

Executive Summary: Key Financial & Operational KPIs

\$1.03bn

TotalRevenue

36M

TotalTrips

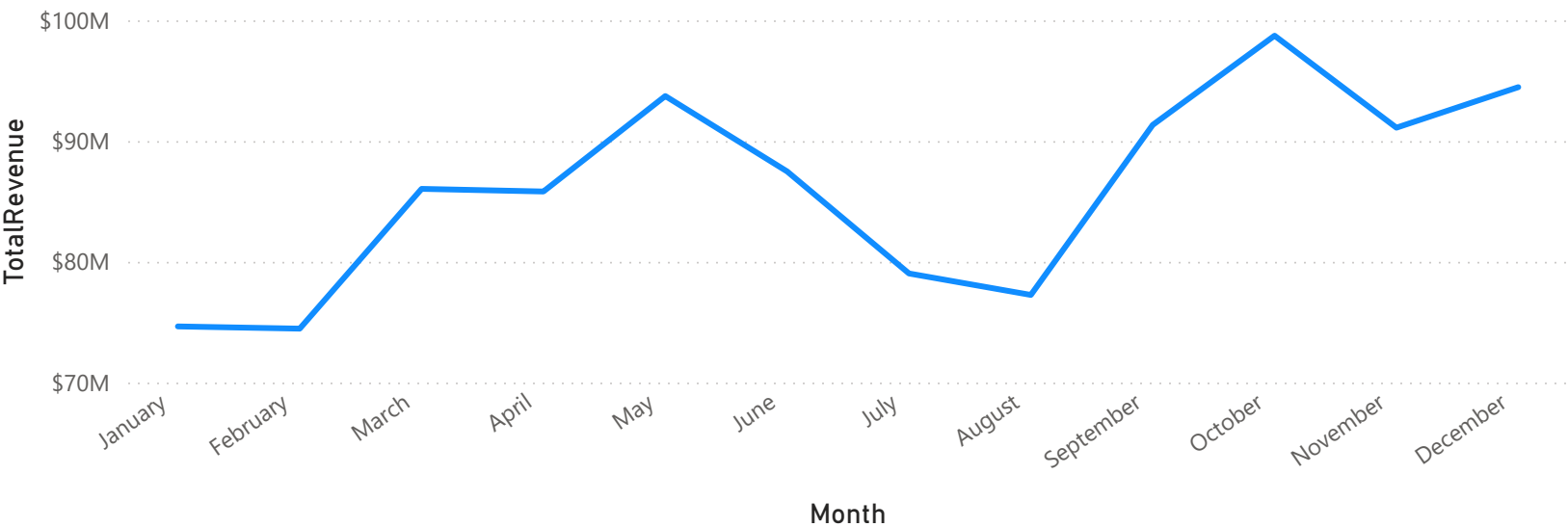
\$29.03

AverageTripFare

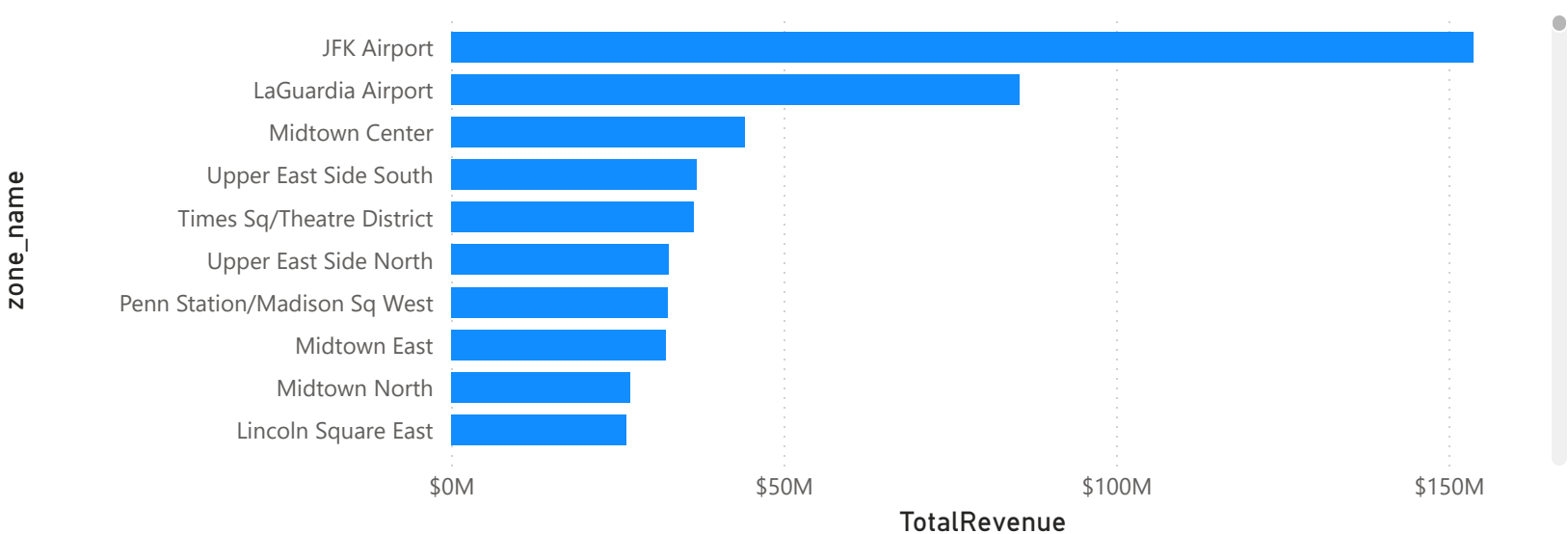
3.55

AverageTripDistance

