

UBER TRIPES

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By

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Introduction

This project takes a deep dive into Uber's performance data to uncover how customers are using the service, when demand is highest, and which ride options are most popular. The analysis looks at both the financial side like total booking value and average fares and the operational side, such as trip distances, ride times, and payment methods.

*The data paints a clear picture of customer preferences: **UberX is by far the most popular option***

short urban trips dominate, and digital payments are the top choice though cash still plays a big role. By examining patterns across different times of day, days of the week, and city locations, this study identifies where Uber is doing well and where there's room to grow.

Aims & Objectives

Aims:

To use Uber's operational and financial data to understand customer habits, identify gaps in service, and highlight practical strategies for improving revenue, efficiency, and rider satisfaction.

Objectives:

- ^{1.} **Assess overall performance** by looking at key numbers like total bookings, total revenue, trip distances, average fares, and trip times.
- ^{2.} **Compare ride options** to see which services are leading in popularity and which could benefit from targeted promotions.
- ^{3.} **Spot demand peaks and quiet periods** by analyzing bookings by hour and day, helping guide driver scheduling and pricing strategies.
- ^{4.} **Review payment trends** to understand why some customers prefer cash and explore ways to encourage more digital transactions.



UBER SALES KEY PERFORMANCE INDICATORS [KPI's]

104K

Total booking

\$1.6M

Total Booking Value

\$15.0

Average booking Value

348.9 KM

Total Trip Distance

3.4 KM

Average Trip Distance

7 Minutes

Average Trip Time

Total Bookings: 104K bookings indicate strong market demand.

Total Booking Value: \$1.55M shows healthy revenue generation.

Average Booking Value: \$15.0 suggests stable pricing.

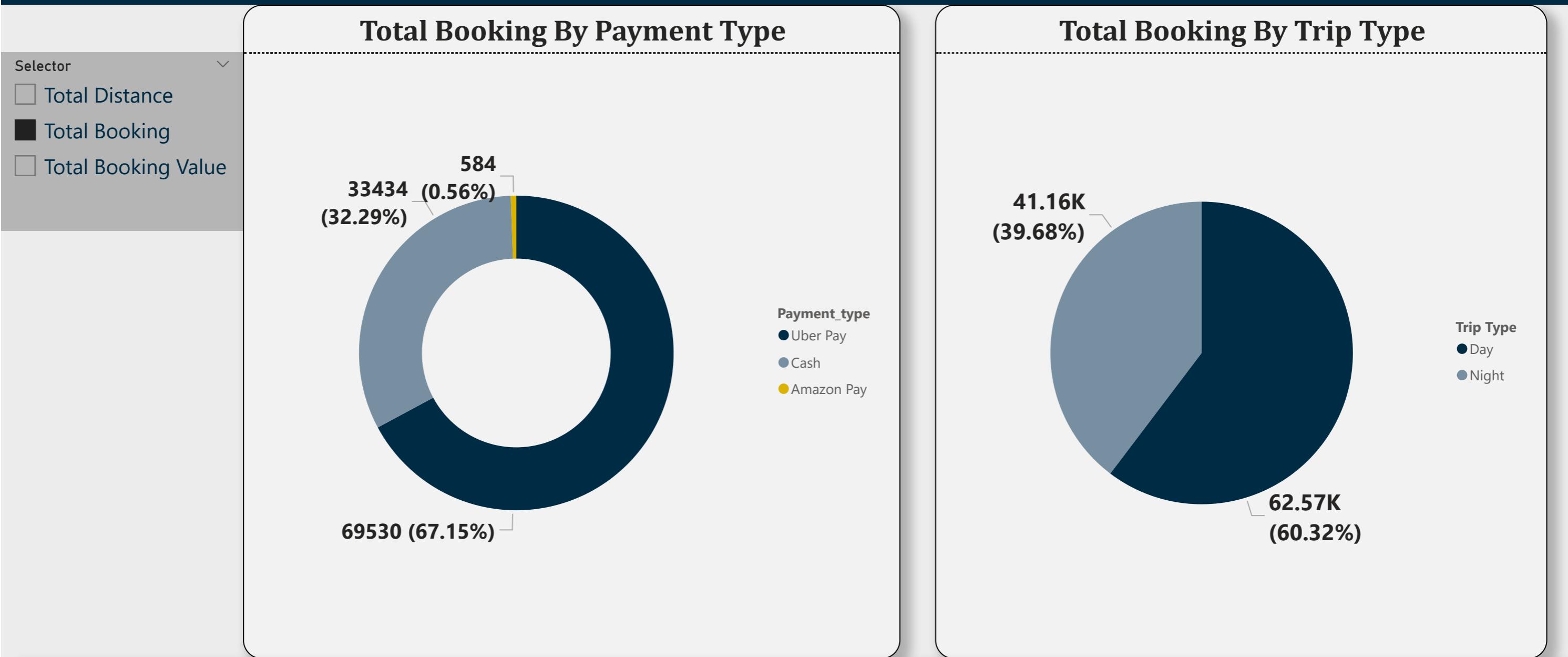
Total Trip Distance: 348.9km reflects significant operational coverage.

