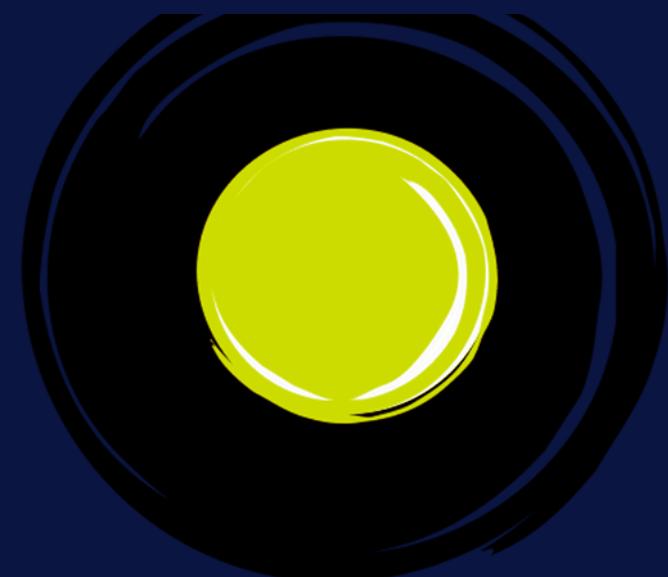


# OLA TRIPS DATA ANALYSIS PROJECT

POWER BI PROJECT



OLA



# OBJECTIVE

The primary objective of the OLA Trips Data Analysis Dashboard is to:

**1 Analyze Ride Patterns and Costs:**

- Provide an in-depth understanding of trip behaviors, including total costs, distances traveled, and driver base expenses.

**2 Identify Key Trends and Insights:**

- Discover patterns across trip categories, times of the day, genders, and reasons for rides to support data-driven decision-making.

**3 Enhance Customer Experience:**

- Leverage insights into customer ratings and feedback to improve service quality and customer satisfaction.

**4 Optimize Business Operations:**

- Evaluate operational costs (driver base costs) and trip demand to streamline resource allocation and pricing strategies.

**5 Deliver Actionable Insights:**

- Provide stakeholders with an interactive dashboard for better monitoring and decision-making, using Power BI as the primary tool for visualization and storytelling.





Which trip category (Mini, Micro, Prime, etc.) generates the highest total revenue, and what is its average revenue per trip?

Prime Rentals generates the Highest Revenue.

Average Revenue:

Prime Play Rentals- 1.6K

Prime Rentals: 1.5K

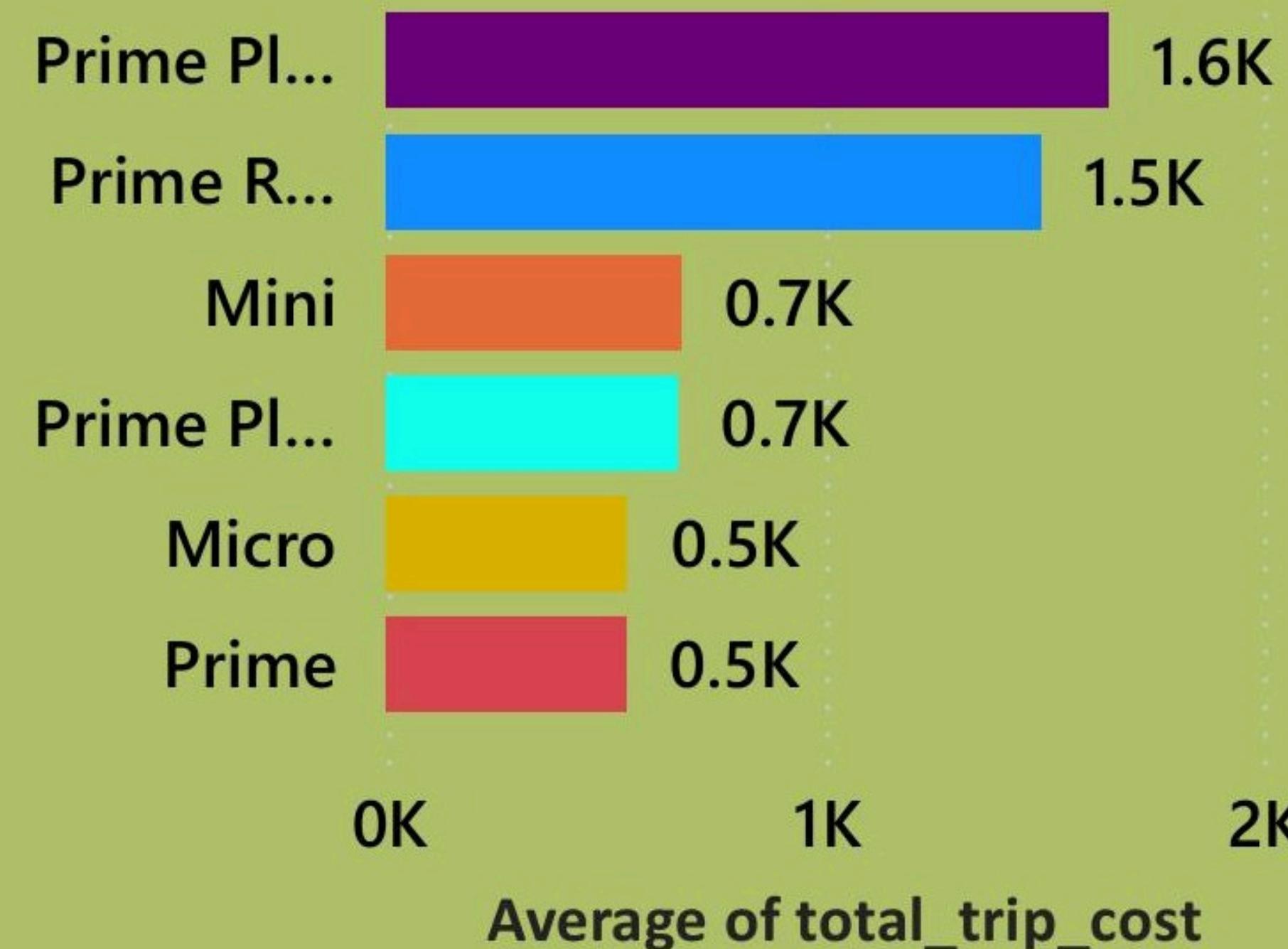
Mini- 0.7K

Prime Play- 0.7K

Micro- 0.5K

Prime- 0.5K

## Average of total\_trip\_cost by category





## WHAT IS THE DISTRIBUTION OF TRIPS BASED ON GENDER, AND DOES THE AVERAGE TRIP COST DIFFER SIGNIFICANTLY BETWEEN MALE AND FEMALE RIDERS?

