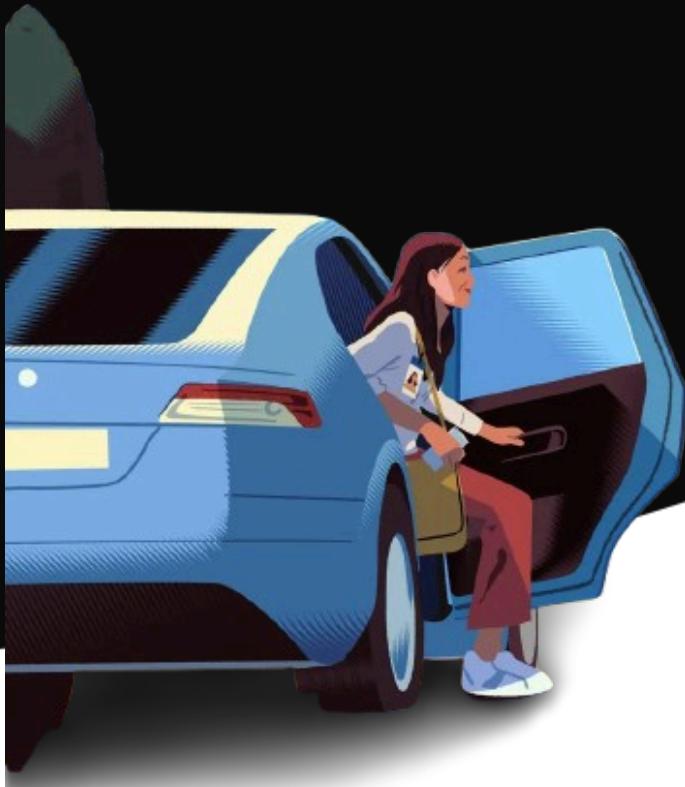


Uber



The company needs to optimize operational efficiency and increase ride completion rates in the National Capital Region (NCR) by identifying and mitigating the primary causes of ride failures (cancellations and 'No Driver Found' events) and by understanding the key drivers of revenue and customer/driver satisfaction.