Average Trip Distance: 3.4 km points to mostly short urban rides.

Average Trip Time: 7 minutes highlights quick turnaround trips.



BOOKING TRENDS BY PAYMENT AND TRIP TYPE



Insight

- Riders largely rely on Uber Pay, but cash remains important. Digital wallets like Amazon Pay have very little transaction.
- Demand is higher during the day, but night trips still represent a strong share, showing Uber usage is consistent across different times.



HIGHEST VEHICLE BOOKING

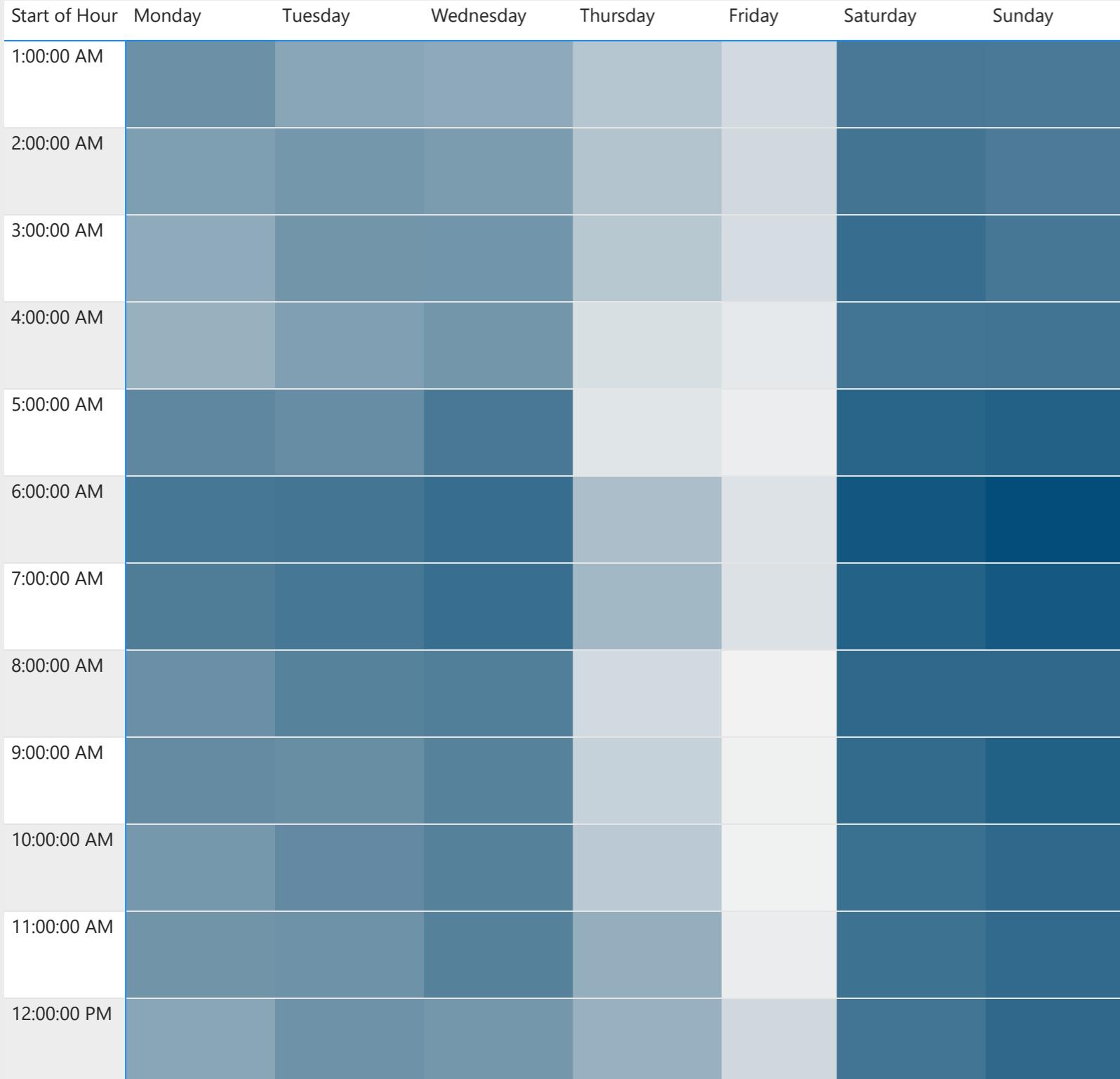
Vehicle	Total booking	Total Booking Value	Total Trip Distance	Average booking Value
UberX	38744	\$583,879.6	131496	\$15.1
Uber Black	16710	\$250,192.5	56149	\$15.0
UberXL	16698	\$249,424.4	55721	\$14.9
Uber Green	14498	\$216,180.8	48778	\$14.9
Uber Comfort	17078	\$253,995.5	56790	\$14.9

