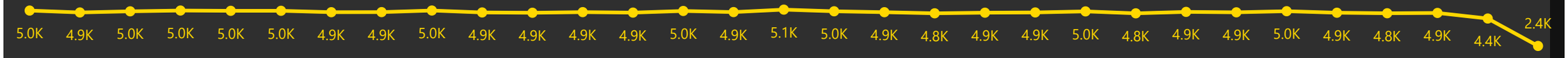
Uber Rides Performance Dashboard

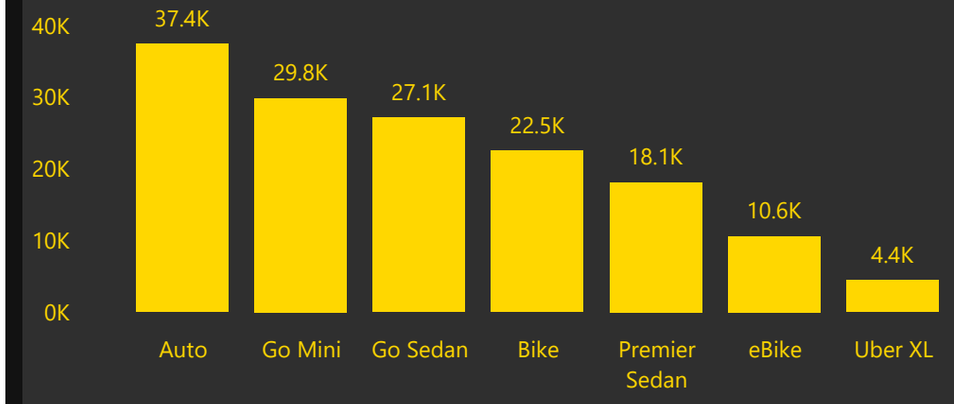
Ride Issues | R&PT | Insights&Story | Growth Plan



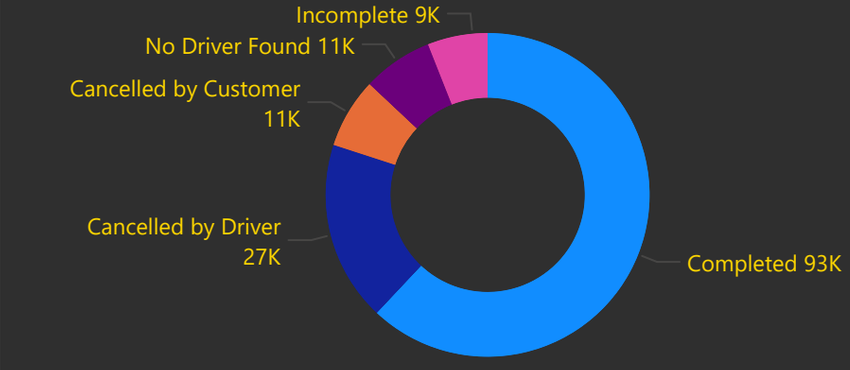
Total Rides	Total Revenue	Avg. Driver Rating (off 5)	Avg. Distance (km)	Avg. VTAT (Minutes)
150K	51.85M	4.2	24.64	8.46

