UBER DATA ANALYSIS

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TABLE OF CONTENTS

- Introduction
- Data description
- Data preprocessing
- Data Analysis
- Result&Conclusion
- Q&A

Why?

Chat with a Part time Uber driver

NYC UBER ANALYSIS

Goals

Be the most efficient Uber driver in NYC

Data Description

Source: Kaggle

https://www.kaggle.com/datasets/fivethirtyeight/uber-pickups-in-new-york-city

Data set

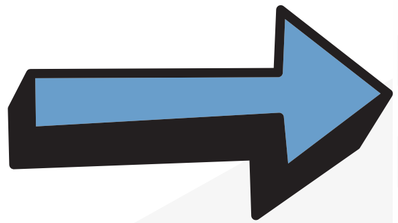
Uber Pickups in New York City

Shape

4534327, 4

DATA PREPROCESSING

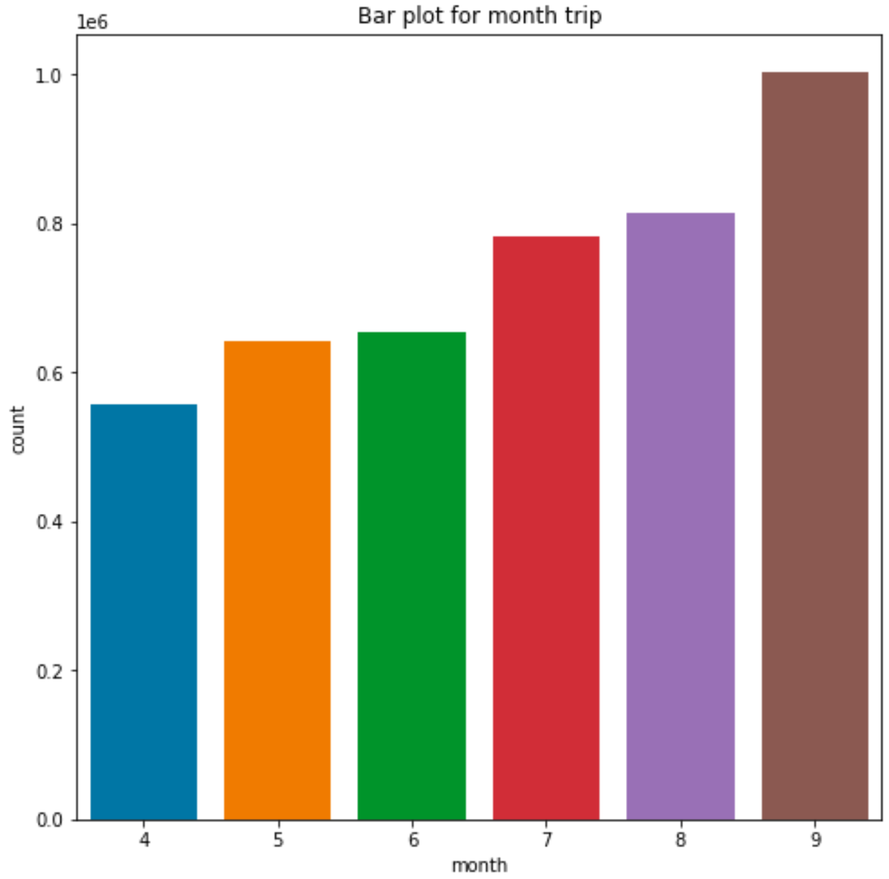
	Date/Time	Lat	Lon	Base
0	9/1/2014 0:01:00	40.2201	-74.0021	B02512
1	9/1/2014 0:01:00	40.7500	-74.0027	B02512
2	9/1/2014 0:03:00	40.7559	-73.9864	B02512
3	9/1/2014 0:06:00	40.7450	-73.9889	B02512
4	9/1/2014 0:11:00	40.8145	-73.9444	B02512



	Date/Time	Lat	Lon	Base	month	weekday	day	hour	minute
0	2014-09-01 00:01:00	40.2201	-74.0021	B02512	9	Monday	1	0	1
1	2014-09-01 00:01:00	40.7500	-74.0027	B02512	9	Monday	1	0	1
2	2014-09-01 00:03:00	40.7559	-73.9864	B02512	9	Monday	1	0	3
3	2014-09-01 00:06:00	40.7450	-73.9889	B02512	9	Monday	1	0	6
4	2014-09-01 00:11:00	40.8145	-73.9444	B02512	9	Monday	1	0	11
...	...	...	...	...	...	...	...	...	...
652430	2014-05-31 23:45:00	40.7309	-74.0014	B02764	5	Saturday	31	23	45
652431	2014-05-31 23:52:00	40.7528	-73.9798	B02764	5	Saturday	31	23	52
652432	2014-05-31 23:55:00	40.7158	-73.9519	B02764	5	Saturday	31	23	55
652433	2014-05-31 23:56:00	40.6961	-73.8997	B02764	5	Saturday	31	23	56
652434	2014-05-31 23:59:00	40.7393	-73.9919	B02764	5	Saturday	31	23	59

