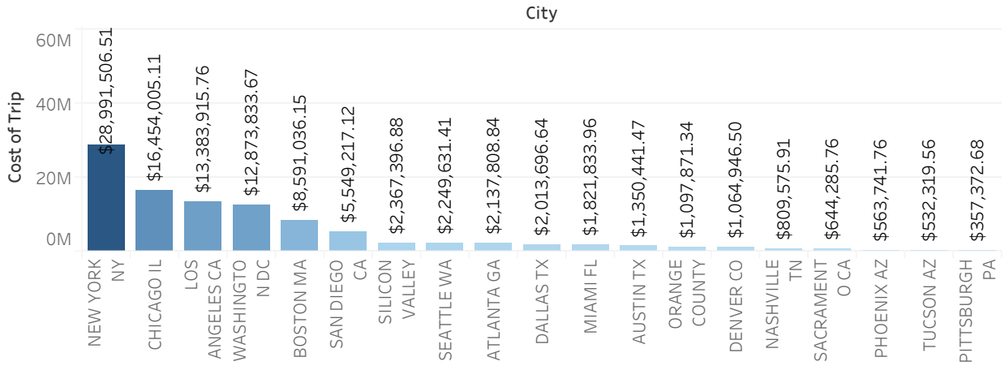
Total Revenue by City



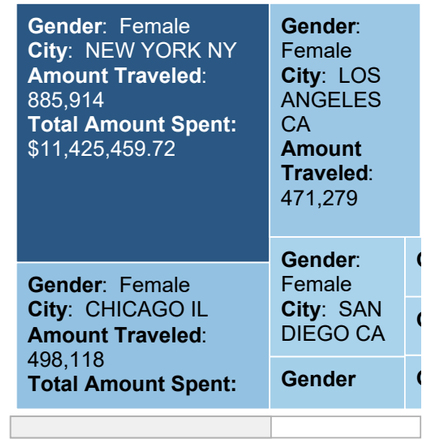
Highlight City
No items highlighted

Gender
Female
Male

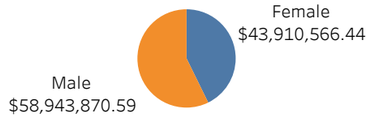
Population
248,968 to 8,405,837

Revenue
357,372.6832 to 28,991,5..

Taxi Usage Analysis: Female Riders Across Major U.S. Cities



Ride Distribution and Key Metrics by Gender

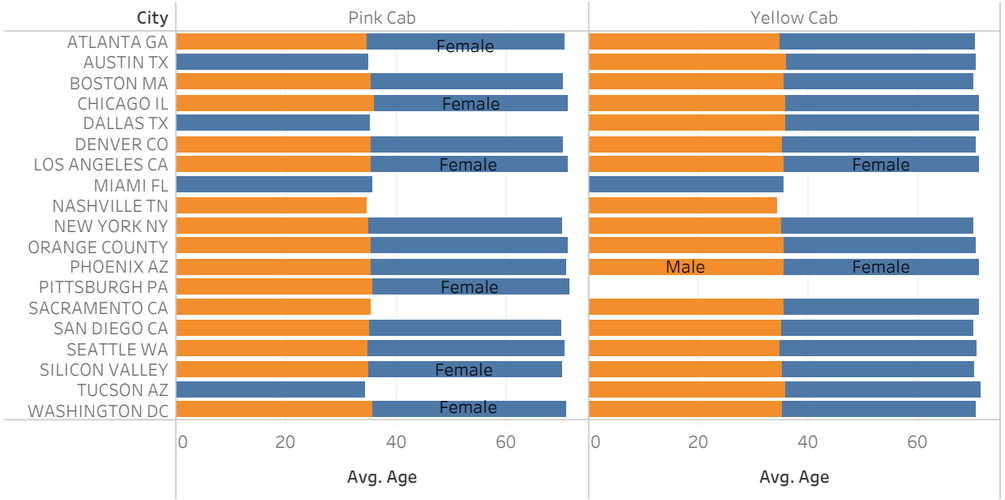


Day of Week
- Null
- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

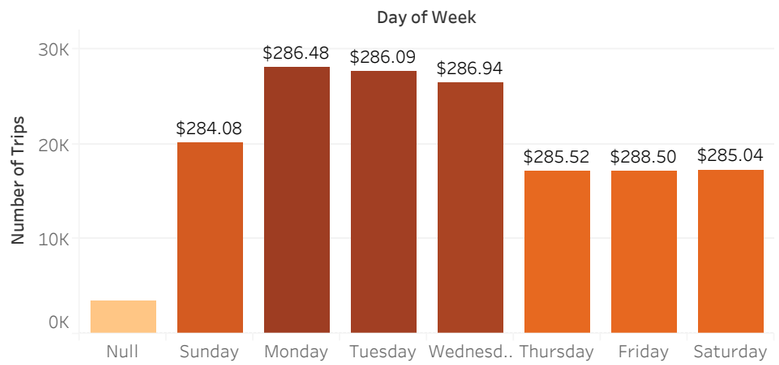
Number of Trips
3,514 — 27,985

City
- Null
- ATLANTA GA
- AUSTIN TX
- BOSTON MA
- CHICAGO IL
- DALLAS TX
- DENVER CO
- LOS ANGELES CA
- MIAMI FL
- NASHVILLE TN
- NEW YORK NY
- ORANGE COUNTY
- PHOENIX AZ
- PITTSBURGH PA
- SACRAMENTO CA
- SAN DIEGO CA
- SEATTLE WA
- SILICON VALLEY
- TUCSON AZ
- WASHINGTON DC

Gender-based Age Distribution by Cab Company Across Cities.



