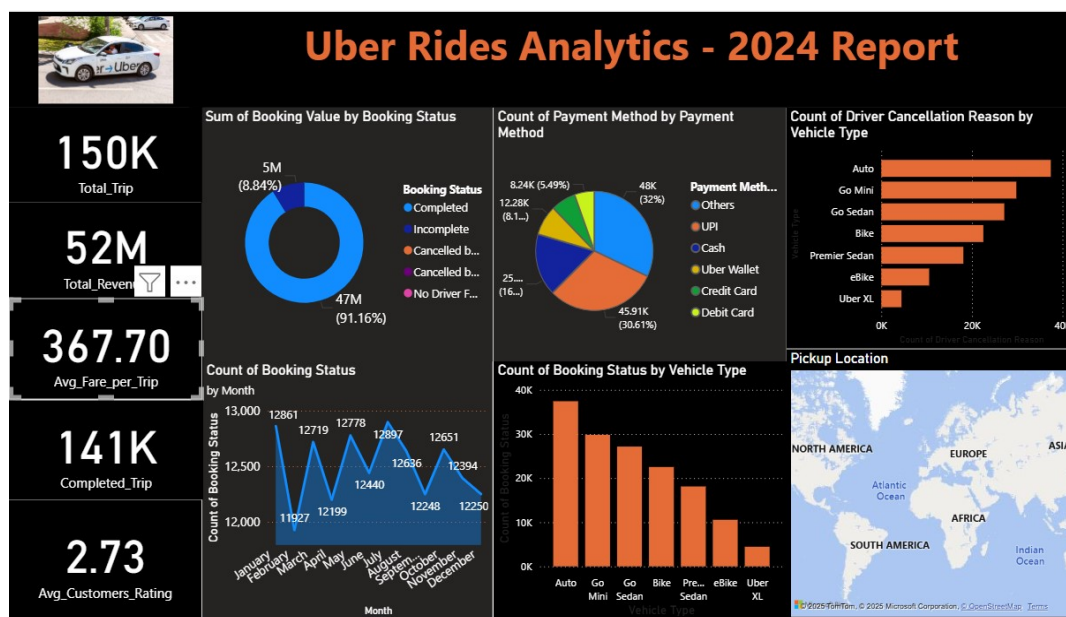# UBER RIDES ANALYTICS REPORT - 2024

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# Executive Summary

The 2024 Uber Rides Analytics Report provides an overview of performance metrics, booking behaviors, and payment preferences. Uber completed **150K trips** generating a total revenue of **$52 million**, with an average fare of **$367.70 per trip**. A total of **141K rides** were successfully completed, achieving an average customer rating of **2.73**.

The majority of bookings (91.16%) were completed, while about 8.84% were either incomplete or cancelled. Payment analysis shows that **Cash (32%)** remains the most preferred payment method, followed by **UPI (30.61%)** and **Credit Card (16%)**.

Vehicle type analysis indicates that **Auto** and **Go Mini** accounted for the highest ride volumes and also experienced the most driver cancellations. Monthly booking trends show steady activity across the year, with slight fluctuations between months. Geographically, Uber rides were active across several continents including North America, Europe, Asia, and Africa.

In conclusion, Uber's 2024 performance demonstrates strong operational activity with consistent booking trends and steady customer engagement. There is room for improvement in customer satisfaction and a need to reduce driver cancellations, especially for frequently used vehicle types.

# Report Visualization



**Uber Rides Analytics - 2024 Report**

| | |
|---|---|
| 150K — Total_Trip | |
| 52M — Total_Revenue | |
| 367.70 — Avg_Fare_per_Trip | |
| 141K — Completed_Trip | |
| 2.73 — Avg_Customers_Rating | |

**Sum of Booking Value by Booking Status**
- 5M (8.84%)
- 47M (91.16%)

Booking Status:
- Completed
- Incomplete
- Cancelled b...
- Cancelled b...
- No Driver F...

**Count of Payment Method by Payment Method**
- 48K (32%)
- 8.24K (5.49%)
- 12.28K (8.1...)
- 25... (16...)
- 45.91K (30.61%)

Payment Meth...:
- Others
- UPI
- Cash
- Uber Wallet
- Credit Card
- Debit Card

**Count of Driver Cancellation Reason by Vehicle Type**
- Auto
- Go Mini
- Go Sedan
- Bike
- Premier Sedan
- eBike
- Uber XL

**Count of Booking Status** by Month
- January 11927
- February 12861
- March 12719
- April 12199
- May 12778
- June 12440
- July 12897
- August 12636
- September 12248
- October 12651
- November 12394
- December 12250

**Count of Booking Status by Vehicle Type**
- Auto
- Go Mini
- Go Sedan
- Bike
- Pre... Sedan
- eBike
- Uber XL

**Pickup Location**
NORTH AMERICA, EUROPE, ASIA, Atlantic Ocean, AFRICA, SOUTH AMERICA, Indian Ocean
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