

# UBER TRIP ANALYSIS PROJECT

## PROJECT REPORT - INSIGHTS

### Overview Insights

#### Booking & Revenue Trends

- Total bookings show steady growth during weekends and holidays.
- Booking value is highest during evening hours (3–7 PM).
- Average booking value is higher for night trips and longer distances.
- Uber Pay is the most used payment method (~70%), followed by Cash and Amazon Pay.
- Night trips tend to have longer durations and higher values than day trips.

#### Trip Efficiency & Distance

- Average trip distance: 3 Miles
- Average trip time: 16 minutes
- Farthest recorded trip: Pickup: Lowest East Side → DropOff: Crown Heights North (144.1 Miles)
- Short trips are most frequent in central business areas.

#### Vehicle Type Analysis

- UberX generates the highest average booking value
- UberX lead in total bookings, followed by Uber Comfort
- Compact cars are mostly used for short-distance, low-value trips

## **Time-Based Insights**

### Booking Trends by Time of Day

- Peak demand observed during:
  - Morning rush (7 - 9 AM)
  - Evening commute (4 - 7 PM)
- Lowest activity between 2 - 4 AM

### Bookings by Day of Week

- Highest bookings on Saturdays and Sundays
- Weekdays show a regular pattern of commuter traffic
- Lowest bookings on Fridays

### Hourly Heatmap Observations

- High concentration of bookings:
  - Weekdays: 7 AM - 6 PM
  - Weekends: 12 PM - 5 PM
- Late-night trips peak on Saturdays & Sundays

## **Location-Based Insights**

### Top 5 Pickup Locations

- Yorkville West, Sutton Place/Turtle Bay North, NV
- High traffic in business zones and airports

- Suggests high rideshare demand during business hours

#### Farthest Trips

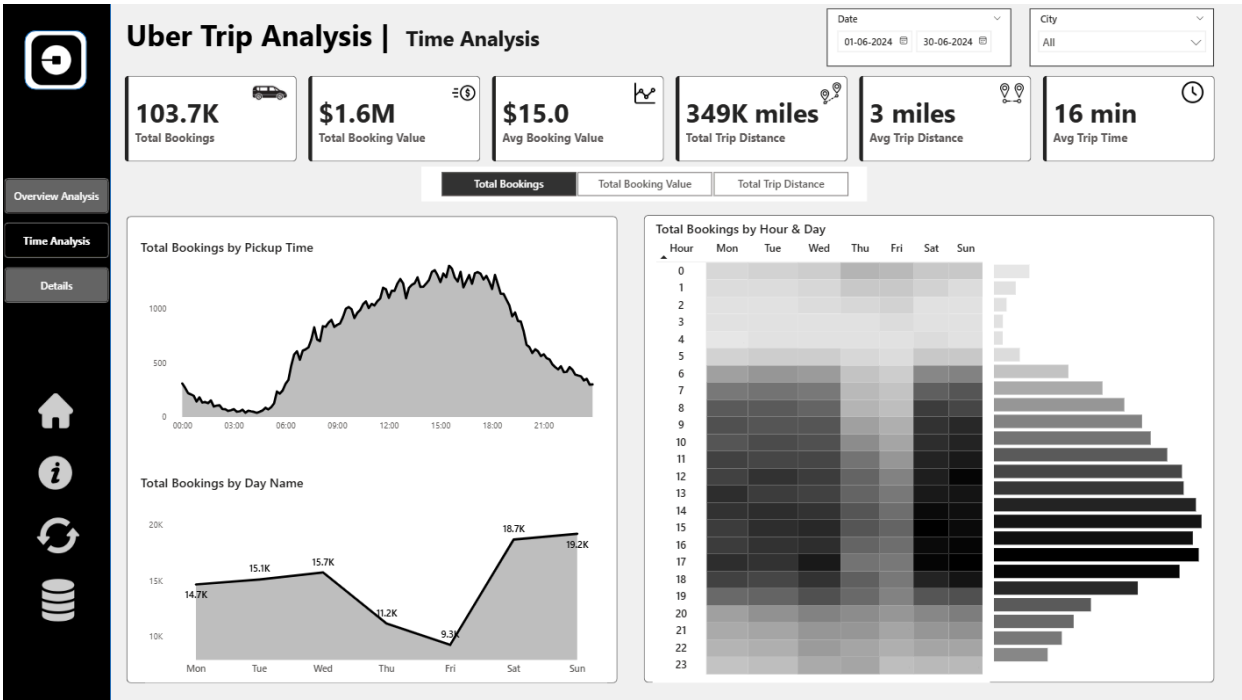
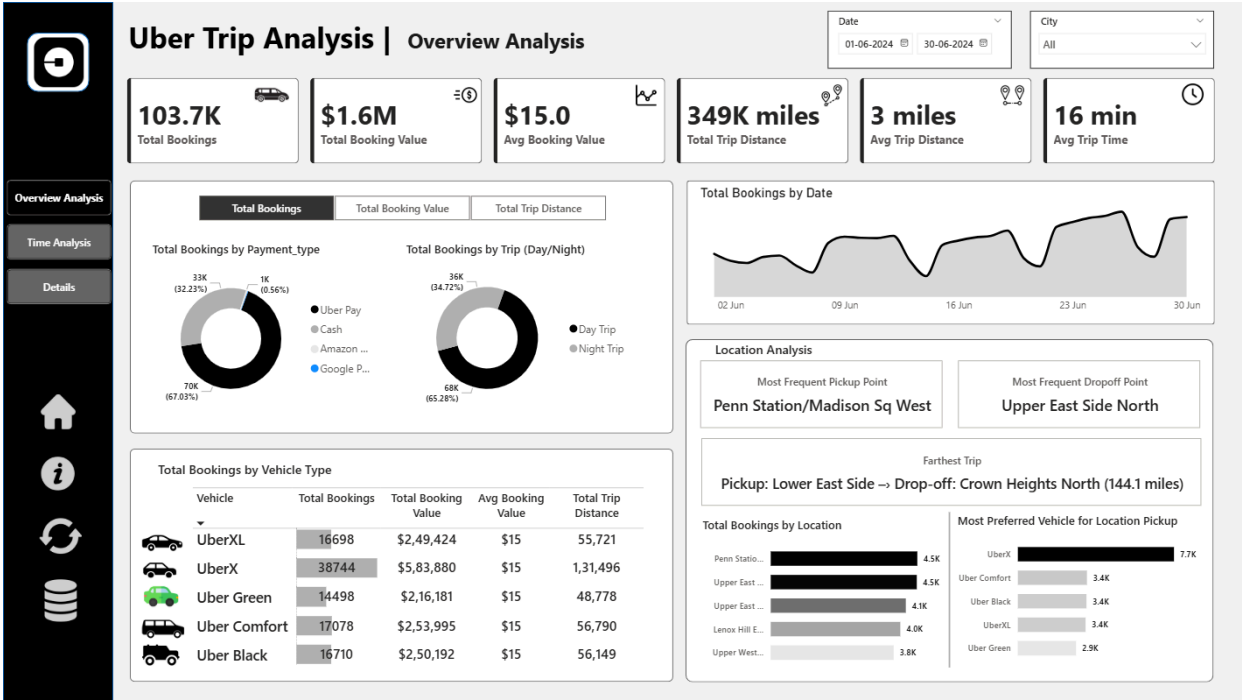
- Longest distance trips tend to originate from suburbs to city centers or airports

