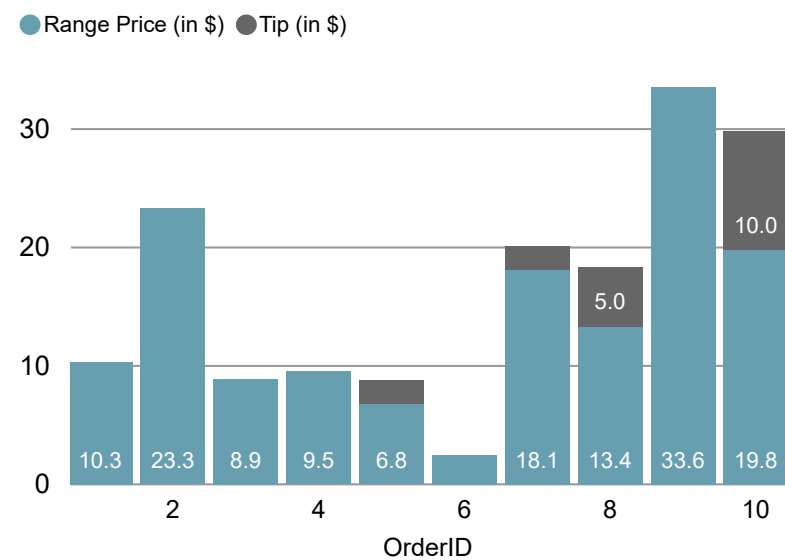
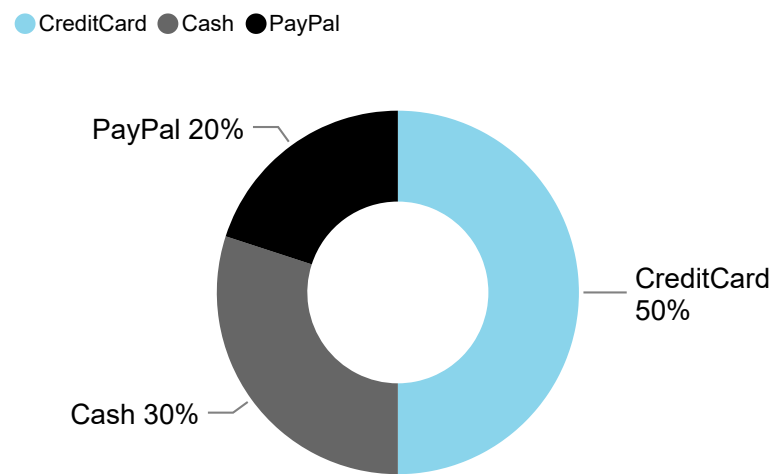