Weekly Analysis of Average Trip Cost Per Passenger



Story

The dashboard displayed here offers a comprehensive analysis of the taxi industry across several major U.S. cities, segmented by gender, company, and city. The visualization neatly breaks down several key metrics such as total revenue by city, gender-based age distribution by cab company, ride distribution, and average trip costs, providing valuable insights into the taxi market.

Chapter 1: City-wide Revenues and Popularity
The journey begins in the bustling streets of major cities like New York and Chicago, where the total revenue generated by taxi rides varies significantly. New York stands out with towering revenue figures, possibly due to its high population and the inherent demand for taxi services. An interactive feature allows stakeholders to highlight specific cities, focusing on local data for deeper analysis.

Chapter 2: Gender Dynamics in the Taxi Industry
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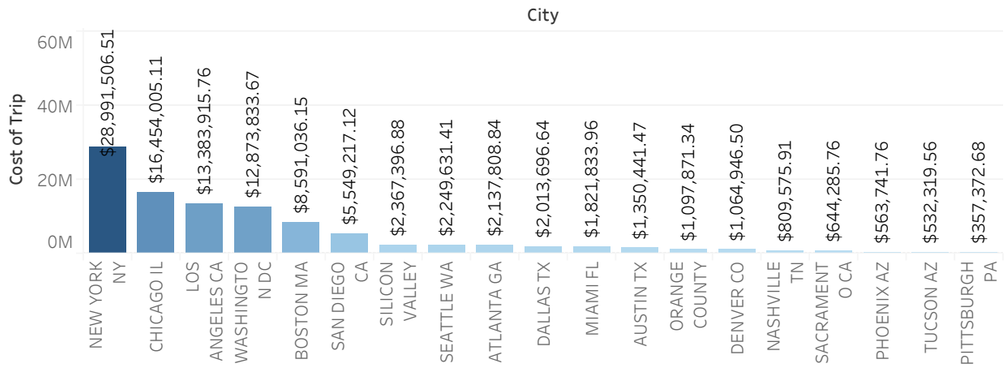
Total Revenue by City



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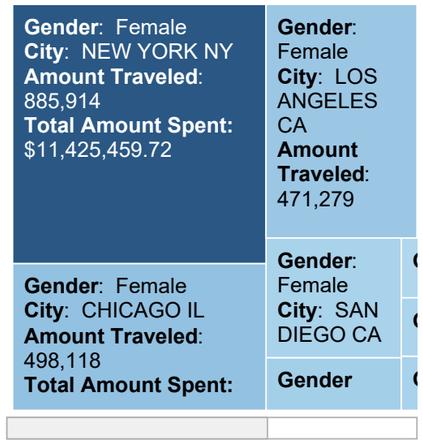
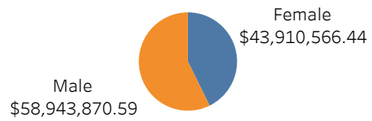


Highlight City
No items highlighted

Gender
Female
Male

Ride Distribution and Key Metrics by Gender



Day of Week
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- Friday
- Saturday

Number of Trips
3,514 — 27,985

City
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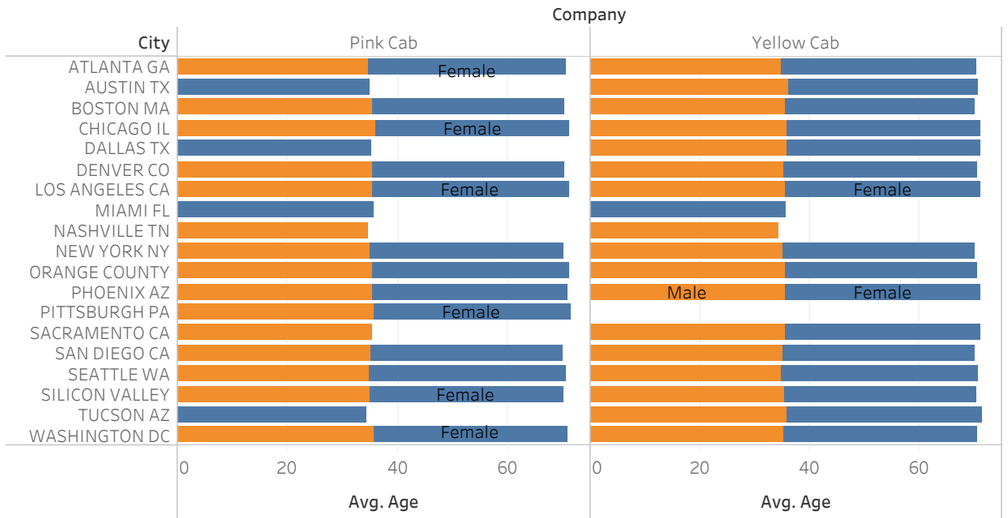

