

Executive Summary

Month

All

Borough

All

Total Trips

16M

Total Revenue

\$516.46M

Avg Fair Trip

\$33.20

Avg Trip Distance

6.69

Avg Trip Duration (in min)

16.29

Revenue Growth

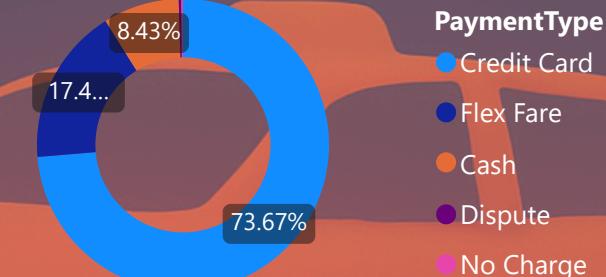
38.68%

Trips & Revenue by Month

- Sum of total_amount
- Total Trips

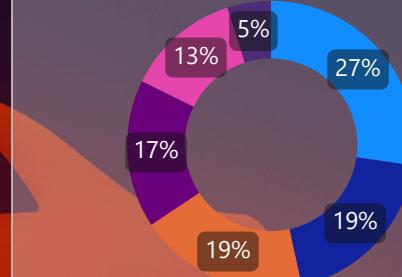


Total amount by PaymentType



Avg Fair Trip by Borough

- Borough
- Staten Island
- Brooklyn
- Bronx
- EWR
- Queens
- Manhattan



Total Trips by Borough



Avg Trip Distance by Month



Top 4 Longest Average Distance Zones Table

Zone	Avg Trip Distance
Arrochar/Fort Wadsworth	300.70
Crotona Park	727.51
Ocean Parkway South	215.03
Schuylerville/Edgewater Park	213.73

