

OLA RIDES ANALYSIS

1. Introduction

This document presents a comprehensive analysis of Ola ride data sourced from Kaggle. The objective is to understand booking patterns, ride performance, cancellations, payment preferences, and customer ratings. Data was cleaned, transformed, and analyzed using **Power Query** and visualized through an analytical dashboard.

2. Data Source

Dataset Used

- **Platform:** Kaggle
- **Dataset Link:** <https://www.kaggle.com/datasets/stevenkk/ola-analysis?resource=download>
- **Dataset Content:** Includes ride details, payment modes, locations, ride distances, customer ratings, cancellations, and vehicle categories.

	Drop_Location	V_TAT	C_TAT	Canceled_Rides_by_Customer	Canceled_Rides_by_Driver	Incomplete_Rides	Incomplete_Rides_Reason	Booking_Value	Payment_Method	Ride_Distance	Driver_Ra
1	RT Nagar	N/A	N/A	N/A	Personal & Car related issue	N/A	N/A	444	N/A	0	N/A
3	Varthur	203	30	N/A	N/A	No	N/A	158	Cash	13	4.1
4	Varthur	238	130	N/A	N/A	No	N/A	386	UPI	40	4.2
5	Vijayanagar	N/A	N/A	Driver is not moving towards pickup location	N/A	N/A	N/A	384	N/A	0	N/A
6	Chamarajpet	252	80	N/A	N/A	No	N/A	822	Credit Card	45	4
7	Vijayanagar	231	90	N/A	N/A	No	N/A	173	UPI	41	3.4
8	Whitefield	133	40	N/A	N/A	No	N/A	140	Cash	49	3.2
9	Sarjapur Road	N/A	N/A	N/A	Personal & Car related issue	N/A	N/A	344	N/A	0	N/A
10	Peenya	N/A	N/A	N/A	N/A	N/A	N/A	839	N/A	0	N/A
11	Varthur	N/A	N/A	N/A	Personal & Car related issue	N/A	N/A	893	N/A	0	N/A
12	Jayanagar	35	55	N/A	N/A	No	N/A	164	Cash	46	4.5
13	Rajajinagar	238	95	N/A	N/A	No	N/A	399	Cash	18	3.9
14	Yelahanka	126	35	N/A	N/A	No	N/A	330	UPI	8	3
15	Banashankari	N/A	N/A	N/A	Personal & Car related issue	N/A	N/A	427	N/A	0	N/A
16	MG Road	70	95	N/A	N/A	No	N/A	378	UPI	18	4.8
17	HSR Layout	126	95	N/A	N/A	No	N/A	343	UPI	23	3.7
18	BTM Layout	N/A	N/A	N/A	N/A	N/A	N/A	366	N/A	0	N/A
19	Langford Town	140	40	N/A	N/A	No	N/A	401	Cash	8	3.3
20	RT Nagar	42	30	N/A	N/A	No	N/A	343	UPI	17	3
21	Sarjapur Road	245	70	N/A	N/A	No	N/A	2014	Cash	33	4.2
22	Hulimavu	84	25	N/A	N/A	No	N/A	650	Cash	34	4.9
23	Jayanagar	168	65	N/A	N/A	No	N/A	231	Cash	2	3.2

3. Data Preprocessing

a. Missing Data

- Initial inspection revealed missing values in multiple columns.

1	Date			Vehicle_Type	Avg Distance		Booking_Status	
2	Time			Prime Sedan	15.76		Canceled by Driver	18434
3	Booking_ID			Bike	15.53		Success	63967
4	Booking_Status			Prime SUV	15.27		Canceled by Customer	10499
5	Customer_ID			eBike	15.58		Driver Not Found	10124
6	Vehicle_Type			Mini	15.51			103024
7	Pickup_Location			Prime Plus	15.45			
8	Drop_Location			Auto	6.24			27.72%
9	V_TAT							
10	C_TAT							
11	Canceled_Rides_by_Customer							
12	Canceled_Rides_by_Driver							

Ola Rides Analysis – Data Analytics Report

b. Data Cleaning (Power Query)

Performed the following operations:

1. Removed rows with missing values to ensure the accuracy of analysis.
2. Ensured all numeric fields were correctly typed.
3. Reformatted date and category columns for consistency.
4. Verified that no duplicates were present.

