**Business Problem Report**

**Project Title:** Uber Ride Data Analysis – July 2024  
**Dataset Size:** 100,000+ ride records

**Business Problem**

Uber experienced a high number of failed ride bookings during July 2024, affecting customer satisfaction and operational efficiency. The company seeks to understand the underlying reasons for these failures and identify patterns in customer behavior, vehicle usage, and payment preferences. The goal is to improve booking success rates, reduce cancellations, and optimize resource allocation by leveraging data insights.