OLA Project Dashboard – Analysis Report

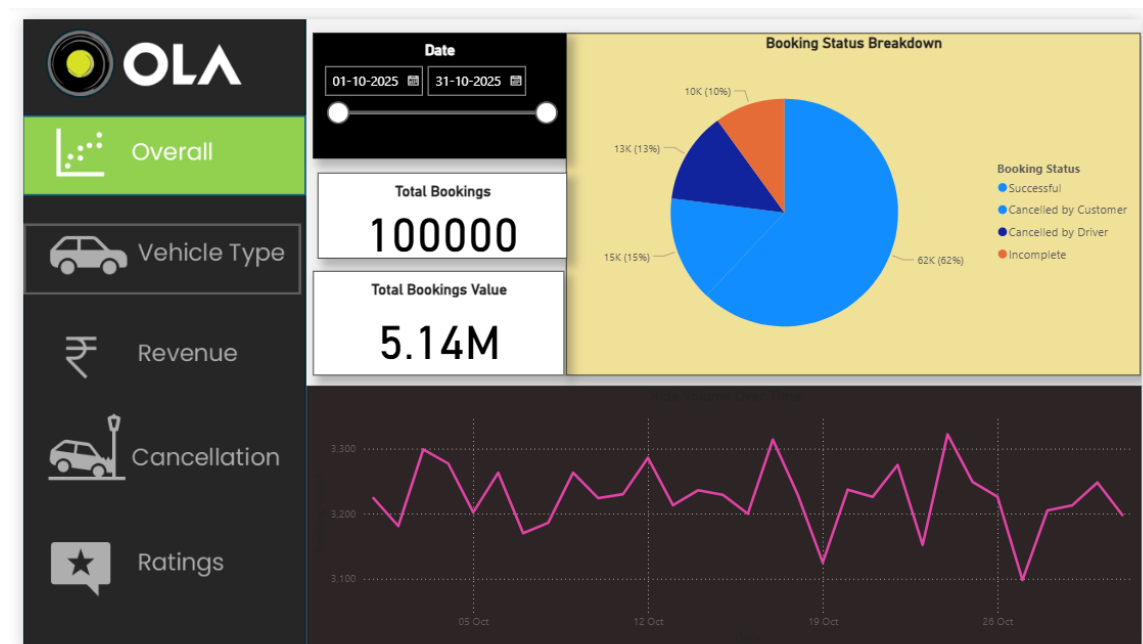## 1. Overall Dashboard – Booking Summary & Trends

Total Bookings: 100,000

Total Booking Value: ₹5.14M

Booking Status Breakdown:

- 62% Successful

- 15% Cancelled by Customer

- 13% Cancelled by Driver

- 10% Incomplete

Ride Volume Over Time: Shows booking trends for demand forecasting and identifying peak days.
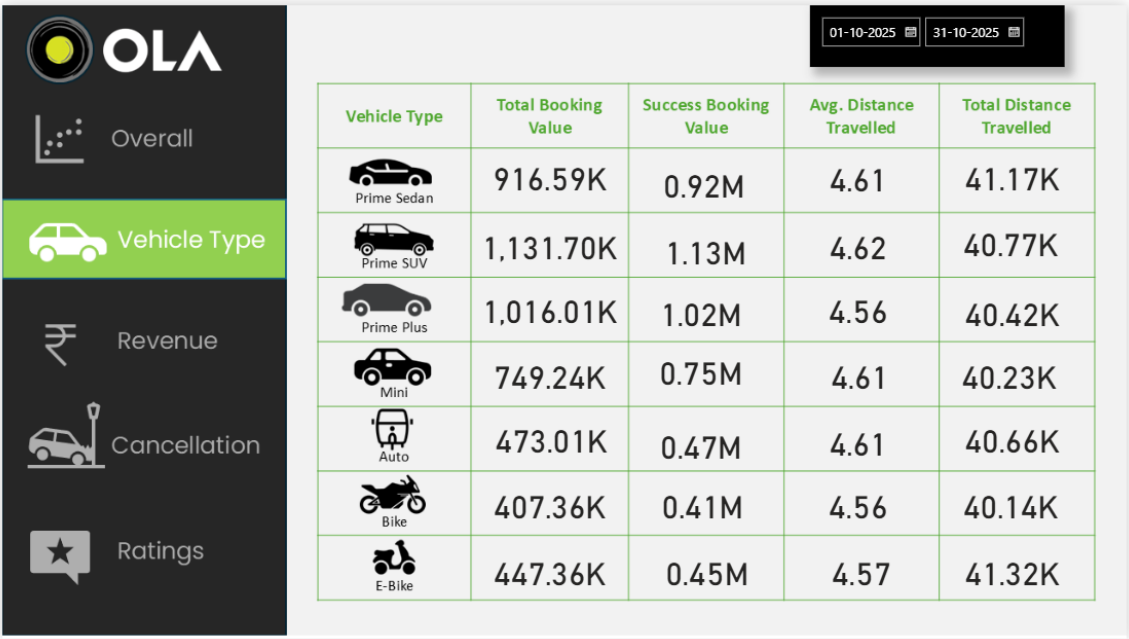

