**UBER TRIP ANALYICS QUERIES**

* See all the data imported:

1. SELECT \*FROM [Uber Trip Details]
2. SELECT \*FROM [Location Table]

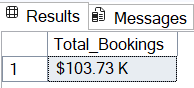
**QUERY PROBLEMS:**

1. **Total Booking**

SELECT

'$' + CAST (CAST (COUNT ([Trip\_ID]) / 1000.0 AS DECIMAL (10, 2)) AS VARCHAR (20)) + ' K' AS Total\_Bookings

FROM [Uber Trip Details];



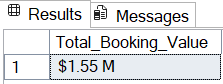
1. **Total Booking Value**

SELECT

'$' + CAST (CAST (SUM (fare\_amount + [Surge\_Fee]) / 1000000 AS DECIMAL (10, 2)) AS VARCHAR (20)) + ' M'

AS Total\_Booking\_Value

FROM [Uber Trip Details];



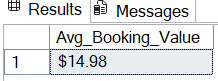
1. **Avg Booking Value**

SELECT

'$' + CAST (CAST (AVG (fare\_amount + [Surge\_Fee]) AS DECIMAL (10, 2)) AS VARCHAR (20))

AS Avg\_Booking\_Value

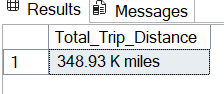
FROM [Uber Trip Details];



1. **Total Trip Distance**

SELECT CONCAT (CAST (SUM (trip\_distance)/1000 AS decimal (10, 2)), ' K miles') AS Total\_Trip\_Distance

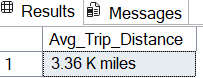
FROM [Uber Trip Details];



1. **Avg Trip Distance**

SELECT CONCAT (CAST (AVG (trip\_distance) AS decimal (10, 2)), ' K miles') AS Avg\_Trip\_Distance

FROM [Uber Trip Details];

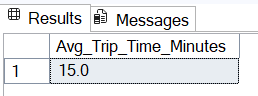


1. **Avg Trip Time**

SELECT

CAST (AVG (DATEDIFF (MINUTE, [Pickup\_Time], [Drop\_Off\_Time])) AS DECIMAL (10, 1)) AS Avg\_Trip\_Time\_Minutes

FROM [Uber Trip Details];



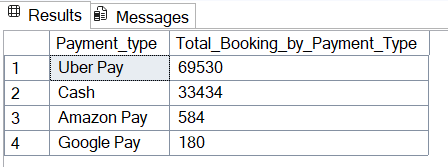
1. **Total Booking by Payment Type**

SELECT Payment\_type, COUNT (Trip\_ID) AS Total\_Booking\_by\_Payment\_Type

FROM [Uber Trip Details]

GROUP BY Payment\_type

ORDER BY Total\_Booking\_by\_Payment\_Type DESC;

****

1. **Total Booking Value by Payment Type**

SELECT

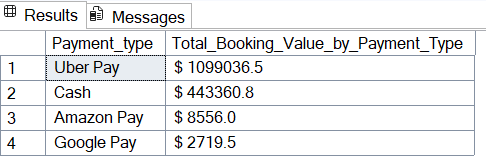
Payment\_type,

'$ ' + CAST (CAST (SUM (fare\_amount + [Surge\_Fee]) AS DECIMAL (10, 1)) AS VARCHAR (20)) AS Total\_Booking\_Value\_by\_Payment\_Type

FROM [Uber Trip Details]

GROUP BY Payment\_type

ORDER BY SUM (fare\_amount + [Surge\_Fee]) DESC;



1. **TOTAL BOOKING BY TRIP(DAY/NIGHT)**

SELECT

CASE

WHEN DATEPART (HOUR, [Pickup\_Time]) BETWEEN 6 AND 16 THEN 'Day'

ELSE 'Night'

END AS Trip\_Shift,

CAST (CAST (COUNT ([Trip\_ID]) \* 100.0 / SUM (COUNT ([Trip\_ID])) OVER () AS DECIMAL (5, 2)) AS VARCHAR (10)) + ' %'

