Data Description Document

General Overview:

This dataset represents booking information for a ride-hailing service, including ride details, booking statuses, customer and driver feedback, and payment methods.

Data Dictionary

Column Name	Data Type	Description	Example Value
Date, Time	Datetime	Combined timestamp of booking.	2024-07-26 14.00.00
Booking_ID	String	Unique identifier for each booking.	CNR7153255142
Booking_Status	String	Status of the booking (e.g., Success, Canceled by Driver, Driver Not Found).	Canceled by Driver
Customer_ID	String	Unique identifier for each customer.	CID713523
Vehicle_Type	String	Type of vehicle booked (e.g., Mini, Bike, Auto, Prime SUV).	Prime Sedan
Pickup_Location	String	Location where the ride starts.	Tumkur Road
Drop_Location	String	Location where the ride ends.	RT Nagar
V_TAT	Integer	Vehicle Turnaround Time (minutes).	203
C_TAT	Integer	Customer Turnaround Time (minutes).	30
Canceled_Rides_by_Customer	String/Null	Indicates if the ride was canceled by the customer.	Driver is not moving
Canceled_Rides_by_Driver	String/Null	Indicates if the ride was canceled by the driver.	Personal & Car issues
Incomplete_Rides	String	Indicates if the ride was incomplete.	No
Incomplete_Rides_Reason	String/Null	Reason why the ride was incomplete.	null
Booking_Value	Float/Null	Total monetary value of the ride.	444
Payment_Method	String	Method used for payment (e.g., Cash, UPI, Credit Card).	UPI

Ride_Distance	Float/Null	Distance of the ride in kilometers.	40
Driver_Ratings	Float/Null	Rating given to the driver by the customer (out of 5).	4.2
Customer_Rating	Float/Null	Rating given to the customer by the driver (out of 5).	4.8
Vehicle_Images	String/Null	Link or reference to vehicle images.	#NAME?

Column Explanations

1. **Date, Time**: The timestamp combines both date and time to represent when the ride was booked. It's crucial for analyzing trends based on time.
2. **Booking_ID**: A unique identifier ensures that each booking is traceable and prevents duplication.
3. **Booking_Status**: Indicates whether the ride was completed, canceled, or failed to assign a driver, helping to understand ride success rates.
4. **Customer_ID**: Maps each booking to a unique customer, useful for customer analytics and segmentation.
5. **Vehicle_Type**: Differentiates the categories of services available (e.g., Bike for quick rides or SUVs for premium service).
6. **Pickup_Location & Drop_Location**: Help identify geographic patterns in demand and popular routes.
7. **V_TAT & C_TAT**: Key performance indicators:
    - **V_TAT**: Measures how long the vehicle was engaged.
    - **C_TAT**: Tracks customer time spent waiting or traveling.
8. **Canceled_Rides_by_Customer & Canceled_Rides_by_Driver**: Provide insights into who is initiating cancellations and the reasons, e.g., delays or unavailability.
9. **Incomplete_Rides & Incomplete_Rides_Reason**: Indicates when and why rides were not completed, supporting service quality improvement.
10. **Booking_Value**: Captures revenue per ride, crucial for financial analysis.
11. **Payment_Method**: Identifies customer payment preferences, enabling strategic payment option offerings.
12. **Ride_Distance**: Helps assess ride duration and pricing models.
13. **Driver_Ratings & Customer_Rating**: Reflect service quality and user experience from both perspectives.
14. **Vehicle_Images**: Could link to visual inspection reports or records of the vehicles used.

Data Utility

- **Service Quality Analysis**: Use cancellation reasons, ratings, and incomplete ride metrics to enhance operational efficiency.
- **Customer Behavior Insights**: Leverage booking patterns, payment preferences, and location data for marketing and operational strategy.
- **Revenue Tracking**: Analyze booking values, ride distances, and vehicle utilization for financial planning.