Last Data Refresh: 17 Oct 2025 12:30 PM

Rides by Vehicle Type



Booking Status Breakdown



Date

01-01-2024 30-12-2024

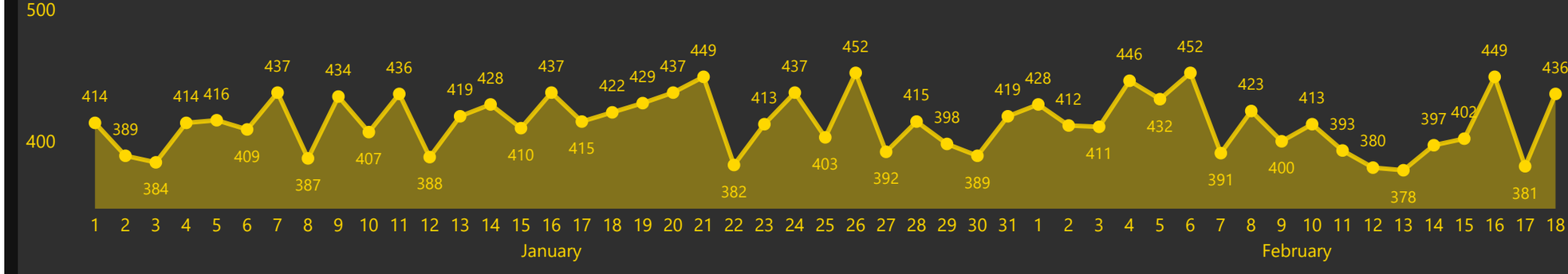
Vehicle Type

All

Booking Status

All

Daily Ride Trend



UBER

Service Quality & Issue Analysis

Overview | R&PT | Insights&Story | Growth Plan

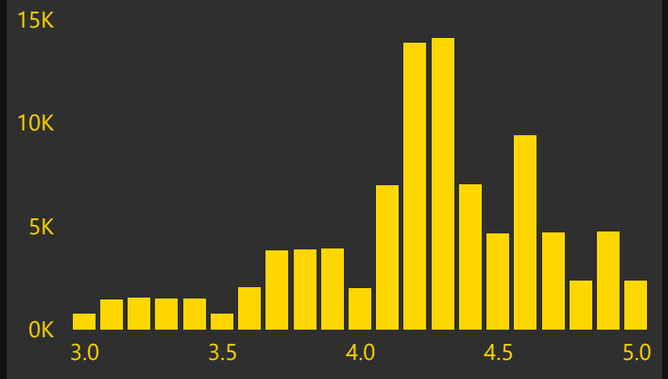
Total Customers	Avg. Customer Rating (of 5)	Cancellation Rate (%)
148.79K	4.40	25.0

