

UBER DATA ANALYSIS



Uber



Distance
Analysis



Car Purpose
Analysis



Driver
Analysis

BOOKING



Booking
Analysis

Distance Analysis

Uber

DISTANCE & AVERAGE

1925.0✓

Goal: 17.7 (+10800%)

Total Distance

1925.0

Average Distance

17.7

Max Distance

314.3

Min Distance

0.8

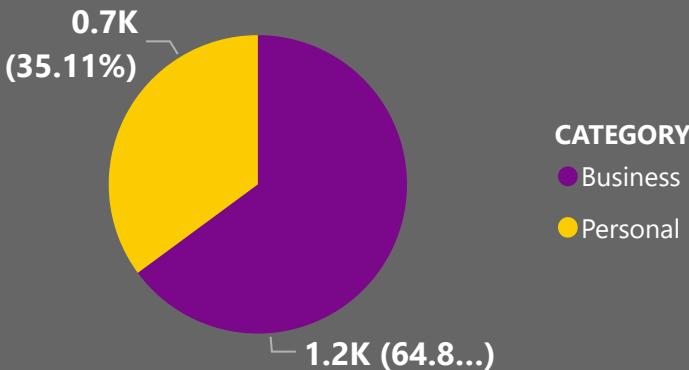
Total Rides

1141

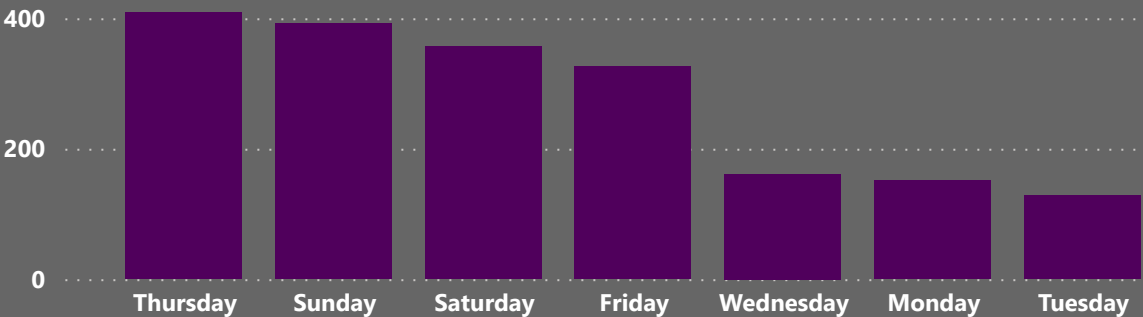
Months Name

- ✓ ☐ January
- ✓ ☐ February
- ✓ ☐ March
- ✓ ☐ April
- ✓ ☐ May
- ✓ ☐ June

