POORNIMA UNIVERSITY

Presentation on
Uber Ride Analytics Dashboard

Presented by: Mannu Sharma
Reg. No.: 2023PUFCEBCEX13592
Course Code: BUVCCE4102
Course: Business Intelligence

Submitted to: Mrs. Richa Mathur
(Assistant Professor)

INTRODUCTION

The Uber Ride Analytics Dashboard helps analyze ride trends, peak hours, and key metrics using data visualization. It provides insights into passenger behavior and trip patterns, aiding better decision-making for businesses and analysts.

DATA SOURCE AND METHODOLOGY

Data Source

- Uber ride data from public datasets, company records, or simulations.
- Includes: Trip details like time, distance, fare, and passenger count.

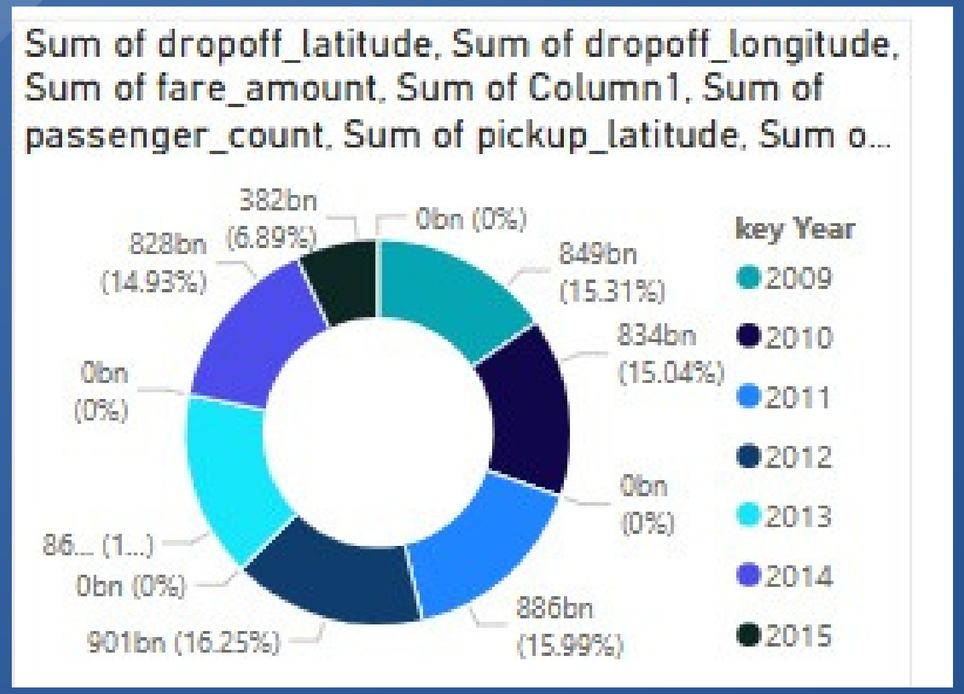
Methodology

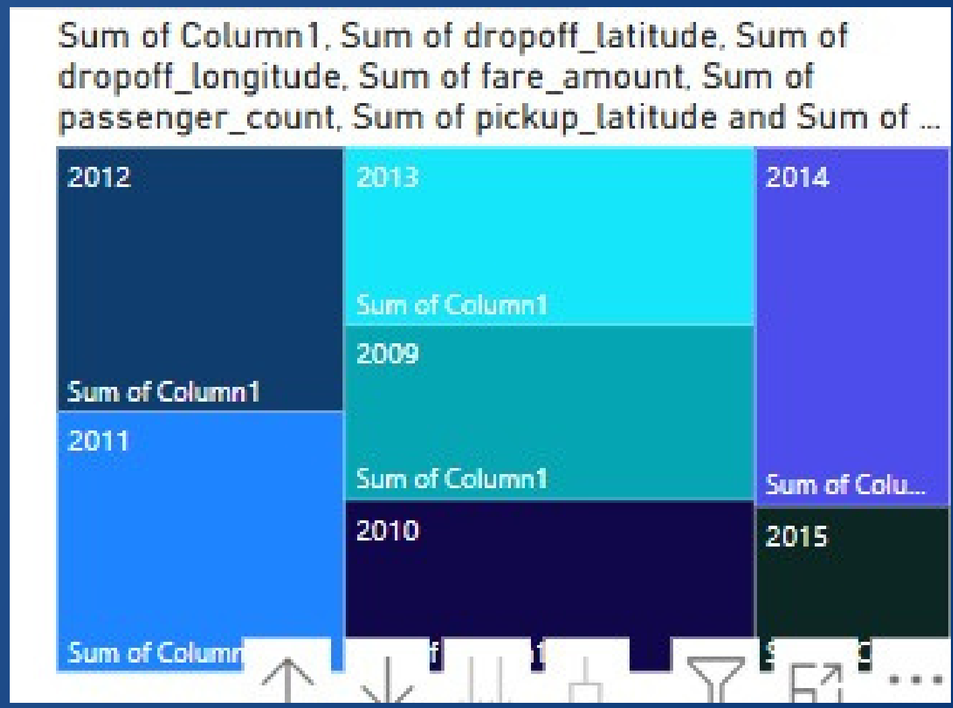
- Data Collection: Gather data from CSV files, APIs, etc.
- Data Cleaning: Remove errors, duplicates, and missing values.
- Data Analysis: Use tools like Power BI to process data.
- Visualization: Create charts, graphs, and heatmaps.