# Order Analysis

1 Price Breakdown by Order

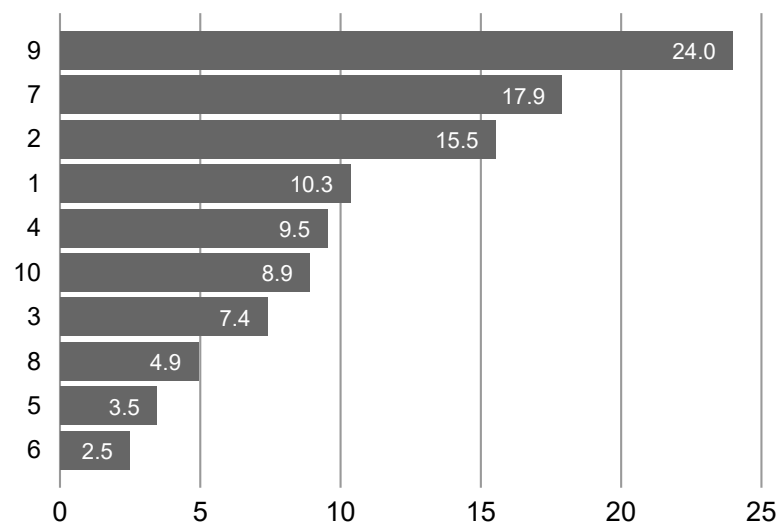


2 Payment Method Share

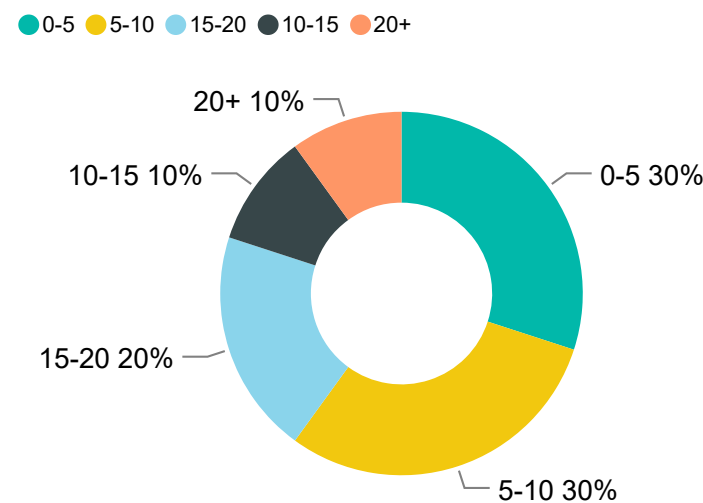


The **highest order price** (Range Price+Tip): **33.6\$**;  
The **highest tip**: **10\$** from OrderID 10;  
The **share of tip** in all orders: **40%**;  
Over **half orders (50%)** are fulfilled by **credit card**

3 Order Breakdown by Range(in mileage)

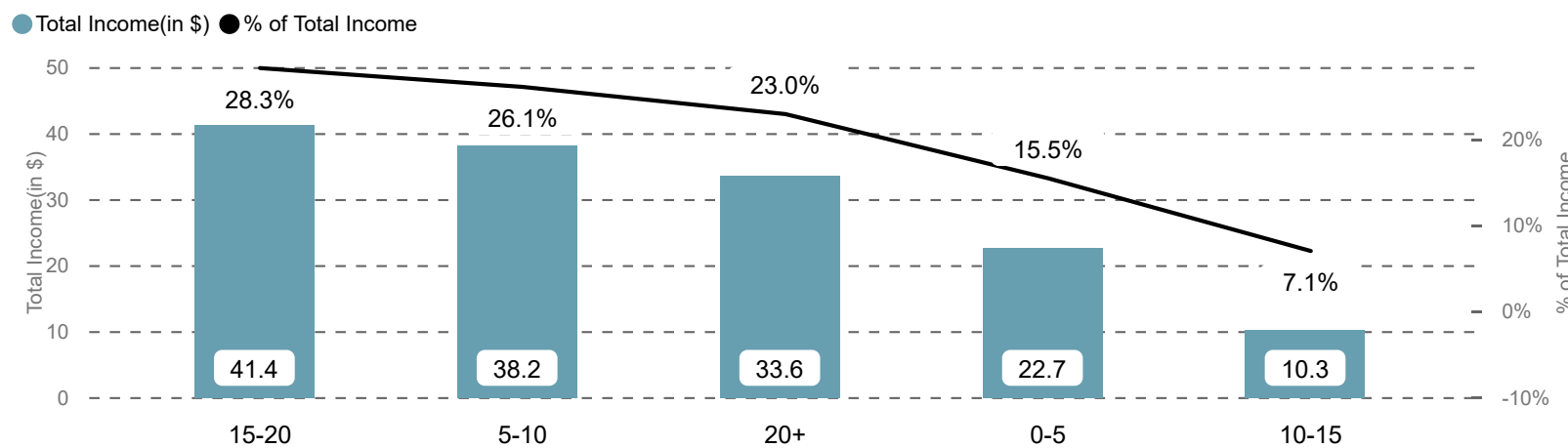


4 Order Share by Range Tier



The **most frequent** range tier in all orders: **0-5mile (30%), 5-10mile (30%)**;  
The **least frequent** range tier in all orders: **10-15mile (10%), 20+mile (10%)**;  
In general, **60%** orders in ridesharing platform are derived from **short-range(0mile-10mile)** mobility demand

