# Uber Data Analysis – Business Insights

## 1. Overview Page

1. **1. How many total bookings were completed and lost during the analysis period?**

Answer: Completed bookings: 92,551 | Lost bookings: 56,815. The highest number of completed bookings (516) and lost bookings (316) occurred on 21 January 2025.

1. **2. What is the total and average distance traveled by all vehicles?**

Answer: Total distance: 2,512,975.19 km | Average distance: 24.64 km. Auto covered the most distance (625,615.53 km), followed by Bike (558,122.50 km) and Go Mini (501,200.60 km). Uber XL covered the least (74,306.81 km).

1. **3. What is the overall revenue generated, and how does it vary monthly and quarterly?**

Answer: Total revenue: ₹5,18,46,183.00. Monthly highest: March (₹45,68,188.00) | Lowest: February (₹39,70,814.00). Quarterly highest: Q4 (₹1,30,80,183.00) | Lowest: Q2 (₹1,28,00,825.00).

1. **4. Which vehicle type generated the highest revenue?**

Answer: Auto generated the highest revenue of ₹1,28,78,422.00.

1. **5. What are the top pickup and drop locations based on booking count?**

Answer: Top pickup: Khandsa (949 bookings, 600 completed, total distance 16,275.28 km). Top drop: Ashram (936 bookings, 592 completed, total distance 16,326.00 km).

1. **6. How do average rider and driver ratings compare across vehicle types?**

Answer: Average driver rating across all vehicle types: 4.23.

## 2. Vehicle Page

1. **1. Which vehicle type has the highest number of bookings?**

Answer: Auto with 37,351 bookings.

1. **2. What percentage of total revenue is contributed by each vehicle type?**

Answer: Auto – 25%, Go Mini – 20%, Go Sedan – 18%, Bike – 15%, Premier Sedan – 12%, eBike – 7%, Uber XL – 3%.

1. **3. Which vehicle type shows the best performance in terms of distance, bookings, and earnings?**

Answer: Auto leads in all key metrics – Distance: 625,615.53 km, Bookings: 37,351, Revenue: ₹1,28,78,422.00. Followed by Go Mini (501,200.60 km, 29,748 bookings, ₹1,03,38,496.00) and Go Sedan (450,793.61 km, 27,107 bookings, ₹93,69,719.00).

## 3. Revenue Page

1. **1. Which customers generate the most revenue for Uber?**

Answer: Top 10 customers: C7828101 (₹7,683), C7186567 (₹6,101), C2536937 (₹6,019), C9494011 (₹5,966), C3446144 (₹5,589), C9610969 (₹5,494), C5235759 (₹5,379), C1578062 (₹5,368), C3780888 (₹5,323), C3791237 (₹5,292).

1. **2. Which vehicle type contributes the highest share of revenue?**

Answer: Auto with ₹1,28,78,422.00 revenue.

1. **3. What is the preferred payment method among users?**

Answer: UPI – generating ₹2,33,45,101.00 in revenue.

1. **4. How does revenue change month-over-month and quarter-over-quarter?**

Answer: Highest monthly revenue: January (₹4.53M), followed by October (₹4.42M). Lowest: February (₹3.97M). Quarterly trend: Q1 (₹13.07M) > Q4 (₹13.08M) > Q2 (₹12.09M) > Q3 (₹12.80M).

## 4. Rider Page

1. **1. What are the main reasons behind ride cancellations?**

Answer: Cancellations stem from: (1) Incomplete rides (vehicle breakdown, customer demand, etc.), (2) Customer cancellations (AC not working, change of plans, wrong address, etc.), (3) Driver cancellations (personal issues, car problems, customer illness, etc.).

1. **2. Which payment method has the highest ride cancellations?**

Answer: UPI recorded the most cancellations, primarily under ‘incomplete ride’ reasons (e.g., vehicle breakdown – 1,383 cases).

1. **3. How do booking patterns differ between first-time, returning, and regular riders?**

Answer: First-time: 48K | Returning: 5,650 | Regular: 11K (completed rides).

1. **4. What trends are observed in rider behavior across months and quarters?**

Answer: Monthly: January leads (12.5K), February lowest (11K). Average across other months: 12K+. Quarterly: Q3 highest (33,004) > Q1 (32,752) > Q2 (32,585) > Q4 (32,421).

## 5. Location Page

1. **1. Which time slots and areas are the busiest for Uber rides?**

Answer: Peak hours: 3 PM – 6 PM and 6 PM – 9 PM; busiest areas observed in major urban zones.

1. **2. Which vehicle type covers the maximum distance in a month?**

Answer: Auto in May (54,044.03 km) and January (54,021.41 km).

1. **3. How does total distance vary monthly and across locations?**

Answer: High distance months: January (221,695.32 km), March (215,283.50 km), October (215,364.34 km). Lowest: February (190,404.82 km). Across locations, Khandsa leads consistently with high travel in December (1,696.90 km).

1. **4. How do filters (vehicle, time, area) impact key performance insights?**

Answer: Auto performs best at 6 PM – 9 PM in Raj Nagar Extension (₹26,587), with other strong zones including Munirka and Vaishali (₹24K+).