

# Ola Ride Analytics – Dashboard Documentation

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**Dataset Size:** 100,000 bookings

**Tools Used:** Excel, SQL, Power BI

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## 1. Project Overview

This project analyzes 1,00,000 Ola ride bookings for Bengaluru city over one month.

The goal is to understand:

- Ride demand patterns
- Success vs cancellation behaviour
- Vehicle-type performance
- Payment trends
- Revenue distribution
- Driver & customer rating patterns

The dataset was programmatically generated and cleaned to mimic real-world Ola mobility data.

Dashboards were designed (and screenshots included) to summarize all major KPIs.

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## 2. Dataset Summary

The dataset includes key ride attributes:

- Date & Time of booking
- Vehicle Type (7 categories)
- Booking Status (Success / Cancelled / Driver Not Found)
- Payment Method
- VTAT / CTAT (arrival times)
- Booking Value (₹)
- Distance Travelled
- Customer & Driver Ratings
- Cancellation reasons

 **Dataset Size:** 100,000 rows

 **Total vehicle categories: 7**

- ✓ Auto
  - ✓ Bike
  - ✓ eBike
  - ✓ Mini
  - ✓ Prime Sedan
  - ✓ Prime SUV
  - ✓ Prime Plus
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 **3. Key Metrics**

**Booking Status Distribution**

Status	Count	%
Success	63,967	63.9%
Cancelled by Driver	18,434	18.4%
Cancelled by Customer	10,499	10.5%
Driver Not Found	10,124	10.1%

**Insight:**

Success rate is strong ( $\approx 64\%$ ), while cancellations by driver are slightly higher than customer-side cancellations.

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**Vehicle Type Distribution**

(All vehicle types are almost evenly distributed)

**Vehicle Type Count**

Prime Sedan 14,877

eBike 14,816

Auto 14,755

Prime Plus 14,707

## **Vehicle Type Count**

**Bike            14,662**

**Prime SUV    14,655**

**Mini            14,552**

**Insight:**

**Dataset maintains balanced distribution across categories, enabling fair comparison.**

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## **Payment Method Split**

**From your dataset:**

- **Cash: 35,022**
- **UPI: 25,881**
- **Credit Card: ~2,400**
- **Debit Card: remaining (small share)**

**Insight:**

**Cash + UPI dominate by a huge margin.**

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## **Average Ratings (Actual Calculated)**

### **Vehicle Type Avg Driver Rating Avg Customer Rating**

<b>Auto</b>	<b>4.02</b>	<b>4.00</b>
<b>Bike</b>	<b>3.99</b>	<b>3.97</b>
<b>eBike</b>	<b>4.00</b>	<b>3.98</b>
<b>Mini</b>	<b>3.99</b>	<b>3.99</b>
<b>Prime Plus</b>	<b>4.00</b>	<b>4.01</b>
<b>Prime SUV</b>	<b>4.01</b>	<b>4.00</b>
<b>Prime Sedan</b>	<b>3.99</b>	<b>4.00</b>

**Insight:**

**Ratings are consistently around 4.0, indicating stable experience across vehicle types.**

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## **Customer Cancellation Reasons**

**Top reasons:**

1. Driver not moving → 3,175
  2. Driver asked to cancel → 2,670
  3. Change of plans → 2,081
  4. AC not working → 1,568
  5. Wrong address → 1,005
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#### **Driver Cancellation Reasons**

1. Personal & car issues → 6,542
2. Customer related issue → 5,413
3. Customer coughing/sick → 3,654
4. More than permitted people → 2,825

**Insight:**

**Driver-side cancellations are higher than customer-side.**

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#### **4. Dashboard Screenshots**



#### **Page 1 – Overall Dashboard**

**Shows:**

- Total bookings
- Success vs cancellations
- Booking value
- Ride volume trend



## → Page 2 – Vehicle Type Dashboard

Shows:

- Total value by category
- Avg ride distance
- Successful booking value
- Total distance

**Vehicle Type Dashboard (July 1 to July 31, 2024)**

**Vehicle Types and Metrics:**

Vehicle Type	Total Booking Value	Success Booking Value	Avg. Distance Travelled	Total Distance Travelled
Prime Sedan	8.30M	5.22M	25.01	235K
Prime SUV	7.93M	4.88M	24.88	224K
Prime Plus	8.05M	5.02M	25.03	227K
Mini	7.99M	4.89M	24.98	226K
Auto	8.09M	5.05M	10.04	92K
Bike	7.99M	4.97M	24.93	228K
E-Bike	8.18M	5.05M	25.15	231K

## → Page 3 – Revenue Dashboard

Shows:

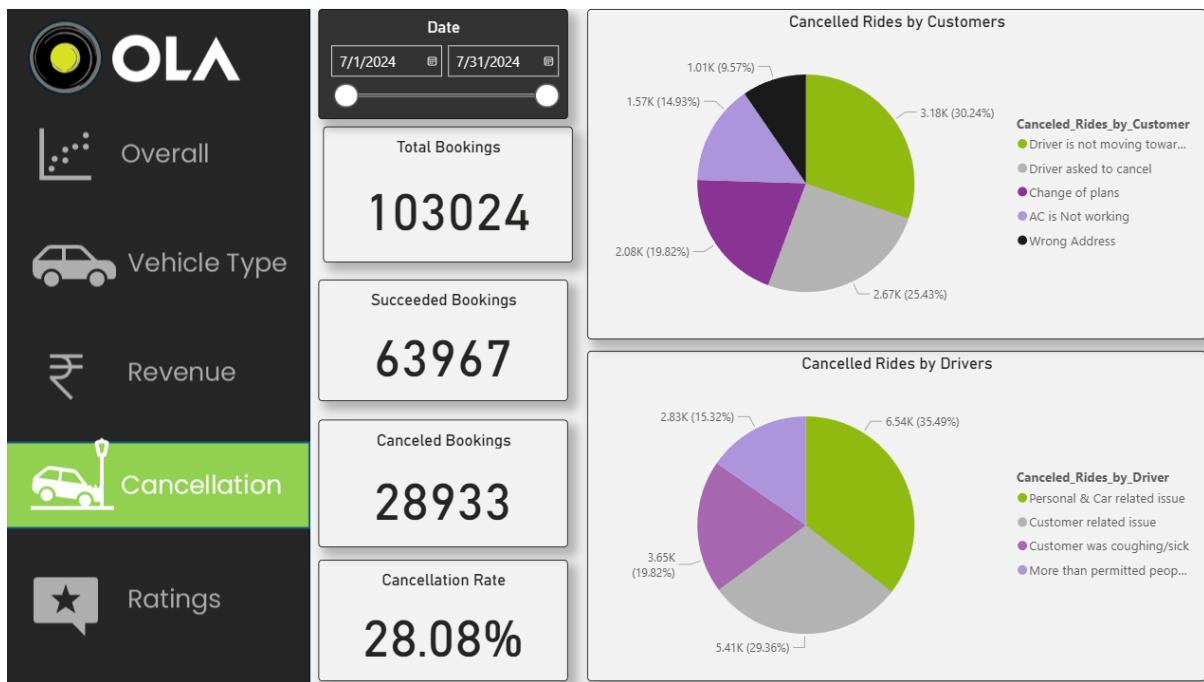
- Revenue by payment method
- Ride distance patterns
- Top customers



## → Page 4 – Cancellation Dashboard

Shows:

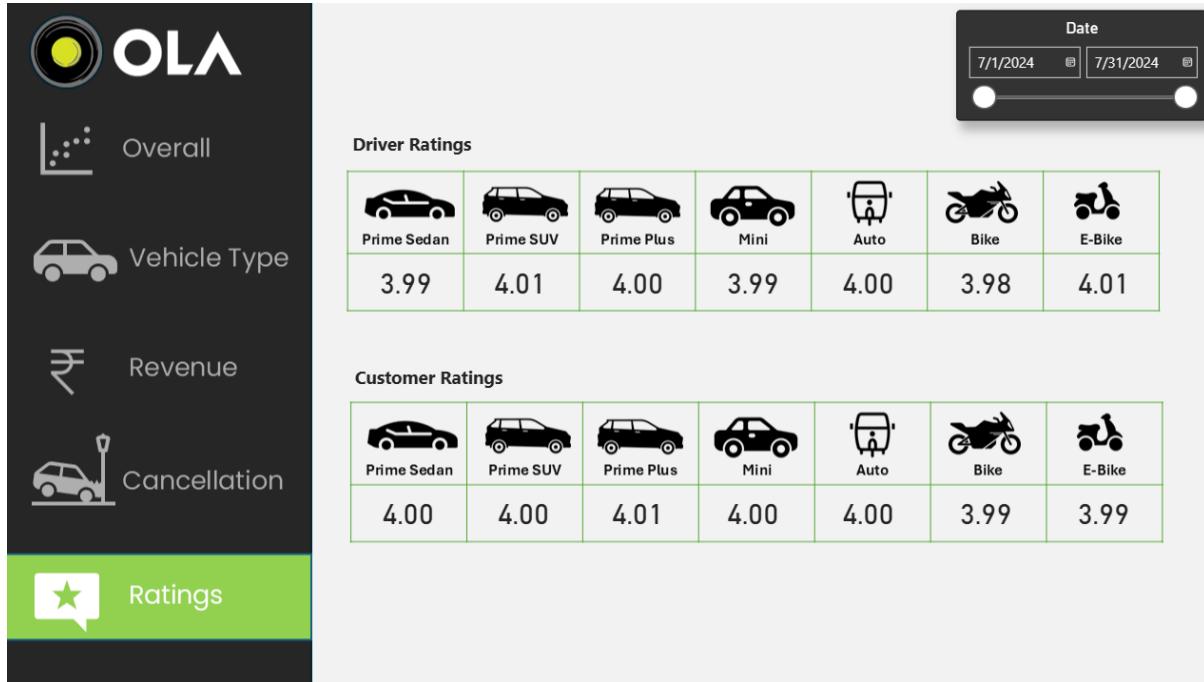
- Cancellation %
- Customer & driver cancellation reasons



## → Page 5 – Ratings Dashboard

Shows:

- Driver vs customer ratings
- Ratings by vehicle type



## 📌 5. Insights Summary

## **Success Rate**

- **63.9% success is healthy for a mobility platform.**
- **Driver cancellations (18%) are a significant concern.**

## **Vehicle Performance**

- All vehicle types have similar ride counts → balanced dataset.
- Prime categories generate higher value rides (visible in screenshots).

## **Payment Behavior**

- Cash + UPI dominate the ecosystem.
- Credit/Debit cards are low usage.

## **Ratings**

- Ratings are stable and consistent across categories (~4.0).
- No major outliers → rides are generally satisfactory.

## **Cancellations**

- Most customer cancellations happen due to driver behaviour.
  - Most driver cancellations are personal or customer-related issues.
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## **6. Skills Demonstrated**

- Data cleaning & preprocessing
- Designing realistic synthetic datasets
- KPI creation and metric understanding
- Dashboard reading & interpretation
- Analytical thinking
- Understanding ride-hailing industry metrics