Vehicle Type: All

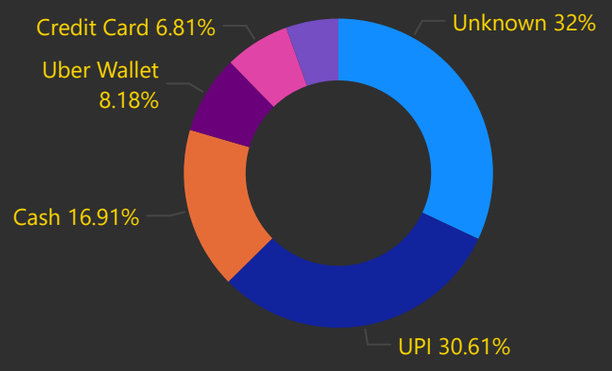
Booking Status: All

Date: 01-01-2024 – 30-12-2024

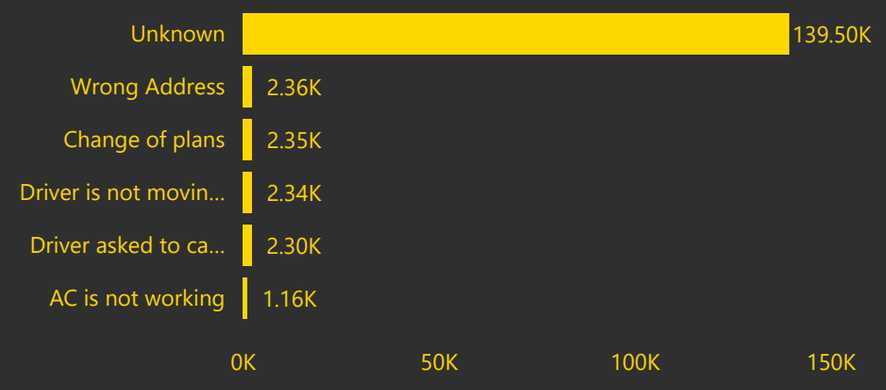
Driver Rating Distribution



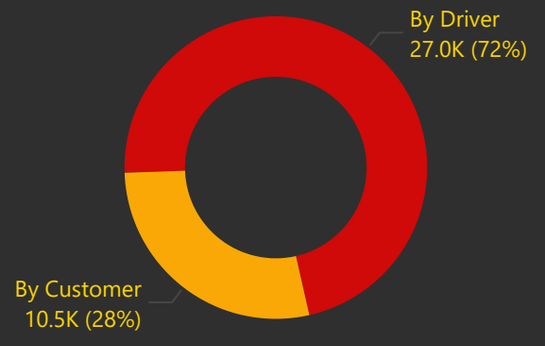
Preferred Payment Methods



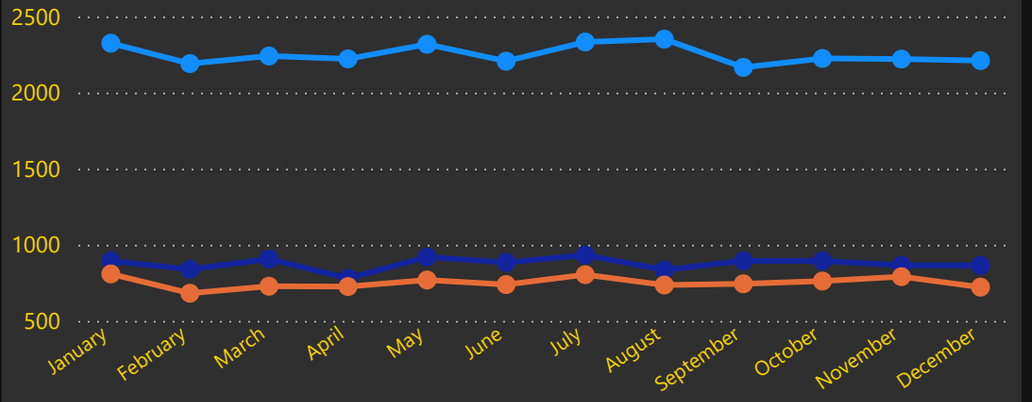
Top Cancellation Reasons



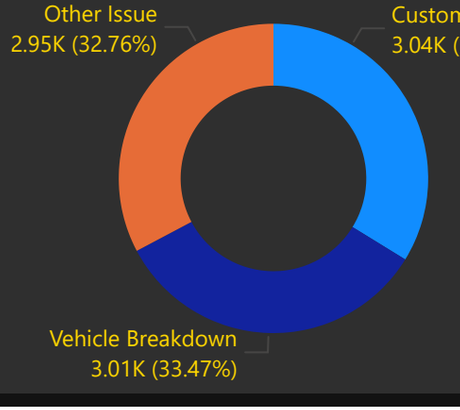
Cancelled Rides Breakdown



Ride Issues over Time (2024)



