



OUR TEAM



Amr Amin



Gamal Eldin
Mahmoud



Omar Emad



Mohamed Hamdy



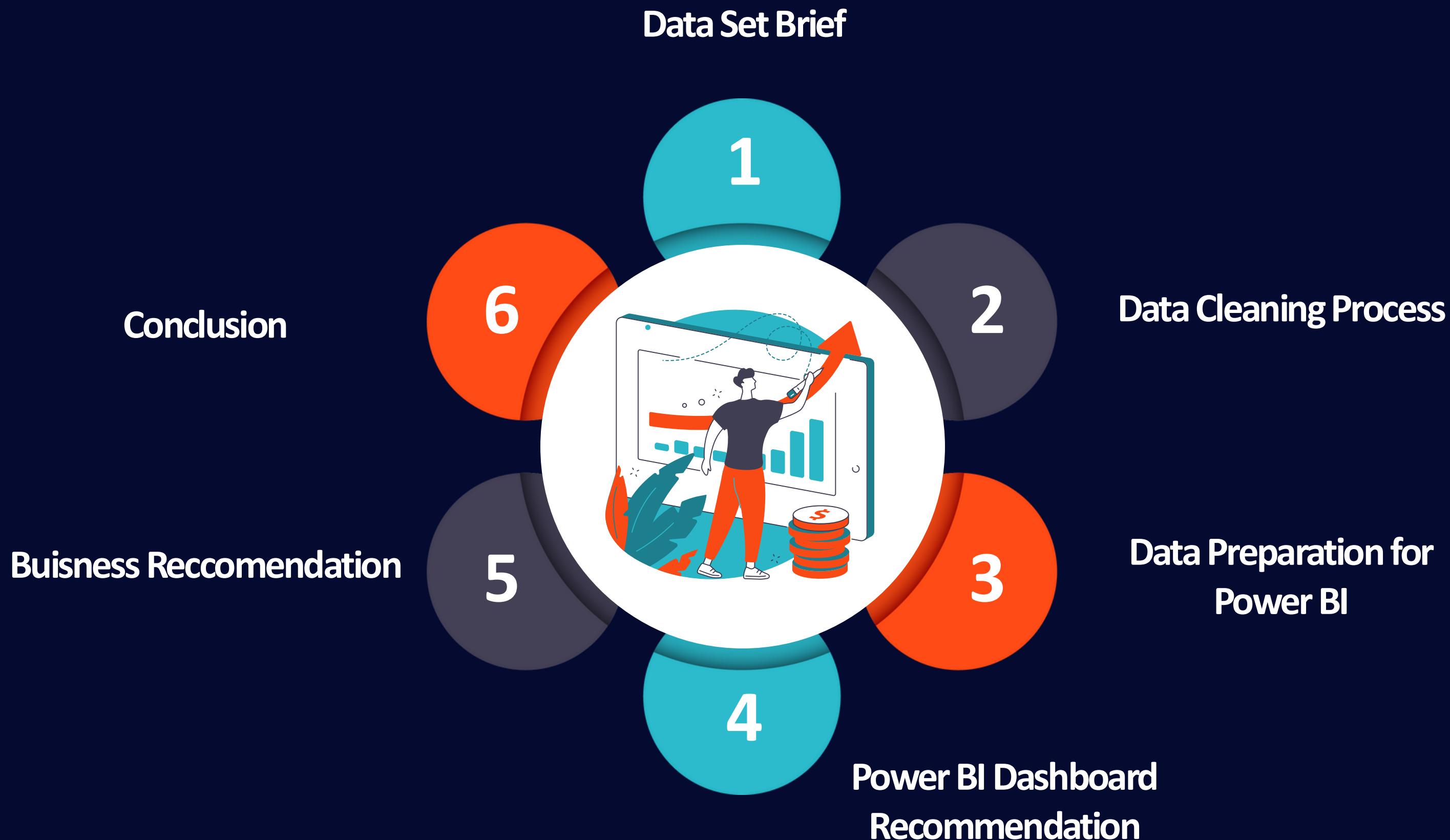
Mahmoud
Abdelfatah

Under Supervision of

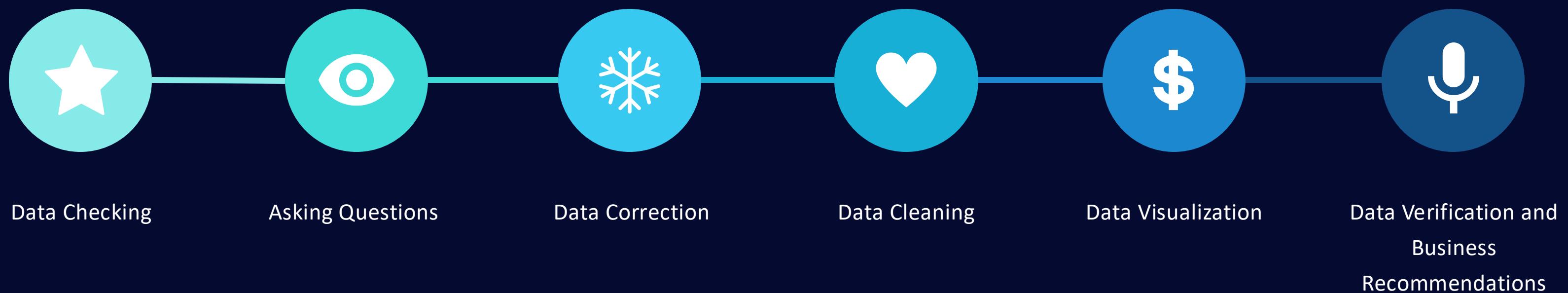


Eng. Amira Yahia Shahen

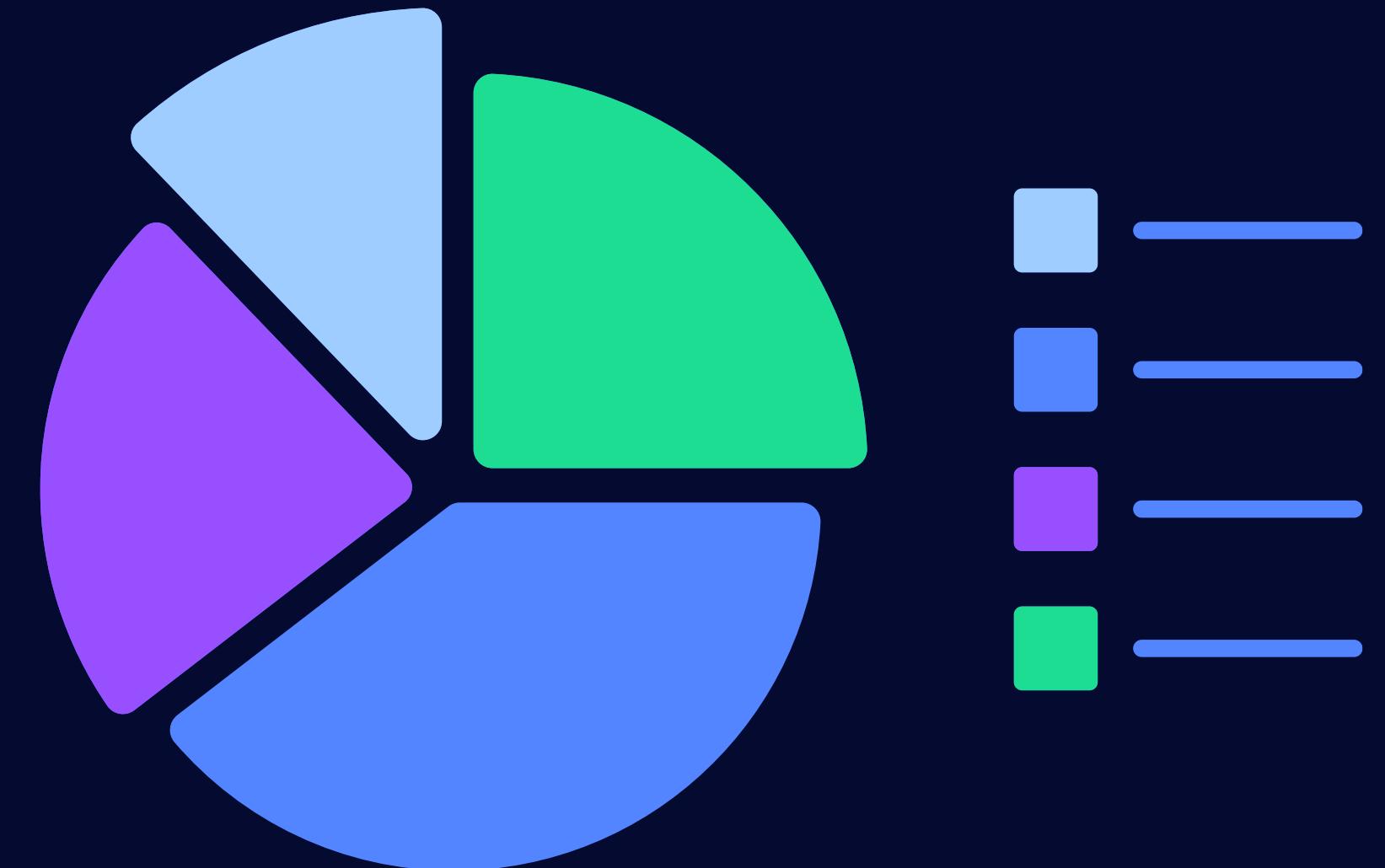
Presentation Content



Data Analysis Steps



Dataset Brief



Data Set Brief

Category	Data Point
Booking Information	Booking ID
Booking Information	Pickup Location
Booking Information	Drop-off Location
Booking Information	Passenger Count
Booking Information	Booking Status
Booking Information	Cancellation Date
User Information	User ID
User Information	Registration Date
User Information	Anonymization Status