2. Vehicle Type Dashboard – Performance Summary

Vehicle types analyzed: Prime Sedan, Prime SUV, Prime Plus, Mini, Auto, Bike, E-Bike.

Revenue ranges from ₹407K to ₹1.13M.

Average distance per trip: ~4.5–4.6 km.

Prime SUV generates the highest revenue.

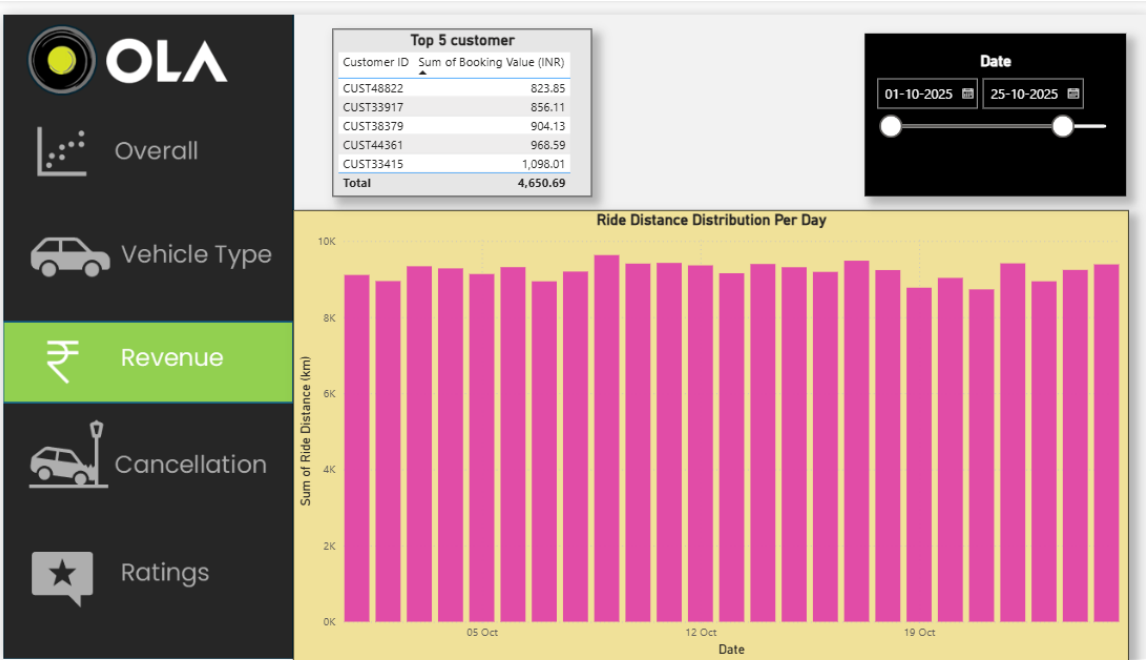| Vehicle Type	Total Booking Value	Success Booking Value	Avg. Distance Travelled	Total Distance Travelled
Prime Sedan	916.59K	0.92M	4.61	41.17K
Prime SUV	1,131.70K	1.13M	4.62	40.77K
Prime Plus	1,016.01K	1.02M	4.56	40.42K
Mini	749.24K	0.75M	4.61	40.23K
Auto	473.01K	0.47M	4.61	40.66K
Bike	407.36K	0.41M	4.56	40.14K
E-Bike	447.36K	0.45M	4.57	41.32K

3. Revenue Dashboard – Customer Value & Distance Trends

Top 5 highest revenue-generating customers included.

