

NYC Taxi Analytics: Operational Insights

Revenue, Traffic Patterns, and Demand Analysis.

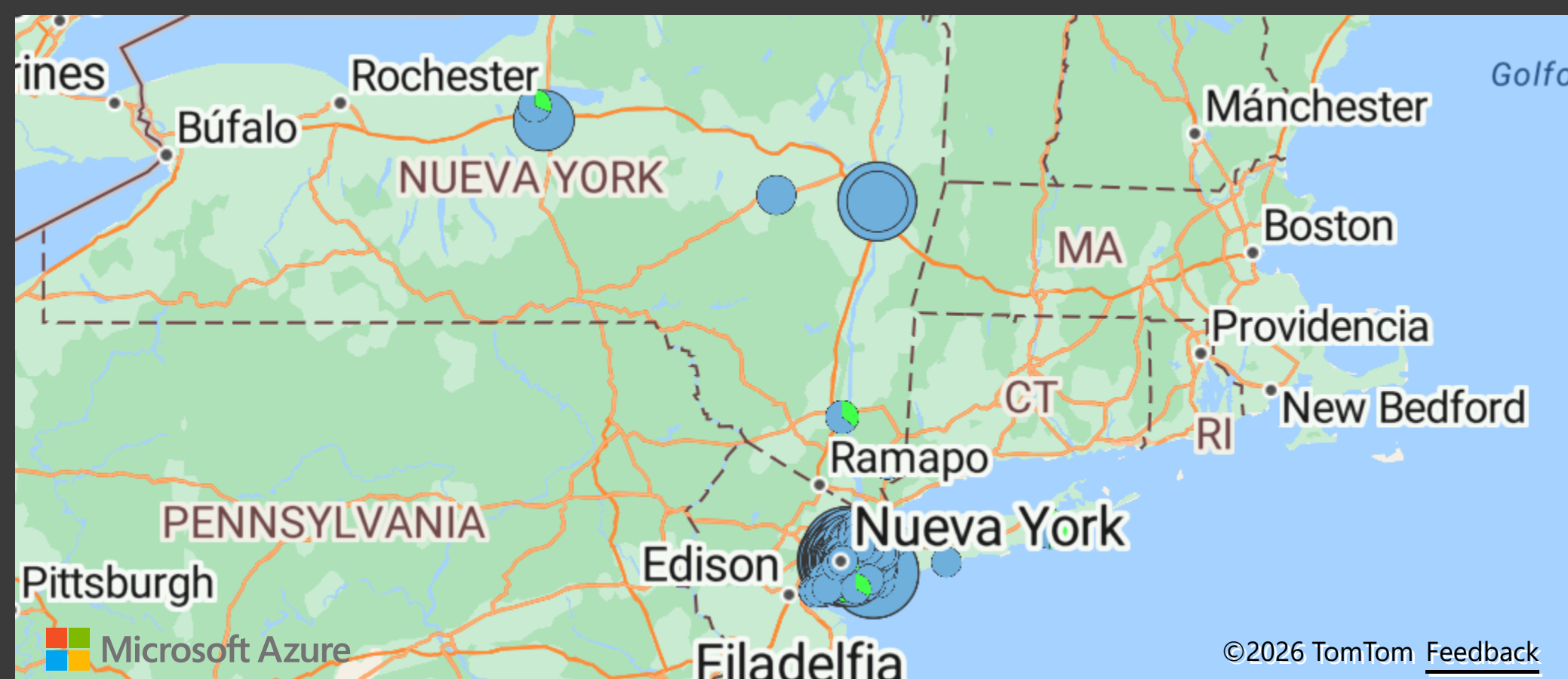
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Tech Stack: Microsoft Fabric & DvSnark