Category	Data Point
Ride Details	Ride Date
Ride Details	Bus Line Name
Ride Details	Driver's Name
Ride Details	Driver's Rating
Ride Details	Service Rating
Financial Information	Initial Fare
Financial Information	Payment Method
Financial Information	Discount Code
Address Details	Origin Address
Address Details	Destination Address
Address Details	Pickup Address
Address Details	Drop-off Address



Questions to be
answered

- How does the payment mode distribution vary by ride date or booking source?
- What is the average fare per payment method?
- What are the average ratings for drivers and services?
- How do different drivers' ratings compare?
- What are the common reasons for ride cancellations?
- What are the most common pickup and drop-off locations?
- The highest driver rating



- How many bookings were made over time?
- What is the distribution of bookings by source (e.g., App, Call Center)?
- What is the trend of bookings across different bus lines?
- What are the most common payment methods (Credit, Zero, CB)?



- **Total Bookings:** The total number of bookings within a specified time frame.
- **Bookings by Source:** A breakdown of bookings by their origin (e.g., App, Call Center).
- **Bookings Over Time:** A line chart showing the number of bookings per day or month to visualize trends.
- **Payment Methods Distribution:** A pie or bar chart showing the proportion of each payment method (Credit, Zero, CB).
- **Revenue by Payment Method:** Total revenue generated per payment method, calculated by summing the initial fares.



- **Average Driver Ratings:** A bar chart displaying average ratings for each driver.
- **Service Ratings:** Aggregated service ratings to assess overall customer satisfaction.
- **Cancellation Reasons:** Analysis of booking cancellations, including reasons and cancellation dates.
- **Impact on Revenue:** How cancellations affected the revenue, particularly comparing confirmed vs. canceled rides.

19640	APP	2023-10-16	1	Cancelled by client	2023-10-16
19338	CALL_CENTER	2023-10-13	1	Ride Confirmed	
19349	CALL_CENTER	2023-10-13	1	Ride Confirmed	
19358	CALL_CENTER	2023-10-13	1	Ride Confirmed	
19367	CALL_CENTER	2023-10-13	1	Changed by admin	
19387	CALL_CENTER	2023-10-13	1	Ride Confirmed	
19396	CALL_CENTER	2023-10-13	1	Changed by admin	
19402	CALL_CENTER	2023-10-13	1	Ride Confirmed	
19403	CALL_CENTER	2023-10-13	1	Ride Confirmed	
19590	APP	2023-10-16	1	Changed by admin	
19610	APP	2023-10-16	1	Changed by admin	
19612	APP	2023-10-16	2	Changed by admin	
19309	CALL_CENTER	2023-10-13	1	Ride Confirmed	
19615	APP	2023-10-16	1	Ride Confirmed	
19676	APP	2023-10-16	1	Ride Confirmed	
19661	CALL_CENTER	2023-10-16	1	Ride Confirmed	
19663	APP	2023-10-16	1	Ride Confirmed	
19665	CALL_CENTER	2023-10-16	1	Ride Confirmed	
19680	APP	2023-10-16	1	Ride Confirmed	
19241	CALL_CENTER	2023-10-13	1	Ride Confirmed	
19651	APP	2023-10-16	1	Ride Confirmed	
19204	CALL_CENTER	2023-10-13	1	Ride Confirmed	
19583	APP	2023-10-16	1	Ride Confirmed	
19335	CALL_CENTER	2023-10-13	1	Ride Confirmed	
19285	CALL_CENTER	2023-10-13	1	Ride Confirmed	
19432	APP	2023-10-15	1	Ride Confirmed	
19654	APP	2023-10-16	1	Ride Confirmed	
19675	APP	2023-10-16	1	Ride Confirmed	
19614	APP	2023-10-16	1	Ride Confirmed	
19275	CALL_CENTER	2023-10-13	1	Ride Confirmed	
19226	CALL_CENTER	2023-10-13	1	Ride Confirmed	
19679	APP	2023-10-16	1	Ride Confirmed	
19684	APP	2023-10-16	1	Ride Confirmed	
19584	APP	2023-10-16	1	Ride Confirmed	
19659	APP	2023-10-16	2	Ride Confirmed	
19674	APP	2023-10-16	1	Ride Confirmed	

A	B	C	D	E	F
booking_id	booked_from	date_booking	number_passengers	booking_status	Category Of Booking
19294	CALL_CENTER	2023-10-13 00:00:00	1	Ride Confirmed	Confirmed
19468	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19264	CALL_CENTER	2023-10-13 00:00:00	1	Ride Confirmed	Confirmed
19527	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19240	CALL_CENTER	2023-10-13 00:00:00	1	Cancelled by driver	Cancelled
19576	CALL_CENTER	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19202	CALL_CENTER	2023-10-13 00:00:00	1	Ride Confirmed	Confirmed
19334	CALL_CENTER	2023-10-13 00:00:00	1	Ride Confirmed	Confirmed
19284	CALL_CENTER	2023-10-13 00:00:00	1	Ride Confirmed	Confirmed
19431	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19526	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19423	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19513	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19416	APP	2023-10-14 00:00:00	1	Ride Confirmed	Confirmed
19546	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19445	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19442	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19274	CALL_CENTER	2023-10-13 00:00:00	1	Ride Confirmed	Confirmed
19225	CALL_CENTER	2023-10-13 00:00:00	1	Ride Confirmed	Confirmed
19415	APP	2023-10-14 00:00:00	2	Ride Confirmed	Confirmed
19451	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19510	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19539	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19548	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19537	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19420	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19444	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19522	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19577	APP	2023-10-16 00:00:00	1	Ride Confirmed	Confirmed
19574	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19430	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19342	CALL_CENTER	2023-10-13 00:00:00	1	Ride Confirmed	Confirmed
19314	CALL_CENTER	2023-10-13 00:00:00	1	Ride Confirmed	Confirmed
19425	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19489	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19239	CALL_CENTER	2023-10-13 00:00:00	1	Ride Confirmed	Confirmed
19252	CALL_CENTER	2023-10-13 00:00:00	1	Ride Confirmed	Confirmed
19424	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19417	APP	2023-10-15 00:00:00	1	Ride Confirmed	Confirmed
19372	CALL_CENTER	2023-10-13 00:00:00	1	Ride Confirmed	Confirmed
19575	APP	2023-10-15 00:00:00	1	Cancelled by driver	Cancelled

Before

After

Software Used

```
WITH price_stats AS (
    SELECT
        AVG(initial_price) AS mean_price,
        STDDEV(initial_price) AS stddev_price
    FROM Enakl
)
DELETE FROM Enakl
WHERE initial_price < (SELECT mean_price - 3 * stddev_price FROM price_stats)
    OR initial_price > (SELECT mean_price + 3 * stddev_price FROM price_stats);
```