Overview Analysis



Uber

Auto



92,551

Booking...
148767

Completed
Successfully completed Rides

37,500

Bookin...
148767
Cancelled
Cancel Rides by any reason

8,994

Booking...
148767
Incomplete
Incomplete Rides due to any issue

10,494

Bookin...
148767
No Driver Found
No Driver Found for ride

Bookings

149K

Completed

93K

Incompleted

9K

Revenue

52M

Avg Distance

16.75

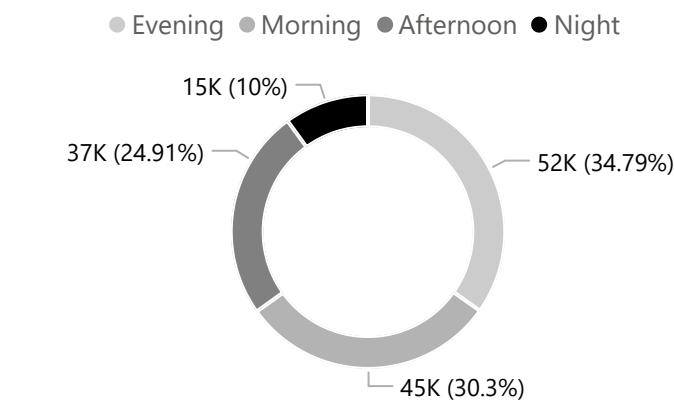
Distance Total

2.51M

Completed Rides and Revenue



Bookings by Time Slot



Khanda

600
Most Pickup



Ashram

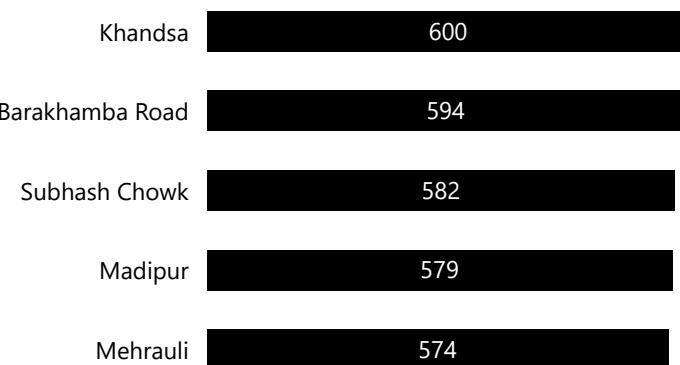
592
Most Drop



Vehicle Type Analysis

Vehicle	Bookings	Revenue	Distance	Avg Rate
Auto	37351	1,28,78,422	625616	345
Go Mini	29748	1,03,38,496	501201	348
Go Sedan	27107	93,69,719	450794	346
Bike	22491	78,37,697	378666	348
Premier Sedan	18098	62,75,332	302936	347
eBike	10549	36,18,485	179456	343
Uber XL	4447	15,28,032	74307	344

Top 5 Pickup Location



Clear all
slicers



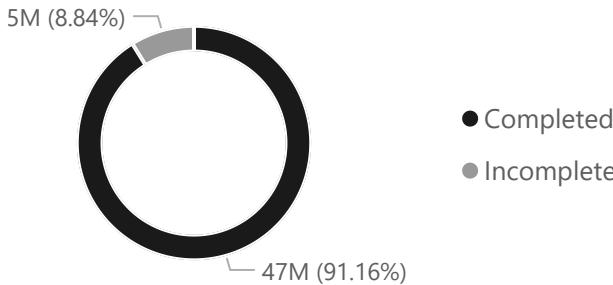
Financial Performance

Uber

Auto

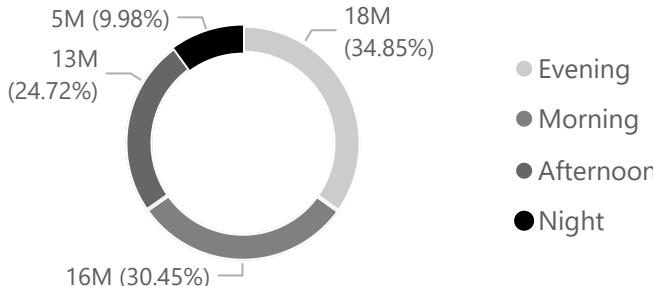


Revenue by Booking Status



[Clear all
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Revenue by Time Slot



