

# "Uber Trip Analysis (2009–2015)."

## "Understanding Demand Patterns, Trip Behavior, and Revenue Insights"

### *The Business Problem -*

Uber wants to optimize its **trip demand and revenue**.

Key questions remain:

**When are trips most in demand?**





**How are passengers using Uber?**

**Which routes generate the most revenue?**

### *Project Goal -*

To **optimize Uber's city operations** by analyzing spatiotemporal trip patterns and passenger behavior — enabling better resource planning, driver allocation, and customer satisfaction.

### *What This Dashboard Answers*

-  **Demand Trend:** How has trip demand evolved over time?
-  **Trip Behavior:** Are trips mostly short or long, solo or multi-passenger?
-  **Peak Periods:** When are the trips most frequent?
-  **Revenue Routes:** Which routes consistently generate revenue?

### *Scope of Analysis*

**Data Coverage:** 2009–Mid 2015

**Fields:** Date/Time, Pickup & Drop-off, Fare, Passenger Count

**Derived Metrics:** Distance (km), Distance Category, Passenger Category

About the Analyst

Created by: [SANTHOSH S]

GitHub : <https://github.com/Santhosh27k/Uber-SQL-Analysis-main>

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Data Source: Uber Fares Dataset from Kaggle (<https://www.kaggle.com/datasets/yasserh/uber-fares-dataset>)

⚠ **2015 includes only 6 months of data** – partial trends.



## "Uber Analysis"



## Overview & Trend

"City-Level Ride Growth, Revenue Cycles & Distance Patterns Over Time"