Trips Overview

Month

All

Borough

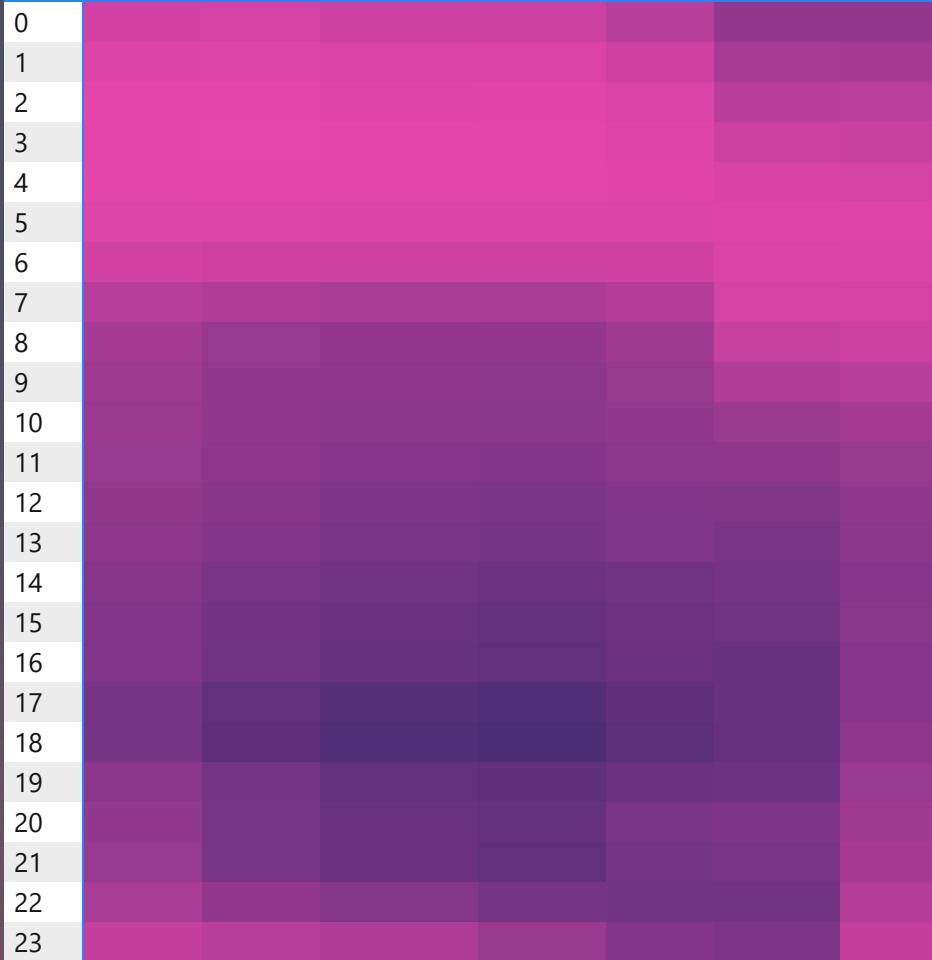
All

Day Name

All

Heatmap: Hour vs. Day

Hour Monday Tuesday Wednesday Thursday Friday Saturday Sunday



High-Traffic Zones – NYC Yellow Taxi Rides

Zone	Total Trips
Upper East Side South	810155
Midtown Center	786568
JFK Airport	784542
Upper East Side North	708685
Penn Station/Madison Sq West	577067
Times Sq/Theatre District	571869
Midtown East	564935
LaGuardia Airport	515276
Lincoln Square East	513123
Midtown North	467069
Murray Hill	442087
Union Sq	438228