KEY FEATURES OF DASHBOARD

- Ride Trends Analysis – Shows daily, weekly, and monthly ride patterns.
- Peak Hour Identification – Highlights the busiest times for Uber rides.
- Revenue Insights – Analyzes earnings from trips over time.
- Trip Distribution – Displays rides by location, distance, and time.
- Passenger Behavior – Tracks ride frequency and user preferences.
- Interactive Visuals – Includes charts, graphs, and heatmaps for easy understanding.
- Filter & Search Options – Allows users to explore specific timeframes or locations.

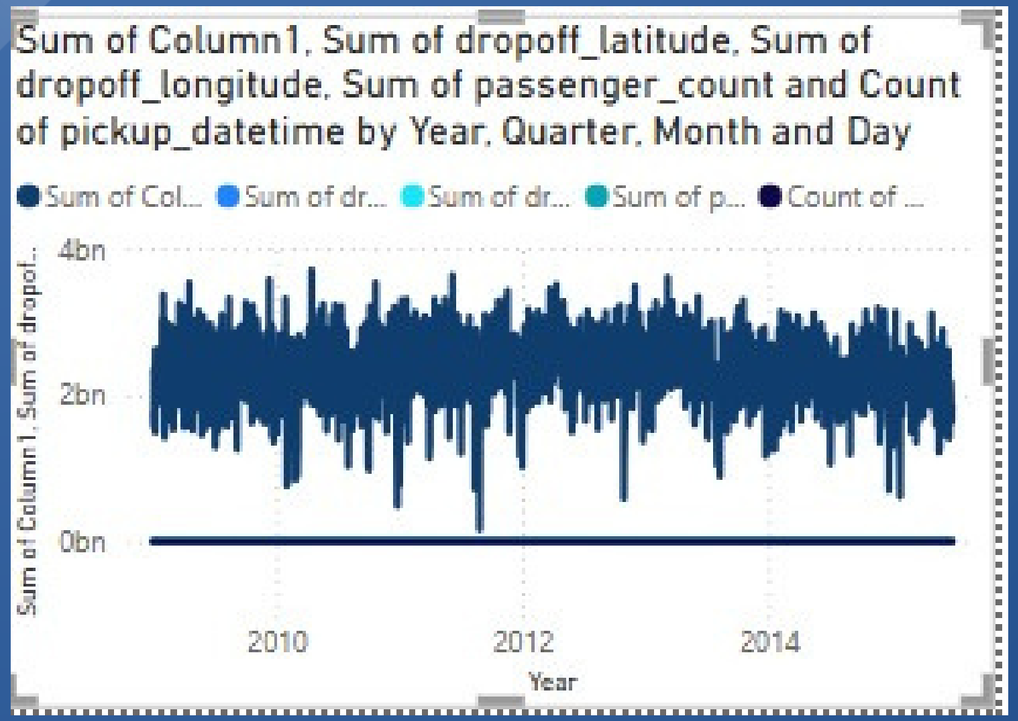
VISUALIZATION EXPLAINED

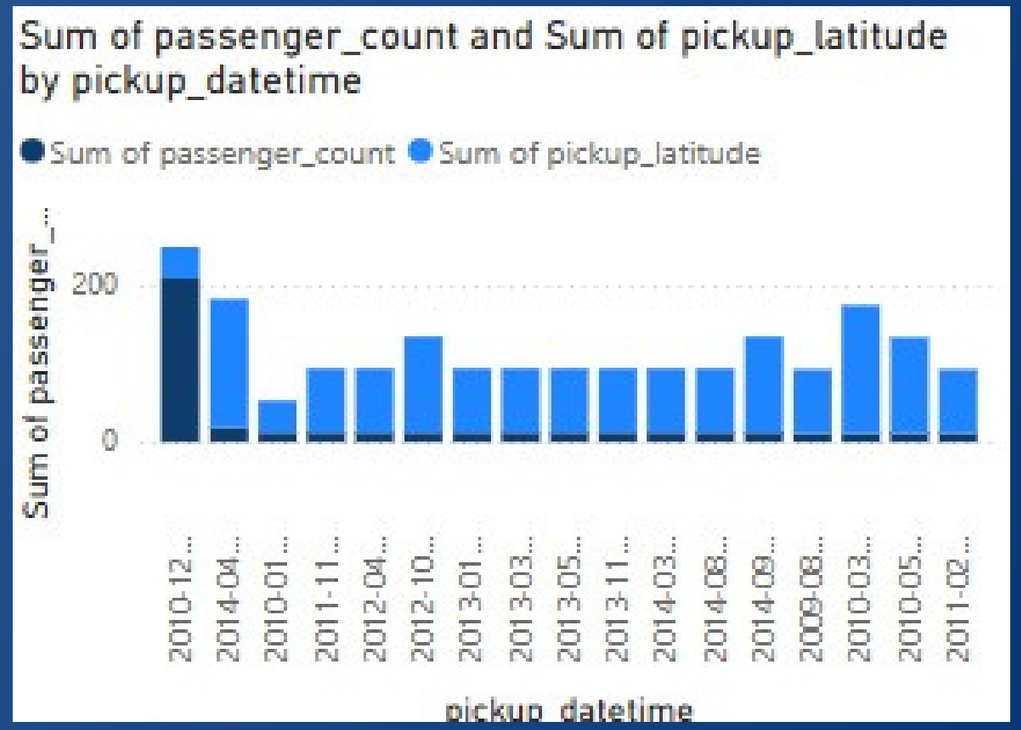




Donut chart ← → **Treemap chart**

VISUALIZATION EXPLAINED

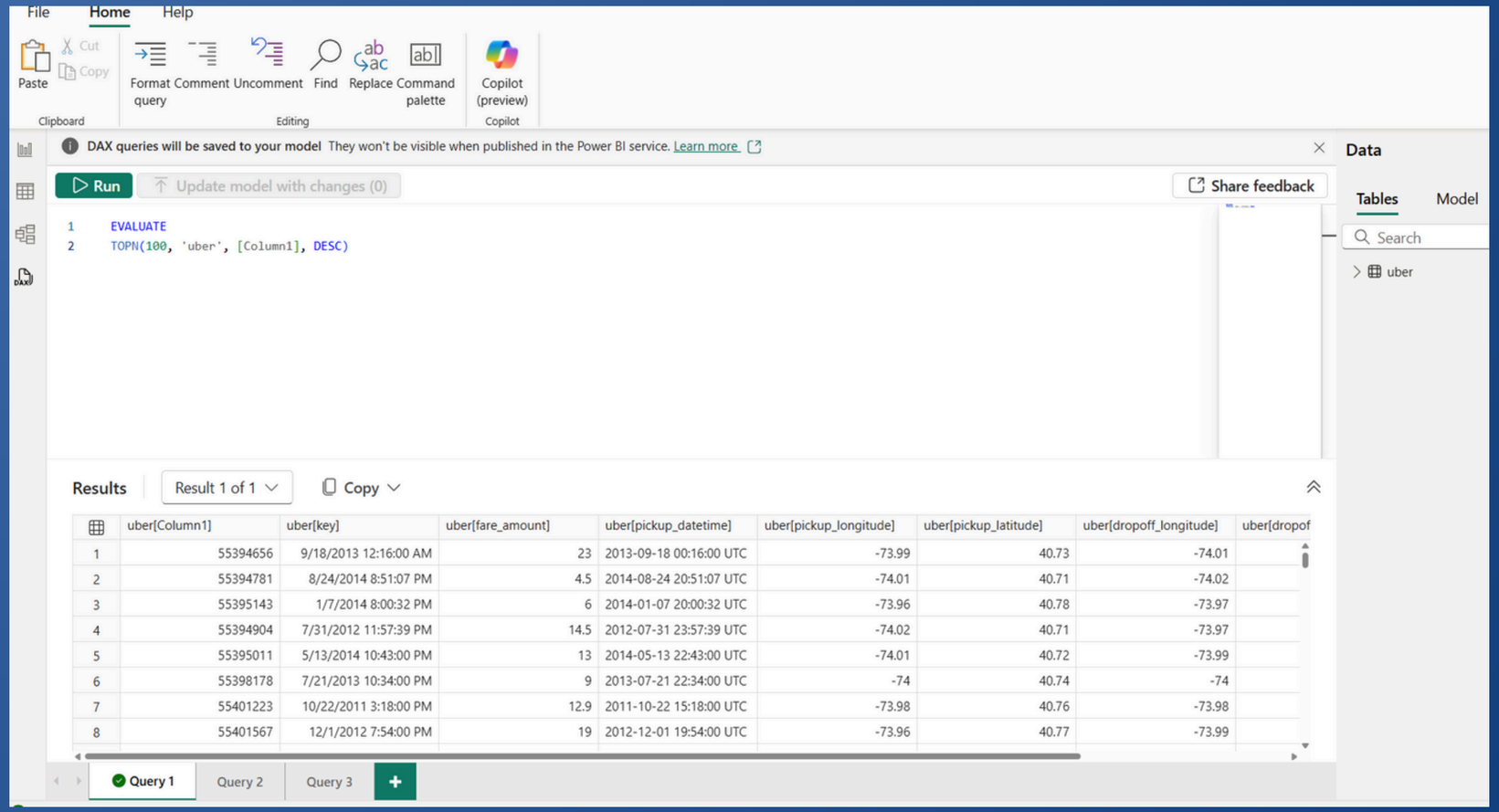




Line chart

Barchart(Horizontal BarChart)