Total revenue generated by month

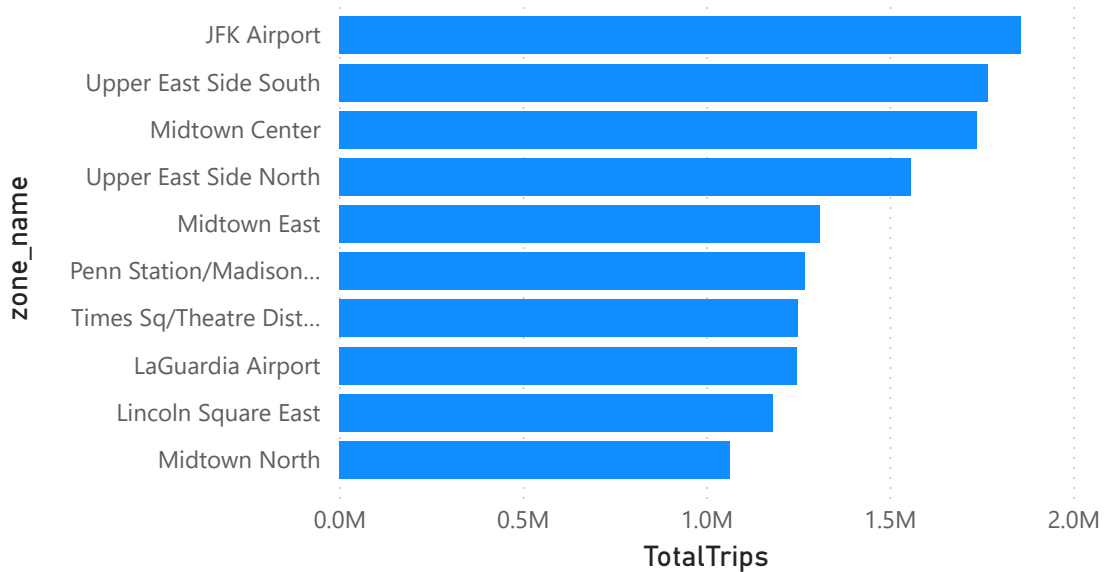


Total revenue generated by zone

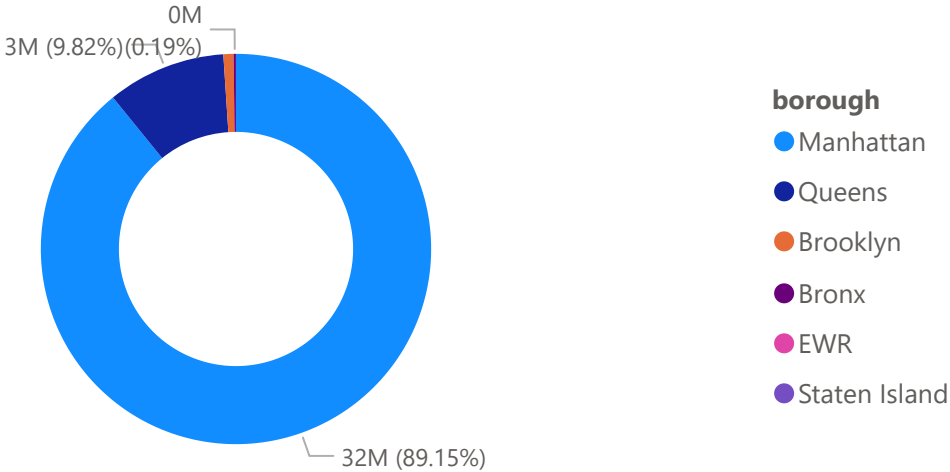


Geographic Analysis: Role-Playing Dimensions (Pickup vs. Dropoff)

