

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

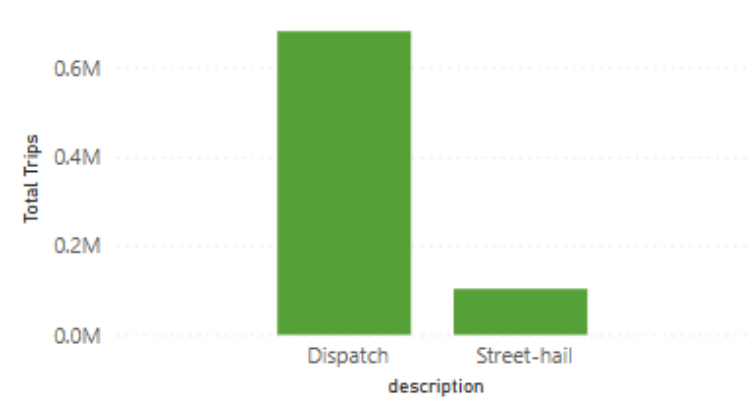
18.41

Average Fare

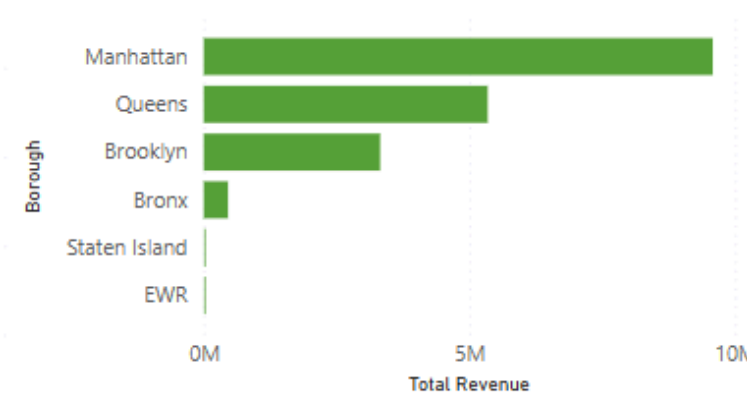
19.05

Average Trip Distance

Total Trips by description



Total Revenue by Borough



fare_amount

0.00 4,003.00

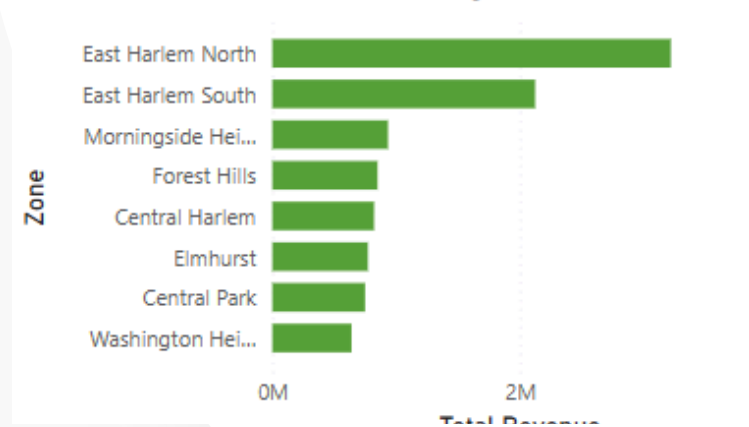
Borough