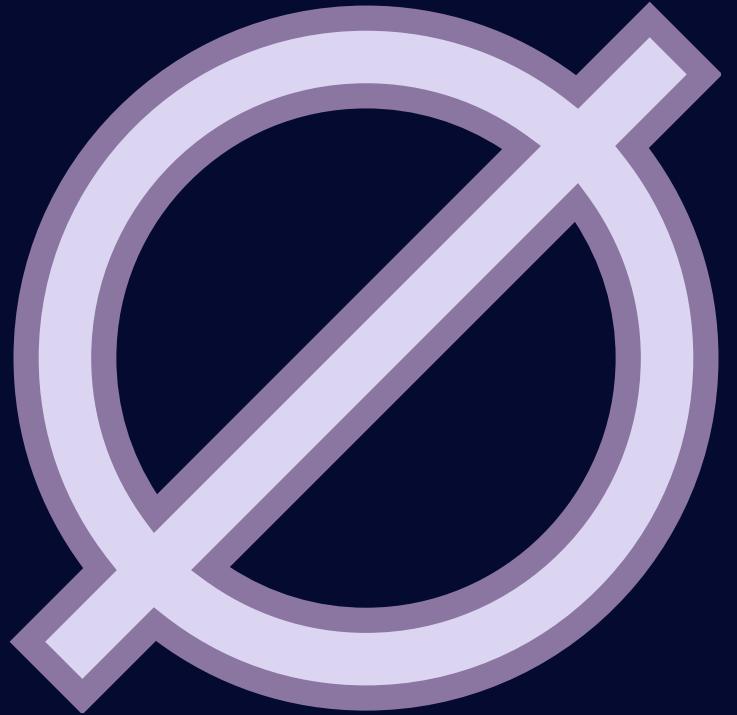
SQL Queries



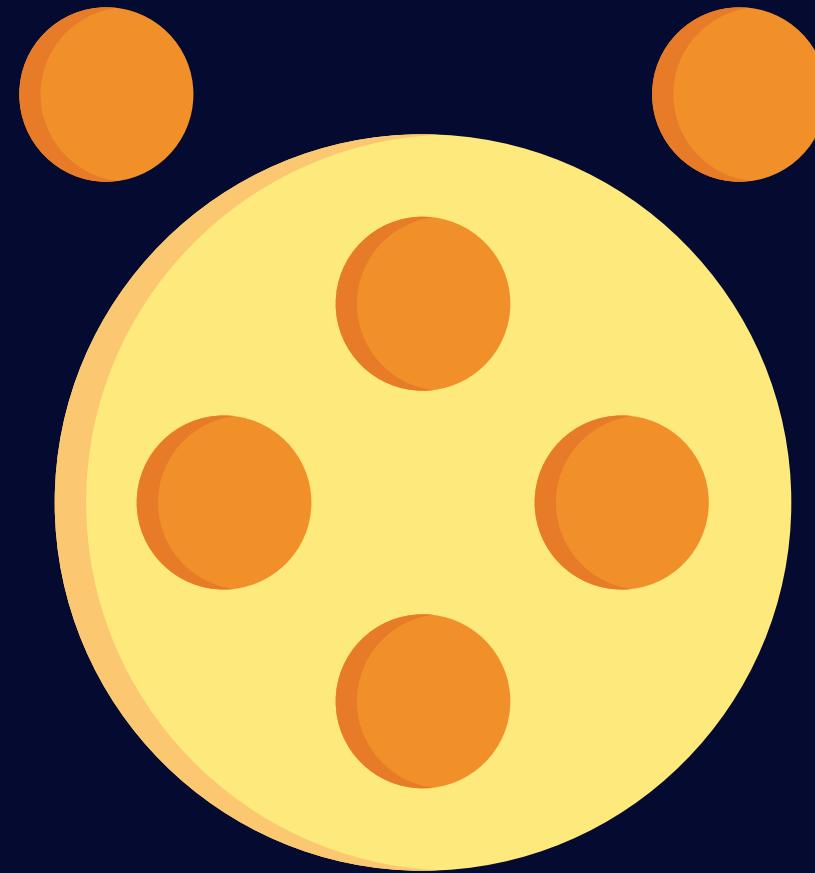
Excel



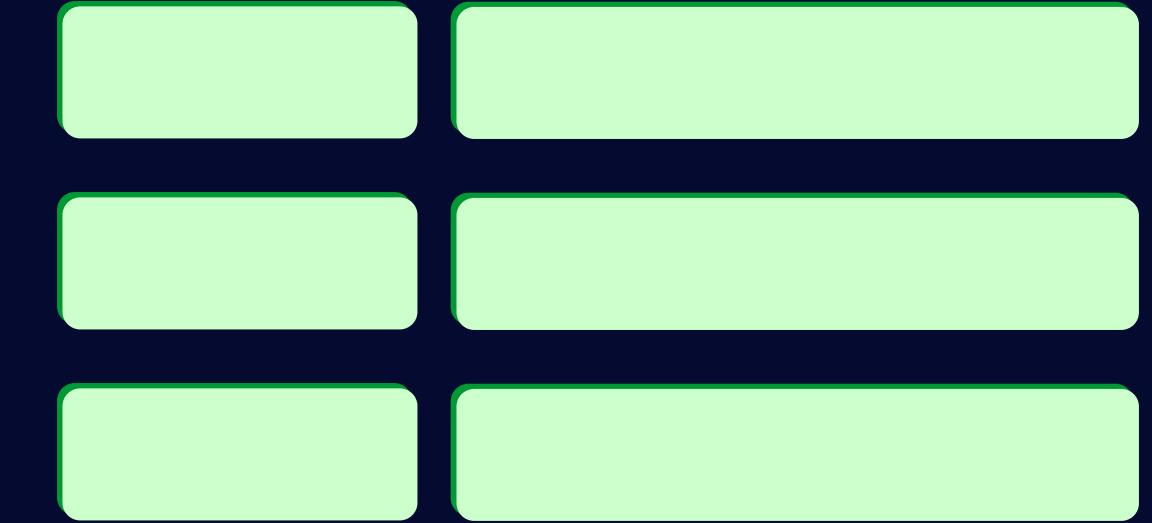
Dax and data
modeling



Correct Nulls



Remove outliers



Tables building and
relation correction

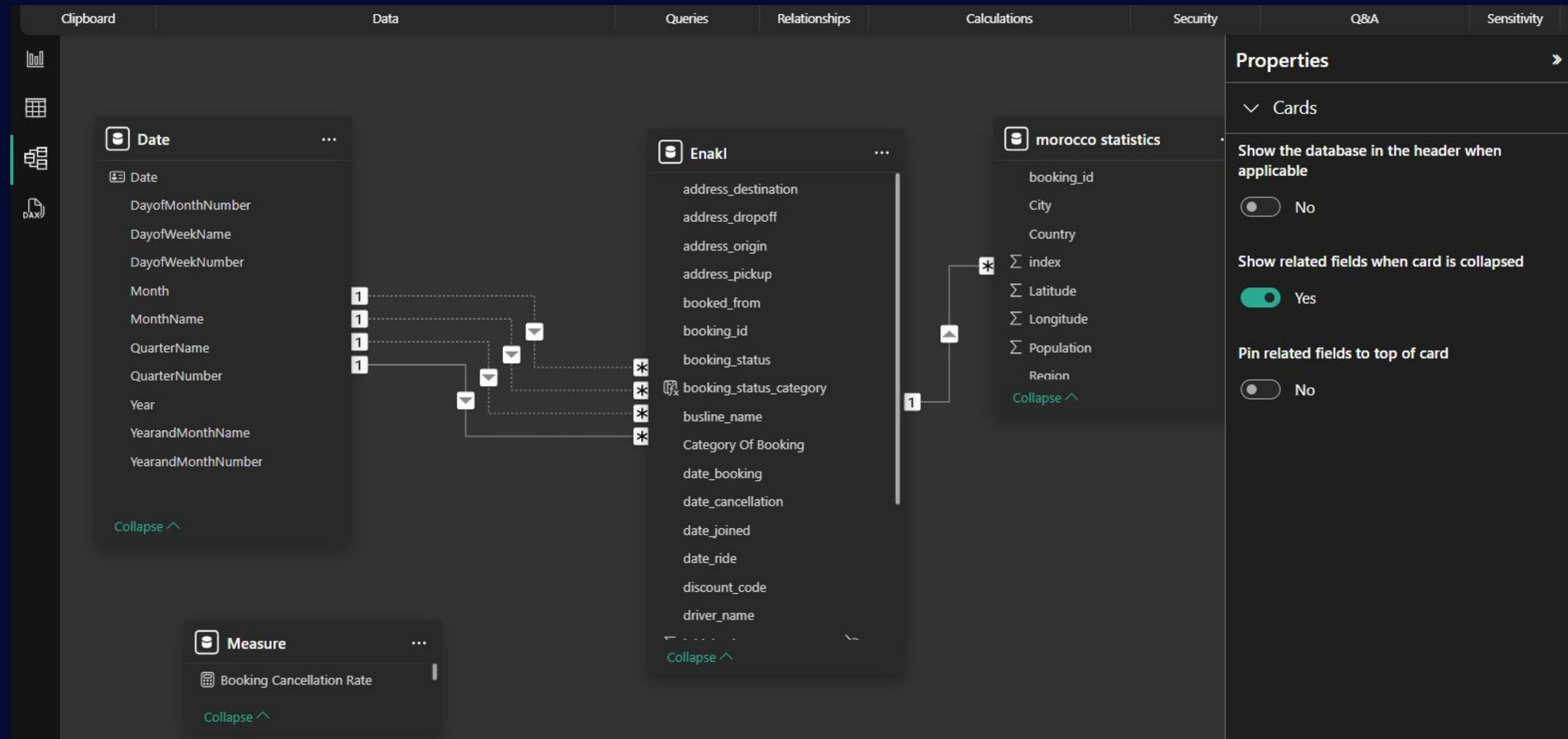
Time Intelligent

The screenshot shows the Power BI Data view interface. On the left, there is a code editor window containing DAX code for generating a time intelligence calendar table. On the right, there is a navigation pane titled "Data" with a search bar and a list of items: Measure, Date, Enakl, and morocco statistics.

```
1 Date =
2 VAR StartDate = DATE(YEAR(MIN(Enakl[date_joined])), 1, 1)
3 VAR EndDate = DATE(YEAR(MAX(Enakl[date_joined])), 12, 31)
4
5 RETURN ADDCOLUMNS(
6     CALENDAR(StartDate, EndDate),
7     "Year", YEAR([date]),
8     "QuarterNumber", QUARTER([date]),
9     "Month", MONTH([date]),
10    "DayofMonthNumber", DAY([date]),
11    "DayofWeekNumber", WEEKDAY([date], 2),
12    "MonthName", FORMAT([date], "mmmm"),
13    "DayofWeekName", FORMAT([date], "dddd"),
14    "QuarterName", "Qtr " & QUARTER([date]),
15    "YearandMonthName", FORMAT([date], "yyyy-mmm"),
16    "YearandMonthNumber", (YEAR([date]) * 100) + MONTH([date]))
17
```

