UBER DATA ANALYSIS

871
Number of Ride

11
Purpose for Ride

10.67
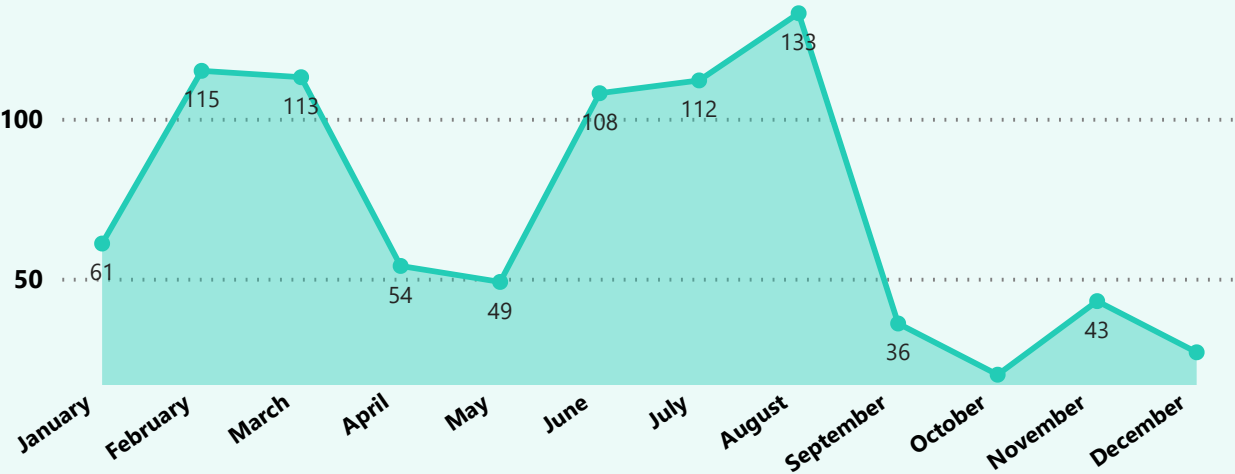**Average Miles**

73
Avg Monthly Ride

Ride Count across the Months

Ride ranged most of the time through the year, while recording a few highs and lows among the month.
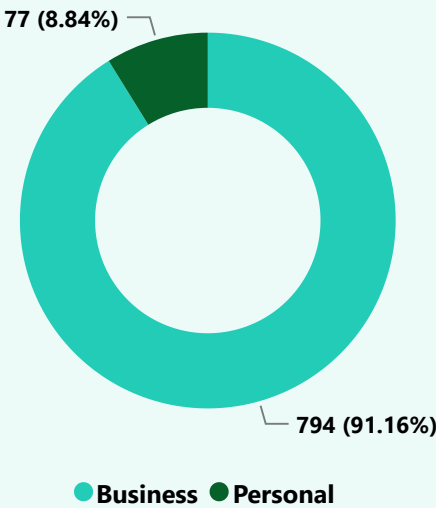
August saw the highest number of rides recorded at **133** during the year **2016** followed by **February 115.**

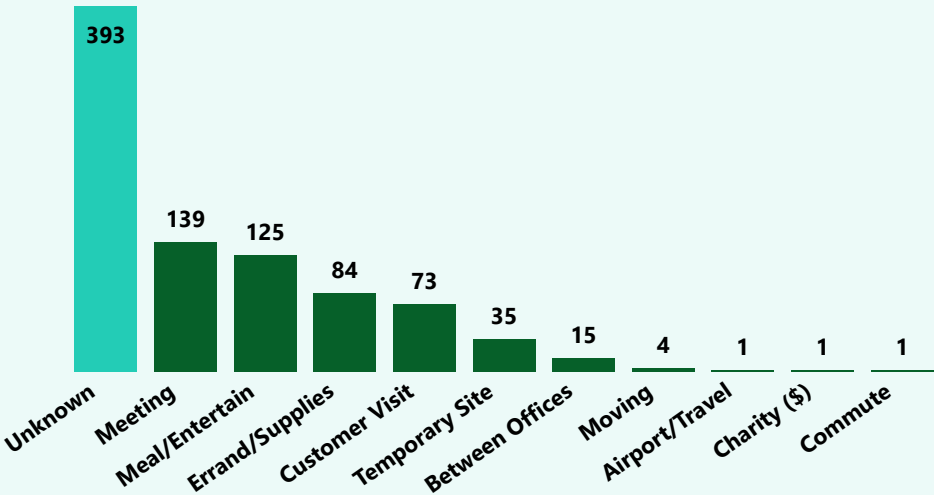The lowest was recorded in the month of **October** with ride numbered at **20**.

