

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



Clear all
slicers

Bookings
149K

Completed
93K

Incompleted
9K

Revenue
52M

Avg Distance
16.75

Distance Total
2.51M

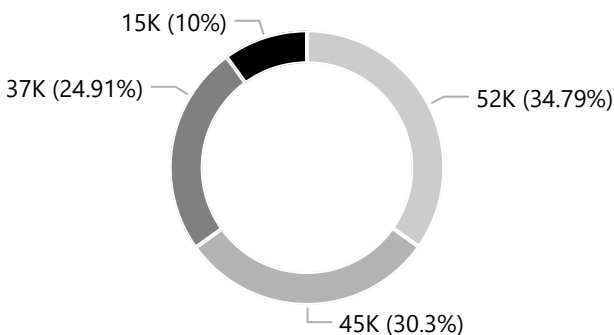
Completed Rides and Revenue

Month Quater



Bookings by Time Slot

Evening Morning Afternoon Night



Khandsa

600

Most Pickup



Ashram

592

Most Drop

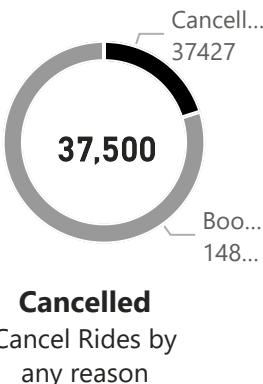


Vehicle Type Analysis

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

Khandsa	600
Barakhamba Road	594
Subhash Chowk	582
Madipur	579
Mehrauli	574





Financial Performance

Uber