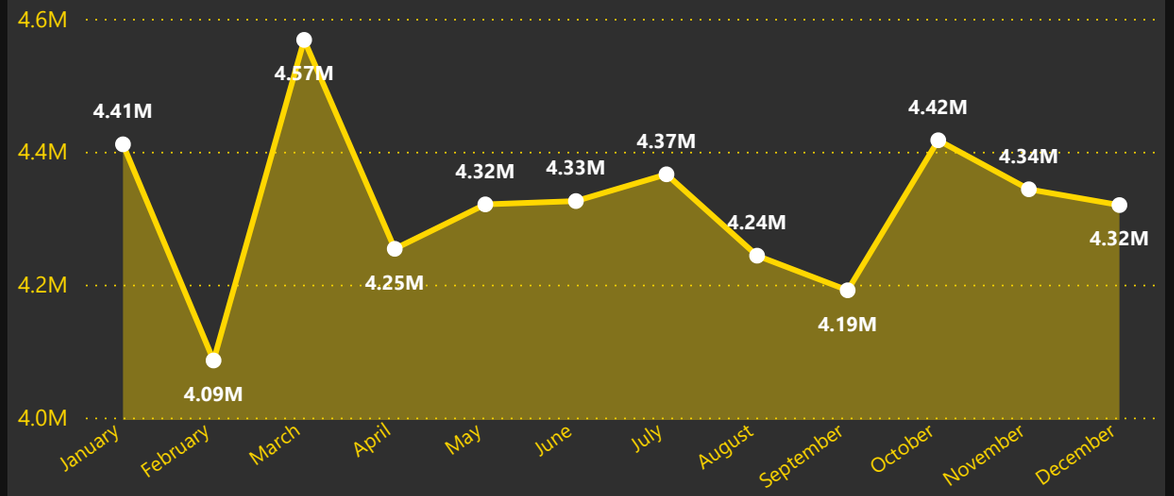
Incomplete Rides Breakdown



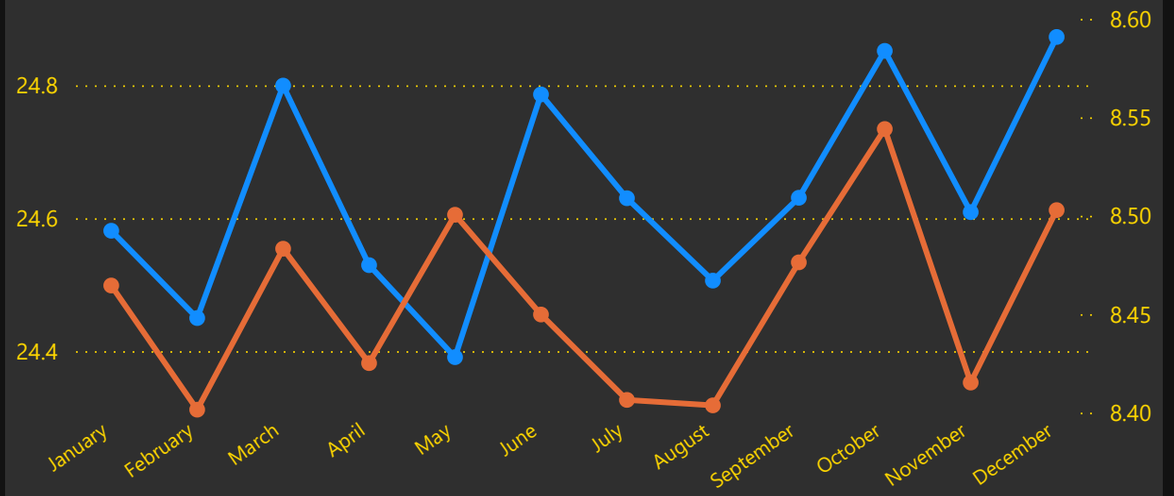
Revenue & Performance Trends

Overview | Ride Issues | Insights&Story | Growth Plan

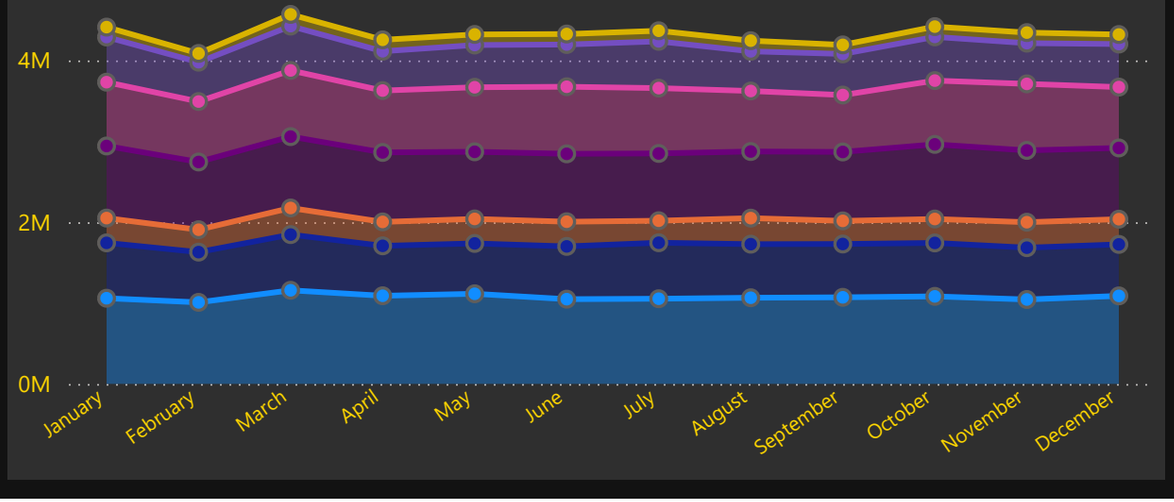
Revenue Growth Over Time



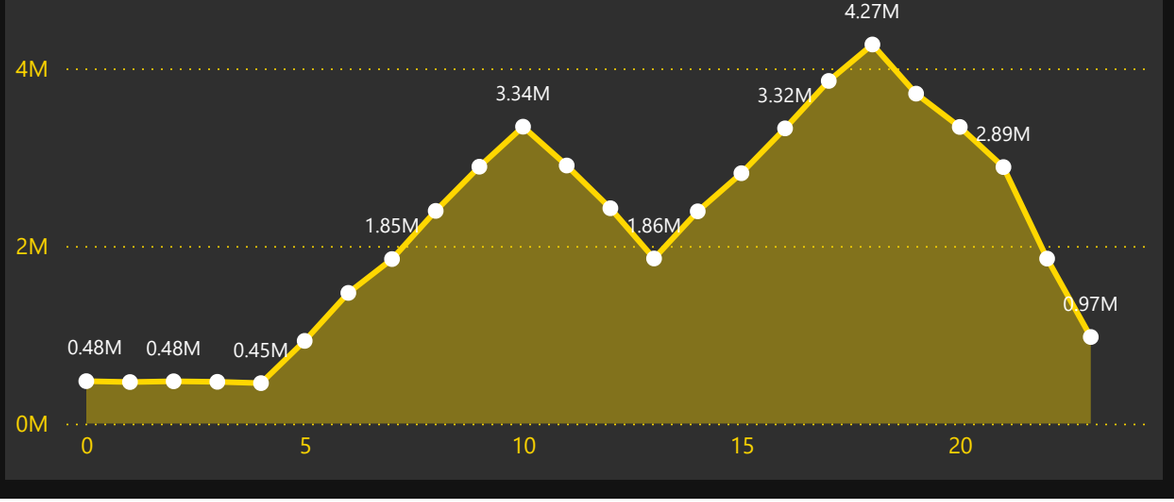
Avg. Distance vs Avg. VTAT Over Time



Revenue by Ride Type



Revenue Per Hour



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Strategic Insights & Performance Story

A holistic view of Uber’s operational and financial performance derived from 2024 ride analytics.

Next

Executive Overview

The Uber rides data shows consistent demand and strong customer engagement, with over **150K rides generating around ₹51.85 million** in revenue. The platform is clearly performing well and maintaining solid traction among users. However, some inefficiencies still exist in ride allocation and driver compliance, slightly holding back operational smoothness. While the revenue foundation is strong, improving stability and optimizing efficiency will be key to unlocking the next level of growth and performance.

Operational Highlights

Auto and Go Mini rides make up nearly **45% of total trips**, showing that short-distance, everyday travel drives most of Uber’s business. Premium options like **Sedan and Premier** have a smaller share but deliver much higher profit per trip, highlighting a valuable upscale segment. The **average VTAT of 8.46 minutes** is slightly slower than the ideal benchmark, indicating room for faster dispatching. Ride trends also show **weekday peaks and weekend dips**, pointing to uneven driver utilization across the week.

Customer & Driver Behavior Insights

Customer experience metrics indicate solid satisfaction levels, averaging **4.4 stars** across the dataset.
However, **72% of cancellations are initiated by drivers**, primarily due to navigation or ride acceptance gaps.
A deeper behavioral analysis reveals that drivers operating in high-demand zones show lower cancellation tendencies — a clear indicator that **geo-alignment and routing optimization** could reduce friction and enhance service consistency.

Revenue Patterns & Efficiency

Revenue trends show **monthly fluctuations between ₹4.09M and ₹4.57M**, exposing unstable demand cycles.
