

UBER DATA ANALYSIS.

Dataset from [Kaggle.com](https://www.kaggle.com/datasets/uber/taxi)



OBJECTIVE

The objective of this data analysis project is to extract insights from the Uber dataset, focusing on identifying patterns and trends in travel behavior. This includes analyzing peak travel hours and ride durations to gain a comprehensive understanding of user preferences and service utilization. By leveraging these insights, we aim to inform strategic decision-making and optimize operational efficiency within the Uber ecosystem.

- Which are the top 5 Peak Months?
- Which are the peak hours of the day?
- What is the Average Duration of rides?
- From which areas most of the passengers pick an Uber
- Which are the frequent Drop locations
- what is the Average Distance travelled during a ride
- In what social situations Uber is a preferred option for commute