

Executive Summary: Key Financial & Operational KPIs

\$1.03bn
TotalRevenue

36M
TotalTrips

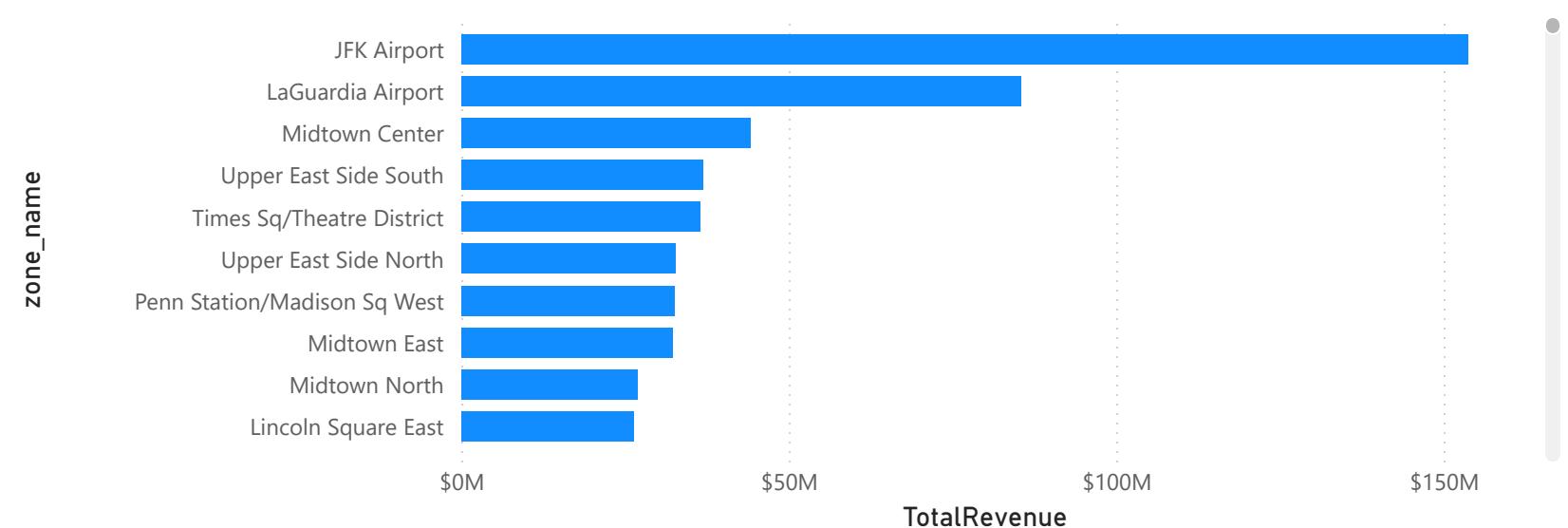
\$29.03
AverageTripFare

3.55
AverageTripDistance

Total revenue generated by month

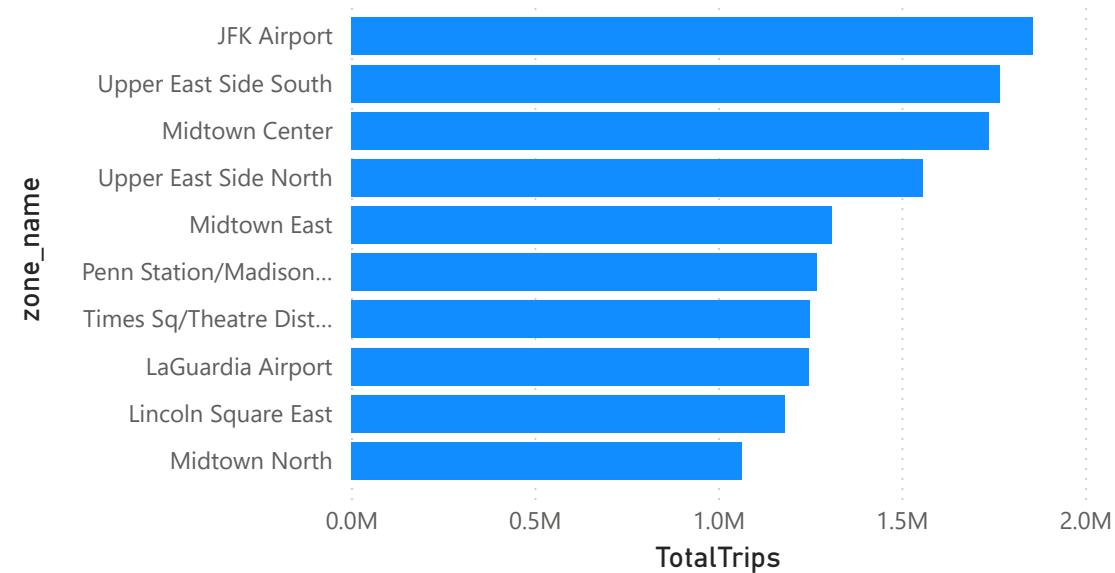


Total revenue generated by zone

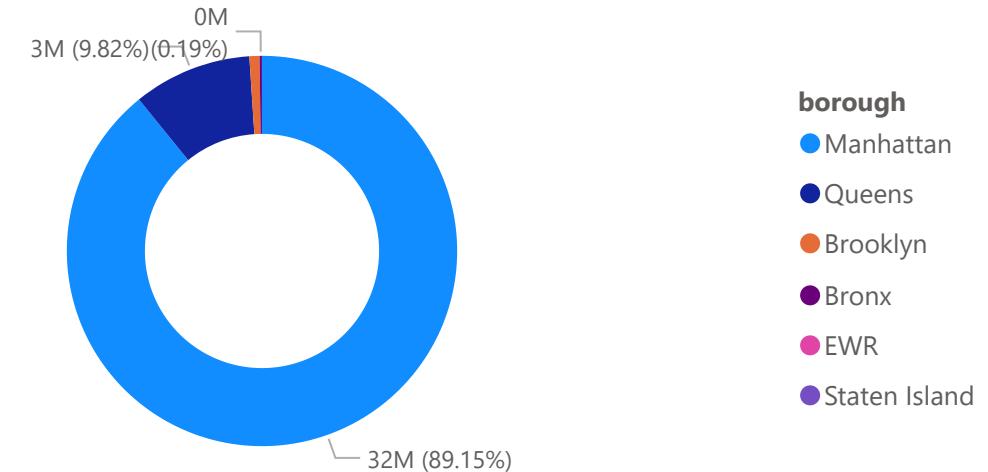


Geographic Analysis: Role-Playing Dimensions (Pickup vs. Dropoff)

