Uber - Customer Data Analysis

1. Customer Travel Habits

- **Short Distance Trips**:
    - **80%** of Uber trips are under **40 miles**, indicating that most customers use Uber for local travel.
- **Long Distance Trips**:
    - Trips exceeding **100 miles** are rare, accounting for only **5%** of bookings.
- **Median Trip Distance**:
    - Around **10-15 miles**, reflecting frequent mid-range travel needs.

2. Travel Timing Preferences

- **Night Travel**:
    - Most popular time, with **35%** of trips occurring at night.
- **Afternoon/Evening**:
    - Contributes around **30%-32%** of bookings.
- **Morning Travel**:
    - Around **20%** of trips occur in the morning, showing a lower demand in early hours.

3. Weekly Patterns

- **Top Days for Bookings**:
    - **Friday** (**20%**) and **Monday** (**18%**) are the busiest, reflecting business and commuting trends.
- **Least Busy Day**:
    - **Sunday** accounts for only **~12%** of bookings, suggesting reduced travel on weekends.

4. Purpose of Trips

- **Business-Oriented Trips**:
    - **68%** of trips are for business purposes, highlighting a significant customer base of working professionals.
- **Personal Use**:
    - Personal trips make up **32%**, reflecting a smaller, but notable, share of leisure travelers.

5. Geographical Travel Insights

- **Start and Stop Locations**:
    - Most trips begin and end within the same city (e.g., Fort Pierce), emphasizing a preference for intra-city travel.

6. Customer Segments

- **Frequent Local Travelers**:

- ○ Majority are short-distance commuters or city travelers.
- **Business Professionals**:
  - ○ A large segment uses Uber for business purposes, such as meetings or client visits.
- **Occasional Long-Distance Travelers**:
  - ○ A smaller segment uses Uber for inter-city or long-distance trips.

7. Monthly Booking Trends

- **High Activity**:
  - ○ Bookings peak in **January** and **February** (over **30%** combined).
- **Low Activity**:
  - ○ Lower bookings in November and December (**10%-15%** combined), likely due to holiday periods.

8. Customer Insights

- **Regular Work Travelers**:
  - ○ Customers prefer Uber for consistent work-related trips, especially during weekdays.
- **Nighttime Riders**:
  - ○ A significant portion of the customer base prefers night travel, reflecting late work hours or personal activities.

Actionable Insights

1. **Target Business Professionals**:
   - ○ Promote Uber Business services to further engage this key customer segment (**68% business trips**).
2. **Encourage Weekend Use**:
   - ○ Design campaigns to boost travel on Sundays, the least utilized day.
3. **Expand Night Services**:
   - ○ Enhance features (like safety measures) for nighttime travelers, the largest time-based segment (**35%**).
4. **Promote Long-Distance Rides**:
   - ○ Offer discounts or incentives to attract more long-distance riders.
5. **Leverage Monthly Trends**:
   - ○ Focus marketing efforts during slower months (e.g., November and December) to maintain steady bookings.