**🚖 Key Insights from My Ola Ride Services Data Analysis Project 📊**

During my project, I uncovered some interesting insights:

1. **Ride Patterns:** High demand was observed during specific periods, highlighting peak business opportunities.
2. **Cancellations:** Around 28% of bookings were cancelled, with drivers' personal or car issues contributing to 35% of these.
3. **Revenue Trends:** UPI and credit card payments dominated, showing a strong preference for digital transactions
4. **Customer Behaviour:** Top customers significantly impacted revenue, and Prime Sedan was a favorite for longer rides.
5. **Ratings Consistency:** Driver and customer ratings averaged 4 stars, reflecting a generally positive service experience.