



City Trips Dashboard – Taxi Data Analysis 2023



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City Trips Dashboard - Taxi Data Analysis 2023

785K

Total Trips

18.80M

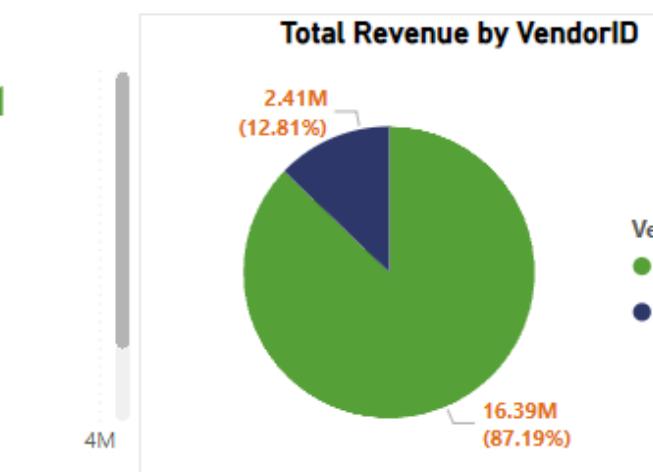
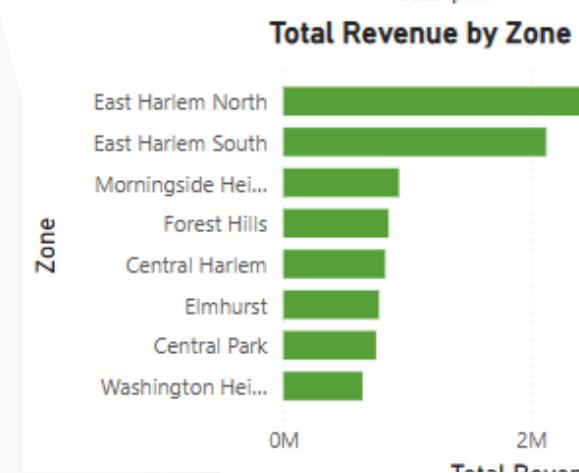
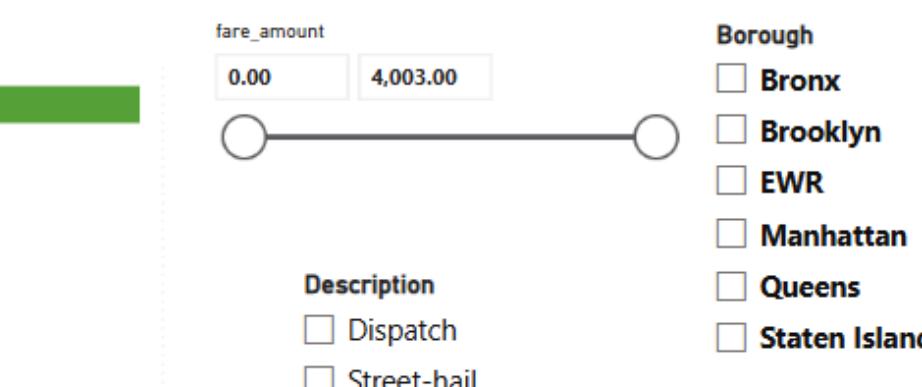
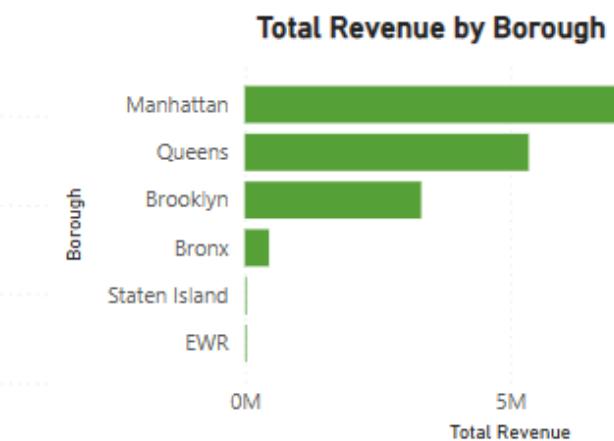
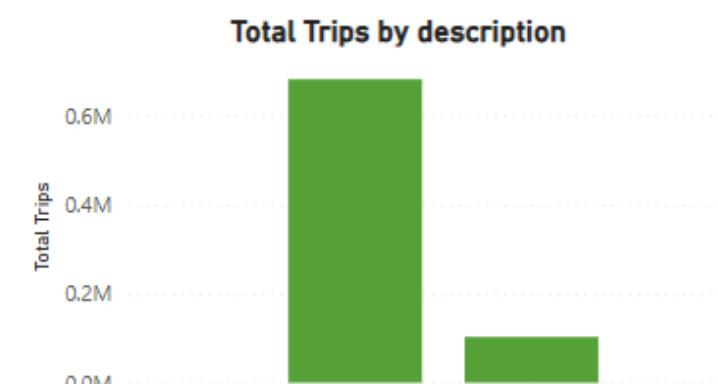
Total Revenue

