"Ride-Sharing
Service Analysis
of
"Go Home App"

(Metabase +
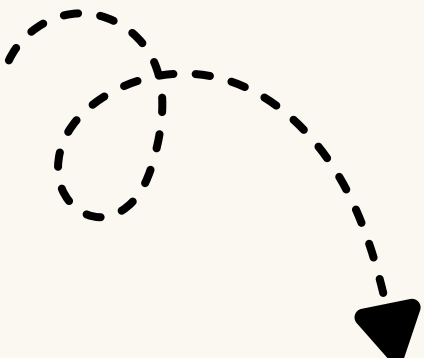Sql Analysis)

"Ride Time Segment Analysis"

```sql
1 v  SELECT
2        CASE
3            WHEN HOUR(ride_start_time) BETWEEN 5 AND 11 THEN 'Morning (5 AM - 11 AM)'
4            WHEN HOUR(ride_start_time) BETWEEN 12 AND 16 THEN 'Afternoon (12 PM - 4 PM)'
5            WHEN HOUR(ride_start_time) BETWEEN 17 AND 20 THEN 'Evening (5 PM - 8 PM)'
6            WHEN HOUR(ride_start_time) BETWEEN 21 AND 23 THEN 'Night (9 PM - 11 PM)'
7            ELSE 'Late Night (12 AM - 4 AM)' -- মাঝরাত
8        END AS time_of_day_segment,
9        COUNT(ride_id) AS total_rides_in_segment
10 FROM
11     rides
12 GROUP BY
13     time_of_day_segment
14 ORDER BY
15     total_rides_in_segment DESC;
```

- Morning (5 AM - 11 AM)   29.3%
- Late Night (12 AM - 4 AM)   21.0%
- Afternoon (12 PM - 4 PM)   20.7%
- Evening (5 PM - 8 PM)   17.0%
- Night (9 PM - 11 PM)   12.0%

2:Total Ride with week

```sql
SELECT
    dayname(ride_start_time) AS Day_name,
    count(ride_id) AS total_ride
FROM
    rides
GROUP BY
    Day_name
ORDER BY
    total_ride DESC;
```
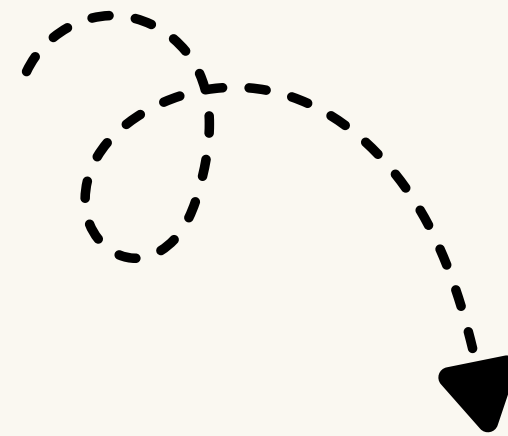
| Friday	1,482
Thursday	1,463
Monday	1,430
Sunday	1,419
Tuesday	1,406
Saturday	1,405

📊 3. Top 10 Pickup Area

```sql
-- - Top 10 Pickup_Area
SELECT
    pickup_area,
    count(ride_id) AS total_ride
FROM
    rides
GROUP BY
    pickup_area
ORDER BY
    total_rides DESC
LIMIT
    10;
```

Top 10 Pickup area

- Khilgaon
- Baridhara
- Mirpur
- Uttara
- Mohakhali
- Bashundhara R/A
- Rampura
- Dhanmondi
- Savar
- Farmgate