AS Booking\_Percentage

FROM [Uber Trip Details]

GROUP BY

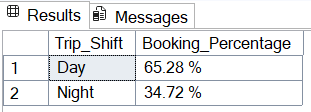
CASE

WHEN DATEPART (HOUR, [Pickup\_Time]) BETWEEN 6 AND 16 THEN 'Day'

ELSE 'Night'

END

ORDER BY Booking\_Percentage DESC;



1. **TOTAL BOOKING VALUE BY TRIP(DAY/NIGHT)**

SELECT

CASE

WHEN DATEPART (HOUR, [Pickup\_Time]) BETWEEN 6 AND 16 THEN 'Day'

ELSE 'Night'

END AS Trip\_Shift,

'$ ' + CAST (CAST (SUM (fare\_amount + [Surge\_Fee]) AS decimal (10, 2)) AS VARCHAR (20)) AS Total\_Booking\_Value

FROM [Uber Trip Details]

GROUP BY

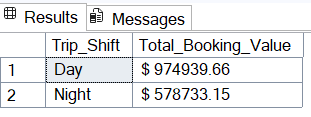
CASE

WHEN DATEPART (HOUR, [Pickup\_Time]) BETWEEN 6 AND 16 THEN 'Day'

ELSE 'Night'

END

ORDER BY Total\_Booking\_Value DESC;



1. **Top 5 Pickup Locations by Total Bookings.**

SELECT TOP 5

L.Location,

COUNT (U.[Trip\_ID]) AS Total\_Bookings

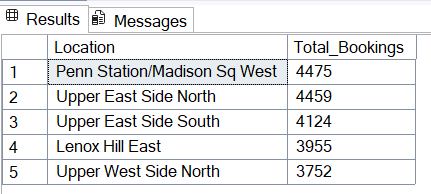
FROM [Uber Trip Details] U

JOIN [Location Table] L

ON U.PULocationID = L.LocationID

GROUP BY L.Location

ORDER BY Total\_Bookings DESC;



1. **Top 5 Drop Locations by Total Bookings.**

SELECT TOP 5

L.Location,

COUNT (U.[Trip\_ID]) AS Total\_Bookings

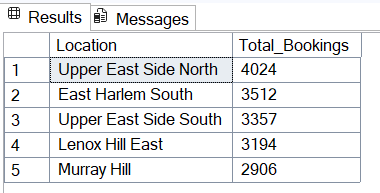
FROM [Uber Trip Details] U

JOIN [Location Table] L

ON U.DOLocationID =L.LocationID

GROUP BY L.Location

ORDER BY Total\_Bookings DESC;



1. **Top 5 Drop Locations by Revenue**

SELECT TOP 5

L.Location,

'$ ' + CAST (CAST (SUM (U.fare\_amount + U.Surge\_Fee) AS DECIMAL (10, 2)) AS VARCHAR (20)) AS Total\_Revenue

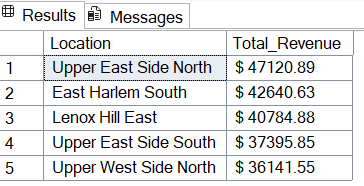
FROM [Uber Trip Details] U

JOIN [Location Table] L

ON U.DOLocationID = L.LocationID

GROUP BY L.Location

ORDER BY SUM (U.fare\_amount + U.Surge\_Fee) DESC;



1. **Revenue Contribution by City in %**

SELECT

L.City,

CONCAT (

CAST (

(SUM (U.fare\_amount + U.Surge\_Fee) \* 100.0) /

(SELECT SUM (fare\_amount + Surge\_Fee) FROM [Uber Trip Details])

AS DECIMAL (5, 2)

), ' %'