Revenue

52M

Bookings

149K

Completed

93K

Avg Rate

349

Revenu/km

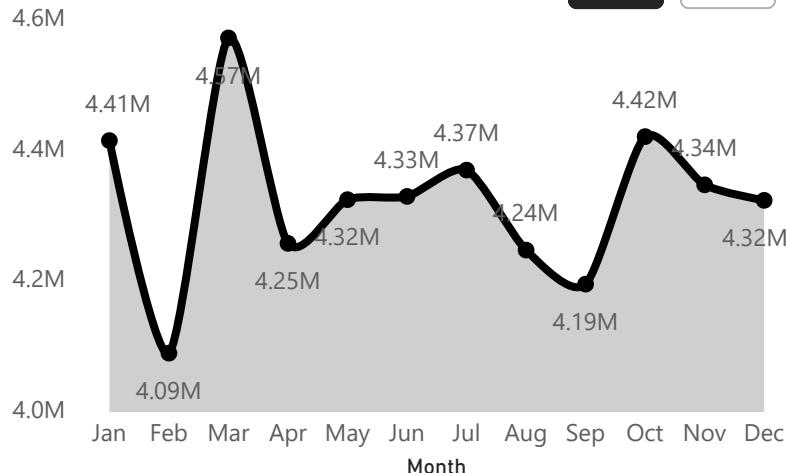
20.63

MoM Growth

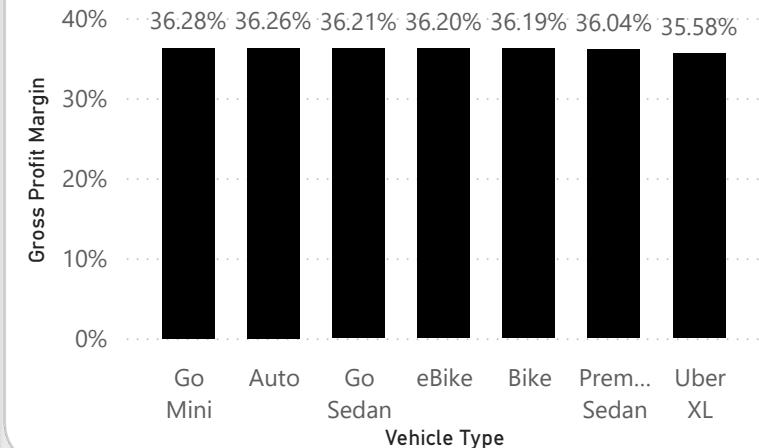
9.1%

Revenue

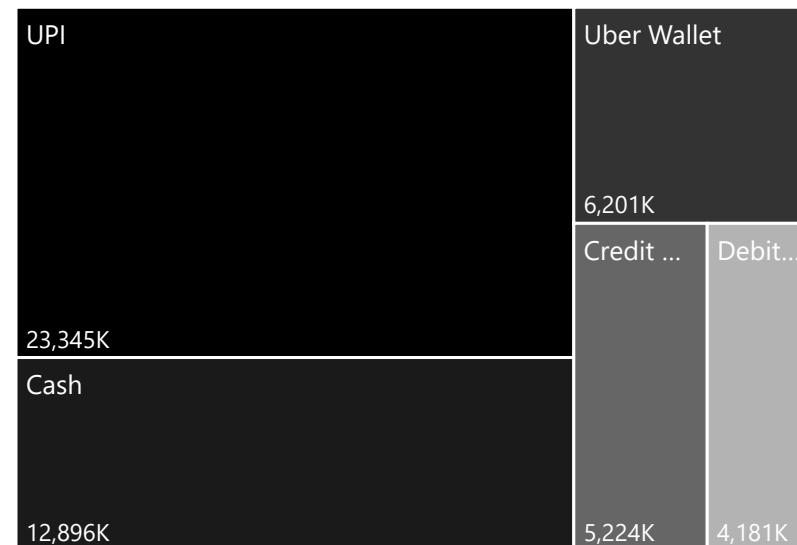
4.6M



Gross Profit Margin by Vehicle Type

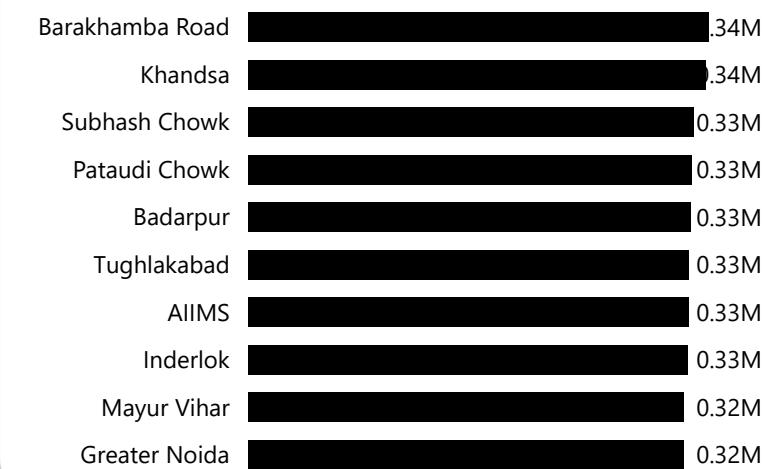


Revenue by Payment Method



Revenue (Top 10)

by Location & Customer





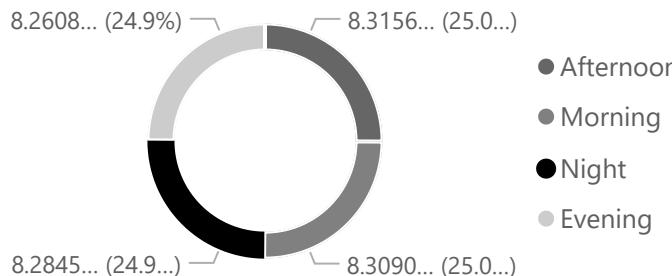
Time Analysis

Uber

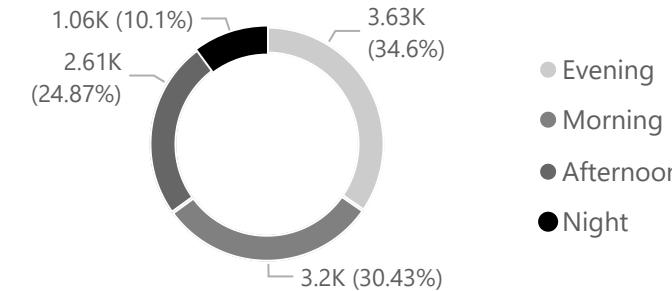
Auto



Average Time To Pickup



No Driver Found by Time Slot



5-11(Morning)
17-21(Evening)

