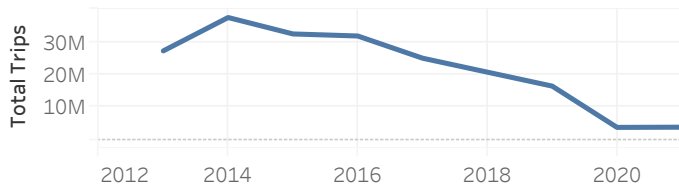


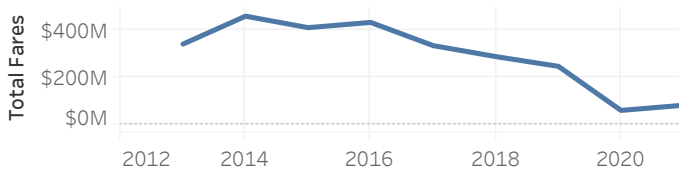
Analysis of Taxi Ridership in Chicago (2013-2021)

Negative performance amidst uncertain business environment

Total Trips

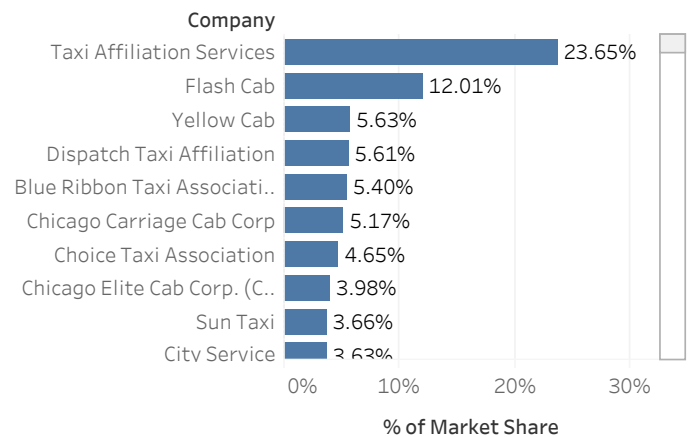


Total Revenue



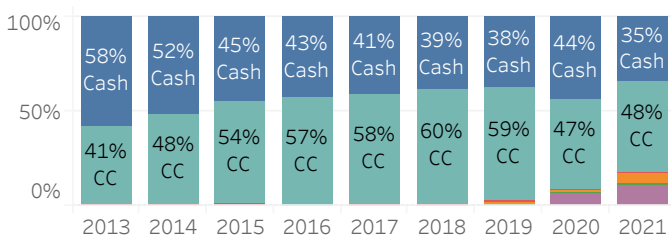
Top 10 cab companies control over 70% of market share

Market Concentration

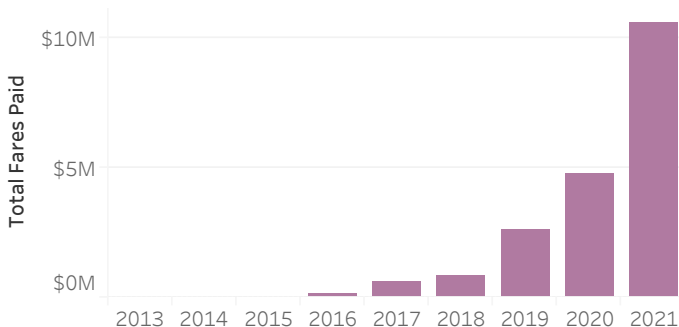


Increase in Pcard usage while cash and credit card still main payment methods

Breakdown of fares paid by each payment method

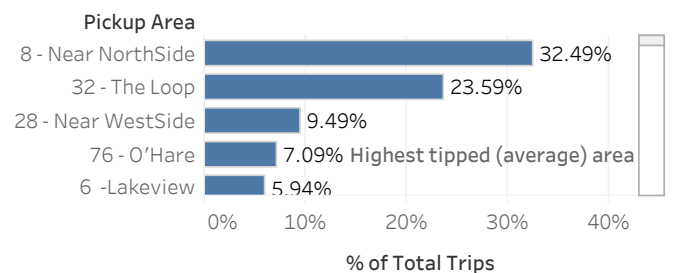


Total amount paid with Pcard



Top 5 community areas account for about 80% of pick-ups and peak at 5-7pm.

Ridership at each community area



Number of trips based on hour of day by top 5 community areas

