



# OLA Driver Analysis Report

Insights into Driver Demographics, Churn Rate, and Performance



# Problem Statement

- 
- Recruiting and retaining drivers is seen by industry watchers as a tough battle for Ola. Churn among drivers is high and it's very easy for drivers to stop working for the service on the fly or jump to Uber depending on the rates.
  - As a Data Analyst with the Analytics Department of Ola, focused on driver team attrition. You are provided with the monthly information for a segment of drivers for 2019 and 2020 and tasked to predict whether a driver will be leaving the company or not based on their attributes.

## Data Introduction

- Driver\_ID: Unique identifier for each driver.
- Age, Gender, City, Education\_Level, Income: Driver demographics.
- Date\_of\_joining, Last\_Working\_Date, Tenure: Information on employment periods.
- Total\_Business\_Value, Quarterly\_Rating, Monthly\_Income\_Increase: Performance and financial indicators.
- Has\_left: Indicates whether the driver is active or has left.

# Project Goals

The goal of this analysis is to understand why many drivers are leaving Ola and to predict which drivers might leave based on their information from 2019 and 2020. By identifying patterns in driver behavior, Ola can create strategies to keep more drivers and reduce the number who switch to competitors like Uber.

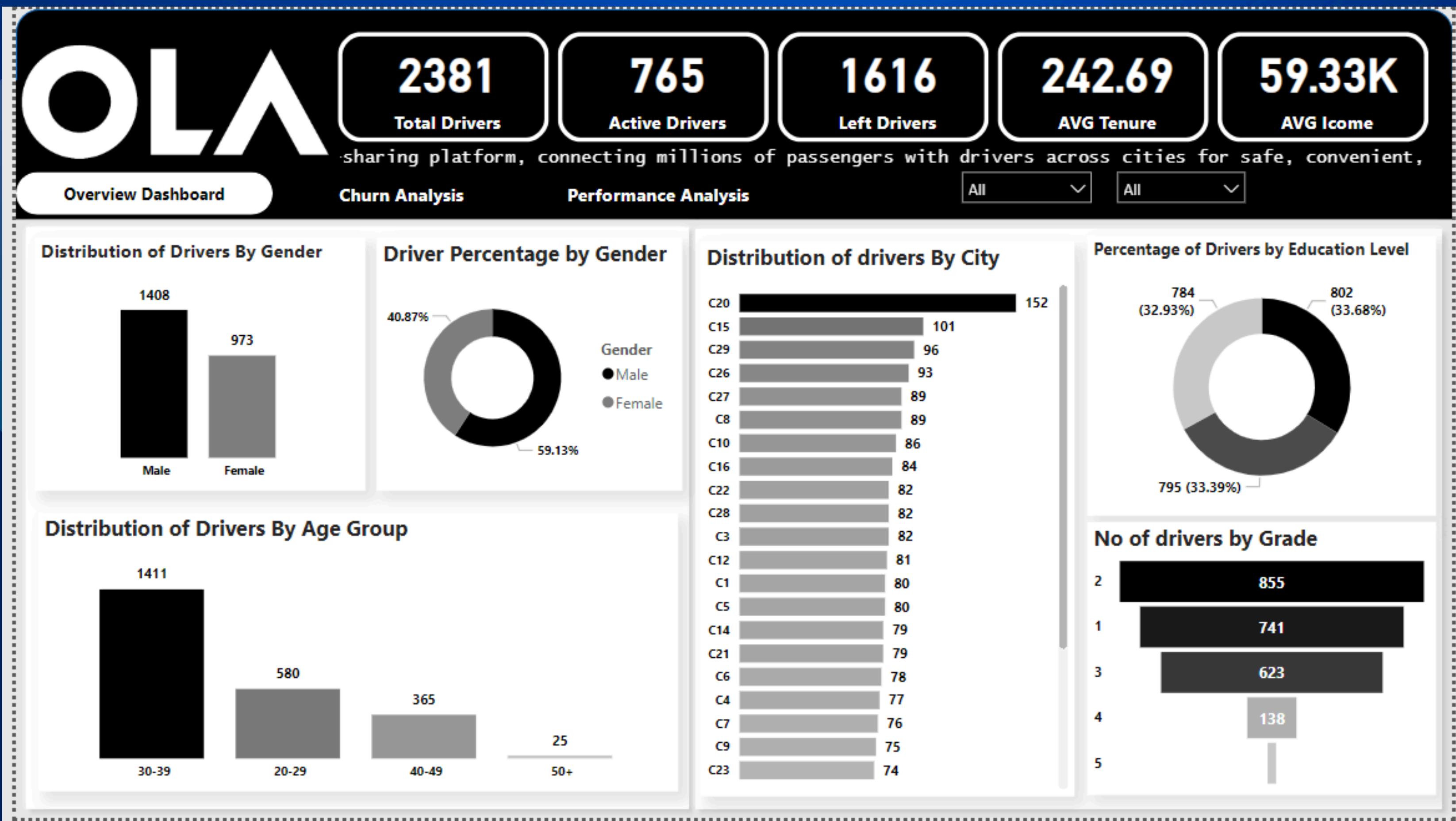
## Overview of Analysis

- **Total Drivers: 2,381**
- **Active Drivers: 765**
- **Left Drivers: 1,616**
- **Average Tenure: 242.69 months**
- **Average Income: ₹59.33K**



