

Uber Cab Service Analysis

A comprehensive Power BI analysis of ride performance, customer behavior, and revenue optimization opportunities.

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Project Scope

What We Analyzed

Real-world ride data including trip details, customer demographics, distance covered, ride outcomes, payment modes, and driver performance metrics.

Why It Matters

Rising competition demands operational excellence. Interactive dashboards help stakeholders monitor trends, evaluate performance, and make data-driven decisions.



The Challenge

High Cancellations

Lost bookings impacting revenue and customer satisfaction

Revenue Fluctuations

Inconsistent earnings patterns across months and vehicle types

Peak-Hour Inefficiencies

Supply-demand mismatches during high-traffic periods

Inconsistent Ratings

Variable customer and driver satisfaction levels

Performance of KPI Metrics

93K

Completed Bookings

Successfully fulfilled rides

57K

Lost Bookings

Cancelled or incomplete trips

52M

Total Revenue

Generated across all vehicle
types

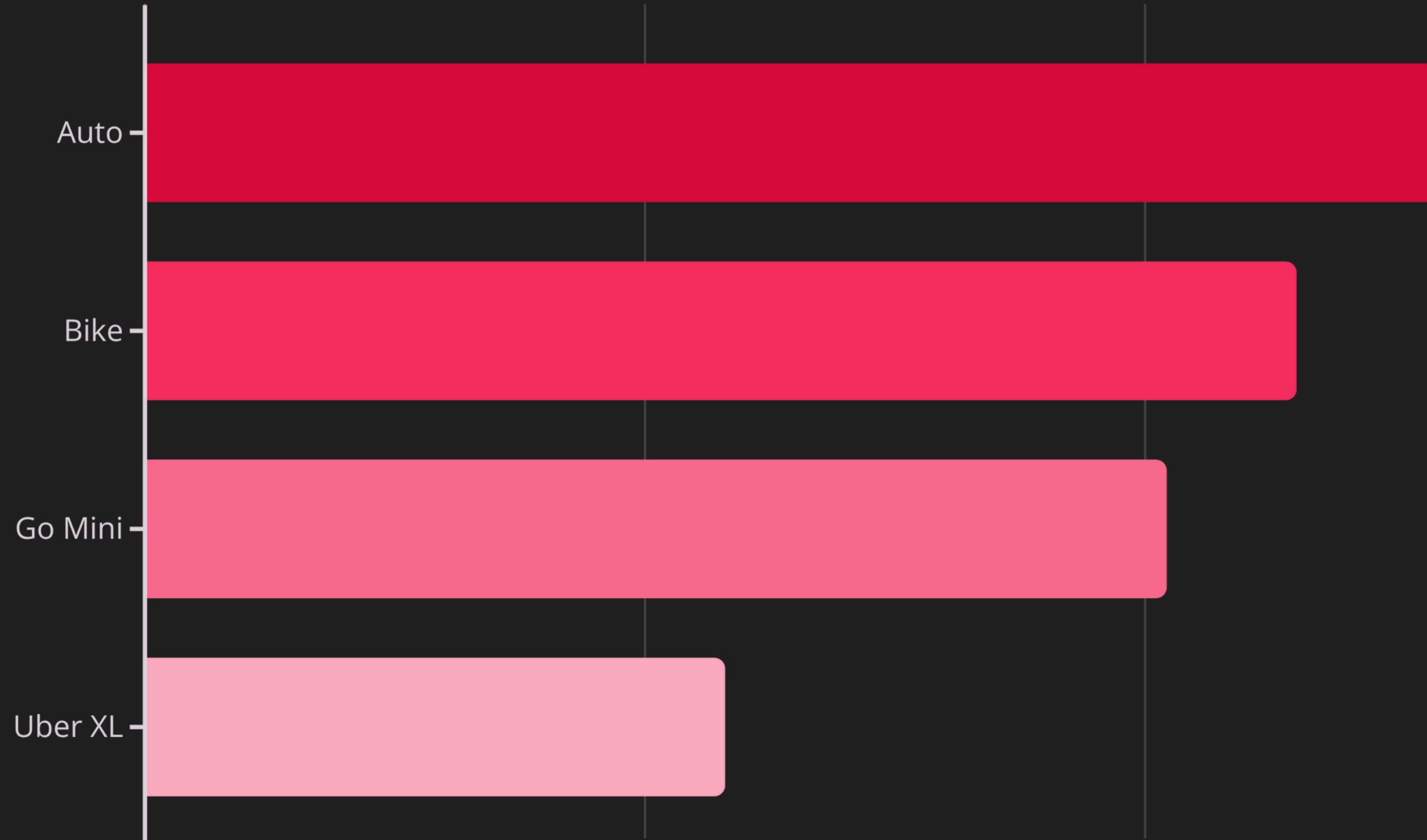
2.51M

Distance (km)

Total kilometers traveled

Average distance per trip: **24.64 km** | Customer Rating: **4.40** | Driver Rating: 4.23

