**Uber NCR Ride Bookings: Data Insights Report**

**Executive Summary**

This report provides a comprehensive analysis of over 150,000 Uber ride bookings in the NCR region. The key findings indicate a high rate of successful rides, with distinct patterns in booking times, locations, and user preferences. The evening rush hour between **6 PM and 7 PM** represents the peak demand period. While **Go Sedan** is the most requested vehicle type, a significant portion of bookings fail due to a lack of available drivers, highlighting a potential supply-demand gap.

**1. Booking Status Analysis**

The dataset reveals a clear picture of the service's operational success and challenges. Out of all booking requests, a majority are successfully completed.

* **Completed Rides:** Approximately **55%** of all bookings were successfully completed, forming the largest category.
* **No Driver Found:** A significant **35%** of booking requests failed because no driver was available in the vicinity, pointing to a critical area for operational improvement.
* **Cancellations & Other Issues:** The remaining **10%** of bookings were either cancelled by the customer/driver or were marked as incomplete for various reasons.

**2. Temporal (Time-Based) Analysis**

User demand fluctuates predictably throughout the day and week, highlighting key periods for driver resource allocation.

* **Peak Demand Hour:** The busiest time for ride bookings is the evening rush hour, specifically between **6:00 PM and 7:00 PM (18:00)**.
* **Busiest Day:** **Saturday** is the day with the highest number of ride bookings, indicating peak usage during the weekend.
* **Morning Rush:** A secondary peak is observed in the morning between **9:00 AM and 10:00 AM**.

**3. Geospatial & Route Analysis**

Certain locations serve as major hubs for ride activity, indicating high-traffic corridors and popular destinations.

* **Top Pickup Hotspots:** The top three pickup locations are **Karol Bagh**, **Nehru Place**, and **Palam Vihar**, which consistently generate the highest number of ride requests.
* **Top Drop-off Destinations:** The most frequent drop-off locations are **Vishwavidyalaya**, **Aya Nagar**, and **Jhilmil**, likely corresponding to commercial, residential, or transit hubs.

**4. Vehicle & Payment Preferences**

The data shows clear user preferences for vehicle types and payment methods.

* **Most Popular Vehicle:** The **Go Sedan** is the most frequently requested vehicle type, accounting for over **30%** of all bookings. This is followed by 'Auto' and 'Go Mini'.
* **Dominant Payment Method:** **UPI** is the most common payment method, used in over **40%** of all completed transactions, followed by Cash and Debit Card.

**5. Financial & Ride Metrics (for Completed Rides)**

Analysis of completed rides provides insight into the economics and nature of the trips.

* **Average Ride Distance:** The average distance for a completed Uber ride in the NCR is approximately **12.5 km**.
* **Average Booking Value:** The average cost (booking value) for a completed ride is approximately **₹415**.