



Uber

Trip Analysis Dashboard

By Hitesh Gupta





Intro

Overview Analysis

Time Analysis

Details

QnA

Insights

Strategies 1

Strategies 2



Uber Trip Analysis | Overview Analysis

Date

01-06-2024

30-06-2024

City

All

349K miles

Total Trip Distance

\$1.6M

Total Booking Amount

103.7K

Total Bookings

\$15

Avg Booking Amount

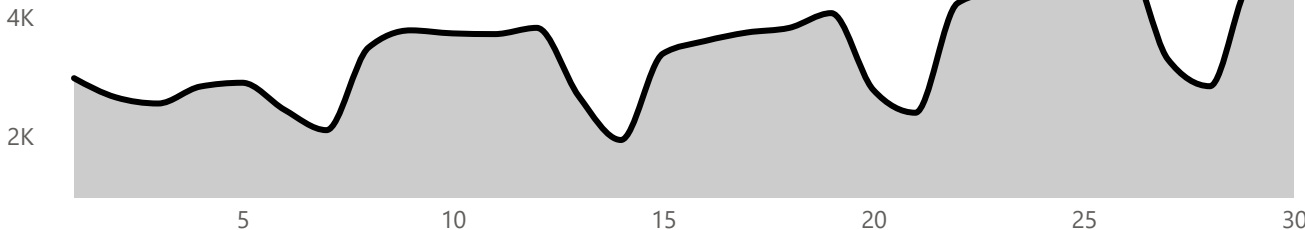
3 miles

Avg Trip Distance

16 min

Avg Trip Time

Total Bookings by Day



Location Analysis

Most Frequent Pickup Point

Penn Station/Madison Sq West

Most Frequent Dropoff Point

Upper East Side North

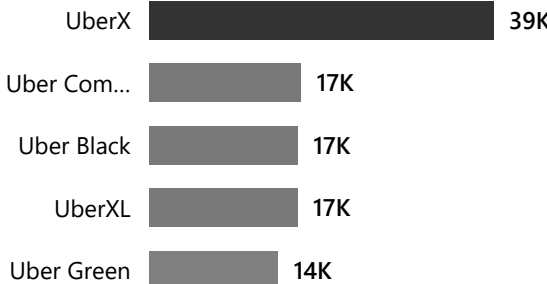
Farthest Trip

Pickup: Lower East Side → Drop-off: Crown Heights North (144.1 miles)

Total Bookings by Location



Most Preferred Vehicle for Location Pickup

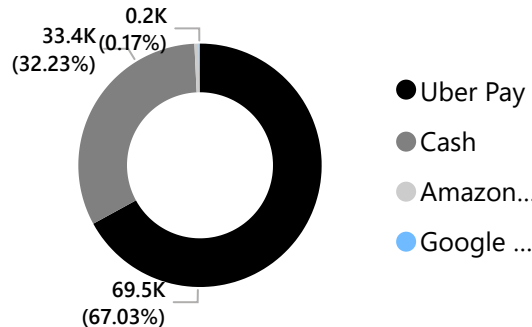


Total Booking Amount

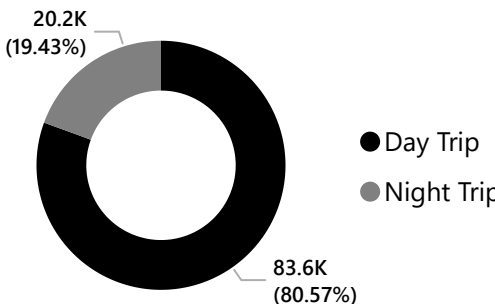
Total Bookings

Total Trip Distance

Total Bookings by Payment_type



Total Bookings by Trip (Day/Night)



Vehicle Type Analysis

	Vehicle	Total Bookings	Total Booking Amount	Avg Booking Amount	Total Trip Distance
	UberXL	16698	\$2,49,424	\$15	55,721
	UberX	38744	\$5,83,880	\$15	1,31,496
	Uber Green	14498	\$2,16,181	\$15	48,778
	Uber Comfort	17078	\$2,53,995	\$15	56,790
	Uber Black	16710	\$2,50,192	\$15	56,149