18.41

Average Fare

19.05

Average Trip Distance



Zone1	Maspeth	MetroTech	Total
Central Harlem	42715		42715
Central Harlem North	20364		20364
Central Park	32447		32447
Downtown Brooklyn		20240	20240
East Harlem North	158900		158900
East Harlem South	101019		101019
Elmhurst	33032	6394	39426
Forest Hills	40460		40460
Fort Greene	22640		22640
Morningside Heights	41617		41617
Total	493194	6394	519828



Profit Data

This dashboard analyzes city taxi trip data from 2023

Focused KPIs:
Total Trips, Total Revenue, Average Fare, Average Trip Distance

Insights into trip types, high-revenue zones, and service provider performance

My Contact



Key KPIs

Total Trips

785K

Average Fare:

\$18.41

Total Revenue

**\$18.8
M**

Average Trip Distance

**19.05
miles**

**Total Trips by description**

Recommendation: Focus on optimizing Dispatch logistics and demand prediction

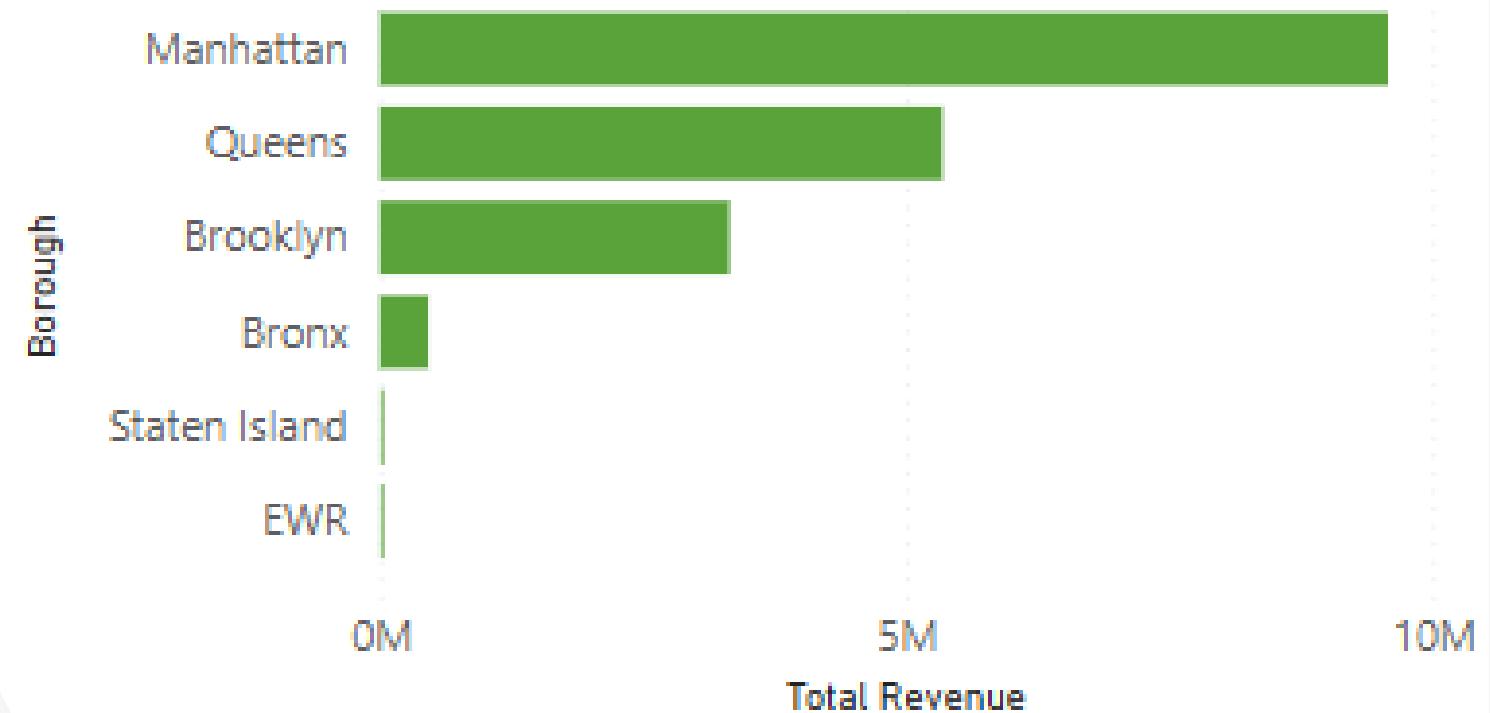
Chart

Horizontal bar chart of boroughs by total revenue

Top Performers

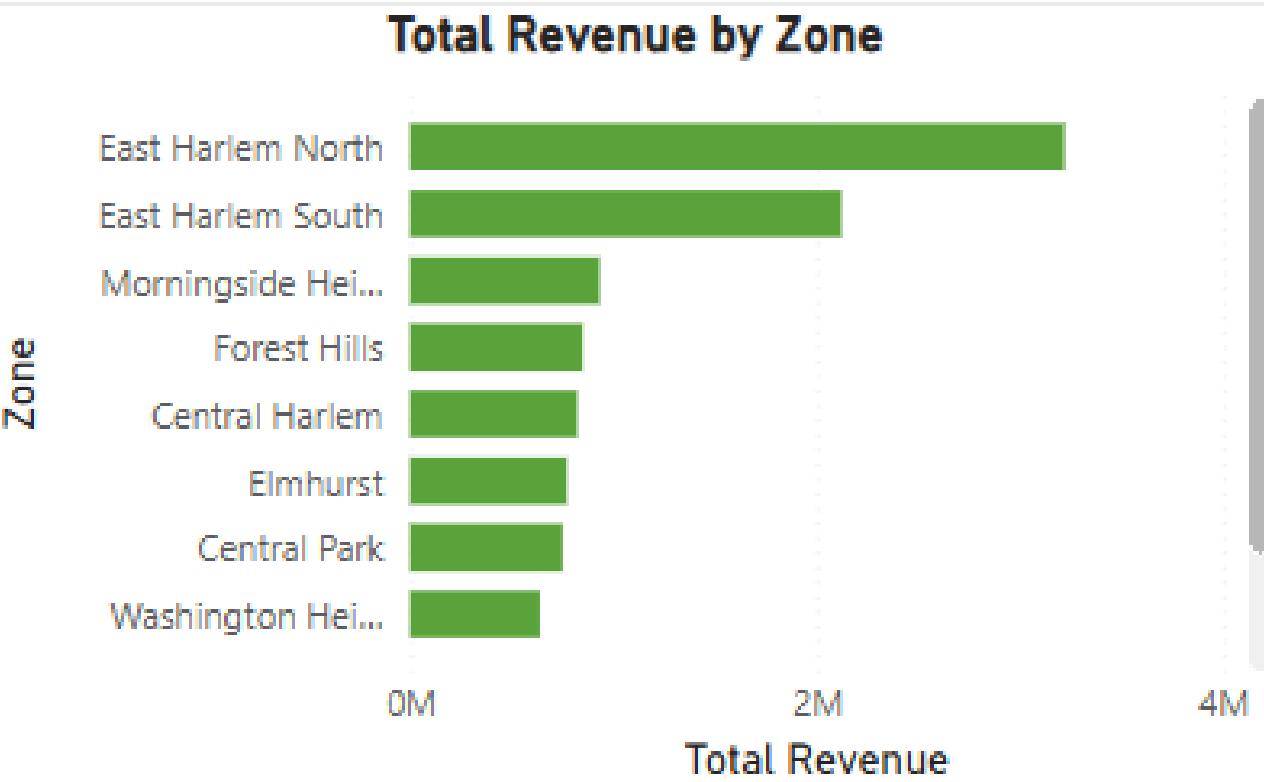
: Manhattan, Queens

Total Revenue by Borough



Observation

Manhattan dominates in revenue due to density and pricing



Chart

Bar chart of top individual zones

Top Zones

East Harlem North,
East Harlem South



Note

Focus areas for fleet placement or marketing

Compare 2 Vendors

Chart



Pie chart comparing Vendor 1 vs Vendor 2

Finding



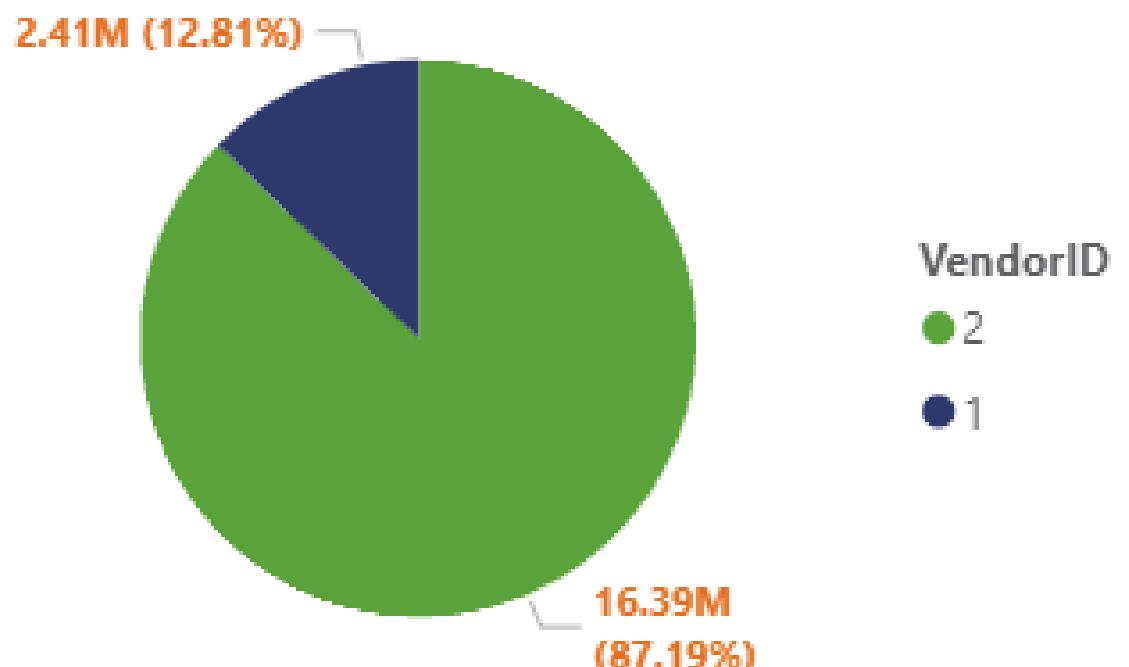
Vendor 1 dominates with 87% of total revenue

- **Strategy**



investigate operational strengths of Vendor 1 or rebalance resources

Total Revenue by VendorID





Matrix visual showing trips by origin/destination zone