Top 10 Demand Ranking



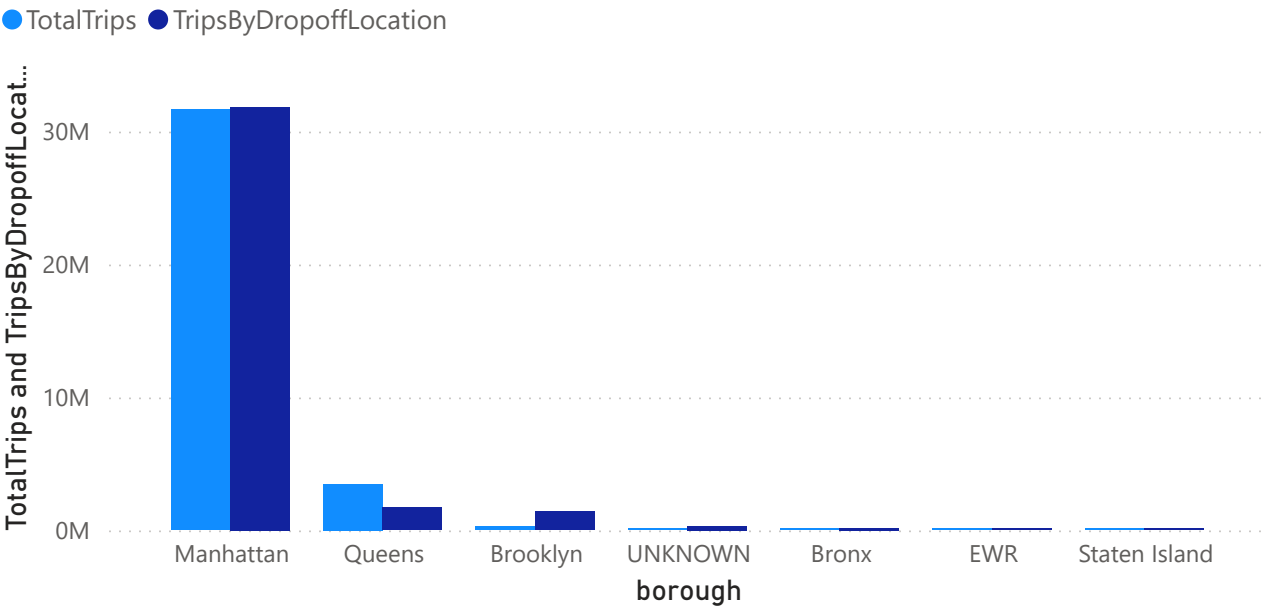
Total trips across NYC zones



Top 10 zones by Drop off location revenue

zone_name	Manhattan	Queens	Total
JFK Airport		\$32,343,117.36	\$32,343,117.36
LaGuardia Airport		\$29,278,713.80	\$29,278,713.80
Midtown Center	\$34,729,237.64		\$34,729,237.64
Midtown East	\$25,982,964.38		\$25,982,964.38
Midtown North	\$24,133,611.18		\$24,133,611.18
