

May-June-July 2024 Uber usage analysis

This analysis covers three months of Uber trips taken by the Morgan Stanley team. Within this document, we will review actual data and trends to develop strategies aimed at controlling expenses.

Full trips data

Uber usage began to be tracked in May, with the following results: In May, 15 users made 203 trips. By July, this number had increased to 278 trips by 17 users, representing an increase of 24 trips from May to June. The trend continued into July, with a further increase of 51 trips, more than doubling the number of trips compared to May.

Similarly, total expenses went up significantly from May to July, with an additional cost of \$18,643.73 MXN for 75 more trips.

User	May Trips	Sum of \$	Sum in USD	June Trips	Sum of \$	Sum in USD	July trips	Sum of \$	Sum in USD	Total Trips	Total \$	Sum in USD
Elizabeth	18	\$ 4,815.86	\$ 255.48	23	\$ 6,442.05	\$ 341.75	24	\$ 7,036.70	\$ 373.30	65	\$ 18,294.61	\$ 970.54
Melanie	17	\$ 4,607.80	\$ 244.45	22	\$ 5,712.71	\$ 303.06	28	\$ 7,262.84	\$ 385.30	67	\$ 17,583.35	\$ 932.80
Cesar	15	\$ 3,527.67	\$ 187.14	24	\$ 6,050.54	\$ 320.98	27	\$ 7,145.15	\$ 379.05	66	\$ 16,723.36	\$ 887.18
Karell	22	\$ 5,547.33	\$ 294.29	22	\$ 5,207.53	\$ 276.26	21	\$ 4,729.84	\$ 250.92	65	\$ 15,484.70	\$ 821.47
Brenda	10	\$ 3,115.78	\$ 165.29	10	\$ 3,047.72	\$ 161.68	26	\$ 8,545.67	\$ 453.35	46	\$ 14,709.17	\$ 780.33
Jose Luis	16	\$ 3,964.62	\$ 210.32	22	\$ 5,117.53	\$ 271.49	21	\$ 5,460.43	\$ 289.68	59	\$ 14,542.58	\$ 771.49
Rogelio	22	\$ 4,385.49	\$ 232.65	4	\$ 729.85	\$ 38.72	28	\$ 5,359.19	\$ 284.31	54	\$ 10,474.53	\$ 555.68
Mariana	15	\$ 4,547.81	\$ 241.26	12	\$ 3,980.38	\$ 211.16	5	\$ 1,587.53	\$ 84.22	32	\$ 10,115.72	\$ 536.64
Asdrubal	20	\$ 2,799.59	\$ 148.52	22	\$ 3,494.03	\$ 185.36	21	\$ 3,126.49	\$ 165.86	63	\$ 9,420.11	\$ 499.74
Roman	10	\$ 2,379.42	\$ 126.23	7	\$ 1,571.15	\$ 83.35	10	\$ 2,452.92	\$ 130.13	27	\$ 6,403.49	\$ 339.71
Daniel	7	\$ 1,649.64	\$ 87.51	14	\$ 3,488.99	\$ 185.09	4	\$ 1,118.82	\$ 59.35	25	\$ 6,257.45	\$ 331.96
Magdiel	8	\$ 1,293.69	\$ 68.63	10	\$ 1,847.26	\$ 98.00	14	\$ 2,805.06	\$ 148.81	32	\$ 5,946.01	\$ 315.44
Susana			\$ -			\$ -	16	\$ 4,386.41	\$ 232.70	16	\$ 4,386.41	\$ 232.70
Ruben	10	\$ 2,075.32	\$ 110.10	1	\$ 167.37	\$ 8.88	9	\$ 1,675.65	\$ 88.89	20	\$ 3,918.34	\$ 207.87
Oscar	5	\$ 621.26	\$ 32.96	13	\$ 1,866.38	\$ 99.01	3	\$ 413.50	\$ 21.94	21	\$ 2,901.14	\$ 153.91
Angélica	8	\$ 322.42	\$ 17.10	18	\$ 819.09	\$ 43.45	20	\$ 927.29	\$ 49.19	46	\$ 2,068.80	\$ 109.75
Betsy			\$ -	3	\$ 605.99	\$ 32.15			\$ -	3	\$ 605.99	\$ 32.15
Arlette			\$ -			\$ -	1	\$ 269.94	\$ 14.32	1	\$ 269.94	\$ 14.32
Grand Total	203	\$ 45,653.70	\$ 2,421.95	227	\$ 50,148.57	\$ 2,660.40	278	\$ 64,303.43	\$ 3,411.32	708	\$ 160,105.70	\$ 8,493.67

