

Uber

Trip Analysis Project



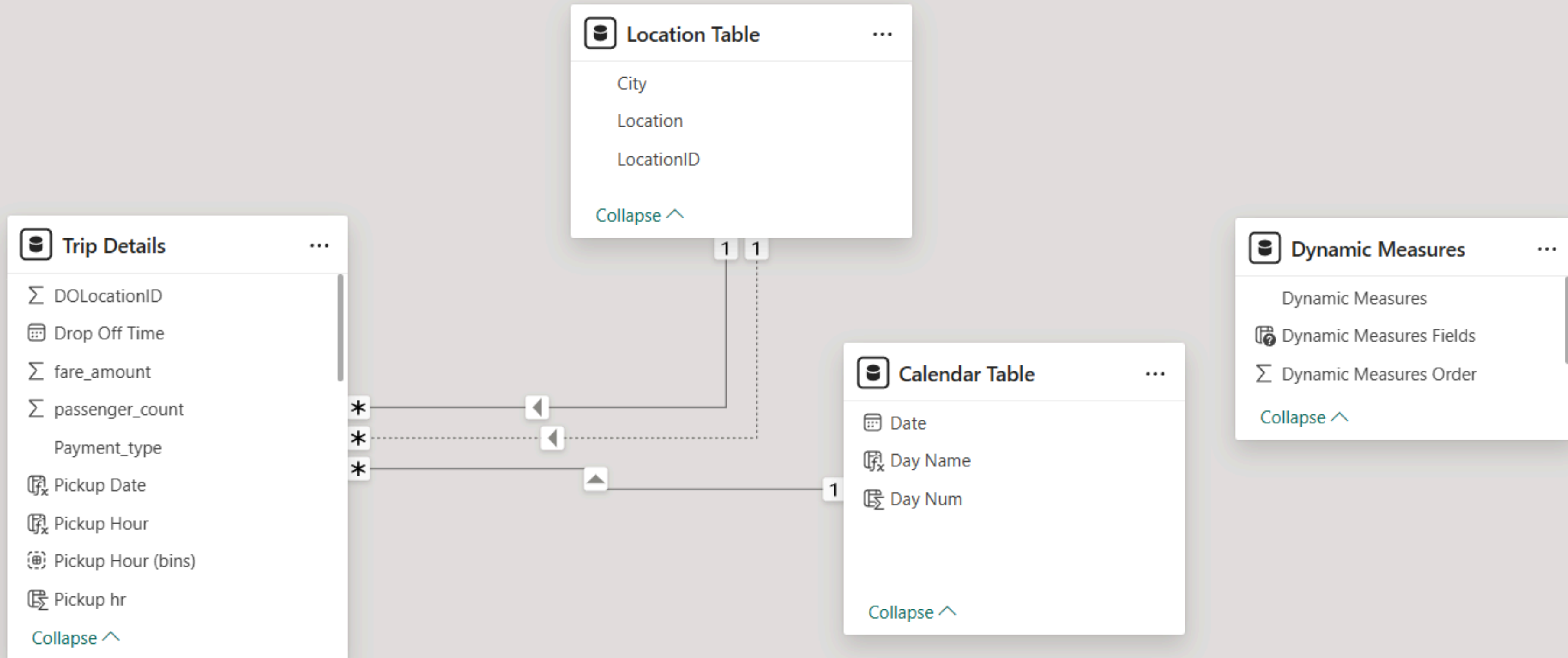
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About This Project

This project is a Power BI dashboard built to analyze Uber trip data and uncover useful insights around bookings, revenue, trip distance, and ride patterns. It includes three main dashboards: an overview to track key metrics, a time-based analysis to spot trends throughout the day and hour, and a detailed view for drilling into specific records. It has interactive features like dynamic measures, slicers, and location-based visuals to make the report more user-friendly and insightful. The goal was to turn raw data into a clear and interactive visual that helps understand rider behavior, improve decision-making, and optimize overall performance.