Weekly Demand Heatmap

Trip Hour	Friday	Monday	Saturday	Sunday	Thursday	Tuesday	Wednesday
0	37.529	18.478	63.088	71.106	25.215	15.687	20.854
1	20.946	9.261	50.581	60.218	12.337	7.144	9.404
2	11.838	5.195	36.647	42.206	6.677	3.792	4.772
3	6.936	3.748	22.929	32.385	4.239	2.616	3.235
4	5.834	3.902	11.580	17.791	4.219	3.003	3.553
5	8.423	7.393	5.497	7.218	8.044	7.818	7.928
6	20.997	20.358	9.656	10.241	23.919	23.499	23.303
7	42.926	39.998	15.928	14.980	51.386	49.841	50.664
8	56.366	53.729	25.692	21.930	69.616	67.370	69.079
9	62.574	56.524	40.059	35.302	71.874	69.951	70.703
10	64.779	58.437	53.132	51.512	70.624	68.466	69.781
11	68.497	61.342	63.872	61.131	75.757	69.669	71.699
12	73.941	65.942	71.628	70.384	79.455	73.196	77.119
13	78.088	68.218	75.068	73.352	81.028	75.113	80.092
14	87.989	75.516	76.001	76.187	89.949	82.410	86.662
15	89.534	78.544	79.439	73.566	93.026	85.488	88.847
16	89.410	78.023	82.248	75.308	92.593	85.082	89.293
17	101.141	84.884	83.747	75.180	103.337	96.010	99.623
18	106.474	85.735	86.375	70.545	113.722	101.309	108.937
19	102.735	72.263	84.611	59.296	97.495	86.486	97.306
20	82.551	62.502	69.559	52.309	89.777	78.423	86.681
21	81.621	57.334	69.875	49.639	90.145	78.054	85.128