Dataset:

FileHomeTransformAdd ColumnViewToolsHelp

Queries [3]

Sheet1

July

Sheet2

Date

Time

Booking_ID

Booking_Status

Customer_ID

Vehicle_Type

Pickup_Loca

1	26-07-2024 14:00:00	31-12-1899 14:00:00	CNR7153255142	Canceled by Driver	CID713523	Prime Sedan	Tumkur Road
2	25-07-2024 22:20:00	31-12-1899 22:20:00	CNR2940424040	Success	CID225428	Bike	Magadi Road
3	30-07-2024 19:59:00	31-12-1899 19:59:00	CNR2982357879	Success	CID270156	Prime SUV	Sahakar Naga
4	22-07-2024 03:15:00	31-12-1899 03:15:00	CNR2395710036	Canceled by Customer	CID581320	eBike	HSR Layout
5	02-07-2024 09:02:00	31-12-1899 09:02:00	CNR1797421769	Success	CID939555	Mini	Rajajinagar
6	13-07-2024 04:42:00	31-12-1899 04:42:00	CNR8787177882	Success	CID802429	Mini	Kadugodi
7	23-07-2024 09:51:00	31-12-1899 09:51:00	CNR3612067560	Success	CID476071	Bike	Tumkur Road
8	11-07-2024 11:12:00	31-12-1899 11:12:00	CNR5374902489	Canceled by Driver	CID735691	Prime Plus	Bannerghatta
9	01-07-2024 19:19:00	31-12-1899 19:19:00	CNR5030602354	Driver Not Found	CID999840	Mini	Chamarajpet
10	18-07-2024 01:31:00	31-12-1899 01:31:00	CNR6328453219	Canceled by Driver	CID907133	Auto	RT Nagar
11	29-07-2024 23:33:00	31-12-1899 23:33:00	CNR4787583516	Success	CID923404	Prime Plus	Hosur Road
12	26-07-2024 04:03:00	31-12-1899 04:03:00	CNR7943634301	Success	CID647026	Prime Plus	Kammanahalli

Query Settings

PROPERTIES

Name

July

All Properties

APPLIED STEPS

Source

Navigation

Promoted Headers

Changed Type

Empty Rows:

Booking_ID	Booking_Status	Customer_ID	Vehicle_Type	Pickup_Location
CNR7153255142	Canceled by Driver			Tumkur Road
CNR2940424040	Success			Magadi Road
CNR2982357879	Success			Sahakar Nagar
CNR2395710036	Canceled by Customer			HSR Layout
CNR1797421769	Success			Rajajinagar
CNR8787177882	Success			Kadugodi
CNR3612067560	Success			Tumkur Road
CNR5374902489	Canceled by Driver			Bannerghatta Road
CNR5030602354	Driver Not Found			Chamarajpet
CNR6328453219	Canceled by Driver			RT Nagar
CNR4787583516	Success			Hosur Road
CNR7943634301	Success			Kammanahalli
CNR4524472111	Success			Cox Town
CNR3914552212	Canceled by Driver			Hosur Road
CNR8181602032	Success			Indiranagar
CNR8090918544	Success			Magadi Road
CNR3211335290	Driver Not Found			Ramamurthy Nagar
CNR3196156650	Success			Electronic City
CNR9975925287	Success			Magadi Road
CNR1591113431	Success			Koramangala
CNR3650331573	Success	CID217093	eBike	Basavanagudi
CNR6013805089	Success	CID817034	Prime Sedan	Padmanabhanagar
CNR4306636052	Canceled by Driver	CID103842	Prime SUV	Mysore Road