The Distribution of Based on Gender:

Male: 45.07%

Female: 54.93%

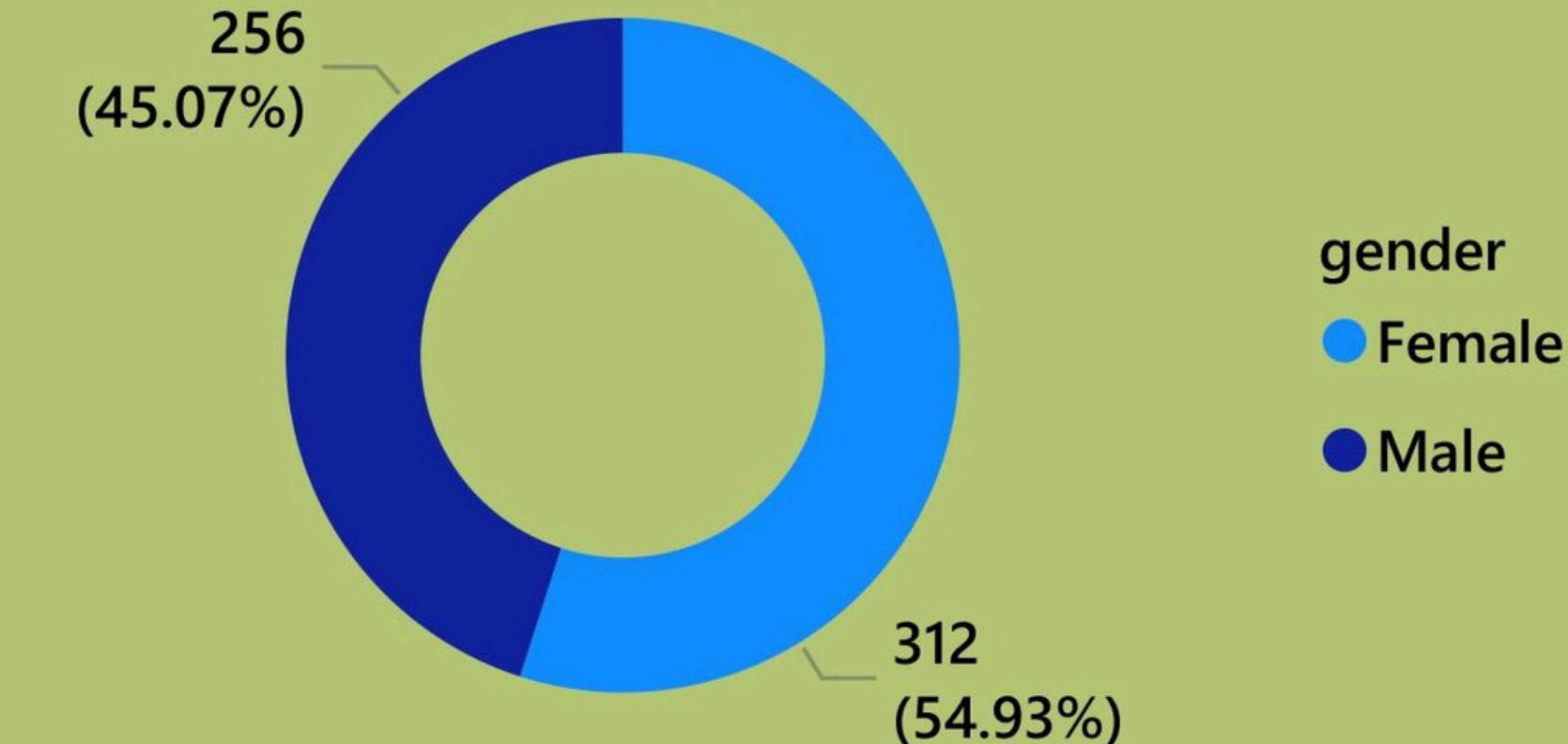
Average Trip Cost:

Male: 594.48

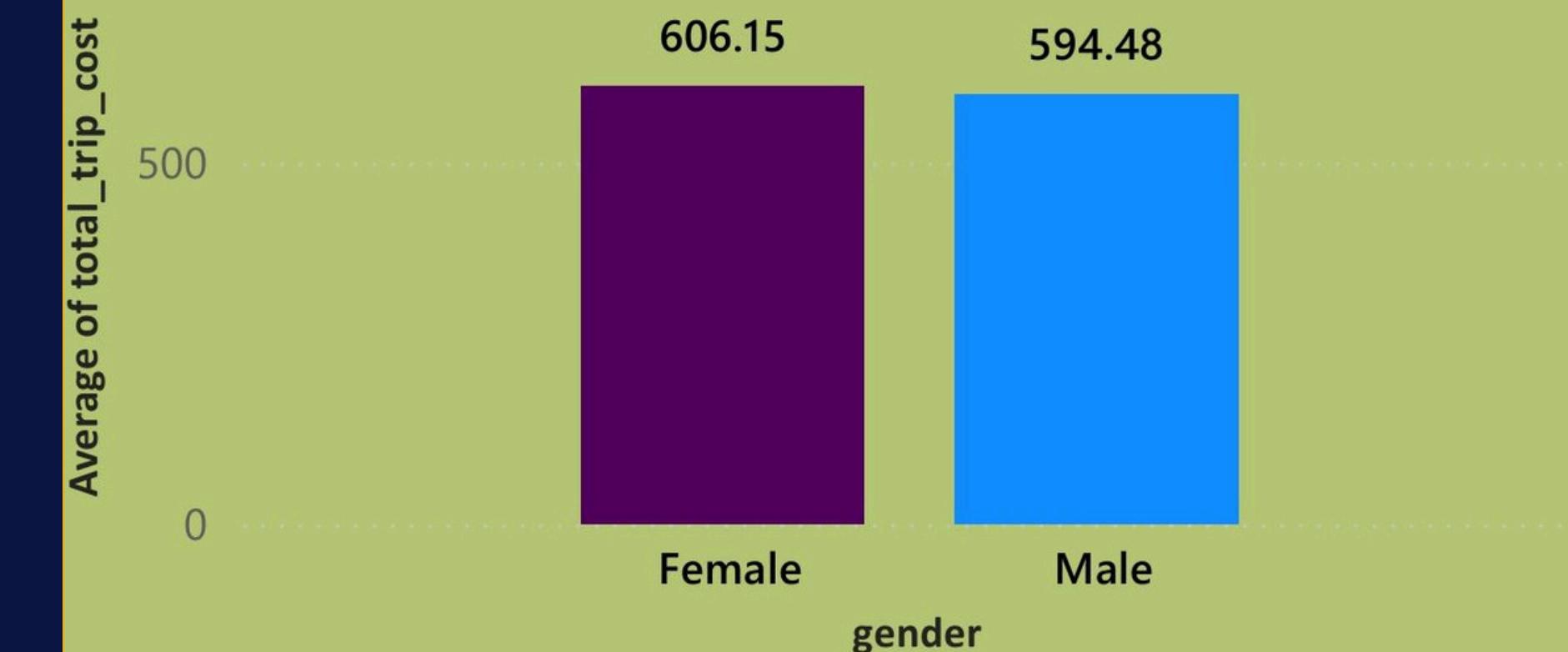
Female: 606.15

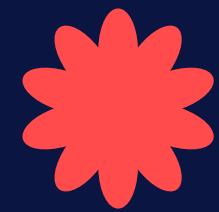
Difference: 11.67

Count of booking id by gender



Average of total\_trip\_cost by gender





## WHAT IS THE RELATIONSHIP BETWEEN TRIP RATINGS AND TOTAL TRIP COSTS OR THE TIME TAKEN FOR A TRIP?

Relationship between Trip Ratings and Total Trip Cost:

Rating 1: 19K

Rating 2: 30K

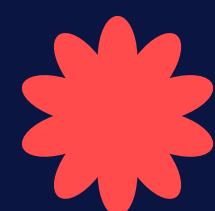
Rating 3: 71K

Rating 4: 121K

Rating 5: 100K

time_of_day	Count of ratings
11:59 PM	1
11:57 PM	2
11:54 PM	1
11:53 PM	1
11:52 PM	1
11:51 PM	1
11:50 PM	1
11:48 PM	2
11:46 PM	1
11:45 PM	1





## WHAT ARE THE MOST COMMON REASONS FOR TRIPS, AND HOW DO THESE REASONS INFLUENCE TRIP COSTS, RATINGS, AND TRIP DURATIONS?

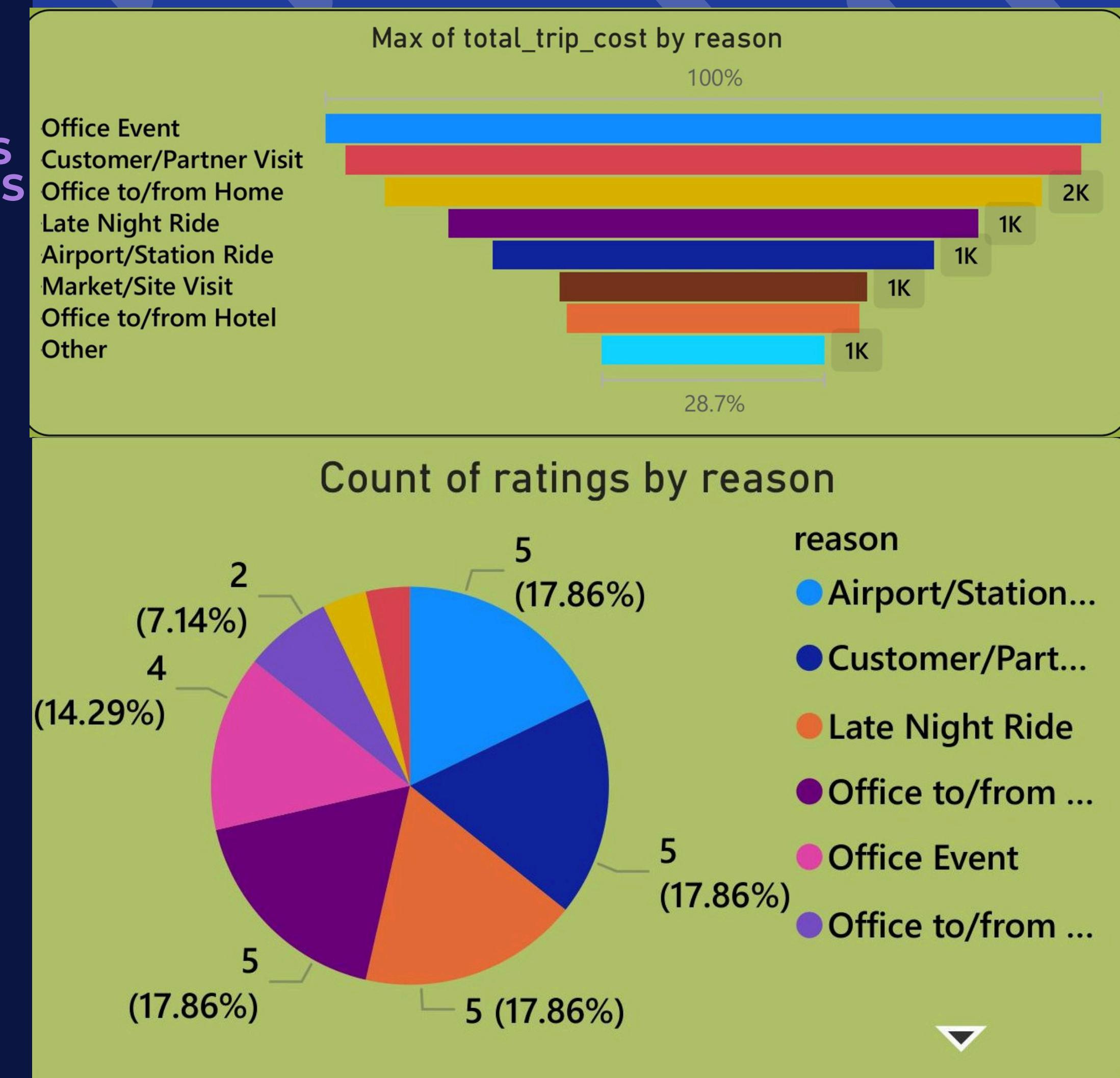
Office Event, Customer/Partner Visit and Office to/From Home are the most common reasons for Trips.