Total Trips by Hour



Total Trips by Month



Total Trips by Day Name





Month

All

Borough

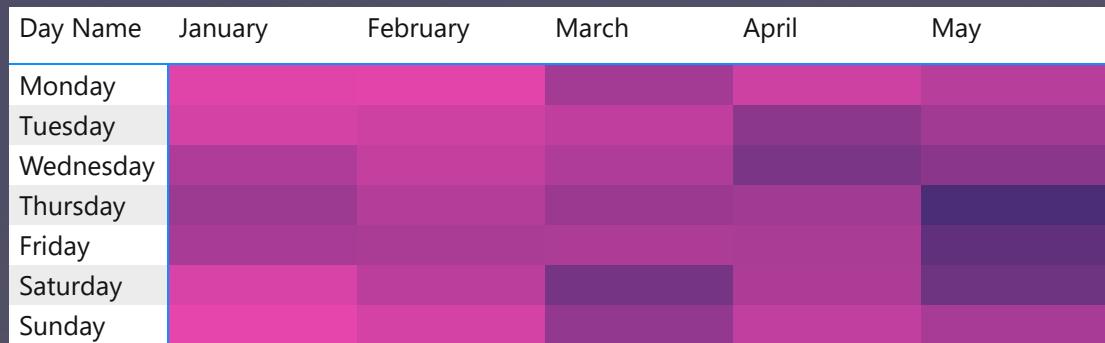
All

Payment Type

All

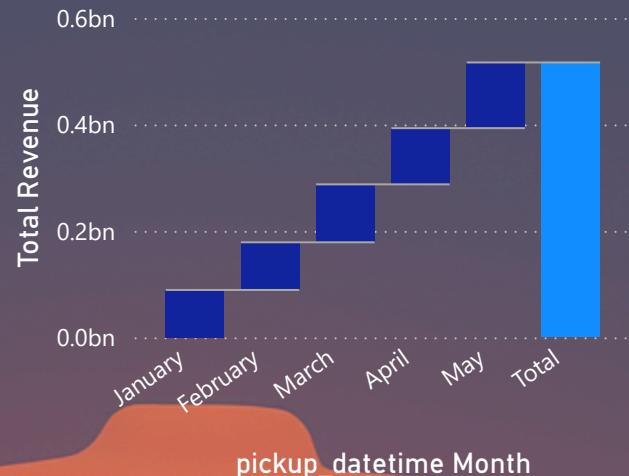
Revenue & Fare Analysis

Revenue Comparison by Day and Month



Total Revenue by Month

● Increase ● Decrease ● Total



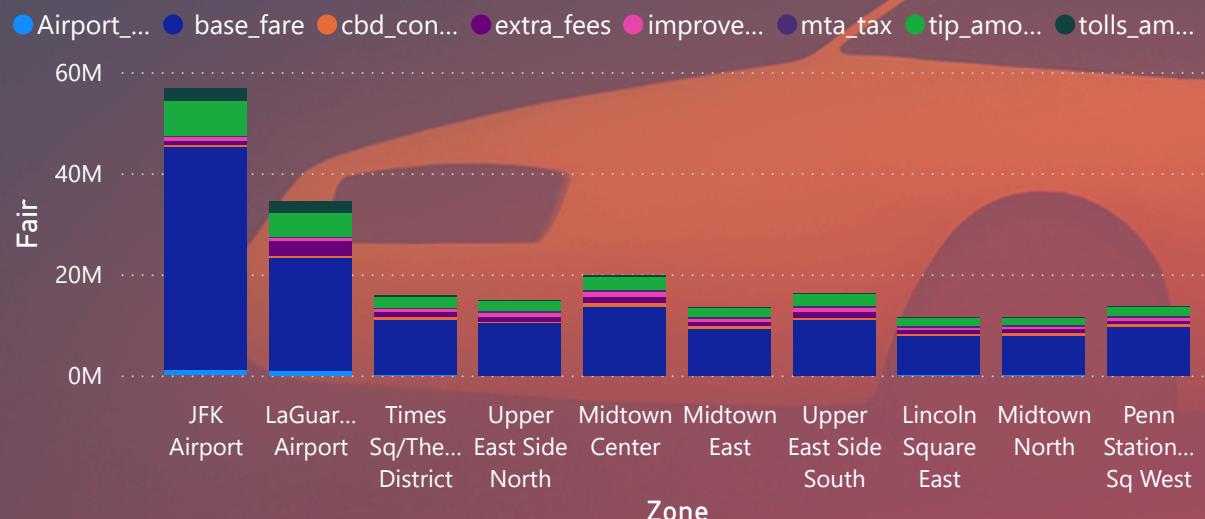
Top 5 Revenue-Generating Dropoff Zones

Zone	Sum of total_amount
JFK Airport	5,73,83,409.63
LaGuardia Airport	3,48,10,035.37
Midtown Center	2,13,09,319.76
Times Sq/Theatre District	1,69,80,409.78
Upper East Side South	1,77,37,117.96

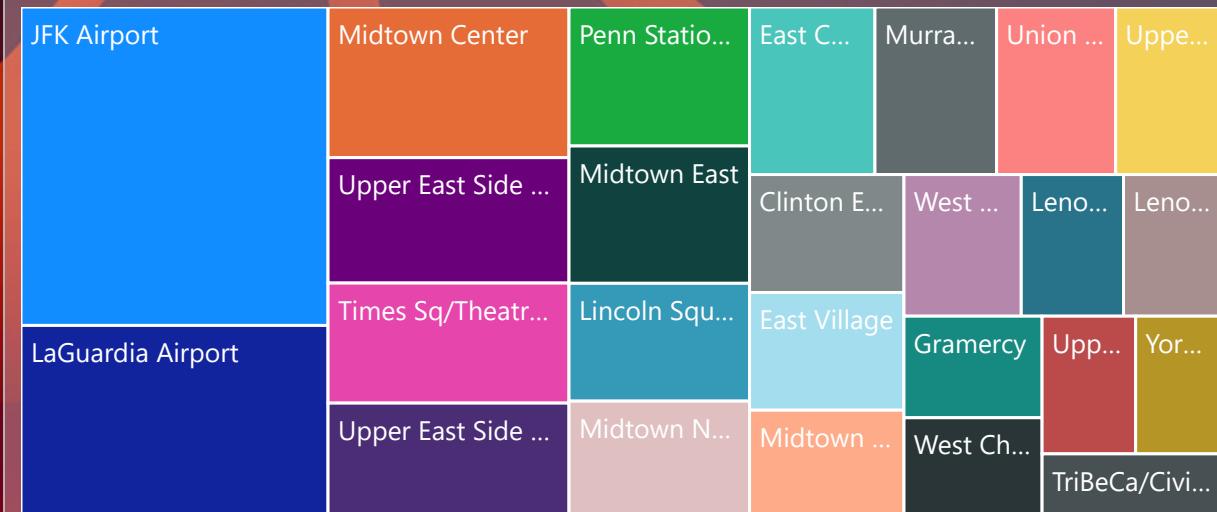
Revenue by Borough



Zone wise Fair Type



Revenue by Zone





Taxi & Limousine Commission

Zone & Segment Dynamics

Month

All

service_zone

All

Zone

All

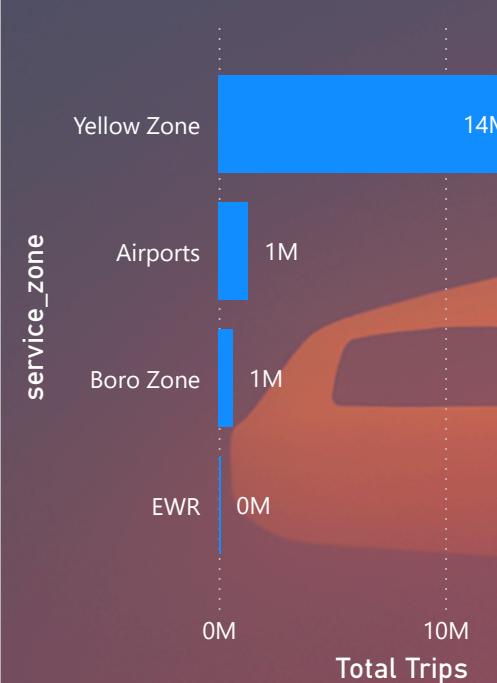
Top 3 Most Visited Zones

Zone	Total Trips	Sum of total_amount
Upper East Side South	810155	1,77,37,117.96
Midtown Center	786568	2,13,09,319.76
JFK Airport	784542	5,73,83,409.63