Insight:

UberX is the star performer, leading in bookings, revenue, and total trip distance. Comfort, Black, and XL perform similarly, while Uber Green lags behind despite having fares close to the others pointing to low visibility or availability rather than pricing issues.



WEEKLY AND HOURLY TREND



INSIGHT

Bookings stay fairly steady on weekdays but go lower on Fridays. The real rush comes on weekend. **Saturday and Sunday** when demand is at its highest.

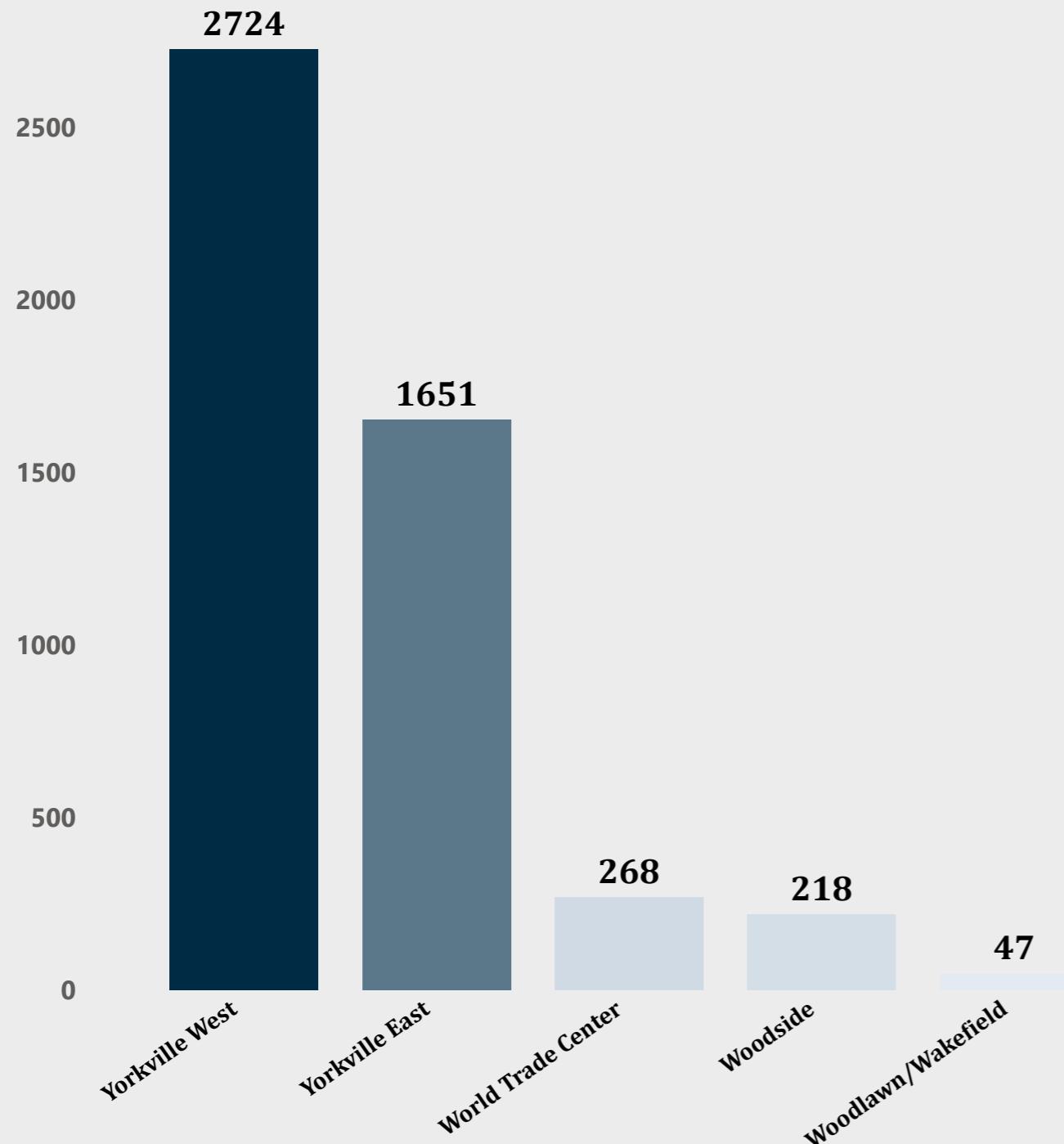


TOP 5 BOOKING LOCATIONS

Total booking by Location