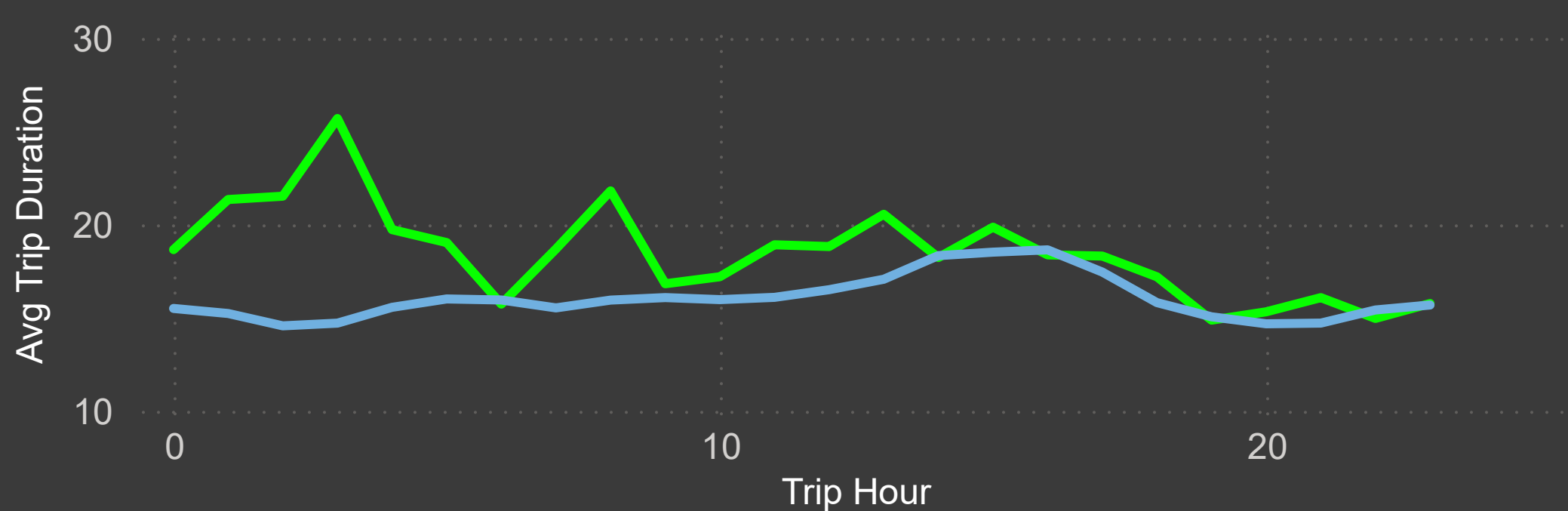
Geospatial Trip Distribution

Taxi Type ● green ● yellow

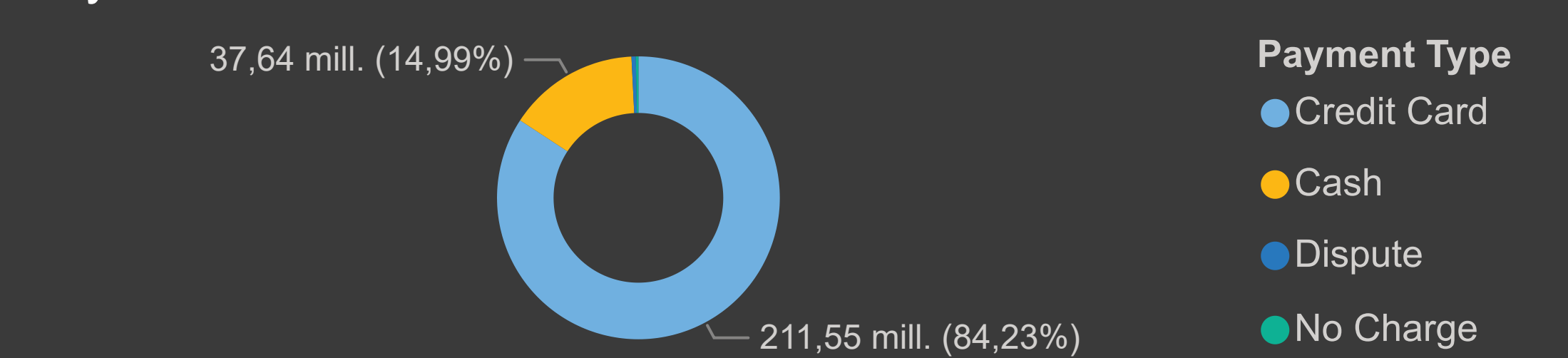


Average Trip Duration by Hour: Identifying Traffic Peaks

