**Project Title: Real-Time Uber Trip Analysis Dashboard Using Power BI**

**Project Description:**

This Power BI project presents an end-to-end analysis of Uber ride data to derive insights into trip patterns, revenue generation, booking behavior, and location-based metrics. The interactive dashboard is structured into three main pages: **Overview Analysis**, **Time Analysis**, and **Details Tab**, providing both summarized and granular insights.

**1. Overview Analysis**

* **KPIs Displayed:**
  + Total Bookings: 44.9K
  + Total Booking Value: $671.1K
  + Average Booking Value: $14.9
  + Total Trip Distance: 153K miles
  + Average Trip Distance: 3 miles
* **Key Visuals:**
  + Donut charts: Total bookings by payment type and day/night.
  + Line chart: Bookings by day.
  + Bar charts: Bookings by vehicle type (e.g., UberXL, UberX, Green, Comfort, Black).
  + Map-based visuals: Pickup and drop-off hotspots.
  + City filter to slice the data by locations like Bronx, Manhattan, Newark, etc.
* **Insights:**
  + UberX leads in terms of both total bookings and revenue.
  + Peak usage areas are visible, helping optimize supply chain/logistics.
  + Google Pay and Cash are popular payment methods.

**2. Time Analysis**

* **KPIs Displayed:**
  + Total Bookings: 103.7K
  + Total Booking Value: $1.6M
  + Average Booking Value: $15
  + Total Trip Distance: 349K miles
  + Average Trip Distance: 3 miles
  + Average Trip Time: 16 minutes
* **Key Visuals:**
  + Line chart: Bookings by pickup time (hourly trend).
  + Line chart: Bookings by day (Mon–Sun).
  + Heatmap: Bookings segmented by hour and weekday.
* **Insights:**
  + Peak booking times are around late morning and early evening.
  + Weekend bookings show a higher volume.
  + Useful for time-based pricing strategies and driver allocation.

**3. Details Tab**

* **Structure:**
  + Tabular data display with columns like:
    - Trip ID, Pickup Date
    - Vehicle type, Payment Type, Passenger Count
    - Trip Distance, Booking Value
    - Pickup & Drop-off locations
* **Insights:**
  + Enables deep-dive into individual trips for auditing or customer service.
  + Supports exporting filtered data views for reporting or data quality checks.

**Tools & Features Used:**

* **Power BI Visuals:** KPI cards, line/bar/heat maps, donut charts, slicers.
* **Data Modeling:** Well-structured tables (Calendar, Location, Trip Details).
* **Filters & Slicers:** Date, City for flexible interactivity.
* **Custom Themes/Icons:** Branded side menu, customized layout.

**Use Cases:**

* Operational planning for Uber ride services.
* Trend analysis for peak hours/days.
* Revenue forecasting and cost optimization.
* Customer behavior analytics.

Let me know if you’d like this formatted for a resume, LinkedIn project, or portfolio write-up—I can tailor it accordingly!

4o

**You said:**

and for linked post in about less than 200 words

**ChatGPT said:**

Sure! Here's a concise LinkedIn post version under 200 words:

🚗 **Real-Time Uber Trip Analysis Dashboard | Power BI Project** 📊

Just wrapped up an exciting end-to-end Power BI project analyzing Uber trip data! This interactive dashboard dives deep into key metrics like total bookings, revenue, trip distance, and time-based trends.

🔍 **Key Highlights**:

* **44.9K+ bookings**, **$671K+ revenue**
* Bookings by **payment type, vehicle**, and **city**
* Time-based insights: hourly trends, weekday heatmaps
* Location analysis: top pickup/drop-off points
* Detailed trip-level data for deep dive

The dashboard is split into 3 main views:

1. **Overview Analysis** – High-level KPIs and patterns
2. **Time Analysis** – Booking behavior by time of day/week
3. **Details Tab** – Raw trip data for audits and insights

Tools used: Power BI, DAX, interactive slicers, dynamic visuals

Proud of how this turned out — it’s a great case study in data storytelling, visualization, and real-time analysis. 🚀

Check out the tutorial here: [YouTube Link]

#PowerBI #DataAnalytics #Dashboard #UberAnalysis #DataVisualization #AnalyticsProject #BusinessIntelligence