### **1. Vehicle Type Performance**

**Question:** *What is the ride completion rate and average booking value per vehicle type (e.g., Auto, Go Sedan, Bike) for Q2 2024?*

* **Why SMART?**
  + **Specific:** Compares completion rates (Completed vs. Cancelled/Incomplete) and revenue per vehicle category.
  + **Measurable:** Uses Booking Status, Vehicle Type, Booking Value, and Date (filter: April-June 2024).
  + **Achievable:** All required fields exist.
  + **Relevant:** Identifies high-performing vehicle types for resource allocation.
  + **Time-bound:** Focuses on Q2 2024 (April-June).

### **2. Cancellation Drivers**

**Question:** \*What are the top 3 reasons for driver-initiated cancellations in "Go Mini" and "Auto" rides during peak hours (6 PM–10 PM) in 2024?\*

* **Why SMART?**
  + **Specific:** Targets driver cancellations (Cancelled by Driver = 1) for high-demand vehicle types during peak hours.
  + **Measurable:** Analyzes Driver Cancellation Reason, Time, and Vehicle Type.
  + **Achievable:** Reasons are documented (e.g., "Customer related issue").
  + **Relevant:** Reduces cancellations by addressing key pain points.
  + **Time-bound:** Full year 2024 with time-of-day filters.

### **3. Revenue Impact of Ride Failures**

**Question:** \*How much potential revenue was lost due to incomplete rides (No Driver Found, Incomplete, Cancelled) in Delhi-Gurgaon routes (e.g., Cyber Hub, IGI Airport) in 2024?\*

* **Why SMART?**
  + **Specific:** Focuses on high-traffic routes (Pickup Location/Drop Location) and quantifies lost revenue.
  + **Measurable:** Sums Booking Value for failed rides (status ≠ "Completed") in specified locations.
  + **Achievable:** All data points exist.
  + **Relevant:** Highlights revenue leakage hotspots for operational improvements.
  + **Time-bound:** Full year 2024.

### **4. Customer Experience**

**Question:** *What is the correlation between ride distance and driver ratings for completed Premier Sedan rides in 2024?*

* **Why SMART?**
  + **Specific:** Examines premium service quality (Vehicle Type = Premier Sedan) using Ride Distance and Driver Ratings.
  + **Measurable:** Uses Pearson correlation coefficient.
  + **Achievable:** Both numeric fields are populated for completed rides.
  + **Relevant:** Improves premium segment service strategy.
  + **Time-bound:** Full year 2024.

### **Key Insights Targeted:**

* **Operational Efficiency** (Q1, Q3)
* **Cancellation Reduction** (Q2)
* **Service Quality** (Q4)  
  These questions leverage the dataset’s strengths—vehicle types, cancellation reasons, geolocations, and financial metrics—to drive actionable business decisions.