

Ola Rides Data Analysis Project — Clean Version

Overview

- Total rows: 103,025
- Total columns: 19

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1) Dataset schema

Columns and descriptions

- Date: Date of the ride
- Time: Time of booking
- Booking_ID: Unique booking identifier
- Booking_Status: Status of the booking, for example Success or Canceled by customer
- Customer_ID: Unique customer identifier
- Vehicle_Type: Vehicle booked, for example Mini, Prime, Auto
- Pickup_Location: Pickup point
- Drop_Location: Drop point

- V_TAT: Vendor turnaround time
 - C_TAT: Customer turnaround time
 - Booking_Value: Fare amount
 - Payment_Method: Cash, Card, UPI, Wallet, and so on
 - Ride_Distance: Distance in km
 - Customer_Rating: Rating 1–5
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2) Business questions

1. Retrieve all successful bookings
 2. Total count of successful bookings
 3. Average ride distance for each vehicle type
 4. Total number of rides canceled by customer
 5. Top 5 customers by total bookings
 6. Average customer rating by vehicle type
 7. Total revenue from successful rides
 8. Most common payment method
 9. All rides paid using UPI
 10. Top 5 busiest pickup locations
 11. Cancellation rate by customer
 12. Incomplete rides with reason
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3) SQL queries

Tips:

- Replace table name `ola_rides` with your actual table name if different.
- Use consistent values in `Booking_Status`. If your source uses `Success` or `success`, normalize with `UPPER(Booking_Status) = 'SUCCESS'`.

- For UPI, use LOWER(Payment_Method) = 'upi' to avoid case issues.

```
-- 1) Retrieve all successful bookings
SELECT *
FROM ola_rides
WHERE Booking_Status = 'Success';

-- 2) Total count of successful bookings
SELECT COUNT(*) AS total_successful_bookings
FROM ola_rides
WHERE Booking_Status = 'Success';

-- 3) Average ride distance for each vehicle type
SELECT Vehicle_Type,
       AVG(Ride_Distance) AS avg_ride_distance_km
FROM ola_rides
GROUP BY Vehicle_Type
ORDER BY avg_ride_distance_km DESC;

-- 4) Total number of rides canceled by customer
SELECT COUNT(*) AS total_canceled_by_customer
FROM ola_rides
WHERE Booking_Status = 'Canceled by customer';

-- 5) Top 5 customers by total bookings
SELECT Customer_ID,
       COUNT(Booking_ID) AS total_rides
FROM ola_rides
GROUP BY Customer_ID
ORDER BY total_rides DESC
LIMIT 5;

-- 6) Average customer rating by vehicle type
SELECT Vehicle_Type,
```

```

    AVG(Customer_Rating) AS avg_rating
FROM ola_rides
GROUP BY Vehicle_Type
ORDER BY avg_rating DESC;

-- 7) Total revenue from successful rides
SELECT SUM(Booking_Value) AS total_revenue
FROM ola_rides
WHERE Booking_Status = 'Success';

-- 8) Most common payment method
SELECT Payment_Method,
       COUNT(*) AS total
FROM ola_rides
GROUP BY Payment_Method
ORDER BY total DESC
LIMIT 1;

-- 9) All rides paid using UPI
SELECT *
FROM ola_rides
WHERE LOWER(Payment_Method) = 'upi';

-- 10) Top 5 busiest pickup locations
SELECT Pickup_Location,
       COUNT(*) AS total
FROM ola_rides
GROUP BY Pickup_Location
ORDER BY total DESC
LIMIT 5;

-- 11) Cancellation rate by customer (percentage of a customer's bookings canceled by customer)
SELECT Customer_ID,
       100.0 * SUM(CASE WHEN Booking_Status = 'Canceled by customer' THEN 1 ELSE 0 END)