Top users

Using the total expense made by user for the three months, below are the top 5 users being Eli who spends more money on her trips followed by Melanie and Cesar.

User	May Trips	Sum of \$	Sum in USD	June Trips	Sum of \$	Sum in USD	July trips	Sum of \$	Sum in USD	Total Trips	Total \$	Sum in USD
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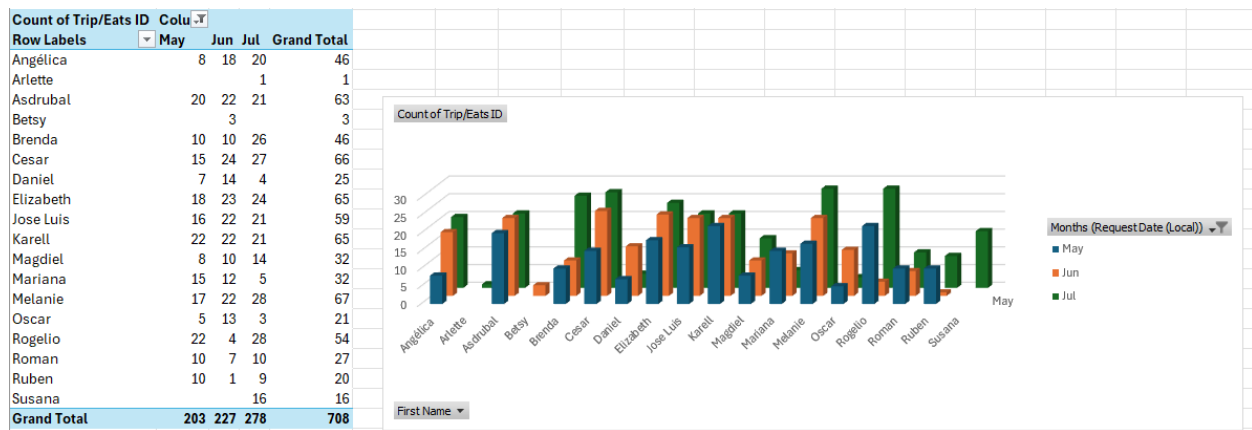
Usage days

The Uber service was used exclusively on designated office workdays, indicating proper and appropriate usage with no anomalies detected.

May 2024							June 2024							July 2024						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	1	2	3	4	2	3	4	5	6	7	8	30	1	2	3	4	5	6
5	6	7	8	9	10	11	9	10	11	12	13	14	15	7	8	9	10	11	12	13
12	13	14	15	16	17	18	16	17	18	19	20	21	22	14	15	16	17	18	19	20
19	20	21	22	23	24	25	23	24	25	26	27	28	29	21	22	23	24	25	26	27
26	27	28	29	30	31	1	30	1	2	3	4	5	6	28	29	30	31	1	2	3
MAY							JUNE							JULY						
Count of Trips							Count of Trips							Count of Trips						
1-May	3						3-Jun	4						1-Jul	4					
2-May	6						4-Jun	24						2-Jul	21					
6-May	11						5-Jun	16						3-Jul	23					
7-May	15						6-Jun	17						4-Jul	17					
8-May	15						10-Jun	7						8-Jul	10					
9-May	8						11-Jun	19						9-Jul	21					
13-May	7						12-Jun	14						10-Jul	20					
14-May	19						13-Jun	17						11-Jul	9					
15-May	14						18-Jun	2						15-Jul	10					
16-May	15						19-Jun	22						16-Jul	21					
20-May	8						20-Jun	21						17-Jul	17					
21-May	14						21-Jun	17						18-Jul	15					
22-May	14						24-Jun	5						22-Jul	12					
23-May	10						25-Jun	17						23-Jul	21					
27-May	5						26-Jun	14						24-Jul	14					
28-May	12						27-Jun	11						25-Jul	7					
29-May	15						227						29-Jul	3						
30-May	12												30-Jul	18						
203													31-Jul	15						
													278							