12-16(Afternoon)
22-4(Night)

Bookings

149K

Completed

93K

Total Distance

2.5M

Avg Distance

16.75

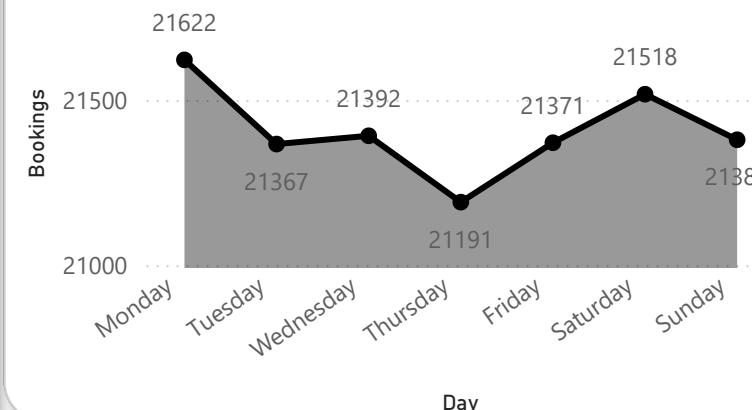
Avg VTAT

7.86

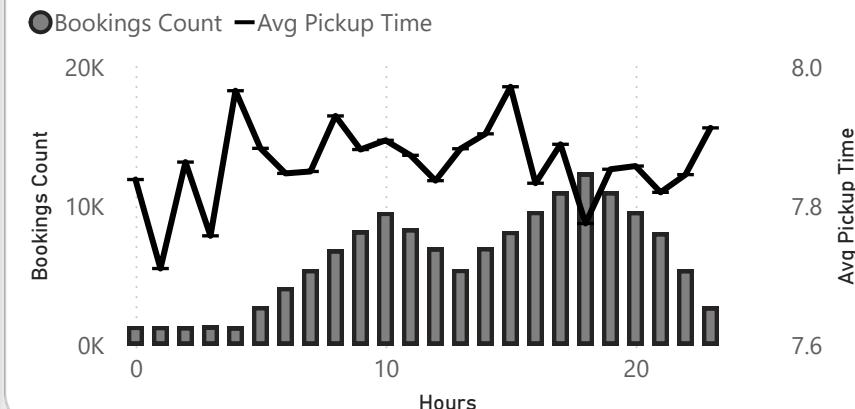
Avg Ride Time

19.82

Bookings by Day



Peak Booking hour & Avg Pickup Time



Bookings by Time & Day

Day Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
18	1835	1762	1789	1687	1767	1800	1756	12390
19	1564	1596	1565	1547	1576	1559	1640	11043
17	1578	1539	1606	1583	1542	1604	1592	11038
16	1394	1329	1394	1357	1409	1356	1394	9632
20	1418	1372	1412	1364	1371	1380	1313	9624
10	1335	1390	1326	1338	1374	1408	1405	9575
11	1207	1140	1161	1236	1265	1186	1194	8384
9	1204	1141	1214	1148	1168	1158	1201	8228
15	1166	1198	1170	1227	1155	1168	1117	8201
21	1215	1166	1109	1142	1107	1171	1193	8097
14	1006	1003	963	987	1043	1036	993	7027
12	1000	993	1029	1001	1021	993	968	7003
Total	21622	21367	21392	21191	21371	21518	21380	148767

Here For Hours 0 = 12Am , 1 = 1am, 2 = 2am 13 = 1pm, 14 = 2pm ...

