

# UBER TRIP ANALYSIS | OVERVIEW ANALYSIS



**\$1.6M**

Total Booking Value

**103.7K**

Total Bookings

**\$15.0**

Average Booking Value

**349K miles**

Total Trip Distance

**3 miles**

Average Trip Distance

**16 min**

Average Trip Time

Total Bookings

Total Booking Value

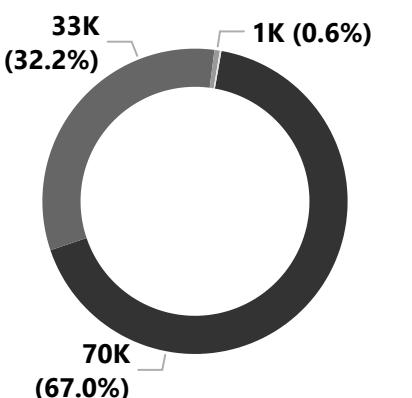
Total Trip Distance

Overview

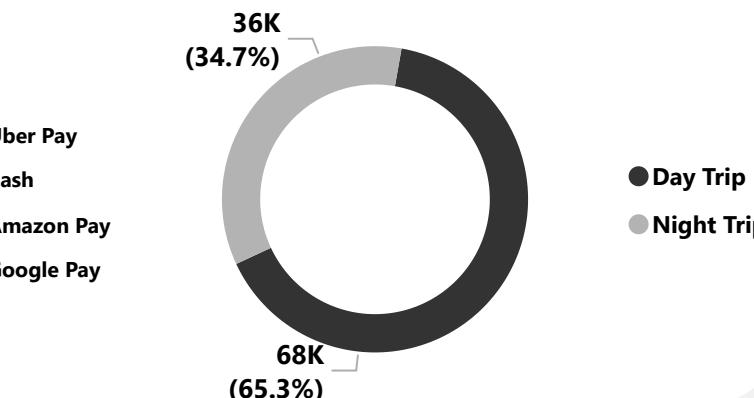
Timeline Analysis

Details

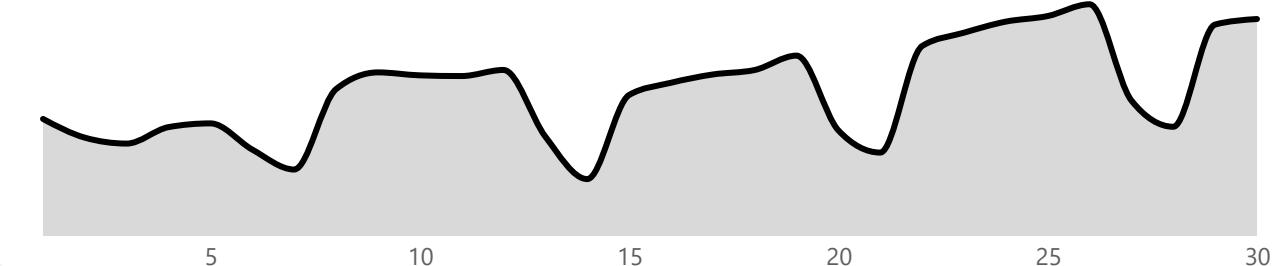
Total Booking by Payment\_type



Total Booking by Trip Type (Day/Night)



Total Bookings by Day



## Vehicle Type Analysis

Vehicle	Total Bookings	Total Booking Value	Average Booking Value	Total Trip Distance
UberX	38744	\$583,880	\$15	131,496
Uber Comfort	17078	\$253,995	\$15	56,790
Uber Black	16710	\$250,192	\$15	56,149
UberXL	16698	\$249,424	\$15	55,721
Uber Green	14498	\$216,181	\$15	48,778

Most Frequent Dropoff Point  
Upper East Side North

Most Frequent Pickup Point  
Penn Station/Madison Sq West

Farthest Trip

Pickup: Lower East Side → Drop-off: Crown Heights North (144.1 miles)

Total Bookings by Location

Penn Stat...	4.5K
Upper East...	4.5K
Upper East...	4.1K
Lenox Hill ...	4.0K
Upper Wes...	3.8K
Clinton East	3.7K
Lenox Hill ...	3.6K
Lincoln Sq...	3.5K
Yorkville ...	3.4K

