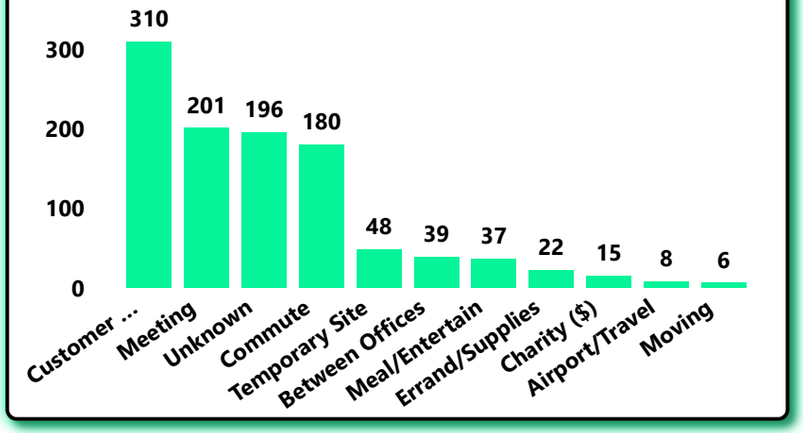
UBER DATA ANALYSIS

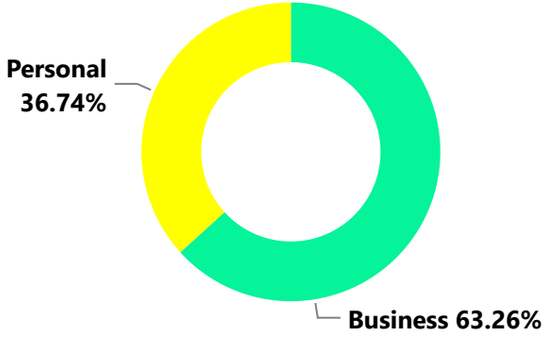
Time OF Day	Time OF Day
All	All

Distinct Stop	Distinct Start	Total Distance(Miles)	Max Distance(Miles)	Min Distance(Miles)
187	176	11.87K	310.30	0.50