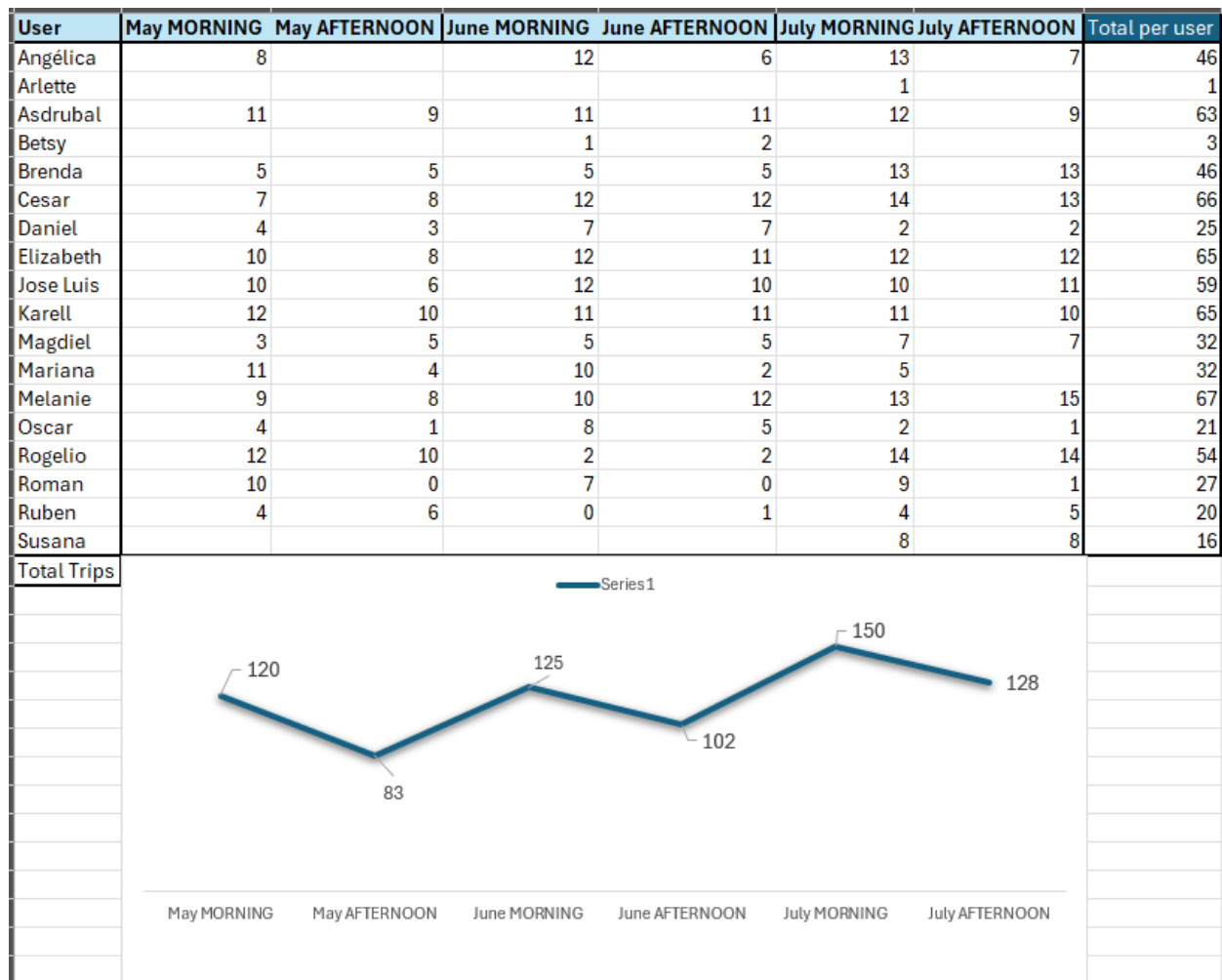
Count of trips by month, by user

The chart below shows the changes in usage patterns for certain users over the months. Notably, Brenda, Magdiel, and Angie have significantly increased their usage of the service. Susana began using the service in July, while Daniel, Rogelio, Oscar, and Ruben showed fluctuations in their trip counts, with some months seeing a decrease in usage compared to others.



Program usage tendency

It's important to note that the team tends to use the Uber service slightly more often for morning commutes compared to afternoons.



Average distance and price per trip

The data below highlights the typical distances traveled by each user and the corresponding average trip costs. Elizabeth consistently travels the longest distance to the office. However, Mariana and Brenda have the highest average trip costs, making their journeys the most expensive.

User	Average of Distance (mi)	Average \$ per trip
Elizabeth	21.24	281.46
Susana	17.70	274.15
Mariana	16.71	316.12
Brenda	16.38	319.76
Karell	15.58	238.23
Melanie	15.28	262.44
Cesar	14.88	253.38
Daniel	14.38	250.30
Jose Luis	13.59	246.48
Arlette	13.49	269.94
Roman	11.76	237.17
Rogelio	11.62	193.97
Betsy	11.31	202.00
Ruben	11.23	195.92
Asdrubal	8.60	149.53
Magdiel	8.41	185.81
Oscar	6.48	138.15
Angélica	0.70	44.97

Average price per trip, by month, by user.

This data allows us to track the trend of fare prices over time, highlighting fluctuations that may occur. Variations in fare prices can often be attributed to factors such as the requested time and other conditions, such as weather, increase in fares during July coincides with it being a particularly rainy month for example.

