

Ola Ride Insights Dashboard

Done By: Pulluri Bhanuteja

Business/Data Analyst

Mail: pulluribhanu.s@gmail.com

Project Type: Real-Time Project

Project Description

The Ola Ride Insights Dashboard project aims to analyze and visualize operational data from ride bookings to derive actionable insights. With a dataset comprising 100 rows and 19 fields, the project follows a structured approach: starting from data cleaning in Excel, importing into MySQL Workbench for querying, and finally visualizing insights in Power BI.

Project Objectives

- Clean and prepare data for analysis
- Perform SQL-based data exploration and aggregation
- Generate actionable business insights
- Visualize findings in Power BI through comprehensive dashboards

Tools & Technologies Used

- Microsoft Excel (Data Cleaning)
- MySQL Workbench (Data Exploration & Queries)
- Power BI (Visualization)
- SQL (Query Language)

Key SQL Tasks Performed

Ola Ride Insights Dashboard

1. Retrieved all successful bookings
2. Calculated average ride distance per vehicle type
3. Counted customer-cancelled rides
4. Identified top 5 customers by bookings
5. Analyzed driver cancellations due to personal/car issues
6. Found max/min driver ratings for Prime Sedan
7. Filtered UPI payment rides
8. Averaged customer ratings by vehicle type
9. Summed booking value for successful rides
10. Listed incomplete rides with reasons

Power BI Dashboards Created

1. Ride Volume Over Time
2. Booking Status Breakdown
3. Top 5 Vehicle Types by Ride Distance
4. Average Customer Ratings by Vehicle Type
5. Cancelled Rides Reasons
6. Revenue by Payment Method
7. Top 5 Customers by Booking Value
8. Ride Distance Distribution Per Day
9. Driver Ratings Distribution
10. Customer vs. Driver Ratings

Power BI View Segmentation

1. Overall

Ola Ride Insights Dashboard

- Ride Volume Over Time
- Booking Status Breakdown

2. Vehicle Type

- Top 5 Vehicle Types by Ride Distance

3. Revenue

- Revenue by Payment Method
- Top 5 Customers by Booking Value
- Ride Distance Distribution Per Day

4. Cancellation

- Cancelled Rides Reasons (Customer)
- Cancelled Rides Reasons (Drivers)

5. Ratings

- Driver Ratings
- Customer Ratings

Project Outcome

This project successfully demonstrates the end-to-end analytical workflow-from data cleaning to visual storytelling. It enables stakeholders to understand ride patterns, revenue trends, cancellation reasons, and user satisfaction, empowering better business decisions.