Data Model

Uber
TAXI





Uber Trip Analysis | Time Analysis

Date

6/1/2024

6/30/2024

City

All

103.7K

Total Booking

\$1.6M

Total Booking Value

\$15.0

Average Booking Value

349K miles

Total Trip Distance

3 miles

Average Trip Distance

16 min

Average Trip Time

Total Booking

Total Booking Value

Total Trip Distance

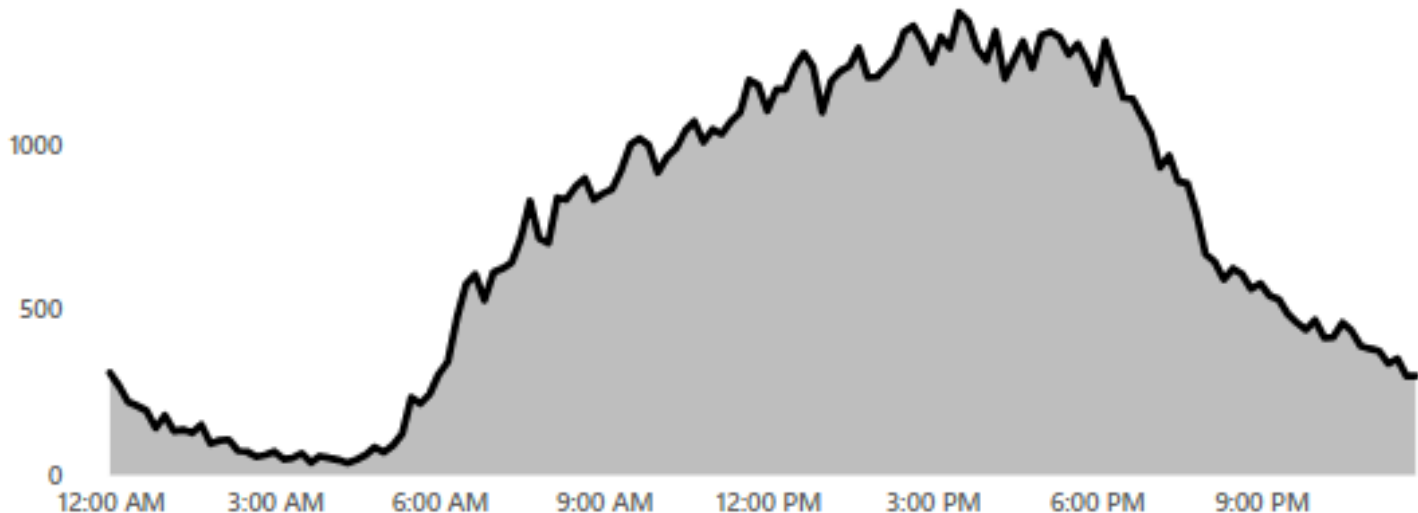
Overview
Analysis

Time Analysis

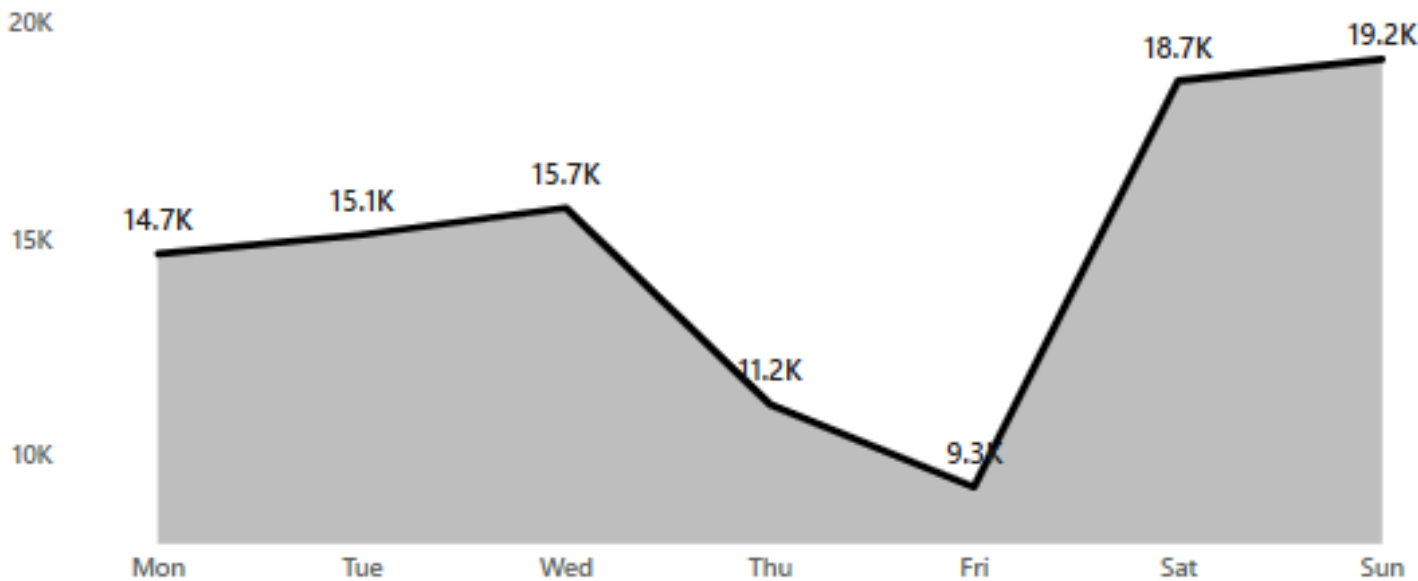
Details



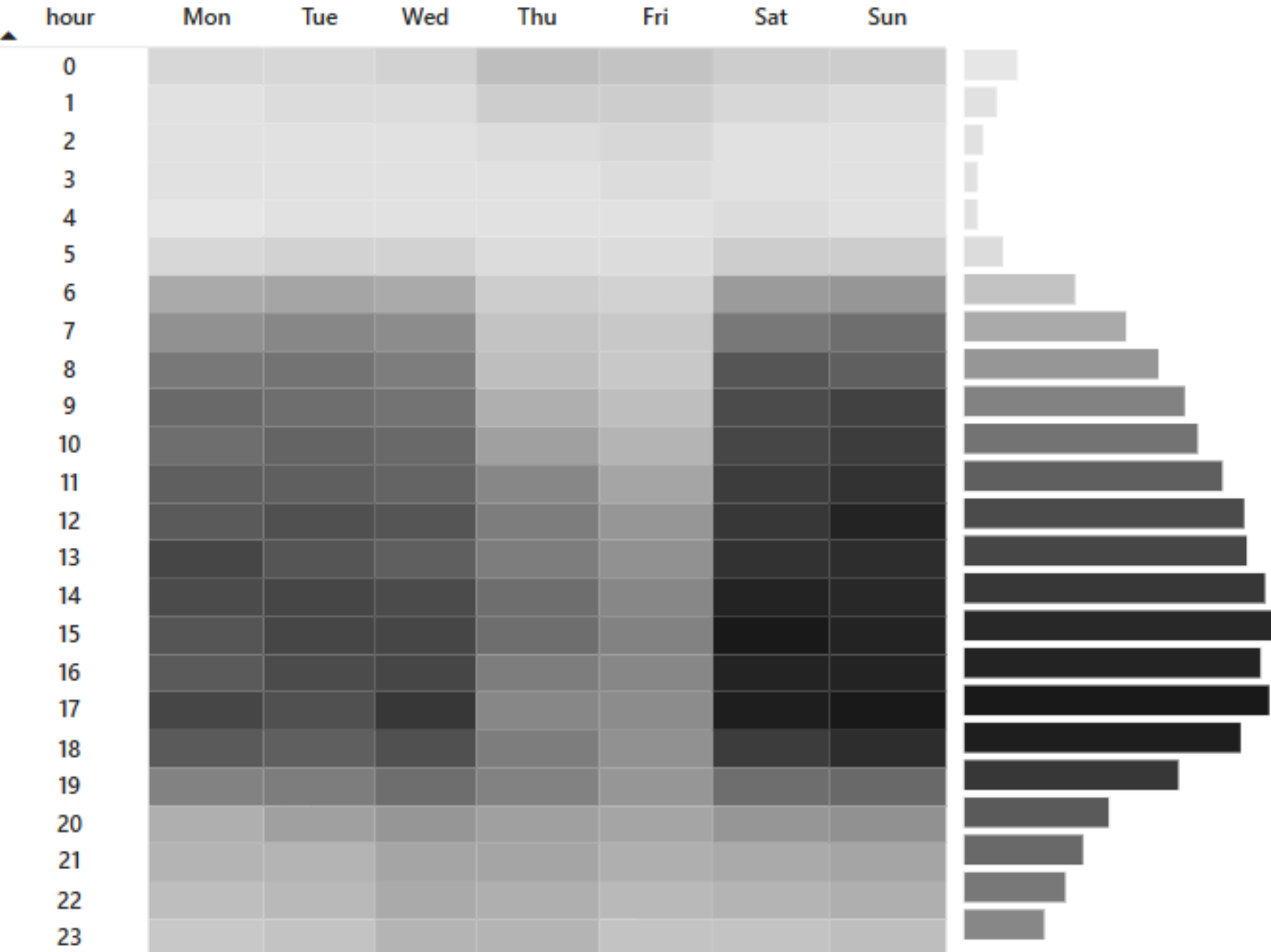
Total Booking by Pickup Time



Total Booking by Day Name



Total Booking by Hour & Day



Trip ID	Pickup Date	Pickup Hour	Vehicle	Payment_type	No of Passengers	Trip Distance	Booking Value	Pickup Location	Total Booking
1	01-Jun-24	00:42:50	UberX	Uber Pay	1	5.60	\$21.5	East Village	1.0
2	01-Jun-24	00:06:29	Uber Black	Cash	1	1.72	\$8.0	Lincoln Square East	1.0
3	01-Jun-24	00:08:05	Uber Black	Cash	1	3.41	\$13.0	Sutton Place/Turtle Bay North	1.0
4	01-Jun-24	00:28:20	UberX	Cash	1	1.81	\$9.0	Prospect-Lefferts Gardens	1.0
5	01-Jun-24	00:38:05	Uber Black	Cash	1	1.89	\$8.0	Garment District	1.0
