**📖 Project Overview**

Designed and developed an interactive Tableau dashboard comparing **Uber and Rapido’s performance** across major Indian cities (Bangalore, Mumbai, Chennai, Delhi, Hyderabad, Pune, and Kolkata).  
The dashboard provides a complete view of **ride demand trends**, **market share**, and **driver performance insights**, helping stakeholders identify patterns in customer engagement and platform performance.

**🎯 Objective**

To analyze key performance metrics that impact the **ride-sharing market** in India — such as total rides, revenue, average fare, and cancellation rate — and to visualize comparative insights between the two platforms over time.

**📈 Key Insights**

* 🚗 **Uber leads** in total ride demand and revenue across most cities.
* 🛵 **Rapido shows stronger growth** in emerging and Tier-2 cities.
* ⭐ **Driver performance** (ratings) strongly correlates with higher ride counts (R² = 0.99).
* 💰 **Average fare** remained consistent across both platforms despite variations in demand.
* 📅 Seasonal spikes observed during festive and end-of-year months.

**🗺️ Dashboard Highlights**

* KPI cards summarizing *Total Rides, Revenue, Average Fare, and Cancellation Rate*
* Line chart comparing monthly ride demand (Uber vs Rapido)
* Horizontal bar chart visualizing city-wise market share
* Scatter plot analyzing *Driver Rating vs Ride Volume*
* Interactive filters by **City**, **Month-Year**, and **Platform**

**💡 Outcome**

Enabled an analytical comparison between ride-sharing competitors, showcasing how **data-driven insights** can help understand performance trends, regional dominance, and driver influence on demand.