DISTANCE by CATEGORY



DISTANCE by Days



Personal



Business

109

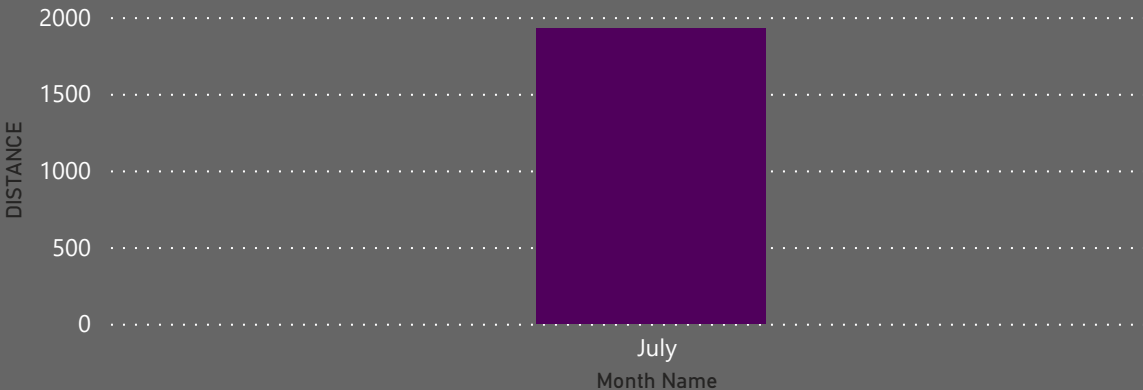
Month Name

DISTANCE

RIDES

July	1925.0	109
Total	1925.0	109

DISTANCE by Months

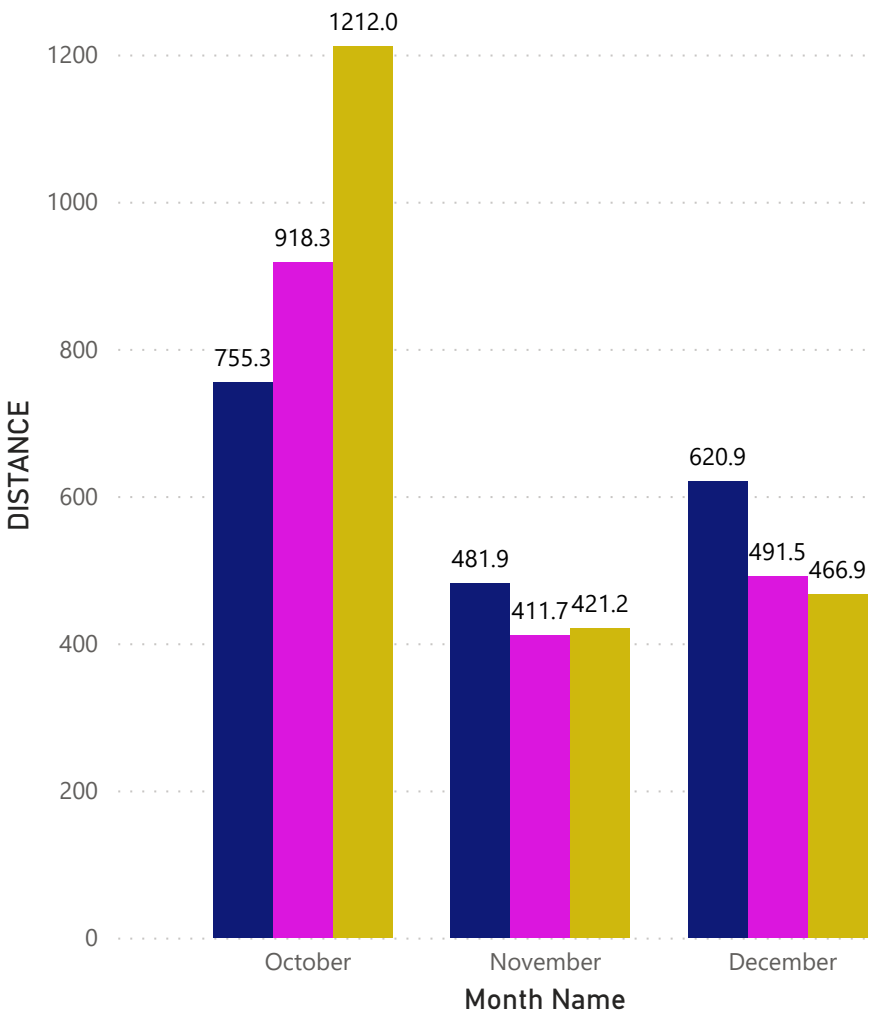


CAR PURPOSE ANALYSIS

Uber

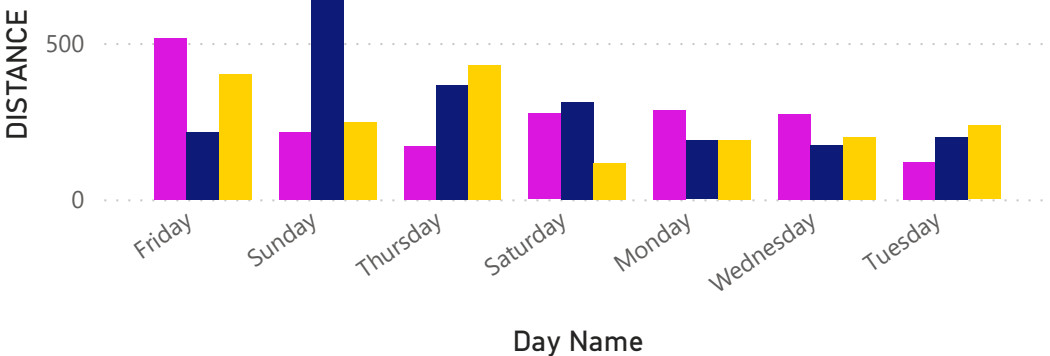
DISTANCE COVERED BY PARTICULAR CAR TYPE

CAR_TYPE_ID ● 1 ● 2 ● 3



Distance Covered by each car type in weeks

CAR_TYPE ● MINI ● PRIME ● SEDAN



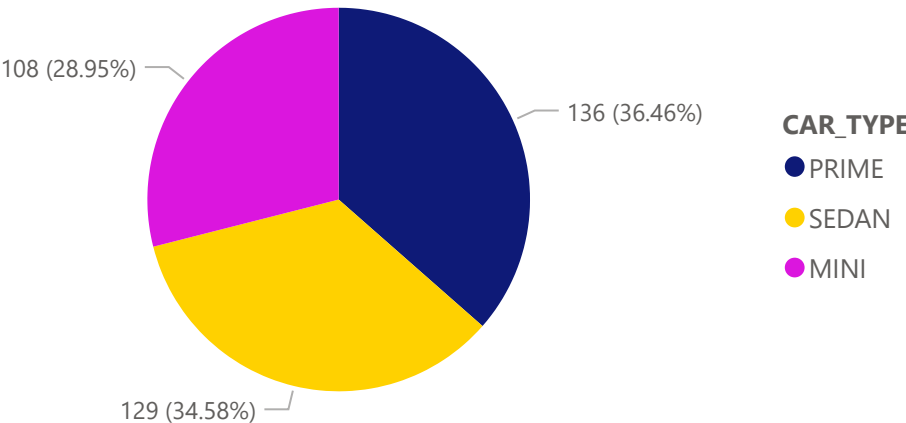