Date	Year	QuarterNumber	Month	DayofMonthNumber	DayofWeekNumber	MonthName	DayofWeekName	QuarterName	YearandMonthName	YearandMonthNumber
01/07/2023	2023	3	7	1	6	July	Saturday	Qtr 3	2023-Jul	20230
02/07/2023	2023	3	7	2	7	July	Sunday	Qtr 3	2023-Jul	20230
03/07/2023	2023	3	7	3	1	July	Monday	Qtr 3	2023-Jul	20230
04/07/2023	2023	3	7	4	2	July	Tuesday	Qtr 3	2023-Jul	20230
05/07/2023	2023	3	7	5	3	July	Wednesday	Qtr 3	2023-Jul	20230
06/07/2023	2023	3	7	6	4	July	Thursday	Qtr 3	2023-Jul	20230
07/07/2023	2023	3	7	7	5	July	Friday	Qtr 3	2023-Jul	20230
08/07/2023	2023	3	7	8	6	July	Saturday	Qtr 3	2023-Jul	20230
09/07/2023	2023	3	7	9	7	July	Sunday	Qtr 3	2023-Jul	20230
10/07/2023	2023	3	7	10	1	July	Monday	Qtr 3	2023-Jul	20230
11/07/2023	2023	3	7	11	2	July	Tuesday	Qtr 3	2023-Jul	20230
12/07/2023	2023	3	7	12	3	July	Wednesday	Qtr 3	2023-Jul	20230
13/07/2023	2023	3	7	13	4	July	Thursday	Qtr 3	2023-Jul	20230

Data Modeling



DAX - Screens

Structure Formatting Properties Calculations

Total Revenue -

```
1 Total Revenue -  
2 IF(  
3   ISBLANK(  
4     CALCULATE(  
5       SUM('Enakl'[initial_price]),  
6       'Enakl'[booking_status] IN {"Ride Confirmed","Changed by admin","Changed by call center","Changed by client"}  
7     ),  
8     0,  
9     CALCULATE(  
10    SUM('Enakl'[initial_price]),  
11    'Enakl'[booking_status] IN {"Ride Confirmed","Changed by admin","Changed by call center","Changed by client"}  
12  )  
13 )  
14 )
```

Ghita Benchakroun 17
Larbi Yney 8

Call Center

Website

Total price by booking_status

Revenue by payment mode and Date

Visualizations

Data

Search

Measure

- Booking Cancel...
- Cancelled Book...
- Confirmed Boo...
- Total Bookings
- Total Lost Reve...
- Total Lost Reve...
- Total Revenue
- Unique Users
- users_cancelled
- users_cancelled...
- users_cancelled...
- users_Confirme...

Date

Enakl

morocco statistics

Overview Page Cancelled Page Confirmed Page Map Page +

Page 1 of 4 81%

DAX - Screens

```
1 Total Lost Revenue without blank =
2 IF(
3     ISBLANK(
4         CALCULATE(
5             SUM('Enakl'[initial_price]),
6             NOT 'Enakl'[booking_status] IN {"Ride Confirmed", "Changed by admin", "Changed by call center", "Changed by client"}
7         )
8     ),
9     "--",
10    CALCULATE(
11        SUM('Enakl'[initial_price]),
12        NOT 'Enakl'[booking_status] IN {"Ride Confirmed", "Changed by admin", "Changed by call center", "Changed by client"}
13    )
14)
15
```

Larbi Yney 8

Bouskoura Casablanca Other locations Total Revenue

Call Center Website

Total price by booking_status

Revenue by payment mode and Date

booking_status_category

- Confirmed
- Cancelled
- Changed

Cash CB CREDIT

Overview Page Cancelled Page Confirmed Page Map Page +

Data Visualizations

Measure

- Booking Canc...
- Cancelled Boo...
- Confirmed Bo...
- Total Bookings
- Total Lost Rev...
- Total Lost Rev...**
- Total Revenue
- Unique Users
- users_cancelle...
- users_cancelle...
- users_Confirm...

Date

- Date
- DayofMonthN...
- DayofWeekNa...
- DayofWeekNu...
- Month
- MonthName
- QuarterName

DAX - Screens

Booking Cancellation Rate = DIVIDE(
COUNTRows(FILTER('Enakl', [Category Of Booking] = "Cancelled")),
COUNTRows('Enakl'))

Home

App

Call Center

Website

Clear

Overview Page

Cancelled Page

Confirmed Page

Map Page

+

Top 5 Driver Names by No of Cancelled Trips

Driver Name	No of Cancelled Trips
Othmane Jamae	52
Adnane Ouardi	38
Hakim Nader	26
Monsef Chbani	3
Said Noureddine	3

No of Cancellation by District

Month	Bouskoura	Casablanca	Other locations
April	1	0	0
May	15	18	12
June	12	14	10
July	14	16	11
August	16	18	10
September	22	18	10
October	18	16	12
November	20	18	14
December	8	12	11

User Cancellation by Booking Status

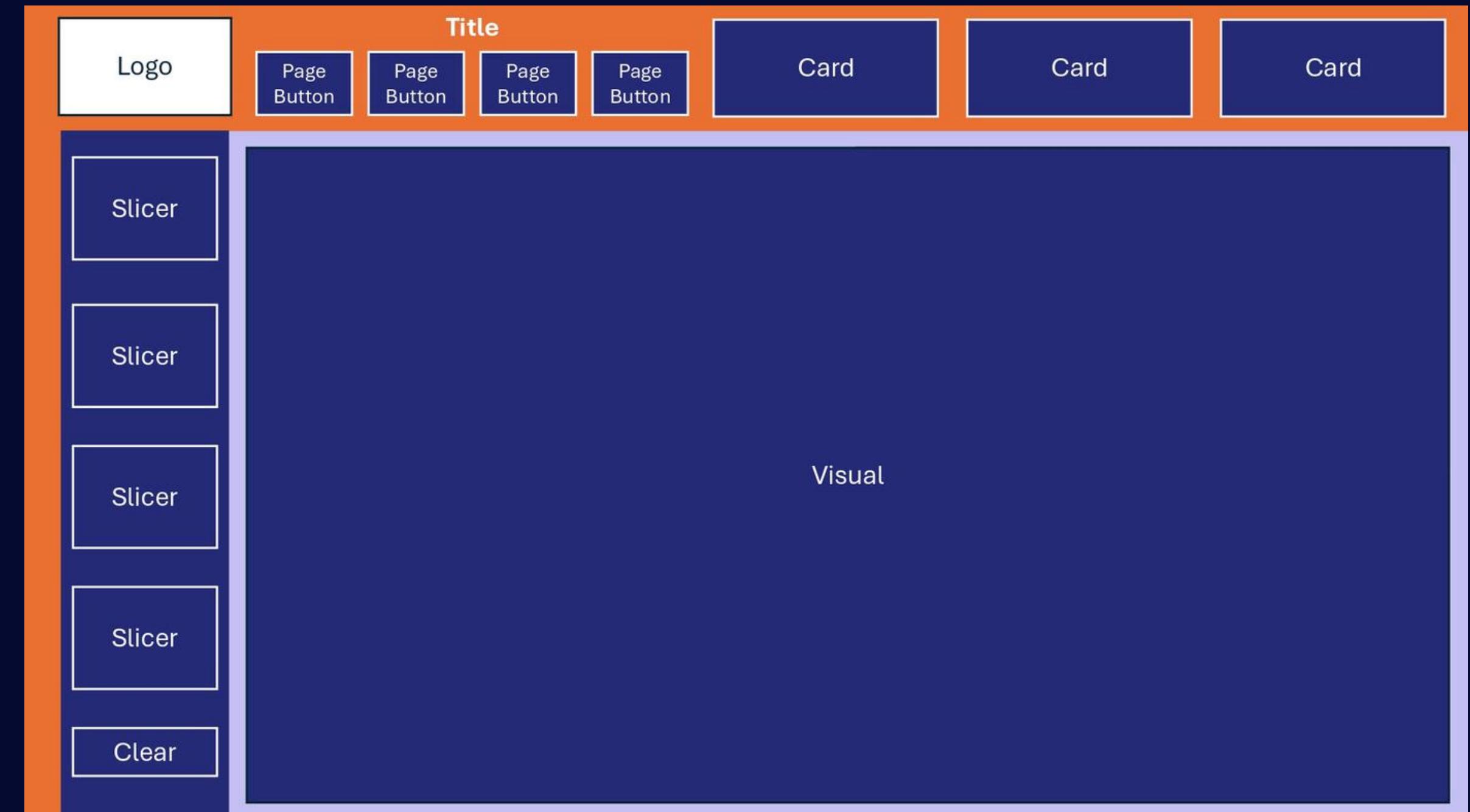
Booking Status	Count	Percentage
Cancelled by client	891	(49.97%)
Cancelled by driver	430	(24.12%)
Cancelled by admin	369	(20.7%)
Cancelled by call cen...	93	(5.22%)