Ola Rides Analysis – Data Analytics Report

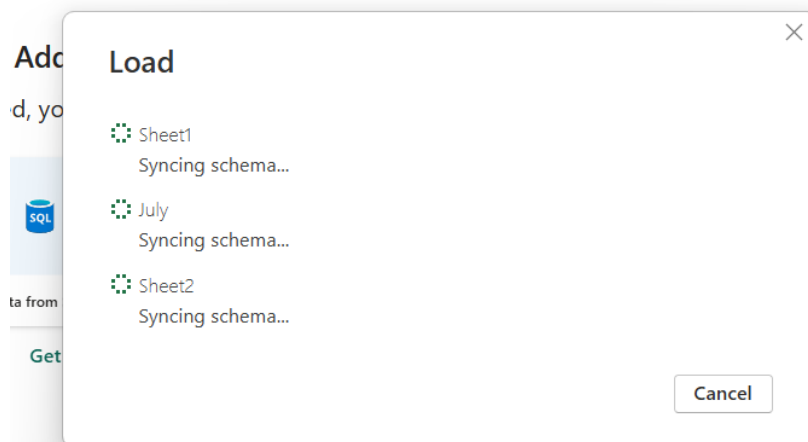
Remove Null Values Rows:

A ^B C Date	ABC 123 Column2	ABC 123 Column3	ABC 123 Column4	A ^B C Vehicle_Type	1.2 Avg Distance
Time		null	null	null Prime Sedan	15.76493917
Booking_ID		null	null	null Bike	15.53307871
Booking_Status		null	null	null Prime SUV	15.27451382
Customer_ID		null	null	null eBike	15.58058855
Vehicle_Type		null	null	null Mini	15.5101017
Pickup_Location		null	null	null Prime Plus	15.44747399
Drop_Location		null	null	null Auto	6.238088783
V_TAT		null	null	null	null
C_TAT		null	null	null	null
Canceled_Rides_by_Customer		null	null	null	null
Canceled_Rides_by_Driver		null	null	null	null
Incomplete_Rides		null	null	null	null
Incomplete_Rides_Reason		null	null	null	null
Booking_Value		null	null	null	null
Payment_Method		null	null	null	null
Ride_Distance		null	null	null	null
Driver_Ratings		null	null	null	null
Customer_Rating		null	null	null	null
	null	null	null	null	null
	null	null	null	null	null
	null	null	null	null	null
	null	null	null	null	null
	null	null	null	null	null
	null	null	null	null	null

A ^B C Date	ABC 123 Column2	ABC 123 Column3	ABC 123 Column4	A ^B C Vehicle_Type	1.2 Avg Distance
Time		null	null	null Prime Sedan	15.76493917
Booking_ID		null	null	null Bike	15.53307871
Booking_Status		null	null	null Prime SUV	15.27451382
Customer_ID		null	null	null eBike	15.58058855
Vehicle_Type		null	null	null Mini	15.5101017
Pickup_Location		null	null	null Prime Plus	15.44747399
Drop_Location		null	null	null Auto	6.238088783

c. Final Dataset Status

- All missing rows removed
- Data transformed and cleaned
- Loaded into Power BI for visualization