717, 712, 696, 695, 685, 681, 676, 676, 653, 648
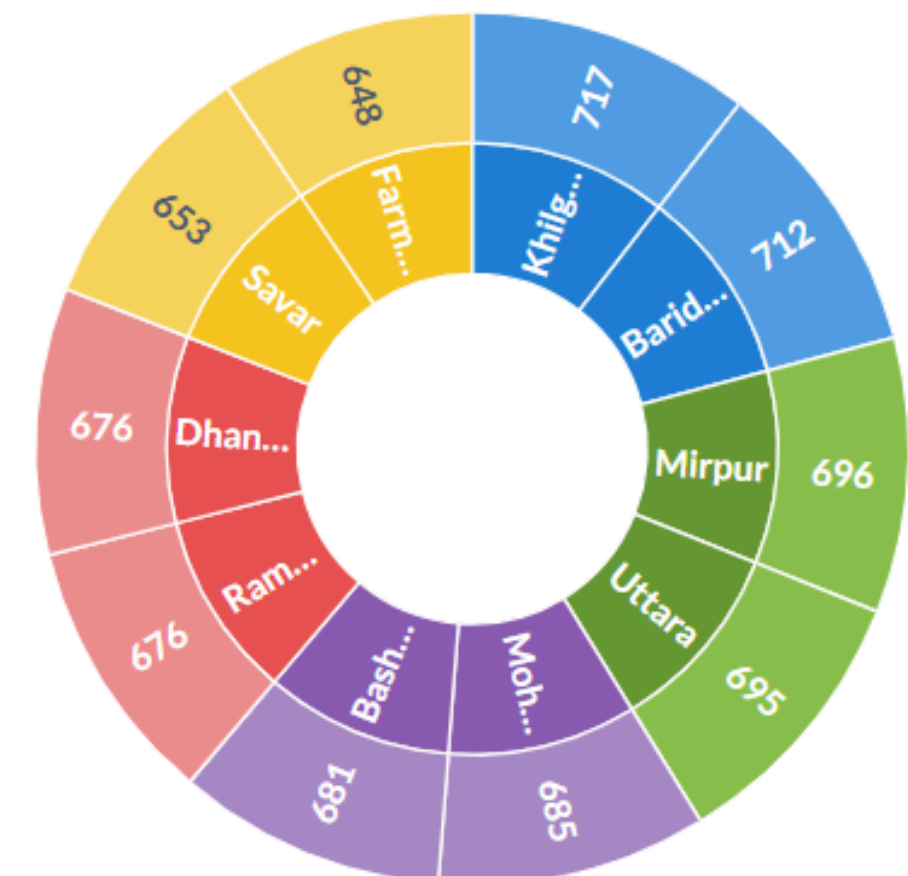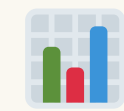
# 📊 4. Average Fare by Time Segment

```sql
SELECT
    CASE
        WHEN HOUR(ride_start_time) BETWEEN 5 AND 11 THEN 'Morning'
        WHEN HOUR(ride_start_time) BETWEEN 12 AND 16 THEN 'Afternoon'
        WHEN HOUR(ride_start_time) BETWEEN 17 AND 20 THEN 'Evening'
        WHEN HOUR(ride_start_time) BETWEEN 21 AND 23 THEN 'Night'
        ELSE 'Late Night'
    END AS time_segment,
    ROUND(AVG(fare_bdt), 2) AS avg_fare
FROM
    rides
where ride_status ='Completed'
GROUP BY
    time_segment
ORDER BY
    avg_fare DESC;
```
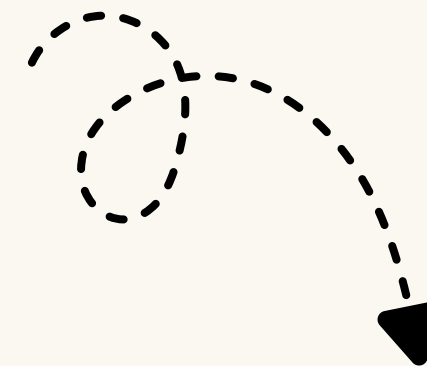
time_segment	avg_fare
Night	336.67
Afternoon	333.43
Morning	332.37
Evening	331.53
Late Night	329.99

