

# Business Model of Uber



# UBER TRIP ANALYSIS



## BUSINESS REQUIREMENT:

The goal of this Project is to find Uber Trip sales data in Power Bi to uncover meaningful insights into Overview Analysis, Time Analysis, including – Total Bookings, Total Trip Distance, Vehicle Type analysis. By designing an interactive dashboard, the objective is to help stakeholders identify patterns in Trip Analysis, customer behavior for bookings trip, and Identify Trends in ride bookings to support data-drive decision-making.

## KPI REQUIREMENT:

**Total Bookings:** How many trips were booked over a given period.

**Total Booking Value:** What is total revenue generated from all Bookings.

**Average Booking Value:** What is the average revenue per Booking.

**Total Trip distance:** What is the total distance covered by all trip.

**Average Trip distance:** How fare is customer travelling on average per trip.

**Average Trip Time:** What is the average duration of Trip.



## Chart Requirement:

### Dashboard 1 – Overview Analysis

This section will support dynamic analysis to Create Measure Selector using a Disconnected table with the Following values:

- Total Bookings
- Total Booking Value
- Total Trip Distance

Then, use a measure to dynamically update the visualizations based on user selection.

- By Payment Type (Card, Cash, Wallet, etc.)
- By Trip Type (Day/Night)

#### Additional Enhancements:

**Dynamic Title** – Update the Chart Title based on the selected measure.

**Slicers** – Add Filters for Date, City, and other interactive filters for deeper analysis.

**Tooltips** – Show Additional details like Average Booking value or Trip Distance.

# Vehicle Type Analysis -




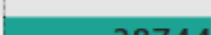








Create a grid table (matrix or table visual) to analyze key performance indicators like Total Booking, Total Booking Value, Avg booking value, Total trip distance across different Vehicle types in Uber Trip.

## Power Bi Implementation:

- **Use a Table or Matrix Visual** to display vehicle type with the KPIs.
- **Apply Conditional Formatting** to highlight high and low values.
- **Enable Sorting & Filtering** for user interaction.

Vehicle Type Analysis

Vehicle	Total bookings	Total booking value	Avg booking value	Total Trip distance
 UberXL	 16698	\$2,49,424	\$15	55,721
 UberX	 38744	\$5,83,880	\$15	1,31,496
 Uber Green	 14498	\$2,16,181	\$15	48,778
 Uber Comfort	 17078	\$2,53,995	\$15	56,790
 Uber Black	 16710	\$2,50,192	\$15	56,149

## Key Insights:

- **UberX** is clearly the **most popular and profitable** vehicle type across all metrics.
- **Uber Green** has the lowest usage and revenue, possibly due to limited availability or coverage.
- **Other vehicle types** (UberXL, Comfort, Black) have fairly balanced usage, with Comfort slightly leading in distance.

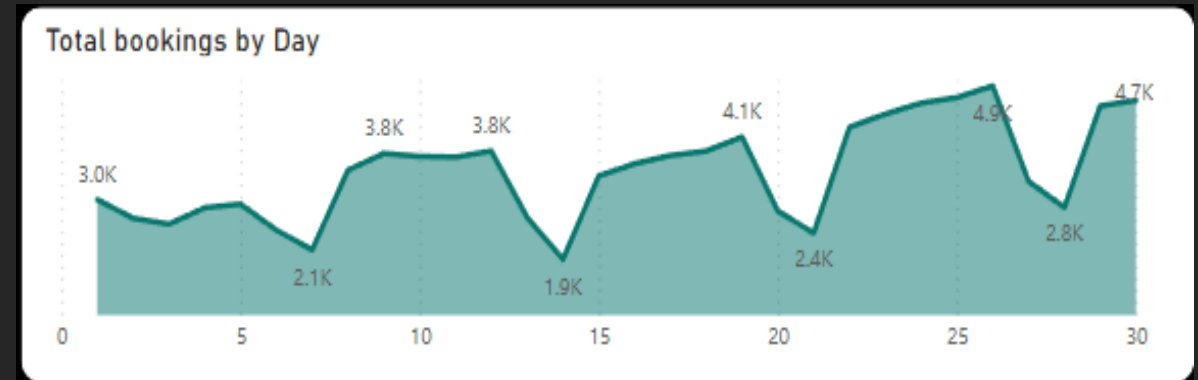
## Total Bookings by Day:

- Detecting Trends and fluctuation to daily trip values.
- Identifying peak and off-peak booking days.
- Understanding the impact of external factors (Holiday, events, whether) on ride demand.
- Supporting strategic planning for resource allocation and pricing adjustment.