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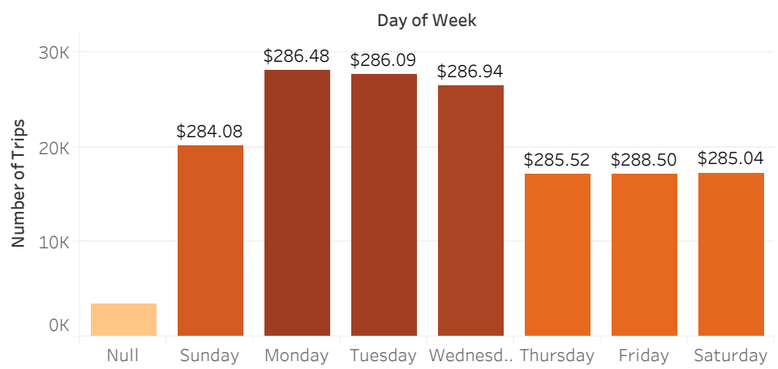

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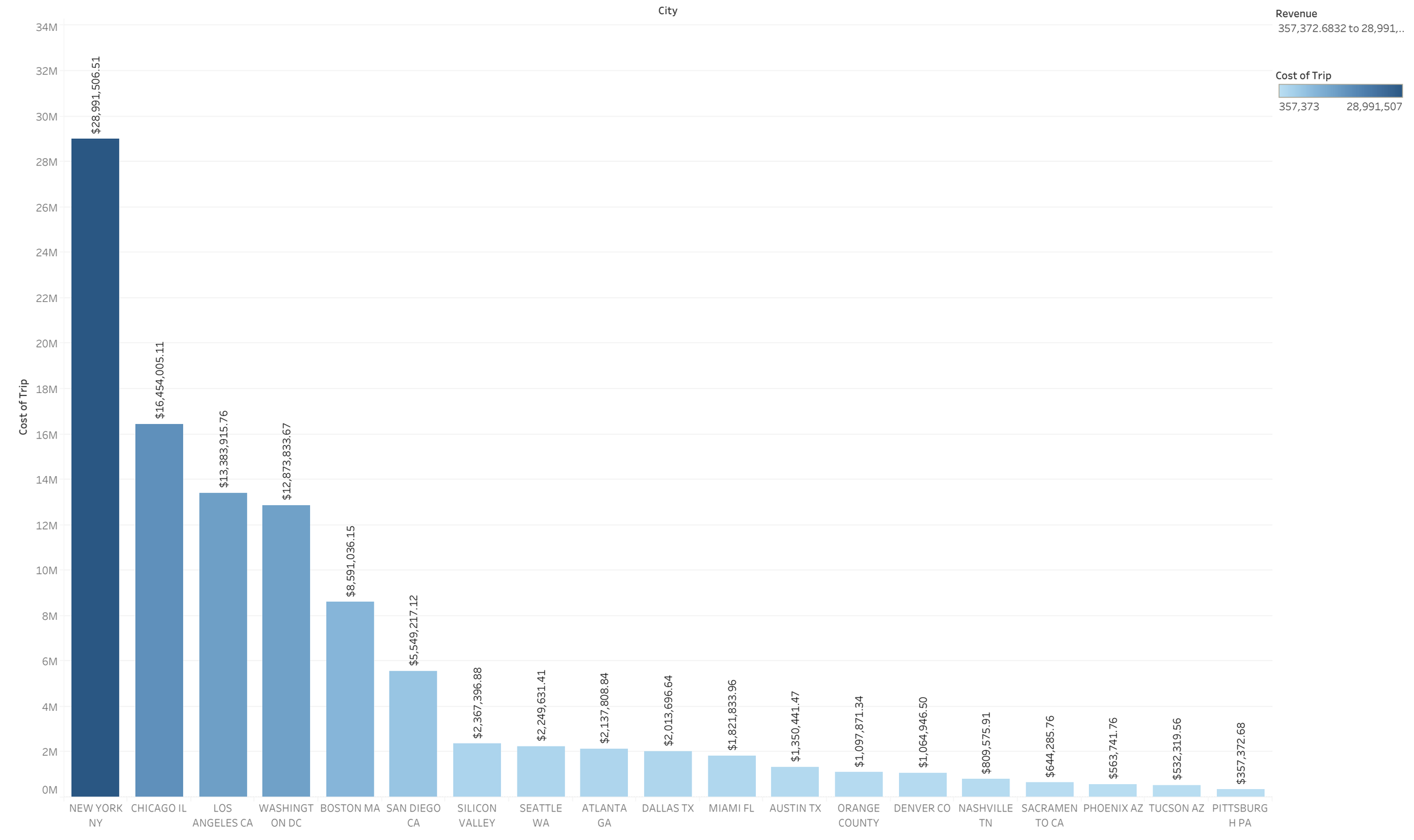

