**BUSINESS REQUIREMENT  
UBER TRIP ANALYSIS**

Analyse Uber trip data using Power BI to gain insights into booking trends, revenue, and trip efficiency, helping stakeholders make data-driven decisions.

**KPI’s**

1. **Total Bookings** – How many trips were booked over a given period?
2. **Total Booking Value** – What is the total revenue generated from all bookings?
3. **Average Booking Value** – What is the average revenue per booking?
4. **Total Trip Distance** – What is the total distance covered by all trips?
5. **Average Trip Distance** – How far are customers traveling on average per trip?
6. **Average Trip Time** – What is the average duration of trips?

**Expected Outcomes:**

✔ Identify trends in ride bookings and revenue generation.  
✔ Analyse trip efficiency in terms of distance and duration.  
✔ Compare booking values and trip patterns across different time periods.  
✔ Provide insights to optimize pricing models and improve customer satisfaction.

**CHART’s**

Create a Measure Selector using a Disconnected Table with the following values:

* Total Bookings
* Total Booking Value
* Total Trip Distance

Then, use a measure to dynamically update the visualizations based on user selection.

**By Payment Type (Card, Cash, Wallet, etc.)**

**By Trip Type (Day/Night)**

**Additional Enhancements:**

* **Dynamic Title** – Update the chart title based on the selected measure.
* **Slicers** – Add filters for Date, City, and other interactive filters for deeper analysis.
* **Tooltips** – Show additional details like Average Booking Value or Trip Distance.

**Vehicle Type Analysis - Grid View in Power BI**

Create a grid table (matrix or table visual) to analyse key performance indicators like Total Bookings, Total Booking Value, Avg Booking Value, Total Trip Distance across different Vehicle Types in Uber trips.

**Power BI Implementation:**

* **Use a Table or Matrix Visual** to display Vehicle Type with the KPIs.
* **Apply Conditional Formatting** to highlight high and low values.
* **Enable Sorting & Filtering** for user interaction.

**Total Bookings by Day**

* Detecting trends and fluctuations in daily trip volumes.
* Identifying peak and off-peak booking days.
* Understanding the impact of external factors (holidays, events, weather) on ride demand.
* Supporting strategic planning for resource allocation and pricing adjustments.

**Location Analysis**

Understanding trip locations is crucial for optimizing ride distribution, demand forecasting, and operational efficiency. This analysis focuses on:

* **Most Frequent Pickup Point**
* Identify the most common starting locations for trips.
* Helps in optimizing driver availability and dynamic pricing strategies.
* **Most Frequent Drop-off Point**
* Find the most common drop-off locations.
* Requires activating an **inactive relationship** in Power BI between **Pickup Location and Drop-off Location** in the data model.

**Total Bookings by Location (Top 5)**

* Identify the **top 5 locations** with the highest trip bookings.
* Helps in demand forecasting and optimizing driver availability in high-traffic areas.

**Most Preferred Vehicle for Location Pickup**

* Determine the most frequently booked **vehicle type** at each pickup location.
* Supports strategic vehicle distribution based on customer preferences and location demand.

**Other Implementation Enhancements for Uber Trip Analysis Dashboard**

* **Clear Slicer Button**
* Add a **"Clear Filters"** button using a **blank button with a Reset Slicers action** to reset all selections in one click.
* Improves user experience for quick dashboard resets.