Daily ride distance: Consistent between 9,000–9,700 km per day.

Indicates stable fleet utilization and consistent demand.

Top 5 customer	
Customer ID	Sum of Booking Value (INR)
CUST48822	823.85
CUST33917	856.11
CUST38379	904.13
CUST44361	968.59
CUST33415	1,098.01
Total	4,650.69

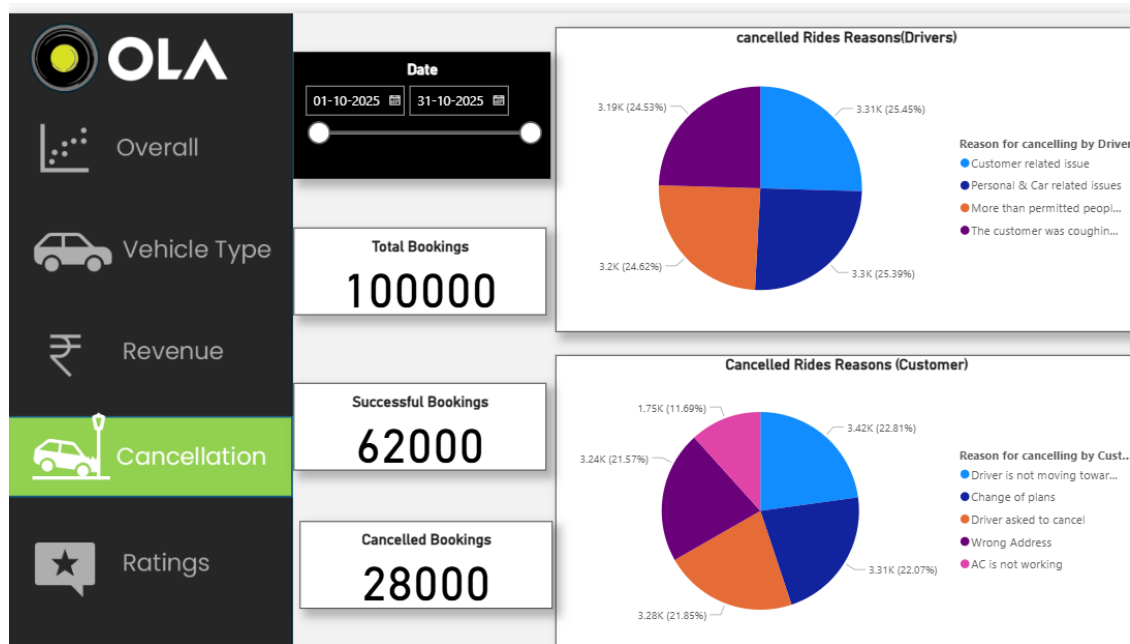## 4. Cancellation Dashboard – Driver & Customer Reasons

Total Bookings: 100,000

Successful Bookings: 62,000

Cancelled Bookings: 28,000

Driver cancellation reasons: customer issues, personal/car issues, overcapacity, sickness concerns.

Customer cancellation reasons: driver not moving, change of plans, wrong address, AC not working.

5. Ratings Dashboard – Quality Scores

Driver Ratings: 4.64–4.65 across all vehicle types.

Customer Ratings: 4.75–4.76 across categories.

Indicates high customer & driver satisfaction.

OLA

- Overall
- Vehicle Type
- Revenue
- Cancellation
- **Ratings**

Driver Ratings

Prime Sedan	Prime SUV	Prime Plus	Mini	Auto	Bike	E-Bike
4.65	4.65	4.65	4.64	4.65	4.65	4.65

Customers Ratings

Prime Sedan	Prime SUV	Prime Plus	Mini	Auto	Bike	E-Bike
4.76	4.76	4.75	4.76	4.75	4.76	4.75