Uber Trip Analysis | Time Analysis

Date

01-06-2024

30-06-2024

City

All

349K miles

Total Trip Distance

\$1.6M

Total Booking Amount

103.7K

Total Bookings

\$15

Avg Booking Amount

3 miles

Avg Trip Distance

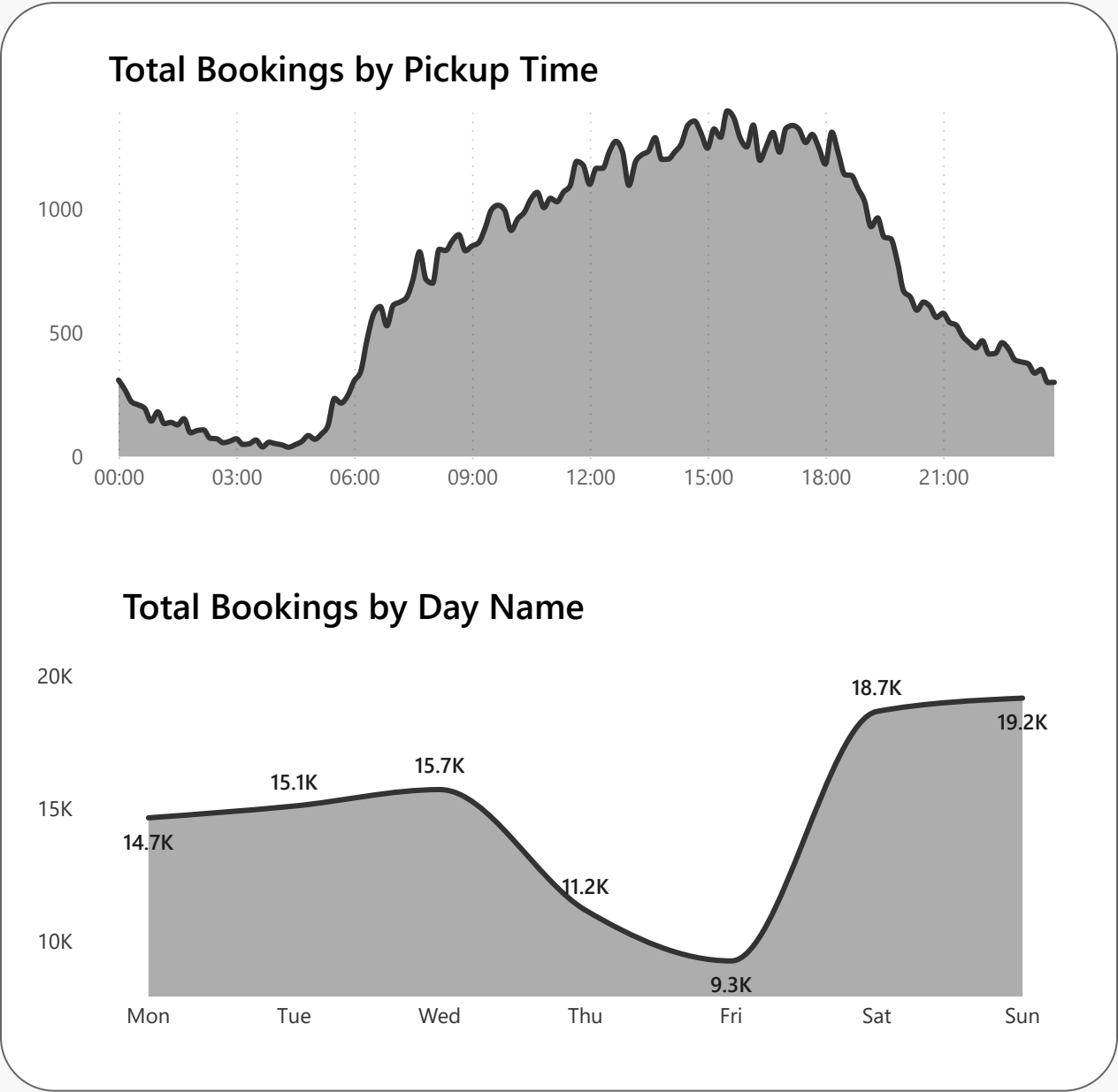
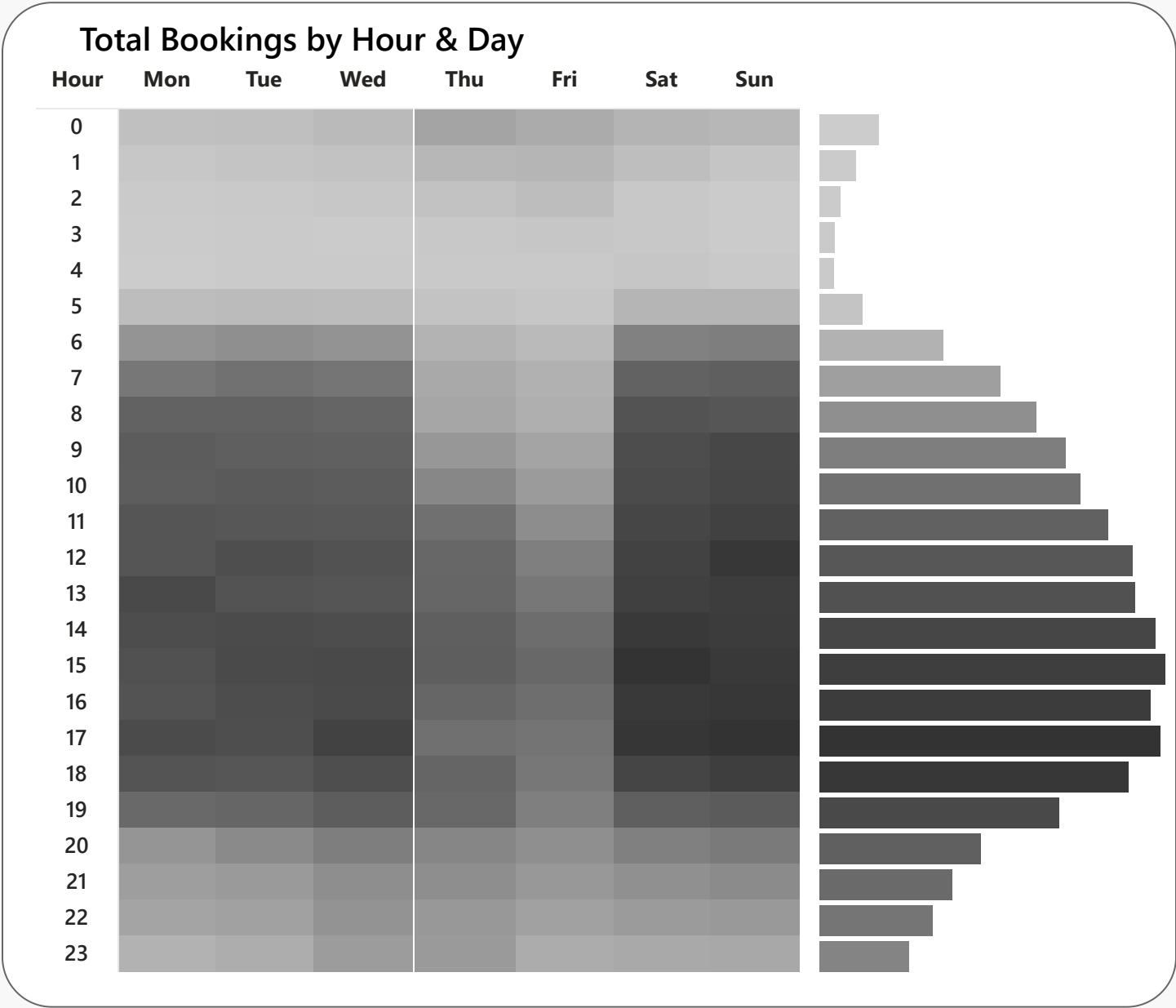
16 min

Avg Trip Time

Total Booking Amount

Total Bookings

Total Trip Distance





Uber Trip Analysis | Details

Payment_type

All

Vehicle

All

Trip (Day/Night)