Story

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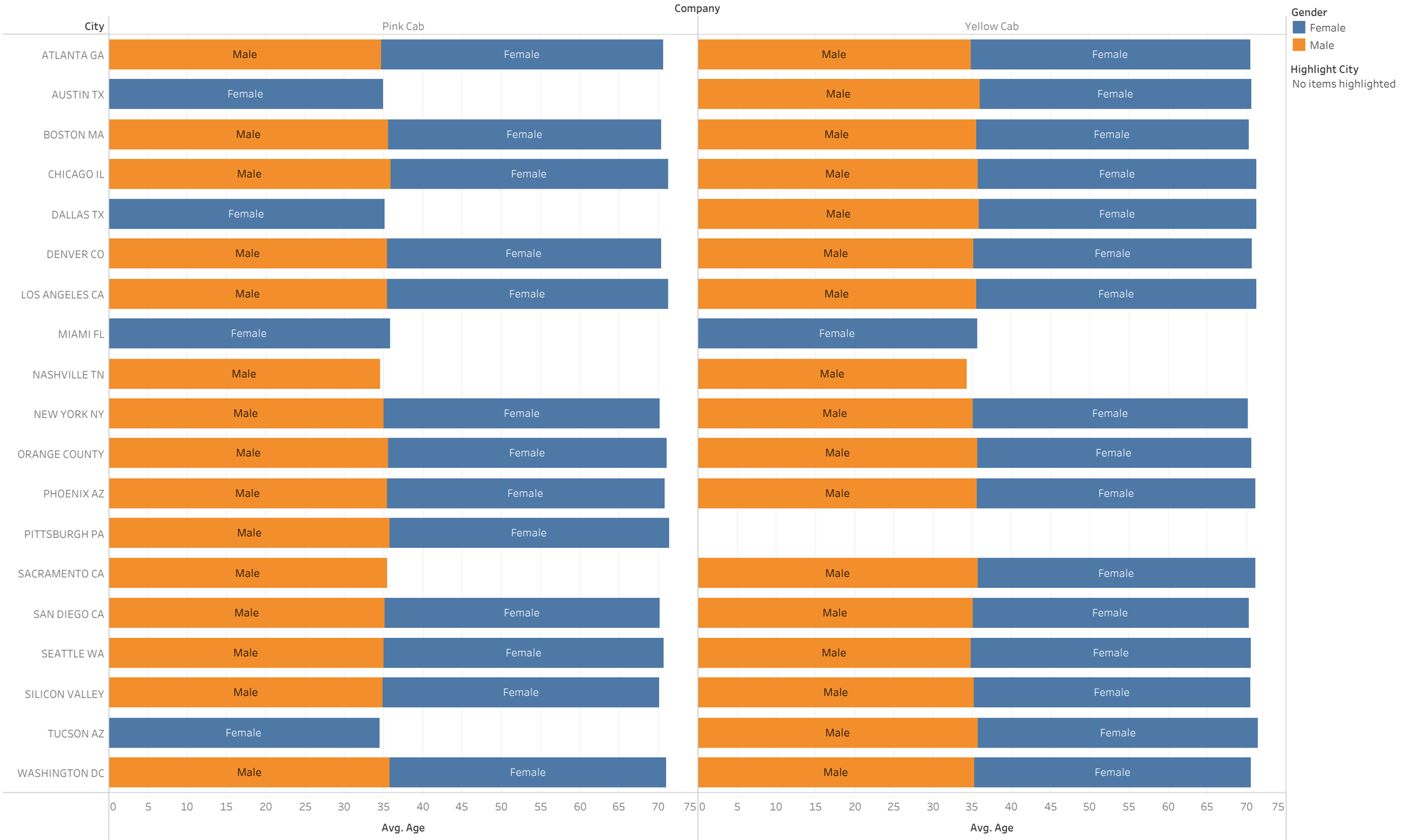
Chapter 3: Analyzing Rider Preferences and Costs
Further analysis reveals the ride distribution by gender, where the financial contributions of male and female riders can be compared. This segment, depicted through a pie chart, highlights that although there might be more male riders, the revenue difference between genders might not be as stark, suggesting that femal..



Story

Chapter 2: Gender Dynamics in the Taxi Industry	Chapter 3: Analyzing Rider Preferences and Costs	Chapter 4: Temporal Trends and Spending Patterns
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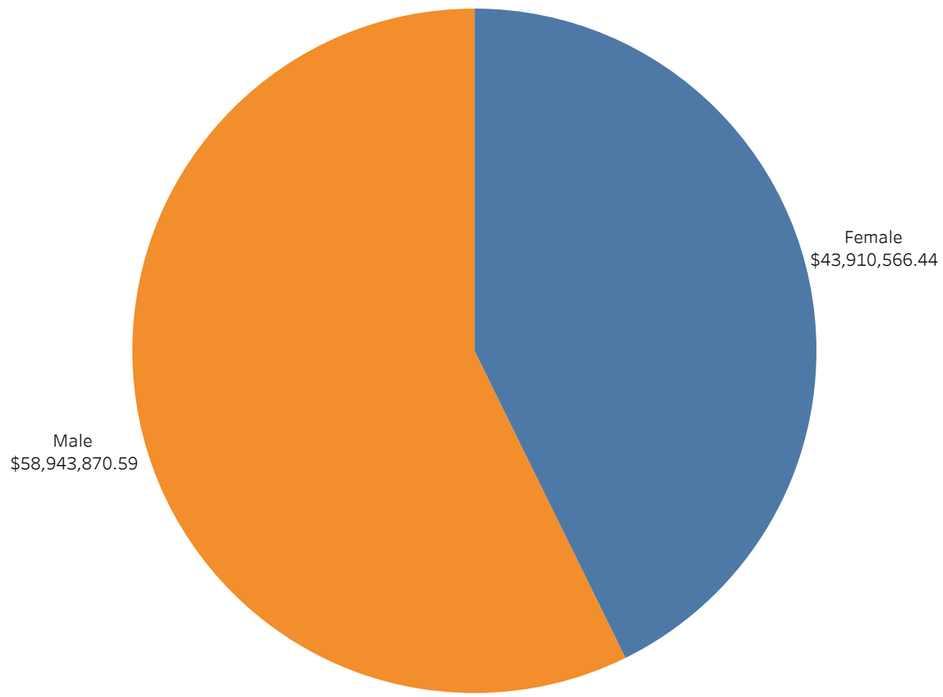
Gender
Female
Male