Trip Cost: Trip Costs is increasing due to these reasons.

Ratings: Office Event- 4 (14.29%), Customer/Partner Visit- 5 (17.86%)  
Office to/From- 5 (17.86%)

Trip Durations:

Office Event: May (14.71%)  
Customer/Partner Visit: June (17.65%)  
Office to/From: June (17.65%)  
Customer/Partner Visit and Office to/From both are the same



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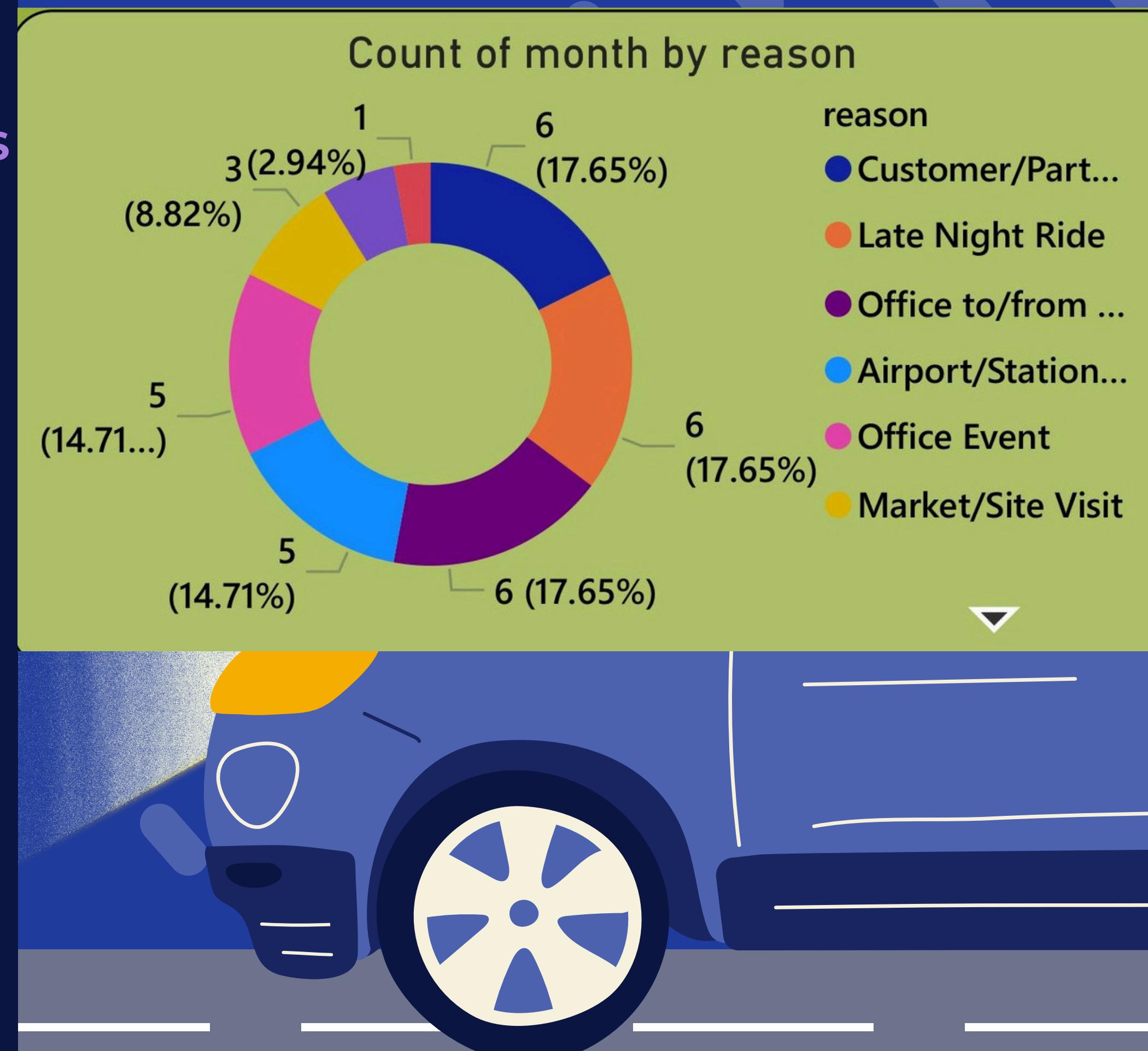
# Trip Durations:

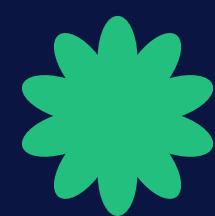
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## **Office to/From: June (17.65%)**

