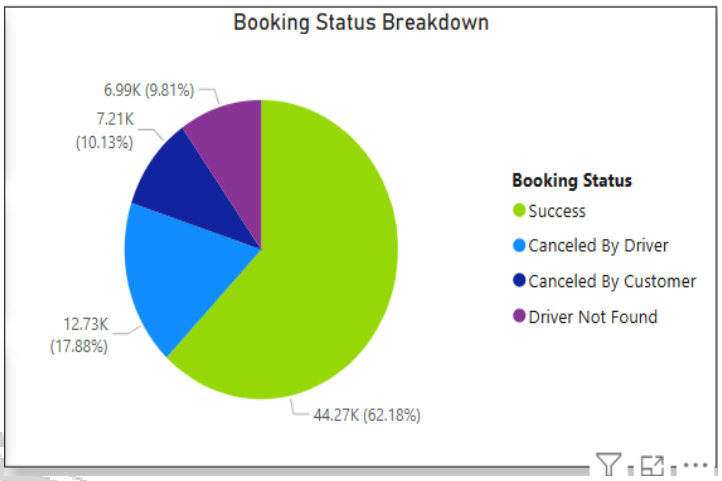
OLA Power-Bi Dashboard

❖ **Booking status Breakdown :**



This chart shows how booking requests were handled, using a pie chart to break down the status of all bookings.

Here's the simple explanation of each part:

- **Green (Success)**: 62.18% of bookings (44.27K) were successful. This is the biggest portion, meaning most bookings went through without issues.
- **Blue (Canceled by Driver)**: 17.88% of bookings (12.73K) were canceled by the driver.
- **Dark Blue (Canceled by Customer)**: 10.13% of bookings (7.21K) were canceled by the customer.
- **Purple (Driver Not Found)**: 9.81% of bookings (6.99K) couldn't find a driver at all.

So, overall, most bookings were completed successfully, but nearly 38% faced some kind of issue—mostly cancellations or driver unavailability.

The main **motive** for creating this chart is to **understand how booking requests are being handled**—basically, to get a quick and clear picture of what's happening with customer bookings. Here's why it's useful:

- For example, if "Driver Not Found" is high, they may focus efforts on areas with low driver coverage.

The **motive** behind creating this "Booking Status Breakdown" pie chart is to:

✅ **Visually analyze the outcome of bookings**

It quickly shows how many bookings are successful versus how many are not, and **why** they failed.

📊 **Specific objectives include:**

1. **Track Success Rate**
    - The green part shows successful bookings (62.18%). This helps assess how efficient the system is.
2. **Understand Failure Reasons**

The rest of the chart (blue, dark blue, and purple) highlights issues:

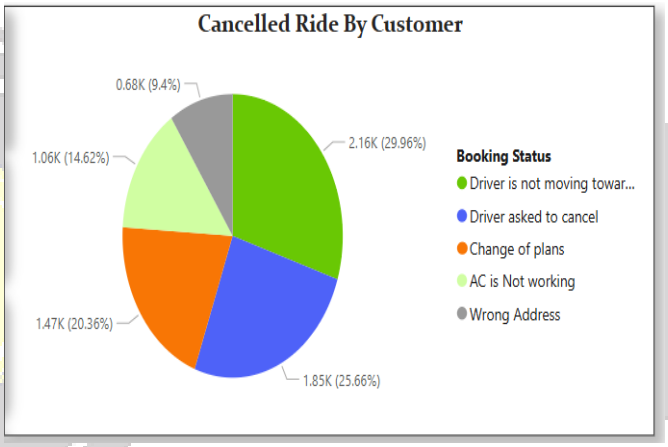
- Canceled by driver (17.88%)

- Canceled by customer (10.13%)
- Driver not found (9.81%)

3. **Spot Trends or Bottlenecks**
    - If one issue (e.g., "Driver Not Found") increases over time, it signals a problem in driver supply or matching.
4. **Support Business Decisions**
    - Management can use this to decide where to invest resources—like more driver onboarding, better tech, or customer engagement.
5. **Improve Customer Experience**
    - By reducing cancellations and failures, the company can offer a more reliable service.

The chart is made to monitor performance, identify problems, and guide improvements in the booking system.

❖ Cancelled Ride By Driver :



The **motive** for creating the **"Cancelled Ride By Customer"** chart is to **analyze the reasons why customers cancel rides**, so that the business can better manage operations and improve service.

🎯 **Main Objectives:**

✅ **1. Identify Why Customers Cancel**

- This chart shows specific reasons like:
    - Driver delays (29.96%)
    - Driver asked the customer to cancel (25.66%)
    - Change of plans (20.36%)
    - AC not working (14.62%)
    - Wrong address entered (9.4%)

🔍 **2. Spot Patterns or Recurring Issues**

- For example, if "Driver not moving toward pickup" is the top reason, it points to problems with punctuality or app tracking.