Top 10 Demand Ranking



Total trips across NYC zones

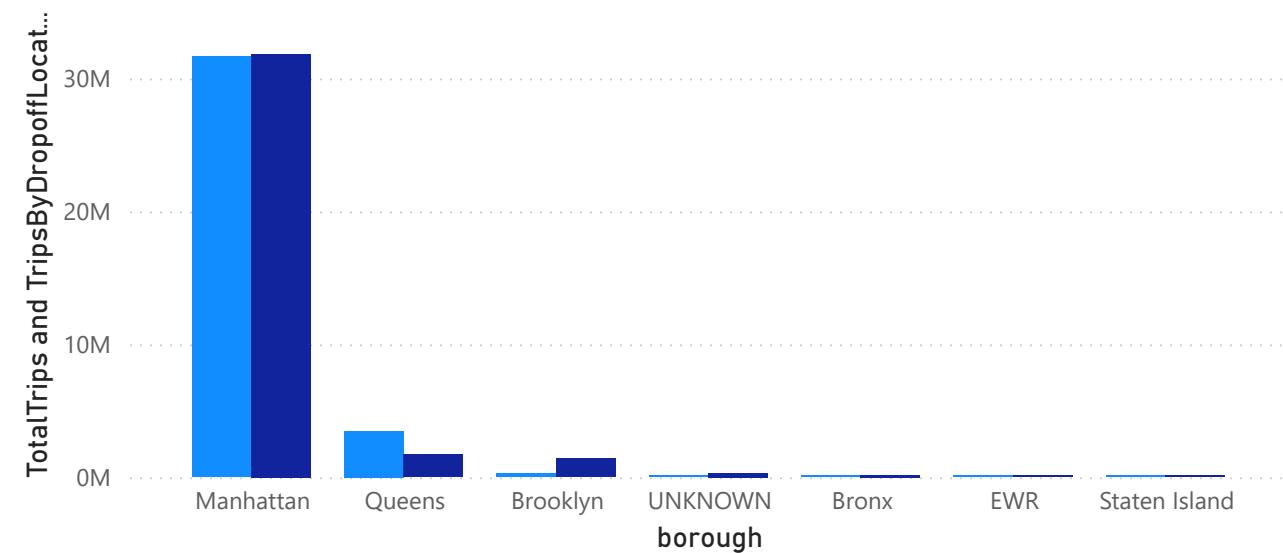


Top 10 zones by Drop off location revenue

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

● TotalTrips ● TripsByDropoffLocation

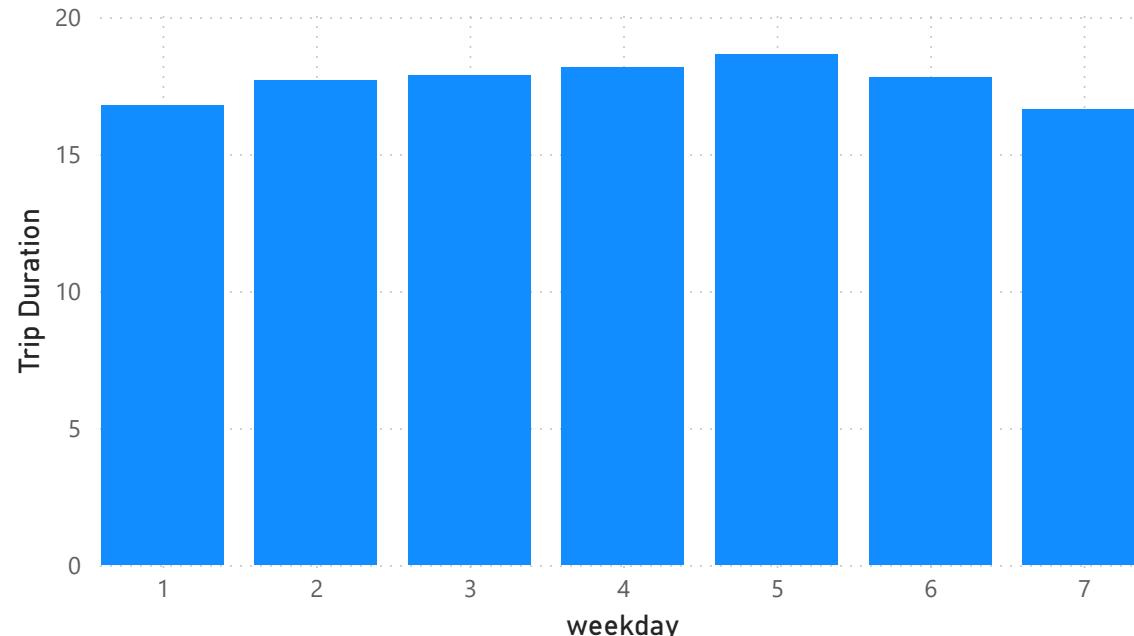