6	01-Jun-24	00:06:00	UberX	Cash	6	3.29	\$14.0	Central Harlem	1.0
7	01-Jun-24	00:40:41	UberX	Cash	2	2.05	\$8.5	Lincoln Square East	1.0
8	01-Jun-24	00:32:01	Uber Comfort	Cash	2	3.54	\$12.5	Clinton East	1.0
9	01-Jun-24	00:20:27	Uber Green	Cash	1	1.10	\$5.5	Clinton East	1.0
10	01-Jun-24	00:54:40	UberX	Uber Pay	2	1.90	\$11.6	Lenox Hill East	1.0
11	01-Jun-24	00:18:51	UberXL	Uber Pay	1	6.66	\$28.5	Clinton East	1.0
12	01-Jun-24	00:17:18	Uber Comfort	Uber Pay	2	13.12	\$36.5	Kips Bay	1.0
13	01-Jun-24	00:00:31	Uber Green	Cash	1	12.59	\$37.0	JFK Airport	1.0
14	01-Jun-24	00:21:51	UberXL	Cash	1	1.10	\$5.5	Clinton East	1.0
15	01-Jun-24	00:29:31	UberX	Cash	1	9.00	\$27.0	Morningside Heights	1.0
16	01-Jun-24	00:46:55	Uber Black	Uber Pay	1	2.12	\$10.4	Kips Bay	1.0
17	01-Jun-24	00:46:26	UberXL	Uber Pay	1	3.00	\$13.0	Midtown North	1.0
18	01-Jun-24	00:14:47	Uber Comfort	Uber Pay	1	3.10	\$14.6	Greenwich Village South	1.0
19	01-Jun-24	00:42:52	UberXL	Uber Pay	1	5.63	\$21.3	East Williamsburg	1.0
20	01-Jun-24	00:20:49	Uber Green	Uber Pay	1	1.53	\$8.6	Clinton East	1.0
