

Uber Sales Analysis

Comprehensive booking trends, customer behavior, and revenue metrics
powered by Power BI





Project Scope

Data Coverage

Booking details, customer behavior, vehicle types, routes

Key Metrics

KPIs, cancellations, revenue, trip distances

Visualization

Power BI dashboards with temporal and geographic analysis

Data Architecture

01

Uber Data Table

Booking details, vehicle types, locations, turnaround times

02

Measures Table

Calculated KPIs, booking counts, revenue metrics

03

Calendar Table

Temporal analysis by month, quarter, custom indexing

04

Data Axis Table

Customized visual breakdowns and axis ordering

Key Performance Indicators

149K

Total
Bookings

93K

Completed

57K

Incomplete

₹51....

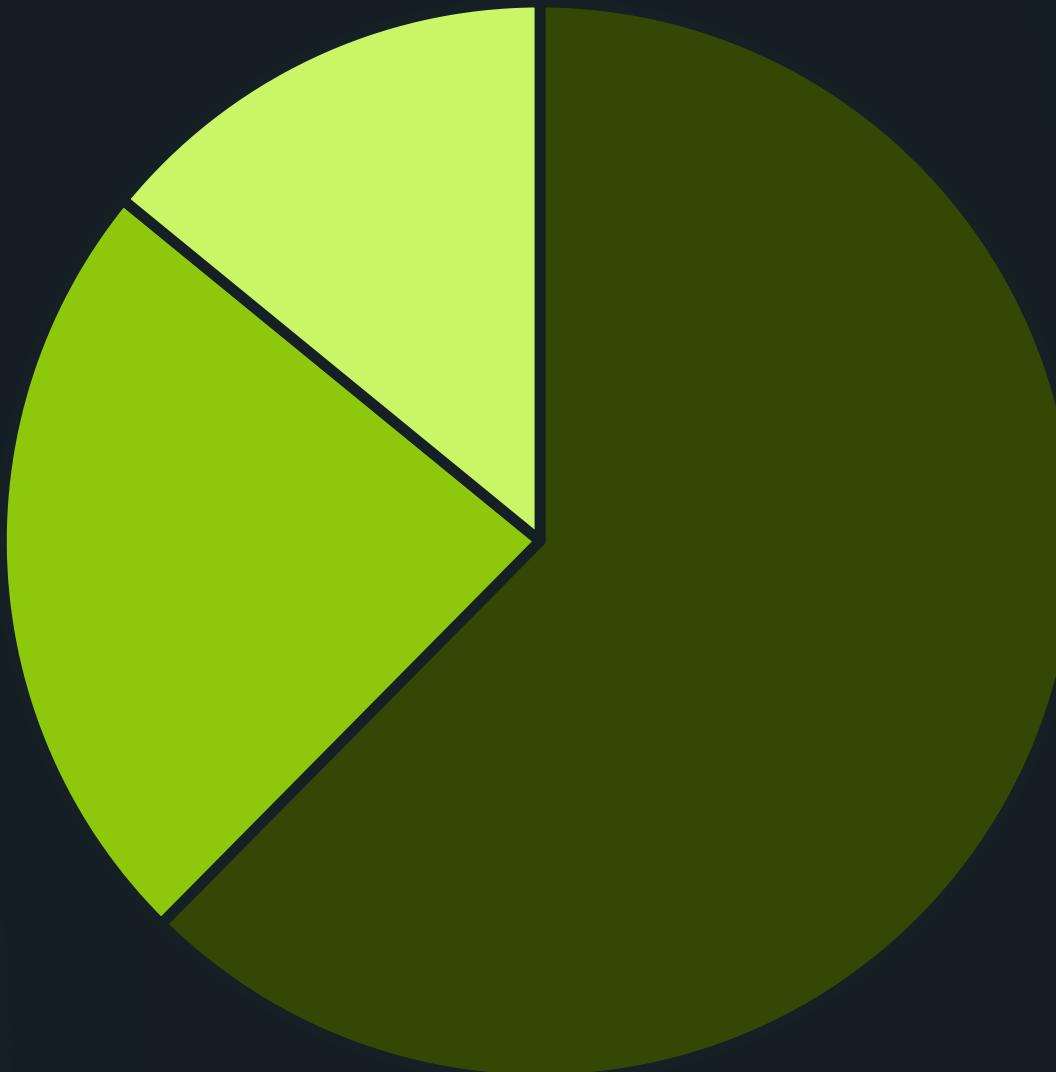
Total
Revenue

24....

