SUMMARIZE

1. **Total Revenue from Successful Bookings**
   Calculated total revenue only from rides marked as *'Success'*, which provides an accurate reflection of actual earnings.

```sql
SELECT
    SUM(Booking_Value) AS Revenue
FROM
    bookings
WHERE
    Booking_Status = 'Success';
```

	Revenue
▶	13762477

2. **Booking Status Breakdown**
   Analyzed booking statuses to show the proportion of successful, cancelled, and pending rides — giving a clear view of operational efficiency.

```sql
SELECT
    Booking_Status,
    COUNT(*) AS count_of_status,
    ROUND((COUNT(*) * 100.0 / (SELECT
                    COUNT(*)
                FROM
                    bookings)),
            2) AS percentage
FROM
    bookings
GROUP BY Booking_Status;
```

OUTPUT

Booking_Status	count_of_status	percentage
Canceled by Driver	7212	17.79
Success	25207	62.18
Canceled by Customer	4079	10.06
Driver Not Found	4041	9.97

3. **Unique Users Count**
   Identified the number of unique customers by comparing total vs. distinct customer IDs, revealing the actual reach and customer repetition.

```sql
SELECT
    COUNT(Customer_ID) - COUNT(DISTINCT Customer_ID) AS Unique_users
FROM
    bookings;
```

OUTPUT

Unique_users
882

4. **Top 20 Most Frequent Pickup Locations**
   Ranked the top pickup points used by riders, helping understand high-demand zones for strategic planning and marketing focus.

```sql
SELECT
    Pickup_Location, COUNT(*) AS frequent_pickup_location
FROM
    bookings
GROUP BY Pickup_Location
ORDER BY frequent_pickup_location DESC
LIMIT 20;
```

OUTPUT

Pickup_Location	frequent_pickup_location
Indiranagar	883
Banashankari	865
Ramamurthy Nagar	861
Kammanahalli	855
BTM Layout	844
Cox Town	844
Sarjapur Road	843
Kengeri	841
RT Nagar	838
Tumkur Road	833

Pickup_Location	frequent_pickup_location
HSR Layout	828
Mysore Road	827
KR Puram	824
Hennur	823
Nagarbhavi	822
Peenya	820
Rajarajeshwari Na...	820
Magadi Road	816
Sahakar Nagar	815
Langford Town	815

5. **Average Fare by Vehicle Type**
   Calculated the mean fare for each vehicle category (e.g., Bike, Mini, Prime), useful for evaluating pricing strategy and affordability.

```
SELECT
    Vehicle_Type, ROUND(AVG(Booking_Value), 1) AS avg_fare
FROM
    bookings WHERE Booking_Status="Success"
GROUP BY Vehicle_Type  ;
```

OUTPUT

Vehicle_Type	avg_fare
Bike	539.7
Prime SUV	545.7
Mini	543.5
Prime Plus	550.9
Auto	548.9
eBike	535.3
Prime Sedan	558.2

6. **Most Popular Vehicle Type**
   Determined which category has the highest booking count, indicating customer preference and fleet optimization potential.

```
SELECT
    Vehicle_Type, COUNT(*) AS Count
FROM
    bookings
GROUP BY Vehicle_Type;
```

OUTPUT

Vehicle_Type	Count
Prime Sedan	5810
Bike	5878
Prime SUV	5864
eBike	5881
Mini	5639
Prime Plus	5679
Auto	5788

7. **Average Distance Traveled by Vehicle Type**
   Measured average ride distances across different vehicle types to understand usage patterns and rider behavior.

```sql
SELECT
    Vehicle_Type, ROUND(AVG(Ride_Distance), 1) AS avg_dist
FROM
    bookings
GROUP BY Vehicle_Type;
```

OUTPUT

Vehicle_Type	avg_dist
Prime Sedan	15.7
Bike	15.9
Prime SUV	15.3
eBike	15.7
Mini	15.5
Prime Plus	15.2
Auto	6.2

8. **Revenue by Vehicle Type (Only Successful Rides)**
   Segmented total revenue by vehicle category, considering only completed rides — providing insights into which types are most profitable.

```sql
SELECT
    Vehicle_Type, SUM(Booking_Value) AS revenue
FROM
    bookings
WHERE
    Booking_Status = 'Success'
GROUP BY Vehicle_Type
ORDER BY revenue DESC;
```