4.Data Visualisation

Ola Analysis

57M

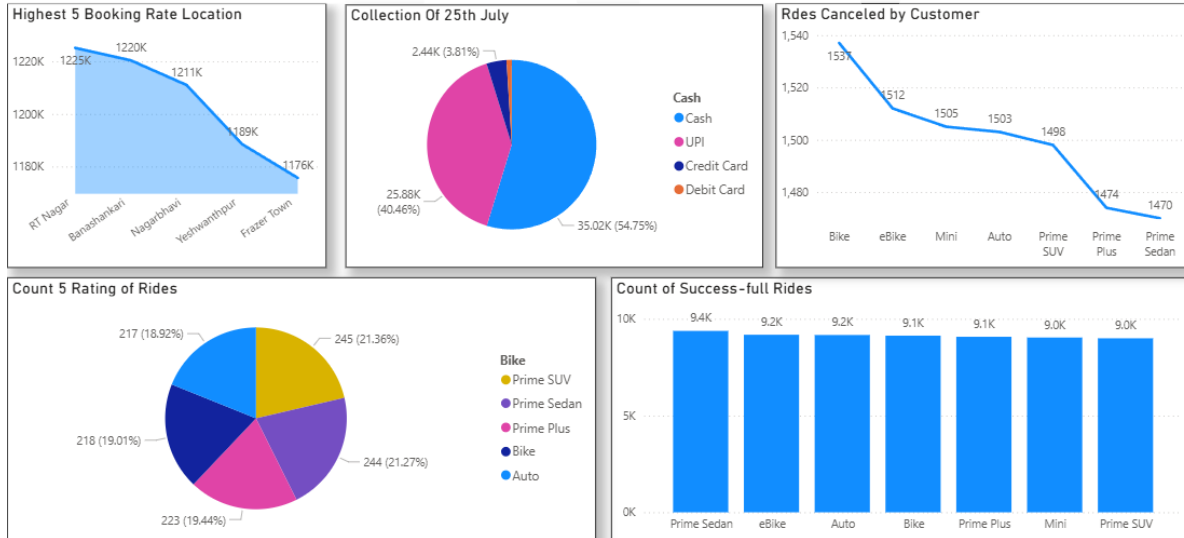
14.19

15.53

Booking value

Avg Ride Distance

Avg Distance Of Success Ride



5. Card-Wise Metrics

5.1 Overall Booking Value

- Total Booking Value: 57M
- Indicates high demand for Ola rides and strong revenue generation in the analyzed period.

5.2 Average Ride Distance

- 14.19 km
- Customers generally use Ola for medium-distance travel.

5.3 Average Distance of Successful Rides

- 15.53 km
- Successful rides have slightly longer distances, suggesting:
 - Shorter trips may face higher cancellation rates
 - Longer journeys are more reliable and completed more consistently

6. FACTOR-WISE ANALYSIS

6.1 Highest Booking Rate by Location

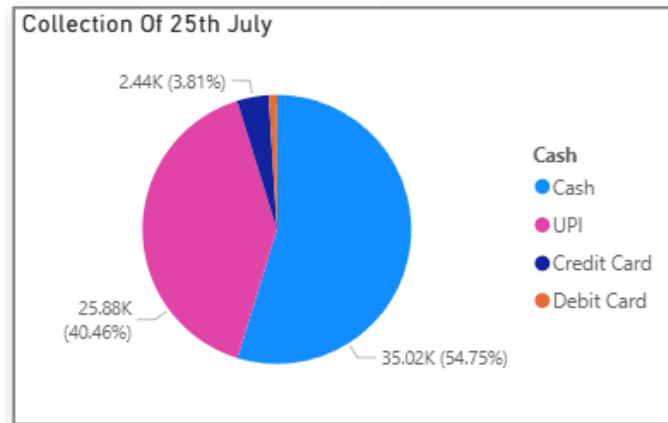
1. RT Nagar – 1,225K
2. Banashankari – 1,220K
3. Nagavara – 1,211K
4. Yelahanka – 189K
5. Fraser Town – 1,176K

Insights

- RT Nagar & Banashankari are the top-performing areas.
- Yelahanka shows very low demand, indicating:
 - Lower population density OR
 - Lower service availability OR
 - Preference for alternative transport modes

6.2 Payment Collection on 25th July

Payment Mode	Amount	Share
Cash	35.02K	54.75%
UPI	25.88K	40.46%
Credit Card	2.44K	3.81%
Debit Card	Minimal/Negligible	<1%



Insights

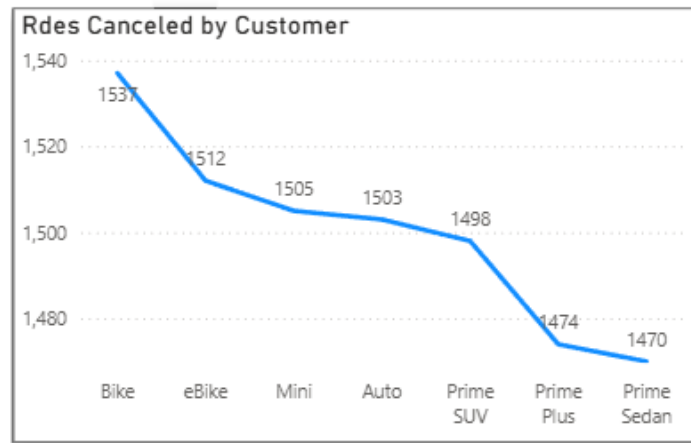
- Cash remains the dominant payment mode.
- UPI usage is high (40.46%), showing strong adoption of digital payments.
- Card payments are extremely low — a potential area for improvement.