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

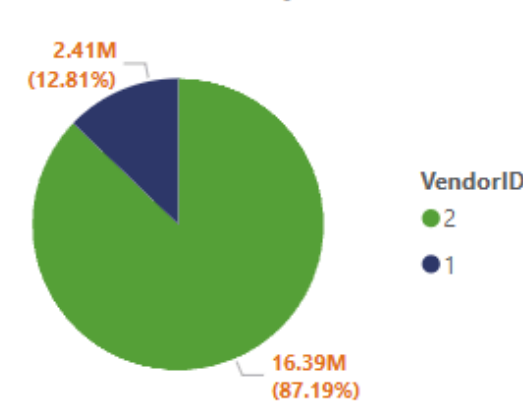
Description

- ☐ Dispatch
- ☐ Street-hail

Total Revenue by Zone



Total Revenue by VendorID



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

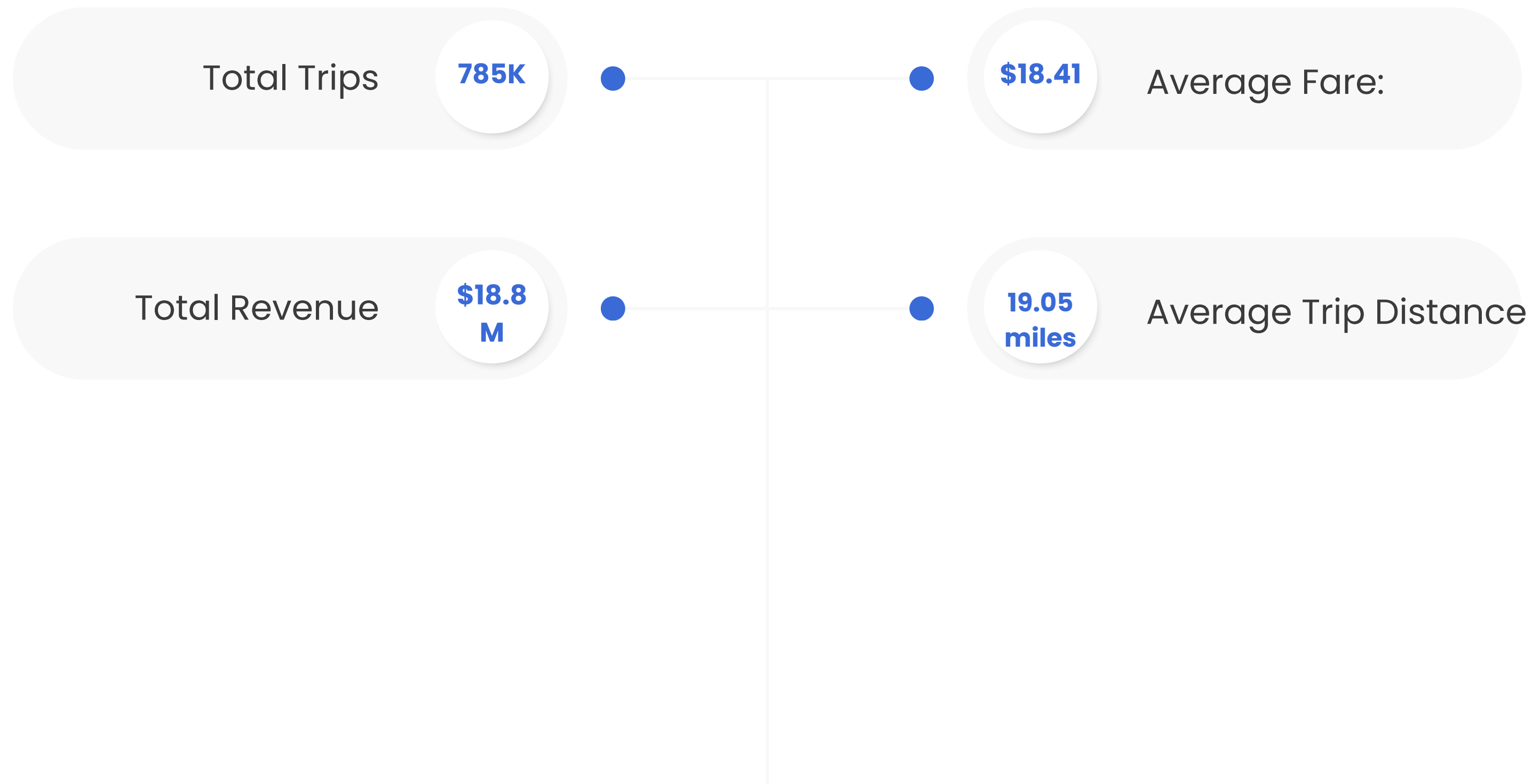
This dashboard analyzes city taxi trip data from 2023