### 🔑 Key Insights:

The number of bookings goes up and down in a regular pattern during the month, with low days followed by high days.



- **Day 26 recorded the highest bookings (4.9K)**, followed closely by **Day 30 (4.7K)**, indicating strong end-of-month ride demand—possibly driven by paydays, events, or weekend travels.
- **Significant drops** in bookings were observed on **Day 6 (2.1K)** and **Day 14 (1.9K)**, which could indicate off-peak weekdays or external factors like weather disruptions.
- **Mid-month and end-of-month peaks** suggest consistent demand surges at specific intervals, highlighting opportunities for strategic driver allocation and dynamic pricing.
- **The fluctuating trend pattern** emphasizes the importance of **day-level planning** to optimize operational efficiency and customer experience.

## Total Booking by Location (Top 5):

Analyzing to Identify the **Top 5 Booking Locations** is crucial for understanding customer behavior and improving operational efficiency.

### Key Benefits:

- Faster pickups and improved ride availability
- Higher customer satisfaction due to reduced delays
- Increased earnings for drivers operating in high-demand areas
- Data-driven expansion to new zones with rising demand
- Smarter marketing, focusing on the most active neighborhoods



## Total Bookings by Top 5 Location



### **Key Insights:**

#### **1.High-Demand Hubs:**

- **Penn Station/Madison Sq West** and Upper East Side North top the chart with the highest number of bookings (4.5K each), suggesting these are major transit and residential hubs.

#### **2.Dominance of the East Side:**

- 3 out of the top 5 locations are in the **Upper East Side**, indicating a strong concentration of demand in that area—likely due to dense population, commercial centers, or limited parking.

#### **3.Slight Drop in West Side Demand:**

- **Upper West Side North** has slightly **lower bookings (3.8K)**, pointing to either less congestion or better public transport alternatives.



## Dashboard 2 – Location Analysis:

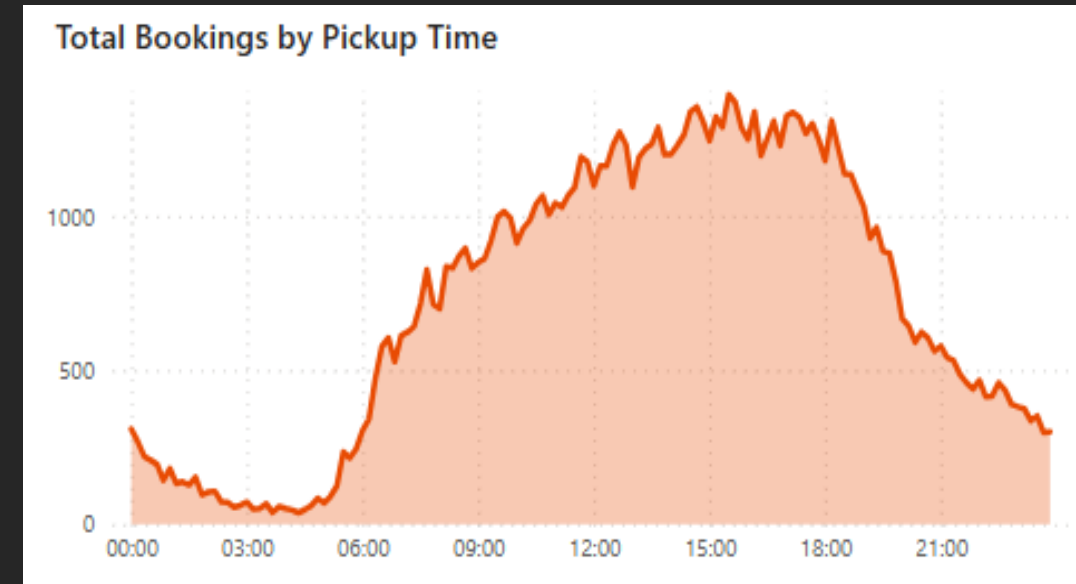
Understanding Trip Location is crucial for optimizing ride distribution, demand forecasting, and optional efficiency. This analysis focused on –

### ➤ **Total Bookings by Pickup Time:**

Analyzing Total Bookings by Pickup Time to understand Customer Behaviour, Optimize Driver Allocation, Enhance Customer Experience, to helps Uber ensure the right number of drivers are available at the right time, improving efficiency, customer satisfaction, and profitability.