Total Revenue

**\$2.27M**

Trip Count

**192.7K**

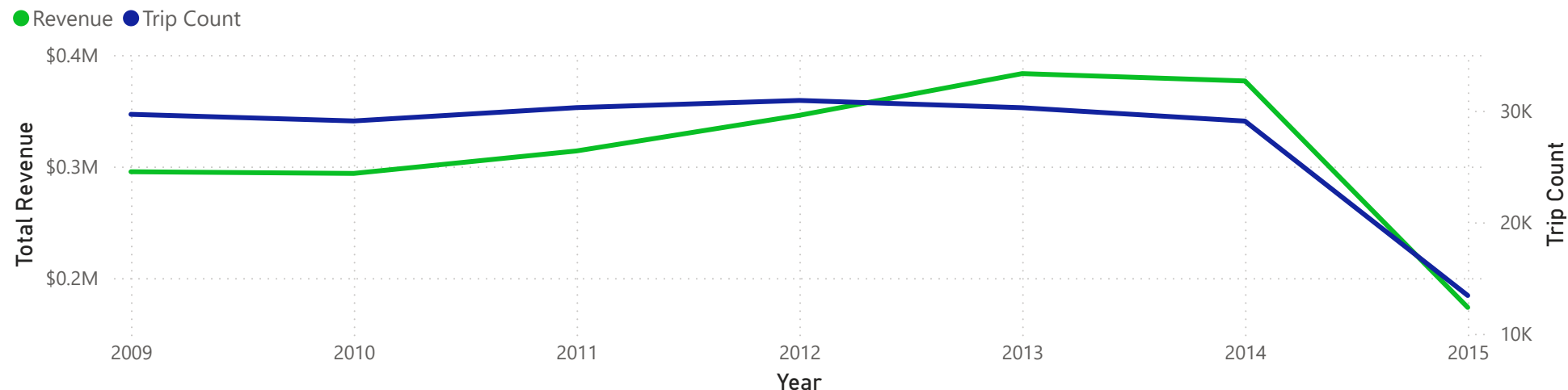
Revenue per Trip

**\$11.32**

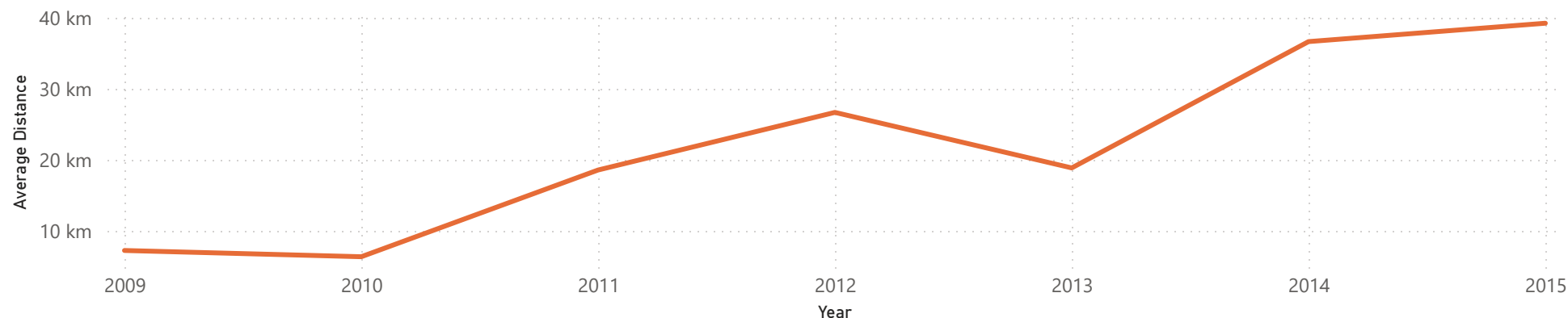
Avg Trip Distance

**3.36 km**

### Total Revenue by Year



### Average Distance by Year





# "Uber Analysis"



## Trip Behavior

Year

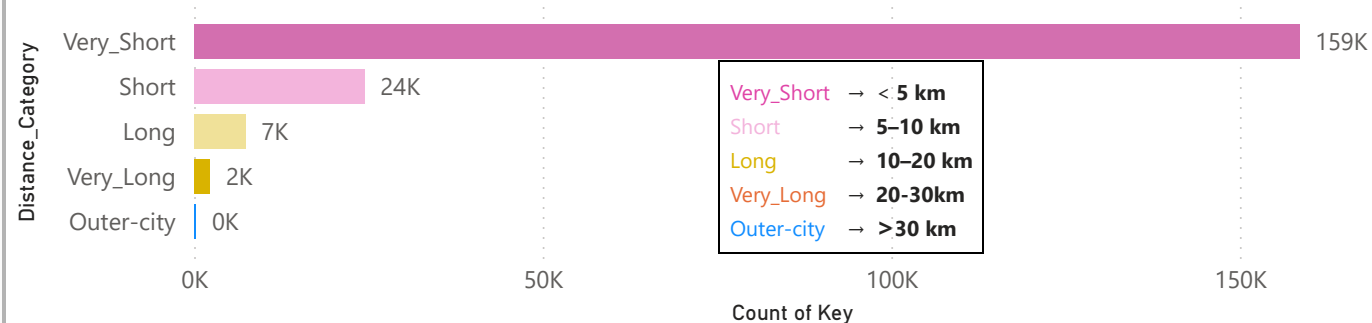


All



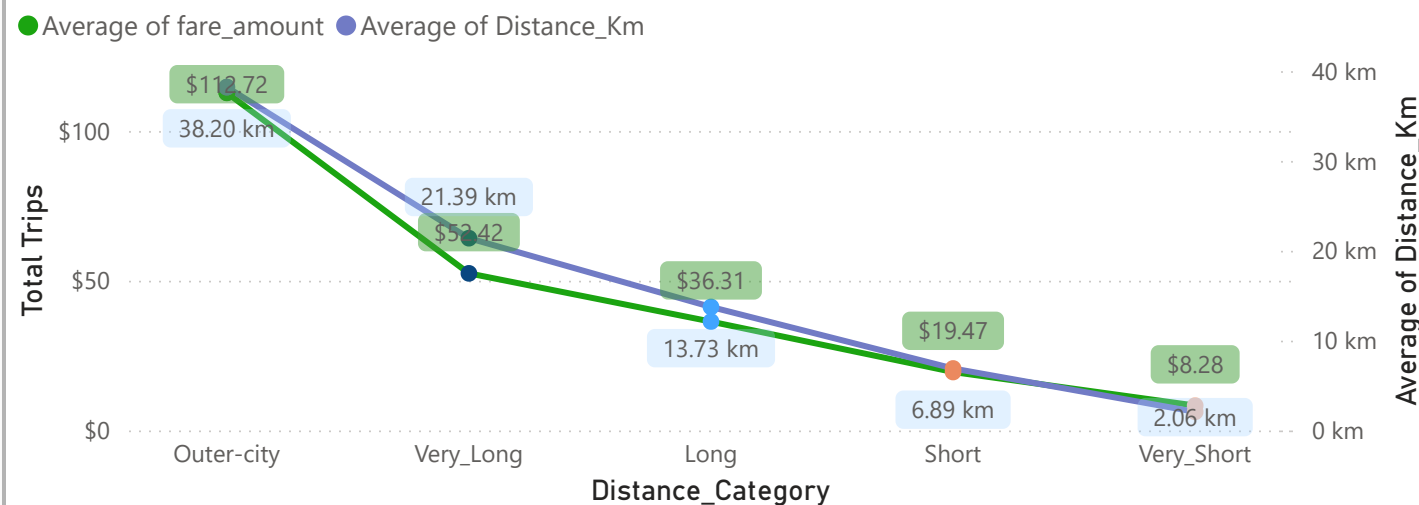
"Analyzing Distance, Passenger Count, and Ride Utilization"

Trip Count by Distance\_Category

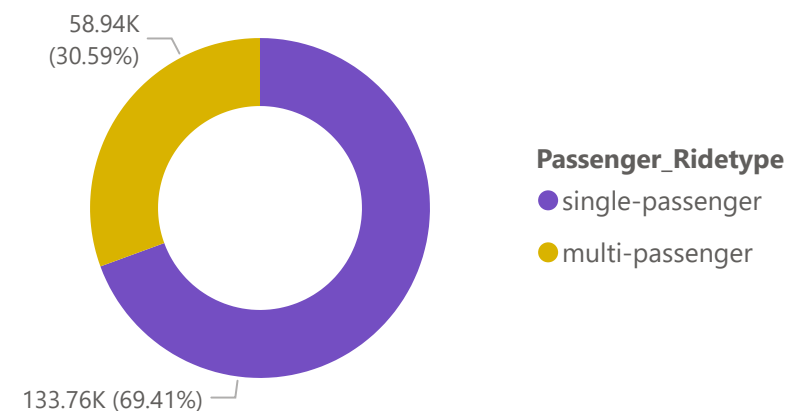


Distance_Category	Weekday	Weekend	Total
Long	3.76%	4.04%	3.84%
Outer-city	0.02%	0.03%	0.02%
Short	12.21%	13.91%	12.69%
Very_Long	1.20%	1.16%	1.19%
Very_Short	82.80%	80.87%	82.25%

Trip Count by Distance\_Category



Passenger\_Ridetype



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## "Uber Analysis"



# Temporal Demand & Revenue Pattern

"Demand Evolution & Profit Peaks — Analyze Hourly and Weekly Ride Revenue Trends "

Year

All

Average Daily Revenue

\$919.98

Average Daily Trips

81.24

Avg Revenue per Hour...

\$38.33

Average Hourly Trips

3.38

Revenue Color Legend

- High ( $\geq 130\%$  of Average)
- Above Average (115–130%)
- Low ( $\leq 60\%$  of Average)
- Normal