CAR TYPE

- MINI
- PRIME
- SEDAN

CATEGORY

- Business

Purpose Analysis by car type



QUATERS

- Qtr 1
- Qtr 2
- Qtr 3
- Qtr 4

Driver Analysis

Uber

VACCINATION INFO

- ☐ NO
- ☒ YES

CATEGORY

- ☐ Business
- ☒ Personal

Months

- ☐ February
- ☒ March
- ☐ April
- ☐ June
- ☐ July

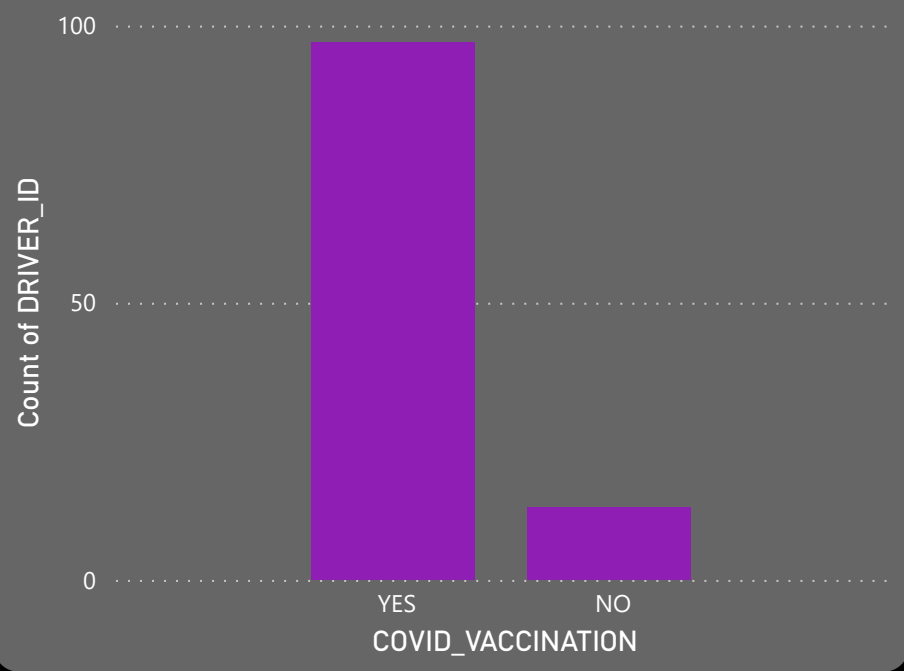
VACCINATION STATUS

97

Distance

301.0

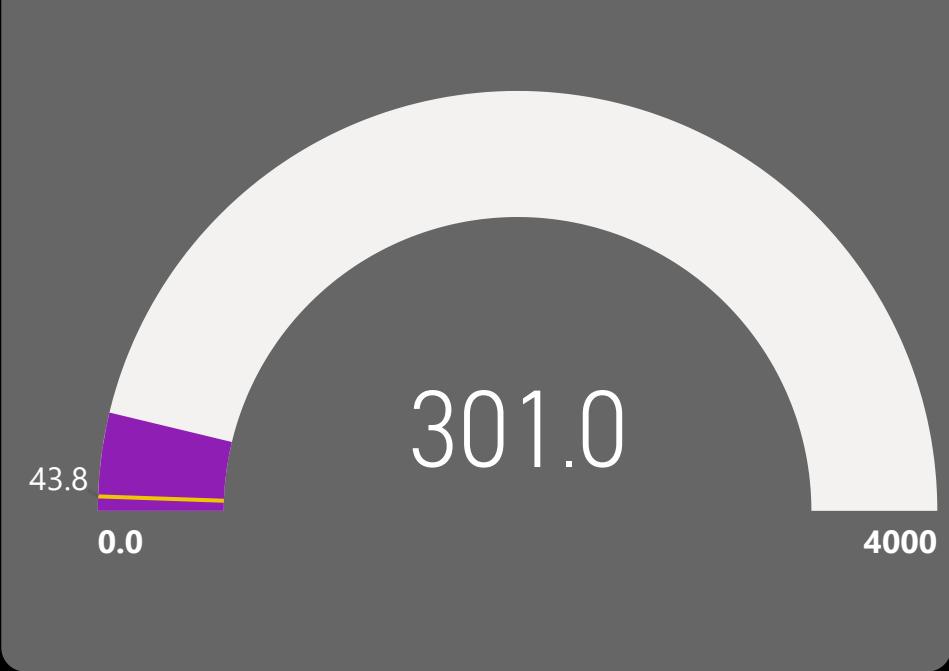
Count of DRIVER_ID by COVID_VACCINATION



DISTANCE KPI

