Ola Rides Data Architecture:

The data architecture is structured around a centralized ride-level fact table capturing transactional and behavioral metrics. Each row represents a unique booking, enriched with temporal, customer, vehicle, and location dimensions. Operational KPIs like VTAT, CTAT, cancellations, and ratings are embedded to support diagnostic and performance analytics. The schema supports efficient querying for trend analysis, segmentation, and visualization across booking status, payment methods, and ride outcomes.

Column Name	Description
Date	Date of the ride booking
Time	Time of the ride booking
Booking_ID	Unique identifier for each booking
Booking_Status	Status of the ride (Completed, Cancelled, etc.)
Customer_ID	Unique identifier for the customer
Vehicle_Type	Type of vehicle used (e.g., Mini, Sedan)
Pickup_Location	Starting point of the ride
Drop_Location	Destination of the ride
V_TAT	Vehicle Turnaround Time
C_TAT	Customer Turnaround Time
cancelled_Rides_by_Driver	Count of rides cancelled by the customer
Incomplete_Rides	Count of rides cancelled by the driver
Incomplete_Rides_Reason	Count of rides that were not completed
Booking_Value	Reason for ride incompletion
Payment_Method	Monetary value of the booking
Ride_Distance	Mode of payment (Cash, UPI, Wallet, etc.)
Driver_Ratings	Distance covered during the ride
Customer_Rating	Rating given to the driver