# Ola Ride Analytics – Project Documentation

## 1. Project Overview

The Ola Ride Analytics project is a Power BI dashboard designed to analyze Ola ride booking data. The aim is to identify ride trends, cancellations, vehicle performance, and customer/driver behavior, enabling stakeholders to make data-driven decisions.

## 2. Objectives

The dashboard is built to:  
- Track ride volume and trends over time.  
- Analyze booking status and cancellation reasons.  
- Compare customer vs. driver ratings.  
- Assess vehicle type performance.  
- Evaluate payment method preferences.

## 3. Business Questions Addressed

- Ride Volume Over Time – How many rides are booked month?

- Booking Status Breakdown – What proportion of rides are completed, cancelled, or ongoing?

- Top 5 Vehicle Types by Distance – Which vehicle types have the highest total ride distance?

- Average Customer Ratings by Vehicle Type – How do customers rate each vehicle category?

- Cancelled Ride Reasons – What are the main causes of ride cancellations?

- Revenue by Payment Method – Which payment methods generate the most revenue?

- Top 5 Customers by Booking Value – Who are the most valuable customers?

- Ride Distance Distribution Per Day – What’s the spread of ride distances on a daily basis?

- Driver Ratings Distribution – How are driver ratings spread?

- Customer vs. Driver Ratings – Are drivers rated more consistently than customers?

## 4. Key Metrics & DAX Measures

Total Rides:

Total Rides = COUNT(Bookings[Booking\_ID])

Cancelled Rides:

Cancelled Rides = CALCULATE([Total Rides], Bookings[Booking\_Status] = "Cancelled")

Cancellation %:

Cancellation % = DIVIDE([Cancelled Rides], [Total Rides], 0)

- Average Ratings by Customer & Driver  
- Revenue by Payment Method

## 5. Tools & Techniques

- Power BI (Data visualization)  
- DAX (Data Analysis Expressions for metrics)  
- Data Modeling ( calculated tables)  
- Interactive Features (Slicers, filters, navigation buttons)

## 6. Key Insights

- Peak Booking Times: Weekends & evenings show the highest ride demand.  
- Cancellations: Driver-related cancellations peak during high-demand hours.  
- Vehicle Performance: Prime Sedan and SUV have the lowest cancellation rates.  
- Customer Value: Top 5 customers contribute disproportionately to revenue.  
- Rating Trends: Driver ratings are more stable than customer ratings.

## 7. Recommendations

- Strengthen customer support during peak hours to address cancellations.  
- Provide incentives for high-rated drivers.  
- Track payment method preferences by region for marketing strategy.  
- Launch a loyalty program for top-spending customers.

## 8. File List

- Ola.pbix – Main Power BI dashboard file.