Evening time slots consistently outperform others, while low ride counts during morning hours highlight a potential gap in utilization.
High-margin categories like **Premier and Sedan** are under-leveraged; rebalancing promotional focus here could yield stronger ROI.

Growth Opportunities & Strategic Recommendations

Turning insights into actionable growth levers for Uber’s operational excellence.

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High-Impact Growth Areas

The data highlights strong opportunities in **demand optimization**, improving **driver experience**, and expanding the **premium ride segment**. The next step is to move beyond just reporting numbers — by using predictive and prescriptive analytics, Uber can start making smarter, automated decisions that drive growth and efficiency in real time.

Operational Optimization

Lower the **driver cancellation rate (around 25%)** by introducing clear, performance-based incentives that reward reliability. Use **AI-driven dispatching** to cut down VTAT and ensure drivers are better distributed in busy areas. Add **real-time feedback tools** in the driver app to quickly identify pain points and routing issues. Finally, create **regional heatmaps** to track idle supply and reallocate drivers where demand is highest.

Revenue Growth & Customer Retention

Introduce **off-peak ride incentives** to keep demand steady throughout the day and reduce idle time. Build **corporate ride partnerships** to create a stable weekday revenue stream. Expand **loyalty programs and premium ride offers** to retain high-value users who contribute most to profitability. Use **targeted marketing based on ride frequency** to reach customers with personalized promotions that drive repeat bookings.

Data & Analytics Enhancement

Strengthen **data governance** to eliminate missing or inconsistent entries and ensure cleaner reporting. Use **predictive models** to forecast ride demand and anticipate cancellations before they happen. Integrate **real-time data streams** to enable live tracking and faster operational alerts. Finally, develop a **centralized analytics data mart** to speed up dashboard refreshes and make data queries more efficient across teams.