Top 5 Address Destination by No of Confirmed Trips

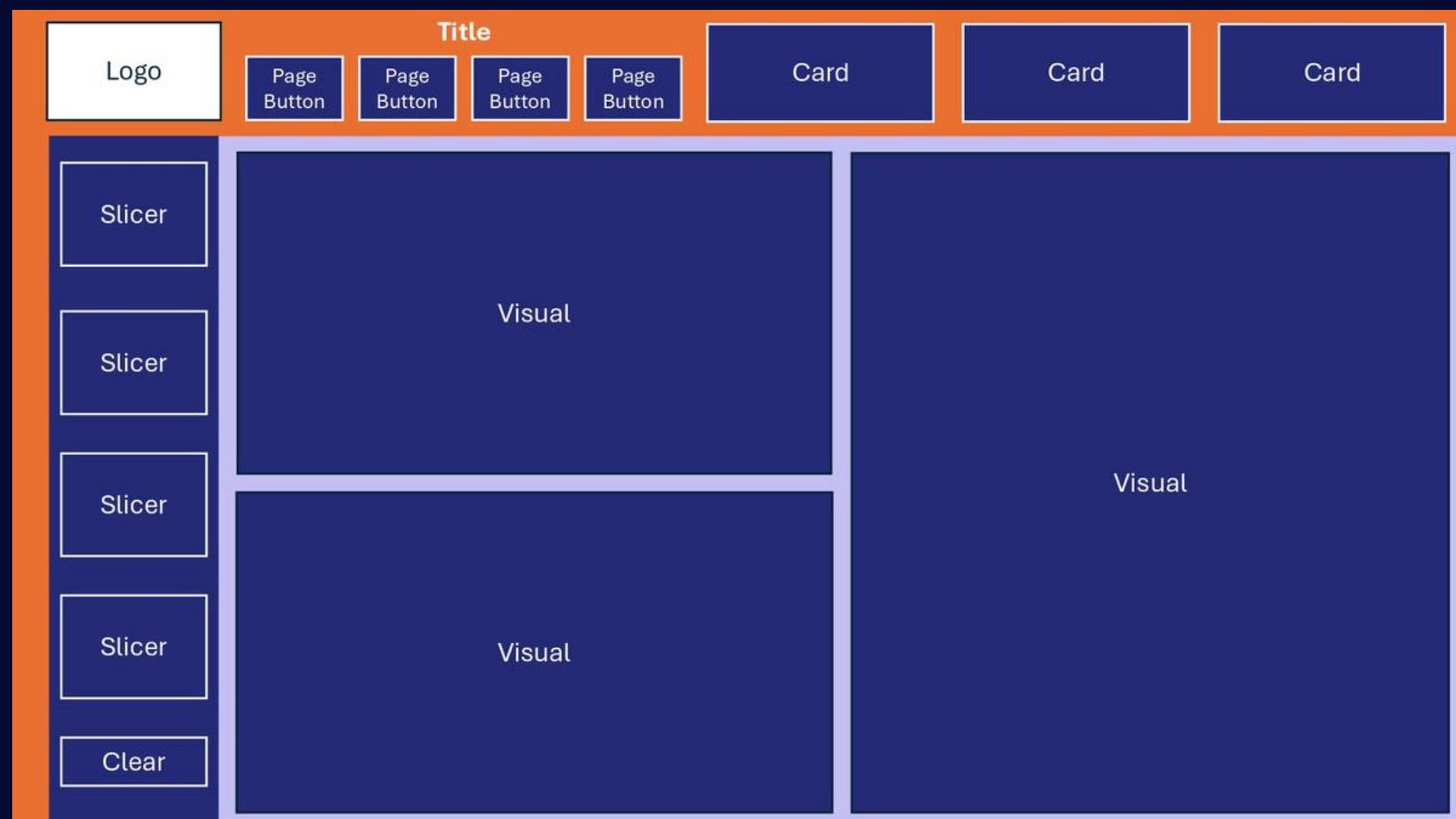
Month	Address Destination	No of Confirmed Trips
April	Destination A	100
May	Destination B	150
June	Destination C	120
July	Destination D	140
August	Destination E	130
September	Destination F	160
October	Destination G	150
November	Destination H	180
December	Destination I	140

