**About Dataset**

**🚗 Uber Ride Analytics Dataset 2024**

This comprehensive dataset contains detailed ride-sharing data from Uber operations for the year 2024, providing rich insights into booking patterns, vehicle performance, revenue streams, cancellation behaviors, and customer satisfaction metrics.

**📊 Dataset Overview**

**The dataset captures 148,770 total bookings across multiple vehicle types and provides a complete view of ride-sharing operations including successful rides, cancellations, customer behaviors, and financial metrics.**

**Key Statistics:**

* **Total Bookings**: 148.77K rides
* **Success Rate**: 65.96% (93K completed rides)
* **Cancellation Rate**: 25% (37.43K cancelled bookings)
* **Customer Cancellations**: 19.15% (27K rides)
* **Driver Cancellations**: 7.45% (10.5K rides)

**Question**

**🔹 Booking & Ride Patterns**

1. What is the overall booking success vs. cancellation rate?
2. How do bookings vary across weekdays vs. weekends?
3. What time of day has the highest demand (morning, afternoon, evening, late night)?
4. Which months had the highest/lowest number of rides? Do we see seasonal trends?
5. What percentage of customers are repeat users vs. one-time users?

**🔹 Cancellations (Customer vs. Driver)**

1. What is the distribution of customer cancellations vs. driver cancellations?
2. Do cancellations vary by vehicle type (Sedan, SUV, Auto, Bike)?
3. Which city/region shows the highest cancellation rates?

**🔹 Customer & Driver Behavior**

1. Which customer segments (frequent users vs. occasional) have higher success rates?
2. Are cancellations higher among new customers compared to loyal customers?
3. Which drivers have the highest completion rates?
4. Do some drivers cancel more frequently than others?
5. Is there a link between **driver experience (tenure)** and cancellation rate?

**🔹 Satisfaction & Performance**

1. What is the distribution of customer ratings for successful rides?
2. Do cancellations affect customer satisfaction (low ratings after cancellations)?
3. Are certain vehicle types rated higher than others?
4. Which factors (price, time of day, vehicle type) impact customer ratings the most?
5. Can we identify **pain points** (e.g., cancellations during rush hours, poor ratings for specific routes)?

**🔹 Visualization Tasks**

1. Plot cancellation rate vs. time of day (heatmap).
2. Create a bar chart showing revenue per vehicle type.
3. Plot weekly booking trends (line chart).
4. Use boxplots to compare trip fares across vehicle types.
5. Build a map visualization of pickup vs. drop-off hotspots.