🛑 5. Ride Cancellation Reason Analysis

```sql
-- 🔴 5. Ride Cancellation Reason Analysis
SELECT
    cancellation_reason,
    COUNT(ride_id) AS cancelled_rides
FROM
    rides
WHERE
    ride_status = 'Canceled'
GROUP BY
    cancellation_reason
ORDER BY
    cancelled_rides DESC;
```
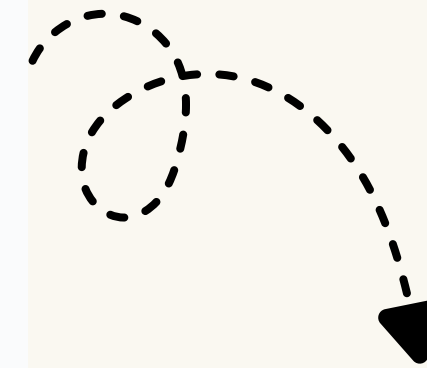
🔴 5. Ride Cancellation Reason Analysis

🟡 Long waiting time	21.6%
🟠 Traffic	20.6%
🟣 Incorrect pickup location	20.0%
🔵 Customer changed mind	19.6%
🔵 Driver no-show	18.3%

222 Dri...
262 Lon...
250 Traf...
243 Inco...
238 Cus...

💰 6. Highest Earning Areas

```sql
-- 💰 2. Highest Earning Areas (Pickup-wise Total Fare
SELECT
  pickup_area,
  SUM(fare_bdt) AS total_earning
FROM
  rides
WHERE
  ride_status = 'Completed'
GROUP BY
  pickup_area
ORDER BY
  total_earning DESC
LIMIT
  5;
```
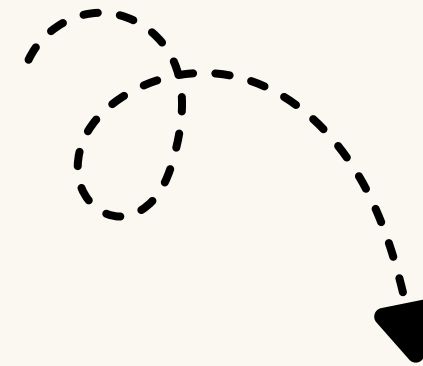
pickup_area	total_earning
Khilgaon	211,556.25
Mirpur	204,691.77
Baridhara	203,435.72
Mohakhali	201,942.81
Rampura	198,510.67

📏 7.Distance vs Fare Analysis

```sql
-- 📏 7. Distance vs Fare Analysis (Binned Distance)
SELECT
    CASE
        WHEN distance_km < 3 THEN '0-3 km'
        WHEN distance_km BETWEEN 3 AND 6 THEN '3-6 km'
        WHEN distance_km BETWEEN 6 AND 10 THEN '6-10 km'
        ELSE '10+ km'
    END AS distance_range,
    ROUND(AVG(fare_bdt), 2) AS avg_fare,
    COUNT(ride_id) AS total_rides
FROM
    rides
where ride_status ='Completed'
GROUP BY
    distance_range
ORDER BY
    total rides DESC;
```
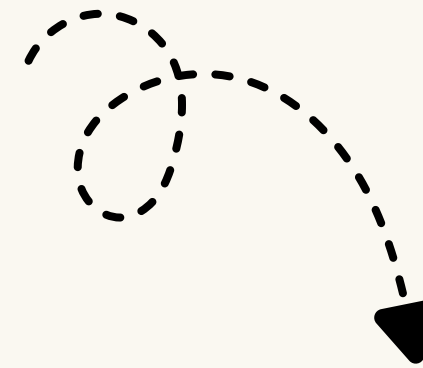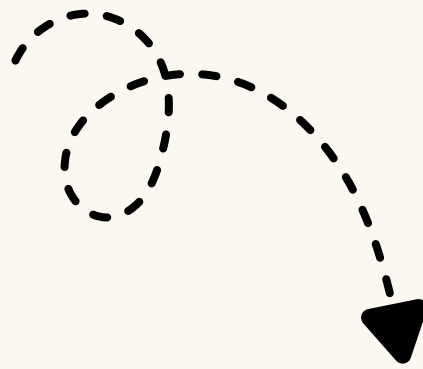
📏 7. Distance vs Fare Analysis (Binned Distance)