Murray Hill	\$26,191,785.88		\$26,191,785.88
Times Sq/Theatre District	\$37,439,822.92		\$37,439,822.92
Upper East Side North	\$35,854,917.10		\$35,854,917.10
Upper East Side South	\$32,916,128.02		\$32,916,128.02
Upper West Side South	\$25,113,670.80		\$25,113,670.80
Total	\$242,362,137.92	\$61,621,831.16	\$303,983,969.08

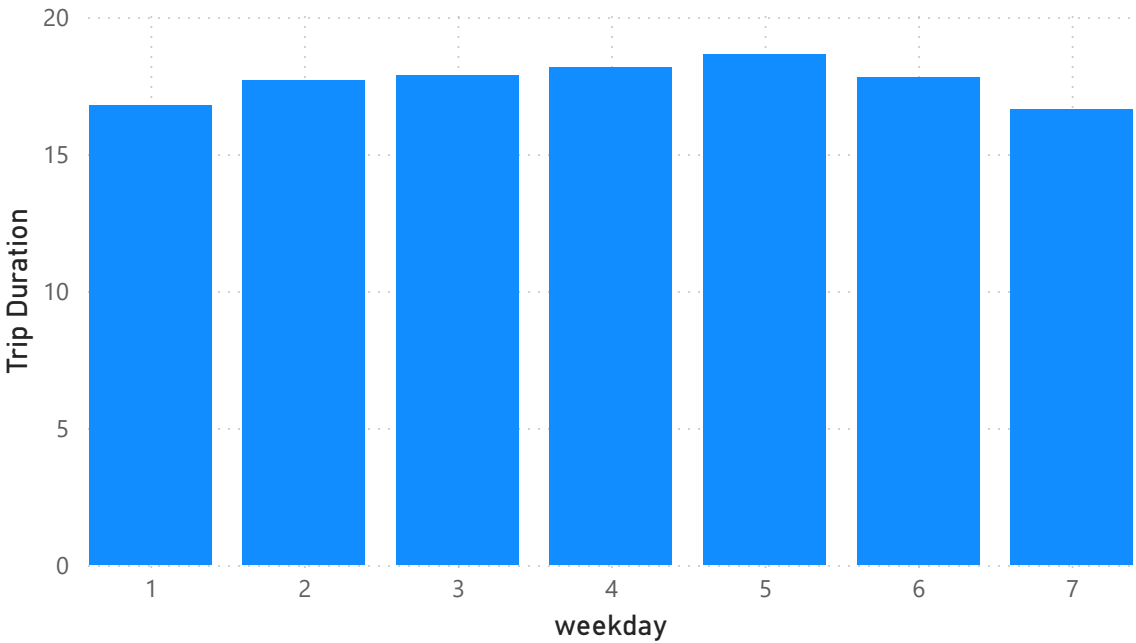
Total trips and TripsByDropoffLocation by borough