🛠 3. Enable Targeted Improvements

- Fix technical or operational problems (like app navigation, driver communication, or vehicle maintenance).
- Provide clearer communication to customers about driver arrival and vehicle condition.

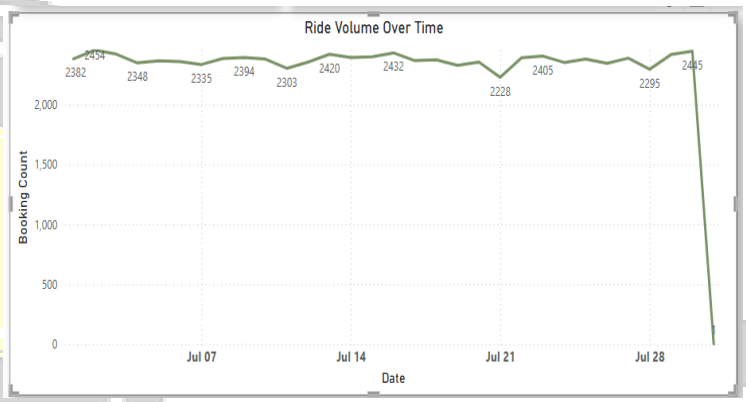
📊 5. Support Data-Driven Decisions

- The company can use this data to create new policies, train staff or drivers, or improve app functionality.

In Simple Words:

This chart helps the company **understand customer behavior**, reduce cancellations, and **improve both rider and driver experience** through targeted actions.

❖ **Ride Volume Over Time :**



This line chart titled **"Ride Volume Over Time"** shows how many rides were booked each day over a period in July.

📊 What the chart shows:

- **Y-axis (vertical)**: The number of bookings per day (Booking Count).
- **X-axis (horizontal)**: Dates throughout July.
- Each point on the line shows the ride volume for that day.

📈 Key Observations:

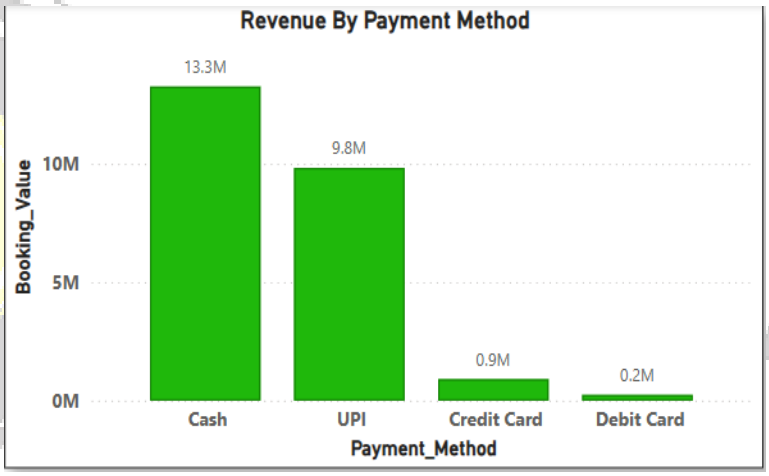
1. **Stable Ride Volume**:
    - Most days in July had between **2,200 and 2,454 bookings**, showing a relatively stable booking trend.
2. **Minor Fluctuations**:
    - Slight dips and rises (e.g., 2303 on July 10, then back up to 2420 on July 13), which are normal.
3. **Sharp Drop at the End**:
    - A **sudden, drastic drop** at the very end (close to 0 bookings).
    - This could be due to:

- A **technical issue** (system outage, app/server down).
- **Data not yet updated** for that date.
- Or an **external event** (holiday, strike, weather, etc.).

🎯 **Purpose of this chart:**

- To **track demand over time**.
- Identify **trends, patterns, or sudden changes**.
- Helps operations and management make decisions like:
  - Adjusting driver availability.
  - Investigating technical issues.
  - Planning for peak or low-demand periods.

❖ **Revenue By Payment Method :**



This bar chart titled **"Revenue By Payment Method"** shows how much revenue was collected through different types of payment options.

🪜 **What's shown on the chart:**

- **X-axis (horizontal)**: Types of payment methods — Cash, UPI, Credit Card, and Debit Card.
- **Y-axis (vertical)**: Total revenue (in millions) generated via each method — labeled as **Booking_Value**.
- Each green bar represents the total revenue from that payment method.

💰 **Revenue Breakdown:**

1. **Cash – 13.3 million**
   - 🔹 This is the most used payment method, contributing the highest revenue.
2. **UPI (Unified Payments Interface) – 9.8 million**
   - 🔹 Second most popular digital method; widely used due to ease and speed.