OUTPUT

Vehicle_Type	revenue
Prime Sedan	2050099
Bike	1998373
eBike	1972583
Auto	1968855
Prime SUV	1954643
Prime Plus	1912305
Mini	1905619

9. **Weekly Revenue Trend**
   Analyzed revenue on a weekly basis to observe trends, spikes, or drops, supporting seasonal strategy or promotional planning.

```
SELECT
    EXTRACT(WEEK FROM Date) AS Weeks,
    SUM(Booking_Value) AS weekly_revenue
FROM
    bookings
WHERE
    Booking_Status = 'Success'
GROUP BY Weeks
ORDER BY weekly_revenue DESC;
```

OUTPUT

Weeks	weekly_revenue
28	3225406
29	3207749
27	3168519
26	2749371
30	1411432

10. **Ride Demand by Time of Day**
    Categorized ride requests into time blocks (morning, afternoon, noon, night), identifying peak periods for better fleet allocation.

```
select
case
    when hour(Time) between 6 and 11 then 'morning'
    when hour(Time) between 12 and 16 then 'afternoon'
    when hour(Time) between 17 and 20 then  'noon'
    else 'night'
end as period , count(*) as no_of_booking from bookings
group by period order by no_of_booking desc;
```

OUTPUT

period	no_of_booking
night	15058
morning	10409
afternoon	8331
noon	6741

11. **Count of Customer Cancellations by Reason**
    Aggregated cancellation reasons to quantify the most common issues causing ride drop-offs by users.

```sql
SELECT
    Canceled_Rides_by_Customer, COUNT(*) AS counts
FROM
    bookings
WHERE
    Canceled_Rides_by_Customer IS NOT NULL
GROUP BY Canceled_Rides_by_Customer;
```

    OUTPUT

Canceled_Rides_by_Customer	counts
Driver is not moving towards pickup location	1219
Driver asked to cancel	1058
AC is Not working	609
Change of plans	804
Wrong Address	389

12. **Count of Driver Cancellations by Reason**
    Counted the occurrences of each reason drivers canceled rides — important for operational improvements and training.

```sql
SELECT
    Canceled_Rides_by_Driver, COUNT(*) AS counts
FROM
    bookings
WHERE
    Canceled_Rides_by_Driver IS NOT NULL
GROUP BY Canceled_Rides_by_Driver;
```

    OUTPUT

Canceled_Rides_by_Driver	counts
Personal & Car related issue	2500
Customer was coughing/sick	1434
Customer related issue	2124
More than permitted people in there	1154

13. **High-Revenue Routes (Pickup to Drop)**
    Identified top 10 pickup-drop combinations that generate the highest revenue, highlighting profitable routes for strategic targeting.

```sql
SELECT
    Pickup_Location,
    Drop_Location,
    ROUND(AVG(Ride_Distance), 2) AS avg_ride_distance,
    COUNT(*) AS count_of_ride,
    SUM(Booking_Value) AS total_revenue,
    ROUND(AVG(Booking_Value), 2) AS avg_revenue_per_ride
FROM
    bookings
WHERE
    Booking_Status = 'Success'
GROUP BY Pickup_Location , Drop_Location
HAVING total_revenue > 0
ORDER BY total_revenue DESC
LIMIT 10;
```

OUTPUT

Pickup_Location	Drop_Location	avg_ride_distance	count_of_ride	total_revenue	avg_revenue_per_ride
Langford Town	Padmanabhanagar	19.36	14	16487	1177.64
Indiranagar	BTM Layout	17.83	18	15752	875.11
Ramamurthy Nagar	BTM Layout	25.50	22	14898	677.18
Padmanabhanagar	Bellandur	18.47	17	14836	872.71
Peenya	Magadi Road	24.56	16	14785	924.06
Koramangala	Bannerghatta Road	24.50	18	14408	800.44
BTM Layout	Basavanagudi	24.41	17	14383	846.06
Whitefield	Yelahanka	31.93	15	13904	926.93
Bellandur	Indiranagar	26.20	20	13710	685.50
Kadugodi	Nagarbhavi	18.07	15	13471	898.07