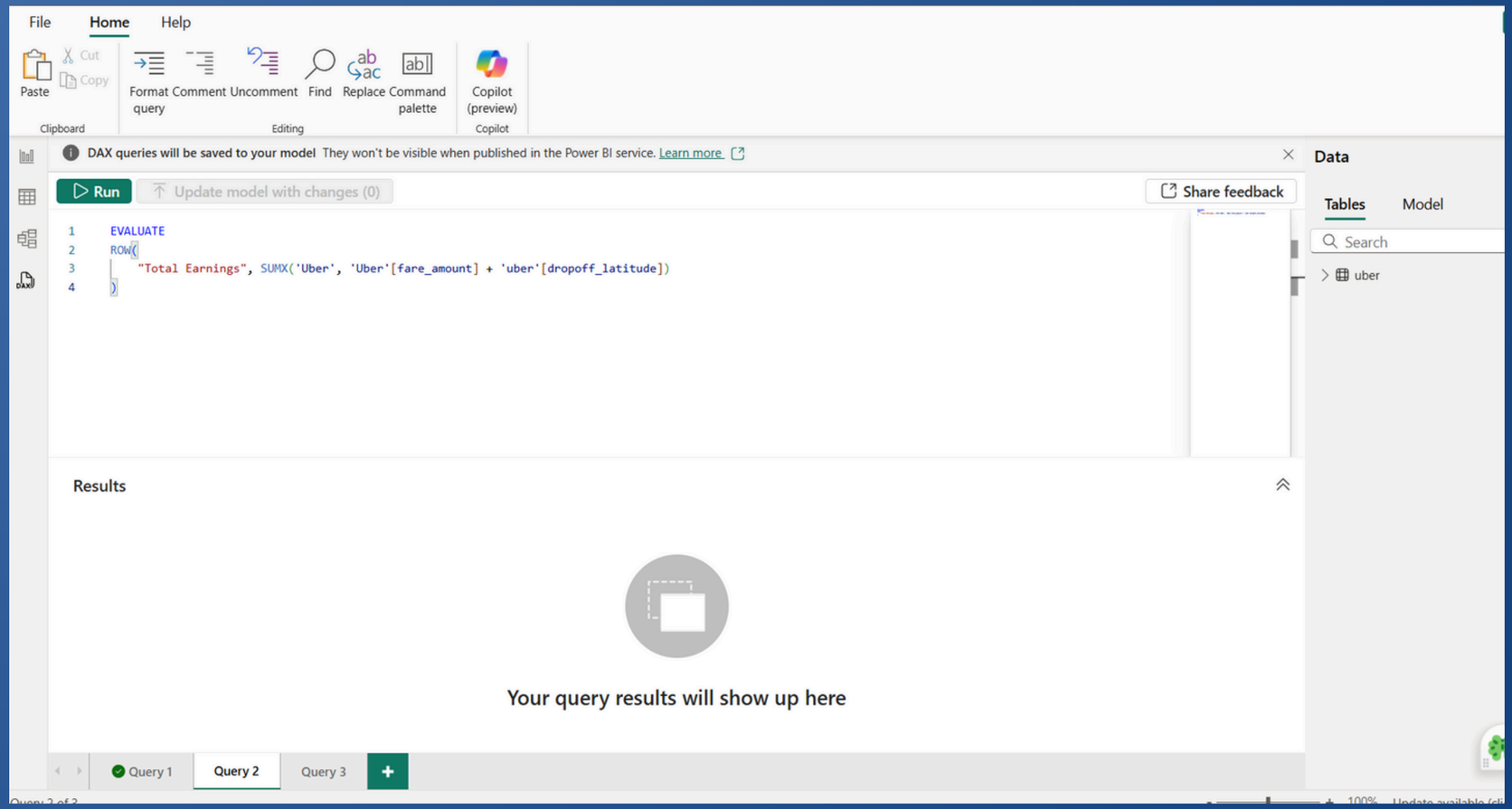
SOME QUERRIES ADDED IN PROJECT



	uber[Column1]	uber[key]	uber[fare_amount]	uber[pickup_datetime]	uber[pickup_longitude]	uber[pickup_latitude]	uber[dropoff_longitude]	uber[dropof
1	55394656	9/18/2013 12:16:00 AM	23	2013-09-18 00:16:00 UTC	-73.99	40.73	-74.01	
2	55394781	8/24/2014 8:51:07 PM	4.5	2014-08-24 20:51:07 UTC	-74.01	40.71	-74.02	
3	55395143	1/7/2014 8:00:32 PM	6	2014-01-07 20:00:32 UTC	-73.96	40.78	-73.97	
4	55394904	7/31/2012 11:57:39 PM	14.5	2012-07-31 23:57:39 UTC	-74.02	40.71	-73.97	
5	55395011	5/13/2014 10:43:00 PM	13	2014-05-13 22:43:00 UTC	-74.01	40.72	-73.99	
6	55398178	7/21/2013 10:34:00 PM	9	2013-07-21 22:34:00 UTC	-74	40.74	-74	
7	55401223	10/22/2011 3:18:00 PM	12.9	2011-10-22 15:18:00 UTC	-73.98	40.76	-73.98	
8	55401567	12/1/2012 7:54:00 PM	19	2012-12-01 19:54:00 UTC	-73.96	40.77	-73.99	

