

Uber Analytics Dashboard – Business Requirements Document (BRD)

Data Analysis | Power BI | Excel | Power Query

1. Overview Page – KPIs & Summary

Key Performance Indicators (KPIs)

1. **Completed Bookings**
2. **Lost Bookings**
3. **Total Revenue**
4. **Total Distance Travelled**
5. **Average Trip Distance**

Filters & Slicers

- Vehicle Type (Auto, Bike, Go Mini, etc.)
- Time Period (Month, Quarter)
- Booking Status
- Pickup/Drop Locations

Monthly Analysis

- Completed Bookings by Month
- Revenue by Month

Quarterly Analysis

- Completed Bookings by Quarter
- Revenue by Quarter

Additional Insights

- Revenue by Vehicle Type
- Top Pickup Locations
- Top Drop Locations

Ratings Summary

- Average Rider Rating
 - Average Driver Rating
-



2. Vehicle Analytics Page

A detailed breakdown of performance for each vehicle category.

Metrics Displayed

- Total Booking Count
- Revenue Contribution
- Percentage Contribution by Vehicle
- Lost Bookings (if applicable)
- Customer Count

Useful for identifying:

- High-performing vehicle types
 - Vehicle-wise revenue trends
 - Operational improvement areas
-



3. Revenue Analysis Page

Revenue Breakdown

- **Revenue by Customer Type**
- **Revenue by Vehicle Type**
- **Revenue by Payment Method**
 - UPI
 - Cash
 - Wallet
 - Card (if applicable)

Time-Based Revenue

- Monthly Revenue Trend
- Quarterly Revenue Comparison

Helps identify:

- Best revenue periods
 - Payment preference patterns
 - High-value customer groups
-



4. Rider Insights Page

Cancellation Analysis

- Cancelled rides by reason
- Common cancellation patterns
- Payment method linked cancellations

Customer Segmentation

- First-time Riders
- Return Riders
- Regular Riders

Time-Based Insights

- Monthly & Quarterly ride trends
- Peak activity hours
- Low-demand hours

Detailed Table View

- Trip-wise data for drill-down analysis
-



5. Location Insights Page

Geographical Insights

- Monthly Total Distance travelled
- Distance by Vehicle Type
- Top Pickup Areas
- Top Drop Areas

Time Slot Analysis

- Busy Hours of the Day
- Peak vs Non-Peak patterns

This page helps identify:

- High-demand areas
 - High-distance zones
 - Operational hotspots
-



6. UI/UX Enhancements Implemented

- ✓ Hide/Show Filter Panel (for clean layout)
- ✓ Customized navigation buttons
- ✓ Interactive visual transitions
- ✓ Dynamic tooltips
- ✓ Top-N filters
- ✓ Color-coded visuals for quick insights