All



Intro

Overview Analysis

Time Analysis

Details

QnA

Insights

Strategies 1

Strategies 2



Trip ID	Pickup Date	Pickup Hour	Vehicle	Payment_type	No. of Passengers	Total Trip Distance	Total Booking Amount	Pickup Location	Total Bookings
1	01 June 2024	00:42:50	UberX	Uber Pay	1	5.60	\$21.5	East Village	1.0
2	01 June 2024	00:06:29	Uber Black	Cash	1	1.72	\$8.0	Lincoln Square East	1.0
3	01 June 2024	00:08:05	Uber Black	Cash	1	3.41	\$13.0	Sutton Place/Turtle Bay North	1.0
4	01 June 2024	00:28:20	UberX	Cash	1	1.81	\$9.0	Prospect-Lefferts Gardens	1.0
5	01 June 2024	00:38:05	Uber Black	Cash	1	1.89	\$8.0	Garment District	1.0
6	01 June 2024	00:06:00	UberX	Cash	6	3.29	\$14.0	Central Harlem	1.0
7	01 June 2024	00:40:41	UberX	Cash	2	2.05	\$8.5	Lincoln Square East	1.0
8	01 June 2024	00:32:01	Uber Comfort	Cash	2	3.54	\$12.5	Clinton East	1.0
9	01 June 2024	00:20:27	Uber Green	Cash	1	1.10	\$5.5	Clinton East	1.0
10	01 June 2024	00:54:40	UberX	Uber Pay	2	1.90	\$11.6	Lenox Hill East	1.0
11	01 June 2024	00:18:51	UberXL	Uber Pay	1	6.66	\$28.5	Clinton East	1.0
12	01 June 2024	00:17:18	Uber Comfort	Uber Pay	2	13.12	\$36.5	Kips Bay	1.0
13	01 June 2024	00:00:31	Uber Green	Cash	1	12.59	\$37.0	JFK Airport	1.0
14	01 June 2024	00:21:51	UberXL	Cash	1	1.10	\$5.5	Clinton East	1.0
15	01 June 2024	00:29:31	UberX	Cash	1	9.00	\$27.0	Morningside Heights	1.0
16	01 June 2024	00:46:55	Uber Black	Uber Pay	1	2.12	\$10.4	Kips Bay	1.0
17	01 June 2024	00:46:26	UberXL	Uber Pay	1	3.00	\$13.0	Midtown North	1.0
18	01 June 2024	00:14:47	Uber Comfort	Uber Pay	1	3.10	\$14.6	Greenwich Village South	1.0
19	01 June 2024	00:42:52	UberXL	Uber Pay	1	5.63	\$21.3	East Williamsburg	1.0
20	01 June 2024	00:20:49	Uber Green	Uber Pay	1	1.53	\$8.6	Clinton East	1.0
21	01 June 2024	00:44:00	Uber Comfort	Cash	1	1.70	\$8.5	Fort Greene	1.0
22	01 June 2024	00:04:52	UberXL	Uber Pay	1	5.80	\$25.5	Penn Station/Madison Sq West	1.0
23	01 June 2024	00:50:26	Uber Comfort	Uber Pay	1	2.50	\$10.5	Penn Station/Madison Sq West	1.0
24	01 June 2024	00:03:50	Uber Comfort	Uber Pay	1	4.59	\$21.2	Clinton East	1.0
26	01 June 2024	00:02:46	UberX	Cash	1	1.08	\$7.0	East Village	1.0
27	01 June 2024	00:11:35	Uber Green	Cash	1	1.00	\$7.0	Clinton East	1.0
Total					146478	3,48,933.81	\$15,53,672.8		103728.0

QnA

1. How many trips were booked over a given period?

Ans: **Total Bookings** – 103.7K

2. What is the total revenue generated from all bookings?

Ans: **Total Booking Amount** – \$1.6M

3. What is the average revenue per booking?

Ans: **Average Booking Amount** – \$15

4. What is the total distance covered by all trips?

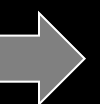
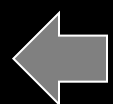
Ans: **Total Trip Distance** – 349K miles

5. How far are customers traveling on average per trip?

Ans: **Average Trip Distance** – 3 miles

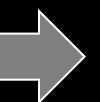
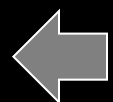
6. What is the average duration of trips?