Most Preferred Vehicle

UberX	39K
Uber Comfort	17K
Uber Black	17K
UberXL	17K
Uber Green	14K

# UBER TRIP ANALYSIS | OVERVIEW ANALYSIS



\$1.6M

Total Booking Value

103.7K

Total Bookings

\$15.0

Average Booking Value

349K miles

Total Trip Distance

3 miles

Average Trip Distance

16 min

Average Trip Time

Total Bookings

Total Booking Value

Total Trip Distance

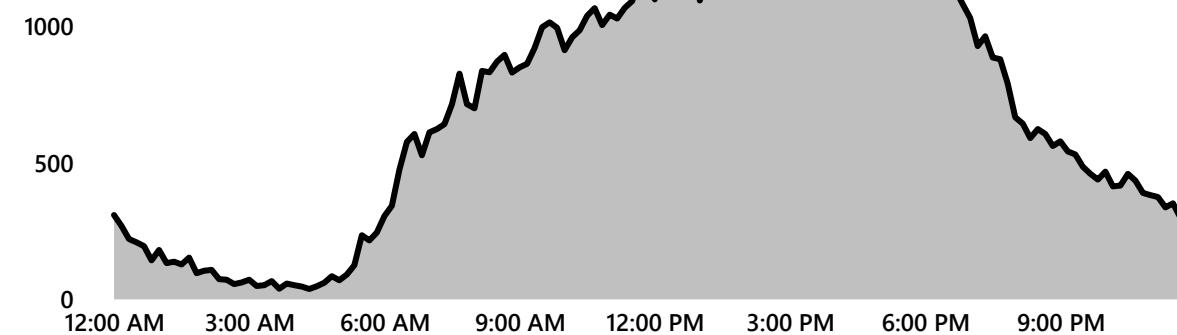
Overview

Timeline Analysis

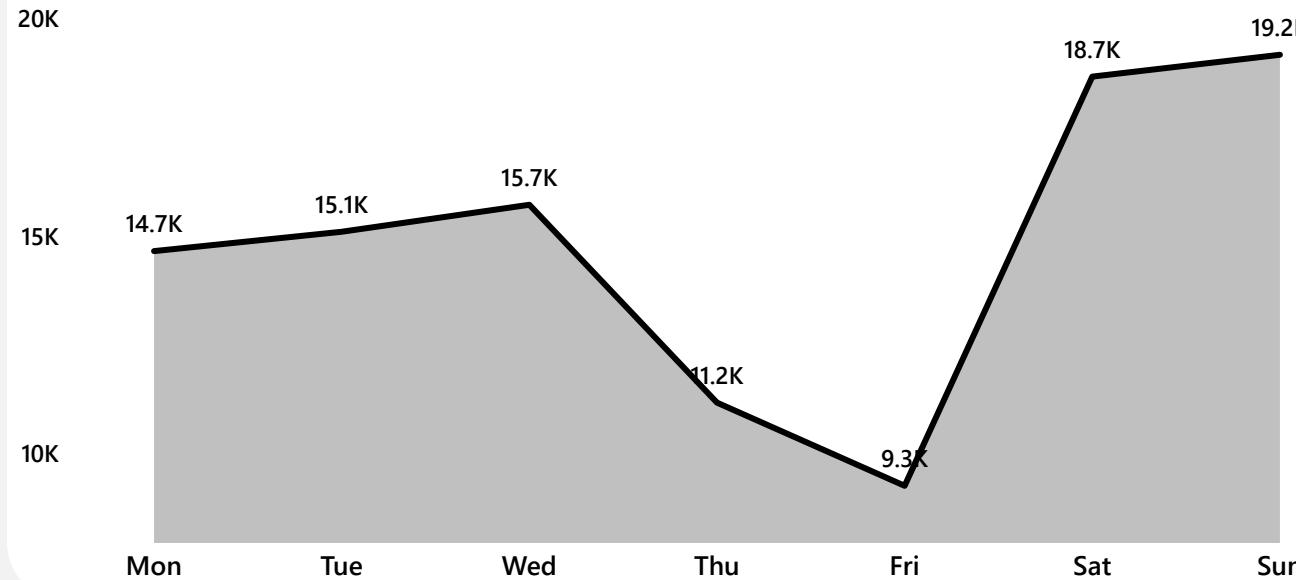
Details



## Total Bookings by Pickup Time



## Total Bookings by Day Name



Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun
0	OK						
1	OK						
2	OK						
3	OK						
4	OK						
5	OK						
6	OK	OK	OK	OK	OK	1K	1K
7	1K	1K	1K	OK	OK	1K	1K
8	1K	1K		OK	OK	1K	1K
9	1K	1K	1K	OK	OK	1K	1K
10	1K	1K	1K	1K	OK	1K	1K
11	1K	1K	1K	1K	OK	1K	1K
12	1K						
13	1K						
14	1K						
15	1K						
16	1K						
17	1K						
18	1K						
19		1K	1K	1K	1K	1K	1K
20	OK	1K	1K	1K	OK	1K	1K
21	OK						
22	OK						
23	OK						

