

Uber Traffic Fare Research Report

This report explains how traffic affects Uber ride fares and trip duration using integrated datasets like Uber rides, traffic, weather, and event data.

Objective

To find how traffic congestion and weather influence Uber fare prices and trip times.

Data Used

1. Uber Rides Data – Start time, end time, fare, trip duration
2. Traffic Data – Congestion index, average speed
3. Weather Data – Temperature, rain, humidity
4. Events Data – Local events affecting traffic

Key Steps

- Merged all datasets using timestamp.
- Cleaned missing and wrong values.
- Fixed negative fare and duration values.
- Visualized data for patterns and insights.

Findings

- High congestion increases fare and trip duration.
- Morning and evening peaks show higher prices.
- Bad weather or events increase traffic delays.

Conclusion

Traffic and weather have a strong effect on Uber fare prices. Managing congestion and driver allocation during peak hours can improve performance.