5 Total Order Income by Range Tier

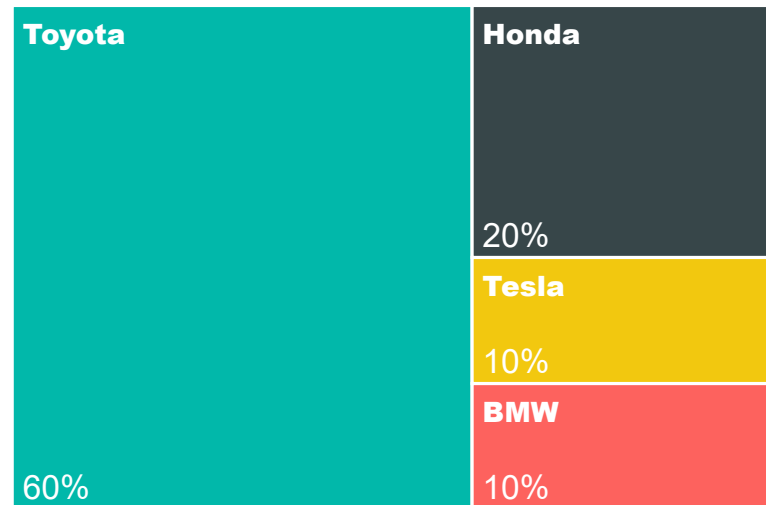


however, **5-10mile and 20+mile** range tiers are the two **most profitable sectors** among all ranges, taking up to **56.8%** of total income

