



Chicago Taxi Intelligence Dashboard

Total Trips

1,000

Revenue

25,694.68

Average Trip Distance

5.62

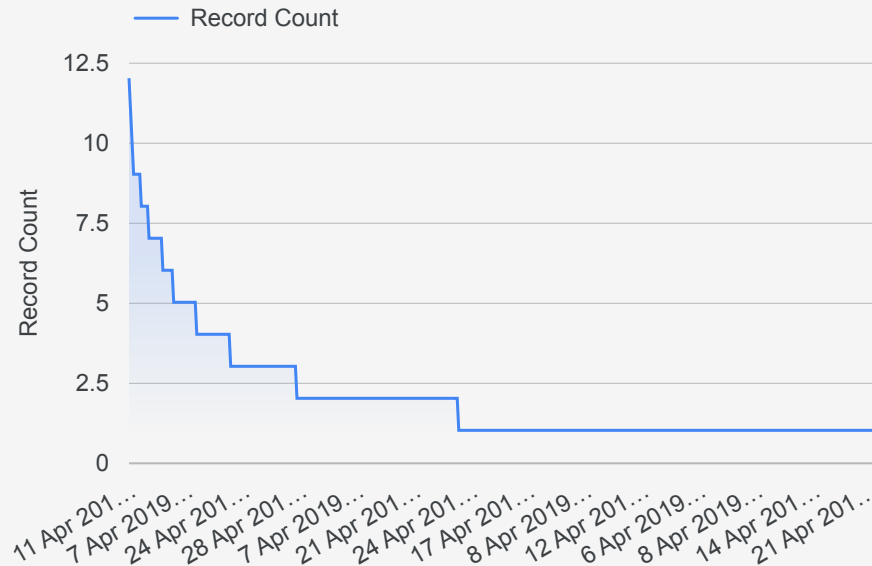
Average Fare

25.69

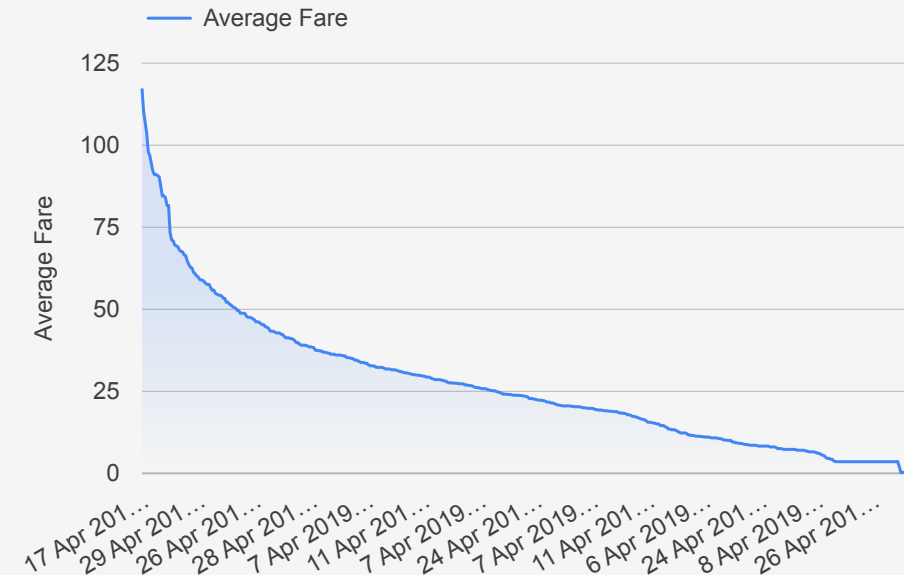
Tip %

13.5

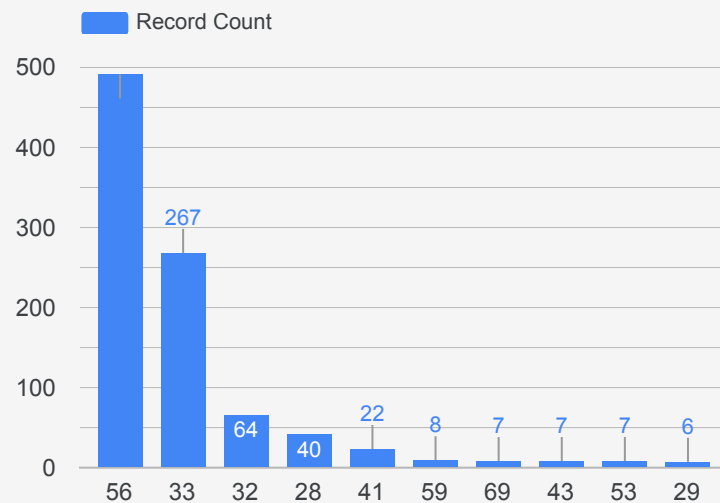
Monthly Ride Trend



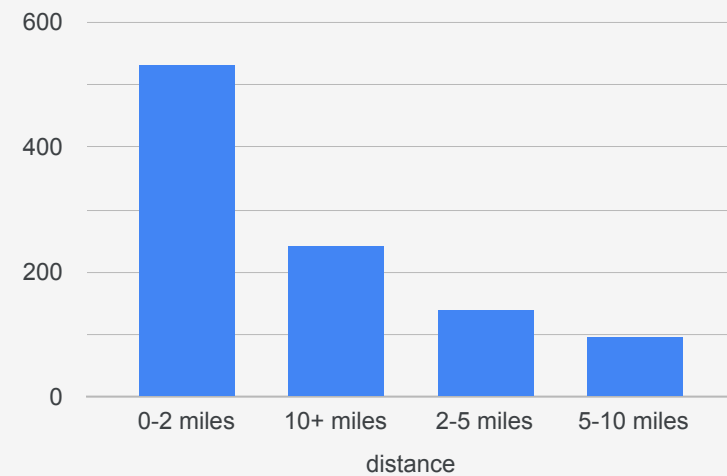
Monthly Average Fare



Pickup Trend Area Wise



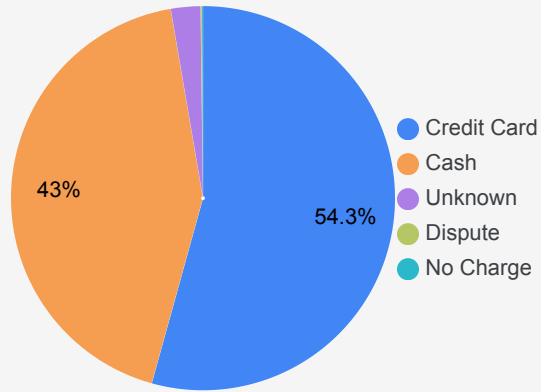
How Far people Travel By Taxi



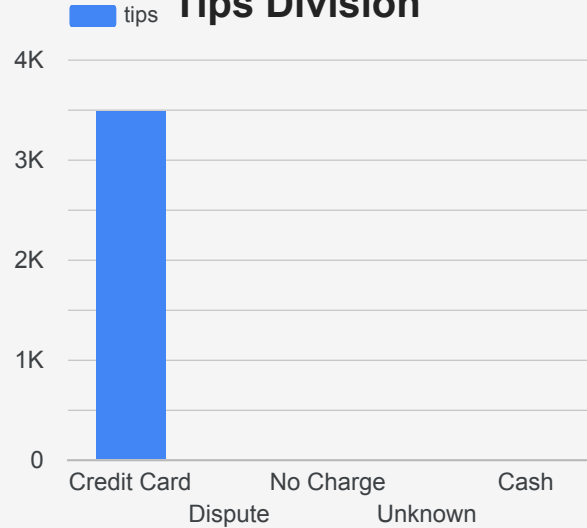


Operational Metrics & Fare Analysis – Chicago Taxi Trips

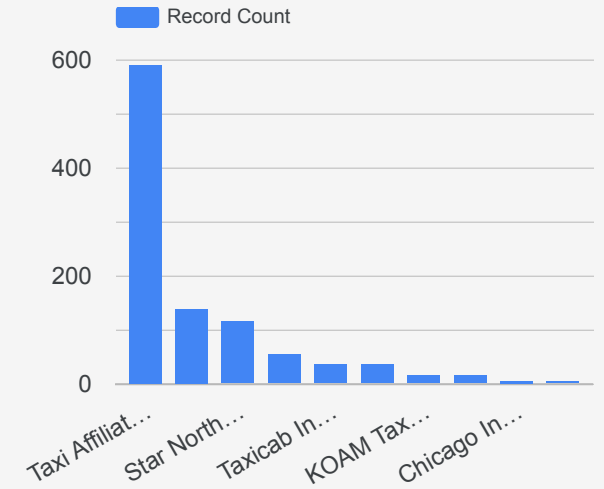
Payment Division