) AS Revenue\_Contribution\_Percentage

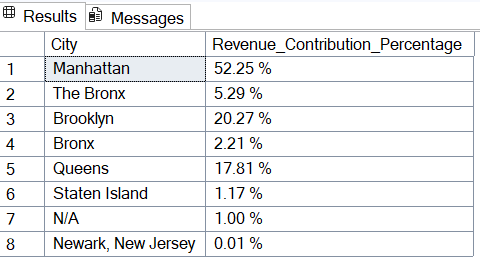
FROM [Uber Trip Details] U

JOIN [Location Table] L

ON U.DOLocationID = L.LocationID

GROUP BY L.City

ORDER BY Revenue\_Contribution\_Percentage DESC;



1. **Most Frequently Used Payment Type by Location**

WITH PaymentCounts AS (

SELECT

L.Location,

U.Payment\_type,

COUNT (U. [Trip\_ID]) AS Total\_Bookings,

ROW\_NUMBER () OVER (PARTITION BY L.Location

ORDER BY COUNT (U. [Trip\_ID]) DESC) AS rn

FROM [Uber Trip Details] U

JOIN [Location Table] L

ON U.PULocationID = L.LocationID

GROUP BY L.Location, U.Payment\_type

)

SELECT

Location,

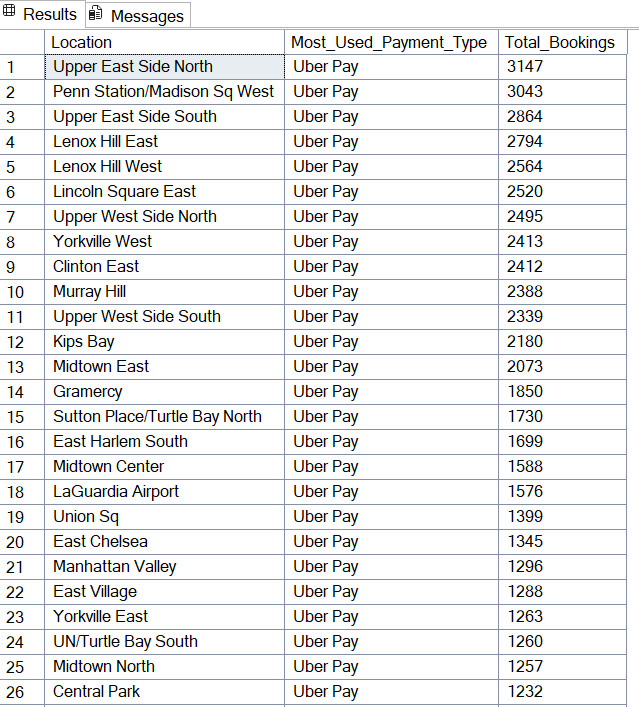
Payment\_type AS Most\_Used\_Payment\_Type,

Total\_Bookings

FROM PaymentCounts

WHERE rn = 1

ORDER BY Total\_Bookings DESC;



1. **Total Booking Hours of Days**

SELECT

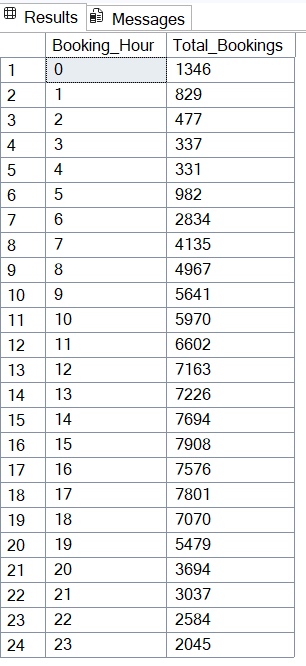
DATEPART (HOUR, Pickup\_Time) AS Booking\_Hour,

COUNT ([Trip\_ID]) AS Total\_Bookings

FROM [Uber Trip Details]

GROUP BY DATEPART (HOUR, Pickup\_Time)

ORDER BY Booking\_Hour;



1. **Total Bookings by Day of Week**

SELECT

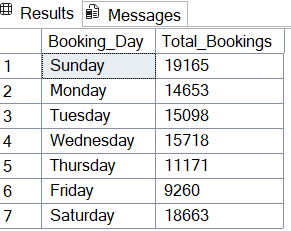
DATENAME (WEEKDAY, Pickup\_Time) AS Booking\_Day,