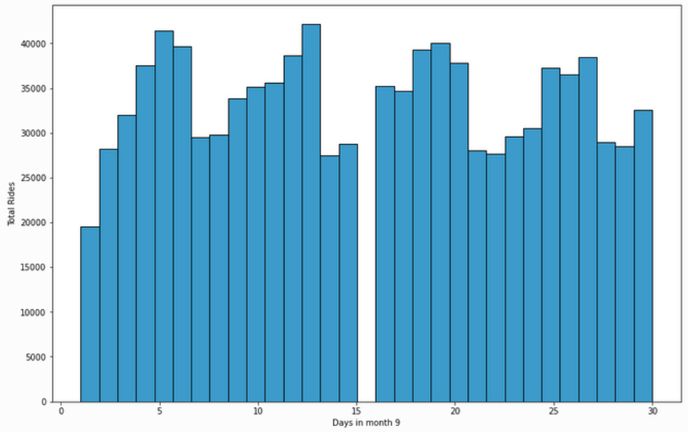
4534327 rows × 9 columns

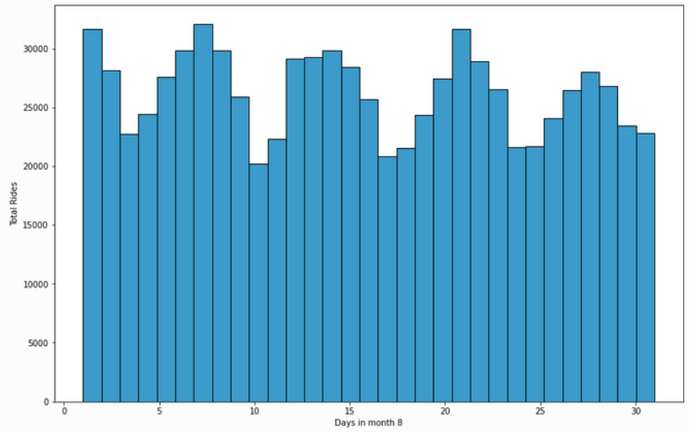
ANALYSIS BY MONTH



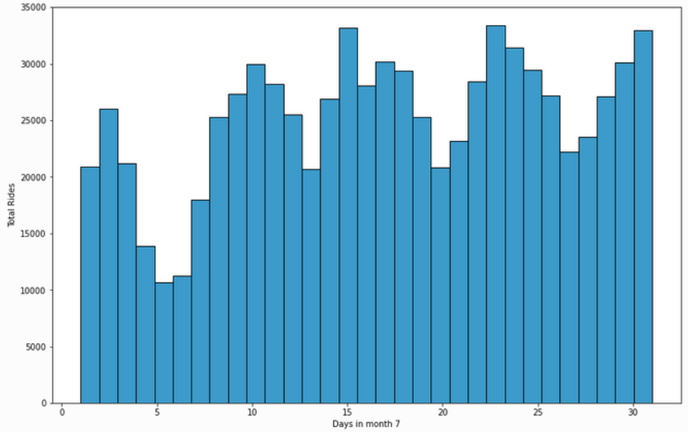
Analysis of which month has maximum rides

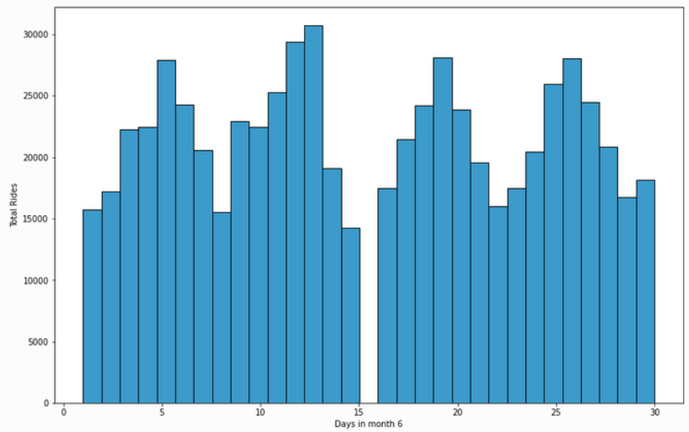
```
9    1004099
8     813393
7     781969
6     653158
5     642360
4     556767
Name: month, dtype: int64
```



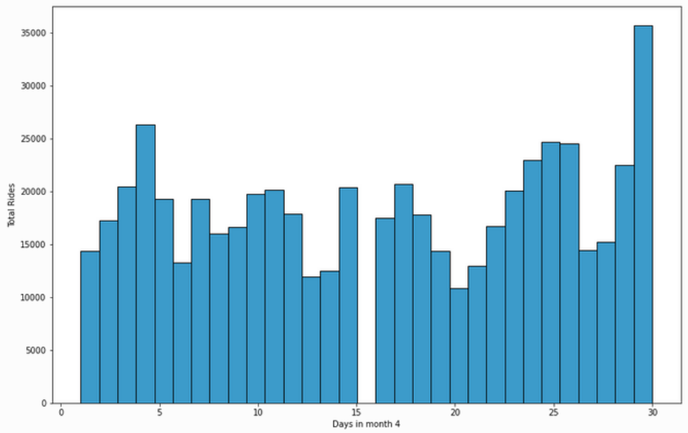


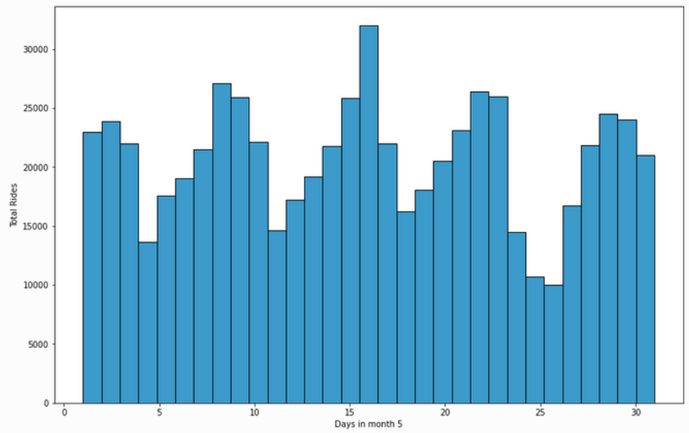
Total rides of each day in different month





