

TAXI INDUSTRY ANALYSIS

From 2016-18



BRIEF OVERVIEW

The objective of this project is to conduct a comprehensive analysis of the US taxi industry spanning the years 2016 to 2018 using Power BI. The report aims to provide insights into key trends, market dynamics, and performance indicators within this period.

Through a meticulous analysis of industry data using Power BI, this report aims to provide stakeholders — such as policymakers, industry participants, investors, and researchers — with actionable insights to navigate challenges and capitalize on emerging opportunities within the US taxi sector.

KEY OBJECTIVES

TREND
ANALYSIS

REVENUE
ANALYSIS

DEMOGRAPHIC
ANALYSIS

MARKET
SHARE

ABOUT DATA

The data is taken from [kaggle](#) and consists of in depth information about US Taxi industry from 2016-18 .

The data consists of 4 tables, these are:

- 1.Consumer table: costumer information like age, income, gender etc.
- 2.Taxi data: ride information such as date of travel, city, price, cost etc.
- 3.City data: cities, population, users and state.
- 4.Transaction data: consist of information like whether the payment is done by cash or card.



METHODOLOGY

The analysis will involve data cleaning, transformation, and visualization using Power BI. Various visualizations such as charts, graphs, maps, and dashboards will be employed to present the findings in an interactive and insightful manner.

The report is very easy to understand and allows to deep dive into very small and intricate details with multi level dynamic filtering and gives a detailed picture to stakeholders.

KEY INSIGHTS

- Yellow cabs cover the most of the market of about 76.43% while pink cab covers only 23.57%.
- No. of taxi bookings, total revenue and profit noticed a increase from 2016-17 but a decrease from 2017-18.
- A decrease in no. of bookings in 2018 is eventually causing a higher percentage decrease in revenue and this caused a even higher percentage decrease in profit
- No of booking in much higher on weekends that is friday, saturday and sunday than on weekdays.
- Highest no of bookings are from New York followed by Chicago and so on.

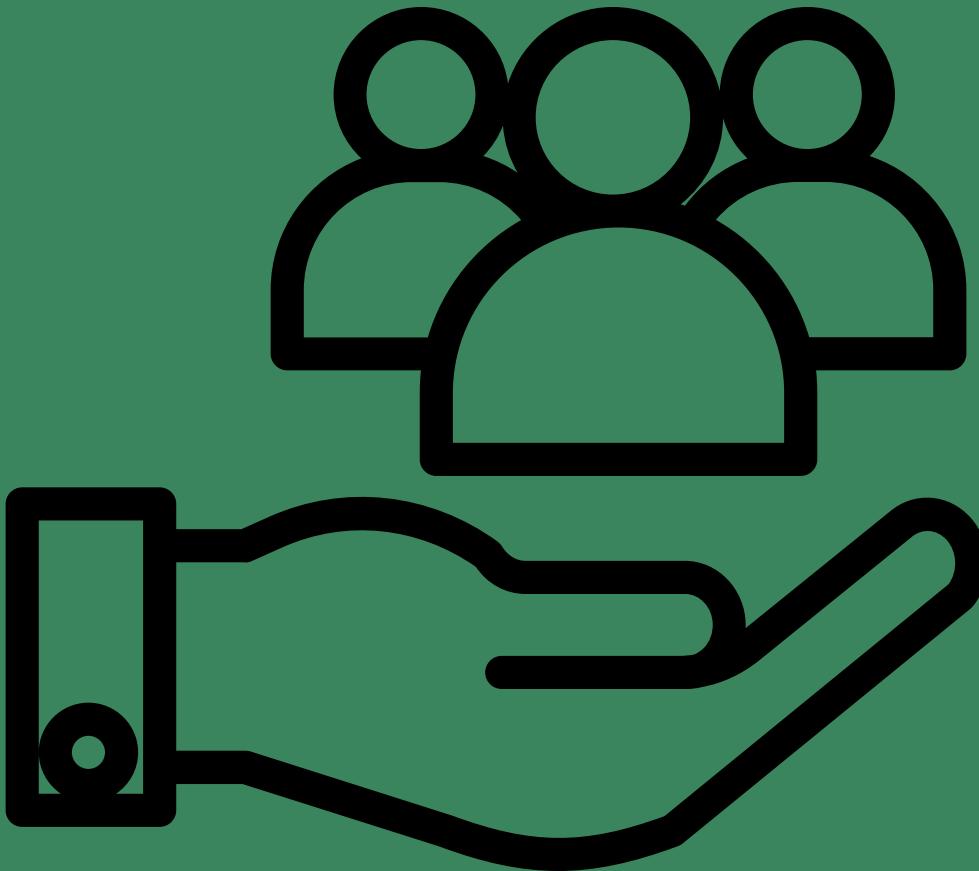
REVENUE ANALYSIS



The report consists in depth revenue analysis with intricate details like revenue growth, per month revenue, share of cash and card in transactions, average price per km, average cost per km., etc. Average revenue by each city and revenue earned on weekdays and on weekend.

This is a very detailed presentation one can see these details for every year, each city and for each cab company by multi level filtering.

CUSTOMER ANALYSIS



The report consists in depth customer information analysis with intricate details like revenue growth. Share in revenue by each customer, pattern in no of customers and their income and age, average distance travelled by by different age groups, market share of male and female, percentage of users in each city, etc. This information can be noted for each city, every year, and for every company that will allow stakeholders to make some important decisions.

Predictive
Modelling

Pricing
Strategies



SCOPE OF PROJECT



Market
Share
Analysis

Customer
Segmentation

USE CASES

- 1. Customized Pricing Strategy:** a customized pricing can be made for every city and customers of different age groups and income groups.
- 2. Identifying Target Audience:** This report will help to understand target audience and making strategies on how to approach them for business optimization.
- 3. Starting a new cab company:** if someone wants to start a taxi buisness they can refer to the report for market research
- 4. Presenting to Investors:** while taking investments a in depth analysis of buisness should be explained that can be achieved by this.