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

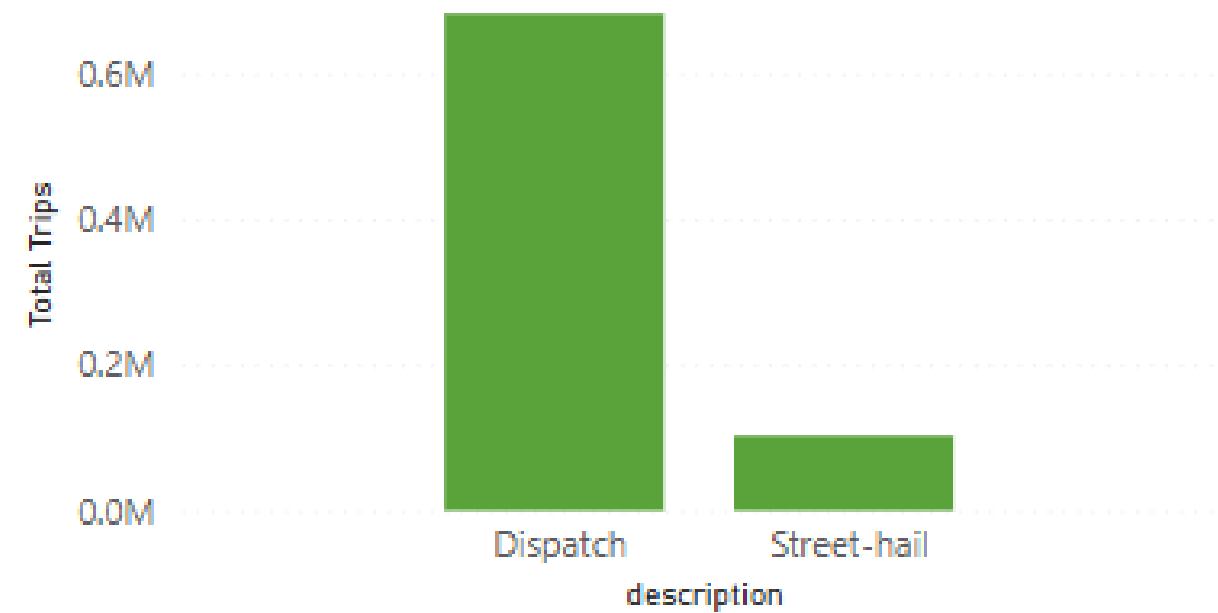
Insights into trip types, high-revenue zones, and service provider performance