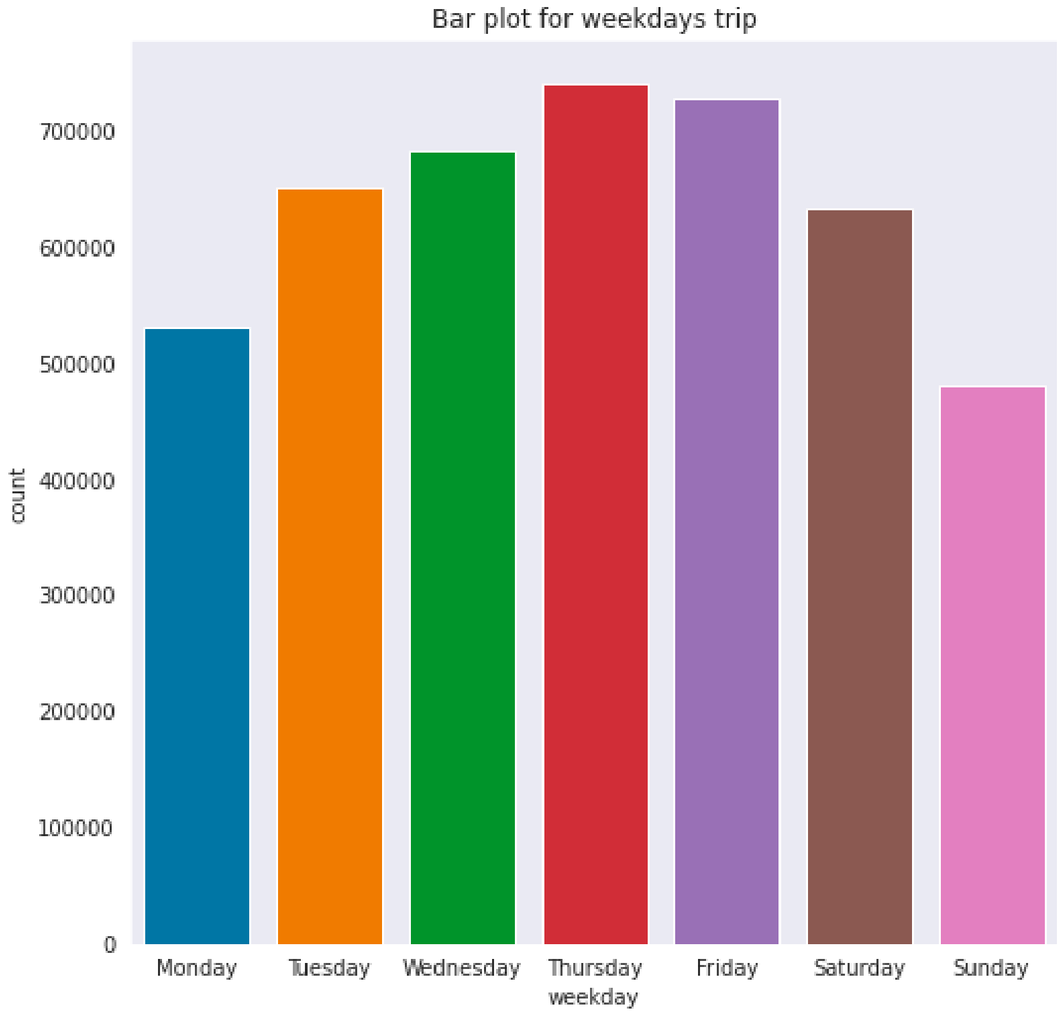
Four times per month



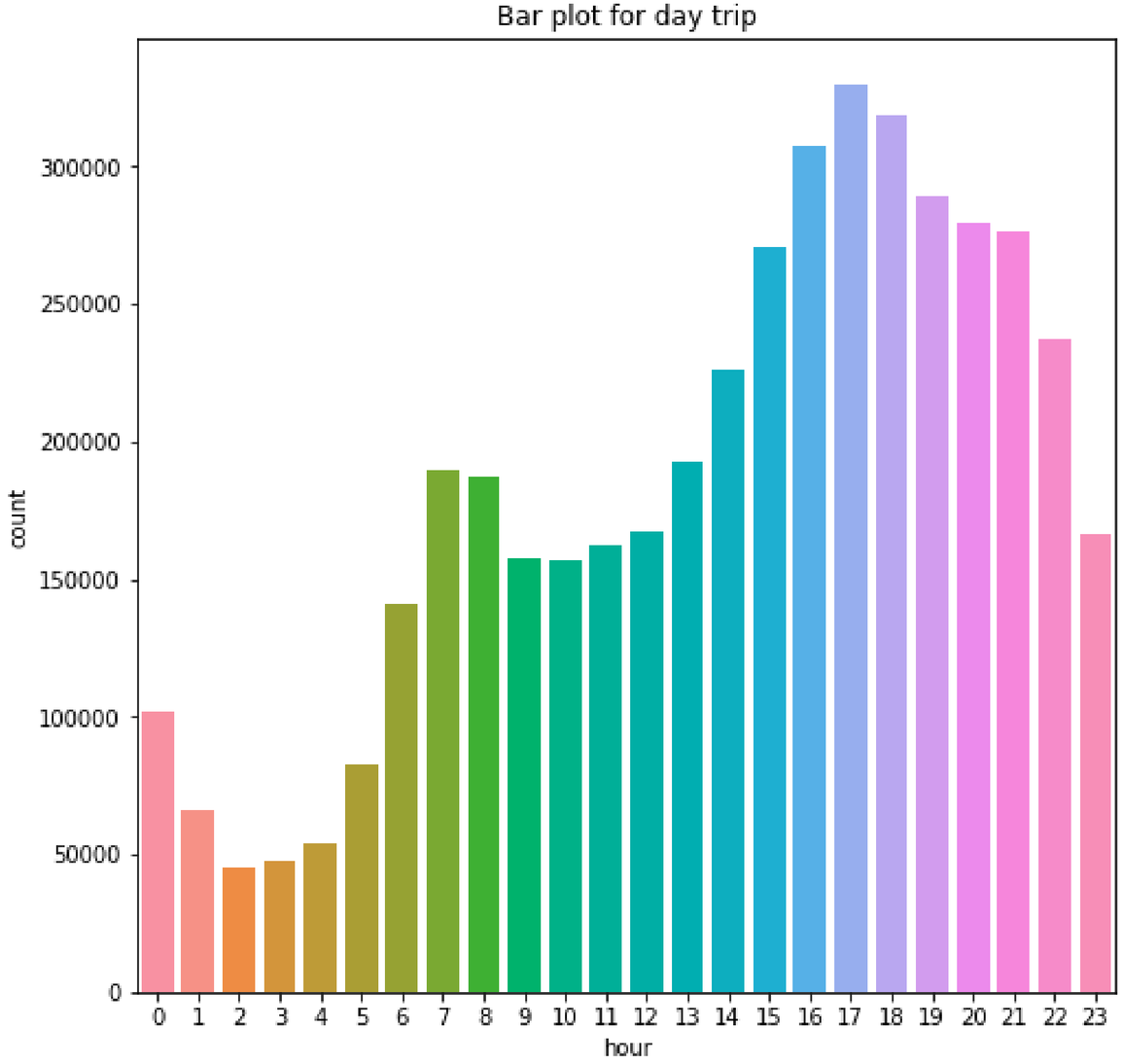


WEEKDAY ANALYSIS

```
Thursday     741372
Friday       727532
Wednesday    683604
Tuesday      651753