Number of Trips
49,171



Story

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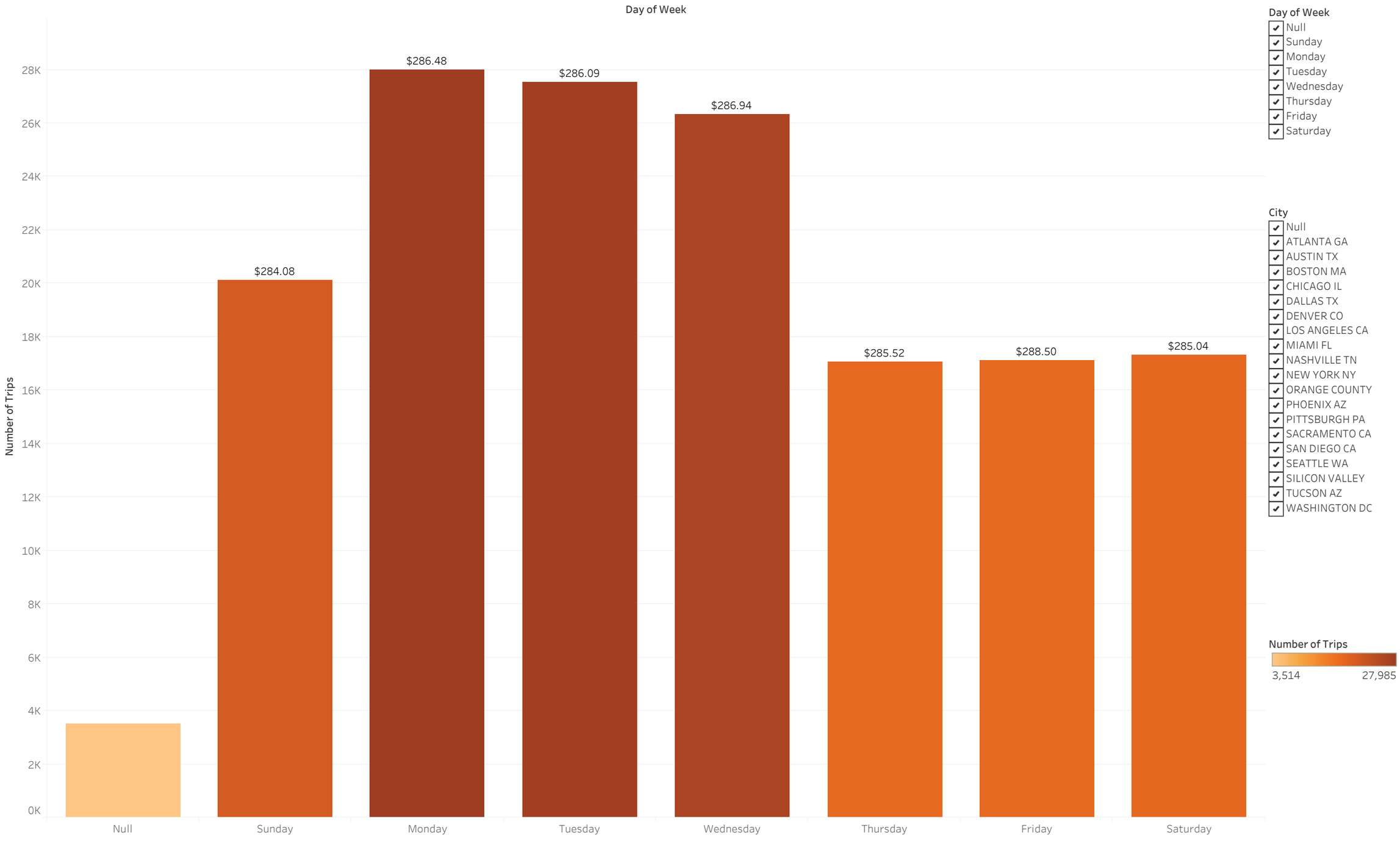
Conclusion:
Each data visualization within the dashboard is interconnected, providing a holistic view of the taxi industry's operations and customer interactions across different demographics and times. This enables stakeholders to make informed decisions on marketing, operational adjustments, and customer service improve..