### Insights from the Chart:

- **Morning Demand Spike (6 AM to 9 AM):**
  - Likely due to work and school commutes.
- **Peak Hours (11 AM to 6 PM):**
  - High and consistent demand throughout the day, suggesting users rely on Uber for business, errands, or appointments.
- **Low Activity at Night (12 AM to 5 AM):**
  - Minimal usage during these hours—resources can be reduced to save costs.
- **Post-6 PM Drop:**
  - Indicates winding down of daily activities and reduced need for transport.





## Total Bookings By Day Name:

Analyzing Total Bookings by Day helps Uber predict ride demand trends across the week, allowing smarter staffing, better customer service, and targeted marketing efforts.

### Insights from the Chart:

#### ➤ Highest Demand on Weekends:

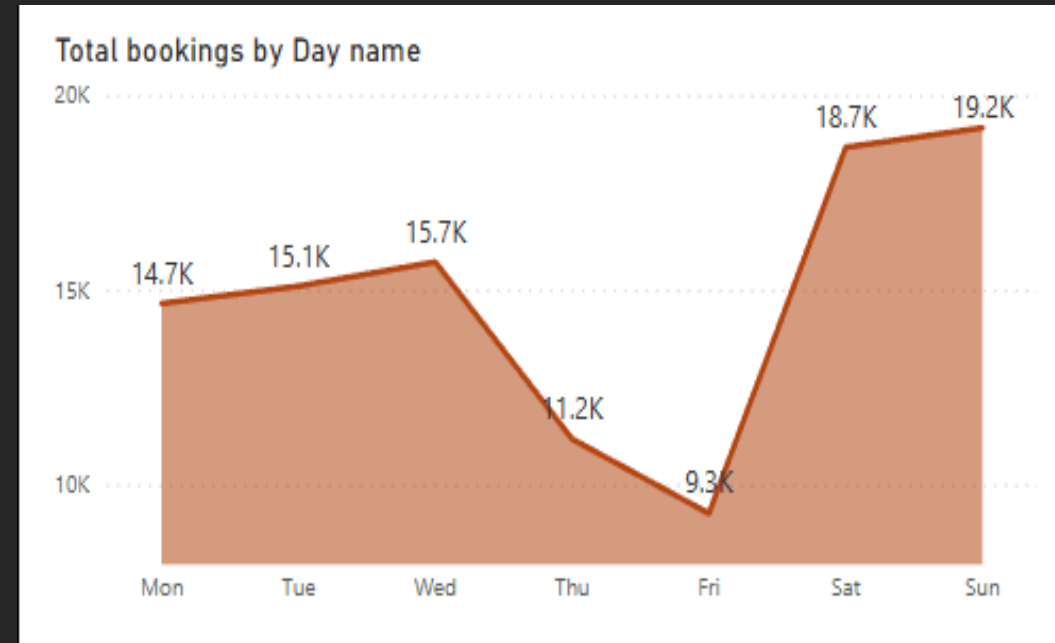
- **Sunday (19.2K)** and **Saturday (18.7K)** have the most bookings, showing that users rely heavily on Uber for weekend outings, shopping, and travel.

#### ➤ Moderate Demand on Weekdays:

- **Monday to Wednesday** bookings range from **14.7K to 15.7K**, indicating steady work-related or routine usage.


#### ➤ Sharp Drop on Thursday (11.2K) and Friday (9.3K):

- These days have the lowest bookings, possibly due to mid-week fatigue or people staying in before weekend plans




## My Recommendation:


### 1. Add More UberX Cars:

 Put more **UberX** cars in busy areas like **Midtown Manhattan**, especially in the **afternoon and evening (12 PM to 6 PM)**. This helps serve more people when demand is high.


### 2. Support Eco-Friendly Rides:

 Give **discounts or reward points** to riders who choose **Uber Green (electric cars)**. Also, tell people how this helps the environment so they choose it more.


### 3. Promote Online Payments:

 Encourage users to **pay online** using cards or apps. You can give **cashback or extra benefits**. This will reduce the use of **cash**, save time, and make things safer and smoother.

### 4. Plan for Busy Weekends:

 Since **Saturday and Sunday** are the **busiest days**, add more drivers and use **dynamic pricing** (higher prices when demand is high) to manage the rush better.

### 5. Reward Loyal Riders:

 Start a "**Ride More, Save More**" program. People who ride often (especially Uber Comfort and Uber Black) should get **discounts or rewards** to keep using Uber.

# Thanks for Watching

