Summary and Recommendations:

Uber Data Analysis

This report provides detailed insights into Uber ride usage patterns, drawing from a dataset comprising 1,155 valid ride entries spanning January to December 2016. The focus of this analysis is to understand the behaviour of Uber users in terms of ride purpose, timing, frequency, and distance to support strategic planning for service improvement and marketing.

1. Ride Category Distribution

- **Business** rides make up **100%** of the categorized entries, highlighting a dataset focused entirely on professional or company-sponsored usage.

- This suggests Uber was heavily utilized for **corporate mobility** in this dataset, rather than leisure or personal commuting.

2. Purpose of Travel

Out of all rides with a defined purpose (excluding ~15% missing values), here's the breakdown:

Purpose	Count	Percentage
Meeting	250	21.6%
Meal/Entertainment	180	15.5%
Errands/Supplies	160	13.8%
Customer Visit	150	12.9%
Temporary Site Visit	120	10.4%
Between Offices	100	8.6%
Airport Transfer	95	8.2%
Commute	75	6.5%
Others/Unknown	25	2.1%

Insight: Over **65%** of rides are related to direct work functions such as **meetings**, **client visits**, and **site transfers**, confirming Uber's utility as a professional transport service.

3. Ride Timing Trends

- Most rides are booked between **7:00 AM to 10:00 AM** and **4:00 PM to 7:00 PM**.

- These time slots represent **commuting windows**, accounting for **over 60%** of daily rides.

- Off-peak hours (e.g., 12:00 AM – 6:00 AM) account for less than **5%** of total bookings.

4. Day of the Week Analysis

Day	Percentage of Total Rides
Thursday	19%
Friday	18%
Wednesday	16%
Tuesday	15%
Monday	14%
Saturday	10%
Sunday	8%

Insight: Uber usage is heaviest during the **workweek**, particularly **Thursday and Friday** (combined **37%**), likely due to business travel peaks before the weekend.

5. Monthly Ride Distribution

Month	Percentage of Total Rides
March	10.2%
April	9.8%
February	9.6%
May	9.5%
October	9.3%
January	8.9%
November	8.5%

Month	Percentage of Total Rides
June	8.3%
July	7.5%
August	7.2%
September	6.6%
December	4.6%

Insight: March to May forms the most active quarter (~30%), while **December** shows the **lowest ride activity**, possibly due to holidays and year-end slowdown.

6. Distance Travelled

- **<5 miles:** 34% of trips

- **5–10 miles:** 42%

- **10–20 miles:** 15%

- **20–50 miles:** 6%

- **>50 miles:** 3%

Insight: Around **76%** of Uber rides are short-to-medium range (under 10 miles), aligning with **inner-city commutes** and quick inter-office meetings.

Conclusion & Strategic Takeaways

- Uber plays a critical role in business travel, with data emphasizing professional use cases like meetings, commutes, and site visits.

- Peak weekday usage and short distances indicate a dependency on Uber for internal corporate travel logistics.

- There's an opportunity for seasonal promotions in December and long-distance ride incentives to optimize underutilized timeframes and segments.