COUNT ([Trip\_ID]) AS Total\_Bookings

FROM [Uber Trip Details]

GROUP BY DATENAME (WEEKDAY, Pickup\_Time), DATEPART (WEEKDAY, Pickup\_Time)

ORDER BY DATEPART (WEEKDAY, Pickup\_Time);

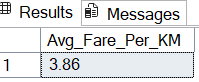


1. **Average Fare per K miles**

SELECT

CAST (SUM (fare\_amount) / SUM (Trip\_Distance) AS DECIMAL (10, 2)) AS Avg\_Fare\_Per\_KM

FROM [Uber Trip Details];



1. **Trips with Surge Pricing**

SELECT

COUNT (CASE WHEN Surge\_Fee > 0 THEN 1 END) AS Trips\_With\_Surge,

COUNT (\*) AS Total\_Trips,

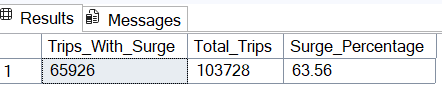
CAST (

(COUNT (CASE WHEN Surge\_Fee > 0 THEN 1 END) \* 100.0 / COUNT (\*))

AS DECIMAL (5, 2)

) AS Surge\_Percentage

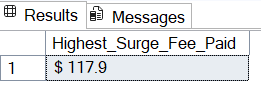
FROM [Uber Trip Details];



1. **Highest Surge Fee Paid in a Trip**

SELECT CONCAT ('$ ', CAST (MAX (Surge\_Fee) AS decimal (5, 1))) AS Highest\_Surge\_Fee\_Paid

FROM [Uber Trip Details];



1. **Top 10 Longest Trips by Distance**

SELECT TOP 10

Trip\_ID,

trip\_distance,

fare\_amount,

(fare\_amount + Surge\_Fee) AS Total\_Fare,

CAST (Pickup\_Time AS DATE) AS Pickup\_Date,

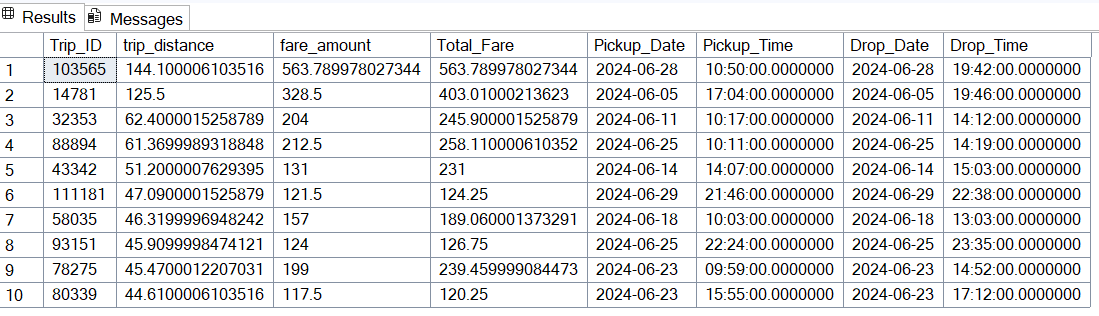
CAST (Pickup\_Time AS TIME) AS Pickup\_Time,

CAST (Drop\_Off\_Time AS DATE) AS Drop\_Date,

CAST (Drop\_Off\_Time AS TIME) AS Drop\_Time

FROM [Uber Trip Details

ORDER BY trip\_distance DESC;



1. **Top 10 Longest Trips by Time**

SELECT TOP 10

Trip\_ID,

FORMAT (DATEADD (MINUTE, 330, Pickup\_Time), 'HH:mm: yyyy’) AS Pickup\_Date\_IST,

FORMAT (DATEADD (MINUTE, 330, Drop\_Off\_Time), 'HH:mm: yyyy’) AS Drop\_Date\_IST,