Total booking 0.05K

2.72K

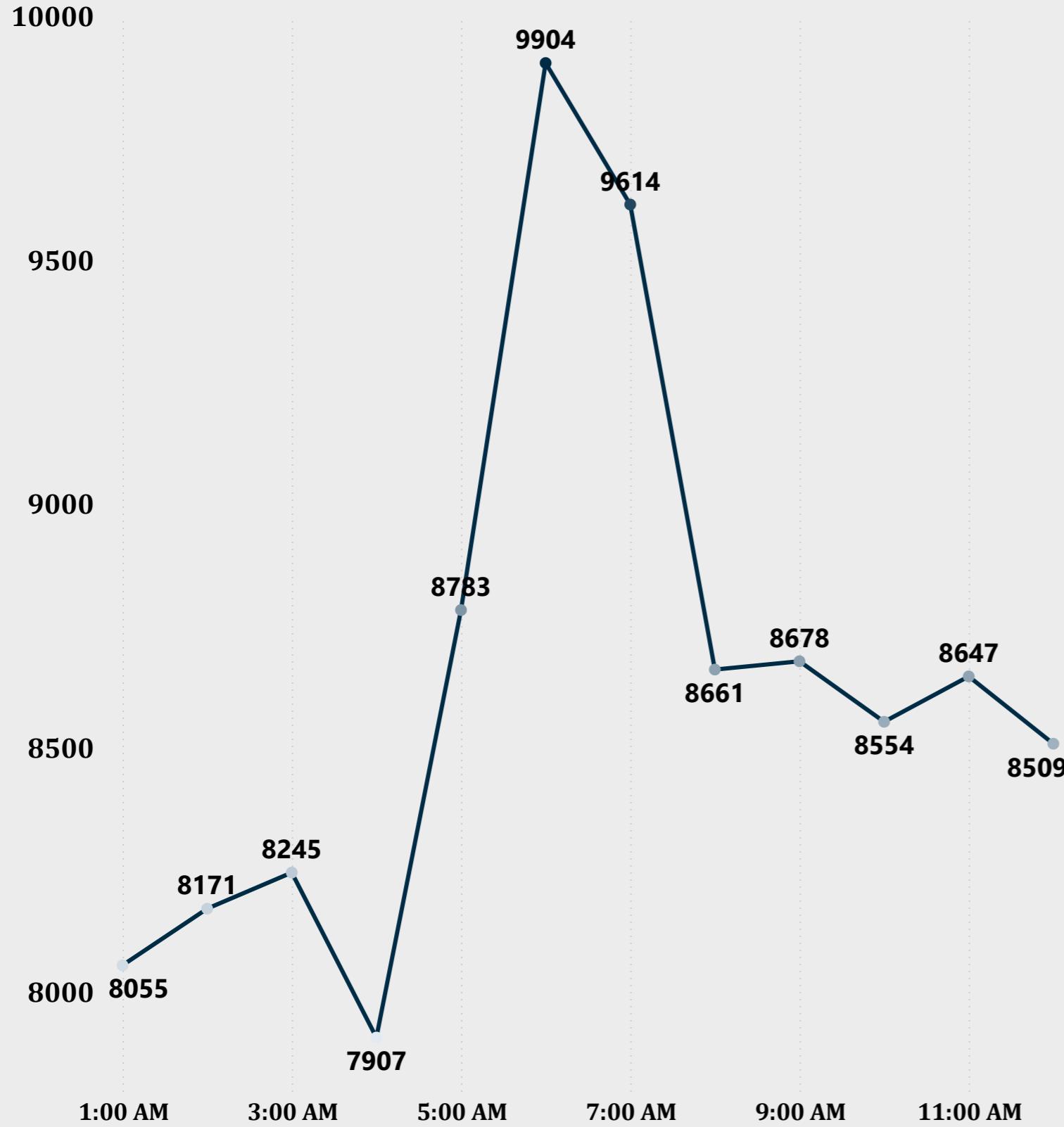


Insight:

- **Yorkville West** has the highest bookings, followed by **Yorkville East**.
- The other locations have significantly fewer bookings, with **Woodlawn/Wakefield** at the bottom.



TOTAL BOOKINGS HOURLY TREND



Insight

The trend shows that demand surges sharply peaking at **6:00 AM** with about **9,904** bookings suggesting this is a prime commuting hour. After that, bookings drop but remain fairly stable between **8:00 AM Till around 11:00 AM.**



