* Summary

1. 87% of all trips taken are short and also cheaper. Users see Uber as an affordable fast-solution for transport.
2. Almost 80% of all trip passengers are 1 or 2 individuals. This could inform us in the intention of their trips, such as commuting for work or study.
3. In general, 65% of passengers prefer card/electronic payment options. However, in boroughs where cash payments are more predominant, some trips ended in no-charge or dispute as a result for paying after the trip.
4. Performance varies from borough to borough, but all locations display a peak time for trips between 7:00 to 8:00 AM.
5. Especially for shorter trips, the longer its duration the more expensive it is.

* Further points for study => checking for changes in pattern.

1. Compare performance of the drivers in this dataset with other Uber drivers.
2. Compare this year’s performance to previous years.
3. Forecast next year’s use of Uber.
4. Compare performance between NY city and other locations in NY state.
5. Compare NYC ‘performance’ with other American metropolises such as Chicago, Seattle and San Francisco.

* Limitations of this study

1. There are only two drivers mentioned in the dataset.
2. Only 2 entries in the date column. We couldn’t establish a pattern regarding the week and/or calendar month usage.
3. There is not enough data to cover a full 24-hour period. This data covers from 12:00Am to 2:00PM.
4. There is not enough data to cover all NY boroughs equally – especially Staten Island.

* Suggestions and recommendations

1. Consider limiting payment to an electronic format, and in advance. Either credit/debit card or online payment such as PayPal and Klarna.
2. In the app, include a ‘number’ of passengers cell to help calculate costs, increasing it depending on the number of passengers.
3. In the terms and conditions, state that trip details cannot be changed, once the passenger has boarded the vehicle.
4. Divide cars into categories: small, medium, large, electric or hybrid (for ‘greener’ trips), in order to establish different prices. The ‘better’ the vehicle, the more expensive the trip.
5. Build a decision-tree algorithm in the app, which will adjust the price in the following way: weekday or weekend => day time or night time => time of the day (peak times or off-peak) => number of passengers.
6. The algorithm would apply this model into a price per mile, calculating a final cost.
7. In the app, present the different car categories to the user, giving him/her the option to choose between cheaper options or more comfort (more expensive) cars.
8. Revisit this study quarterly to check for seasonality, and yearly for price adjustment.