# Overview Dashboard

3 



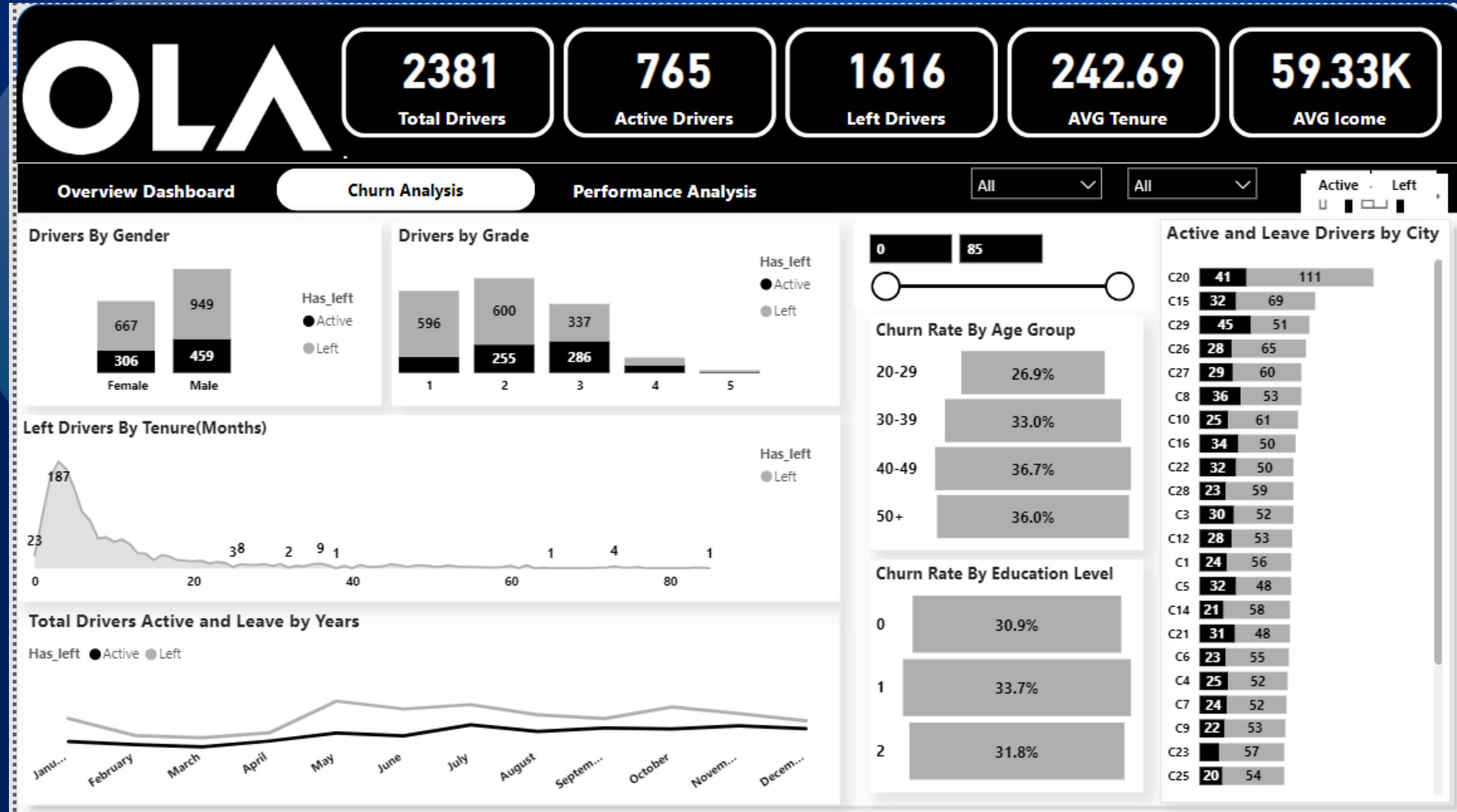
# Insights

## Driver Distribution

- **Gender:** 59.13% Male, 40.87% Female
- **Age Group:** Highest in the 30-39 age range, followed by 20-29.
- **City:** Highest number of drivers in City 20.
- **Education Level:** Evenly distributed among different levels.



