Ola Rides Data Analysis Project

Dataset Overview

- **Total Data Points (Rows):** 63967
- **Total Columns:** 14 Ola Rides Project

Columns Description

1. **Date** - Date of the ride
2. **Time** - Time of booking
3. **Booking_ID** - Unique booking identifier
4. **Booking_Status** - Status of the booking (Completed/Cancelled/etc.)
5. **Customer_ID** - Unique customer identifier
6. **Vehicle_Type** - Type of vehicle booked (Mini, Prime, Auto, etc.)
7. **Pickup_Location** - Pickup point of the ride
8. **Drop_Location** - Drop point of the ride
9. **V_TAT** - Vendor Turnaround Time
10. **C_TAT** - Customer Turnaround Time
11. **Booking_Value** - Value of the ride (fare)
12. **Payment_Method** - Mode of payment (Cash, Card, UPI, Wallet, etc.)
13. **Ride_Distance** - Distance covered in ride (in km)
14. **Customer_Rating** - Rating given by customer (1-5 scale)

SQL Analysis Questions

Here are **12 key SQL queries** you can solve on this dataset:

```
# 1. Retrive all  Successful bookings .
Select * from Successful_booking;

# 2. total Successful bookings ;
Select * from  total_Successful_bookings;

# 3.Find the Average ride distance for each vehicle type.
select * from Average_ride_distance_for_each_vehicle;

# 4.Get the total number of rides canceled by customer.
select * from total_number_of_rides_canceled_by_customer;

# 5.List the top 5 customer who booked the ride.
select * from top_5_customer;

# 6.Calculate the average customer rating for each vehicle type.
select * from Average_rating;

#7.Find the total revenue generated from successful rides.
Select *  from Total_revenue;

#8.  Find the most common payment method.
Create view Common_payment_method as
```

```
select * from Common_payment_method;


#9. Retrive all rides where paymnet was made using UPI.
select * from upi_payment;


#10.Find the busiest pickup locations (top 5).
    select * from Busy_picup_location;


  #11. ola ride cancelation rate
select *  from cancelation_rate_by_Customer;


#12. list all incomplete ride along with reason.
 select * from  incomplete_rides;
```

Full code for all queries

```
# 1. Retrive all  Successful bookings .
Create view Successful_booking as
Select * from ola_rides where Booking_Status = "Success";


Select * from Successful_booking;
 # 2. total Successful bookings ;


 Create view total_Successful_bookings as
 Select Count(*) from ola_rides where Booking_Status ="success";
```

```
Select * from  total_Successful_bookings;


 # 3.Find the Average ride distance for each vehicle type.
Create view  Average_ride_distance_for_each_vehicle as
Select Vehicle_type,avg(ride_distance) from ola_rides
group by Vehicle_type;


 select * from Average_ride_distance_for_each_vehicle;


# 4.Get the total number of rides canceled by customer.
 create view total_number_of_rides_canceled_by_customer as
 select Count(*) from ola_rides where booking_status ="canceled by customer";


 select * from total_number_of_rides_canceled_by_customer;


# 5.List the top 5 customer who booked the ride.
Create view top_5_customer as
select Customer_ID ,Count(booking_id) as total_rides from ola_rides
group by customer_id
order by total_rides desc limit 5;


select * from top_5_customer;


# 6.Calculate the average customer rating for each vehicle type.
create view Average_rating as
SELECT Vehicle_Type, AVG(Customer_Rating) AS avg_rating FROM ola_rides
      GROUP BY Vehicle_Type;
```

```
select * from Average_rating;
```

#7.Find the total revenue generated from successful rides.

```
Create view Total_revenue as

select Sum(Booking_value) as total_revenue from ola_rides where booking_status =
      "success";


Select *  from Total_revenue;
```

#8. Find the most common payment method.

```
Create view Common_payment_method as

select payment_method,count(*) as total from ola_rides

group by payment_method

order by Total desc limit 1;


select * from Common_payment_method;
```

#9. Retrive all rides where paymnet was made using UPI.

```
Create view UPI_payment as

select * from ola_rides  where payment_method ="upi";


select * from upi_payment;
```

#10.Find the busiest pickup locations (top 5).

```
Create view Busy_picup_location as
      SELECT Pickup_Location, COUNT(*) AS total FROM ola_rides
   GROUP BY Pickup_Location
   ORDER BY total DESC LIMIT 5;

   select * from Busy_picup_location;
```

```
 #11. ola ride cancelation rate
 create view cancelation_rate_by_Customer as
 SELECT (COUNT(CASE WHEN Booking_Status = 'Canceled by customer' THEN 1
      END) * 100.0 / COUNT(*)) AS cancellation_rate FROM ola_rides;
 drop view cancelation_rate;
select *  from cancelation_rate_by_Customer;
```

```
#12. list all incomplete rides along with reason.
 create view incomplete_rides as
 select Booking_id,incomplete_rides_reason from ola_rides
 where incomplete_rides = "yes";
 select * from  incomplete_rides;
```