UBER TRIP OVERVIEW ANALYSIS

City

All

Day Name

All

←

→

104K

Total booking

\$1.6M

Total Booking Value

\$15.0

Average booking Value

348.9 KM

Total Trip Distance

3.4 KM

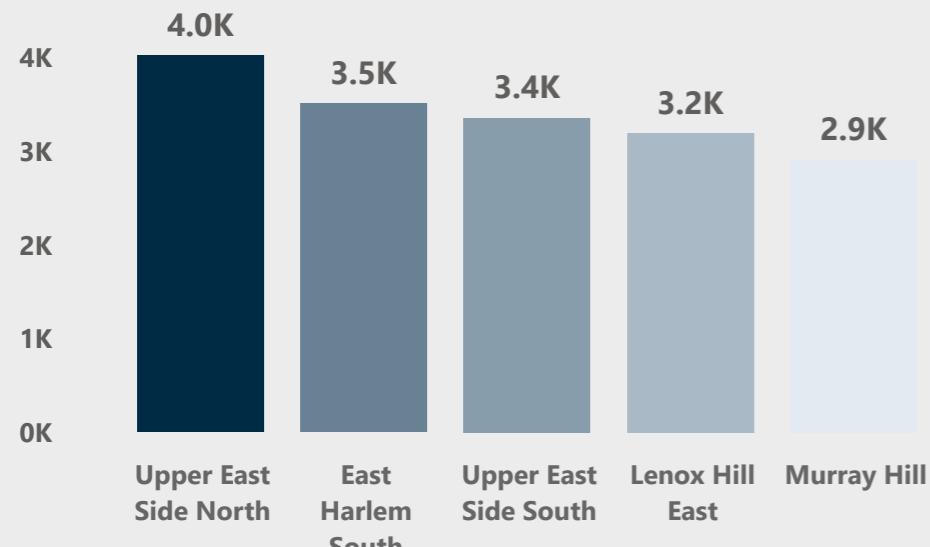
Average Trip Distance

7 Minutes

Average Trip Time

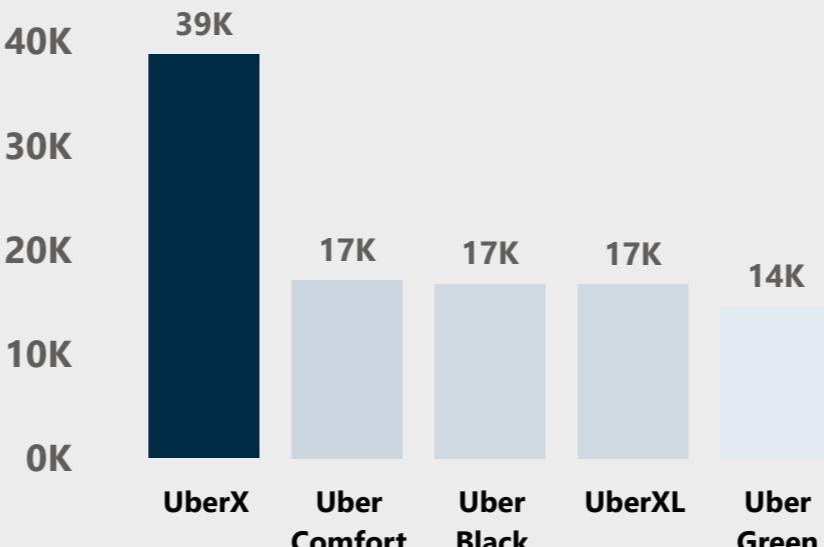
Total booking by Location

Total booking 2.91K 4.02K

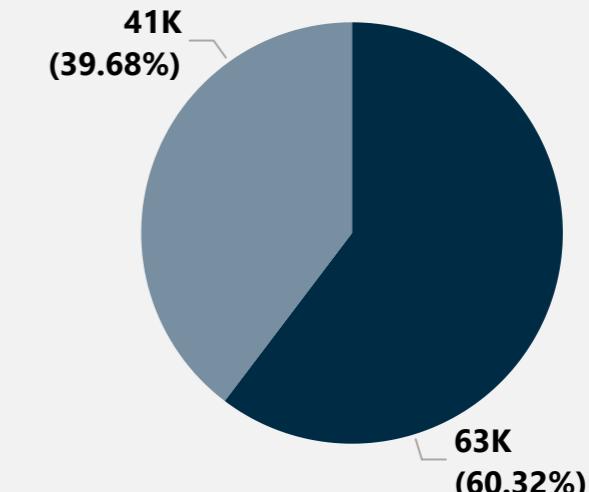


Total booking by Vehicle

Total booking 14.5K 38.74K



Total booking by Trip Type



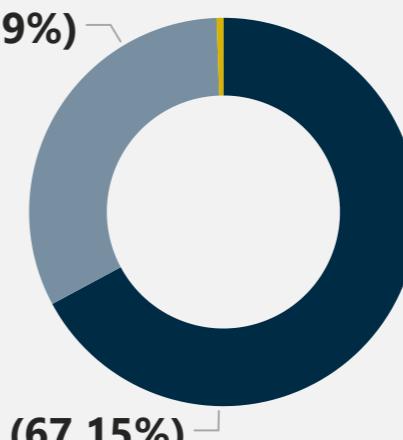
Trip Type
● Day
● Night

Total Vehicle Booking Values and Average

Vehicle	Total booking	Total Booking Value	Total Trip Distance	Average booking Value
Uber Black	16710	\$250,192.5	56149	\$15.0
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UberXL	16698	\$249,424.4	55721	\$14.9

Total booking by Payment_type

33K (32.29%)



