

Uber

On Our Way

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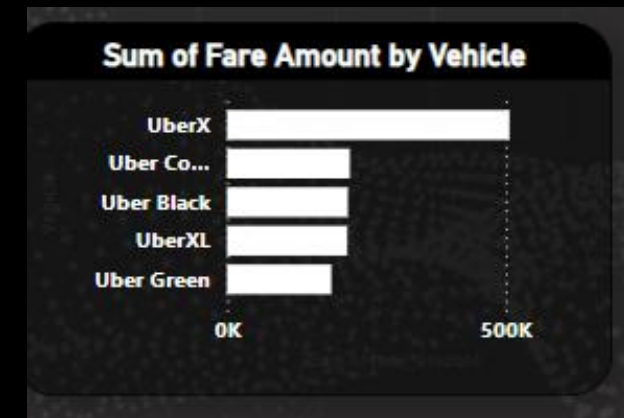
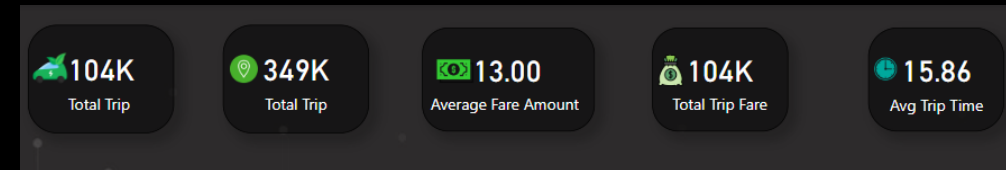
Background And User

Purpose: The dashboard helps Uber's operations team monitor key metrics like trip data, revenue, and peak hours, enabling data-driven decisions for **fleet optimization** and **pricing strategies**.

Target User: Uber's Operations Manager/Data Analyst

Key Goals:

- **Optimize fleet distribution** during peak hours.
- **Monitor revenue trends** and adjust pricing strategies.
- **Track performance** by vehicle type and location.



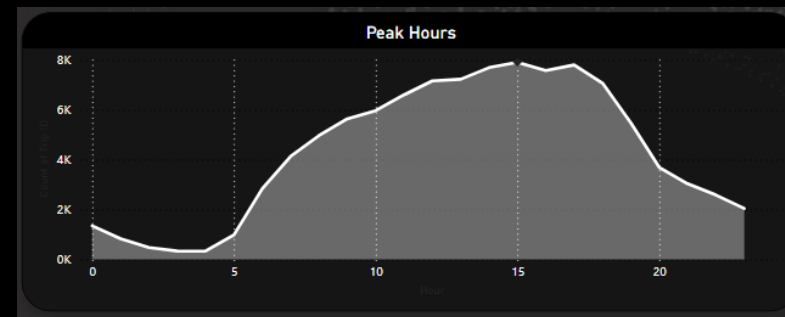
Dataset

Dataset Description:

- Contains **trip data** including **fare amounts**, **total distance**, and **vehicle types** (UberX, UberXL, etc.).
- Includes **time-based trip information** and **geographic data** for analyzing peak hour trends and location-specific performance.

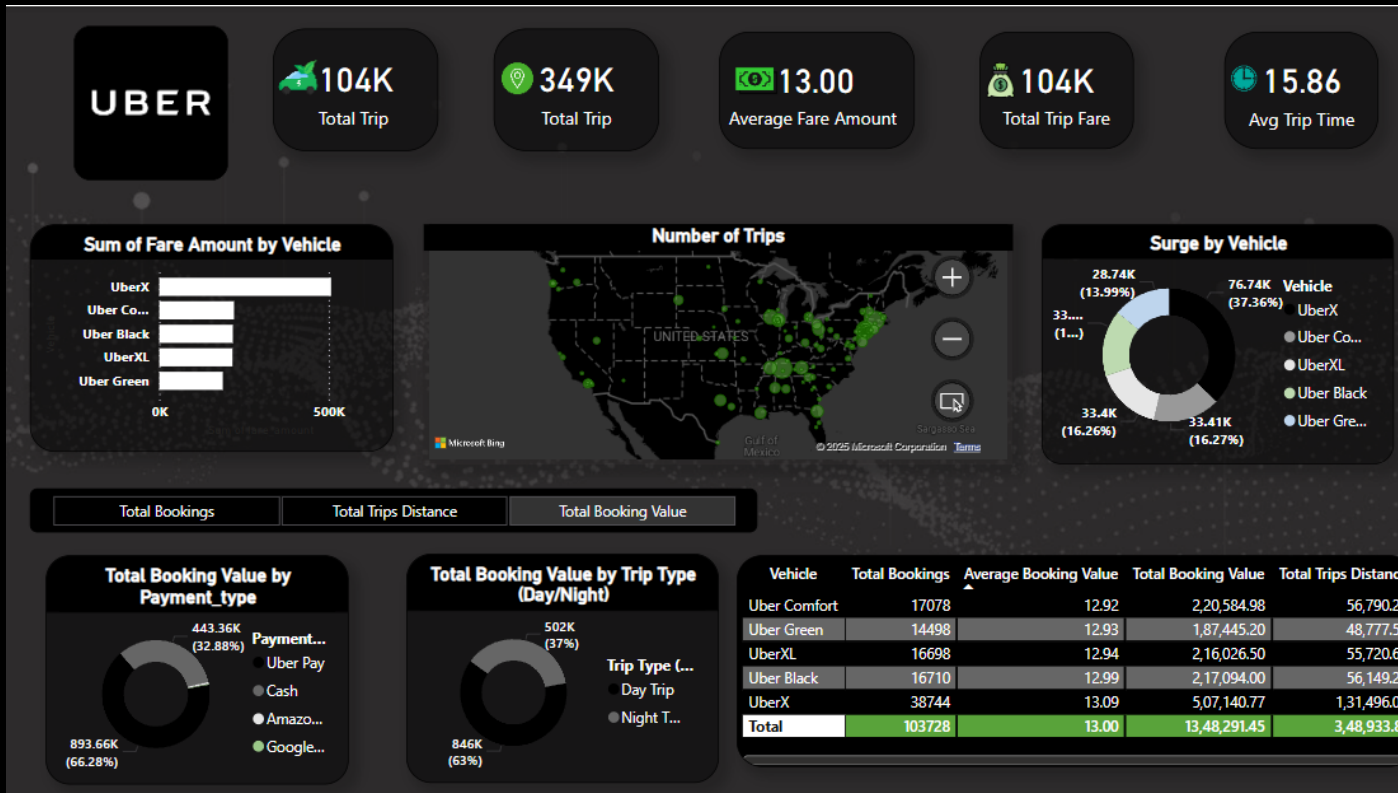
New Columns/Measures Created:

- **Revenue per Hour (Measure)**
- **Peak Hour Locations (Column)**
- **Trip Time (Column)**
- **Total Bookings Per Hour (Measure)**



Vehicle	Total Bookings	Average Booking Value	Total Booking Value	Total Trips Distance
Uber Comfort	17078	12.92	2,20,584.98	56,790.29
Uber Green	14498	12.93	1,87,445.20	48,777.52
UberXL	16698	12.94	2,16,026.50	55,720.68
Uber Black	16710	12.99	2,17,094.00	56,149.26
UberX	38744	13.09	5,07,140.77	1,31,496.06
Total	103728	13.00	13,48,291.45	3,48,933.81

Dashboard Overview



Overview :

- The dashboard displays key metrics such as Total Trips, Fare by Vehicle Type, Revenue per Hour, and Peak Hour Locations.
- It helps Uber's operations team monitor trip trends, track revenue fluctuations, and optimize fleet allocation during peak demand hours.

Benefits:

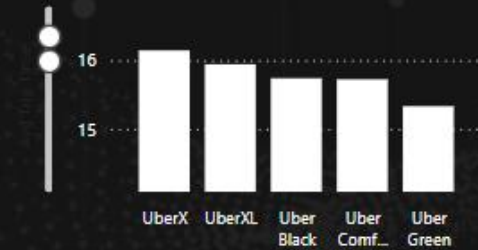
- Fleet Optimization
- Revenue Tracking
- Performance Monitoring

Learnings:

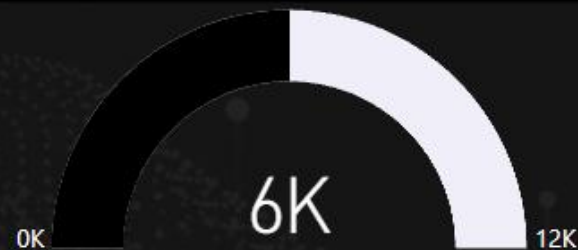
- Developed skills in building interactive dashboards using Power BI.
- Learned to clean and transform data for actionable insights.
- Gained experience in visualizing complex datasets for better decision-making.

Time Analysis

Avg Trip Time by Vehicle



Total Bookings Per Hour



Revenue per Hour



Uber Black

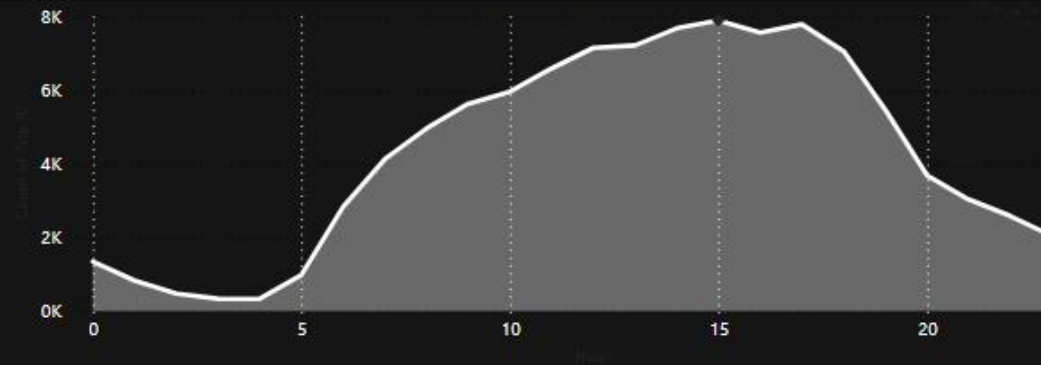
Uber Comfort

Uber Green

UberX

UberXL

Peak Hours



Peak Hour Locations