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Cancellation Analysis

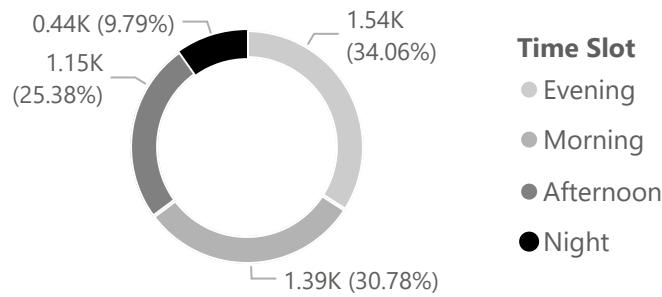


Uber

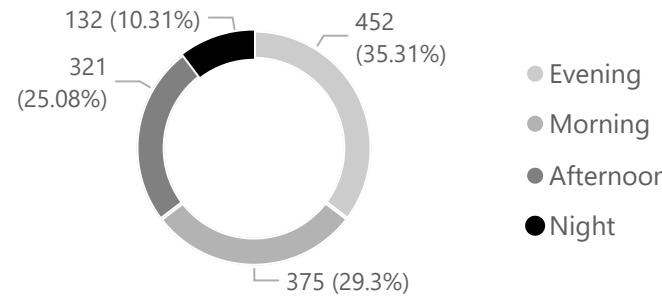
Premier Sedan



Cancelled Rides by Time Slot



No Driver Found by Time Slot



5-11(Morning)
17-21(Evening)

12-16(Afternoon)
22-4(Night)