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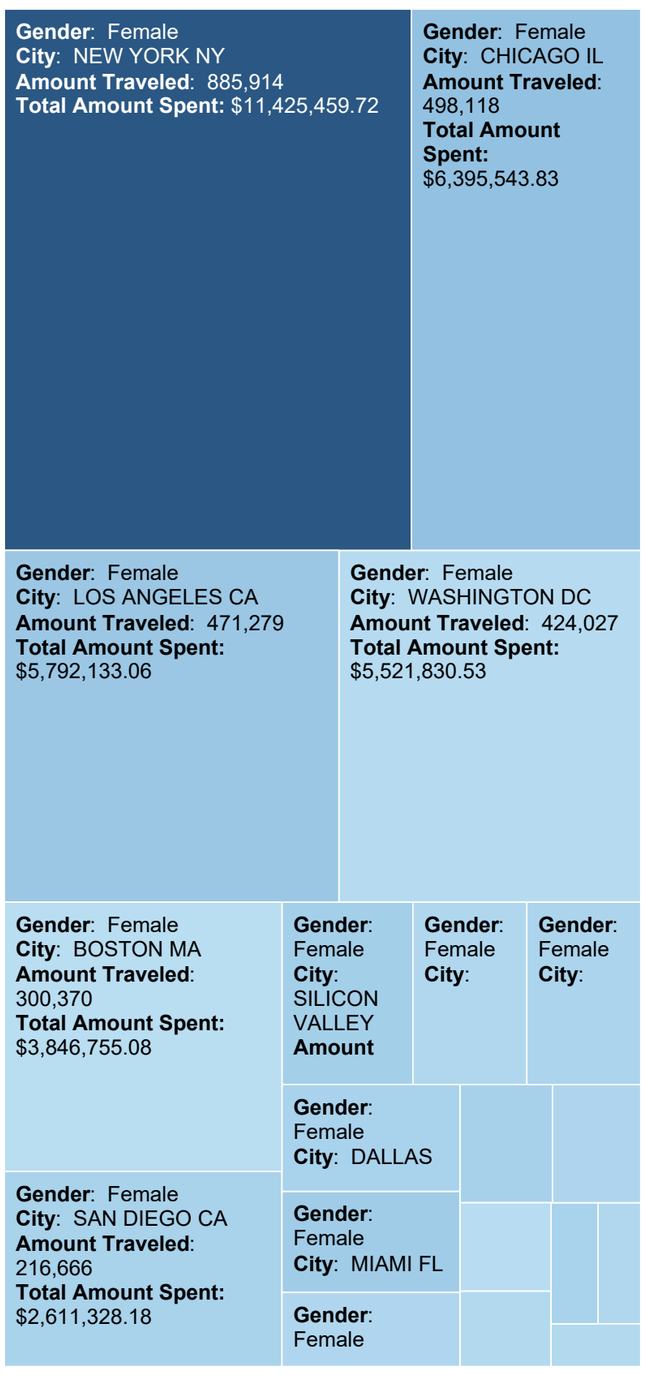
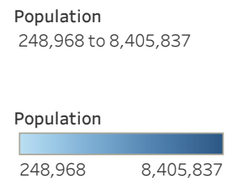
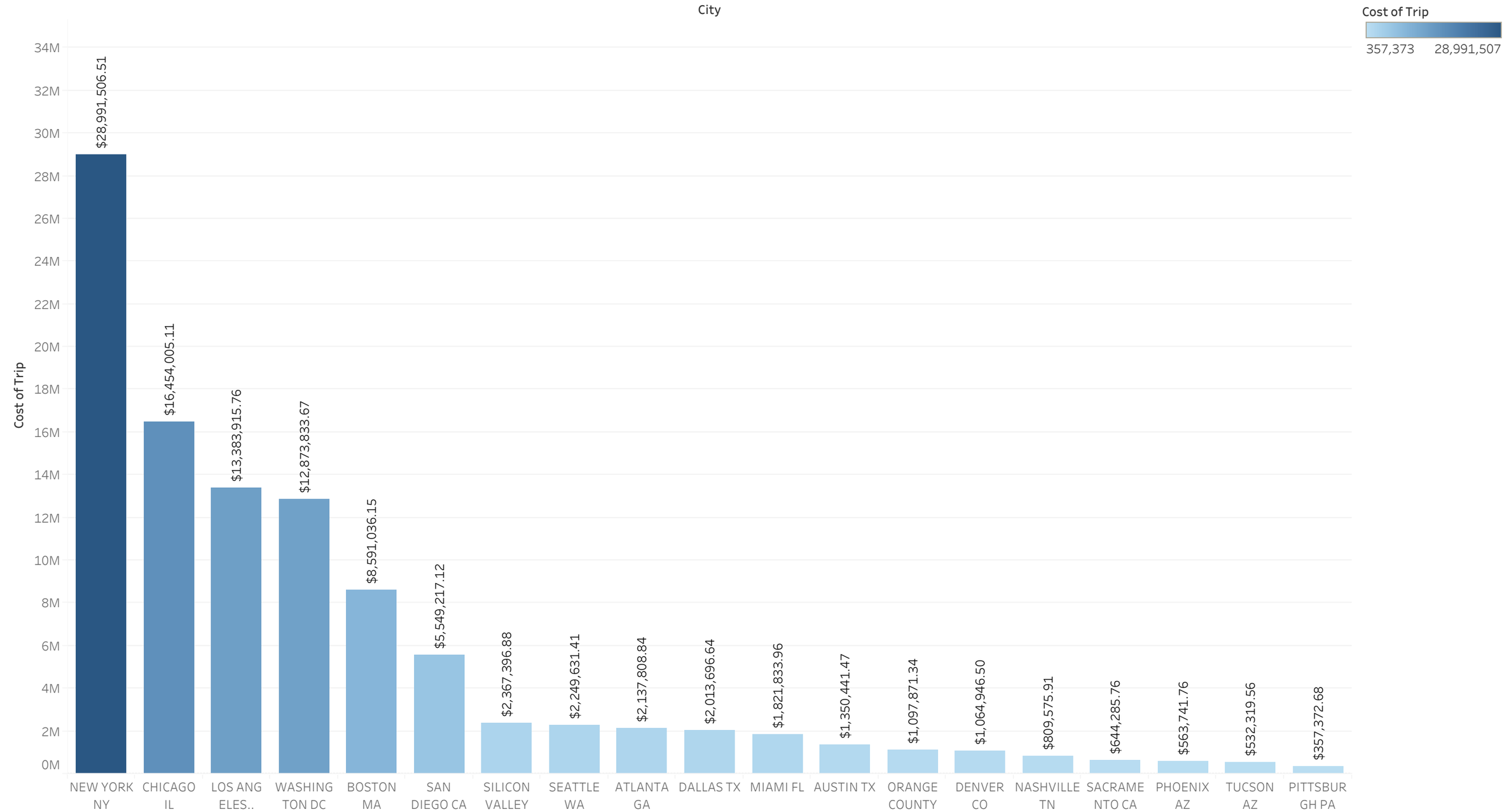