301.0✓
Goal: 10.7 (+2700%)

DISTANCE, Max and Max of DISTANCE



Booking Analysis

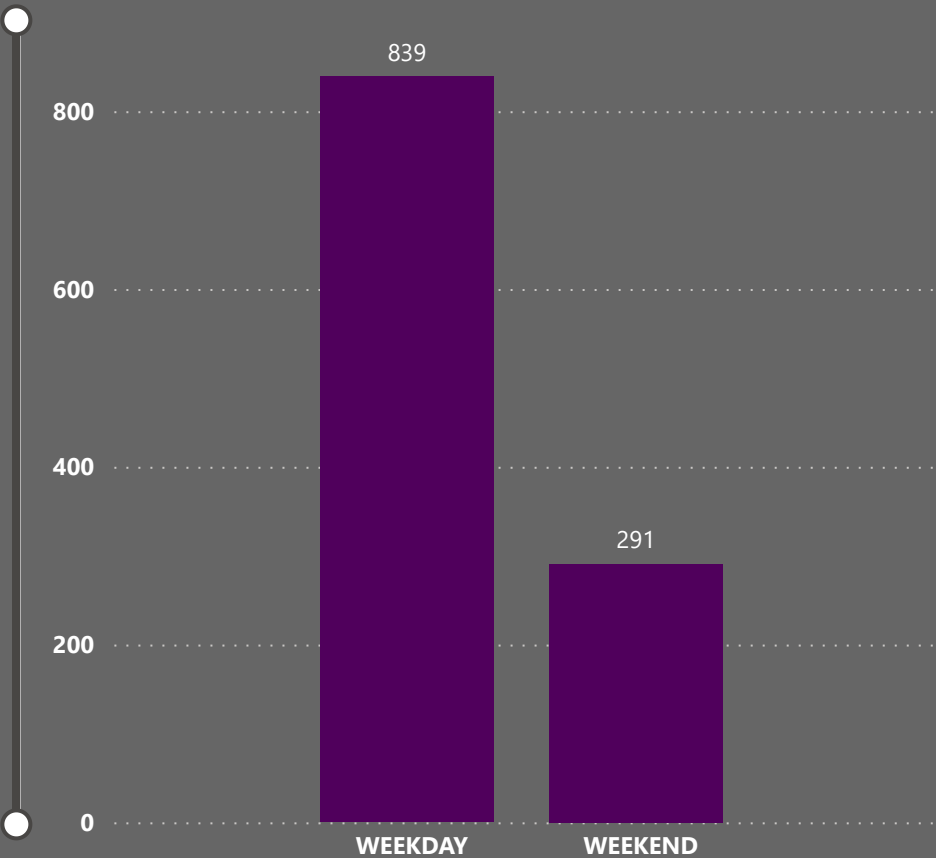
Uber

Months

1

12

Count of START_DATE by DAY_STATUS



BOOKING STATUS

- ☐ Failed
- ☒ Success

TOTAL BOOKINGS

1141

TOP 5 CITIES BY PICKUP LOCATIONS

PICKUP	Total Bookings
Cary	200
MIAMI	146
Morrisville	84
Whitebridge	68
New York	61

TOP 5 CITIES BY DROP LOCATIONS

DROP	Total Bookings
Cary	195
WASHINGTON	149
Morrisville	83
Whitebridge	65
Times Square	58