Line Chart View

Hour_Of_Day	Friday	Monday	Saturday	Sunday	Thursday	Tuesday	Wednesday
0	\$43.44	\$27.42	\$53.30	\$55.84	\$37.01	\$25.71	\$31.97
1	\$31.54	\$20.83	\$50.14	\$52.39	\$23.39	\$21.75	\$21.64
2	\$22.75	\$16.92	\$39.79	\$45.02	\$18.85	\$16.96	\$18.24
3	\$20.59	\$14.59	\$32.11	\$38.00	\$16.37	\$15.40	\$17.64
4	\$21.60	\$21.63	\$29.33	\$30.44	\$19.40	\$18.20	\$21.26
5	\$26.05	\$23.34	\$23.26	\$23.07	\$23.02	\$20.86	\$22.41
6	\$29.21	\$27.00	\$22.15	\$20.88	\$28.07	\$26.41	\$27.18
7	\$42.00	\$38.68	\$22.38	\$21.04	\$42.69	\$40.73	\$42.50
8	\$49.76	\$45.85	\$24.06	\$23.83	\$53.01	\$49.92	\$50.71
9	\$48.42	\$45.69	\$31.90	\$27.62	\$51.17	\$47.20	\$50.70
10	\$44.55	\$38.16	\$36.73	\$34.53	\$44.62	\$44.32	\$45.55
11	\$46.73	\$43.48	\$40.32	\$40.67	\$47.14	\$44.01	\$46.21
Total	\$376.59	\$296.82	\$361.83	\$364.16	\$353.69	\$312.74	\$338.14

Hour_Of_Day	Friday	Monday	Saturday	Sunday	Thursday	Tuesday	Wednesday
12	\$50.67	\$41.63	\$44.30	\$43.37	\$48.90	\$43.22	\$49.66
13	\$48.14	\$44.16	\$47.37	\$48.23	\$47.93	\$45.29	\$50.59
14	\$52.67	\$43.35	\$45.82	\$51.75	\$51.53	\$48.57	\$48.56
15	\$46.62	\$45.21	\$46.80	\$49.05	\$49.32	\$46.99	\$46.50
16	\$41.19	\$40.95	\$42.41	\$42.75	\$40.23	\$40.79	\$39.65
17	\$46.74	\$45.09	\$46.06	\$45.43	\$49.90	\$43.92	\$49.26
18	\$55.88	\$51.23	\$52.35	\$49.00	\$57.40	\$55.94	\$57.67
19	\$61.70	\$49.09	\$53.48	\$44.73	\$60.93	\$53.48	\$56.70
20	\$55.61	\$49.61	\$50.18	\$44.24	\$57.49	\$52.35	\$55.43
21	\$54.96	\$44.72	\$50.47	\$37.17	\$59.83	\$56.79	\$58.79
22	\$60.44	\$43.03	\$54.69	\$39.61	\$56.67	\$53.39	\$53.01
23	\$58.52	\$36.27	\$59.90	\$35.37	\$54.23	\$42.89	\$43.60
Total	\$623.64	\$517.96	\$583.37	\$514.24	\$624.16	\$573.04	\$599.51

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# "Uber Analysis"



## Route Analysis

"Route performance analysis with weekday vs. weekend patterns "