**Customer/Partner Visit and Office to/From both are the same**



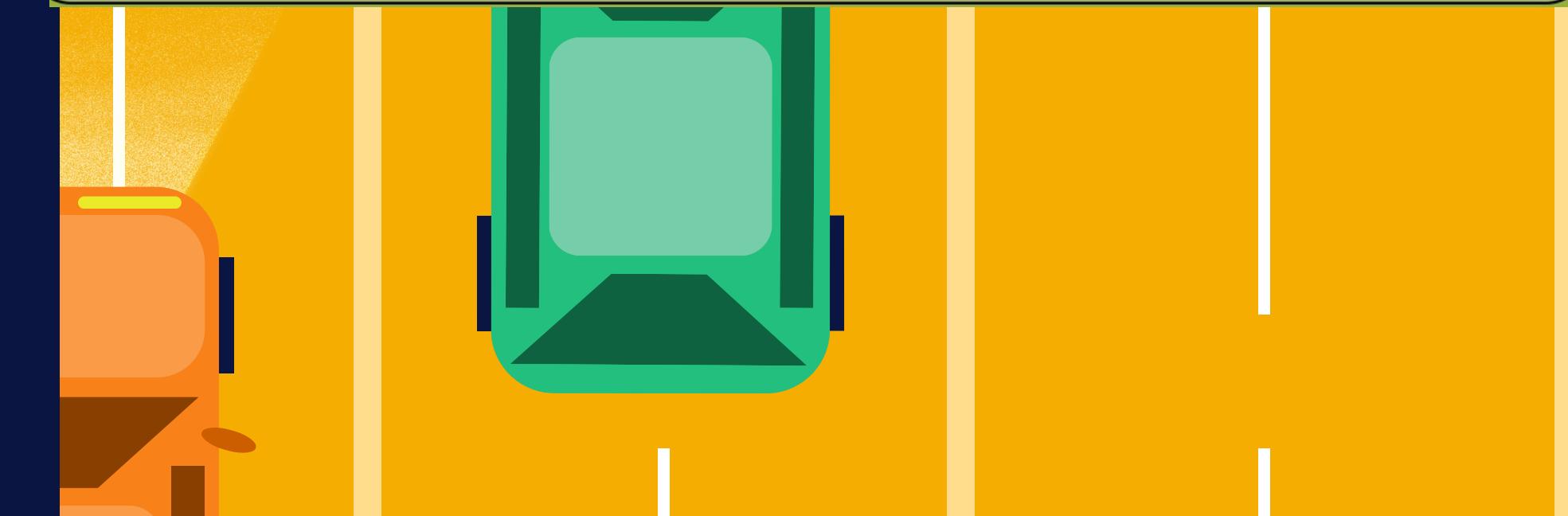
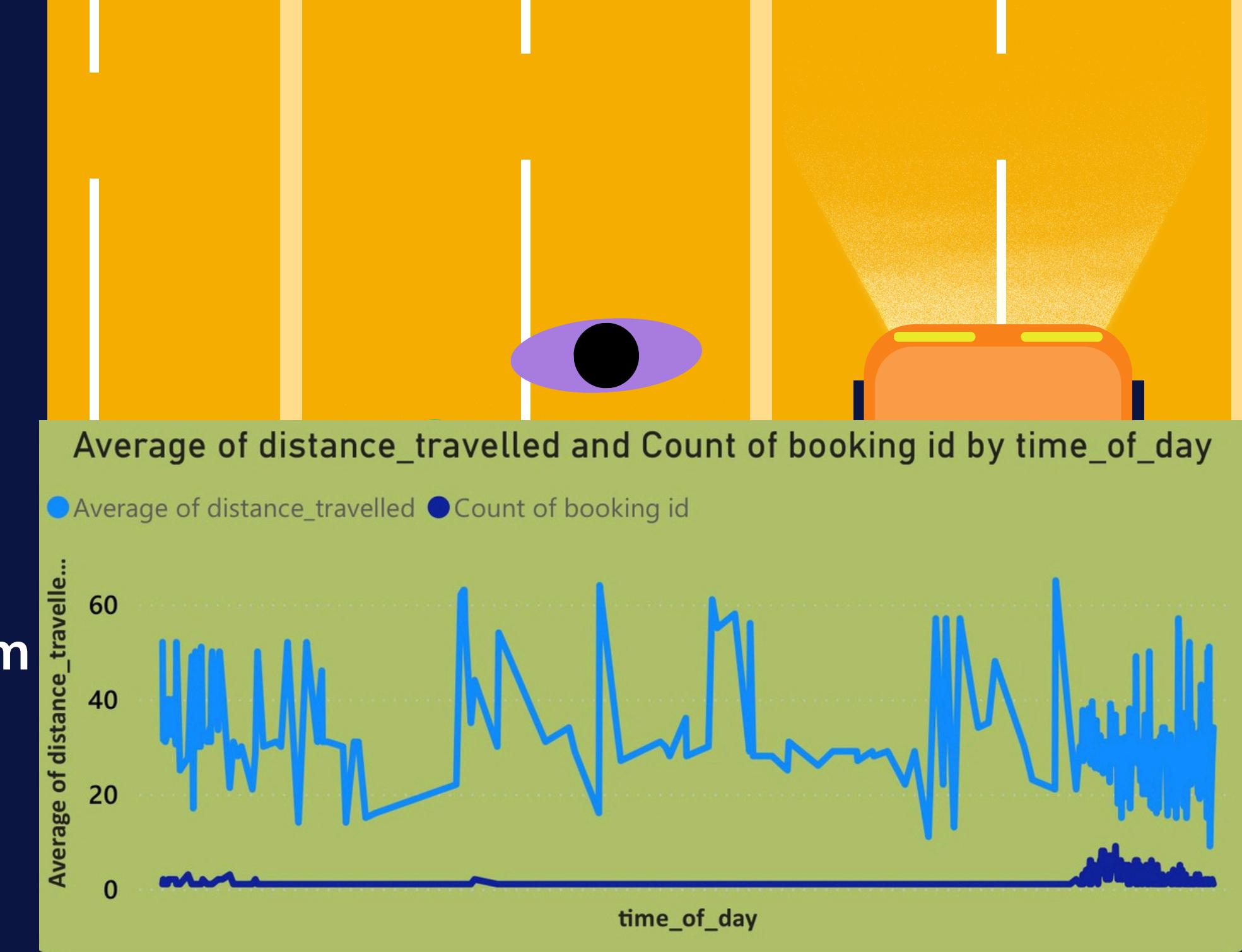


# HOW DO THE NUMBER OF TRIPS AND AVERAGE DISTANCE TRAVELED VARY ACROSS DIFFERENT TIMES OF THE DAY (MORNING, AFTERNOON, EVENING, AND NIGHT)?