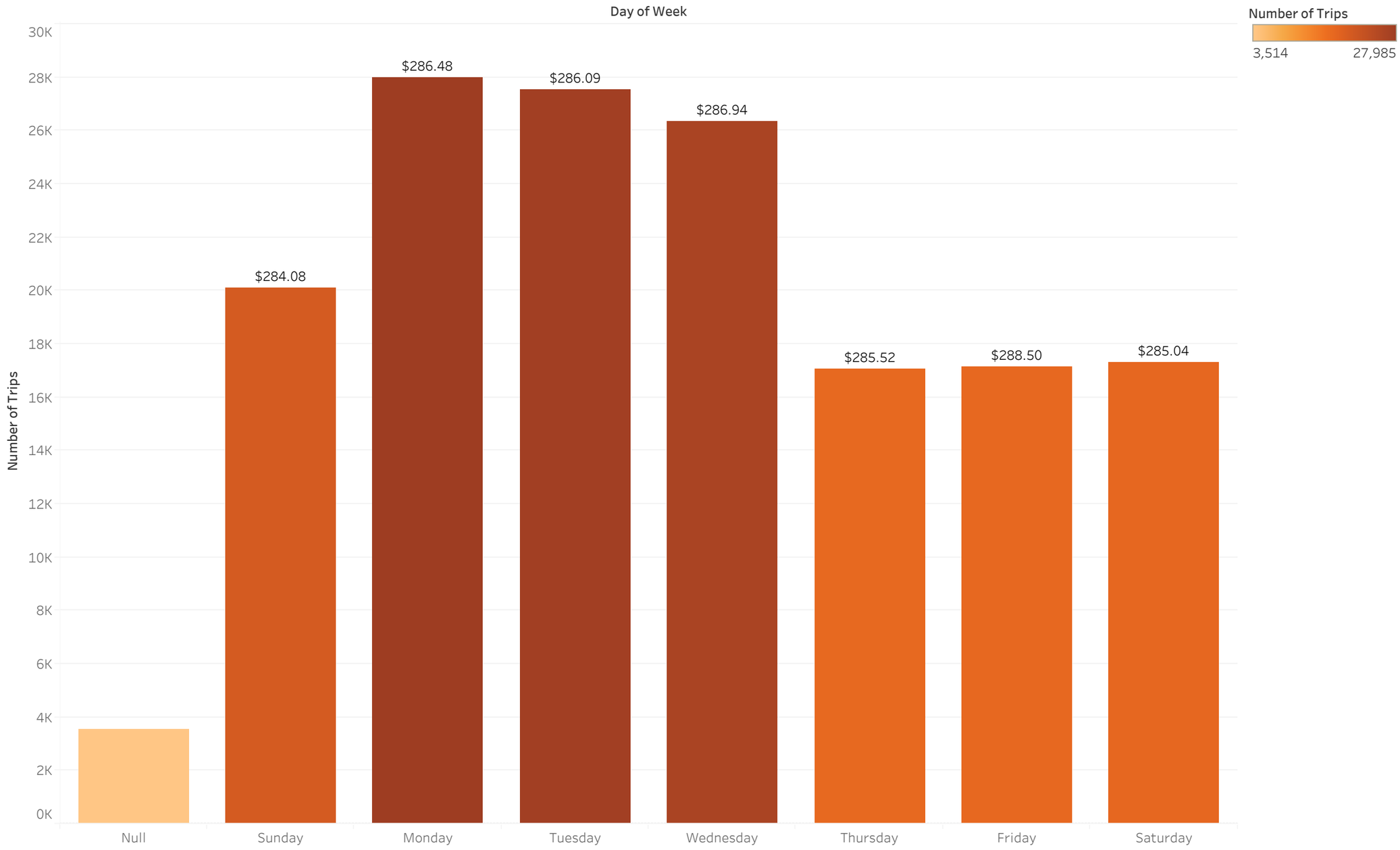


Total Revenue by City



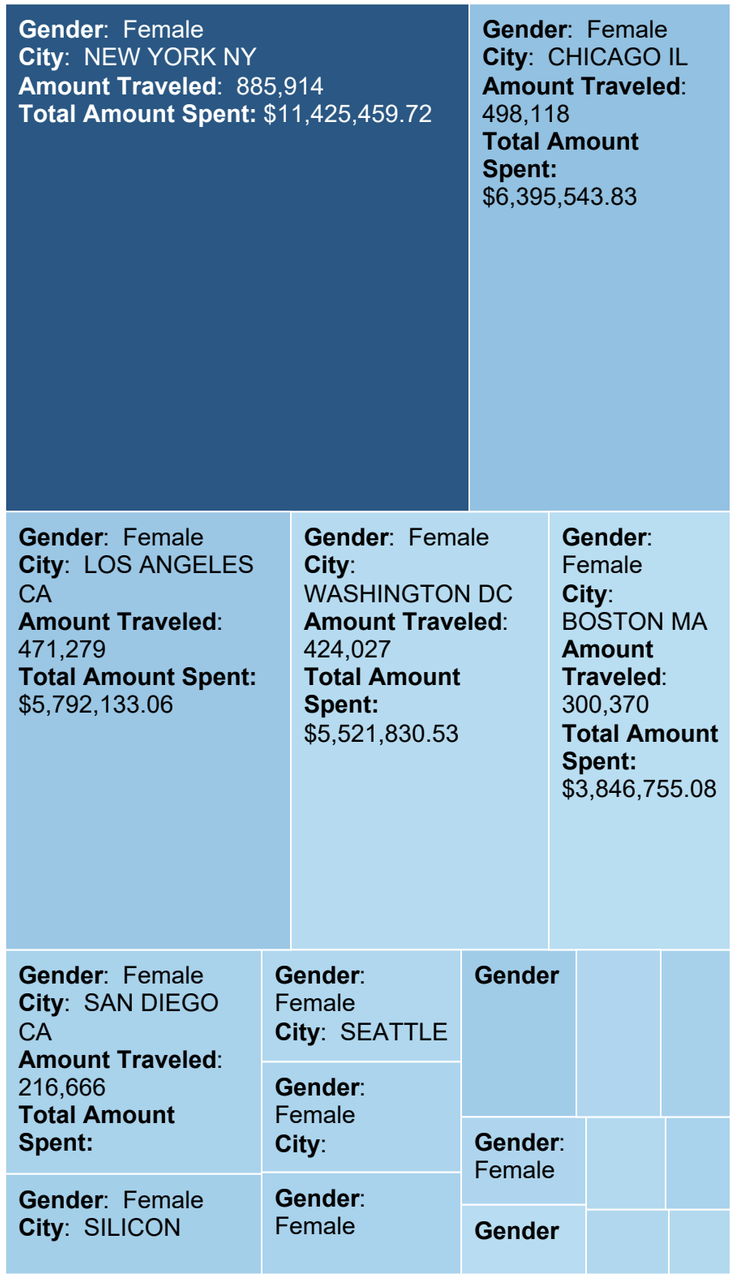
Sum of Cost of Trip for each City. Color shows sum of Cost of Trip. The marks are labeled by sum of Cost of Trip. The view is filtered on sum of Cost of Trip, which ranges from 357,373 to 28,991,507.

Weekly Analysis of Average Trip Cost Per Passenger



Number of Trips for each Day of Week. Color shows Number of Trips. The marks are labeled by Average Trip Cost Per Passenger. The data is filtered on City, which keeps multiple members. The view is filtered on Day of Week, which keeps multiple members.

Taxi Usage Analysis: Female Riders Across Major U.S. Cities



Population

248,968 8,405,837