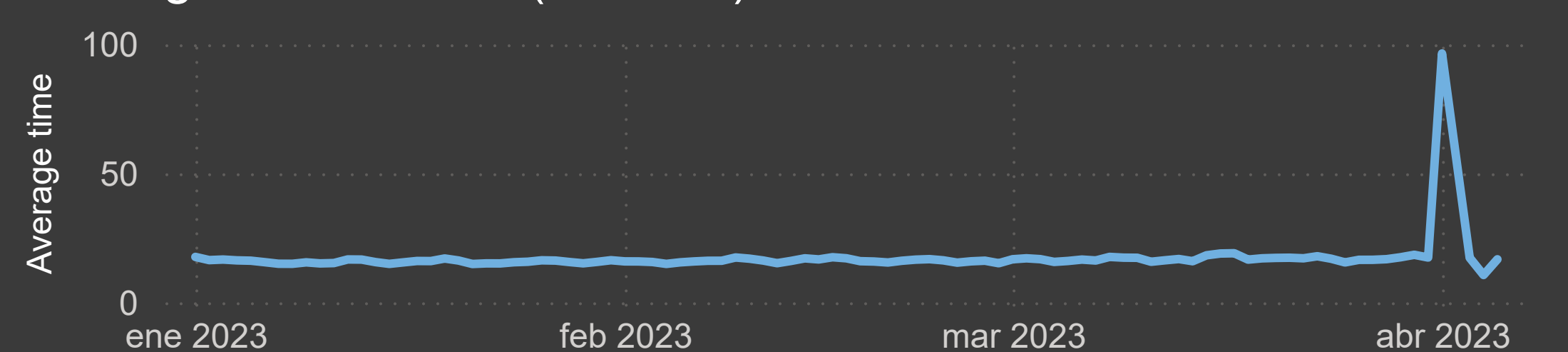
Taxi Type ● green ● yellow



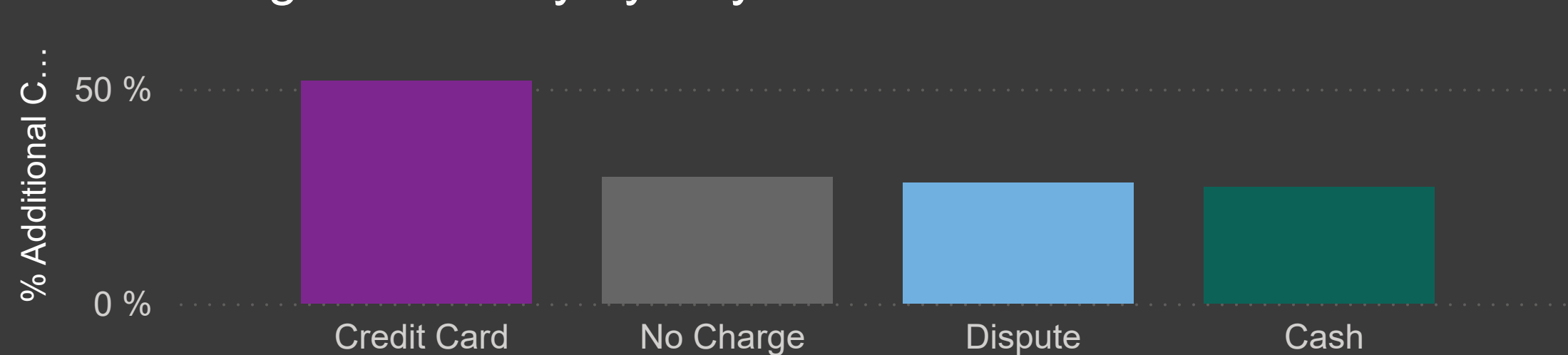
Payment Distribution



Average Travel Time (Minutes)