Payment_type
● Uber Pay
● Cash
● Amazon Pay



UBER TRIP TIME ANALYSIS

104K

Total booking

348.9 KM

Total Trip Distance

3.4 KM

Average Trip Distance

7 Minutes

Average Trip Time

\$1.6M

Total Booking Value

\$15.0

Average booking Value

Total Distance

Total Booking

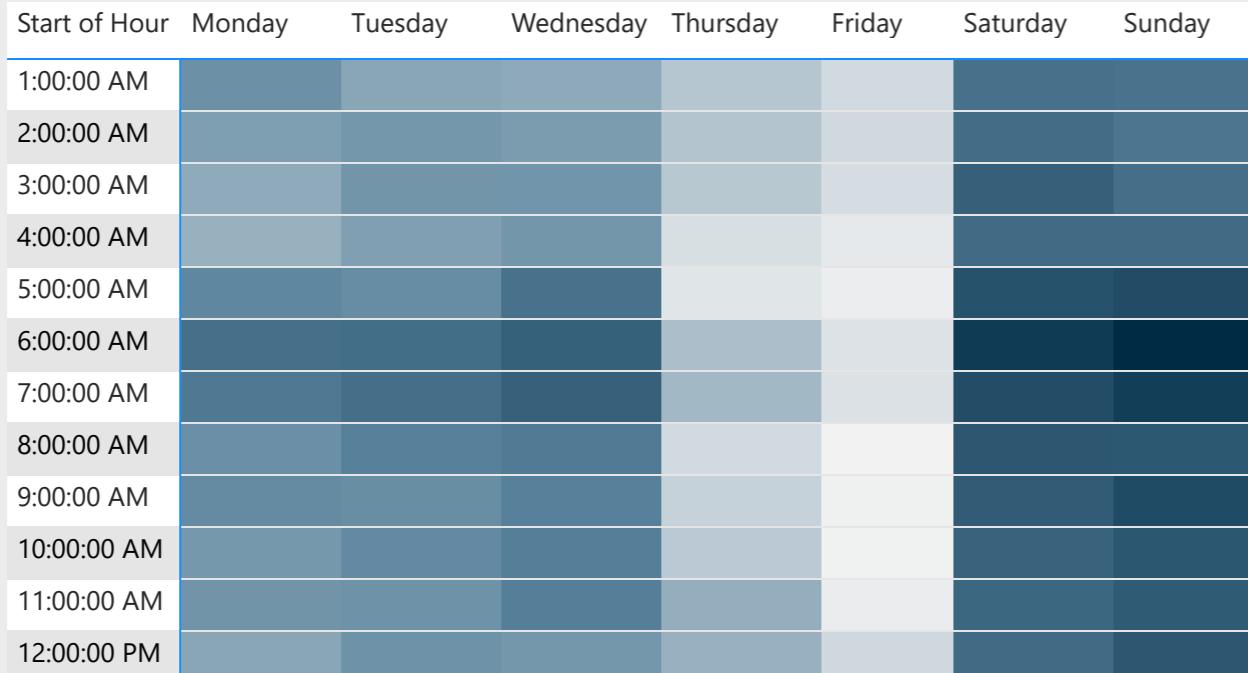
Total Booking Value

Location

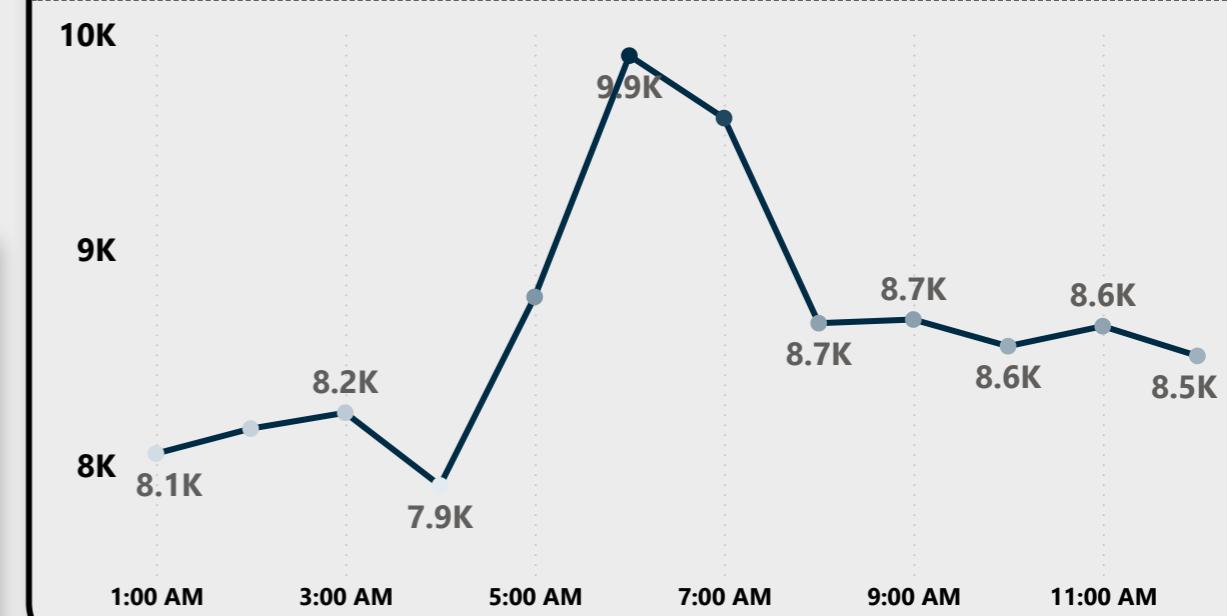
All



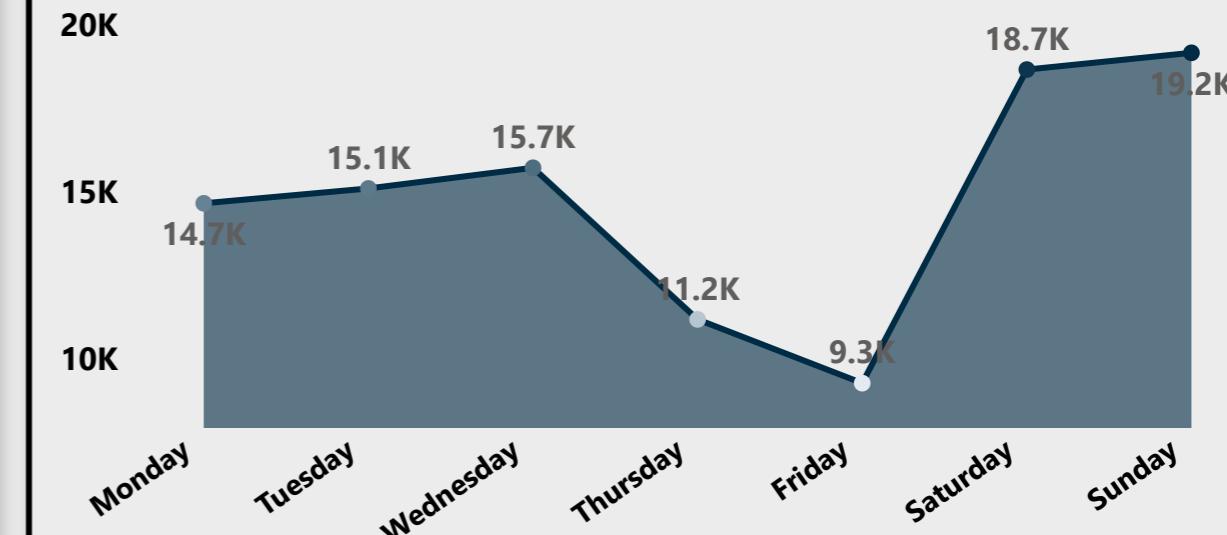
Hours and Weekly Trends



Hourly Booking Analysis



Weekly Analysis



General Insights

Uber is doing really well in the city's short-trip market, with strong demand and solid revenue. **UberX is the star of the show**, carrying most of the bookings, distance, and earnings. Comfort, Black, and XL are holding steady, while **Uber Green** could use a visibility boost to catch up.

People's travel patterns are clear: weekday mornings are all about work commutes, while weekends especially the early hours are fueled by nightlife and social plans.

Most customers prefer paying through **Uber Pay**, but nearly a third still use cash, showing that some areas or riders aren't ready to go fully digital yet. Neighborhoods like **Upper East Side North, Upper East Side South, and Murray Hill** are hot spots worth focusing on.

In short: Uber's in a strong place, but there's room to grow by promoting less popular ride options, nudging more riders toward digital payments, and fine-tuning driver schedules to match the busiest times and locations.



Recommendation

1. Optimize UberX Operations and Marketing

Focus on UberX: Given its overwhelming popularity, ensure UberX service quality, driver availability, and pricing remain competitive.

Targeted Promotions: While UberX is dominant, consider targeted promotions for other vehicle types (e.g., Uber Green, UberXL) in specific scenarios (e.g., group travel, eco-conscious users) to diversify revenue streams.

2. Enhance Payment Method Strategy

Cash Payment Analysis: Investigate the reasons for significant cash usage. Is it a demographic preference, or are there areas with lower digital payment adoption? Consider incentives for digital payments if feasible. There should be a deep look out to other payment type like Amazon and Google pay because of their low range.

3. Location-Based Marketing and Service Expansion

High-Demand Areas: Prioritize driver allocation and marketing efforts in high demand locations like Upper East Side, Upper West Side, and Yorkville.