Dashboard Drafts

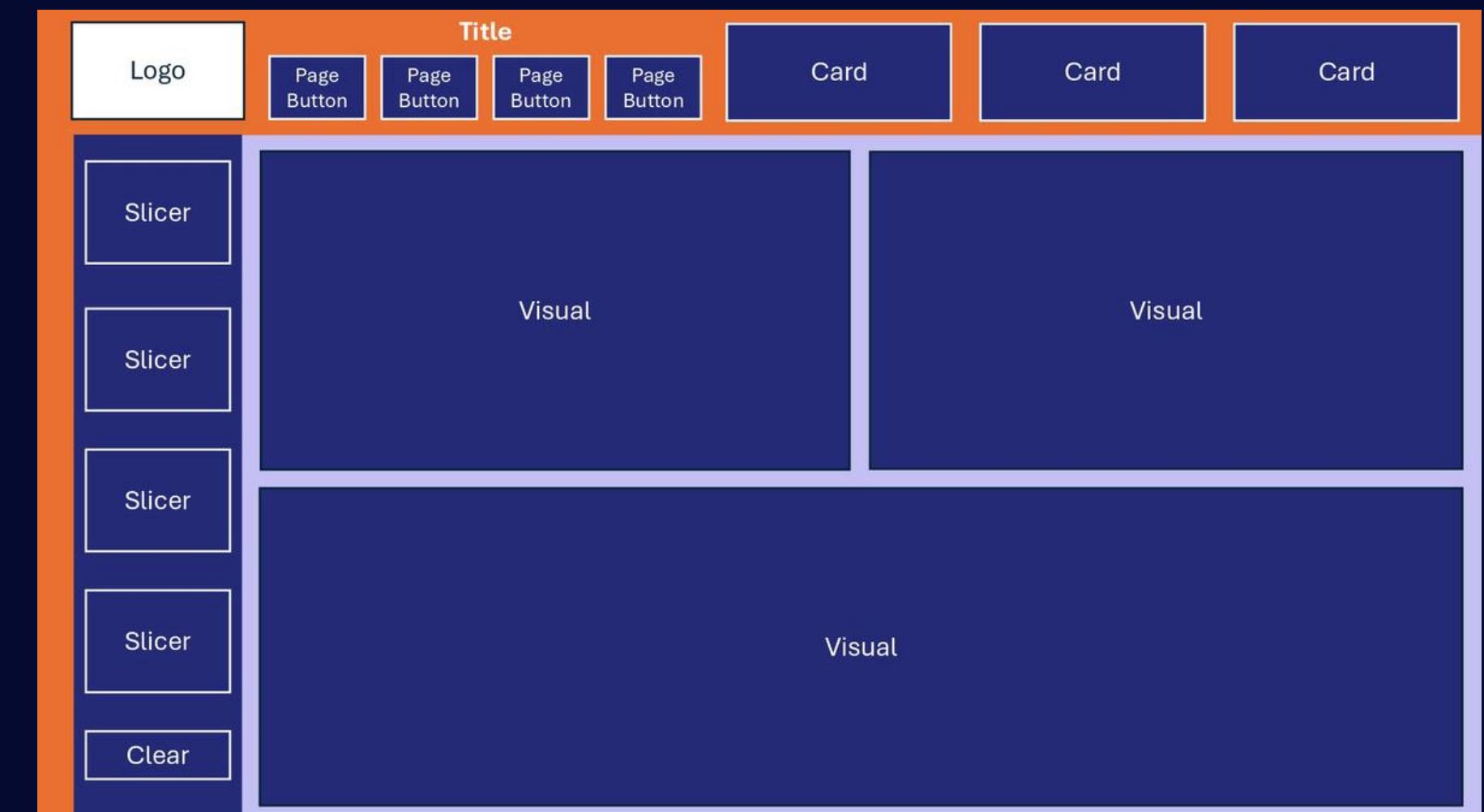
The Brand Color Palette



Dashboard Drafts

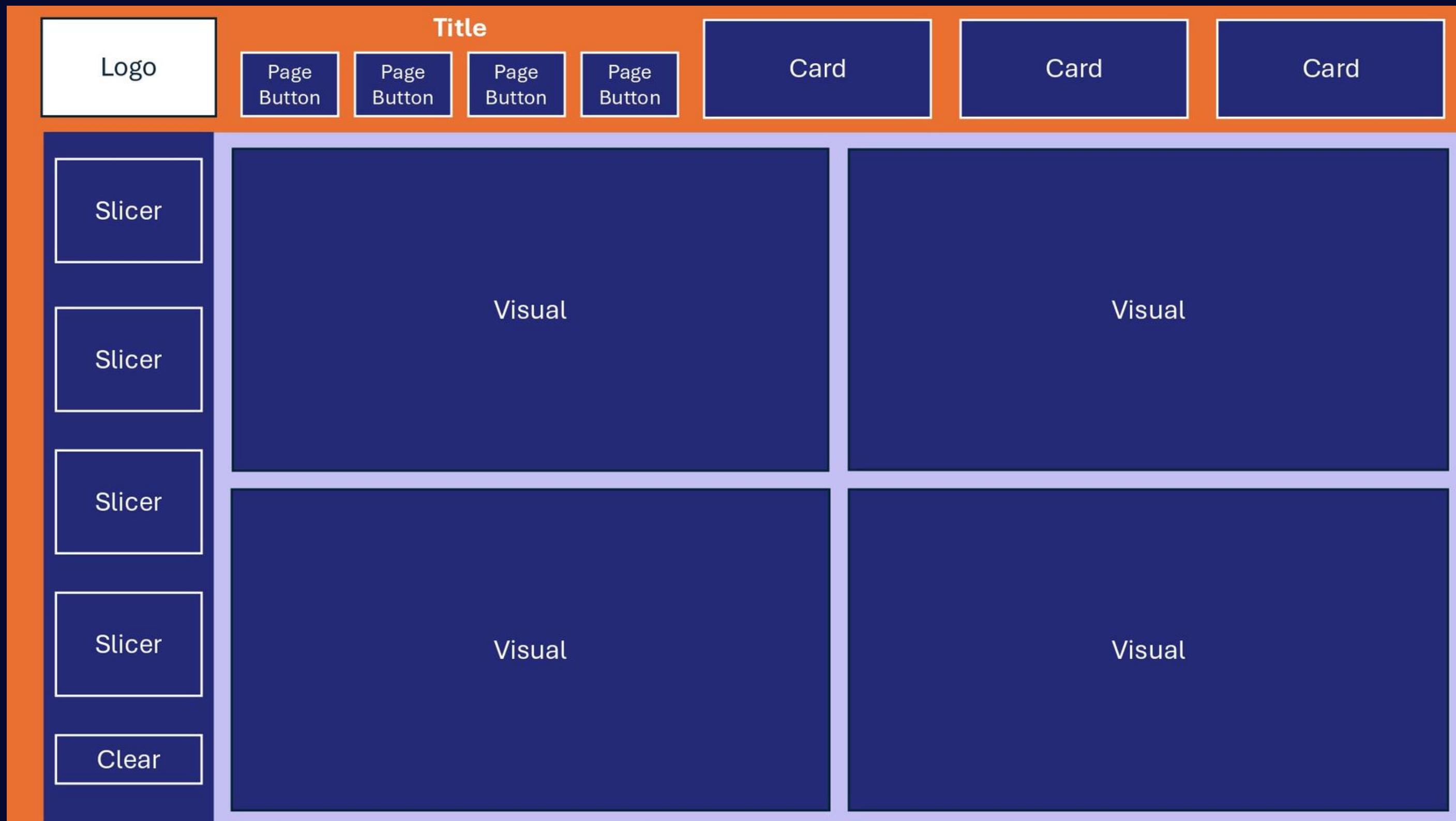


Option 2



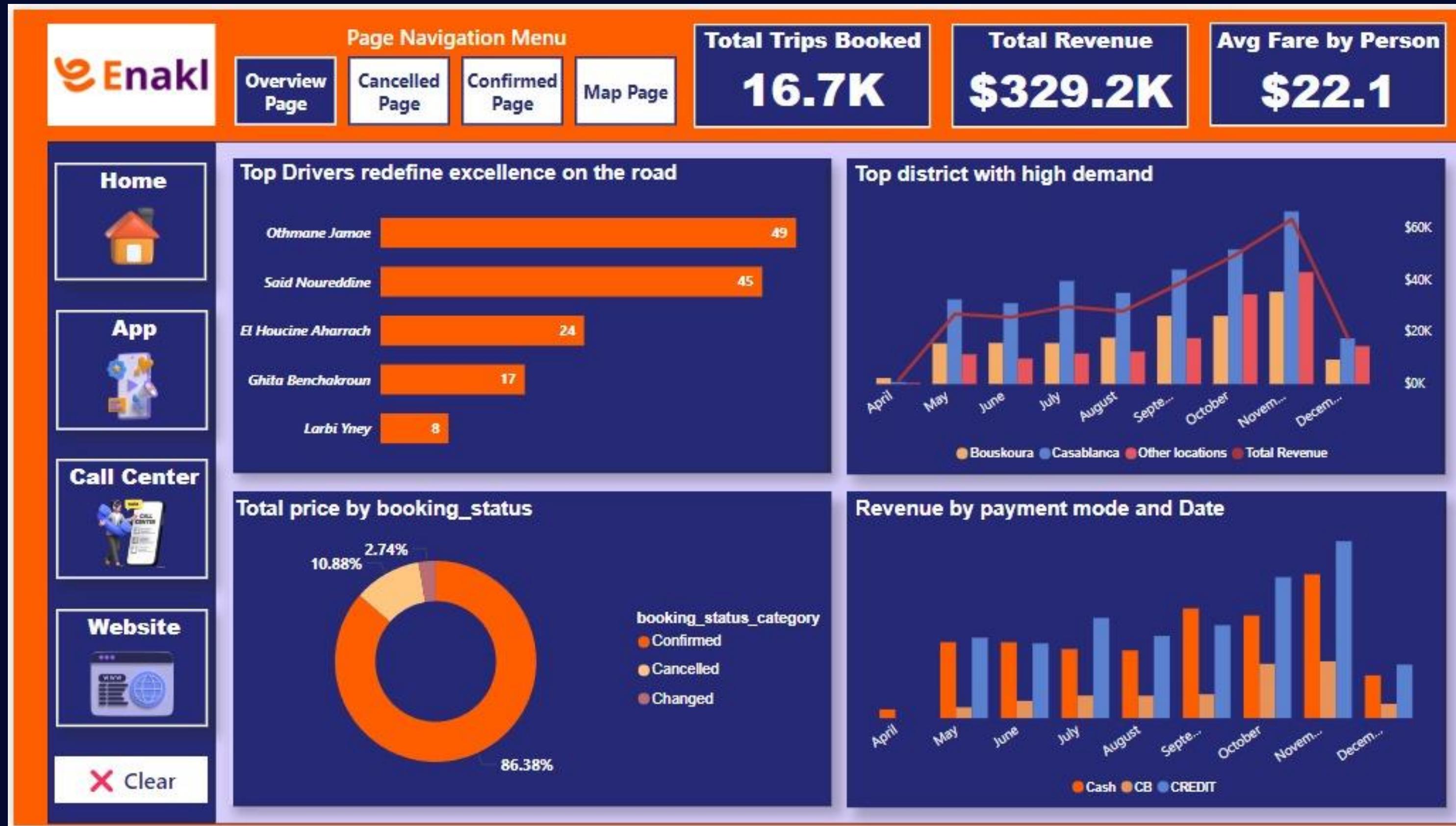
Option 3

Dashboard Final Option

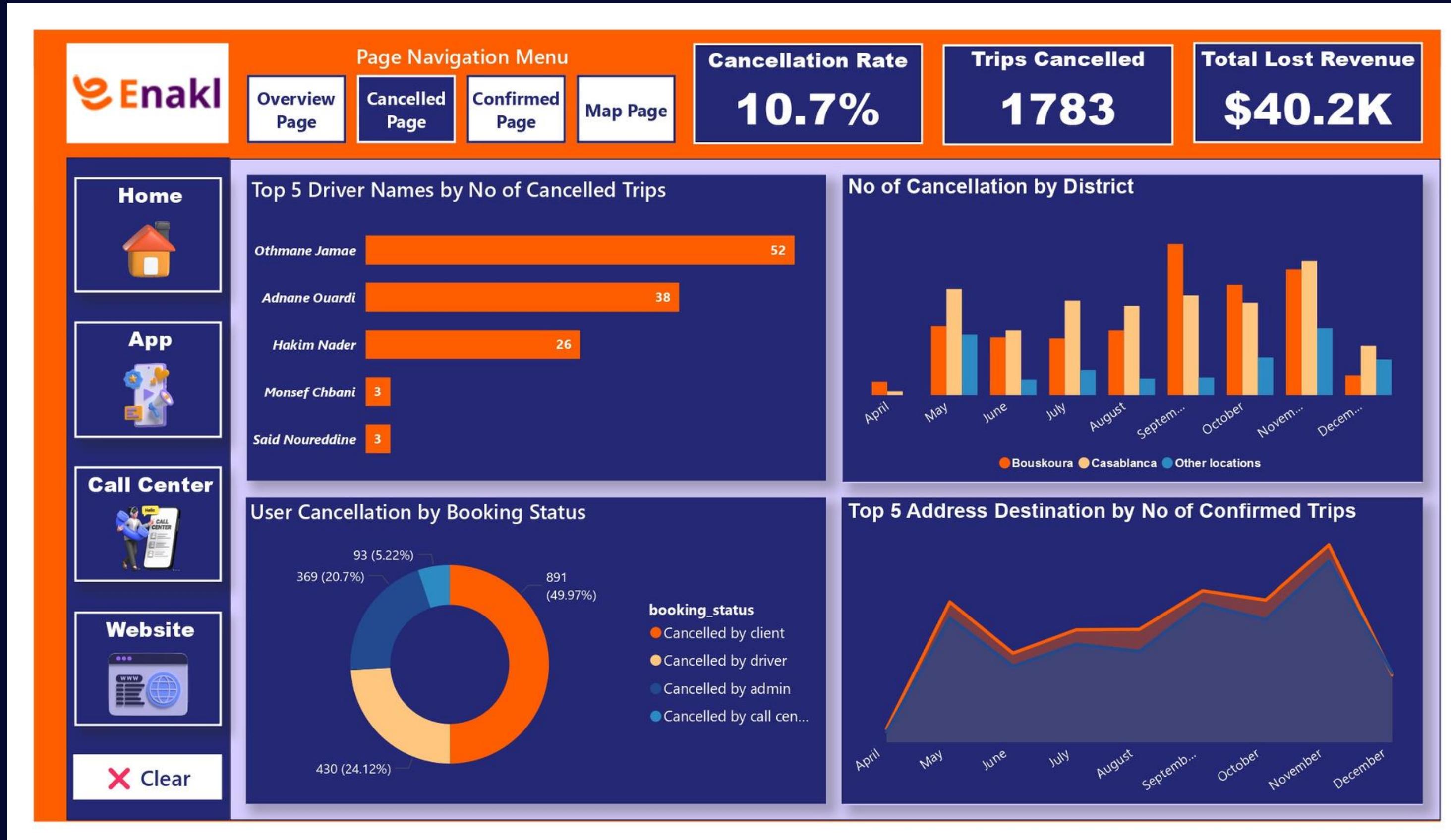


Final Option

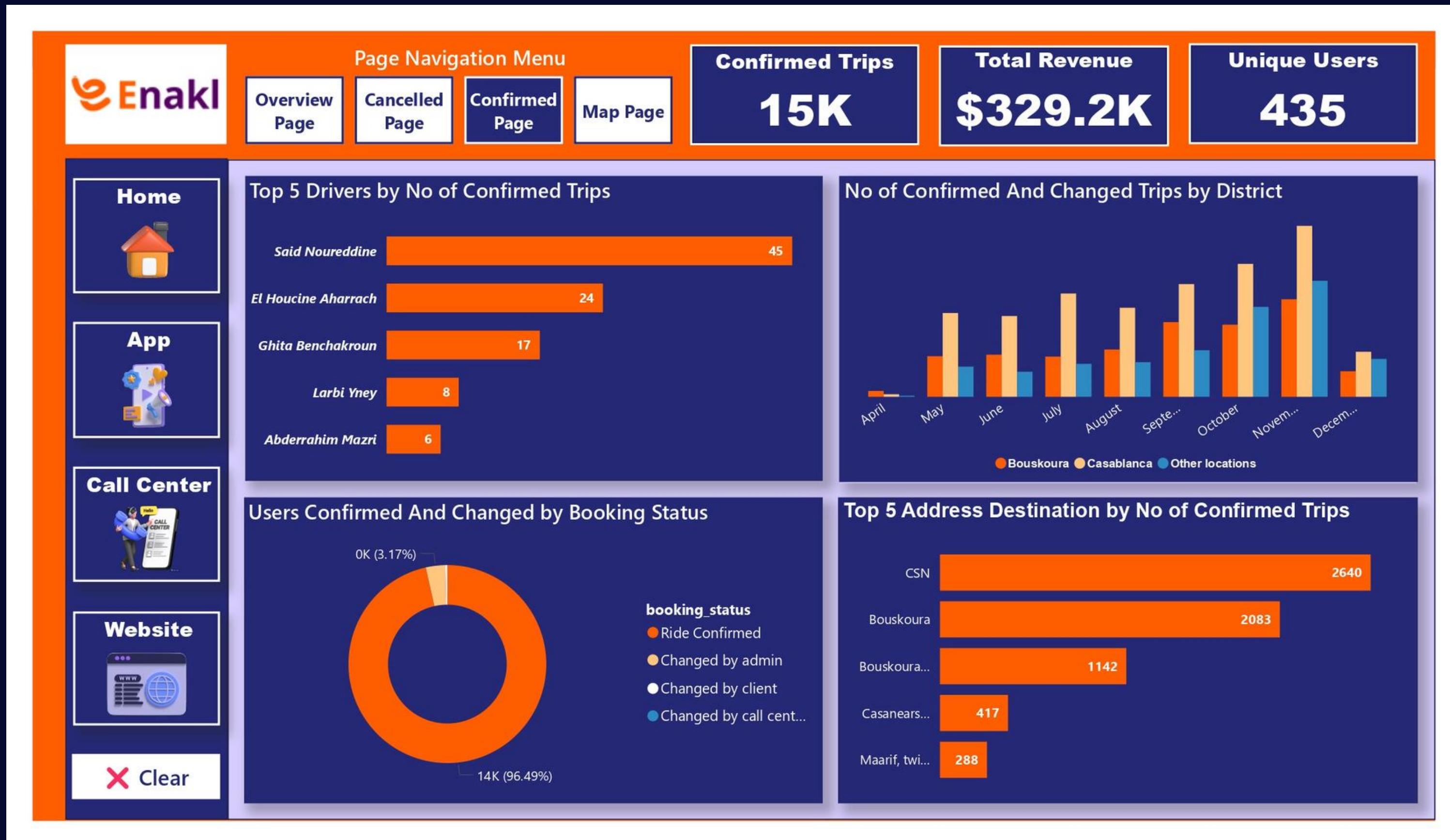
Dashboard Overview



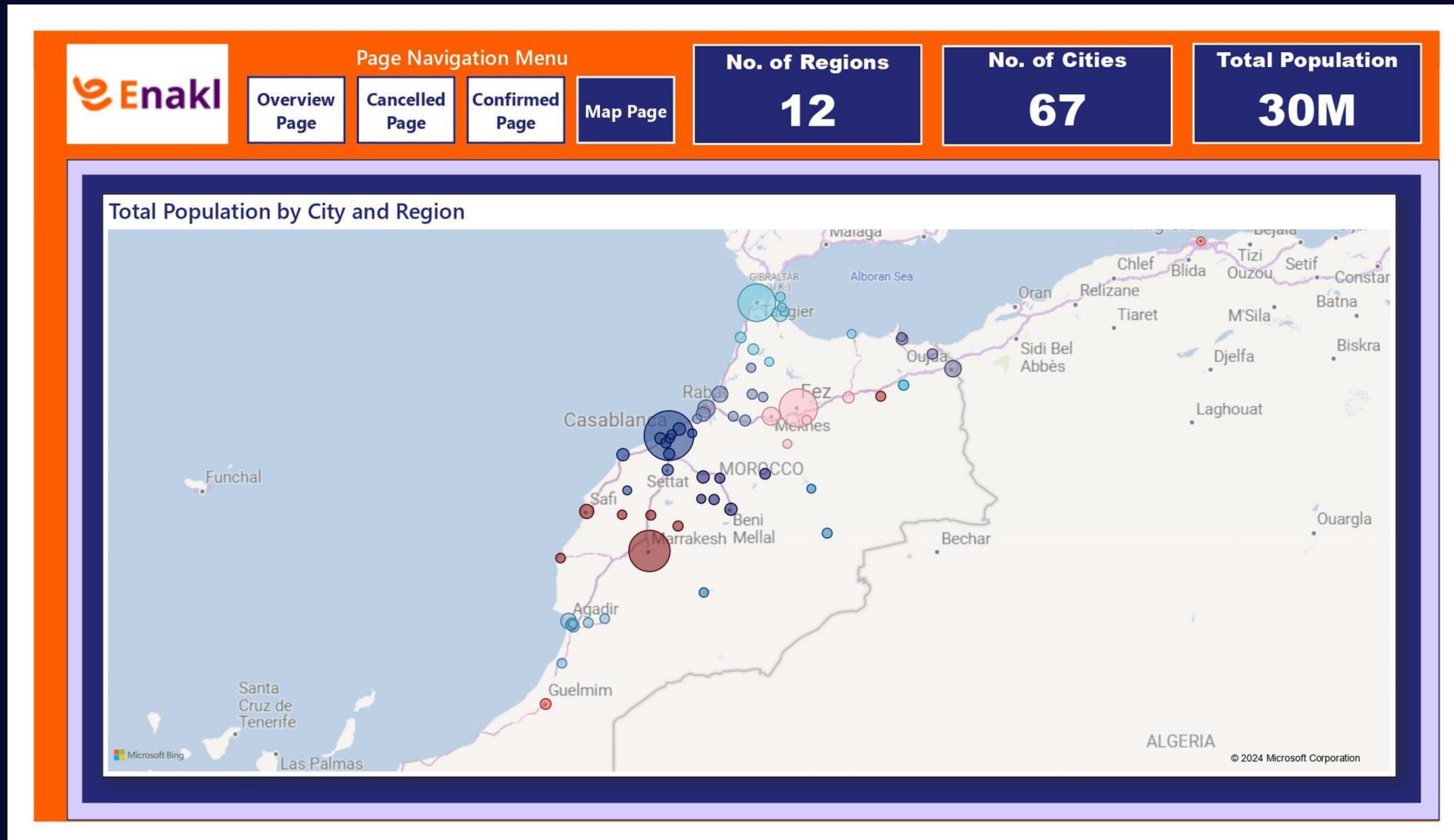
Dashboard Overview



Dashboard Overview



Dashboard Overview



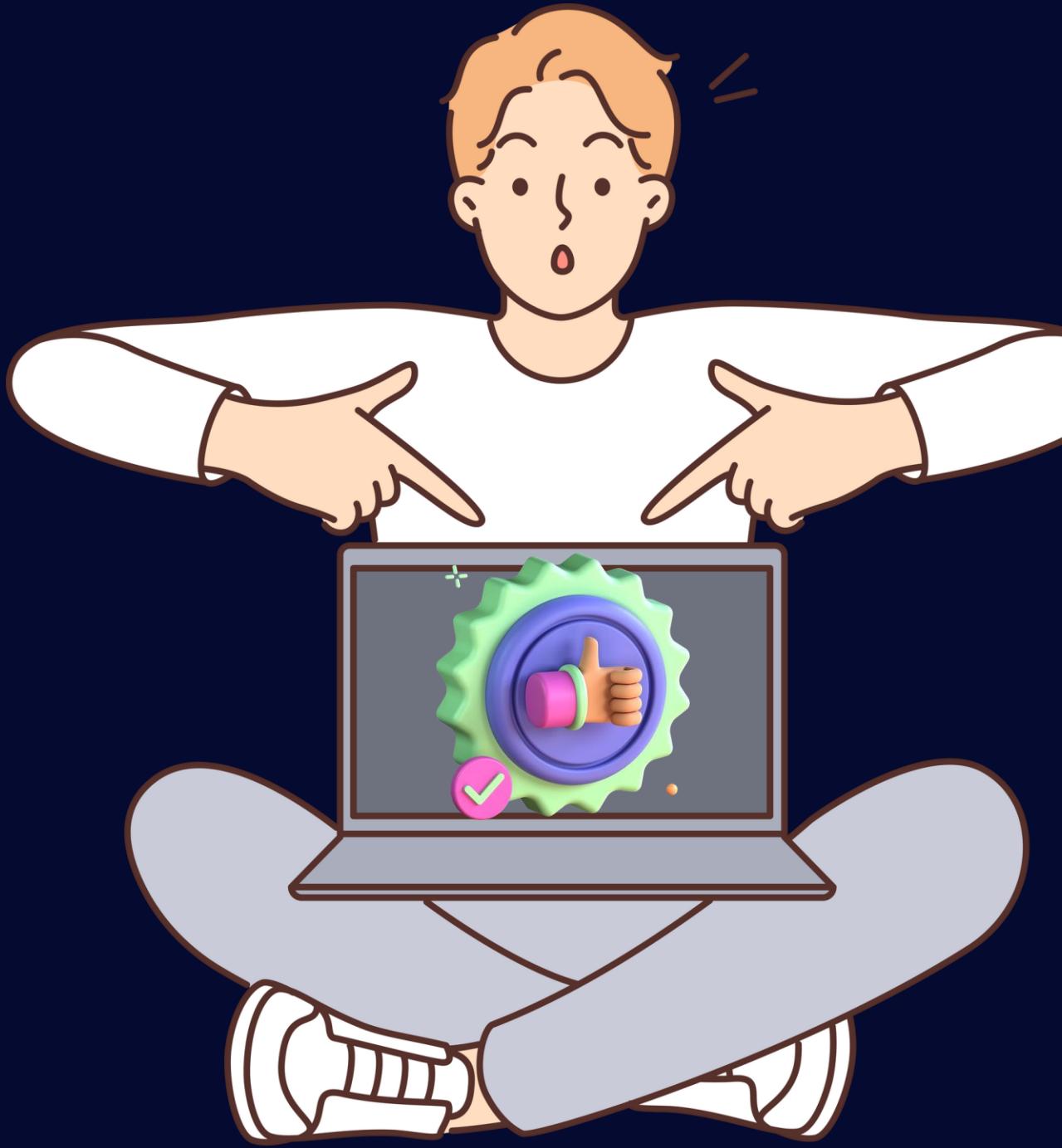
Dashboard Overview

The screenshot shows a dashboard interface with the following components:

- Header:** A dark blue header bar with various tabs like "Data", "Queries", "Insert", etc., and a "Logout" button.
- Top Bar:** An orange header bar containing the Enakl logo, a "Page Navigation Menu" with "Overview Page", "Cancelled Page", "Confirmed Page", and "Map Page" buttons, and three performance metrics: "Cancellation Rate" (---), "Trips Cancelled" (---), and "Total Lost Revenue" (---).
- Left Sidebar:** A vertical sidebar with a dark blue background and orange border, listing navigation options: "Home" (house icon), "App" (phone icon), "Call Center" (person on phone icon), "Website" (globe icon), and a "Clear" button at the bottom.
- Main Content Area:** A large white area containing the text "No Cancellation using website" in a large, bold, dark blue font.

Low Website Orders





Business Reccomendations

Business Reccomendations





UX/UI

**Website
Enhancement**

Comment ça fonctionne – 3 étapes simples

Découvrez une nouvelle façon de vous déplacer, en seulement trois étapes simples. Faites l'expérience du confort, de la sécurité et de l'accès avec notre service.