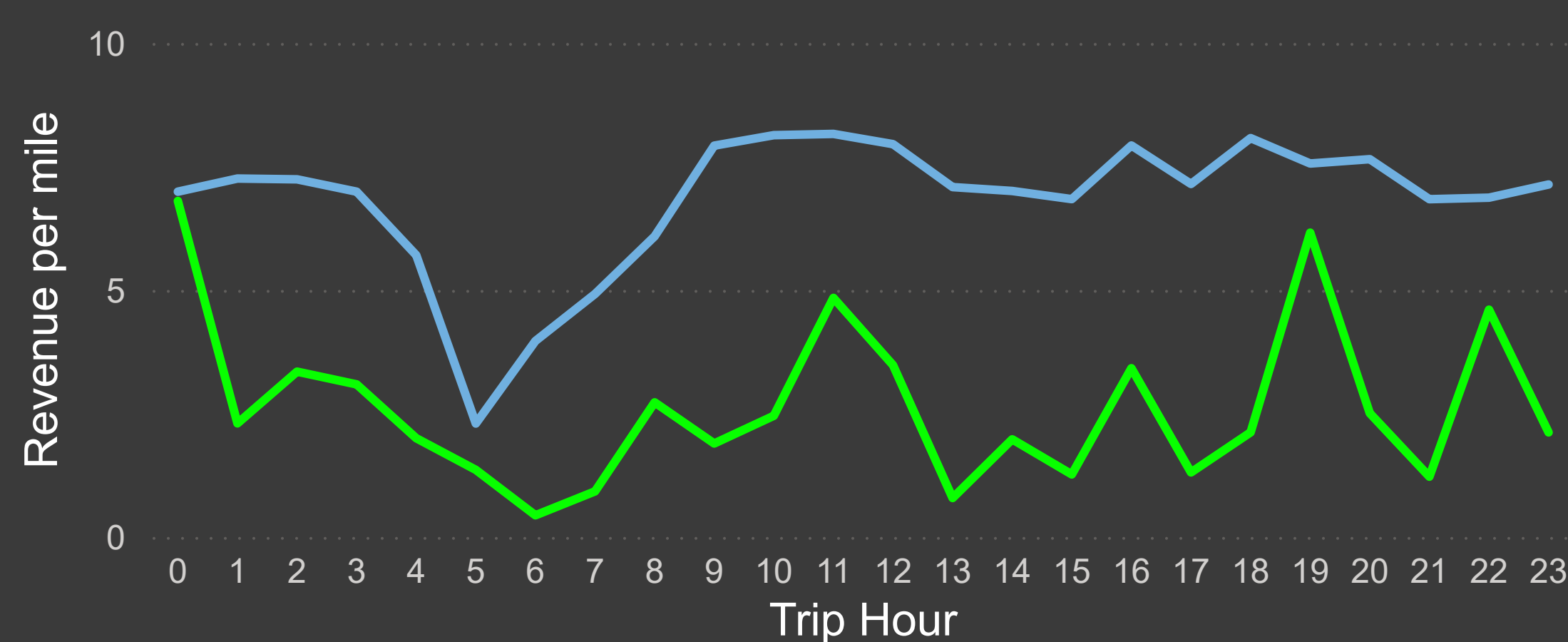


% Surcharge & Gratuity by Payment Method



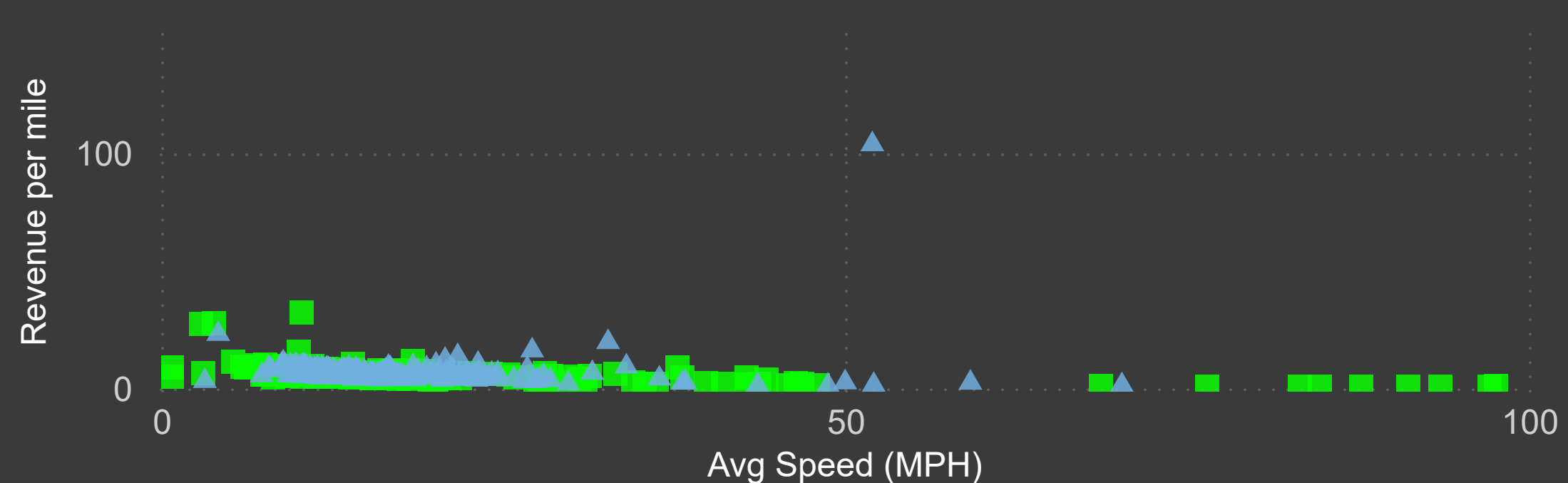
Efficiency Analysis: Revenue per Mile by Hour and Taxi Type

Taxi Type ● green ● yellow



Operational Efficiency: Revenue per Mile vs. Average Speed

Taxi Type ■ green ▲ yellow



9.372.680

Total Trips

258 mill.

Total Revenue

\$19

Avg Fare

4,10

Avg Distance

15,04

Avg Speed (MPH)