Bookings

18K

Cancelled

4.52K

By Customer

1K

By Driver

3K

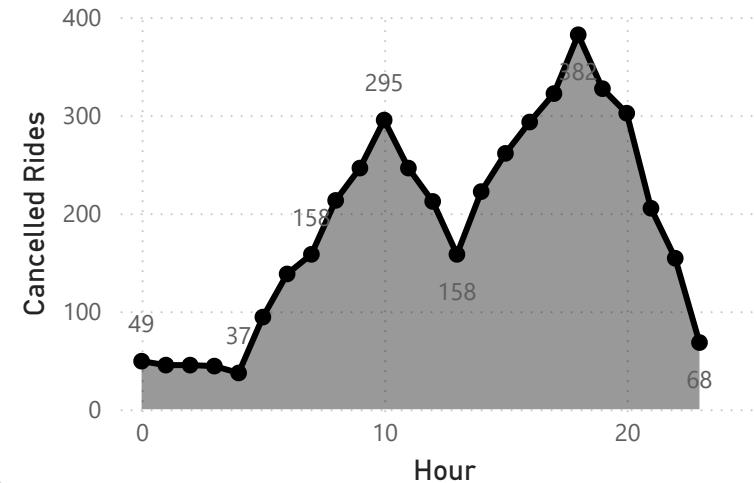
Peak Hour

18:00

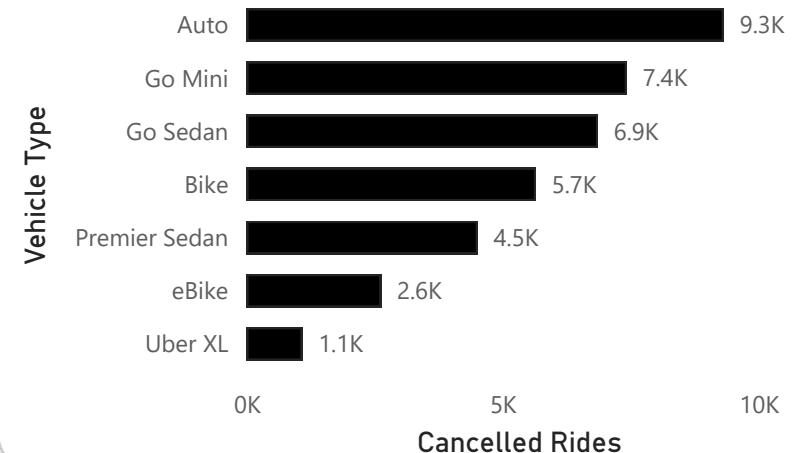
Incompleted

1K

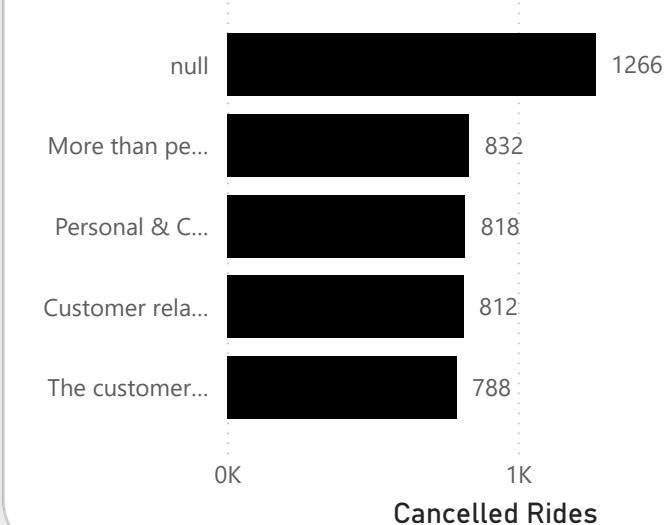
Cancelled Rides by Hour



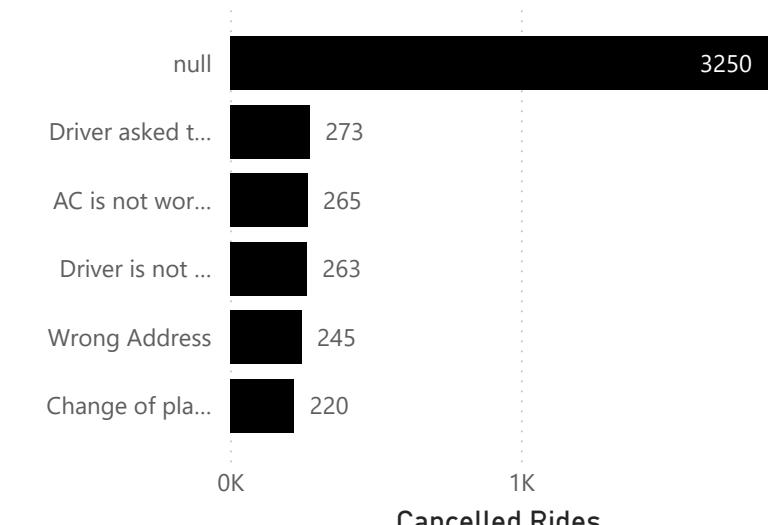
Cancelled Rides by Vehicle Type



Cancellation reason by Driver

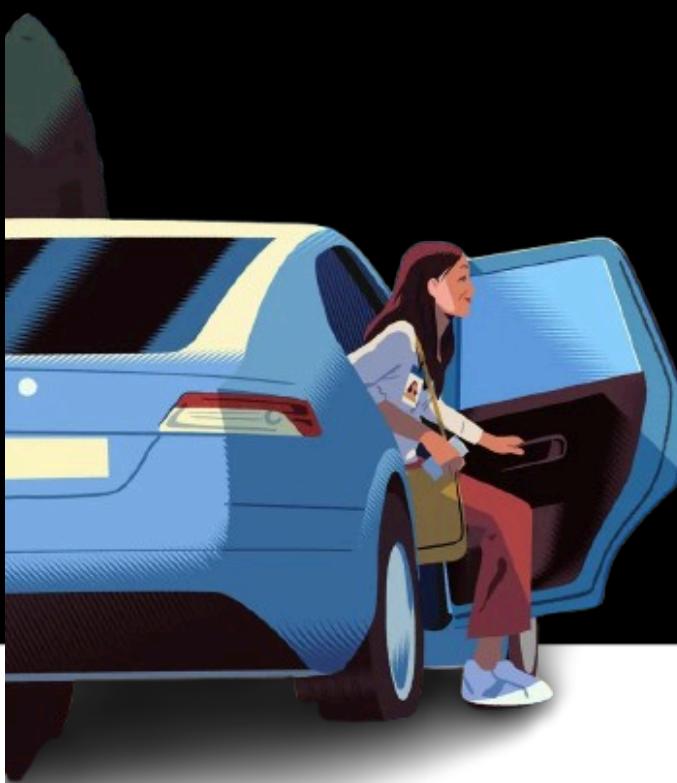


Cancellation reason by Customer



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Uber



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