3. **Credit Card – 0.9 million**
   - 🔹 Very low usage compared to Cash and UPI.
4. **Debit Card – 0.2 million**
   - 🔹 Least used option; almost negligible in comparison.

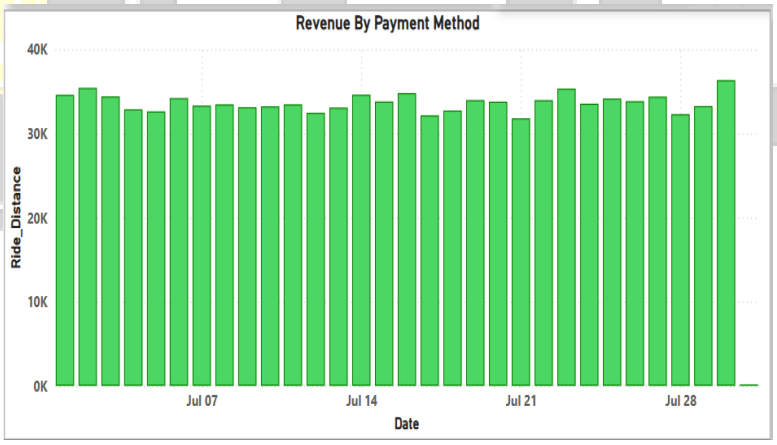
🎯 **Purpose of the chart:**

- To **analyze customer payment behavior**.
- Understand **which payment modes are preferred**.
- Helps business:
  - Focus on improving popular methods (e.g., faster cash handling, better UPI integration).
  - Consider promotions or incentives for underused methods (like credit/debit cards).
  - Ensure smooth functioning and security of most-used payment options.

Summary:

Most customers prefer **Cash and UPI**, while **Card payments are rarely used**. This can guide strategy for payment processing, offers, or app features.

❖ **Revenue By Payment Method :**



This bar chart titled **"Revenue By Payment Method"** (though the title seems slightly mismatched) is actually showing **total ride distance over time**.

📊 **Chart Breakdown:**

- **X-axis (horizontal)**: Dates throughout the month of **July**.
- **Y-axis (vertical)**: **Ride Distance** (in thousands), which shows how far customers traveled in total on that date.
- **Bars**: Each green bar represents the **total distance traveled** by all rides on a particular day.

🔍 **Key Observations:**

1. **Consistent Ride Distances**:

- Most days have ride distances between **32K to 36K**.
- This suggests stable usage and consistent travel demand.

2. **Small Fluctuations**:
   - There are minor ups and downs, which are normal due to day-to-day variation.
3. **Spike on Last Day**:
   - Around **July 30 or 31**, there's a **sudden peak** close to **39K+**, indicating high ride activity or longer average trip lengths.
4. **Sharp Drop to Zero** at the very end:
   - Likely indicates **missing data** or the **day is not yet complete**, not actual drop in activity.

🎯 **Purpose of This Chart:**

- To **track overall ride activity** (measured by distance) over time.
- Helps in:
  - Understanding customer demand.
  - Planning fuel/maintenance resources.
  - Identifying peak days or slow periods.
  - Correlating ride distance with revenue or payment trends.

✅ **In Summary:**

This chart gives a **day-by-day snapshot of how much distance was covered by all rides**. It's useful for **monitoring travel demand** and spotting any operational trends or anomalies.

❖ **Top 5 Customer Table :**

Top 5 Customer

Customer_ID	Sum of Booking_Value
CID635848	4976
CID792698	4457
CID825950	4729
CID889014	4685
CID933539	5314
Total	24161

This table titled **"Top 5 Customer"** shows the **highest-spending customers** based on their **booking value** (likely in currency units, such as INR or USD, depending on the context).

💡 **Key Insights:**

- **Top Customer**: CID933539 spent the most, with a total of **5314**.
- The **total combined value** of these top 5 customers is **24,161**, showing they are significant contributors to revenue.
- These customers could be **frequent riders**, **premium users**, or even **business account holders**.

🎯 **Purpose of this chart:**

- Identify and **acknowledge high-value customers**.
- Helps in:
    - **Loyalty programs or rewards** for top users.
    - Understanding **user behavior** for targeted promotions.
    - Prioritizing **customer service** for high-value clients.

DAX Function Used For OLA Project

1. Total Rides :

```
Total Rides = COUNT(July[Booking_ID])
```

2. Total Bookings :

```
Total Booking = COUNTX(July,July[Booking_ID])
```

3. Total Cancalled Ride :

```
Total Cancalled Ride = CALCULATE(COUNTROWS(July),July[Booking_Status] = "Canceled By Customer" || July[Booking_Status] = "Canceled By Driver")
```

4. Total Cancelled Rides Rating :

```
Cancelled Rides Rating (%) = DIVIDE([Total Cancaled Ride],[total Booking])*100
```