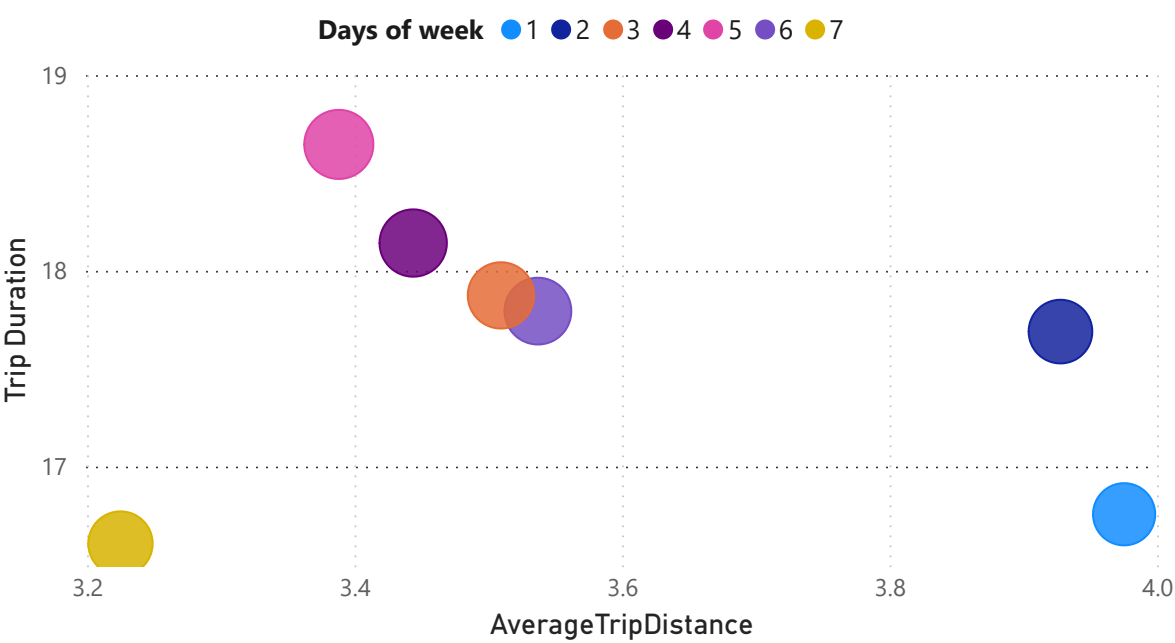
Operational Efficiency: Vendor Benchmarking

Vendor Efficiency Benchmarking				
vendor_name ▲	AverageMileRevenue	AverageTip	Trip Duration	TotalTrips
Creative Mobile Technologies	\$7.44	\$0.18	17.83	8,294,719
VeriFone Inc.	\$8.40	\$0.19	17.63	27,322,602
Total	\$8.17	\$0.18	17.68	35,617,321

Trip Duration by weekday

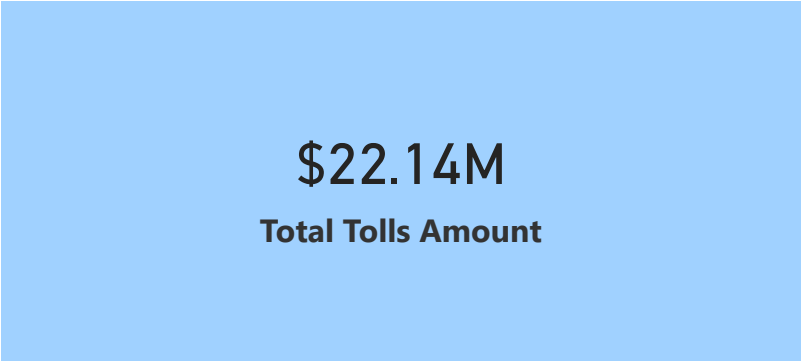
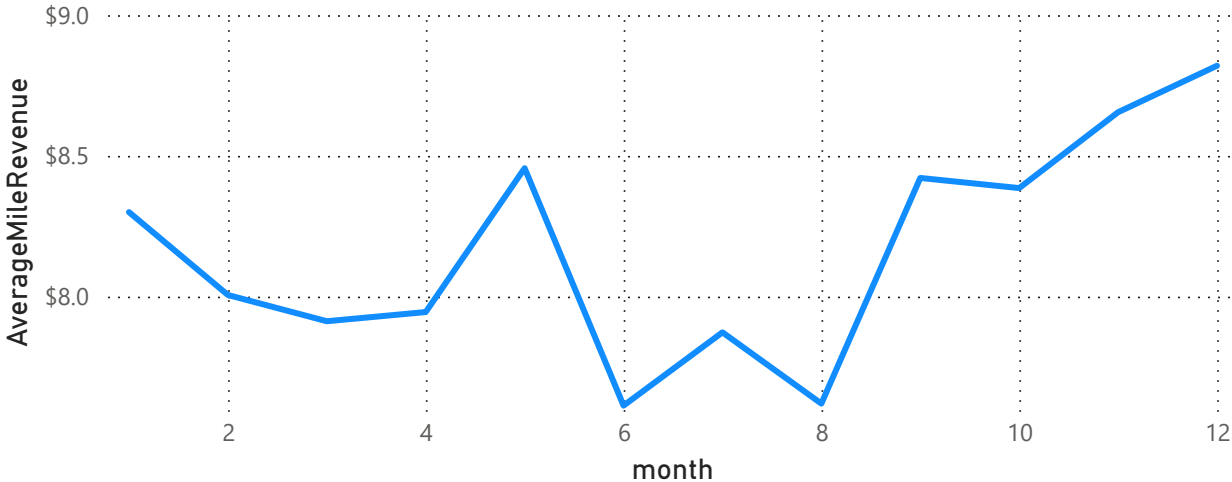