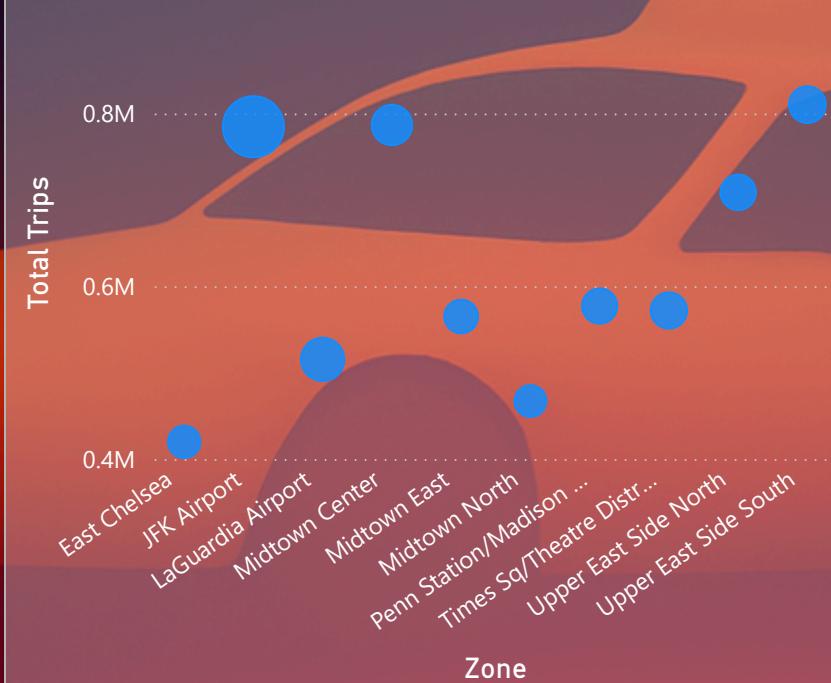
Top 3 Most Visited Borough

Borough	Total Trips	Sum of total_amount
Manhattan	13844494	38,60,73,803.01
Queens	1479041	10,80,68,675.45
Brooklyn	147003	1,61,48,073.66

Total Trips by service_zone



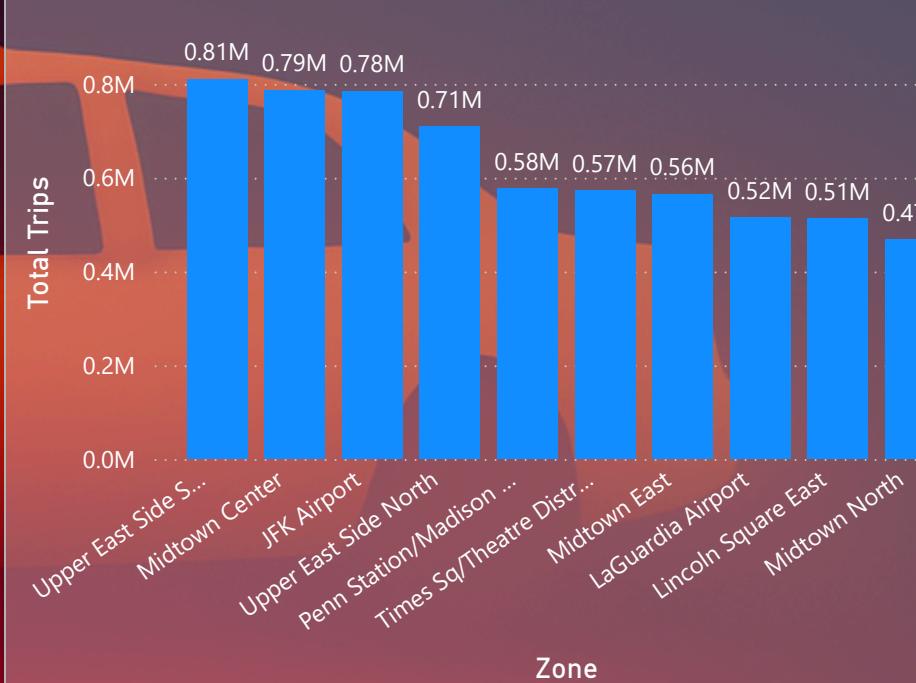
Total Trips and Sum of Trip Duration (Minutes) by Zone