Auto



Clear all
slicers

Revenue

52M

Bookings

149K

Completed

93K

Avg Rate

349

Revenu/km

20.63

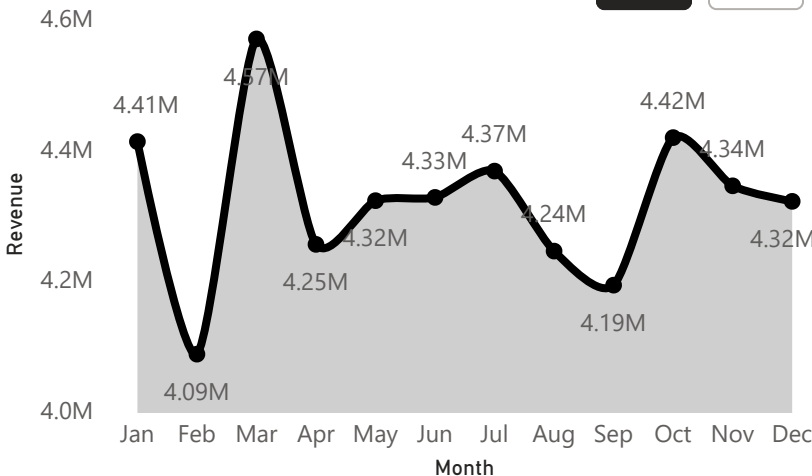
MoM Growth

9.1%

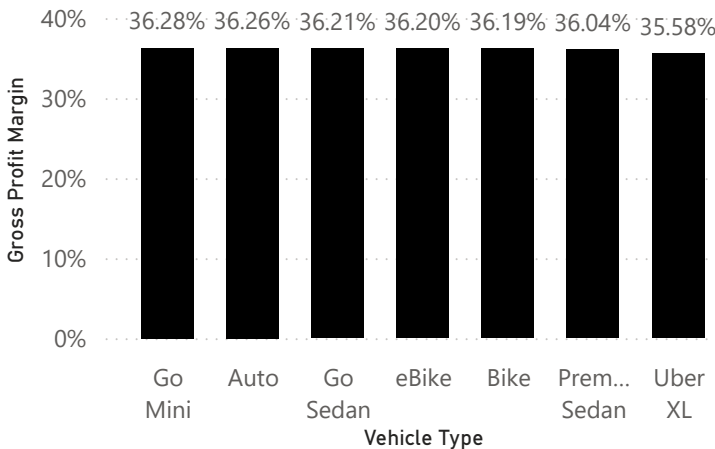
Revenue

Month

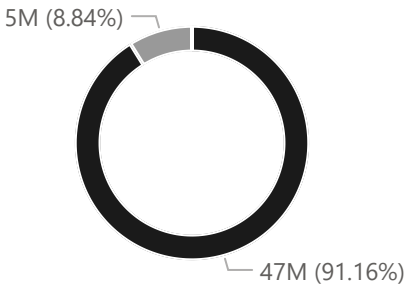
Quater



Gross Profit Margin by Vehicle Type

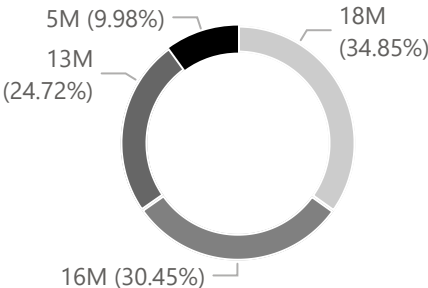


Revenue by Booking Status



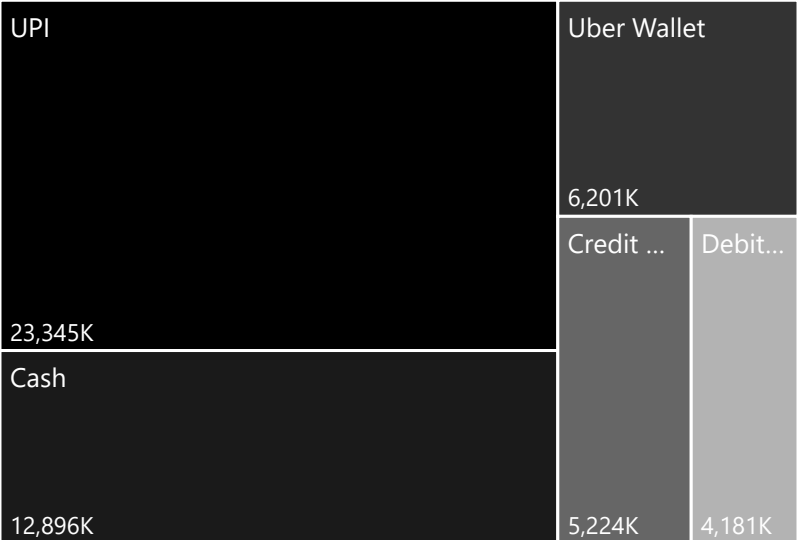
- Completed
- Incomplete

Revenue by Time Slot



- Evening
- Morning
- Afternoon
- Night

Revenu by Payment Method

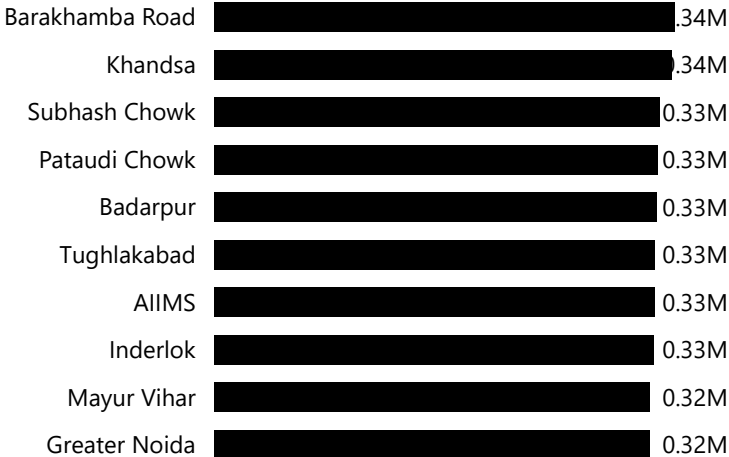


Revenue (Top 10)