Saturday     634194
Monday       532133
Sunday       481158
Name: weekday, dtype: int64
```



ANALYSIS BY DAYS

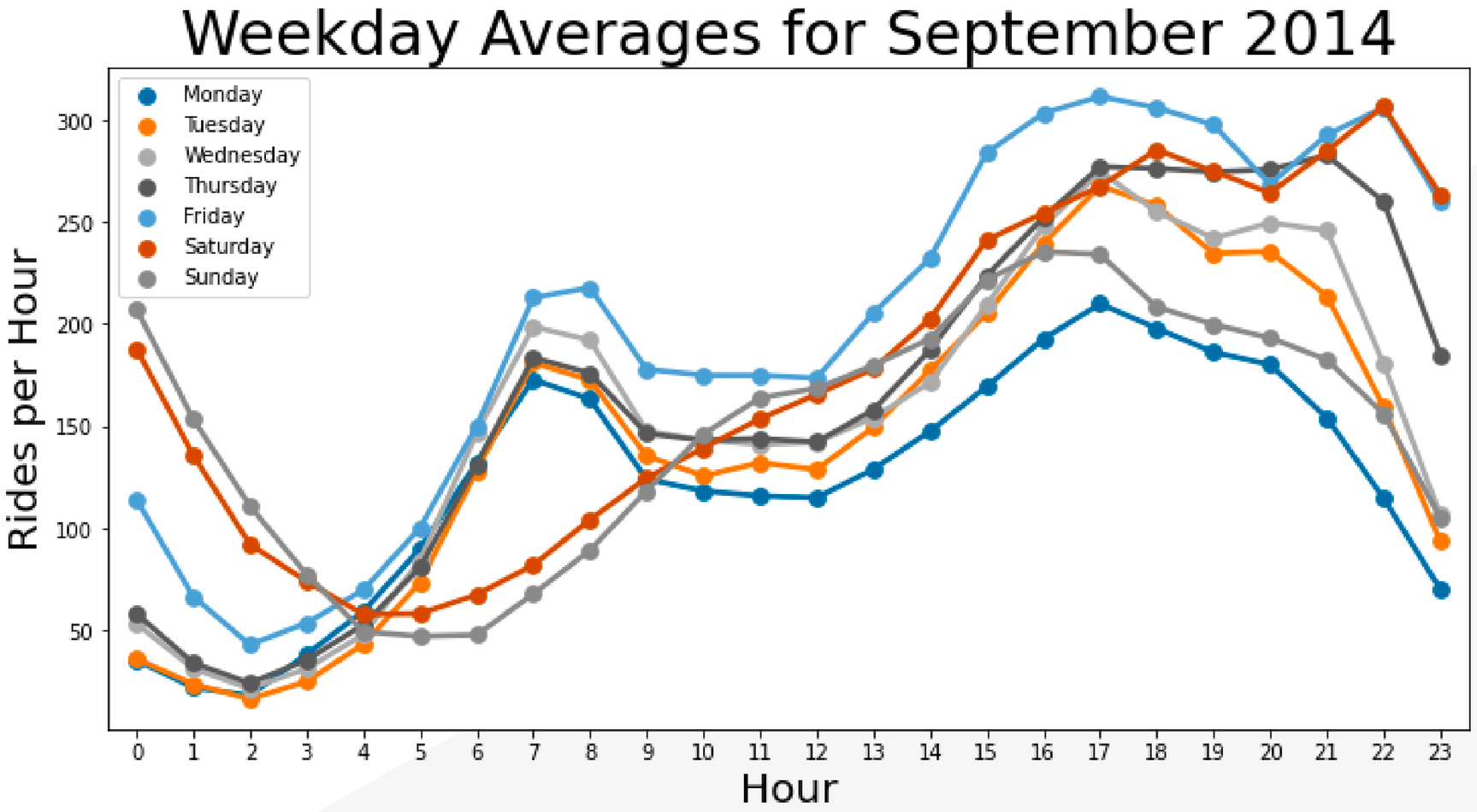


Which is the busiest hour in the day for uber cabs?