- 01 Planifiez votre voyage en un instant
Indiquez-nous simplement votre lieu de départ et de travail ainsi que votre horaire d'arrivée souhaité. Nous nous occupons du reste.
- 02 Découvrez le confort du pick-up de proximité
Recevez les détails de votre minibus, y compris l'heure et le lieu de passage, à quelques minutes à pied de chez vous.
- 03 Embarquez pour un voyage serein et agréable
Retrouvez-nous au point de rencontre, prenez place dans notre minibus confortable et sûr, et laissez-nous vous conduire à destination tout en douceur.

Before

How It Works

4 Simple Steps

Discover a new way to get around, in just three simple steps. Experience comfort, safety, and accessibility with our service.

Book a car

This section aims to provide a smooth and easy booking experience for the user.

Airport Transfers

When you book a car for a Airport Transfers , you're looking for more than just transportation. You're looking for a good first impression, comfort, and efficiency. Here are some cars that will get you there:

[Book Now](#)

Intercity trips

When you book a car for a Intercity trips , you're looking for more than just transportation. You're looking for a good first impression, comfort, and efficiency. Here are some cars that will get you there:

[Book Now](#)

Wedding events

When you book a car for a Wedding events , you're looking for more than just transportation. You're looking for a good first impression, comfort, and efficiency. Here are some cars that will get you there:

[Book Now](#)

Business Meeting