# UBER TRIP ANALYSIS | OVERVIEW ANALYSIS



Overview

Timeline Analysis

Details



Trip ID	Pick Date	Vehicle	Payment_type	No. of passenger_count	Trip Distance	Pickup Location	Booking Value	Total Bookings	Year	Quarter	Month	Day
2	Saturday, June 01, 2024	Uber Black	Cash	1	1.72	Lincoln Square East	\$8.0	1.0	1899	Qtr 4	December	30
3	Saturday, June 01, 2024	Uber Black	Cash	1	3.41	Sutton Place/Turtle Bay North	\$13.0	1.0	1899	Qtr 4	December	30
5	Saturday, June 01, 2024	Uber Black	Cash	1	1.89	Garment District	\$8.0	1.0	1899	Qtr 4	December	30
16	Saturday, June 01, 2024	Uber Black	Uber Pay	1	2.12	Kips Bay	\$10.4	1.0	1899	Qtr 4	December	30
37	Saturday, June 01, 2024	Uber Black	Cash	1	3.40	Clinton East	\$16.5	1.0	1899	Qtr 4	December	30
42	Saturday, June 01, 2024	Uber Black	Cash	1	4.80	Kips Bay	\$15.5	1.0	1899	Qtr 4	December	30
45	Saturday, June 01, 2024	Uber Black	Cash	1	2.73	Upper West Side North	\$11.0	1.0	1899	Qtr 4	December	30
53	Saturday, June 01, 2024	Uber Black	Uber Pay	1	19.31	Brownsville	\$56.3	1.0	1899	Qtr 4	December	30
55	Saturday, June 01, 2024	Uber Black	Cash	2	4.02	Far Rockaway	\$15.5	1.0	1899	Qtr 4	December	30
64	Saturday, June 01, 2024	Uber Black	Uber Pay	2	2.48	Union Sq	\$14.1	1.0	1899	Qtr 4	December	30
74	Saturday, June 01, 2024	Uber Black	Cash	1	2.40	Flushing	\$10.0	1.0	1899	Qtr 4	December	30
81	Saturday, June 01, 2024	Uber Black	Uber Pay	1	1.80	Clinton East	\$8.5	1.0	1899	Qtr 4	December	30
90	Saturday, June 01, 2024	Uber Black	Cash	2	2.85	Washington Heights South	\$10.5	1.0	1899	Qtr 4	December	30
101	Saturday, June 01, 2024	Uber Black	Uber Pay	1	1.80	Penn Station/Madison Sq West	\$11.0	1.0	1899	Qtr 4	December	30
104	Saturday, June 01, 2024	Uber Black	Uber Pay	3	1.15	Penn Station/Madison Sq West	\$7.8	1.0	1899	Qtr 4	December	30
115	Saturday, June 01, 2024	Uber Black	Cash	1	1.59	Lincoln Square West	\$7.5	1.0	1899	Qtr 4	December	30
116	Saturday, June 01, 2024	Uber Black	Uber Pay	1	1.56	Lenox Hill East	\$8.6	1.0	1899	Qtr 4	December	30
128	Saturday, June 01, 2024	Uber Black	Uber Pay	1	1.70	Garment District	\$7.5	1.0	1899	Qtr 4	December	30
129	Saturday, June 01, 2024	Uber Black	Uber Pay	1	3.24	Lincoln Square West	\$13.6	1.0	1899	Qtr 4	December	30
146	Saturday, June 01, 2024	Uber Black	Uber Pay	1	3.50	TriBeCa/Civic Center	\$16.9	1.0	1899	Qtr 4	December	30
153	Saturday, June 01, 2024	Uber Black	Uber Pay	1	1.60	Lenox Hill East	\$10.0	1.0	1899	Qtr 4	December	30
167	Saturday, June 01, 2024	Uber Black	Cash	2	1.64	Garment District	\$8.5	1.0	1899	Qtr 4	December	30
170	Saturday, June 01, 2024	Uber Black	Cash	1	4.84	UN/Turtle Bay South	\$18.5	1.0	1899	Qtr 4	December	30
175	Saturday, June 01, 2024	Uber Black	Uber Pay	1	2.90	Midtown East	\$12.5	1.0	1899	Qtr 4	December	30
177	Saturday, June 01, 2024	Uber Black	Uber Pay	1	3.32	Midtown Center	\$15.8	1.0	1899	Qtr 4	December	30
179	Saturday, June 01, 2024	Uber Black	Uber Pay	3	3.42	Lincoln Square East	\$16.9	1.0	1899	Qtr 4	December	30
185	Saturday, June 01, 2024	Uber Black	Cash	1	3.72	Greenwich Village South	\$15.5	1.0	1899	Qtr 4	December	30
186	Saturday, June 01, 2024	Uber Black	Uber Pay	1	3.51	Upper East Side North	\$15.7	1.0	1899	Qtr 4	December	30
Total						146478	348,933.81		\$1,553,672.8	103728.0		