Power BI Dashboard Questions (Visualization)

Here are **10 visual questions** you can answer with Power BI:

1. **What is the daily rides trend over time?**
   (Answered using the line chart "Daily Rides Trend (Rides per Day)")

2. **Which vehicle type generates the highest total revenue?**
   (Answered using the bar chart "Revenue by Vehicle Type")

3. **What are the top 10 pickup locations with the highest bookings?**
   (Answered using the bar chart "Top 10 Pickup Location")

4. **Which payment method is most commonly used for successful bookings?**
   (Answered using the pie chart "Common payment modes for Successful Bookings")

5. **What is the total number of bookings and successful bookings recorded?**
   (Answered using KPIs "Count of Booking ID" and "Successful Bookings")

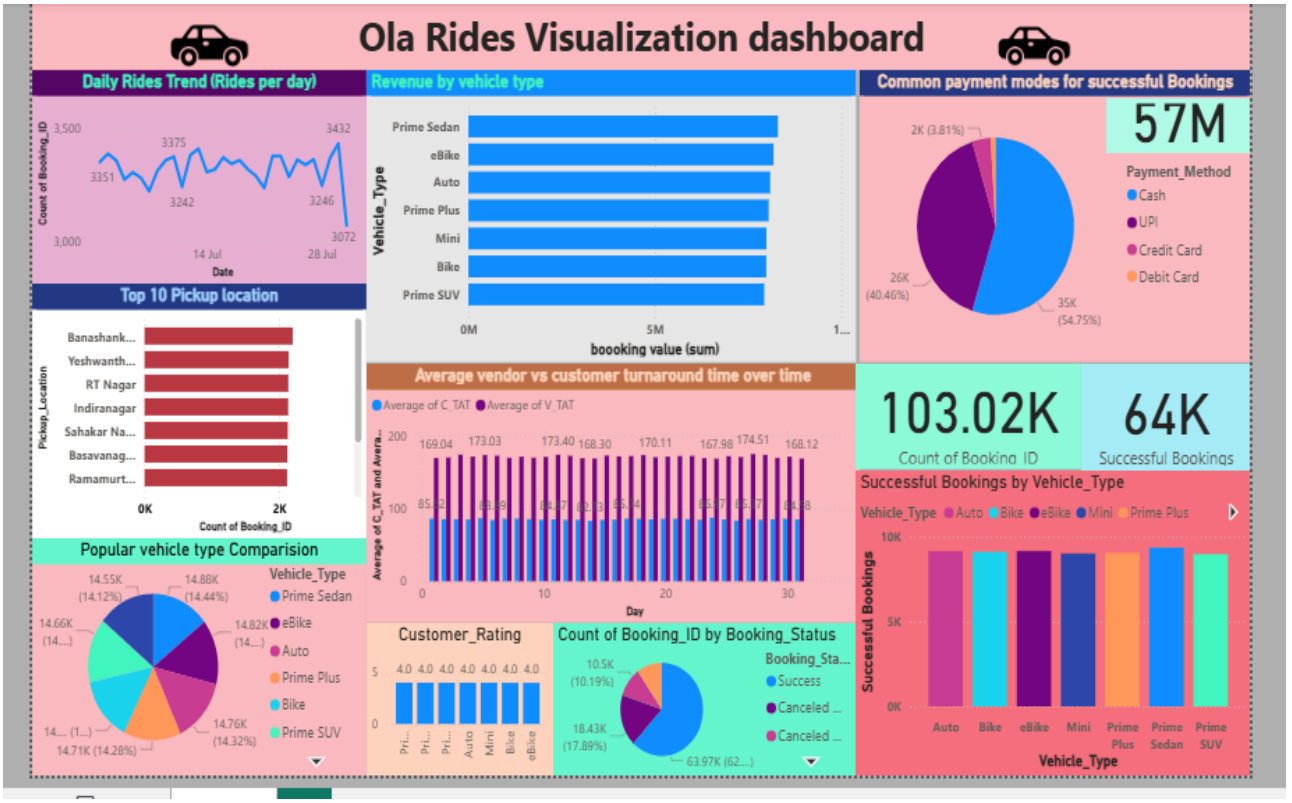
6. **What is the average turnaround time between vendor and customer across days?**
   (Answered using the bar chart "Average vendor vs customer turnaround time over time")

7. **Which vehicle type has the highest number of successful bookings?**
   (Answered using the bar chart "Successful Bookings by Vehicle Type")

8. **How are bookings distributed by booking status (Success, Cancelled, Ongoing)?**
   (Answered using the pie chart "Count of Booking_ID by Booking_Status")

9. **Which vehicle type is most popular among customers by booking share?**
   (Answered using the pie chart "Popular Vehicle Type Comparison")

10. **What is the overall customer rating distribution?**
    (Answered using the bar chart "Customer Rating")



Conclusion

This analysis provides insights into ride performance, customer behavior, revenue generation, and service efficiency. By combining **SQL queries** and **Power BI visualizations**, we can uncover valuable trends for decision-making and business strategy.