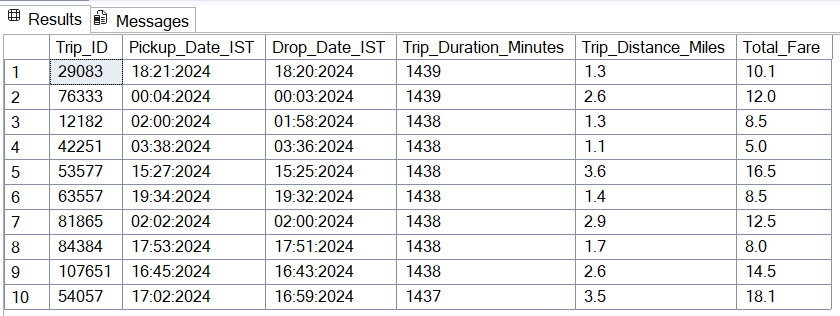
DATEDIFF (MINUTE, Pickup\_Time, Drop\_Off\_Time) AS Trip\_Duration\_Minutes,

CAST (trip\_distance AS DECIMAL (10, 1)) AS Trip\_Distance\_Miles,

CAST ((fare\_amount + Surge\_Fee) AS DECIMAL (10, 1)) AS Total\_Fare

FROM [Uber Trip Details]

ORDER BY DATEDIFF (MINUTE, Pickup\_Time, Drop\_Off\_Time) DESC;



1. **Bookings Distribution by Weekday vs Weekend**

SELECT

CASE

WHEN DATEPART (WEEKDAY, Pickup\_Time) IN (1, 7) THEN 'Weekend' -- Sunday (1) & Saturday (7)

ELSE 'Weekday'

END AS Day\_Type,

COUNT (Trip\_ID) AS Total\_Bookings,

CONCAT (CAST (ROUND (COUNT (Trip\_ID) \* 100.0 / SUM (COUNT (Trip\_ID)) OVER (), 1) AS DECIMAL (5, 1)), '%')

AS Booking\_Percentage

FROM [Uber Trip Details]

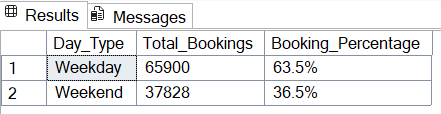
GROUP BY

CASE

WHEN DATEPART (WEEKDAY, Pickup\_Time) IN (1, 7) THEN 'Weekend'

ELSE 'Weekday'

END;



1. **Weekday vs Weekend – Average Revenue per Trip:**

SELECT

CASE

WHEN DATEPART (WEEKDAY, Pickup\_Time) IN (1, 7) THEN 'Weekend' -- Sunday (1) & Saturday (7)

ELSE 'Weekday'

END AS Day\_Type,

COUNT (Trip\_ID) AS Total\_Trips,

CONCAT ('$ ', CAST (SUM (fare\_amount + Surge\_Fee) AS DECIMAL (10, 2))) AS Total\_Revenue,

CAST (AVG (fare\_amount + Surge\_Fee) AS DECIMAL (10, 2)) AS Avg\_Revenue\_Per\_Trip

FROM [Uber Trip Details]

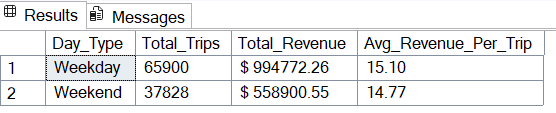
GROUP BY

CASE

WHEN DATEPART (WEEKDAY, Pickup\_Time) IN (1, 7) THEN 'Weekend'

ELSE 'Weekday'

END;



1. **Bookings per Vehicle Type**

SELECT Vehicle,

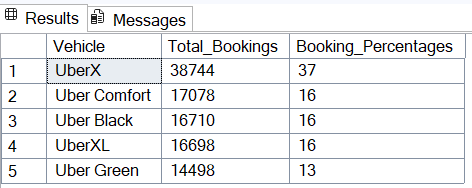
COUNT (Trip\_ID) AS Total\_Bookings,

ROUND (COUNT (Trip\_ID) \* 100 / SUM (COUNT (Trip\_ID)) OVER (), 1) AS Booking\_Percentages

