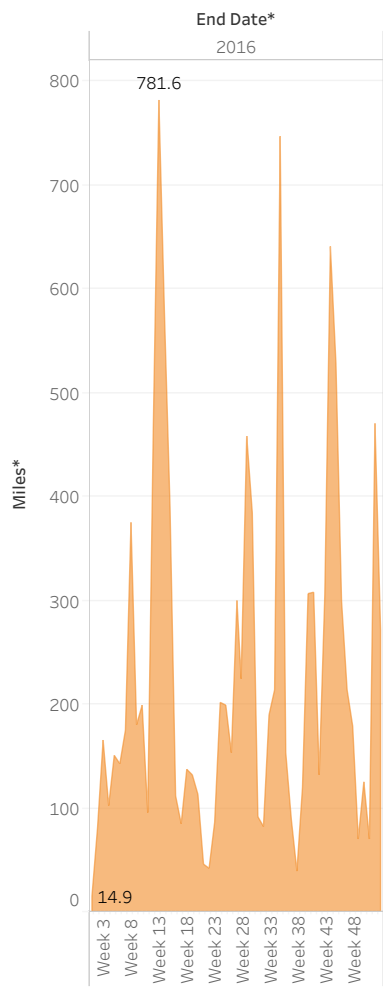


Week wise Uber Miles Analysis



Uber's Cost Structure

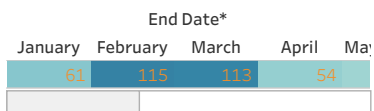
Acquiring customers is a challenging task for any company and Uber is no exception. Customer Acquisition Costs (CAC), which includes sales, marketing & promotion cost is the biggest cost element for Uber.

Apart from this, there are several other costs involved as mentioned below:

- Infrastructure cost
- Research and development
- Platform maintenance
- Legal and settlement costs
- Insurance costs
- Customer support, and more



Month wise Uber Trips Analysis



Quarter wise Uber Miles Analysis

Quarter of End Date\*

- Q1
- Q2
- Q3
- Q4

Miles\*

12,205

No of Trips

36 146