Average Travelled Distance Range From 0 to 60

Time Duration- 12.01 AM to 11.59 PM

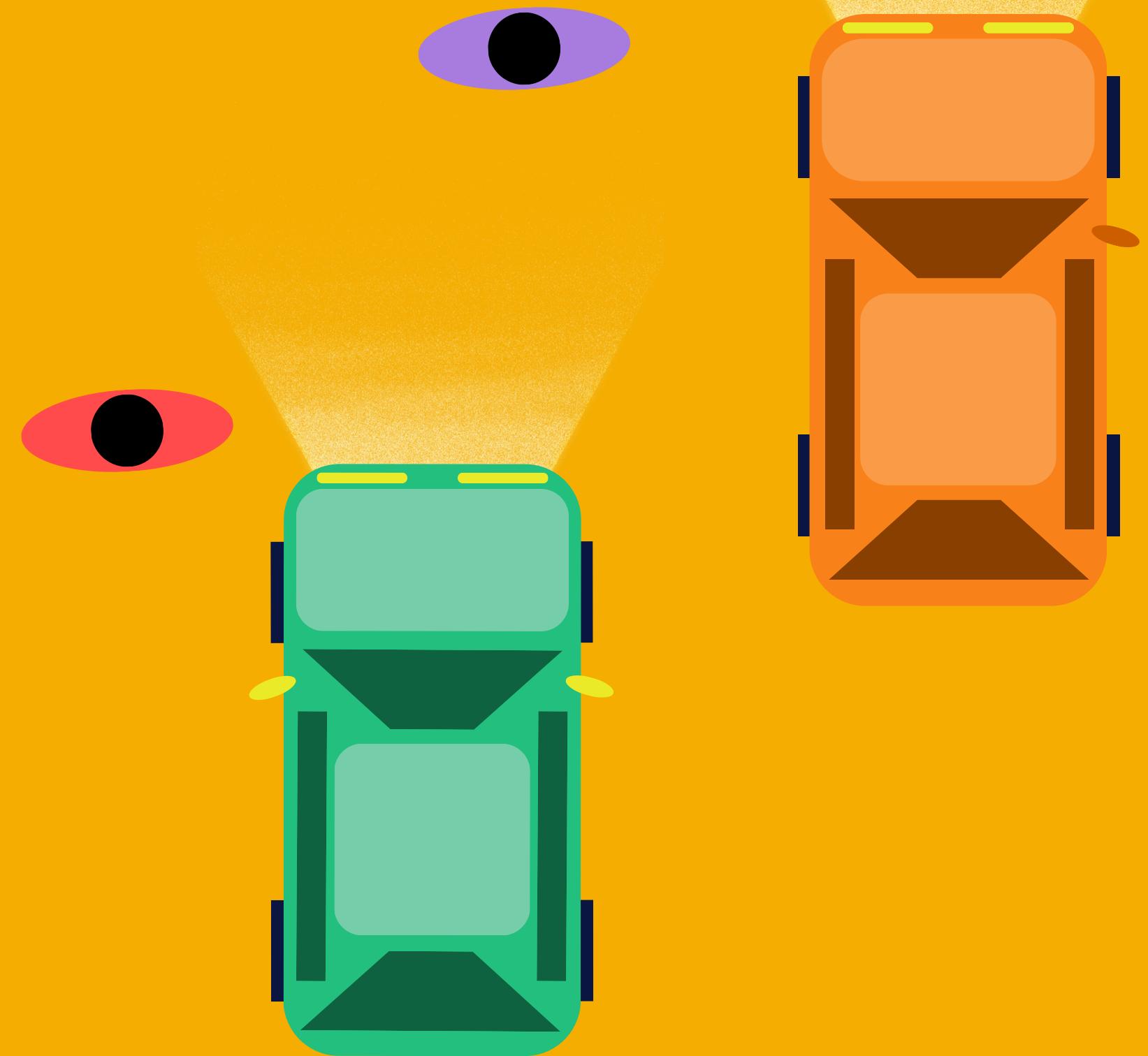
Number of Trips Range- 1 to 5

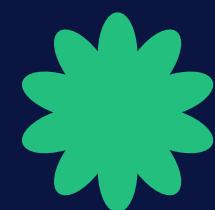




## ULTIMATE GOAL

To empower OLA with data-driven strategies for enhancing operational efficiency, improving customer satisfaction, and driving overall growth through meaningful and actionable insights.