🧍 8. Customer Loyalty (Top 10 Most Frequent Customers)

```sql
-- 🧍 8. Customer Loyalty (Top 10 Most Frequent Customers)
SELECT
    customer_id,
    COUNT(ride_id) AS total_rides,
    ROUND(AVG(customer_rating), 2) AS avg_rating
FROM
    rides
GROUP BY
    customer_id
ORDER BY
    total_rides DESC
LIMIT 10;
```

🧍 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

💳 9. Payment Method Preference

```sql
-- 💳 6. Payment Method Preference
SELECT
    payment_method,sum(fare_bdt) as Total_bdt,
    COUNT(ride_id) AS total_rides
FROM
    rides
where ride_status = 'Completed'
GROUP BY
    payment_method
ORDER BY
    total_rides DESC;
```
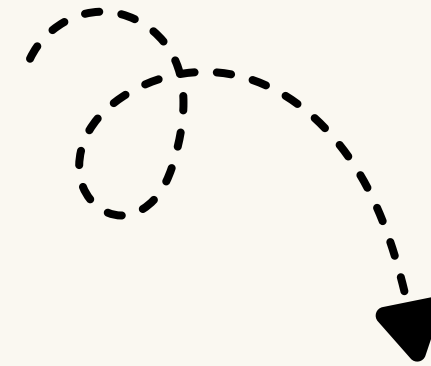
payment_method	Total_bdt	total_rides
Cash	603,137.71	1,794
Nagad	584,437.81	1,776
bKash	581,816.79	1,769
Pathao Pay	587,680.49	1,740
Card	563,622.6	1,706

Metabase analysis
🔗Project link

"Go Home App"

Go Home Data Analysis

"Ride-Sharing Service Analysis of Go Home App

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)

Top 10 Pickup area

- Khilgaon
- Baridhara
- Mirpur
- Uttara
- Mohakhali
- Bashundhara R/A
- Rampura
- Dhanmondi
- Savar
- Farmgate
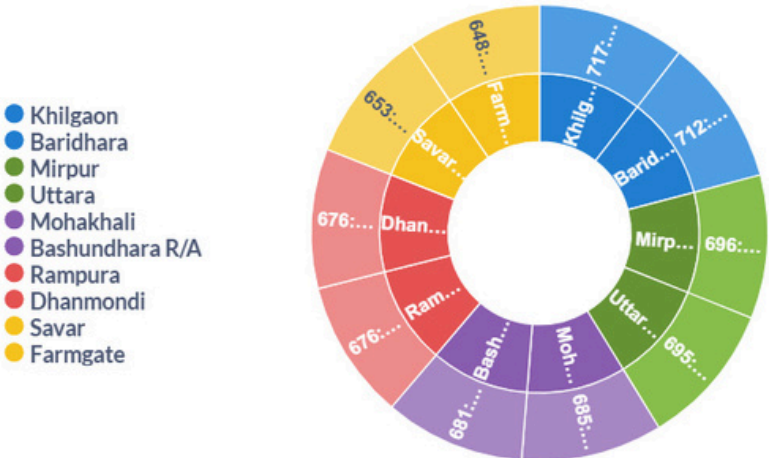
Average Fare by Time Segment

8. Customer Loyalty (Top 10 Most Frequent Custon

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

Work Experience

"Go Home " Ride-Sharing Service Analysis

1:This report summarizes key insights from the Pathao ride-sharing service data, focusing on fare structures, customer behavior, and operational trends.

2:Fare Structure: Average fares are directly proportional to distance, with rides over 10 km averaging 450.46 BDT, while rides under 3 km average 82.08 BDT. Fares remain largely consistent across different times of the day.

3: Popular Pickup Areas: Khilgaon (717 rides), Baridhara (712 rides), and Mirpur (696 rides) are identified as the top three most frequent pickup locations.

4:Ride Cancellations: "Long waiting time" (262 instances) and "Traffic" (250 instances) are the primary reasons for ride cancellations, followed by "Incorrect pickup location" (243 instances).

5:Customer Loyalty: The top frequent customers, such as C_2212 and C_3960, have completed 13 rides each, indicating a segment of loyal users with average ratings ranging from 3.81 to 4.24.

6:Payment Preferences: Cash is the most preferred payment method, accounting for 1,794 total rides and the highest total transaction value.

Thank You