6.3 Customer Ride Cancellations

Cancelled rides across vehicle types:

Ride Type	Cancellations
Bike	1,537
eBike	1,512
Mini	1,505
Auto	1,503
Prime SUV	1,498
Prime Plus	1,474
Prime Sedan	1,470

Ola Rides Analysis – Data Analytics Report



Insights

- Bikes & eBikes have the highest cancellations, likely due to:
 - Weather issues
 - Rider comfort concerns
 - Pickup difficulties
- Sedan and premium rides have the lowest cancellations, reflecting:
 - Higher reliability
 - Better ride comfort
 - Strong customer preference

6.4 Ride Rating Distribution

Distribution of ride ratings:

Prime SUV: 245 rides (21.36%)

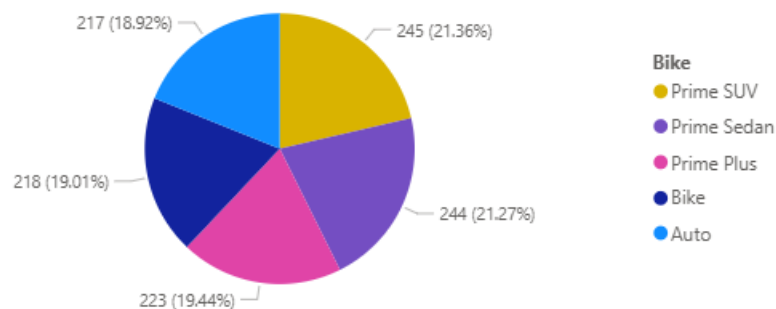
Prime Sedan: 244 rides (21.27%)

Prime Plus: 223 rides (19.44%)

Bike: 218 rides (19.10%)

Auto: 217 rides (18.92%)

Count 5 Rating of Rides



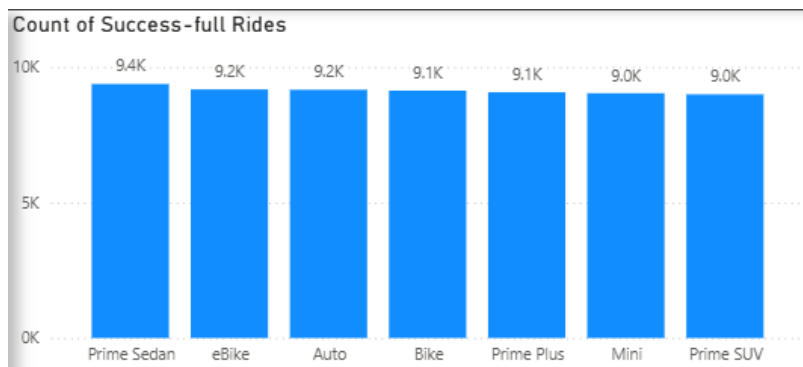
Insights

- Premium segments (SUV, Sedan, Plus) dominate high ratings → better ride experience.
- Auto and Bike have slightly lower ratings → might indicate discomfort or inconsistent service.

6.5 Count of Successful Rides

Successful rides per category of vehicle:

Ride Type	Successful Rides
Prime Sedan	9.4K
eBike	9.2K
Auto	9.2K
Bike	9.1K
Prime Plus	9.1K
Mini	9.0K
Prime SUV	9.0K



Insights

- Prime Sedan is leading in successful rides.
- All categories show rather consistent performance.
- Premium and regular segments have similar success rates, showing stable operations.

7. Final Summary

Strengths

- High booking value (57M) indicates strong market demand.
- UPI payments growing rapidly, close to 40%.
- Premium rides (SUV, Sedan, Plus) show:
 - High ratings
 - Lower cancellations
 - Strong customer preference

Weaknesses

- Bikes and eBikes account for the greatest proportion of cancellations.
- Yelahanka has considerably low booking counts.
- **Card payments** are very low, suggesting:
 - User inconvenience
 - Limited awareness/offers

Opportunities

- Improve customer experience for Bike/Auto rides.
- Increase digital adoption by providing discounts on card payments.

- Target campaigns in underperforming locations such as Yelahanka.

8. Conclusion

- The Ola Rides Analysis reveals a healthy operational performance with strong booking volumes, satisfied customers in premium segments, and significant digital payment adoption. However, targeted improvements in cancellations, location outreach, and payment diversification can further enhance Ola's overall service efficiency and user experience.