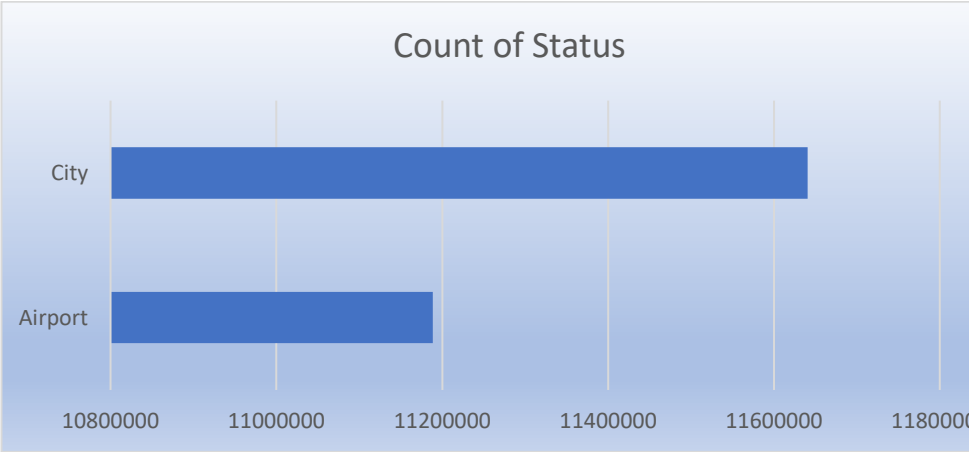
Uber Data Analysis – Executive Summary

This report presents a detailed analysis of trip request data from Uber, focusing on request outcomes and service performance across two key pickup locations — **Airport** and **City**. The insights are derived from a dataset containing **6,745 trip requests** and are supported by pivot tables and graphical representations.

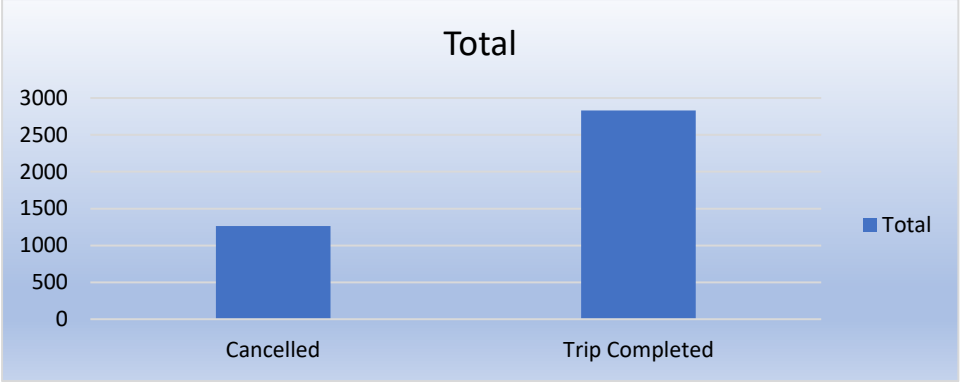
Overall Trip Request Distribution

Trip Status	Count	Percentage
Trip Completed	2,831	41.96%
No Cars Available	2,650	39.29%
Cancelled	1,264	18.75%
Total Requests	6,745	100%



🔷 **Insights:**

- A significant portion (**58%**) of requests **did not** result in a successful trip (due to cancellation or car unavailability).
- The highest fulfillment rate is from "Trip Completed", accounting for ~42% of total requests.



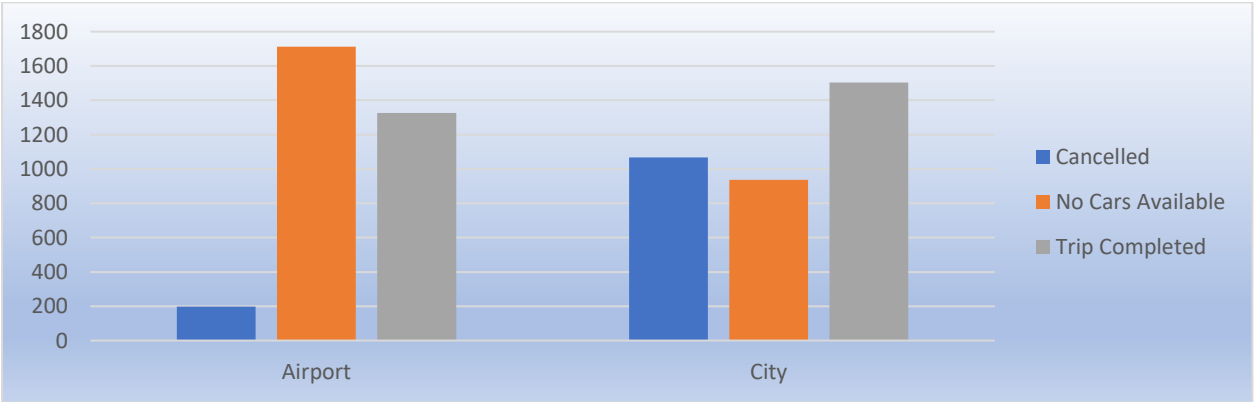
Count of Request id	Column Labels			
Row Labels	Cancelled	No Cars Available	Trip Completed	Grand Total
Airport	198	1713	1327	3238
City	1066	937	1504	3507
Grand Total	**1264**	**2650**	**2831**	**6745**

Location-Wise Performance Breakdown

Location	Trip Completed	No Cars Available	Cancelled	Total Requests
Airport	1,327	1,713	198	3,238
City	1,504	937	1,066	3,507

🔷 **Insights:**

- **City** areas recorded more completed trips — indicating better service efficiency.
- **Airport** locations had more "No Cars Available" cases — suggesting **demand-supply mismatch**.
- **Cancellations** were significantly higher in the **City**.



Key Observations

- The **City region** had better trip completion performance, even with more cancellations.
- **Airport pickups** saw a **high number of unfulfilled requests** due to unavailability of cars — highlighting the need for:
    - Better **fleet reallocation**
    - Smarter **demand forecasting**

Conclusion

The analysis reveals an opportunity for **operational optimization**, especially in:

- Increasing **vehicle availability** in high-demand areas like airports
- Reducing **unsuccessful requests**
- Improving **customer satisfaction**
- Optimizing **fleet distribution**