# FINAL DASHBOARD PART - 1

## OLA Trips Data Analysis Dashboard

341K

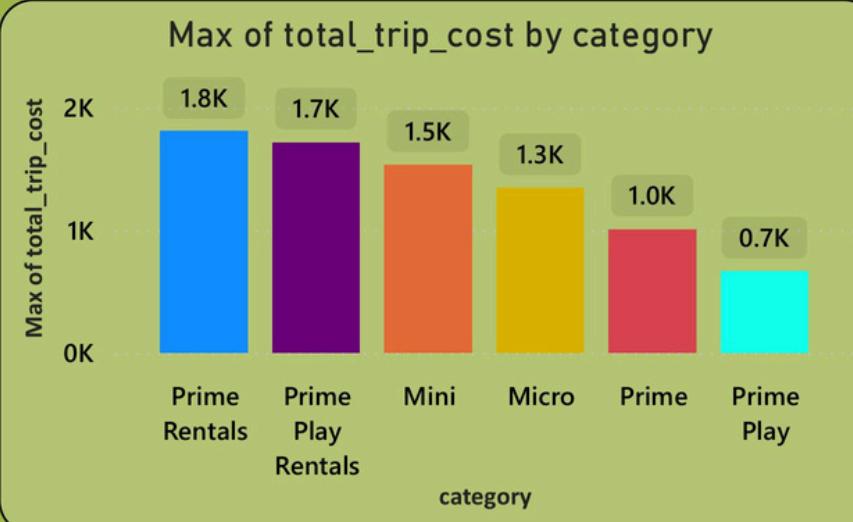
Sum of total trip cost

17K

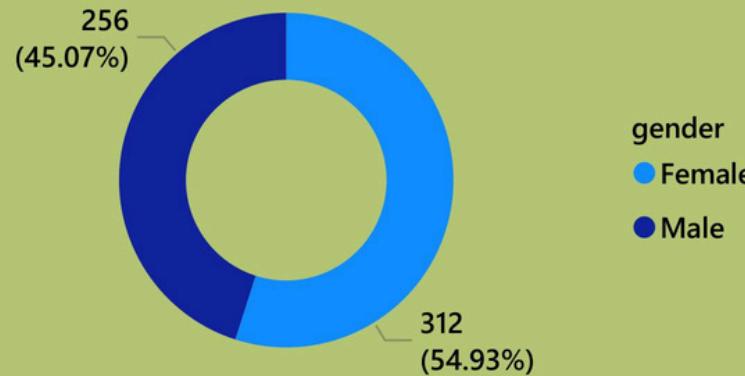
Sum of distance travelled

260K

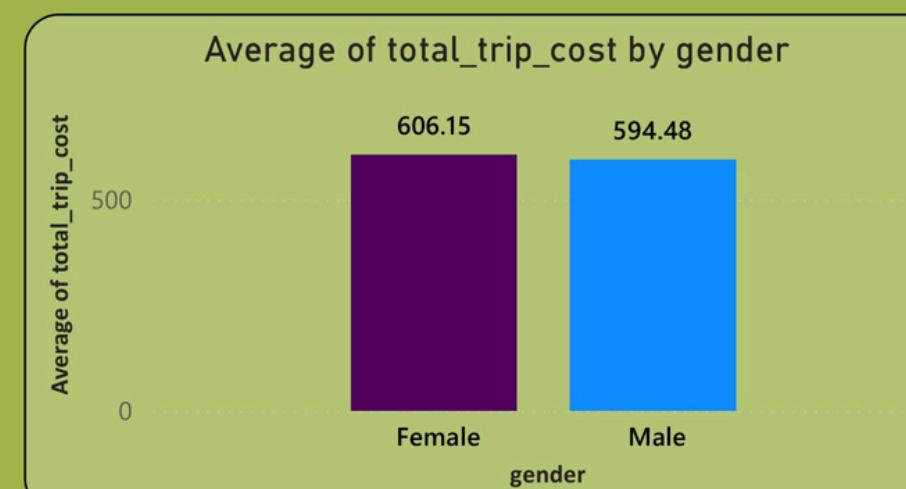
Sum of driver base cost



### Count of booking id by gender



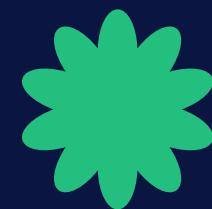
### Average of total\_trip\_cost by gender