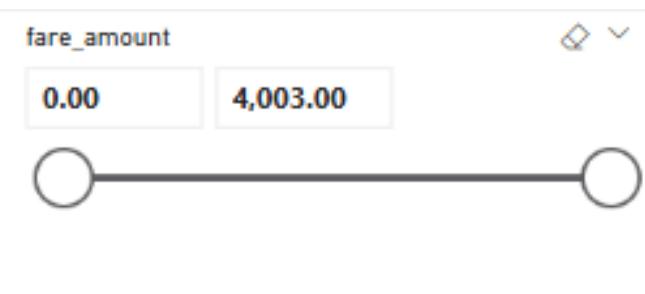
Use Case

Identifies most common routes or travel corridors

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Filters and Interactivity



A horizontal slider input for 'fare_amount'. The input field shows '0.00' and '4,003.00'. The slider itself has two circular handles at the ends of a horizontal track.

Fare Amount
(slider)

Description

- Dispatch
- Street-hail

Borough

- Bronx
- Brooklyn
- EWR
- Manhattan
- Queens
- Staten Island

Trip Type
(Dispatch vs
Street-hail)

Borough
(multi-select)

Recommendations

- Scale up presence in top-performing zones (e.g., East Harlem)
- Evaluate pricing strategy and fare structure
- Leverage Dispatch data for dynamic supply adjustments
- Balance service load across vendors





Thank You



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