```

```

        / NULLIF(COUNT(*), 0) AS cancellation_rate_pct
FROM ola_rides
GROUP BY Customer_ID
ORDER BY cancellation_rate_pct DESC;

-- Overall cancellation rate across all rides
SELECT 100.0 * SUM(CASE WHEN Booking_Status = 'Canceled by customer'
THEN 1 ELSE 0 END)
        / NULLIF(COUNT(*), 0) AS overall_cancellation_rate_pct
FROM ola_rides;

-- 12) Incomplete rides with reason
-- Assuming two columns exist: Incomplete_Rides (Yes/No) and Incomplete_Ri
des_Reason
SELECT Booking_ID,
        Incomplete_Rides_Reason
FROM ola_rides
WHERE LOWER(Incomplete_Rides) = 'yes';

```

4) Power BI visuals

Recommended visuals and fields:

1) Daily rides trend

- Visual: Line chart
- Axis: Date
- Values: Count of Booking_ID
- Filter: Optional Booking_Status = Success

2) Revenue by vehicle type

- Visual: Clustered bar
- Axis: Vehicle_Type
- Values: SUM(Booking_Value)

- Filter: Booking_Status = Success

3) Top 10 pickup locations

- Visual: Bar chart
- Axis: Pickup_Location
- Values: Count of Booking_ID
- Top N filter: 10

4) Payment modes for successful bookings

- Visual: Pie or donut
- Legend: Payment_Method
- Values: Count of Booking_ID
- Filter: Booking_Status = Success

5) KPI cards

- Card 1: Count of Booking_ID
- Card 2: Count of Booking_ID with Booking_Status = Success

6) Average vendor vs customer TAT over time

- Visual: Line chart
- Axis: Date
- Values: Average of V_TAT and Average of C_TAT as two lines

7) Successful bookings by vehicle type

- Visual: Bar chart
- Axis: Vehicle_Type
- Values: Count of Booking_ID
- Filter: Booking_Status = Success

8) Booking status distribution

- Visual: Pie or stacked bar
- Legend: Booking_Status

- Values: Count of Booking_ID

9) Popular vehicle type share

- Visual: Donut
- Legend: Vehicle_Type
- Values: Count of Booking_ID
- Filter: Optional to Success

10) Customer rating distribution

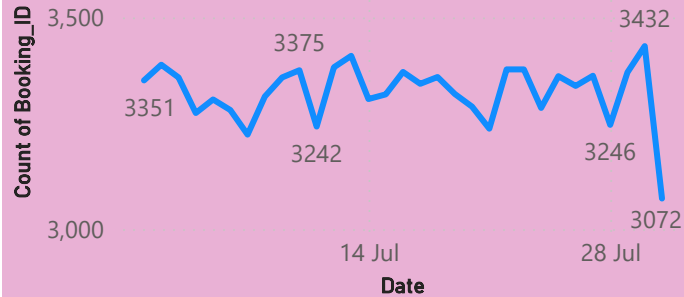
- Visual: Column chart or histogram
 - Axis: Customer_Rating
 - Values: Count of Booking_ID
-



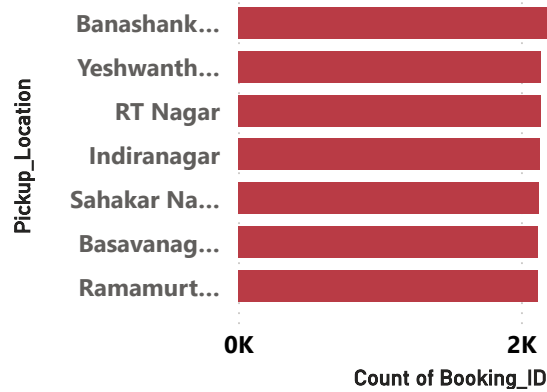
Ola Rides Visualization dashboard



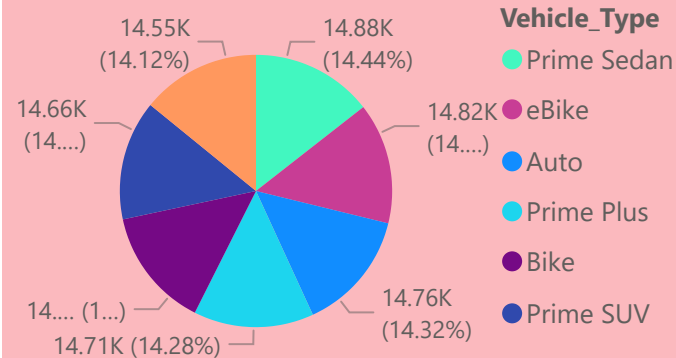
Daily Rides Trend (Rides per day)



