**OLA Driver Churn Analysis**

**1. Overview of Ola's Driver Workforce**

* **Total Drivers:** 2,381
* **Male Drivers:** 1,404 (59%)
* **Female Drivers:** 977 (41%)
* **Average Age:** 35 years
* **Operating Cities:** 29

**2. Gender-Based Driver Churn Analysis**

* **Drivers Who Left:**
  + Male: 944 (67% left)
  + Female: 667 (68% left)
* **Drivers Still Working:**
  + Male: 1,341 (96% retention)
  + Female: 937 (96% retention)

**3. Driver Churn by Rating**

* **Drivers Who Left (Churn):**
  + Rating 1: 60.14%
  + Rating 2: 6.13%
  + Rating 3: 1.18%
  + Rating 4: 0.42%
* **Drivers Retained (Current):**
  + Rating 1: 80.22%
  + Rating 2: 40.95%
  + Rating 3: 25.83%
  + Rating 4: 14.20%

**4. City-Wise Churn and Retention**

* **Cities with Highest Churn:**
  + Top 3: C20 (111 drivers left), C15 (69), C26 (65)
* **Cities with Highest Retention:**
  + Top 3: C20 (147 drivers retained), C29 (94), C15 (93)

**5. Education-Level Churn Analysis**

* **Drivers Who Left:**
  + Graduate: 547
  + Intermediate+: 527
  + High School+: 542
* **Drivers Retained:**
  + Graduate: 773
  + Intermediate+: 766
  + High School+: 740

**6. Designation-Based Churn**

* **Churn by Designation:**
  + 1st: 3.94%
  + 2nd: 2.93%
  + 3rd: 1.43%
  + Others: <1%
* **Retention by Designation:**
  + 1st: 47.52%
  + 2nd: 28.24%
  + 3rd: 13.47%

**7. Age Group Analysis**

* **Churn by Age Group:**
  + 30–35 years: 19.57%
  + 25–30 years: 12.85%
  + 55+ years: 12.56%
* **Retention by Age Group:**
  + 30–35 years: 29.02%
  + 25–30 years: 20.71%
  + 55+ years: 31.88%

**8. Grade-Based Churn**

* **Churn by Grade:**
  + 1st: 25.03%
  + 2nd: 25.20%
  + Others: <15%
* **Retention by Grade:**
  + 2nd: 35.36%
  + 1st: 29.11%

**9. Monthly Churn and Joining Trends**

* **Churn Trends:** Peaks in July (183), September (150), and November (149).
* **Joining Trends:** Peaks in July (271), May (237), and June (228).

**Insight:** According to the report, there are gender-neutral turnover difficulties because churn rates are the same for both gender. Significantly higher churn is seen by drivers with lower ratings (1 and 2), indicating discontent with performance-related elements. High retention and churn rates in cities like C20 indicate operational or competitive issues. Since rates are evenly distributed, education level has no effect on churn. While mid-age drivers (30–35) had higher churn than younger and older individuals, lower-designation drivers exhibit better retention, which is consistent with their employment expectations. High-grade drivers (Grades 1 and 2) have trouble engaging, which raises turnover. Because they coincide with periods of increased driver joining, seasonal factors or recruitment tactics probably have an impact on churn peaks.

**Recommendations to Reduce Driver Churn:** Ola should put in place specific incentives, such as programs and awards for performance improvement, for drivers with lower ratings (1 and 2). Operational problems can be found by using surveys to address city-specific concerns, especially in high-churn areas like C20. Flexible work arrangements or greater pay for mid-age drivers (30–35) and engagement measures like skill development for high-grade drivers (Grades 1 and 2) can enhance retention. Improved work-life balance through flexible scheduling or time-off incentives, as well as seasonal retention strategies like driver appreciation parties during high-churn months, are essential. Furthermore, it is crucial to use real-time dashboards to track churn data and promptly resolve dissatisfaction, especially in high-risk cities and demographics.