Vehicle Performance Leaders





Demand Patterns

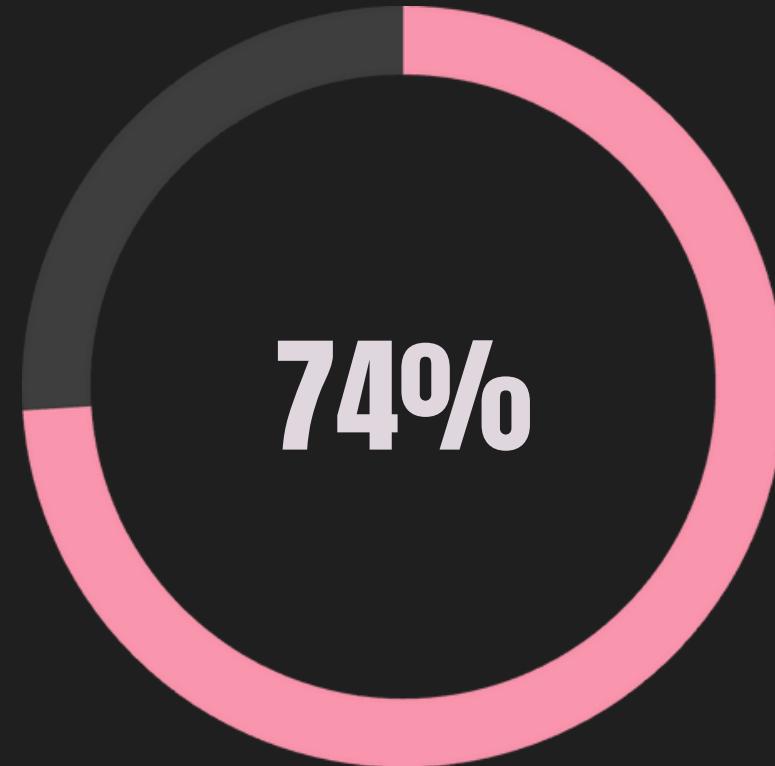
Seasonal Trends

- Peak months: Jan, Mar, Jun, Aug
- Lowest demand: February
- Revenue fluctuations require strategic planning

Daily Peak Hours

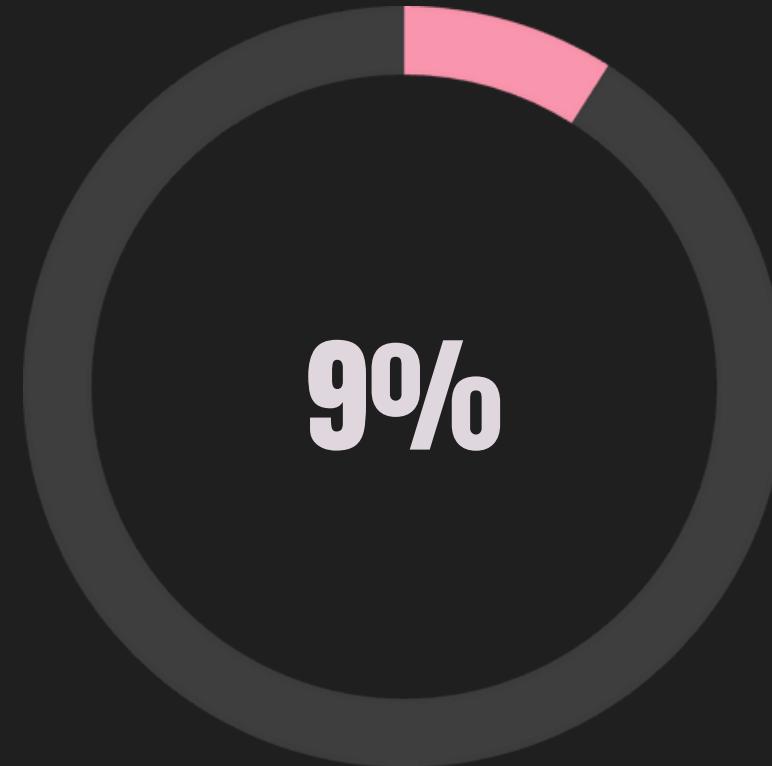
- Morning rush: 9AM–12PM
- Evening rush: 3PM–6PM
- Critical periods for driver availability