My Contact

Key KPIs



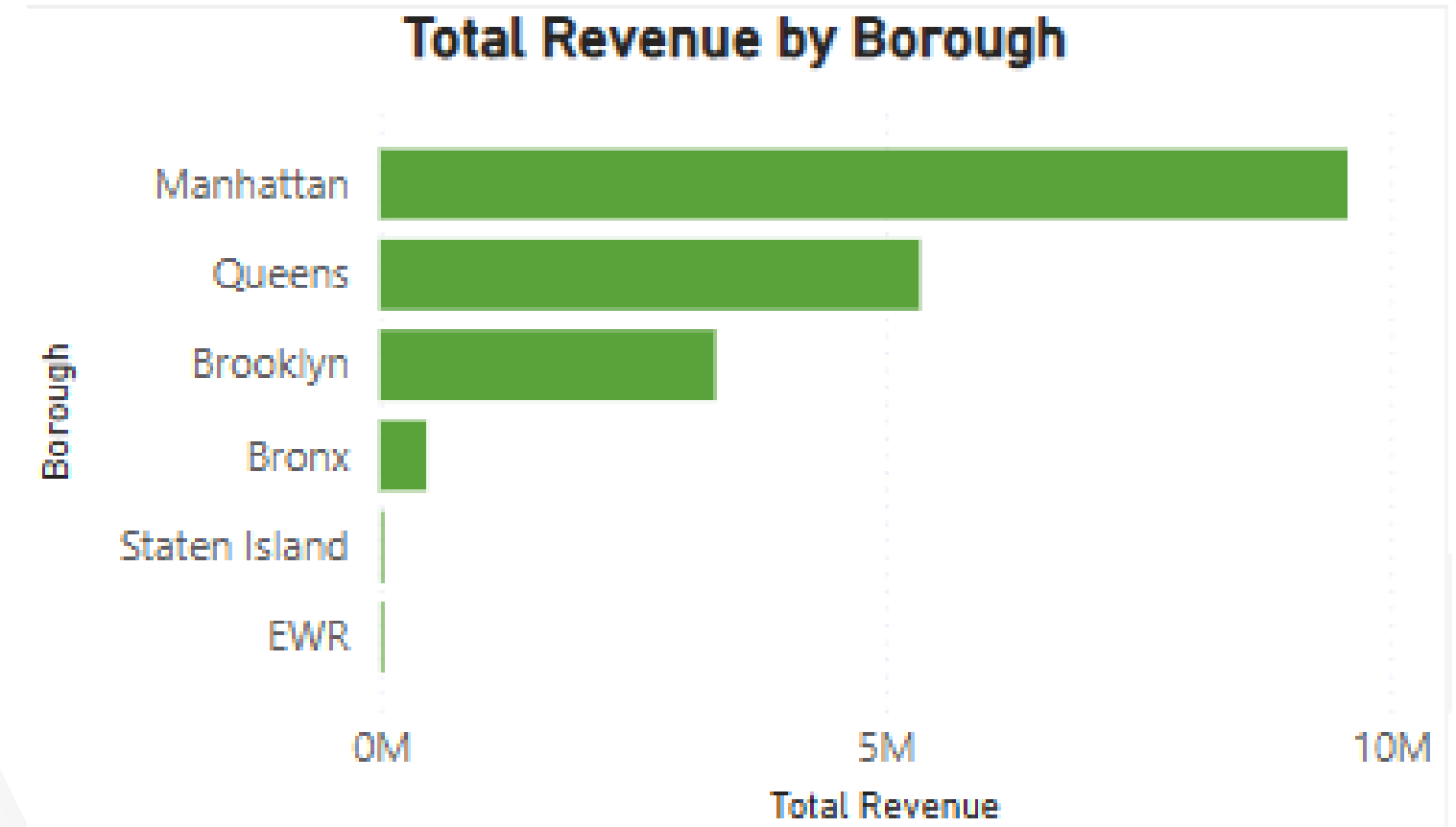
Total Trips by description



Recommendation: Focus on optimizing Dispatch logistics and demand prediction

Chart

Horizontal bar chart
of boroughs by total
revenue



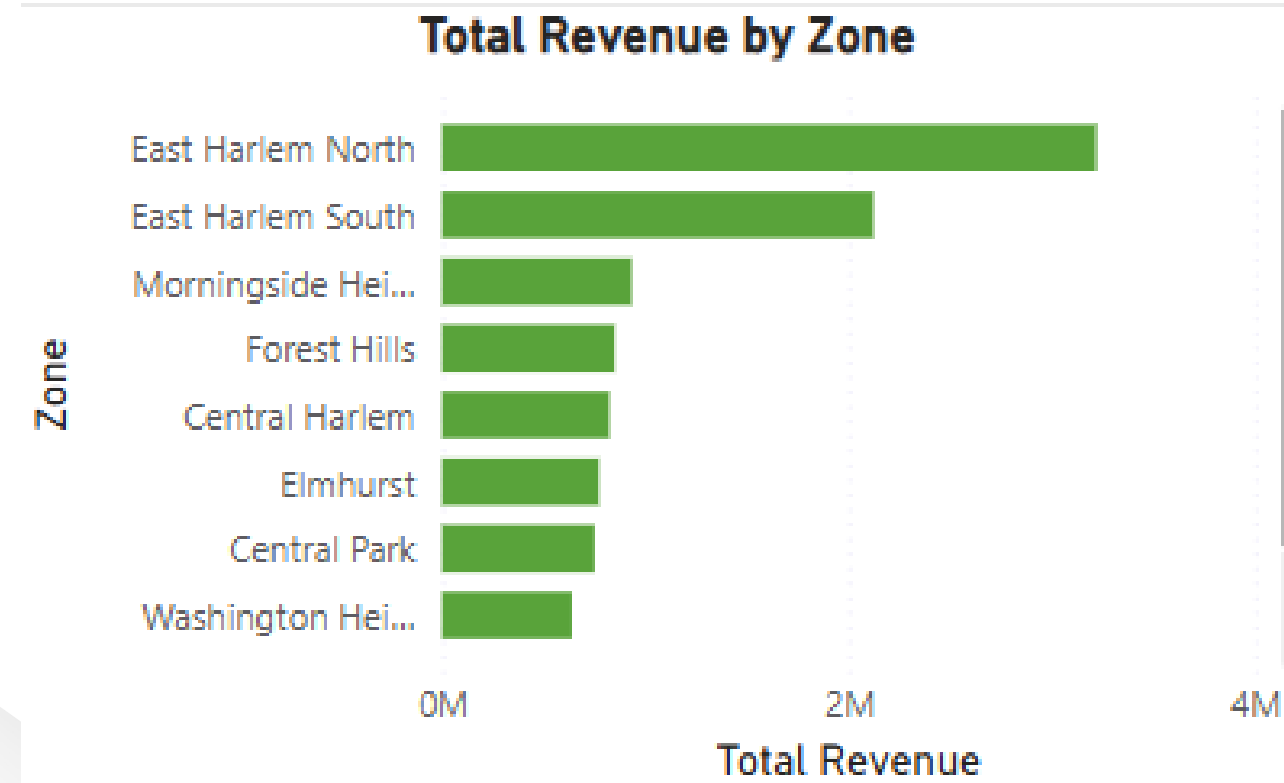
Top Performers

: Manhattan, Queens



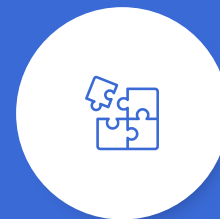
Observation

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

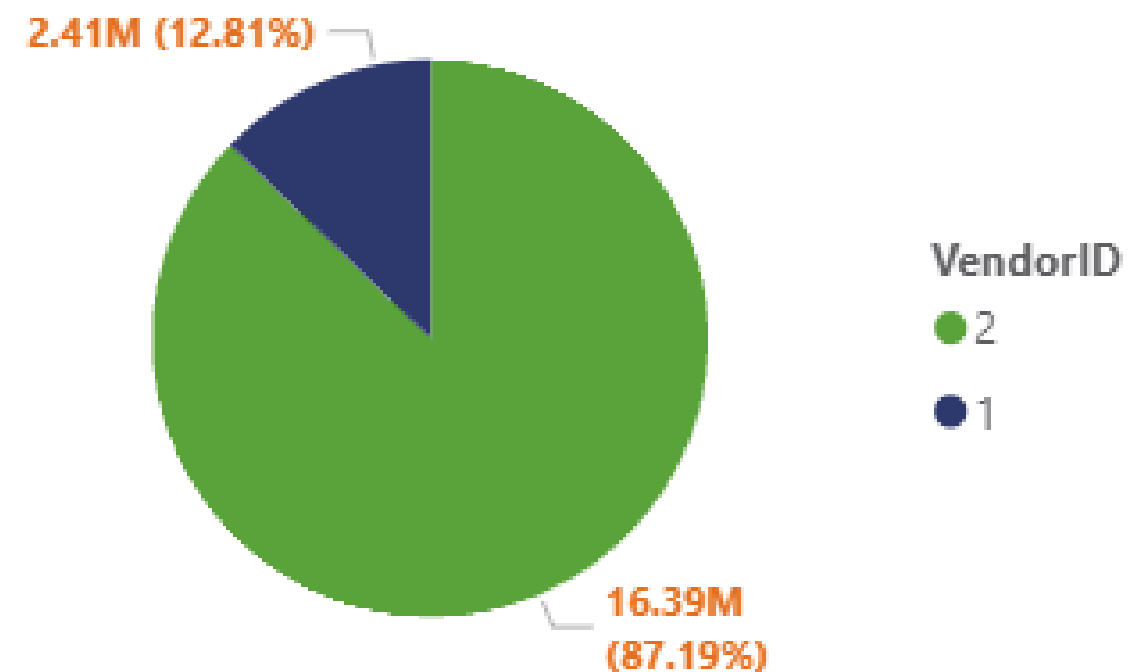
Vendor 1 dominates with 87% of total revenue



• Strategy

investigate operational strengths of Vendor 1 or rebalance resources

Total Revenue by VendorID



Matrix visual showing trips by origin/destination zone

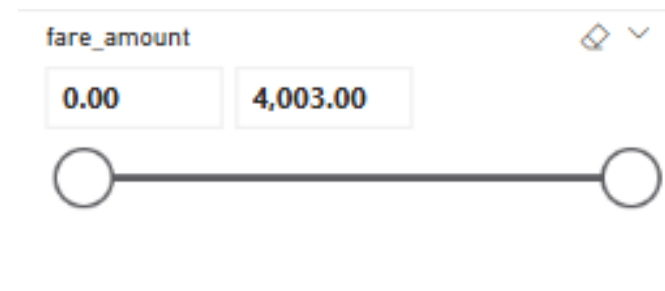
Use Case

Identifies most common routes or travel corridors

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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
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Elmhurst	33032	6394		39426
Forest Hills	40460			40460
Fort Greene	22640			22640
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Filters and Interactivity



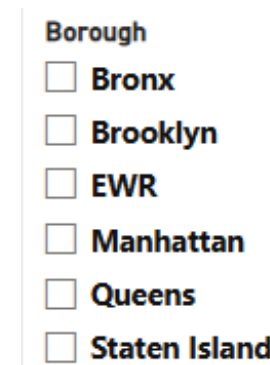
A slider control for 'fare_amount'. It features two input boxes at the top showing '0.00' and '4,003.00'. Below these is a horizontal track with two circular handles, one at the start and one at the end.

**Fare Amount
(slider)**

Description

- ☐ Dispatch
- ☐ Street-hail

**Trip Type
(Dispatch vs
Street-hail)**



A multi-select dropdown menu for 'Borough'. The title 'Borough' is at the top. Below it is a list of options, each with a checkbox: Bronx, Brooklyn, EWR, Manhattan, Queens, and Staten Island. A vertical scrollbar is visible on the right side of the list.

**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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