Operational Efficiency: Vendor Benchmarking

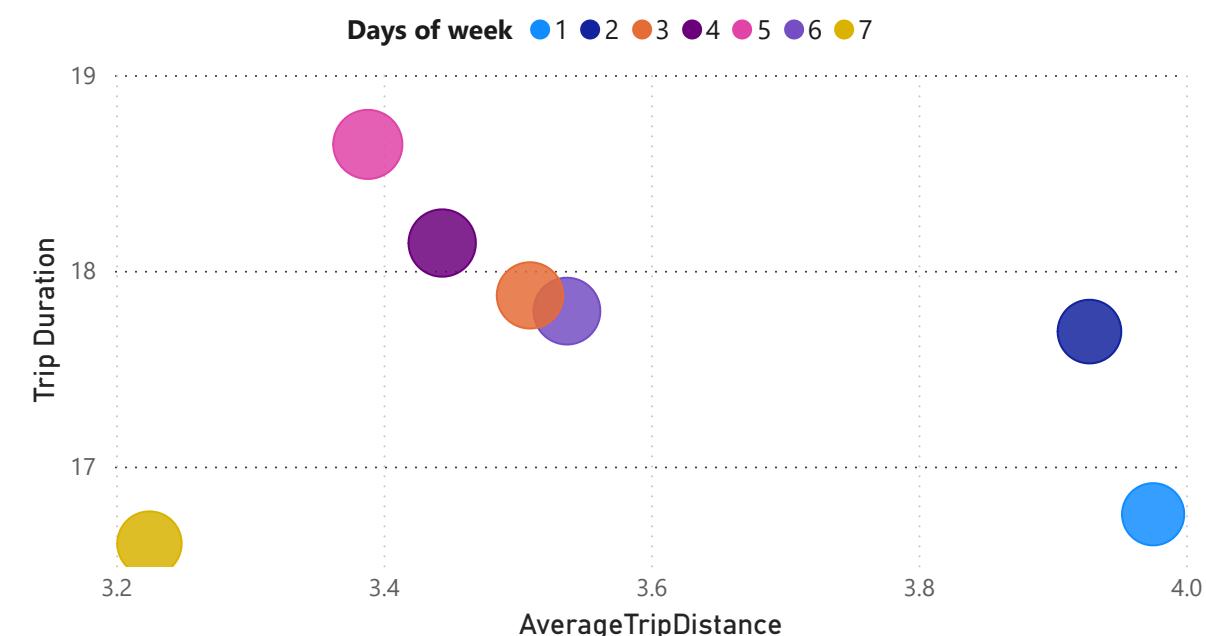
Vendor Efficiency Benchmarking

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

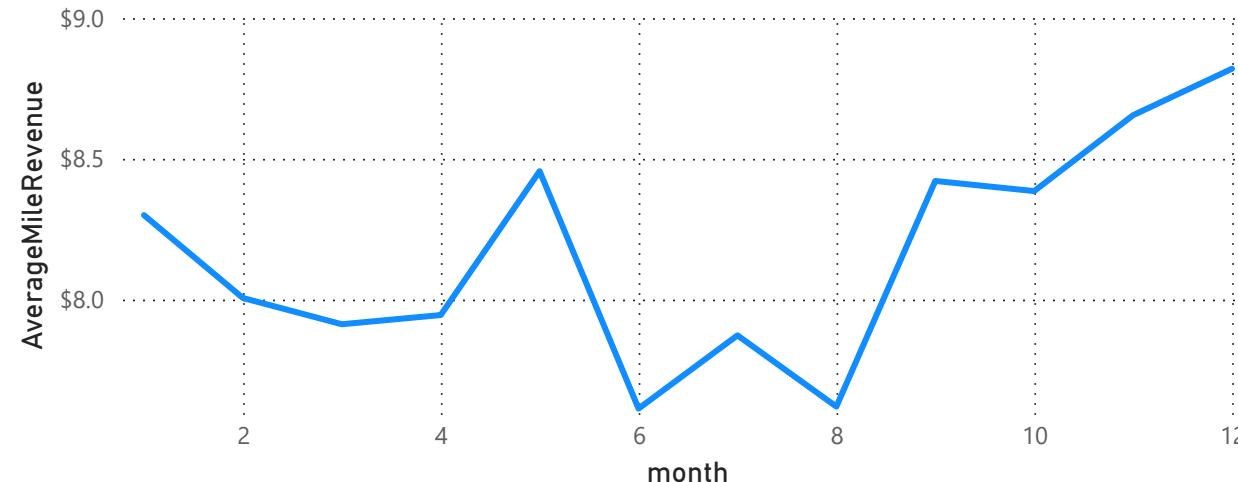


AverageTripDistance, Trip Duration and TotalRevenue by weekday



