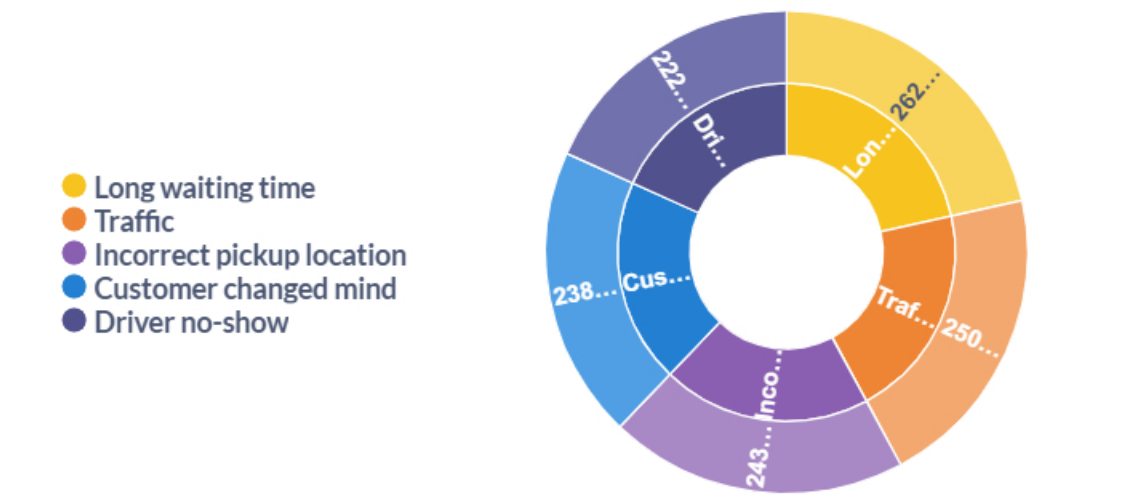
### 📏 7. Distance vs Fare Analysis (Binned Distance)



| distance_range | avg_fare |
|---|---|
| 10+ km | 450.46 |
| 6-10 km | 220.32 |
| 3-6 km | 137.37 |
| 0-3 km | 82.08 |

### Top 10 Pickup area



- 🔵 Khilgaon
- 🔵 Baridhara
- 🟢 Mirpur
- 🟢 Uttara
- 🟣 Mohakhali
- 🟣 Bashundhara R/A
- 🔴 Rampura
- 🔴 Dhanmondi
- 🟡 Savar
- 🟡 Farmgate

### Average Fare by Time Segment



### 🧍 8. Customer Loyalty (Top 10 Most Frequent Custom

| customer_id | total_rides | avg_rating |
|---|---|---|
| C_2212 | 13 | 3.84 |
| C_3960 | 13 | 4.18 |
| C_2892 | 12 | 3.89 |
| C_2374 | 11 | 4.07 |
| C_2497 | 11 | 3.9 |
| C_2225 | 11 | 3.95 |
| C_2029 | 11 | 4.24 |
| C_4011 | 11 | 3.81 |
| C_3664 | 11 | 4.13 |
| C_2061 | 10 | 4.22 |

10 rows

### hour segment ride

| time_of_day_segment | total_rides_in_segment |
|---|---|
| Morning (5 AM - 11 AM) | 2,931 |
| Late Night (12 AM - 4 AM) | 2,104 |
| Afternoon (12 PM - 4 PM) | 2,065 |
| Evening (5 PM - 8 PM) | 1,698 |
| Night (9 PM - 11 PM) | 1,202 |

5 rows

### 💳 6. Payment Method Preference

| payment_method | Total_bdt | total_rides |
|---|---|---|
| Cash | 603,137.71 | 1,794 |
| Nagad | 584,437.81 | 1,776 |
| bKash | 581,816.79 | 1,769 |
| Pathao Pay | 587,680.49 | 1,740 |
| Card | 563,622.6 | 1,706 |

5 rows