Top 10 Zone by Avg Fair



Top 10 Zones by Trip Count



Customer & Payment Insights

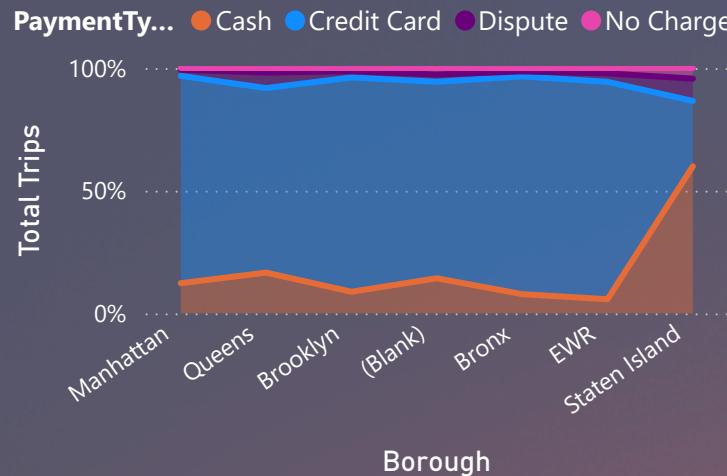
Month

All

Borough

All

Total Trips by Borough and PaymentTypeDesc



Top 10 Zones by Tips Table

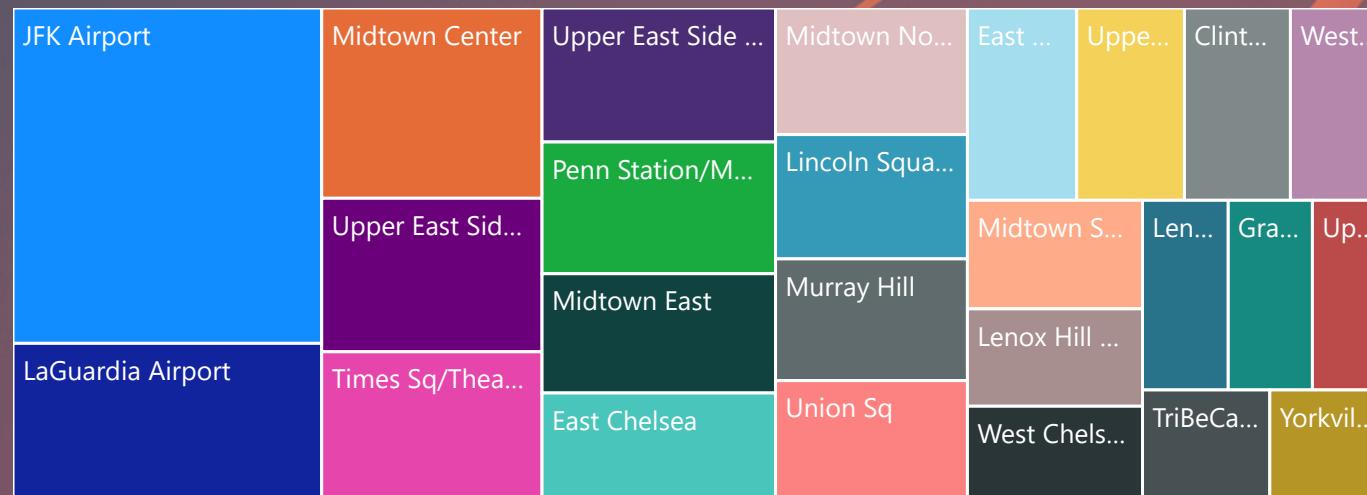
Zone	Sum of tip_amount
JFK Airport	69,34,444.20
LaGuardia Airport	47,09,026.63
Lincoln Square East	15,60,336.27
Midtown Center	26,72,064.76
Midtown East	18,68,514.83
Midtown North	15,69,643.91
Penn Station/Madison Sq West	18,58,696.75
Times Sq/Theatre District	20,60,517.33
Upper East Side North	20,37,360.04
Upper East Side South	22,65,530.93

Total Trips by Month and PaymentTypeDesc

PaymentTypeDesc ● Cash ● Credit Card ● Dispute ● No Charge



Sum of Trip Duration (Minutes) by Zone



Total Trips by Zone and PaymentTypeDesc

PaymentTypeDesc ● Cash ● Credit Card ● Dispute ● No Charge