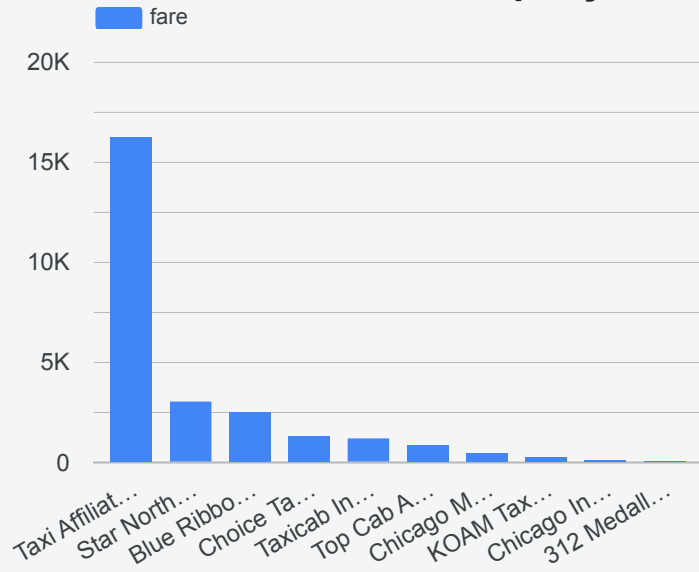
Tips Division



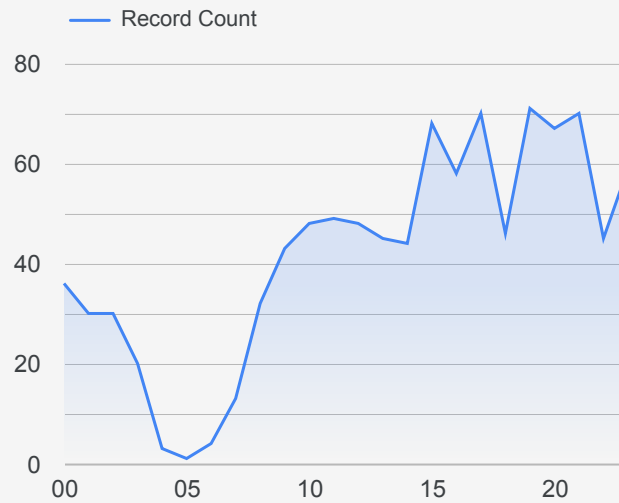
Trip by Company



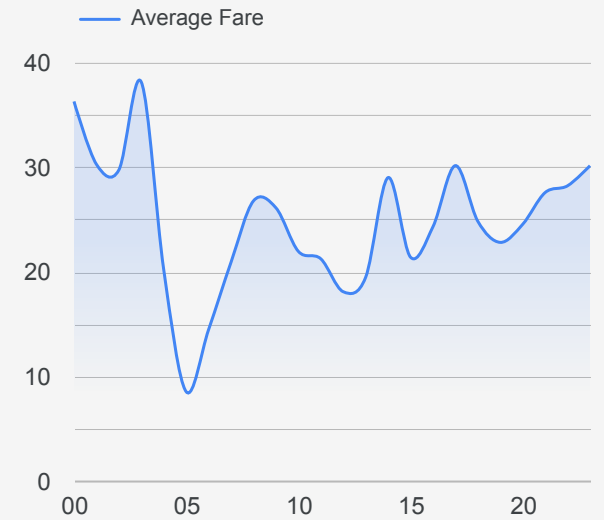
Revenue Per Company



Trips By Hour (0-23)



Average Fare By Hour (0-23)





Key Business Insights & Takeaways – Chicago Taxi Data



Business Insights 🕒 **Evening Peak Demand** Nearly 1 in 5 trips occur between 4–6 PM, highlighting a strong post-work commuting pattern and opportunity for targeted resource deployment.



Card Payments Drive Tips Card users made up ~72% of trips and contributed the highest average tips (13%), suggesting a tipping advantage and operational preference.



Top Pickup Zones O'Hare Airport (Area 76) and Downtown Loop (Area 32) dominate pickup traffic — together, they account for over 23% of trips, making them critical hubs for driver placement.



Company Market Share The top 3 providers — Flash Cab, Taxi Affiliation Services, and Sun Taxi — cover over 68% of total rides, with Flash Cab offering the best tip returns (17%).



Distance vs Revenue Mismatch While 65% of trips are <5 miles, they yield under 50% of fare revenue. Longer trips (>10 mi) bring in more revenue but occur less frequently — valuable for pricing & promotion strategies.