Year

All

Top Route\_ID by Revenue

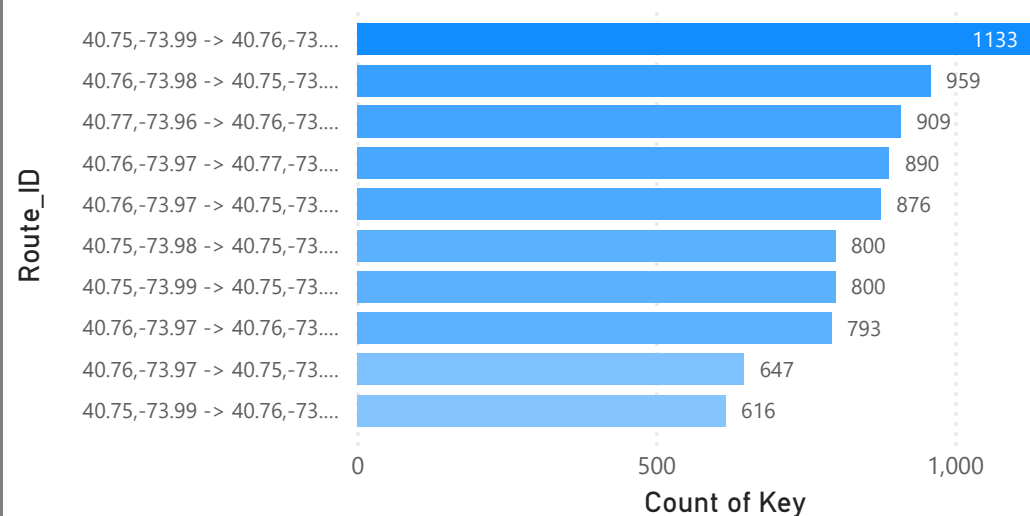
40.75,-73.99 -> 40.76,-73.98

Total Revenue From Route\_Id

\$8.21K

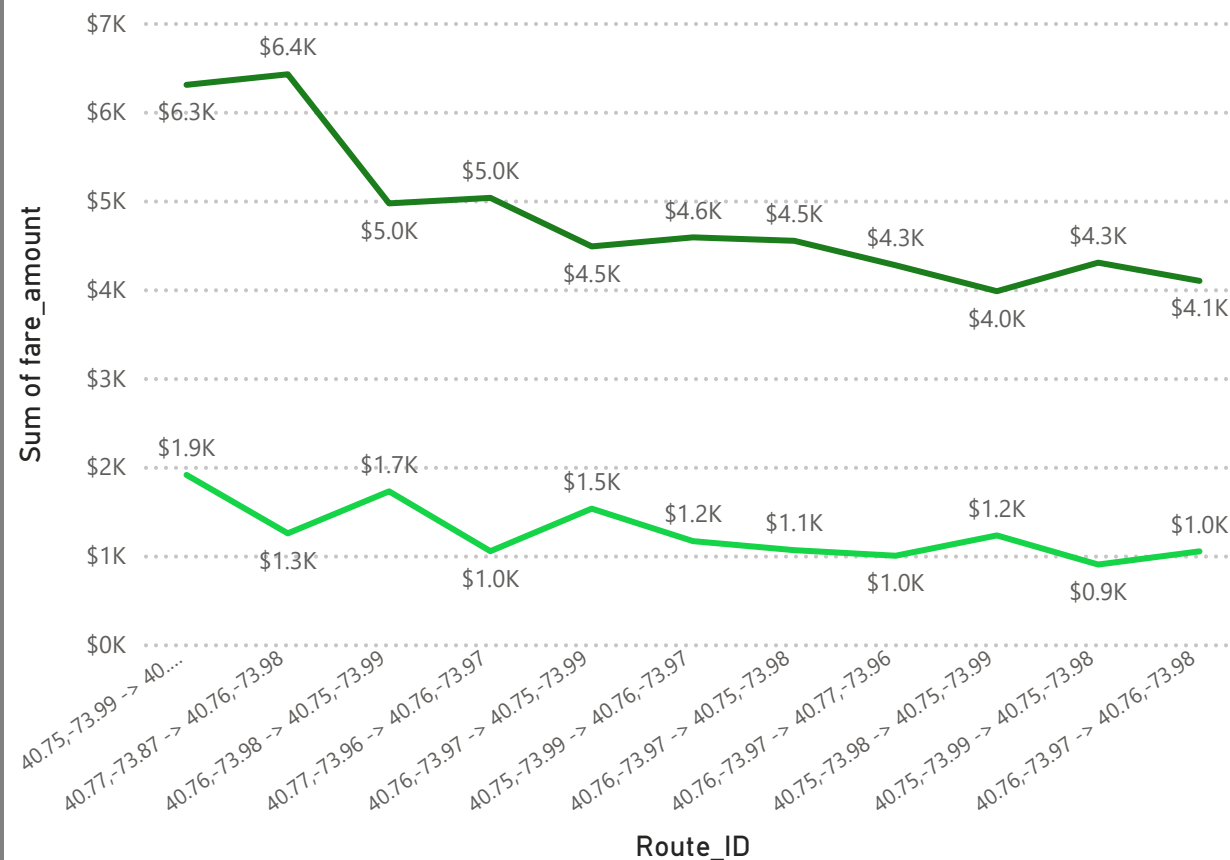
### Top 10 Routes BY Total \_Trips

Count of Route\_ID 0.22K 1.13K



### Top 10 Routes By Revenue

Day\_Type ● Weekday ● Weekend



**3.38**

Avg Trips per Hour (KPI)

**3.36**

Average of Distance\_K...