# Churn Analysis



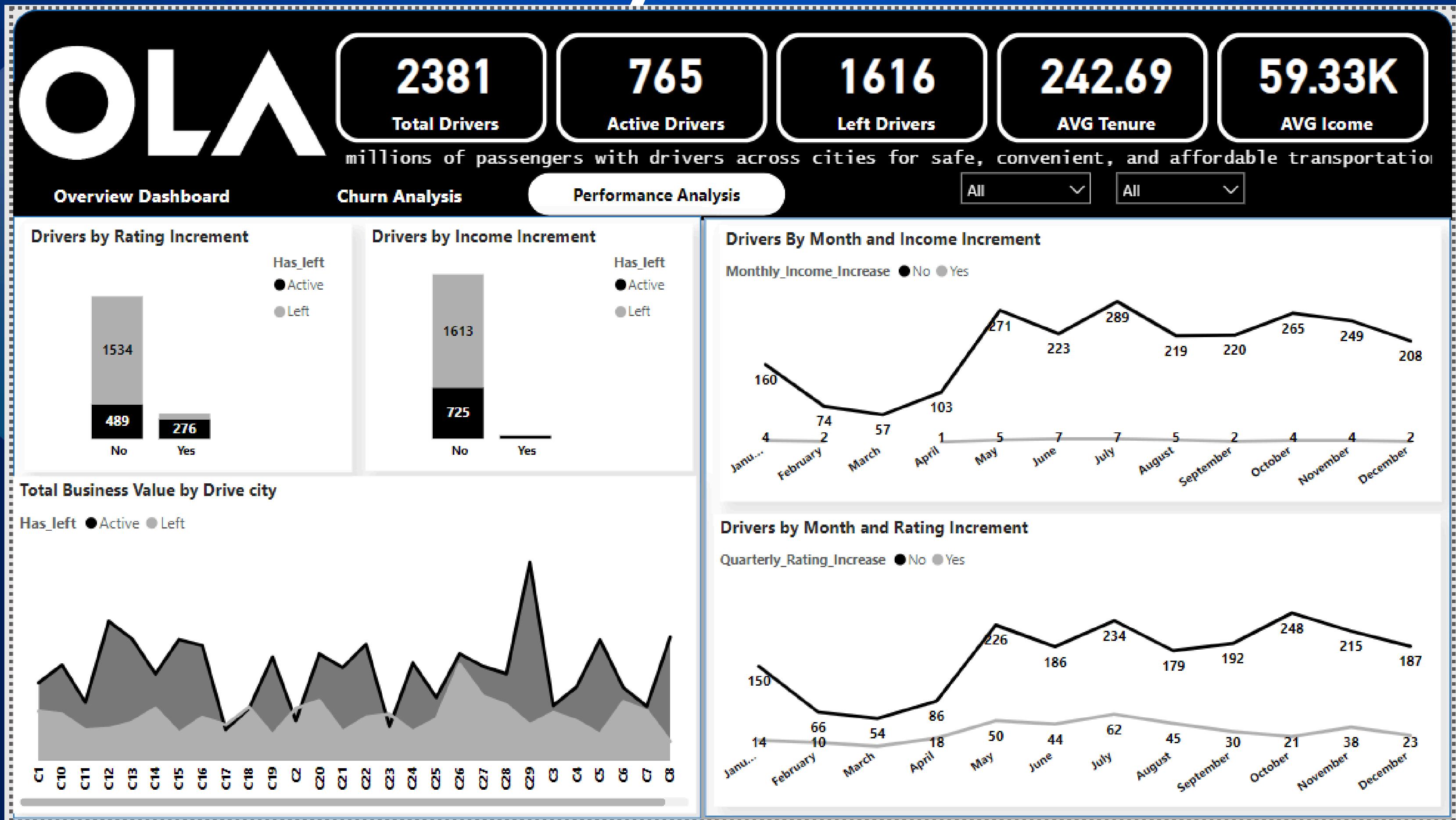
# Insights

- **Churn Rate by Age Group:** Highest for ages 40-49 at 36.7%.
- **Churn Rate by Education Level:** Levels show similar churn, with a slight increase for higher education.
- **Drivers Leaving by Tenure:** Most drivers leave within the first few months.
- **Drivers by Grade:** Lower churn in higher grades.
- 



# Performance Analysis

3 ...



# Insights

- **Income and Rating Increments:** Increment patterns are tracked by month, with peaks in certain months for both income and rating increases.
- **Total Business Value by City:** Varies significantly by city, with a few cities showing higher business values.



# Recommendations for Reducing Driver Churn at Ola

## Improve Early Retention Programs:

- Most drivers who leave do so within the first few months. Implement onboarding programs, mentorship, or bonuses to keep new drivers engaged and motivated.

## Offer Incentives Based on Performance:

- Provide income and rating-based incentives to reward drivers with good performance. This can encourage drivers to stay, especially those showing improvement in ratings or income.

## Address Churn in High-Risk Age Groups:

- Focus retention efforts on drivers aged 40-49 and 50+, as they have the highest churn rates. Personalized incentives or flexible work arrangements may help retain them.

## Boost Income Growth Opportunities:

- Monthly income increments have shown to retain more drivers. Consider adding incentives tied to performance to provide steady income growth opportunities.

# Conclusion

High driver turnover at Ola is mainly due to early exits, low income growth, and competition from other ride-sharing services. To reduce churn, Ola should focus on better onboarding, rewarding high-performing drivers, offering competitive pay, and giving extra support in high-churn cities. These actions can help keep drivers longer and build a more loyal driver base.

# Thank You