User	May	Jun	Jul
Angélica	\$ 40.30	\$ 45.51	\$ 46.36
Arlette			\$ 269.94
Asdrubal	\$ 139.98	\$ 158.82	\$ 148.88
Betsy		\$ 202.00	
Brenda	\$ 311.58	\$ 304.77	\$ 328.68
Cesar	\$ 235.18	\$ 252.11	\$ 264.64
Daniel	\$ 235.66	\$ 249.21	\$ 279.71
Elizabeth	\$ 267.55	\$ 280.09	\$ 293.20
Jose Luis	\$ 247.79	\$ 232.62	\$ 260.02
Karell	\$ 252.15	\$ 236.71	\$ 225.23
Magdiel	\$ 161.71	\$ 184.73	\$ 200.36
Mariana	\$ 303.19	\$ 331.70	\$ 317.51
Melanie	\$ 271.05	\$ 259.67	\$ 259.39
Oscar	\$ 124.25	\$ 143.57	\$ 137.83
Rogelio	\$ 199.34	\$ 182.46	\$ 191.40
Roman	\$ 237.94	\$ 224.45	\$ 245.29
Ruben	\$ 207.53	\$ 167.37	\$ 186.18
Susana			\$ 274.15

Conclusion

The reviewed data indicates that Uber service usage has increased steadily over the past three months, and this trend is expected to continue. To manage expenses effectively, it is advisable to continue promoting Uber Pool as a cost-saving option. Additionally, exploring the use of corporate transportation for longer commutes, while reserving Uber for shorter trips to bus stops, as some team members have been doing since last year, can help keep costs in check.

Also, implementing a system to monitor and control who uses the Uber service and when will help prevent unexpected charges in the monthly report. Introducing a "subscription" list for Uber service users can also help manage and monitor the trend of new users, ensuring that usage remains within budget.