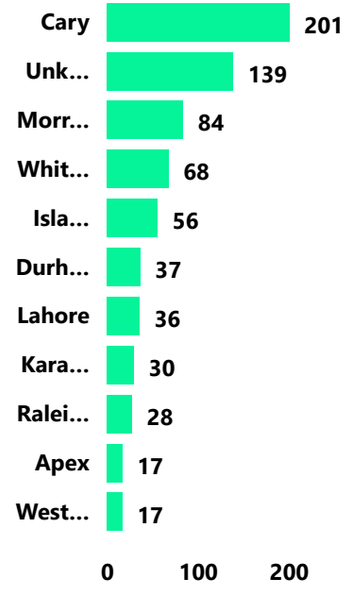
Max Distance(Miles) by PURPOSE



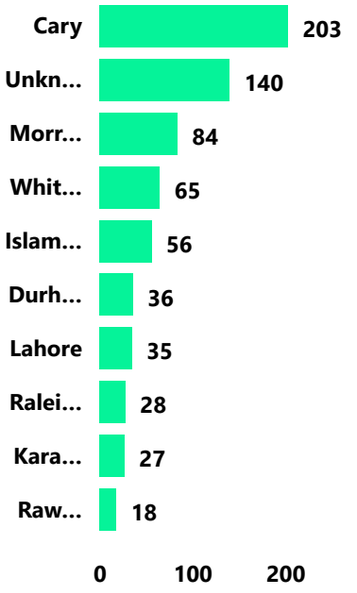
Total Distance By Category



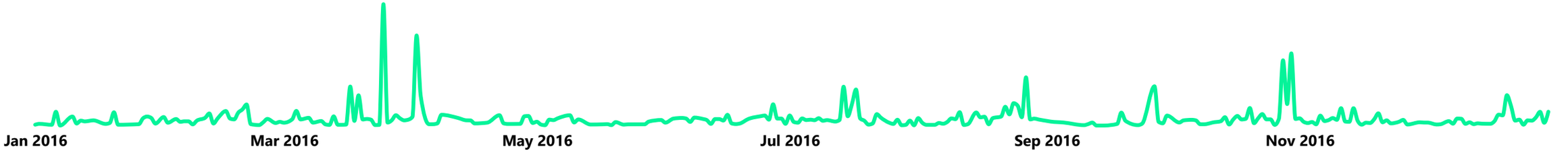
Top 10 Start Location



Top 10 Stop Location



Date-Driven Mileage Trends



UBER DATA ANALYSIS

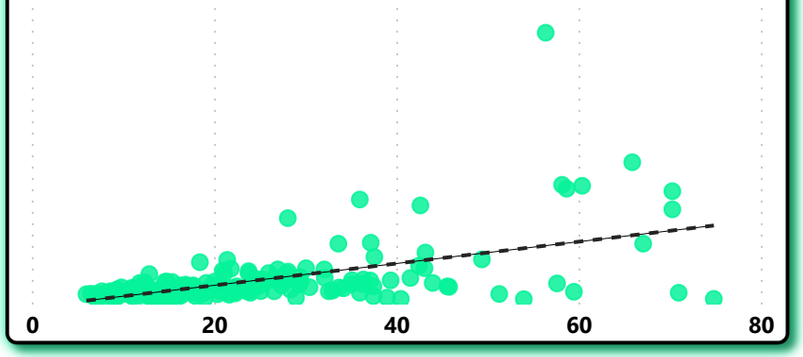
Distinct Stop	Distinct Start	Minimum Speed	Average Speed	Max Speed
187	176	3.90	23.57	160