Customer Insights



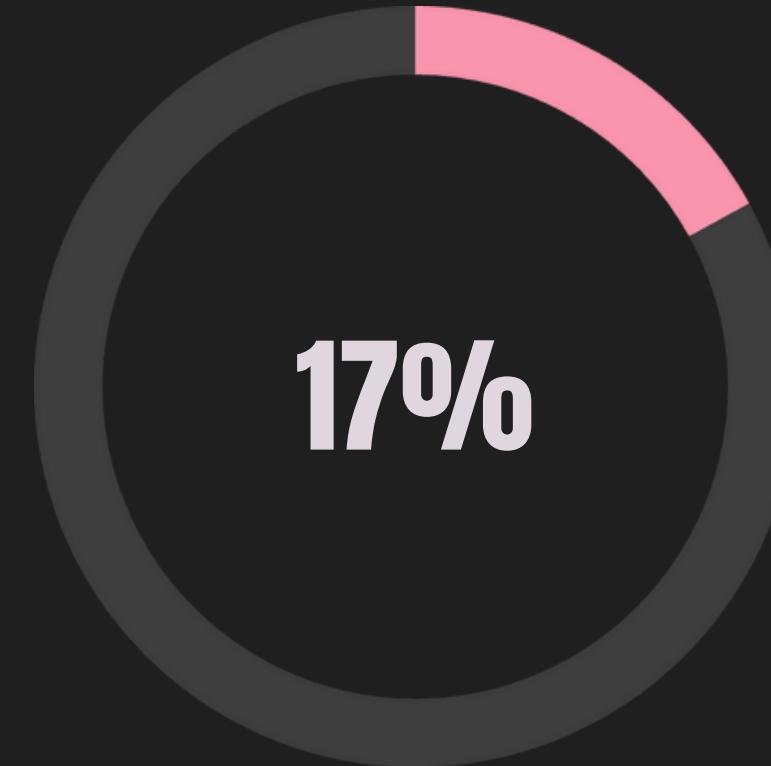
First-Time Riders

48K new customers



Return Riders

5,650 occasional users



Regular Riders

11K loyal customers

Top Cancellation Reasons

→ Driver Unavailability

Supply-demand mismatch during peak hours

→ Customer Change of Plans

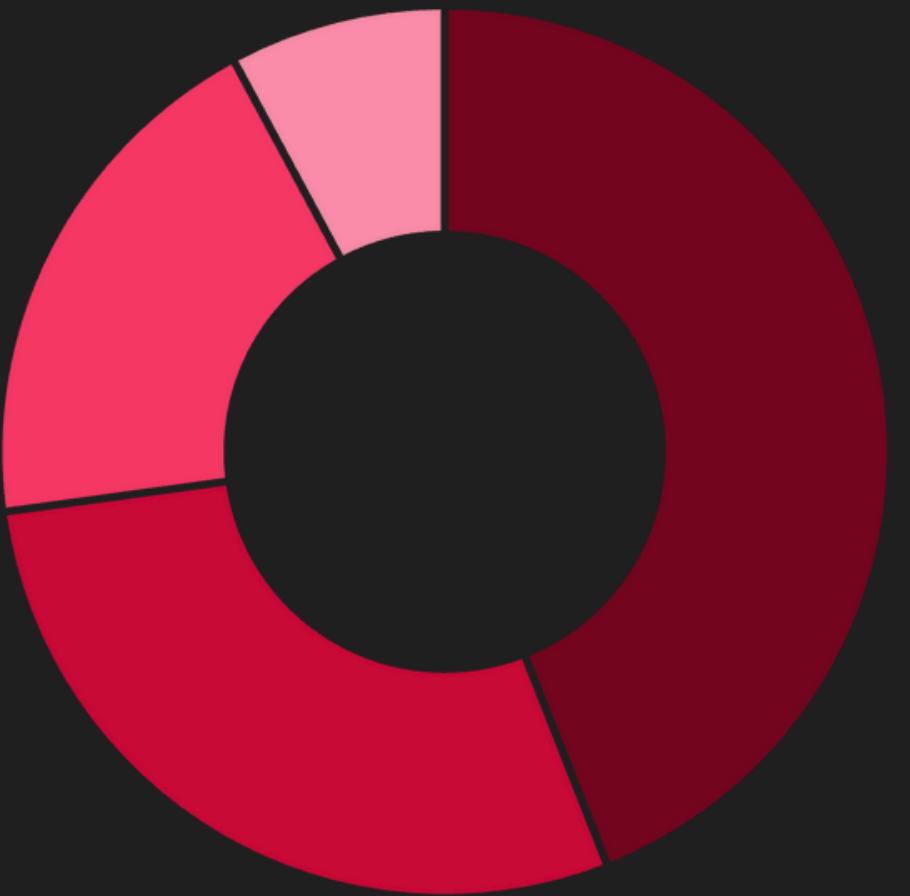
Last-minute cancellations impacting efficiency

→ Technical Issues

App glitches and payment failures

Payment & Location Trends

Payment Preferences



UPI Cash Card Wallet

UPI dominates with 23M in revenue, reflecting digital payment adoption.

Top Pickup Locations

01

Khandasa

02

Barakhamba

03

Saket

04

Badarpur

Strategic Recommendations



Optimize Matching

Improve supply-demand algorithms to reduce cancellations and wait times during peak hours



Boost Uber XL

Launch promotional campaigns and discounts to increase adoption of premium vehicles



Loyalty Programs

Reward regular riders with incentives to improve retention and increase lifetime value



Driver Incentives

Enhance earnings during peak hours to ensure adequate driver availability

Key Takeaways

Strong Foundation

93K completed bookings and 52M revenue demonstrate solid market presence with Auto and Bike leading performance

Growth Opportunities

High cancellation rate (57K) and Uber XL underperformance present clear areas for operational improvement

Customer Loyalty Potential

Strong ratings (4.40 customer, 4.23 driver) and 17% regular riders indicate foundation for loyalty programs

Data-driven insights enable strategic decisions to optimize operations, enhance customer experience, and drive sustainable growth.