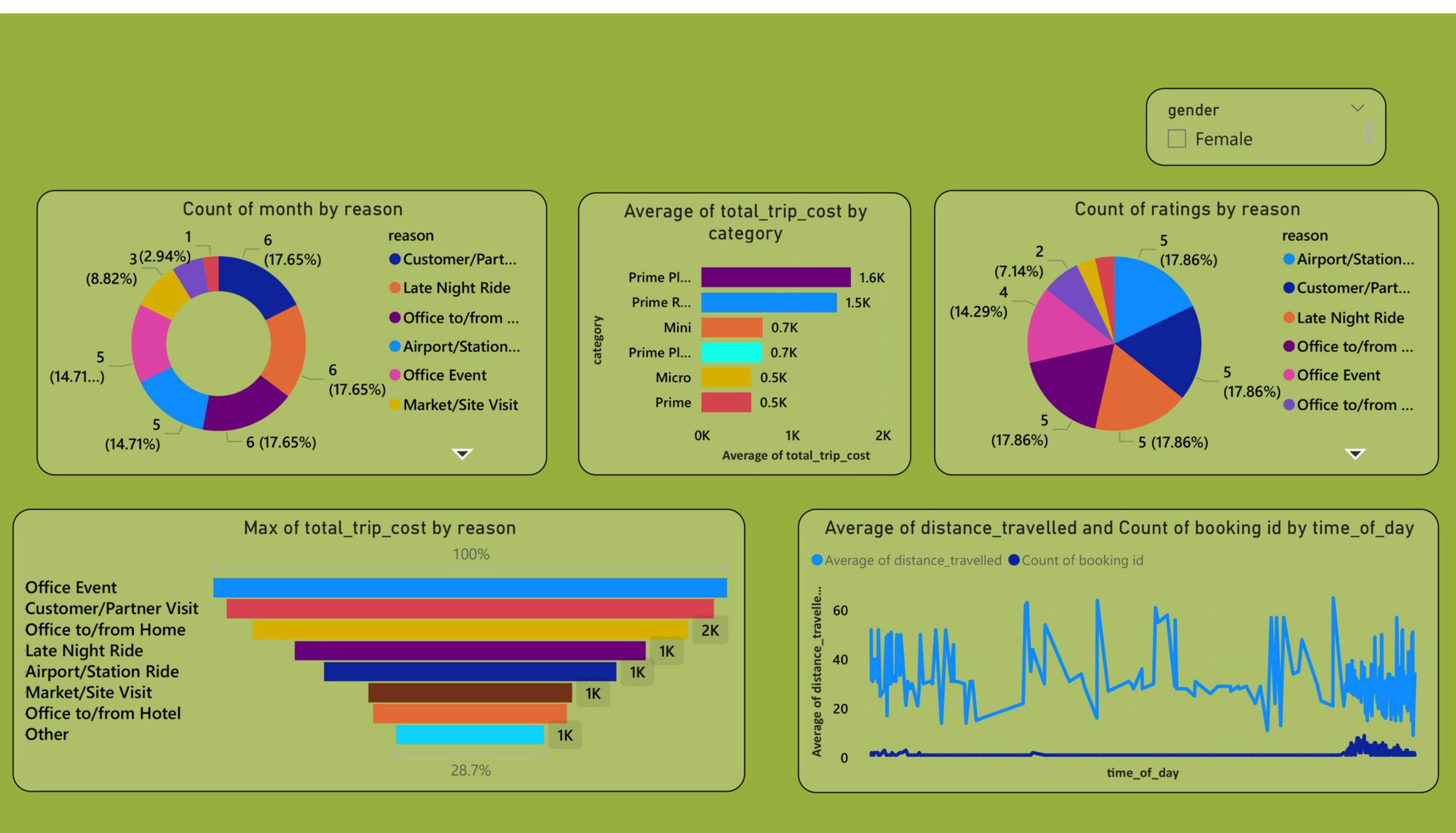
### time\_of\_day Count of ratings

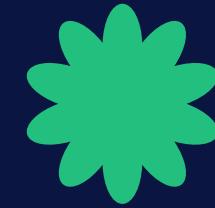
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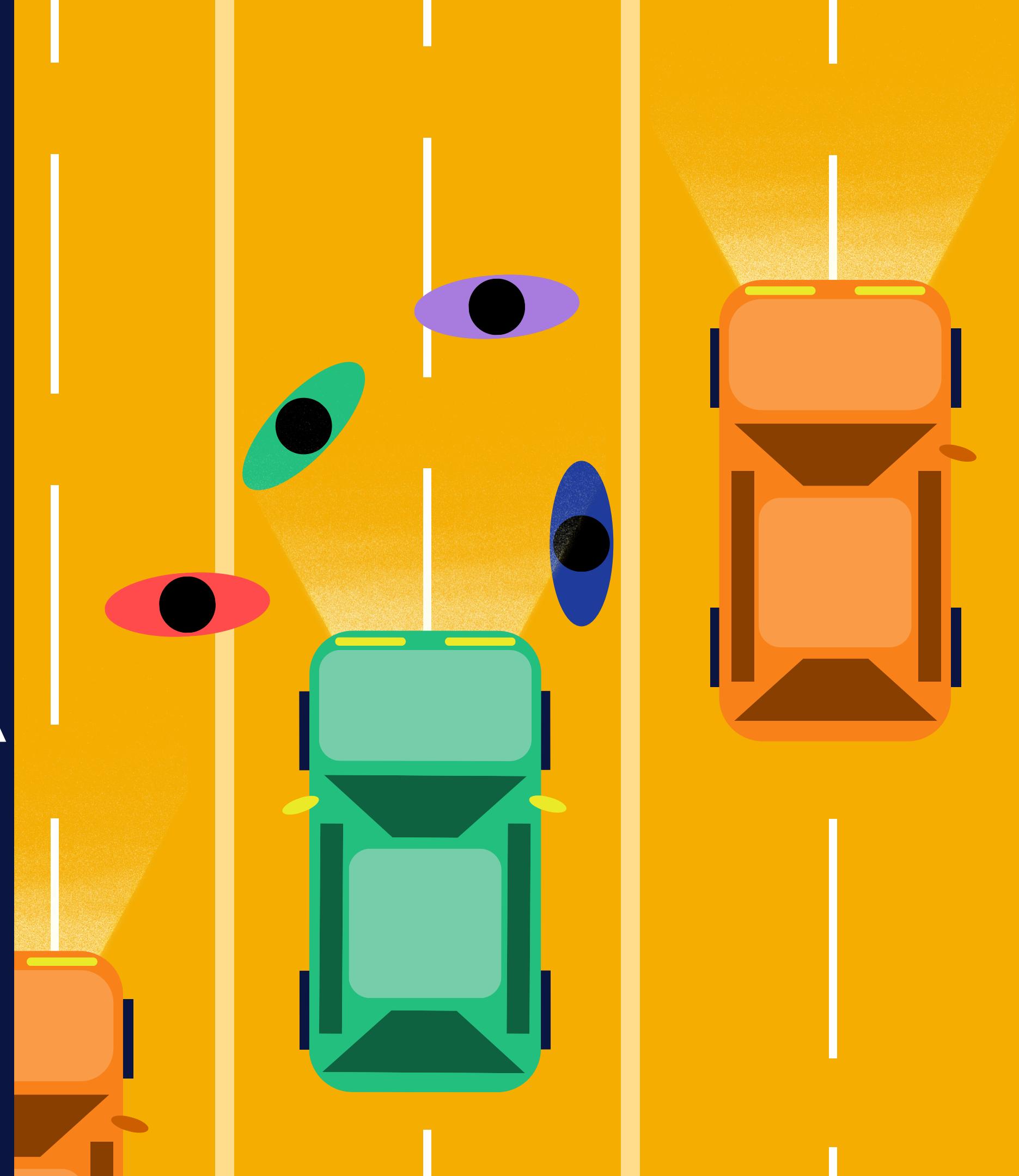
# FINAL DASHBOARD PART - 2





## CONCLUSION

This project is a testament to the power of data analysis in uncovering meaningful insights from everyday operations. These findings can help OLA optimize pricing, improve service quality, and target customer needs effectively.



THANK YOU