7:00–8:00

17:00–18:00

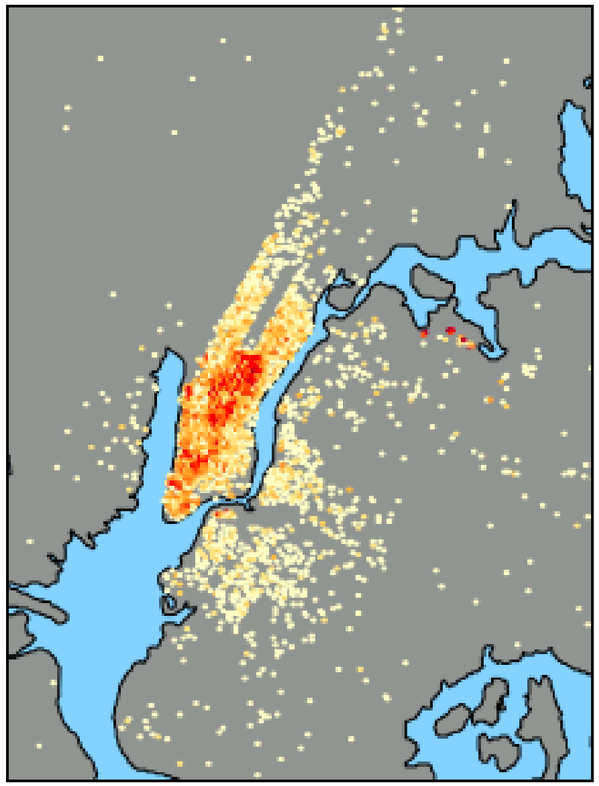
commuting time



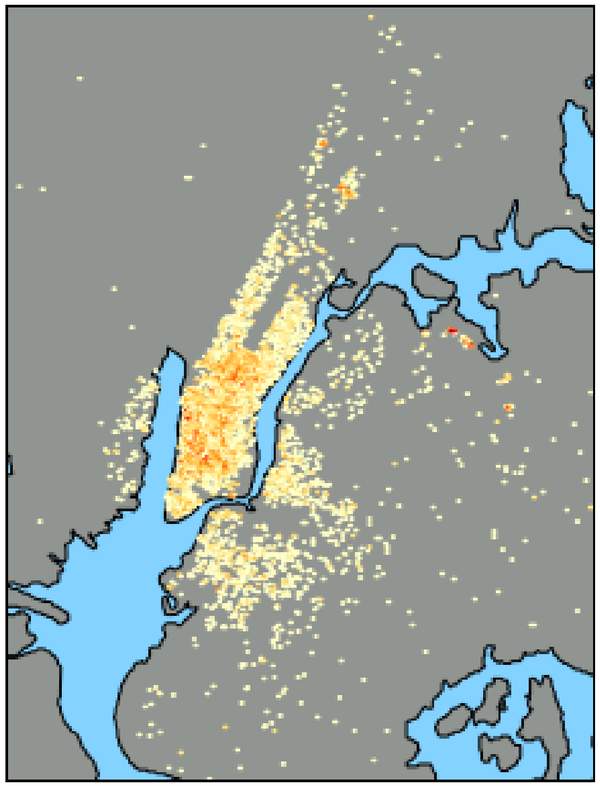
workday vs weekends

THURSDAY ANALYSIS