When you book a car for a business meeting, you're looking for more than just transportation. You're looking for a good first impression, comfort, and efficiency. Here are some cars that will get you there:

[Book Now](#)

Plan Your Trip In An Instant

Simply tell us your starting and destination locations, as well as your desired arrival time. We'll take care of the rest.

[Know more](#)

After

Explore how Enak! works
Watch the video

Ce que nos clients disent

Découvrez les témoignages de nos clients satisfaits et comprenez pourquoi notre service est le choix idéal pour vos déplacements quotidiens

★★★★★
"Le chauffeur a su faire preuve d'une grande clé et responsabilité. C'est un 10/10 sans hésitation, merci à toi!"

Youssra K.
Roy Hassan - Casablanca

Explore our routes
Fill out the form below and we will call you back as soon as possible.

first name first name
phone number

Before

Know more

Discover The Convenience Of The Neighborhood Pickup

Receive the details of your shuttle, including the time and location of pickup, just a few minutes walk from your home

Know more

Embark on a peaceful and pleasant journey.

Join us at the meeting point, take a seat in our comfortable and safe minivan, and let us drive you to your destination smoothly

Know more

Get expert car booking tips here.

Enter your email **Subscribe now**

Stay up to date with tips and special offers

Stay up to date with our latest updates and terms.

After

Payment Methods



Marketing Reccommendations



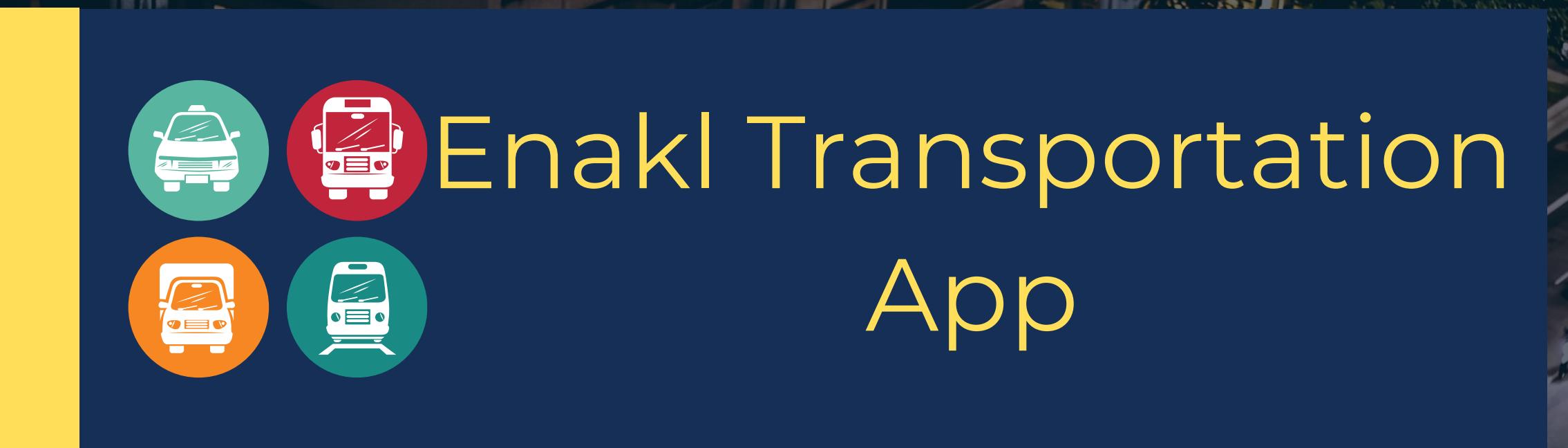
**Targeted Social
Media Campaigns**



SEO Optimization



Referral Programs



THANK YOU