AverageTripDistance, Trip Duration and TotalRevenue by weekday

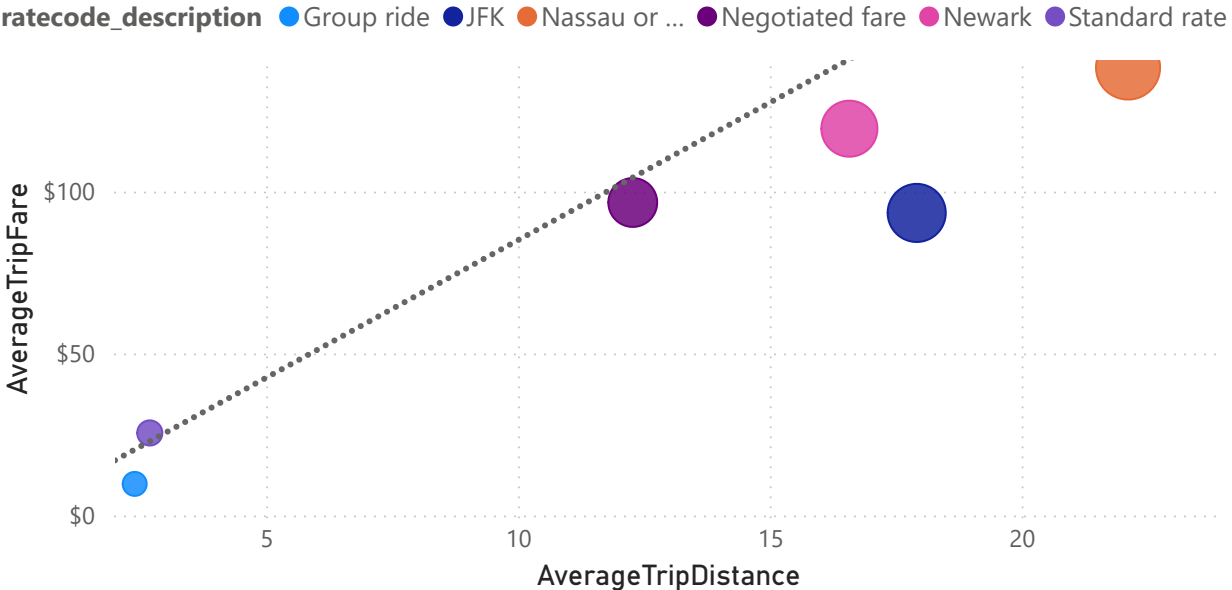


Financial Insights: Profitability Trend & Pricing Audit

Average Mile Revenue generated by month



Average Trip Distance, Average Trip Fare generated by ratecode



Total Revenue and Total Tolls Amount based on borough

