Description:

The project involves analyzing and extracting valuable insights from a database related to a transportation service, likely a ride-sharing platform. The database consists of several tables, including `duration`, `loc` (locations), `payment`, `trips`, and `trips_details`. Each table contains information about various aspects of the ride-sharing service, such as trip details, payment methods, locations, and trip durations. To achieve this goal, a combination of SQL queries and Power BI has been employed to provide an end-to-end solution.

Key Queries and Insights:

Trip Statistics:

- Total number of successful trips.
- Total number of trips.
- Total number of drivers.
- Total earnings.
- Average distance and fare per trip.
- Total distance traveled.

Payment Analysis:

- Most used payment method.
- List of payment methods according to the sum of the amount for payment.
- The highest payment made through which method.

Location and Trip Analysis:

- Locations with the most trips.
- Top 5 earning drivers.
- Durations with the most trips.
- Driver-customer pairs with the most orders.

Rate and Conversion Analysis:

- Searches to estimate rate.
- Estimate to searches for quotes rate.
- Quote acceptance rate.
- Quote to booking rate.
- Booking cancellation rate.
- Conversion rate.

Area-Specific Analysis:

- Areas with the highest number of trips in each duration.
- Area with the highest fare.
- Area with the highest driver and customer cancellations.

Objective:

The primary objective of the project seems to be gaining insights into the performance and patterns within the ride-sharing service. This involves understanding the success rates, payment trends, location-specific patterns, and analyzing user interactions with the platform, such as searches, quotes, and bookings.

Outcome:

The project aims to provide actionable insights for optimizing the ride-sharing service, improving user experience, and potentially increasing overall efficiency and revenue. These insights can guide decision-making processes and help in addressing specific challenges or opportunities within the transportation platform.