Pickup Location

Customer ID

by Location & Customer





Time Analysis

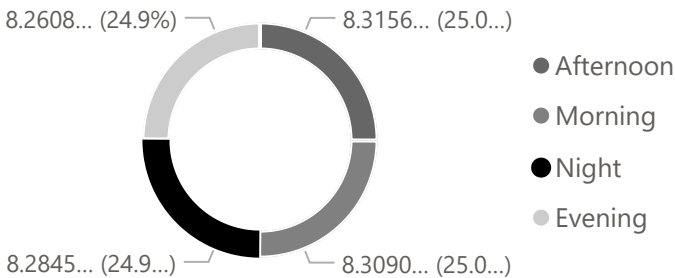
Uber

Auto

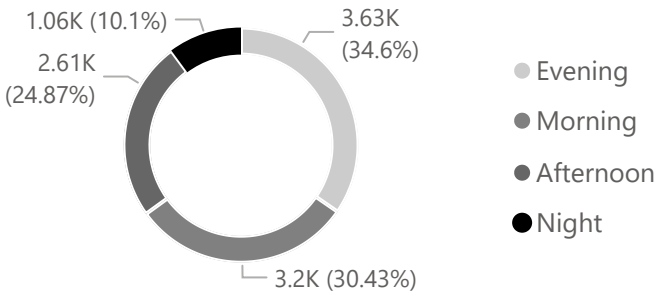


Clear all
slicers

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

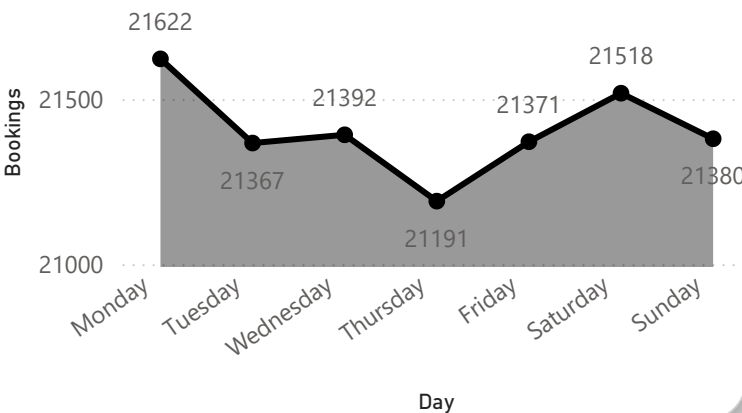
Total Distance
2.5M

Avg Distance
16.75

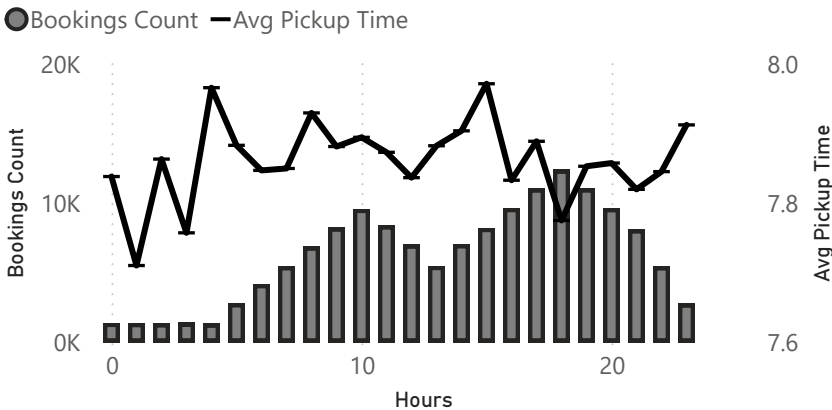
Avg VTAT
7.86

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 ...