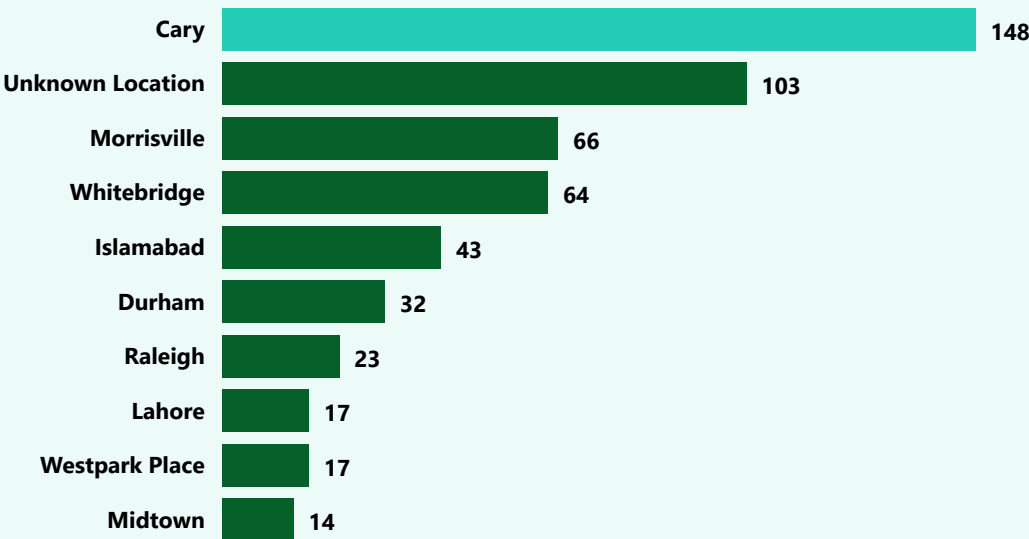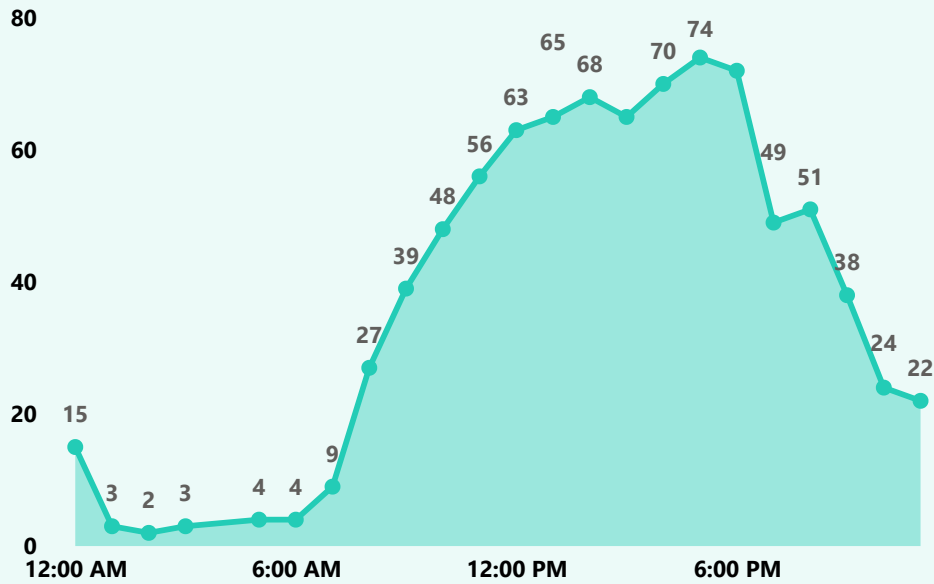A total of **871** ride was ordered in the year **2016**.

Ride count by month: January 61, February 115, March 113, April 54, May 49, June 108, July 112, August 133, September 36, October (20), November 43, December.

CATEGORY OF RIDE

77 (8.84%)
794 (91.16%)

- Business
- Personal

PURPOSE OF RIDE

Purpose	Count
Unknown	393
Meeting	139
Meal/Entertain	125
Errand/Supplies	84
Customer Visit	73
Temporary Site	35
Between Offices	15
Moving	4
Airport/Travel	1
Charity ($)	1
Commute	1

START LOCATION OF RIDE (TOP 10)

Location	Count
Cary	148
Unknown Location	103
Morrisville	66
Whitebridge	64
Islamabad	43
Durham	32
Raleigh	23
Lahore	17
Westpark Place	17
Midtown	14

RIDE BY HOUR

Ride by hour values: 15, 3, 2, 3, 4, 4, 9, 27, 39, 48, 56, 63, 65, 68, 70, 74, 49, 51, 38, 24, 22 (12:00 AM to 6:00 PM axis)

Design : Ayobami Oligbinde

Key Insights

Category of Ride
- A larger percentage of the Uber ride falls under business category 91% while the rest 9% were under personnel category

Purpose of Ride
- Meeting top this group , Most of the people taking the ride are out for Meeting while charity and commute were less frequent

Monthly trend
- August record the highest number of ride 133 while saw the least was the month of December with just 27 rides.
- Average daily ride at 4
- Average monthly ride at 73

Hourly Trend
- Peak of ride record was at 5pm in the evening while least order for ride were at 2am in the morning.

Destination and location
- Most trip started at Carl.
- While Carl still has the highest destination number of rides

Miles covered
- The average mile covered was 10.67miles and the least average miles covered in a month was recorded in the month of December.

Recommendation
- Proper data entry and documentation to tackle issue of missing values as seen in purposes column
- Availability of more driver at the peak hours to help ease high orders
- Promo and discounts on ride fee at the least preforming hours to encourage people to book rides at this hours