

Problem Statement:

"Analyzing Uber Ride Patterns to Optimize Pricing, Demand Prediction, and Customer Experience"

Key Focus Areas:

1. Trip Duration & Demand Trends

- What are the peak hours for Uber rides?
- How does ride demand vary across different boroughs?
- What is the average trip duration based on pickup zones?

2. Fare & Revenue Analysis

- What factors (distance, time, zone) affect ride fares the most?
- How does tipping behavior vary by location, time, and ride cost?
- What is the impact of tolls on the total fare?

3. Customer Behavior & Payment Trends

- Which payment method is most commonly used?
- How does the number of passengers affect fares and ride-sharing trends?

4. Operational Insights

- Which areas have the highest pickup/drop-off rates?
- How do different boroughs compare in ride demand?