## Vehicle Analysis

### 1 Order Share by Brand

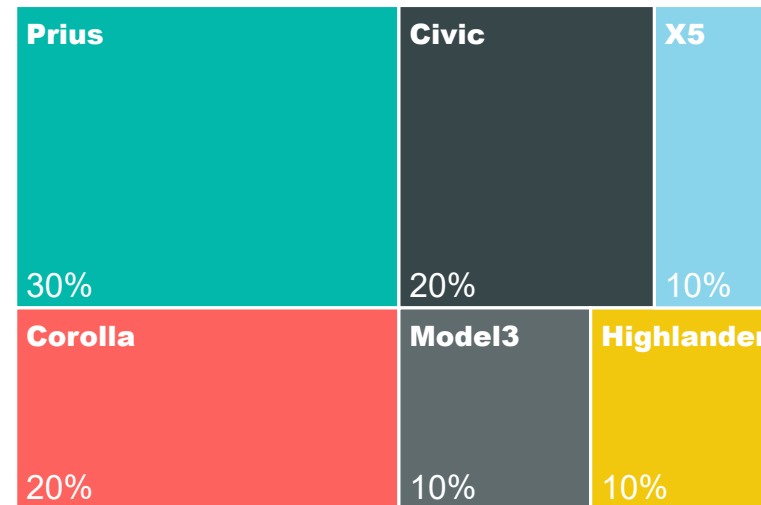
● Toyota ● Honda ● BMW ● Tesla



**Toyota** is the **most commonly used** car brand in the ridesharing platform, taking **60%** of the total orders

### 2 Order Share by Model

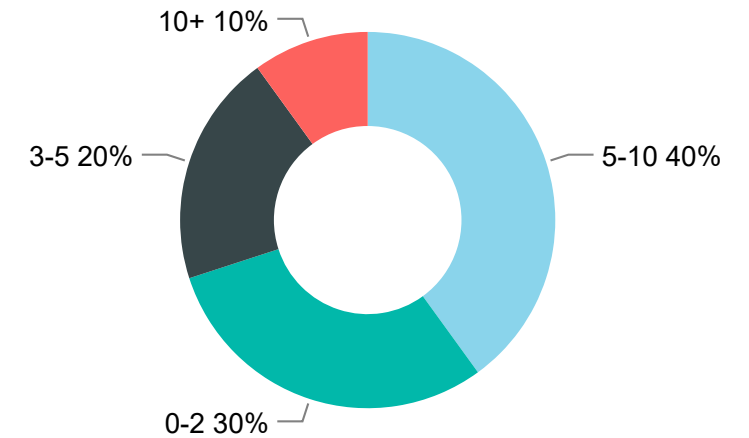
● Prius ● Civic ● Corolla ● Highlander ● Model3 ● X5



**Prius** is the **most commonly used** car model in the ridesharing platform, taking **30%** of the total orders

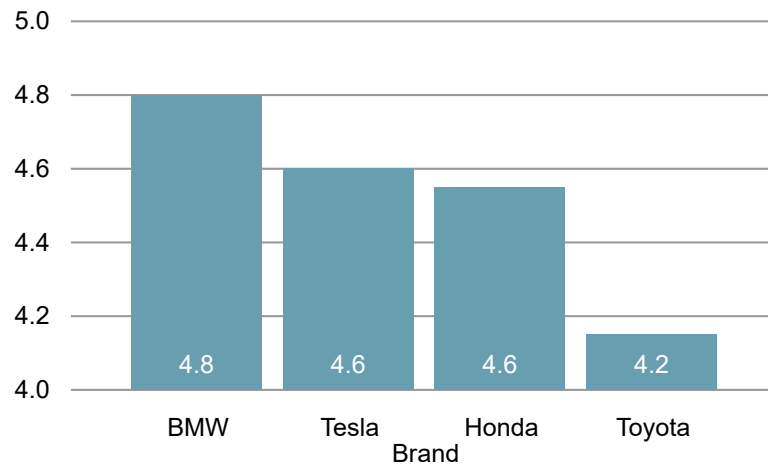
### 3 Order Share by Vehicle Service Year

● 5-10 ● 0-2 ● 3-5 ● 10+

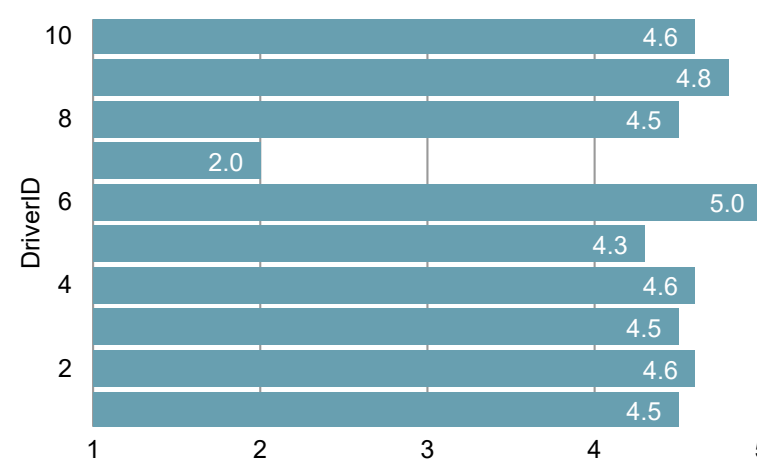


The vehicle with **5-10 service years** captures **40%** of all orders in the platform

### 4 Overall Order Rate by Brand



### 5 Overall Order Rate by Driver



Among all brand, Drives who use **BMW** reach the **highest rate**, with **4.8** overall order rate;

**Driver** with ID **6** has the **highest** overall order rate, **5**, among all divers;

**Driver** with ID **7** has the **lowest** overall order rate, **2**;