UBER TRIP ANALYSIS (PROJECT)

PROBLEM STATEMENT

Objective:
Leverage **Power BI** to analyze Uber trip data and generate actionable insights into booking behavior, revenue performance, and trip efficiency. This will enable stakeholders to make data-driven decisions that optimize operations and improve customer satisfaction.

Key KPIs to Track:

1. **Total Bookings:** Number of trips booked within a given time frame.
2. **Total Booking Value:** Overall revenue generated from all bookings.
3. **Average Booking Value:** Average revenue earned per trip.
4. **Total Trip Distance:** Aggregate distance covered across all trips.
5. **Average Trip Distance:** Mean distance traveled per ride.
6. **Average Trip Time:** Mean trip duration across all rides.

Expected Insights & Outcomes:

- Detect booking and revenue trends over time.
- Evaluate trip efficiency based on distance and duration metrics.
- Compare booking values and travel patterns across different time periods.
- Generate insights to refine pricing strategies and enhance customer experience.