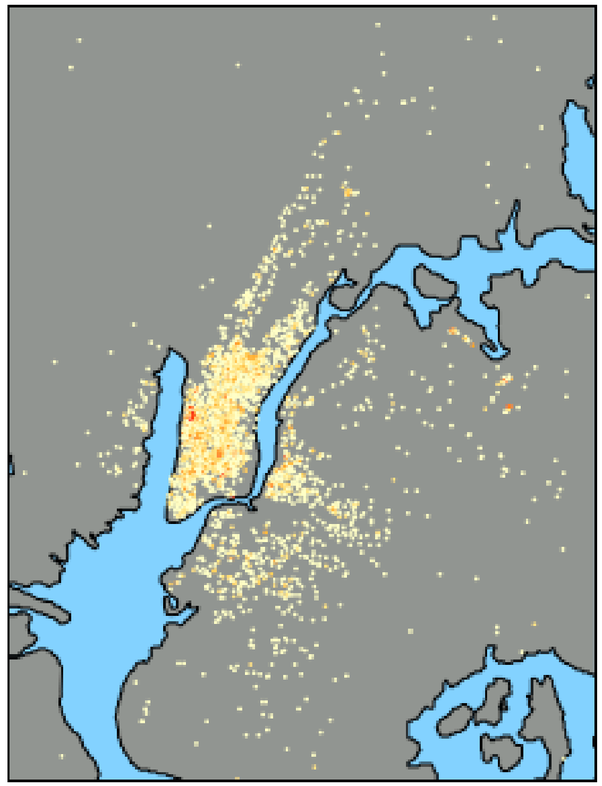
5 PM



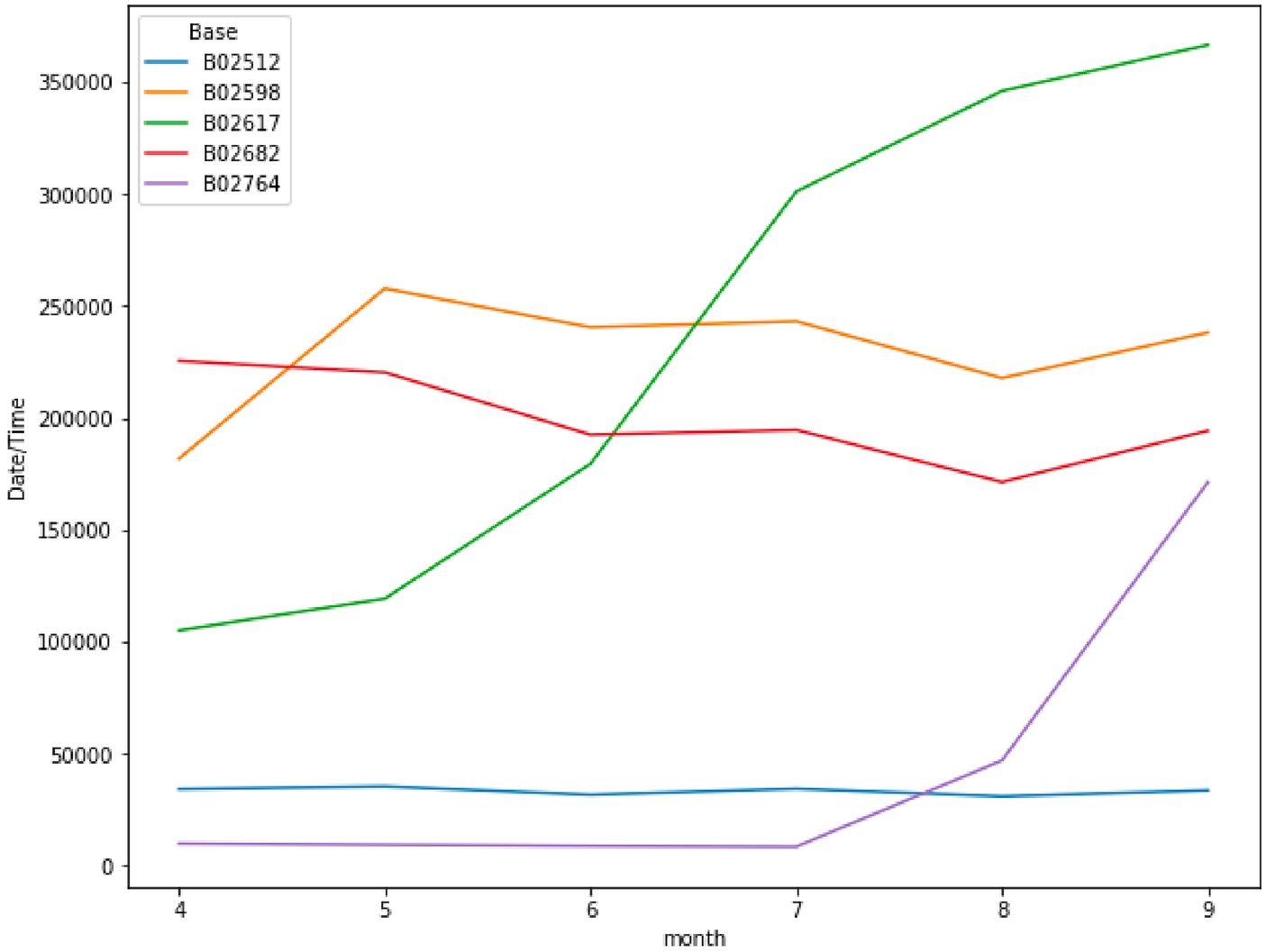
9 PM



11 PM

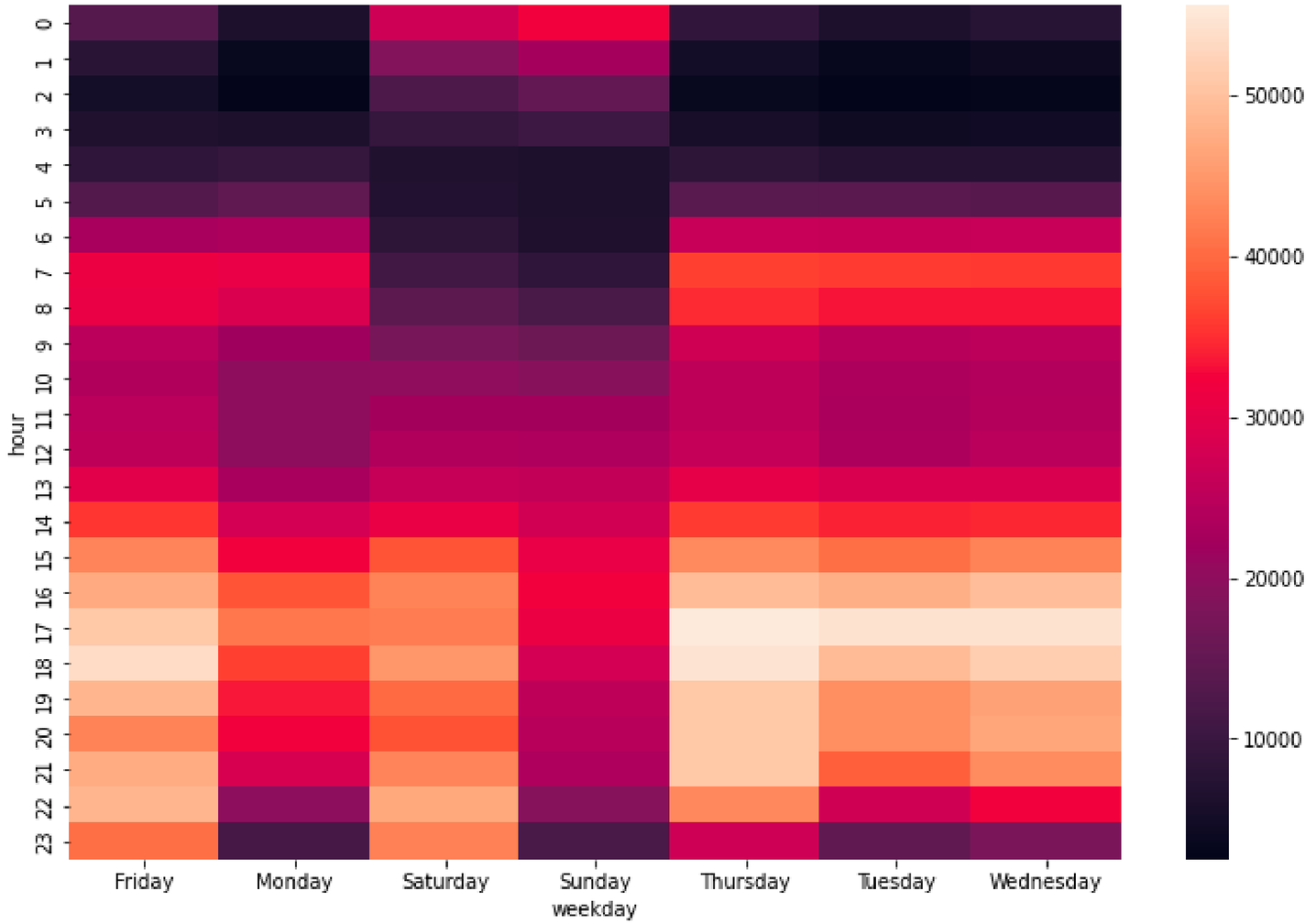


BASE ANALYSIS



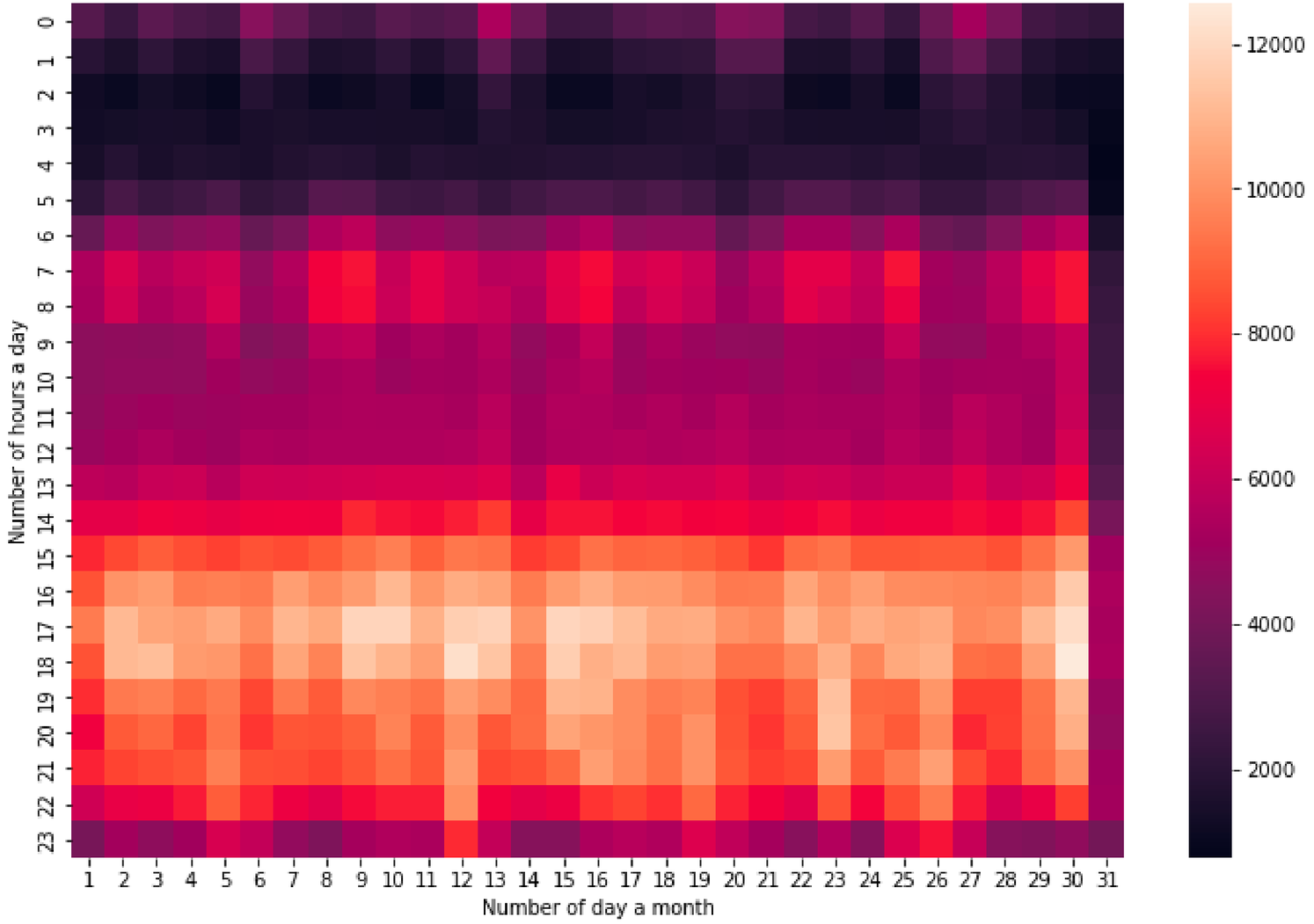