### **Strategic Recommendations**

Based on the insights, here are key action points:

- Boost driver availability in top pickup zones during peak hours
- Introduce incentives for wallet-based payments to reduce processing costs
- Allocate vehicle types based on location preferences (e.g., UberX near airports)
- Dynamic pricing models should focus on weekend evenings and weekday rush hours
- Promote underused zones with discounts to spread trip demand

### **Screenshots of the Dashboards:**





## Uber Trip Analysis | Details



Overview Analysis

Time Analysis

Details



Trip ID	Pickup Date	Pickup Hour	Vehicle	Payment_type	No. of Passengers	Trip Distance	Booking Value	Location	Total Bookings
1	1 June, 2024	00:42:50	UberX	Uber Pay	1	5.60	\$21.5	East Village	1.0
2	1 June, 2024	00:06:29	Uber Black	Cash	1	1.72	\$8.0	Lincoln Square East	1.0
3	1 June, 2024	00:08:05	Uber Black	Cash	1	3.41	\$13.0	Sutton Place/Turtle Bay North	1.0
4	1 June, 2024	00:28:20	UberX	Cash	1	1.81	\$9.0	Prospect-Lefferts Gardens	1.0
5	1 June, 2024	00:38:05	Uber Black	Cash	1	1.89	\$8.0	Garment District	1.0
6	1 June, 2024	00:06:00	UberX	Cash	6	3.29	\$14.0	Central Harlem	1.0
7	1 June, 2024	00:40:41	UberX	Cash	2	2.05	\$8.5	Lincoln Square East	1.0
8	1 June, 2024	00:32:01	Uber Comfort	Cash	2	3.54	\$12.5	Clinton East	1.0
9	1 June, 2024	00:20:27	Uber Green	Cash	1	1.10	\$5.5	Clinton East	1.0
10	1 June, 2024	00:54:40	UberX	Uber Pay	2	1.90	\$11.6	Lenox Hill East	1.0
11	1 June, 2024	00:18:51	UberXL	Uber Pay	1	6.66	\$28.5	Clinton East	1.0
12	1 June, 2024	00:17:18	Uber Comfort	Uber Pay	2	13.12	\$36.5	Kips Bay	1.0
13	1 June, 2024	00:00:31	Uber Green	Cash	1	12.59	\$37.0	JFK Airport	1.0
14	1 June, 2024	00:21:51	UberXL	Cash	1	1.10	\$5.5	Clinton East	1.0
15	1 June, 2024	00:29:31	UberX	Cash	1	9.00	\$27.0	Morningside Heights	1.0
16	1 June, 2024	00:46:55	Uber Black	Uber Pay	1	2.12	\$10.4	Kips Bay	1.0
17	1 June, 2024	00:46:26	UberXL	Uber Pay	1	3.00	\$13.0	Midtown North	1.0
18	1 June, 2024	00:14:47	Uber Comfort	Uber Pay	1	3.10	\$14.6	Greenwich Village South	1.0
19	1 June, 2024	00:42:52	UberXL	Uber Pay	1	5.63	\$21.3	East Williamsburg	1.0
20	1 June, 2024	00:20:49	Uber Green	Uber Pay	1	1.53	\$8.6	Clinton East	1.0
21	1 June, 2024	00:44:00	Uber Comfort	Cash	1	1.70	\$8.5	Fort Greene	1.0
22	1 June, 2024	00:04:52	UberXL	Uber Pay	1	5.80	\$25.5	Penn Station/Madison Sq West	1.0
23	1 June, 2024	00:50:26	Uber Comfort	Uber Pay	1	2.50	\$10.5	Penn Station/Madison Sq West	1.0
24	1 June, 2024	00:03:50	Uber Comfort	Uber Pay	1	4.59	\$21.2	Clinton East	1.0
26	1 June, 2024	00:02:46	UberX	Cash	1	1.08	\$7.0	East Village	1.0
Total					146478	3,48,933.81	\$15,53,672.8		103728.0