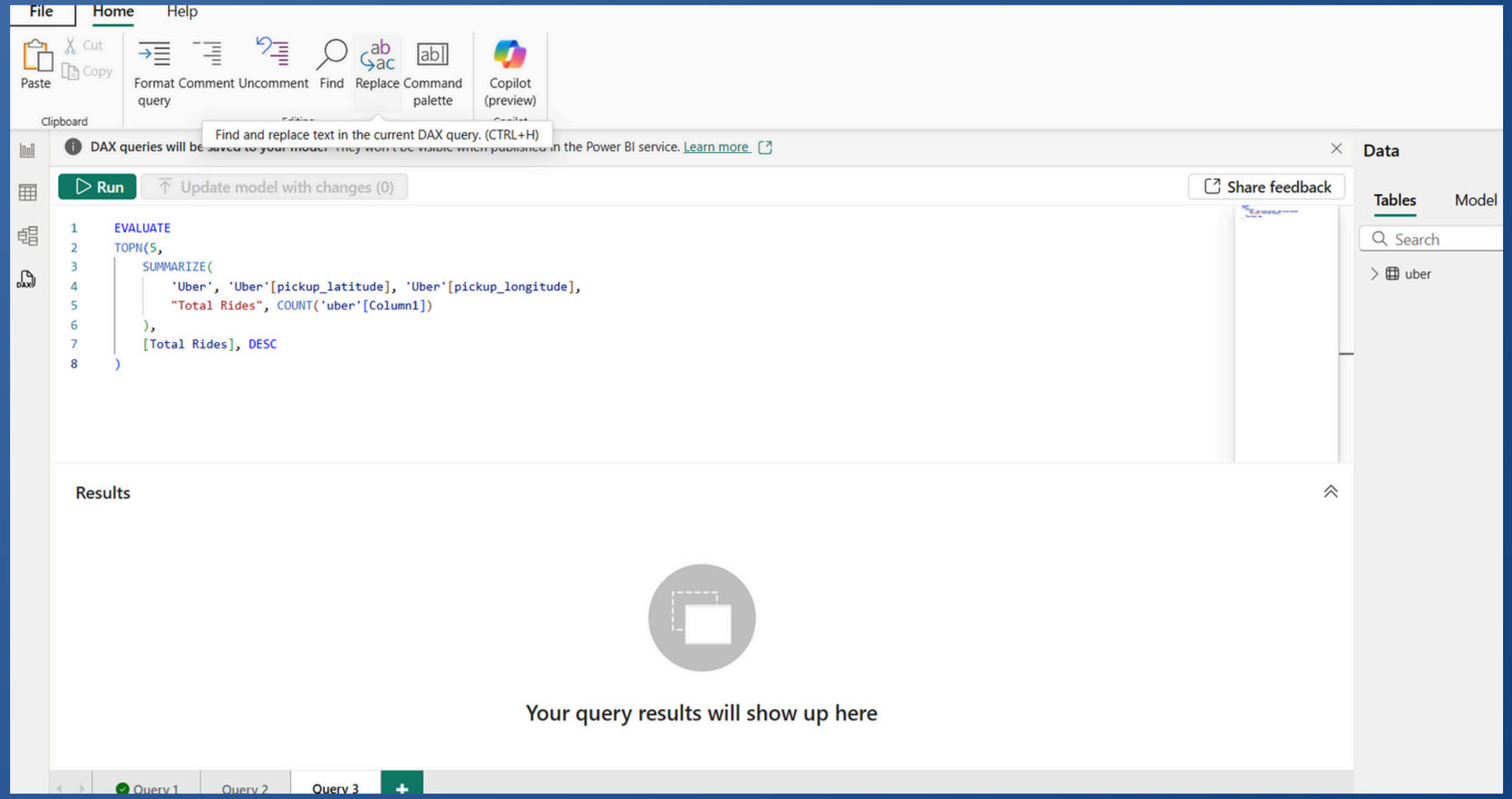
Query 1

SOME QUERRIES ADDED IN PROJECT



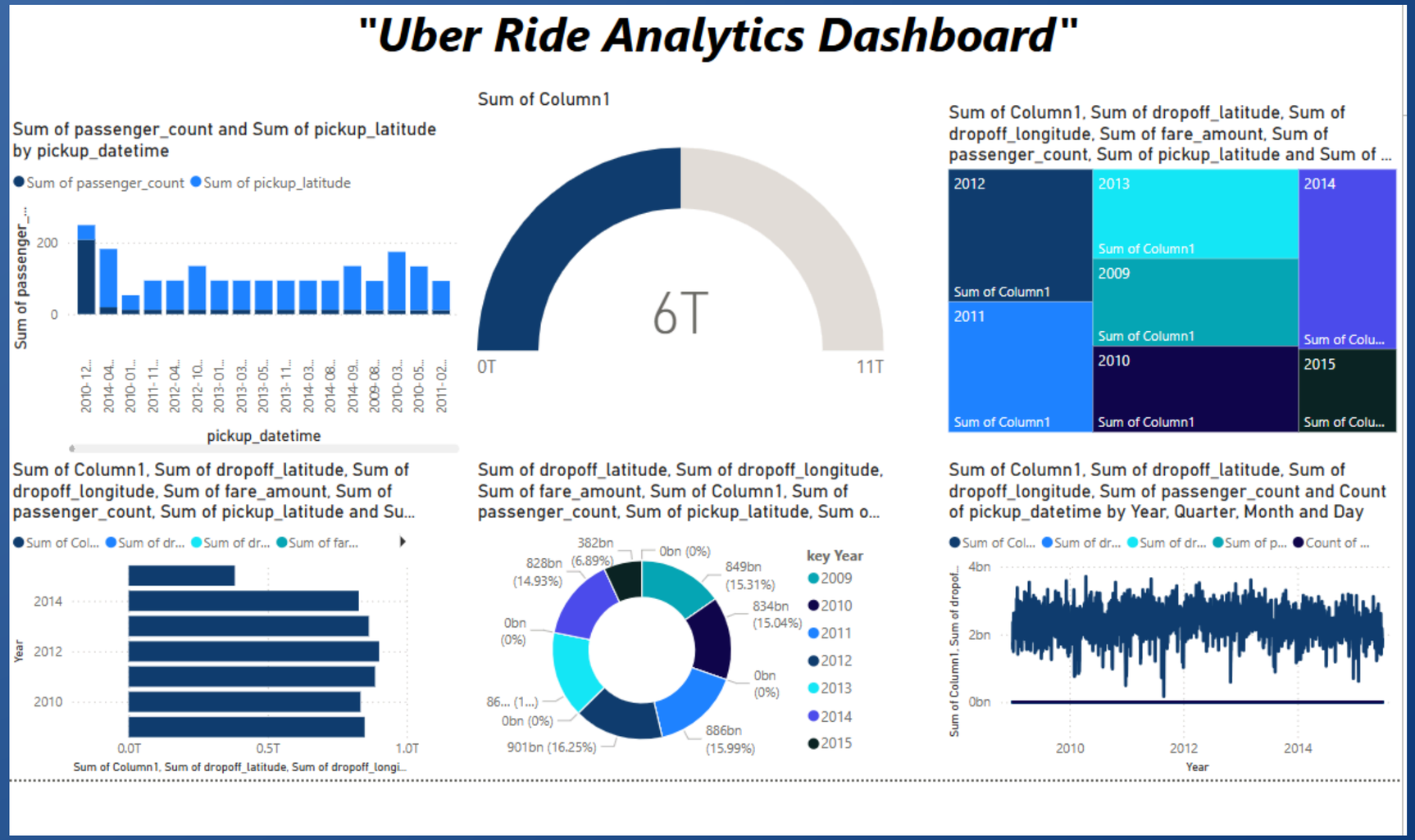
Query 2

SOME QUERRIES ADDED IN PROJECT



Query 3

FINAL PROJECT OVERVIEW



KEY PROBLEM SOLVED BY THIS DASHBORD

01

Identifying Peak Hours and High-Demand Areas

Helps Uber allocate drivers efficiently.

Reduces passenger wait times.

Maximizes driver earnings by identifying high-demand periods.

02

Tracking Ride Demand and Trends

Analyzing trip data over different time periods.

Predicting future ride demand.

Improving fleet management and driver supply balance.

03

Revenue and Performance Insights

Detailed revenue analysis, including fare trends and trip earnings.

Understanding surge pricing impacts.

CONCLUSION AND FUTURE IMPROVEMENT

Conclusion

- The Uber Ride Analytics Dashboard helps analyze ride trends, peak hours, and revenue, making ride-hailing more efficient. It improves decision-making for better service and driver management.

Future Improvement

- Live Data Updates – Real-time tracking for better accuracy.
- Predictive Analytics – Forecasting demand and fare trends.
- Driver & Customer Insights – Analyzing performance and feedback.
- 4. Smarter Route Suggestions – AI-based route optimization.

THANK YOU

123-456-7890 mannu@gmail.com