Gender, City, sum of KM Travelled and sum of Cost of Trip. Color shows sum of Population. Size shows sum of KM Travelled. The marks are labeled by Gender, City, sum of KM Travelled and sum of Cost of Trip. The view is filtered on Gender and sum of Population. The Gender filter keeps Female. The sum of Population filter ranges from 248,968 to 8,405,837.

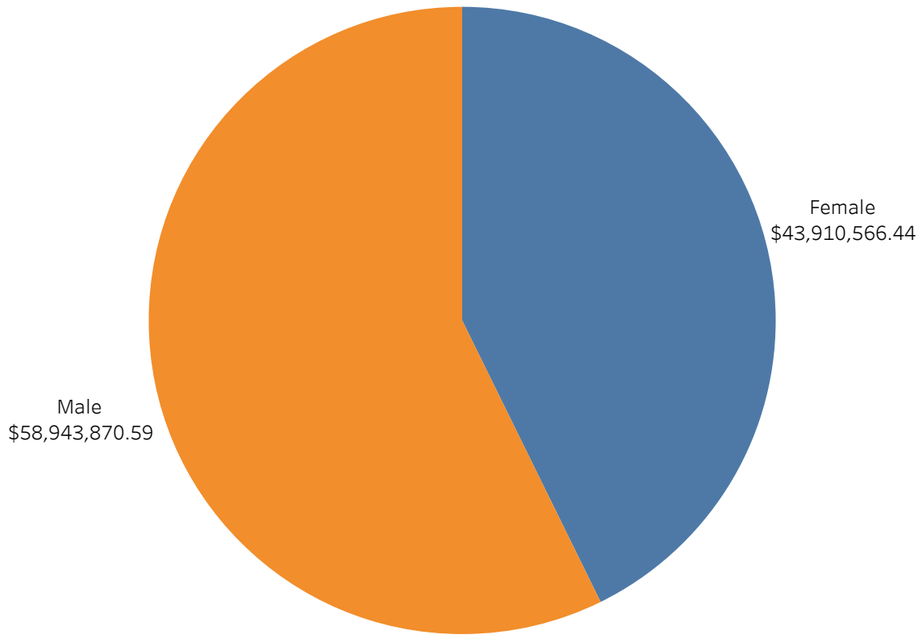
Gender-based Age Distribution by Cab Company Across Cities.

Average of Age for each City broken down by Company. Color shows details about Gender. The marks are labeled by Gender. The view is filtered on average of Age and City. The average of Age filter ranges from 34.122 to 36.009. The City filter excludes Null.

Ride Distribution and Key Metrics by Gender

Number of Trips
49,171

Gender
Female
Male



Gender and sum of Cost of Trip. Color shows details about Gender. Size shows Number of Trips. The marks are labeled by Gender and sum of Cost of Trip.