Power BI

Ola Ride Project

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Introduction of the project

This project focuses on analyzing data from the OLA platform to uncover meaningful patterns and trends. The goal is to transform raw data into actionable insights that can help the organization make data-driven decisions and improve overall efficiency. By examining key factors such as ride demand, customer behavior, pricing, and driver performance, the project aims to identify opportunities for growth, optimize operations, and enhance the customer experience.

About the dataset

The dataset I have downloaded from the Kaggle platform, the dataset is freely available. The dataset contains three tables, Follwing names are of those tables:

- Ola_RideDetails.csv
- Ola_ridesMains.csv
- Ola_ride_status

Tools used

1. **Power BI:**
    - Power Query editor (Cleaning)
    - Dax
    - Charts

Objective

Design an interactive dashboard to help Ola's operations and strategy teams analyze ride patterns, driver performance, cancellation trends, and location-based demand in Germany. The goal is to identify operational bottlenecks, maximize completed rides, and increase profitability.

Dashboard

Link of the dashboard:

https://app.powerbi.com/links/nLyeL5Stdn?ctid=45ac6391-be03-4a39-ba21-8c1b56403586&pbi_source=linkShare

Insights

- OLA generated a total revenue of $21.65 million, with 100K rides completed and a total distance of 1.55 million km travelled.
- The most preferred ride type was Prime with 20.15% of total rides, followed by Auto with 20.05%, making them the top two choices among customers.
- The ride completion rate shows a declining trend:
    a) 2022 → 30,252 completed rides
    b) 2023 → 29,876 completed rides
    c) 2024 → 29,807 completed rides
- The ride cancellation rate is consistently increasing:
    a) 2022 → 3,341 cancellations
    b) 2023 → 3,351 cancellations
    c) 2024 → 3,373 cancellations
- The most frequent pickup locations are Bremen, Hamburg, and Stuttgart, while the most frequent drop locations are Dortmund, Leipzig, and Berlin.

- Cologne, Berlin, and Stuttgart are the cities with the highest number of uncompleted rides.
- Cities with the highest average fares include Bremen, Leipzig, and Cologne. In Bremen, the average fares are:
    a) Morning → 219.9
    b) Afternoon → 220.0
    c) Evening → 214.4
    d) Night → 217.9
- Overall, the analysis shows that the cancellation rate is rising while the completion rate is declining, highlighting operational and customer experience challenges.

Reccomendations

- People are choosing prime and auto more as compare to the other options. we need to increase awareness of advantages of choosing other options, it will help business to make use of other available options and decrease load of prime and auto.
- We can decrease fare of rides or else we can give them some offers on their rides. This way we can increase rides per year.
- We can hire more riders. Where demand of rides is high and decrease riders from locations where demand is less. In this way we can make use of riders who are waiting for passengers. Also it will help business to serve service on time to the customers.

Thank you