Time OF Day: All

Time OF Day: All

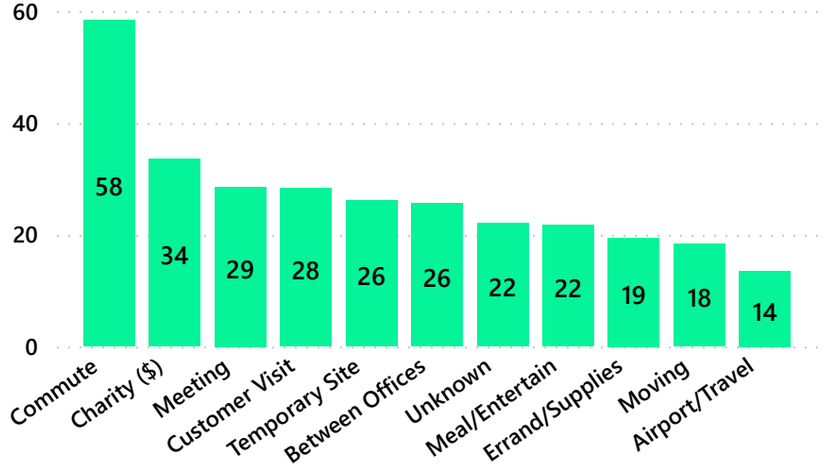
Distance distribution by Start position

SPEED AND TIME CO-RELATION

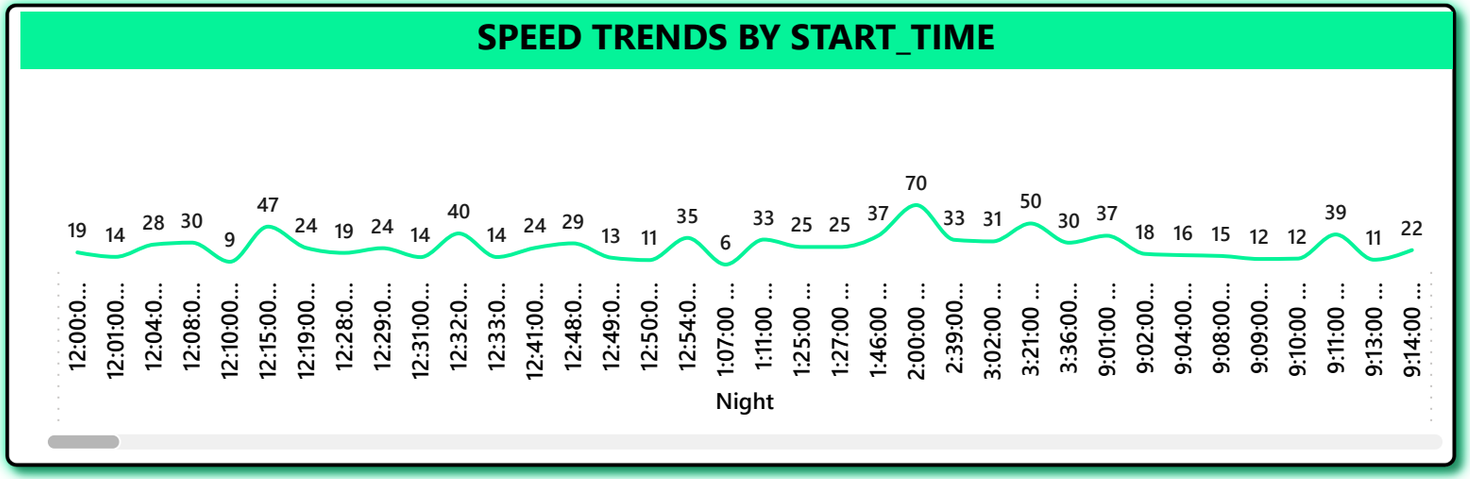


Total Distance By Category

Average Speed by PURPOSE



SPEED TRENDS BY START_TIME



UBER DATA ANALYSIS

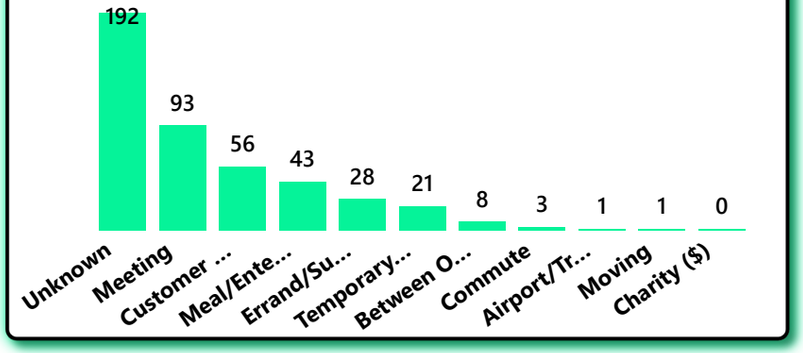
Time OF Day	Time OF Day
All	All

Distinct Stop	Distinct Start	Minimum Speed	Max Hours traveled	Avg Minutes
187	176	3.90	5.60	23.49

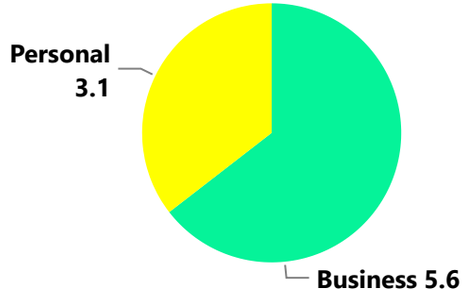
Summarized Info

Route	Total Distance(Miles)	Average Speed	Avg Mins
Jacksonville	375.20	65.90	171.60
Latta	310.30	56.40	330.00
Asheville	287.70	58.20	144.00
Boone	204.00	42.65	118.80
Florence	159.30	70.30	136.20
Ridgeland	144.00	60.40	142.80
Austin	136.00	58.70	139.20
Winston Salem	133.60	70.30	114.00
Daytona Beach	80.50	67.10	72.00

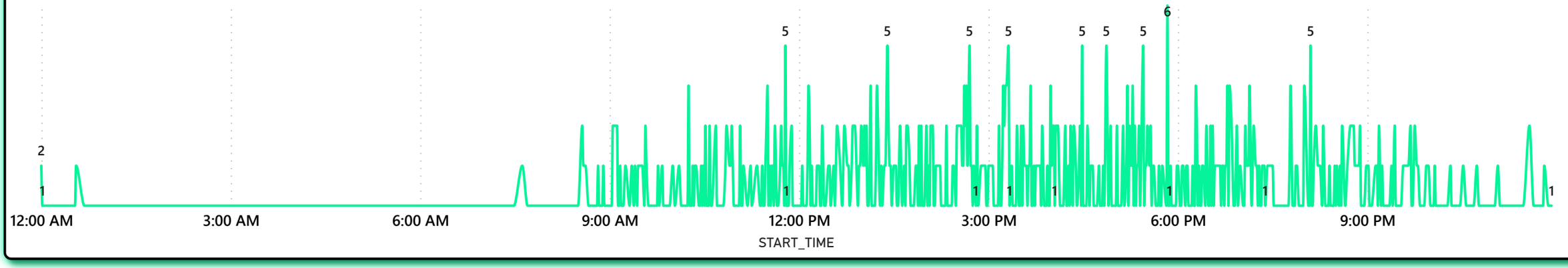
Hours By Purpose



Max hours by Category



Ride Booking Frequency



INSIGHTS

There are a total of 175 distinct start locations and 186 distinct stop locations in our data. Among the top 10 start locations, we have Cary, Morrisville, Whitebridge, Islamabad, Durham, Lahore, Karachi, Raleigh, Apex, and Westpark Place. These locations are frequently used as origins for rides. On the other hand, the top 10 stop locations include Cary, Morrisville, Whitebridge, Islamabad, Durham, Lahore, Raleigh, Karachi, Rawalpindi, and Apex, which are the most common destinations for our rides.

