

OLA RIDE INSIGHTS – ANALYSIS REPORT

This report provides a comprehensive analysis of Ola ride data to uncover actionable insights that can enhance operational efficiency, improve customer satisfaction, and optimize revenue. Using ride, fare, and rating data, key trends, bottlenecks, and opportunities are identified for informed decision-making.

1. Objectives

- Analyze ride patterns over time to identify peak demand periods.
- Examine customer and driver ratings to understand satisfaction levels.
- Explore ride distances, times, and fares to optimize pricing strategies.
- Provide insights for business growth, fleet allocation, and service improvement.

2. Data Overview

Dataset Summary:

- **Total Data:** 1,03024 with 20 features
- **Date Range:** 01/07/2024 – 31/07/2024
- **Key Variables:** Ride Distance, Ride Duration, Fare, Customer & Driver Ratings, Vehicle Type, Customer ID, Pickup & Drop Location, Incomplete Rides & Reasons, Payment Method and Booking Value

Missing data was handled using replacing the values for numeric fields to ensure accurate analysis.

3. Key Findings

- **Ride Distribution & Demand:** Peak rides occur during morning/evening commutes and weekends; top pickup/drop locations highlight high-demand zones.
- **Fare Analysis:** Fares increase with distance; certain routes and vehicle types drive higher revenue.
- **Ride Distance & Duration:** Longer rides are zone-specific, short rides dominate other areas.
- **Customer Ratings:** Most rides rated 4–5; low ratings linked to long wait times.
- **Driver Ratings:** Higher ratings in busy zones; negative feedback due to delays and cancellations.

5. Business Recommendations

- **Optimize Fleet Deployment:** Increase drivers during peak hours and high-demand zones.
- **Dynamic Pricing:** Apply surge pricing on busy routes to boost revenue.
- **Customer Experience:** Minimize wait times and monitor driver performance.
- **Driver Management:** Provide training and incentives to maintain quality.
- **Operational Efficiency:** Align ride allocation with distance and duration trends.

6. Conclusion

The analysis reveals key patterns in ride demand, pricing, and satisfaction. By leveraging these insights, Ola can improve operational efficiency, enhance customer experience, and drive revenue growth. Strategic implementation of recommendations will position Ola to meet both customer and business objectives effectively.