Uber Analysis Dashboard

This project presents a Power BI dashboard built to analyze Uber's business performance using a structured project management approach. The dashboard focuses on booking trends, revenue analysis, vehicle performance, customer behavior, and payment methods. Using simulated Uber data, the project converts raw data into meaningful insights that help identify demand patterns, revenue drivers, and operational gaps. The analysis supports data-driven decision-making and reflects a real-world analytics workflow suitable for business and data analyst roles.

Introduction

Objective of the Analysis

- Understand overall booking and revenue performance
- Identify demand patterns and booking losses
- Analyze vehicle-wise and payment-wise revenue
- Support business decision-making using data insights

Key KPIs (Overall Performance)

Key Metrics

- Completed Bookings: **93K**
- Lost Bookings: **57K**
- Total Revenue: **52M**
- Total Distance: **3M**
- Average Distance: **24.6 km**

Insight

Lost bookings form a significant share of total demand
Average trip distance remains stable across time

Booking Performance Analysis

Monthly & Quarterly Analysis

Completed bookings and revenue vary across months
Certain quarters perform better than others

Insights

Peak periods show high demand pressure
Low-demand periods indicate scope for promotions and incentives

Vehicle Type Analysis

Vehicle Categories

- Auto
- Bike
- Go Mini
- Go Sedan
- Premier Sedan
- Uber XL

Insights

Economy vehicles (Auto, Bike, Go Mini) generate high booking volume
Premium vehicles have lower bookings but higher revenue per ride

Vehicle Contribution to Revenue

Observations

Auto contributes the highest total revenue
Uber XL and Premier Sedan contribute less due to low ride volume

Business Meaning

Volume-driven vs value-driven vehicle categories
Helps optimize pricing and driver incentives

Analysis

Revenue Analysis

Revenue Breakdown

➢Revenue by Vehicle Type
➢Revenue by Customer
➢Revenue by Payment Method
➢Monthly and Quarterly Revenue Trends

Insights
➢Revenue shows seasonal variation
➢Few customers contribute higher revenue

Payment Method Analysis

Payment Methods

- UPI
- Cash
- Uber Wallet
- Credit Card
- Debit Card

Insights

➢UPI is the most used payment method
➢Digital payments dominate completed bookings

Business Impact

Encourages focus on digital payment adoption

Analysis

Location Analysis

Top Pickup & Drop Locations

•Certain locations show consistently high demand

Insights

These areas act as demand hotspots

Business Impact

Useful for driver allocation and surge pricing strategies

Ratings Analysis

Average Ratings

•Customer Rating: **4.40**
•Driver Rating: **4.23**

Insights

•Overall positive experience
•Slightly lower driver ratings may indicate peak-hour stress

Key Findings

- High lost bookings indicate unmet demand
- Economy vehicles drive ride volume
- Premium vehicles drive higher revenue per ride
- Digital payments dominate transactions
- Revenue varies by season

Business Recommendations

- Improve driver availability during peak hours
- Reduce lost bookings through demand-supply optimization
- Promote premium vehicles with targeted incentives
- Encourage digital payments for smoother operations
- Use trends for demand forecasting

Conclusions

- Dashboard provides a comprehensive view of Uber’s performance
- Analysis supports operational and revenue decisions
- Helps identify growth opportunities and efficiency gaps

Thanks!