Ans: **Average Trip Time** – 16 minutes



Insights Gathered:

- **Peak Booking Times:** The highest demand for Uber trips occurs between approximately 12:00 PM and 6:00 PM.
- **Weekday vs. Weekend Patterns:** Higher booking volumes on weekend (Saturday-Sunday) compared to the weekdays (Monday-Friday).
- **Saturday & Sunday Evening Surge:** The heatmap suggests a peak in bookings on Saturday & Sunday evenings, distinct from the typical weekday afternoon peak.
- **Peak Revenue Hours:** The highest revenue generation occurs between roughly 3:00 PM and 6:00 PM.
- **Weekend Revenue Dominance:** The "Total Booking Amount by Day Name" chart indicates that weekend (Saturday-Sunday) generate significantly more revenue than the weekdays (Monday-Friday).
- **Saturday Revenue Surge:** Similar to bookings, Saturday shows a notable increase in total booking amount compared to other weekdays, potentially with a sustained high revenue period into the evening.
- **Peak Distance Traveled:** The highest total trip distance occurs between approximately 3:00 PM and 6:00 PM.
- **Weekend Distance Surge:** The "Total Trip Distance by Day Name" chart shows that Saturday and Sunday have the highest total trip distances compared to weekdays.
- **Afternoon/Evening Dominance:** Both the hourly and daily views suggest that the afternoon and early evening hours, particularly on weekends, account for the largest share of total distance traveled.



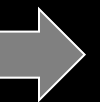
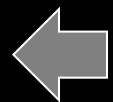
Strategies to Increase Bookings and Revenue:

1. Dynamic Pricing and Promotions:

- **Peak Hour Optimization:** Implement dynamic pricing strategies during peak hours (12 PM - 6 PM on weekdays) to maximize revenue. Consider surge pricing but balance it to avoid deterring customers.
- **Weekend Incentives:** Offer promotions or discounts on weekends to boost bookings and revenue, as weekends currently show lower activity despite higher trip distances.
- **Weekend Evening Focus:** Capitalize on the weekend evening surge in bookings and revenue with targeted promotions or driver incentives.
- **Off-Peak Discounts:** Introduce discounts during off-peak hours (early mornings, late nights) to encourage more bookings and utilize driver availability.

2. Driver Management and Availability:

- **Driver Allocation:** Optimize driver allocation to ensure sufficient availability in high-demand areas (e.g., Penn Station/Madison Sq West, Upper East Side North) and during peak hours.
- **Shift Incentives:** Provide incentives for drivers to work during peak hours and on weekends to meet demand and reduce wait times.
- **Weekend Driver Support:** Offer bonuses or guarantees to encourage more drivers to be available on weekends, especially during afternoon/evening peak travel times.



Strategies to Increase Bookings and Revenue:

3. Service Optimization and Expansion:

- **Vehicle Type Strategy:** Promote Uber Comfort and Uber Black for group travel or premium experiences, as they have good booking amounts, although UberX has the highest number of bookings.
- **Payment Options:** Continue to support and optimize both Uber Pay and Cash options, as they are the primary payment types. Consider partnerships with other digital wallets (e.g., Apple Pay, Paypal) to increase payment flexibility.
- **Long-Distance Focus:** Given the data showing long-distance trips (e.g., Lower East Side to Crown Heights North), explore opportunities to cater to such trips, potentially with specialized services or pricing.

4. Marketing and Customer Engagement:

- **Targeted Advertising:** Implement targeted advertising campaigns focused on weekdays for work/commute-related travel and weekends for leisure/social activities.
- **Loyalty Programs:** Introduce loyalty programs to retain customers and encourage repeat bookings, especially during off-peak times.
- **Customer Feedback:** Gather and analyze customer feedback to identify areas for improvement and enhance customer satisfaction, which can lead to increased bookings.

