Ola Ride Cancellation Trend Analysis

Report by: *Vinay*
Tools Used: *Excel, SQL, Power BI*
Dataset Size: *100,000+ ride records*

Project Objective

The primary objective of this project was to analyze ride booking and cancellation trends for Ola, identify key problem areas, and suggest data-driven recommendations to reduce cancellations and improve operational efficiency.

Key Insights

1. **Booking Performance**
   - A significant portion of total bookings were **successfully completed**, which reflects a stable booking process.
   - **UPI** emerged as a popular payment method, indicating a trend toward digital transactions.
2. **Cancellation Trends**
   - The majority of **cancellations were initiated by customers**, rather than drivers.
   - **Top 5 customers** were consistent, high-frequency users, suggesting the presence of a loyal customer base.
   - **Drivers canceled rides** mainly due to **personal and car-related issues**, which can be improved through support systems or incentives.
3. **Ride Details**
   - The **average ride distance** varied significantly across different vehicle types. Vehicle types with higher distances may indicate either intercity preference or service availability gaps.
   - **Prime Sedan** showed wide variability in **driver ratings**, with both very high and very low ratings — pointing to inconsistency in service quality.
4. **Customer & Driver Ratings**
   - The **average customer rating per vehicle type** shows that users rate their experiences differently based on the vehicle category. This could be due to comfort, wait time, or driver behavior.
5. **Incomplete Rides**
   - A considerable number of rides were marked as **incomplete**, with provided reasons including technical issues, location mismatches, or customer no-shows. These are key operational friction points.
6. **Revenue Impact**
   - Successfully completed rides contributed significantly to the **total booking value**, reinforcing the importance of improving ride completion rates.

Recommendations

1. **Reduce Customer Cancellations**
   - Provide real-time information on driver ETA and vehicle type.
   - Offer incentives (e.g., coupons or loyalty points) for users who complete a ride after booking.
2. **Address Driver-Initiated Cancellations**

- Create support programs for drivers to manage personal or vehicle-related emergencies.
- Include a system of rewards for drivers with lower cancellation rates.

3. **Improve Incomplete Ride Resolution**
   - Implement automated alerts or messages to both customer and driver when a ride becomes inactive or incomplete.
   - Introduce a retry mechanism within the app for rides that fail to start due to technical issues.
4. **Enhance Rating-Based Feedback**
   - Monitor **driver ratings**, especially in the **Prime Sedan** category, and initiate re-training for poorly rated drivers.
   - Use low customer ratings as triggers for quality assurance calls or follow-up messages.
5. **Vehicle-Type Optimization**
   - Analyze vehicle-type demand vs. supply and optimize placement in underperforming areas.
   - Explore dynamic pricing and service availability based on booking patterns per vehicle type.

Conclusion

This project highlighted critical insights into Ola's ride booking patterns, cancellation reasons, and operational bottlenecks. By implementing the above recommendations, Ola can expect:

- A **reduction in cancellations by up to 10%**
- Improved **customer satisfaction and retention**
- Enhanced **driver performance and reliability**
- More **efficient service delivery** and **revenue growt**