Interestingly, the majority of Uber rides, constituting 94% of the total mileage, were undertaken for business purposes. This signifies a strong trend towards professional commuting within our user base. The remaining 6% of miles were traveled for personal reasons, demonstrating a smaller yet notable segment of our ridership who utilize our services for leisure and non-business activities.

Within the realm of professional commuting, the data reveals three prominent purposes of travel. Notably, client visits accounted for the highest mileage, totaling 310 miles. Following closely behind, meetings constituted 201 miles, while daily commutes contributed significantly with 180 miles. These statistics underscore the key motivations driving our users' engagement with our services for business-related activities.

In the year 2016, a remarkable trend in mileage was observed. In March, a peak distance of 1700 miles was covered, signifying a significant surge in activity. Later in October of the same year, another notable milestone was achieved, with a total of 1600 miles traveled. These instances reflect the dynamic nature of Uber's services and its adaptability to diverse travel demands.
Looking ahead, forecasts for 2017 indicate that in both March and July, there is a potential for Uber rides to cover approximately 1600 miles. This projection suggests a continued pattern of consistent usage and underscores the reliability of Uber as a transportation choice for users during those months.

The average speed for business purposes slightly outpaces that for personal use, with 23.77 mile/h compared to 20.8 mile/h. Moreover, a noteworthy trend emerges when examining the time of day – during nighttime, the average speed spikes to 27 mile/h, surpassing the morning and afternoon averages of 22 mile/h.

Among various trip purposes, the top five with the highest average speeds range from an impressive 58 miles per hour to 22 miles per hour. These purposes include commuting, charity-related trips, meetings, customer visits, and temporary site visits.

The top three most frequently traveled routes, each with its own significant distance covered. Leading the list is the Latta to Jacksonville route, spanning an impressive 310.30 miles. Following closely is the Jacksonville to Kissimmee route, covering a substantial 210 miles. Additionally, the Ashville to Mebane route stands out with 195 miles covered.

The data highlights some of the most time-intensive rides, with meetings leading the way at an impressive 93 hours, closely followed by customer visits, which totaled 56 hours. Additionally, significant hours were spent on rides for meals and entertainment, amounting to 42 hours.

SUGGESTION

1.Route Optimization: Uber could further improve its service by optimizing routes, especially for the top routes like Latta to Jacksonville, Jacksonville to Kissimmee, and Ashville to Mebane. This could help reduce travel time and make the service even more efficient.

2.Promotions for Personal Travel: Given that a smaller percentage of rides are for personal purposes, Uber might consider offering special promotions or discounts for non-business trips to encourage more users to utilize the service for leisure and entertainment.

3.Enhanced Business Services: With the majority of rides being for business purposes, Uber could explore tailored features or packages for business users, such as dedicated business profiles, reporting tools, or discounted rates for frequent business travelers.

4.Nighttime Services: Given the higher average speeds during nighttime, Uber could consider expanding its nighttime services or offering incentives to drivers who are available during these hours to meet the demand.

5.Safety Measures: Given the variation in average speeds during different times of the day, Uber could also emphasize safety measures for drivers and passengers, especially during nighttime when speeds are higher.

6.Customer Engagement: Understanding the top start and stop locations, Uber could engage with local businesses in those areas to provide special offers or promotions, thereby increasing customer engagement and loyalty.

7.Driver Incentives: To encourage drivers to take longer rides, especially for meetings and customer visits, Uber could consider implementing driver incentives or bonuses for such trips.

8.User Surveys: Uber could gather feedback from users to better understand their needs and preferences, helping them tailor their services even more effectively.

9.Sustainability Initiatives: With a focus on reducing the environmental impact of rides, Uber could explore initiatives to promote carpooling and eco-friendly transportation options, especially for business users