

# Rapido Ride Power BI Dashboard – Storytelling Narrative

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## Setting the Scene:

In the fast-growing ride-sharing industry, operational efficiency and customer satisfaction are key to staying competitive. With Rapido operating across various service types like bikes, autos, and cabs, understanding rider behavior and service performance is crucial for making data-driven decisions.

To uncover hidden patterns and optimize business strategies, we analyzed **50,000 rides** between **June 17 and August 16, 2024**, using **Power BI**.

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## What We Discovered:

### 1. High Ride Completion Rate

- Out of 50,000 rides, **89.93%** were successfully completed.
- Only **10.07%** rides were cancelled, highlighting overall operational efficiency.
- This strong completion rate builds a solid foundation for customer trust and repeat usage.

### 2. Revenue Peaks in July

- July 2024 emerged as the **highest revenue month** with earnings of **₹3.1 million**.
- A mid-year spike may suggest seasonal demand, holidays, or successful campaigns.

### 3. Bike Rides Lead Revenue Generation

- Bike rides alone contributed **₹7.2 million**, making it the **top-performing service**.
- This indicates that customers prefer faster, economical rides over other services.

### 4. Payment Preferences Are Well Distributed

- Digital payment methods like **Paytm, GPay, Amazon Pay, and QR Scans** were almost equally used (~11K rides each).
- This highlights the importance of offering multiple reliable payment options to maximize user convenience.

### 5. High-Revenue Hotspots Identified

- **Gottigere Landing** and **HRBR Layout Square** were the **top destinations** in terms of revenue:
    - Gottigere Landing: ₹10,290.20
    - HRBR Layout: ₹8,602.65
  - These areas are prime targets for promotional campaigns and partnerships.
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## The Insights Behind the Numbers:

Looking deeper, the dashboard enabled us to spot trends and answer key questions:

- **Why are some rides being cancelled?**  
→ Need to explore driver behavior and rider expectations.
  - **Which services are underperforming?**  
→ Parcel and Auto services have potential but require targeted promotions.
  - **Are payment methods impacting ride success?**  
→ No dominant payment method means flexibility is working; we must maintain reliability across all.
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## Turning Insights into Action:

Based on the dashboard findings, we proposed the following **strategic actions**:

### Reduce Cancellations

- Introduce **driver bonuses** for fewer cancellations.
- Use **real-time updates** to minimize rider wait time and confusion.

### Optimize Revenue Streams

- Apply **dynamic pricing** during high demand.
- Launch **subscription plans** to build loyalty and recurring revenue.

### Grow Lesser-Used Services

- Promote **Parcel** and **Bike Lite** services through in-app banners or discounts.
- Partner with **local businesses** to grow the delivery network.

### Target High-Revenue Areas

- Offer **discounts and loyalty rewards** for rides starting or ending at Gottigere and HRBR.
- Run **location-based ads** to attract more riders from profitable zones.