OLA Data Analyst Project (SQL Analysis)

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Overview

This project focuses on analyzing OLA ride booking data using SQL to uncover insights such as ride volume, customer behavior, cancellations, and revenue trends. The project simulates a real-world data analyst workflow for the ride-sharing industry.

Dataset Columns Description

Column Name	Description
Date	Booking date
Time	Booking time
Booking_ID	Unique booking ID
Booking_Status	Success / Cancelled / Incomplete
Customer_ID	Unique customer identifier
Vehicle_Type	Mini, Sedan, Prime Sedan, etc.
Pickup_Location	Ride start location
Drop_Location	Ride end location
Ride_Distance	Total ride distance (km)
Booking_Value	Total fare for the ride
Payment_Method	Cash / UPI / Credit Card
Cancelled_Rides_by_Customer	Number of rides cancelled by customer
Cancelled_Rides_by_Driver	Number of rides cancelled by driver
Incomplete_Rides	Yes/No
Incomplete_Rides_Reason	Technical / Location / Others
Driver_Ratings	Rating given to driver
Customer_Rating	Rating given by driver
V_TAT	Vehicle Turn Around Time
C_TAT	Customer Turn Around Time

SQL Queries & Explanations

1. Retrieve all successful bookings

```
SELECT * FROM bookings WHERE Booking_Status = 'Success';
```

2. Average ride distance for each vehicle type

```
SELECT Vehicle_Type, AVG(Ride_Distance) AS avg_distance FROM bookings
GROUP BY Vehicle_Type;
```

3. Total cancelled rides by customers

```
SELECT COUNT(*) FROM bookings WHERE Booking_Status = 'cancelled by
Customer';
```

4. Top 5 customers by number of rides

```
SELECT Customer_ID, COUNT(Booking_ID) AS total_rides FROM bookings GROUP
BY Customer_ID ORDER BY total_rides DESC FETCH FIRST 5 ROWS ONLY;
```

5. Cancelled rides due to driver issues

```
SELECT COUNT(*) FROM bookings WHERE Cancelled_Rides_by_Driver = 'Personal
& Car related issue';
```

6. Max and Min driver ratings (Prime Sedan)

```
SELECT MAX(Driver_Ratings), MIN(Driver_Ratings) FROM bookings WHERE
Vehicle_Type = 'Prime Sedan';
```

7. Rides paid through UPI

```
SELECT * FROM bookings WHERE Payment_Method = 'UPI';
```

8. Average customer rating per vehicle type

```
SELECT Vehicle_Type, AVG(Customer_Rating) FROM bookings GROUP BY
Vehicle_Type;
```

9. Total booking value of successful rides

```
SELECT SUM(Booking_Value) FROM bookings WHERE Booking_Status = 'Success';
```

10. Incomplete rides with reasons

```
SELECT Booking_ID, Incomplete_Rides_Reason FROM bookings WHERE
Incomplete_Rides = 'Yes';
```

Key Insights

1. Most rides are successfully completed with minimal cancellations.
2. Prime Sedan and Sedan types generate higher average revenue.
3. UPI is the most popular payment method among customers.
4. Top 5 customers contribute a major portion of bookings.
5. Driver-related issues cause a small portion of cancellations.

Conclusion

This SQL analysis of OLA bookings provides actionable insights into ride performance, customer satisfaction, and revenue metrics. Such analytical projects demonstrate SQL proficiency and real-world data interpretation skills useful for Data Analyst roles.