Avg Trip
Distance (km)

Booking Completion Rate

38.35% completed bookings from 149K total



■ Completed

■ Cancelled

■ Incomplete

Vehicle Type Segmentation

Bookings and revenue breakdown across vehicle categories



Auto

Largest segment



Bike

Quick rides



Go Mini

Budget option



Go Sedan

Premium comfort



Premier Sedan

High-end service



Uber XL

Group travel

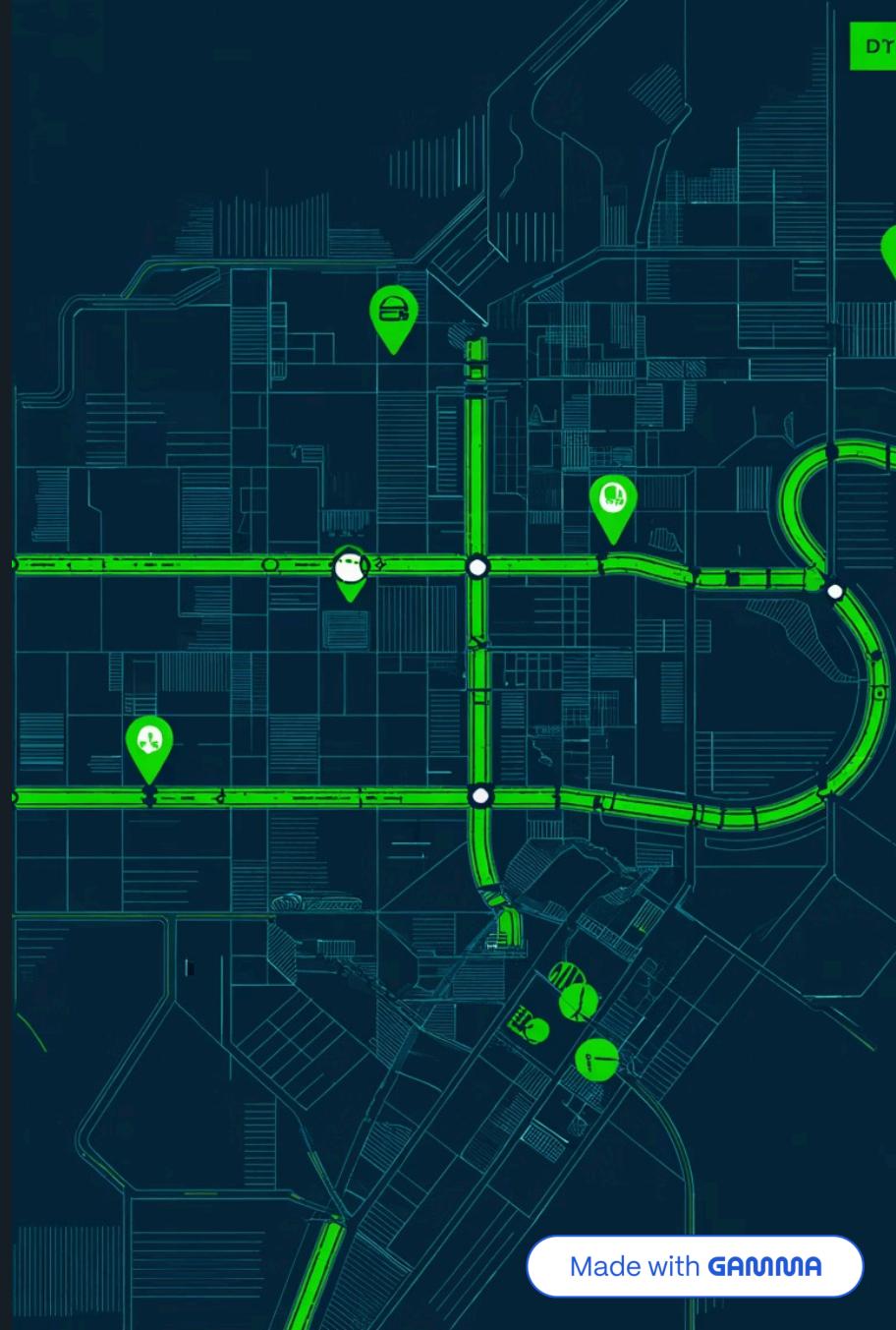
Top Routes & Locations

Most Active Pickup Locations

- Khandsa
- Ashram
- Additional high-traffic zones

Route Insights

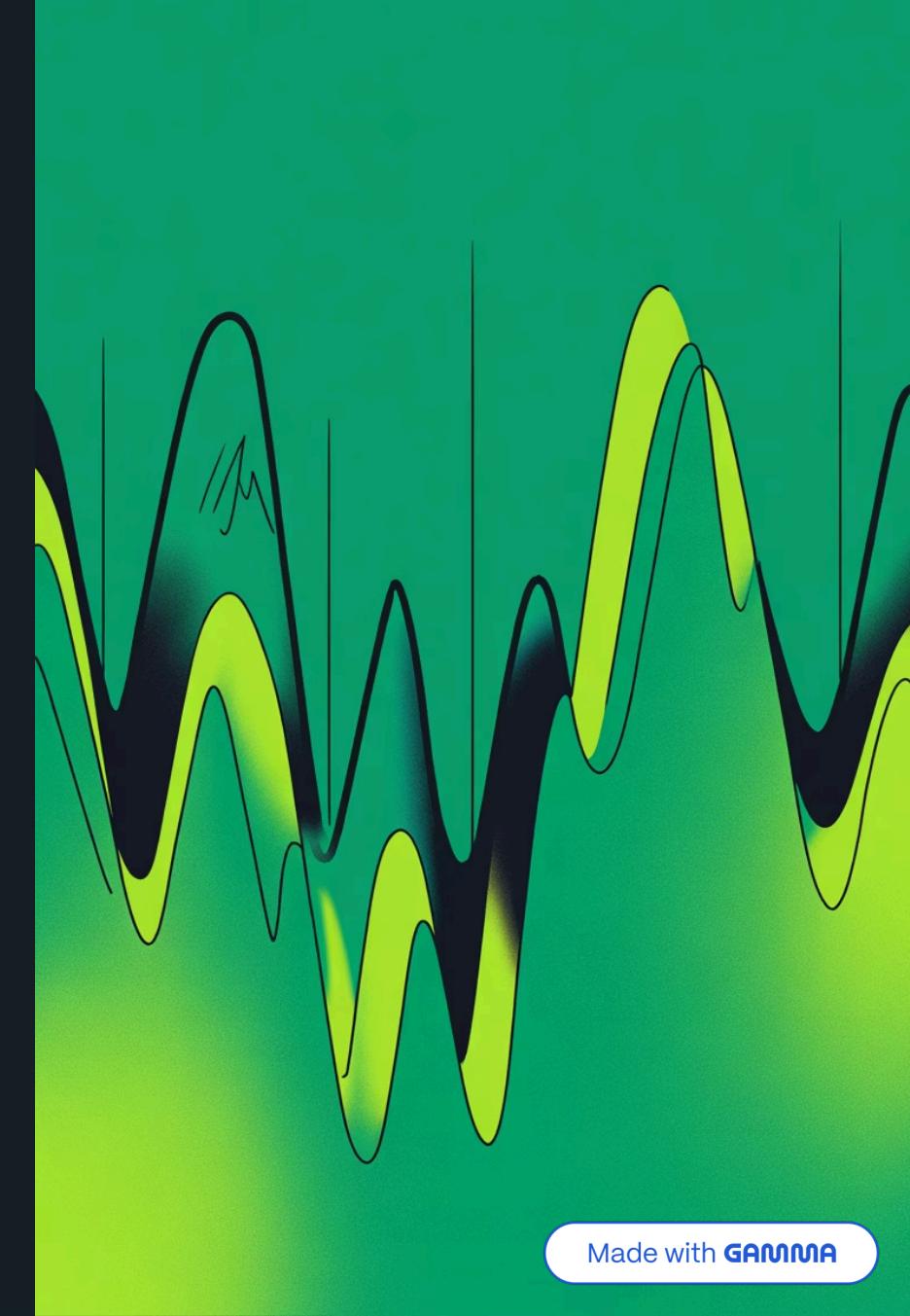
Geographic analysis guides targeted promotions and service optimization across corridors



Temporal Trends

Monthly and quarterly booking and revenue variations reveal peak periods and seasonal patterns

- 1** **Monthly Patterns**
Booking fluctuations
- 2** **Quarterly Trends**
Revenue cycles
- 3** **Peak Periods**
Seasonal demand



Service Quality Metrics

Customer and driver ratings comparison for experience evaluation



Customer Ratings

Ride experience satisfaction

Driver Ratings

Service quality feedback



Key Insights & Recommendations

→ **Cancellation Management**

High customer cancellations require targeted retention strategies

→ **Route Optimization**

Focus promotional efforts on high-traffic corridors like Khandsa and Ashram

→ **Vehicle Mix Strategy**

Auto segment dominance suggests resource allocation priorities

→ **Data-Driven Decisions**

Structured Power BI model enables deep-dive analysis and custom reporting