Executive Summary:

This project aims to develop an interactive and insightful Uber Analytics Dashboard using Power BI. The dashboard will focus on key performance indicators such as total trips, total fare, total duration, total distance, and shift analysis to provide a visual representation of critical business metrics.

Problem Statement:

Background: Uber relies on real-time insights to optimize operations, improve driver efficiency, and enhance customer experience. Limited visibility into trip patterns, payment types, and shift performance can hinder strategic decision-making.
Objective: Develop a Power BI dashboard to monitor and analyze Uber's operational metrics, including trip distribution, payment preferences, shift trends, and location-based trip analysis.
Scope: Initial focus on trip volume, revenue trends, distance traveled, and night vs. day shift performance.

Tools and Technologies:
Power BI for dashboard development and DAX for data extraction, transformation, and calculations.

Risks and Challenges:
Data inconsistencies across different locations and time bins.
Ensuring data accuracy for trip counts, fares, and shift analysis.
User adoption & training for stakeholders unfamiliar with Power BI's interactive features.

Conclusion:
This project will empower Uber's analytics team with a comprehensive, visually engaging dashboard, improving operational efficiency and strategic planning. By leveraging real-time insights and interactive visuals, the dashboard will facilitate data-driven decisions that enhance overall business performance.

Uber Analytics

Filter Pane

Month Short Name Plus Year
All

Day Name
All

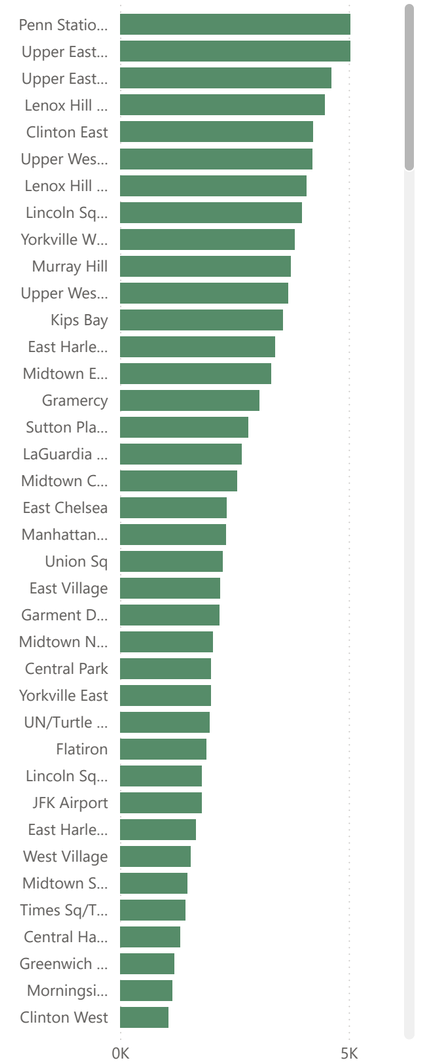
Location
All

RESET

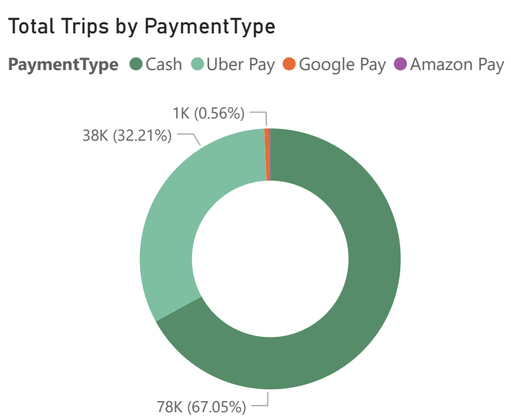
116.9K	$1.8M	1.9M	393.9K	8.7%
Total Trips	Total Fare	Total Duration	Total Distance	Night Shift %

Total Trips | Total Fare | Total Duration | Total Distance

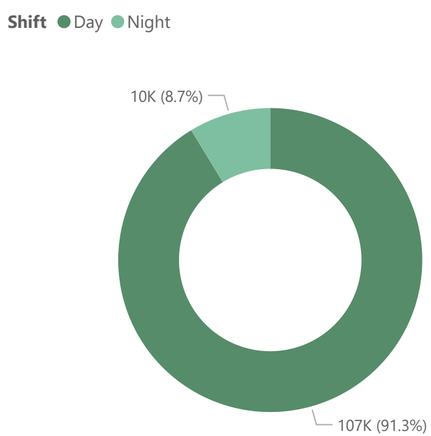
Total Trips by Location



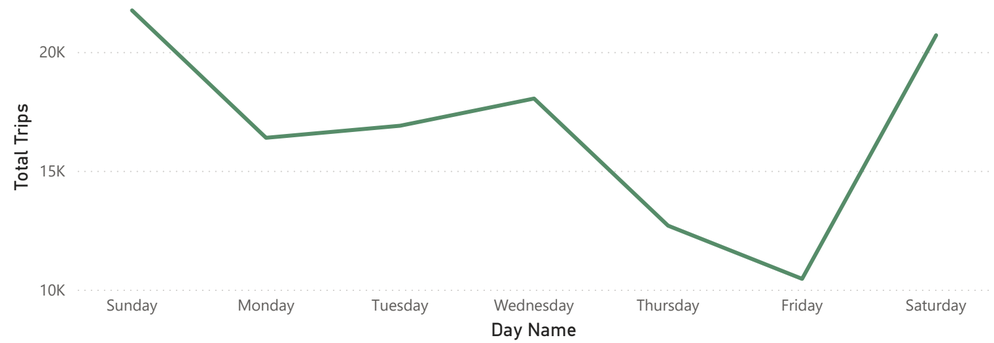
Total Trips by PaymentType



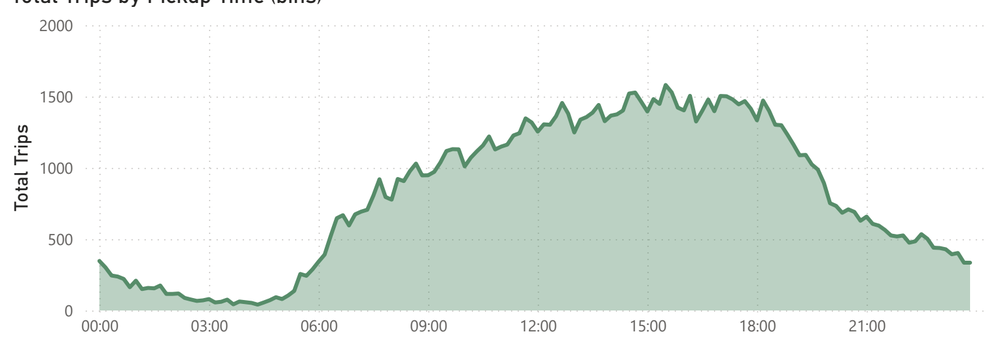
Total Trips by Shift



Total Trips by Day Name



Total Trips by Pickup Time (bins)



Location
Allerton/Pelham Garde...

Day Name