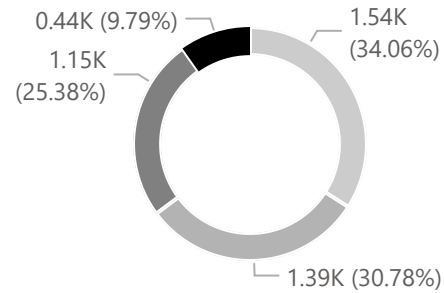
Cancellation Analysis

Uber

Premier Sedan



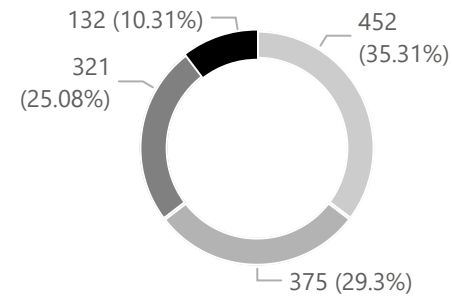
Cancelled Rides by Time Slot



Time Slot

- Evening
- Morning
- Afternoon
- Night

No Driver Found by Time Slot



Time Slot

- Evening
- Morning
- Afternoon
- Night

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

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

Bookings
18K

Cancelled
4.52K

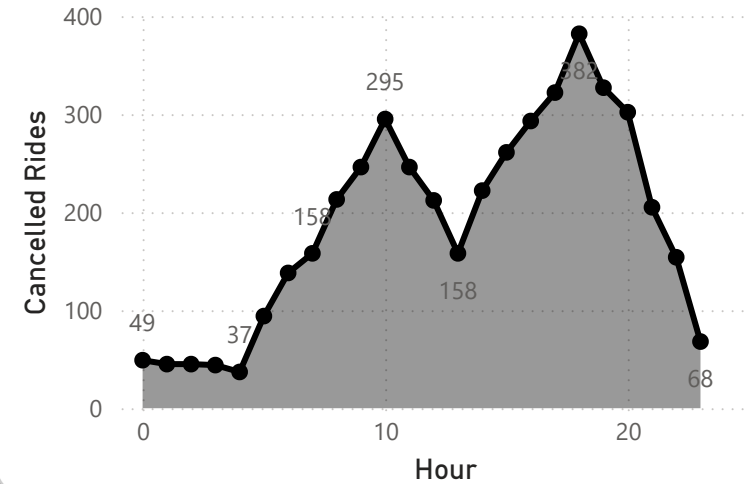
By Customer
1K

By Driver
3K

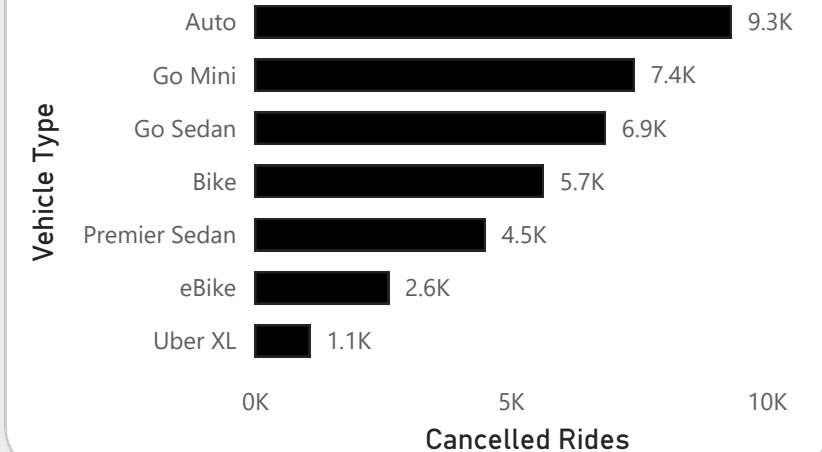
Peak Hour
18:00

Incompleted
1K

Cancelled Rides by Hour



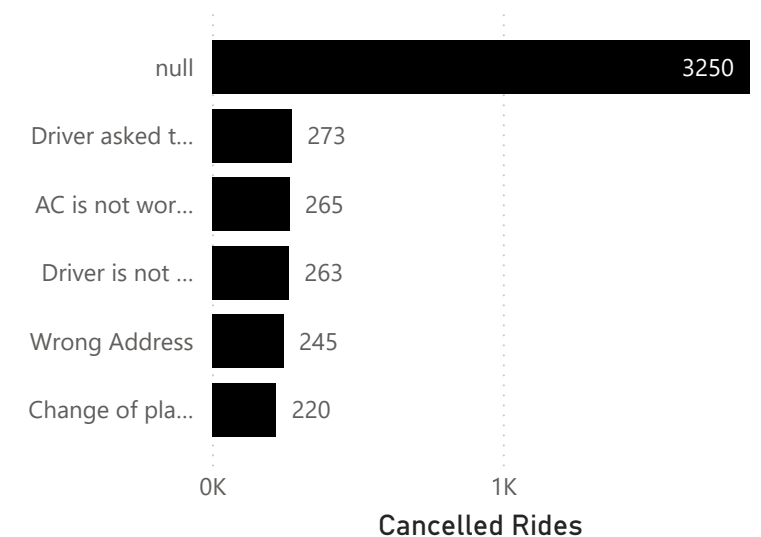
Cancelled Rides by Vehicle Type



Cancellation reason by Driver



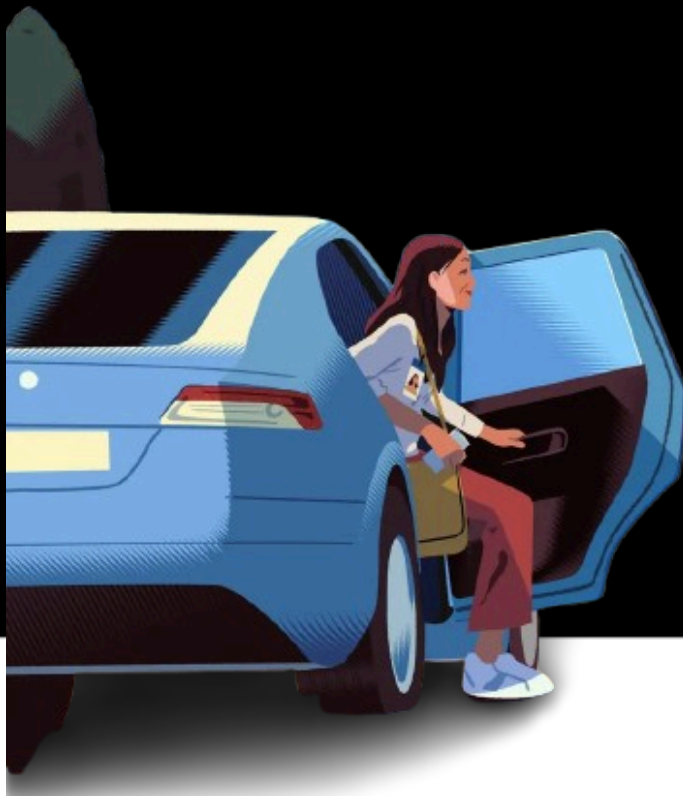
Cancellation reason by Customer



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[Home](#)[Overview](#)[Financial
Performance](#)[Time](#)[Cancellation](#)[Duplicate of
Home2](#)