Top 10 Pickup location



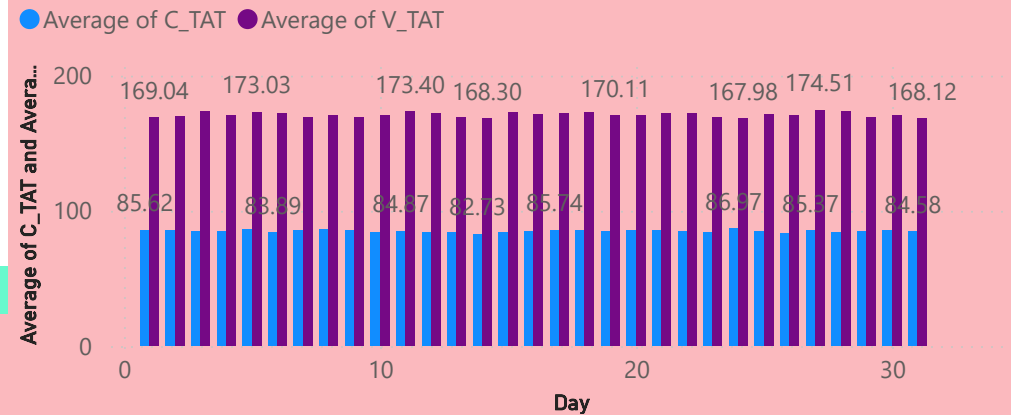
Popular vehicle type Comparison



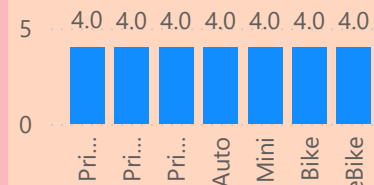
Revenue by vehicle type



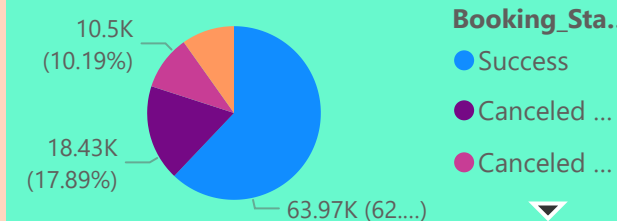
Average vendor vs customer turnaround time over time



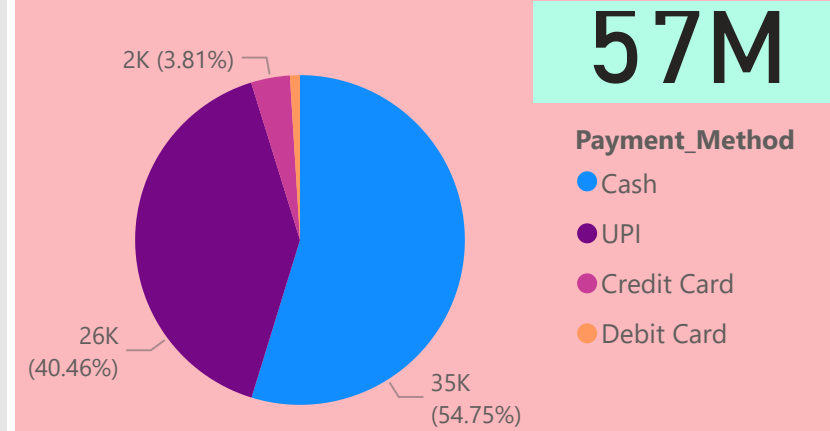
Customer_Rating



Count of Booking_ID by Booking_Status



Common payment modes for successful Bookings



103.02K

Count of Bookina ID

64K

Successful Bookinas

Successful Bookings by Vehicle_Type

