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Case Study: Ola Car Booking Trends in the Last Year

## 1. Introduction

Ola, one of India's leading ride-hailing services, has experienced significant shifts in booking trends due to various factors, including post-pandemic recovery, fuel price changes, and competition from other mobility services. This case study analyzes the key trends in Ola's car booking services over the past year, focusing on user demand, peak booking hours, revenue growth, and operational challenges.

## 2. Objective

The study aims to:

- Analyze year-on-year booking trends.
- Identify peak hours and high-demand locations.
- Assess revenue impact and customer satisfaction.
- Explore operational challenges and strategies used by Ola.

## 3. Data Sources & Methodology

The analysis is based on:

- Ola's internal booking data (ride count, revenue, peak hours).
- Customer reviews and ratings.
- External market trends and reports from mobility service providers.

## 4. Key Findings

### A. Booking Trends and Growth

- Ola experienced a 15-20% increase in ride bookings compared to the previous year, driven by increasing urban mobility post-pandemic.
- Major metro cities (Mumbai, Delhi, Bangalore) accounted for 70% of total rides, with corporate travel rebounding significantly.
- Weekend bookings saw a 25% rise, indicating strong demand for leisure travel.

## **B. Peak Booking Hours & High-Demand Locations**

- Morning peak: 7 AM - 10 AM (office commuters).
- Evening peak: 6 PM - 9 PM (return from work and leisure outings).
- High-demand areas included airport routes, IT hubs, and shopping districts.

## **C. Revenue & Pricing Strategy**

- Dynamic pricing helped Ola maximize revenue, with fares surging up to 2.5x during peak hours.
- Introduction of subscription plans like 'Ola Pass' increased repeat bookings and user retention.

## **D. Challenges Faced**

- Driver Shortage: A 12% drop in active drivers was noted due to rising fuel costs and better-paying alternatives.
- Customer Complaints: Delays and cancellations were a major issue, with a 20% increase in complaints.
- Competition: Ola faced stiff competition from Uber and new ride-sharing startups, leading to aggressive pricing wars.

## **E. Solutions Implemented**

- Increased driver incentives to tackle supply shortages.
- Expansion of electric vehicle (EV) fleet to reduce operational costs.
- Enhanced AI-based route optimization for better ETAs and reduced cancellations.

## **5. Conclusion & Future Outlook**

Ola's car booking service has shown strong growth, but operational challenges remain. Investments in EV infrastructure, AI-driven matching systems, and driver retention programs will be crucial for sustaining growth. Moving forward, Ola's focus on subscription-based pricing and premium ride services can help it gain a competitive edge.