

■ Taxi Trip Data Analysis - SQL Project Questions

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This document contains the key analysis questions for the Taxi Trip SQL Project. Each question is framed from a business analyst's perspective and aims to derive insights from taxi trip data regarding revenue, demand, customer behavior, driver performance, and seasonal patterns.

Analysis Questions

- Total trips, drivers, and unique zones in dataset.
- Monthly revenue trend (time-series analysis).
- Peak booking hours (hourly demand).
- Top 5 earning drivers.
- Average trip distance per driver.
- Most popular pickup zones.
- Passenger count distribution.
- Revenue by payment type.
- Average tip percentage by payment method.
- Top 5 busiest routes (pickup → dropoff).
- Top 3 highest revenue routes.
- Weekend vs Weekday revenue comparison.
- Trips and revenue on New Year's Eve.