🚖 Uber Trips Analysis – Power BI Dashboard

Welcome to my Uber Trips Analysis project! This project showcases a detailed exploration of Uber ride data using Power BI, with the goal of uncovering insights that drive operational and strategic decision-making for a rideshare business.

📊 **Project Overview**

This dashboard replicates and expands upon analyses from two YouTube tutorials:

**[**[**Power BI Uber Dashboard – Part 1**](Power%20BI%20Uber%20Dashboard%20–%20Part%201)**]**

[[**Power BI Uber Dashboard – Part 2**](https://youtu.be/b3oIdJ3ZiTU?si=Ljzk2DpBhgcZ-TgK)]

The report includes insights around:

- Demand patterns by time (hour, weekday, month)

- Trip distribution across geographic zones

- Ride volume and performance by vehicle type

📌 **Business Context**

As a Supply Chain/Data Analyst, I approached this dashboard as if presenting to a Supply Chain Director or Operations Manager at Uber. The key objective was to derive actionable insights for improving resource allocation, operational efficiency, and customer experience.

🔍 **Key Insights**

-**Peak Hours**: Highest demand occurs between 5 PM–8 PM, especially on weekends.

-**Zone Concentration**: Majority of trips occur in central zones like Midtown and Financial District.

-**Vehicle Preferences**: UberX dominates ride volume, while premium vehicles show potential for targeted upsell strategies.

🛠️ **Tools Used**

-**Power BI Desktop**

-**DAX**

-**Custom visuals and formatting**

-**Geospatial mapping (Power BI Maps)**

📁 **Files Included**

***- `Uber\_Trips\_Analysis\_Dashboard.pdf***` – Exported dashboard for easy viewing

- `***Uber\_Trips\_Analysis\_Presentation\_MariamAbdulazeez.pptx***` – PowerPoint summary for executive presentation

- `***README.md***` – Project description and documentation

🎯 **Recommendations**

Based on this analysis, I proposed:

- Aligning driver shifts with time-based demand trends

- Rebalancing vehicles geographically to reduce wait times

- Promoting premium services in zones with matching rider demographics

📫 **Contact**

**Mariam Abdulazeez**

📍 Toronto, ON, Canada

💼 Supply Chain & Data Analyst

📧 [mabdulazeez2010@gmail.com]

---

Thanks for checking out my project! Feel free to explore, leave feedback, or connect.