Area vs Month

CROSS ANALYSIS



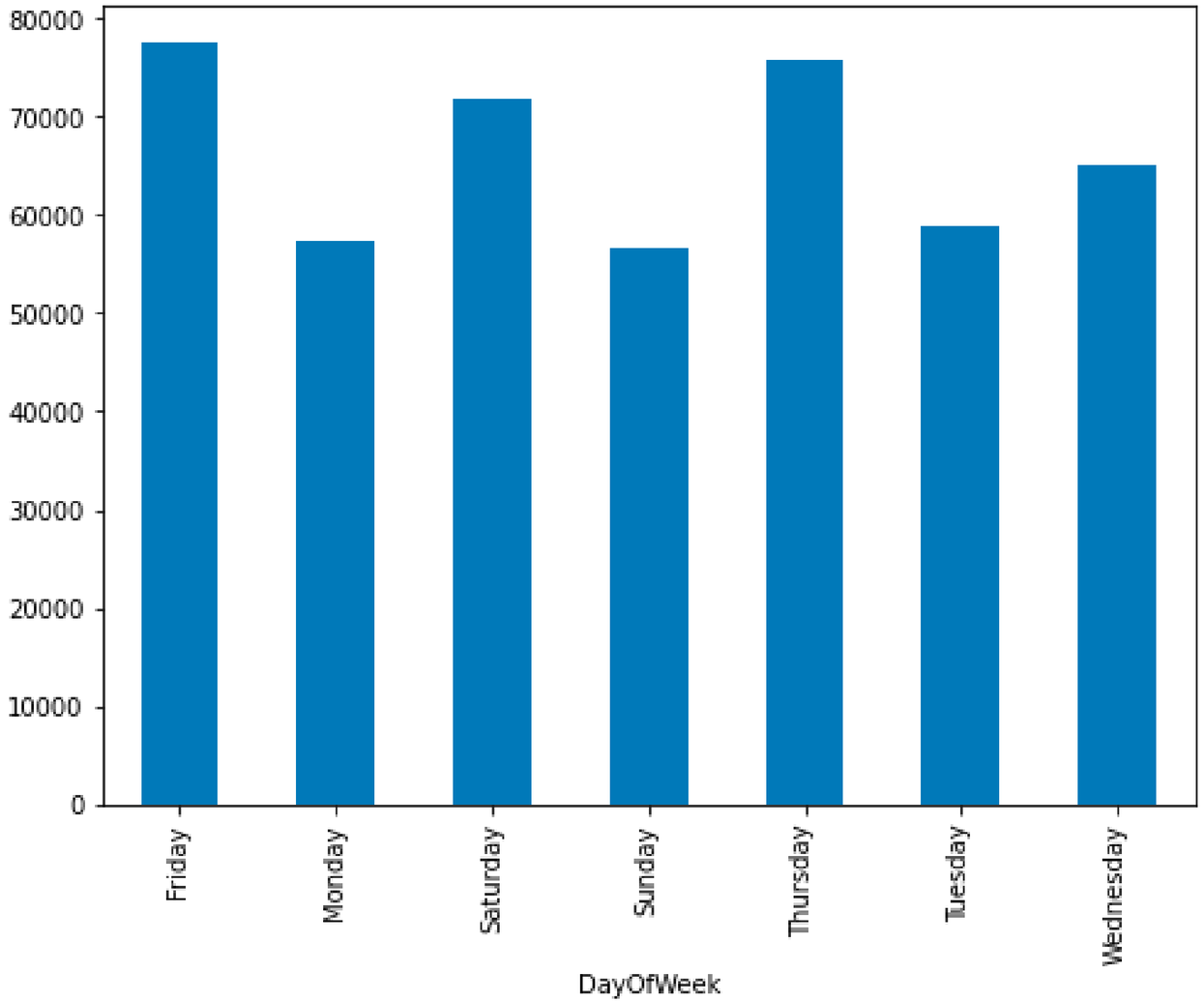
Hour vs weekday

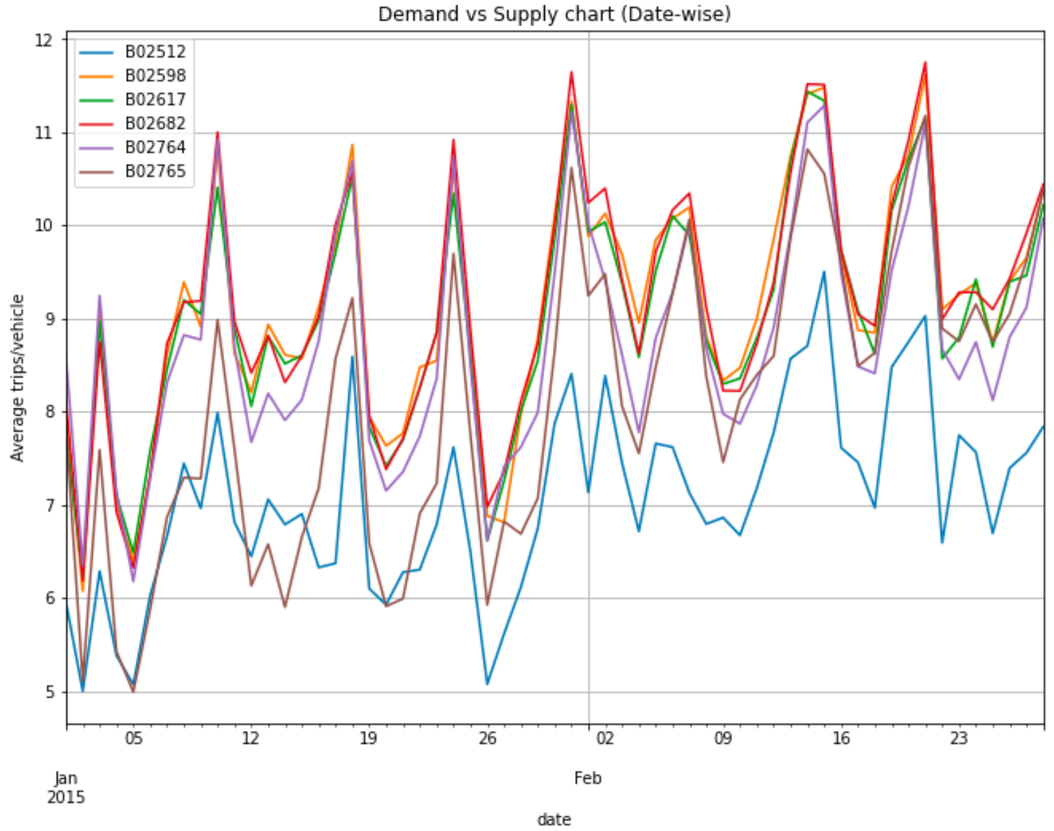
CROSS ANALYSIS



Hour vs days

DEMAND-SUPPLY ANALYSIS





RESULT

Weekday Analysis

Thursday & Friday

Time Analysis

17:00 - 18:00

Advice to driver

Only work on
Thursday & Friday
4pm - 7pm

THANK YOU