FROM [Uber Trip Details]

GROUP BY Vehicle

ORDER BY Total\_Bookings DESC;



1. **Total Trip Distance by Vehicle Type**

SELECT

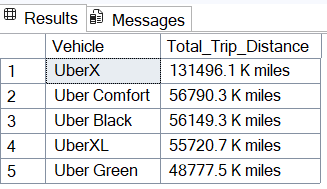
Vehicle,

CONCAT (CAST (SUM (trip\_distance) AS DECIMAL (10, 1)), ' K miles') AS Total\_Trip\_Distance

FROM [Uber Trip Details]

GROUP BY Vehicle

ORDER BY SUM (trip\_distance) DESC;



1. **Top 5 Locations Generating Highest Revenue**

SELECT TOP 5

L.Location,

CONCAT ('$ ', CAST (SUM (U.fare\_amount + U.Surge\_Fee) AS DECIMAL (10, 1))) AS Total\_Revenues

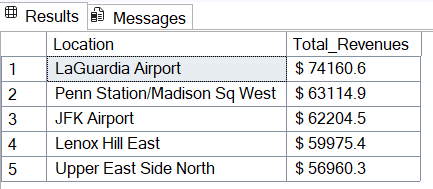
FROM [Uber Trip Details] U

JOIN [Location Table] L

ON U.PULocationID = L.LocationID

GROUP BY L.Location

ORDER BY SUM (U.fare\_amount + U.Surge\_Fee) DESC;



1. **Top 5 Peak Hours by Bookings Count.**

SELECT TOP 5

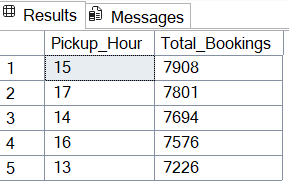
DATEPART (HOUR, Pickup\_Time) AS Pickup\_Hour,

COUNT (Trip\_ID) AS Total\_Bookings

FROM [Uber Trip Details]

GROUP BY DATEPART (HOUR, Pickup\_Time)

ORDER BY Total\_Bookings DESC;



1. **Calculate Average Speed per Trip (Distance / Time)**

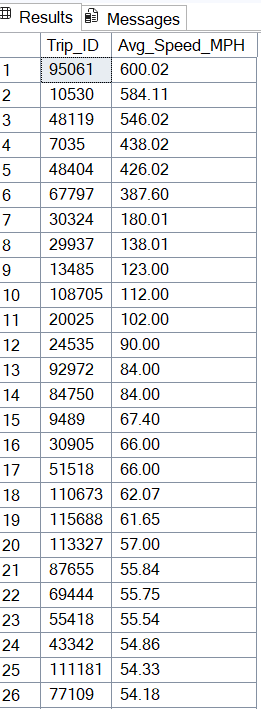
SELECT

Trip\_ID,

CAST(trip\_distance / NULLIF(DATEDIFF(MINUTE, Pickup\_Time, Drop\_Off\_Time) / 60.0, 0) AS DECIMAL(10,2)) AS Avg\_Speed\_MPH

FROM [Uber Trip Details]

ORDER BY Avg\_Speed\_MPH DESC;



1. **Top 3 Cites Generating Highest Revenue**

SELECT TOP 3

L.City,

CONCAT('$ ', CAST(SUM(U.fare\_amount + U.Surge\_Fee) AS DECIMAL(10,1))) AS Total\_Revenues

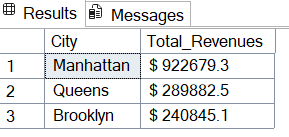
FROM [Uber Trip Details] U

JOIN [Location Table] L

ON U.PULocationID = L.LocationID

GROUP BY L.City

ORDER BY SUM(U.fare\_amount + U.Surge\_Fee) DESC;



\*\*\*\*\*\*\*END\*\*\*\*\*\*\*