Financial Insights: Profitability Trend & Pricing Audit

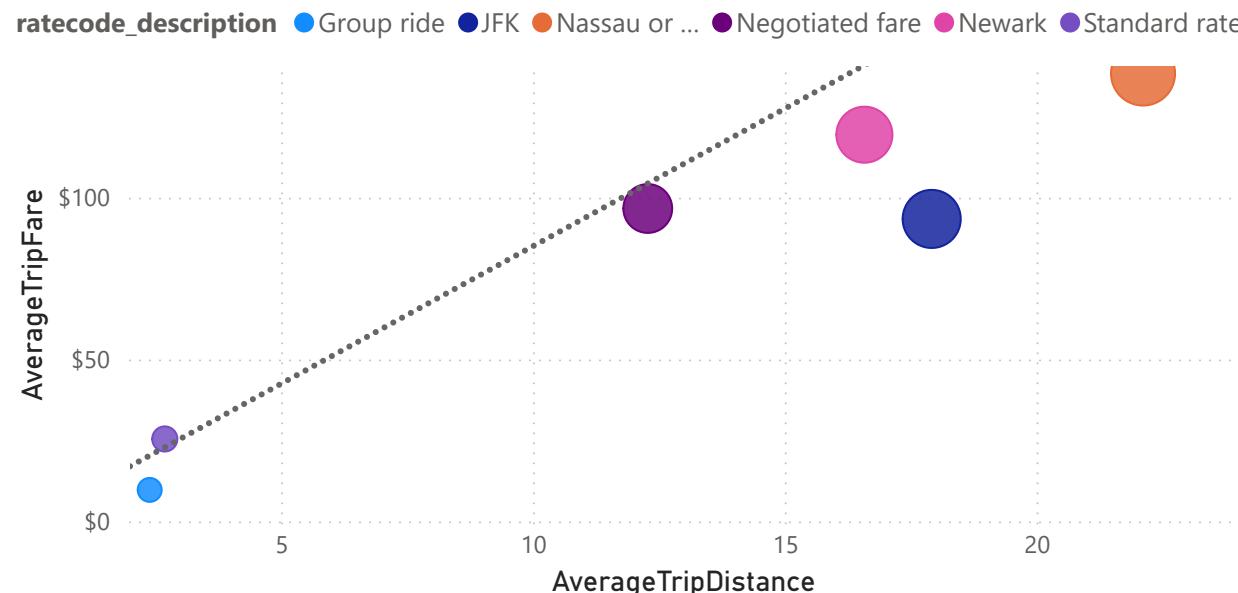
Average Mile Revenue generated by month



\$22.14M

Total Tolls Amount

Average Trip Distance, Average Trip Fare generated by ratecode



Total Revenue and Total Tolls Amount based on borough