21	01-Jun-24	00:44:00	Uber Comfort	Cash	1	1.70	\$8.5	Fort Greene	1.0
22	01-Jun-24	00:04:52	UberXL	Uber Pay	1	5.80	\$25.5	Penn Station/Madison Sq West	1.0
23	01-Jun-24	00:50:26	Uber Comfort	Uber Pay	1	2.50	\$10.5	Penn Station/Madison Sq West	1.0
24	01-Jun-24	00:03:50	Uber Comfort	Uber Pay	1	4.59	\$21.2	Clinton East	1.0
26	01-Jun-24	00:02:46	UberX	Cash	1	1.08	\$7.0	East Village	1.0
27	01-Jun-24	00:11:35	Uber Green	Cash	1	1.90	\$7.0	Clinton East	1.0
28	01-Jun-24	00:42:11	UberX	Uber Pay	1	8.18	\$33.2	Kips Bay	1.0
Total					146478	348,933.81	\$1,553,672.8		103728.0

A dark-colored Uber taxi is shown from a side profile. The car has a white roof sign with 'Uber' and 'TAXI' in black. On the side of the car, there are two stickers: one for Google Play with the text 'POBIERZ Z Google Play' and another for the App Store with the text 'Pobierz w App Store'. The Uber logo is also visible on the side door. The car's license plate is '13183' and it has a 'HYBRID' badge. A large white text overlay 'Thank You' is centered on the image.

Thank You