# Rapido Bike Trip Analysis - Final Report

1. Introduction

This report explores trends in trip duration, fare distribution, peak hours, location-based demand, and payment preferences to help optimize operations.
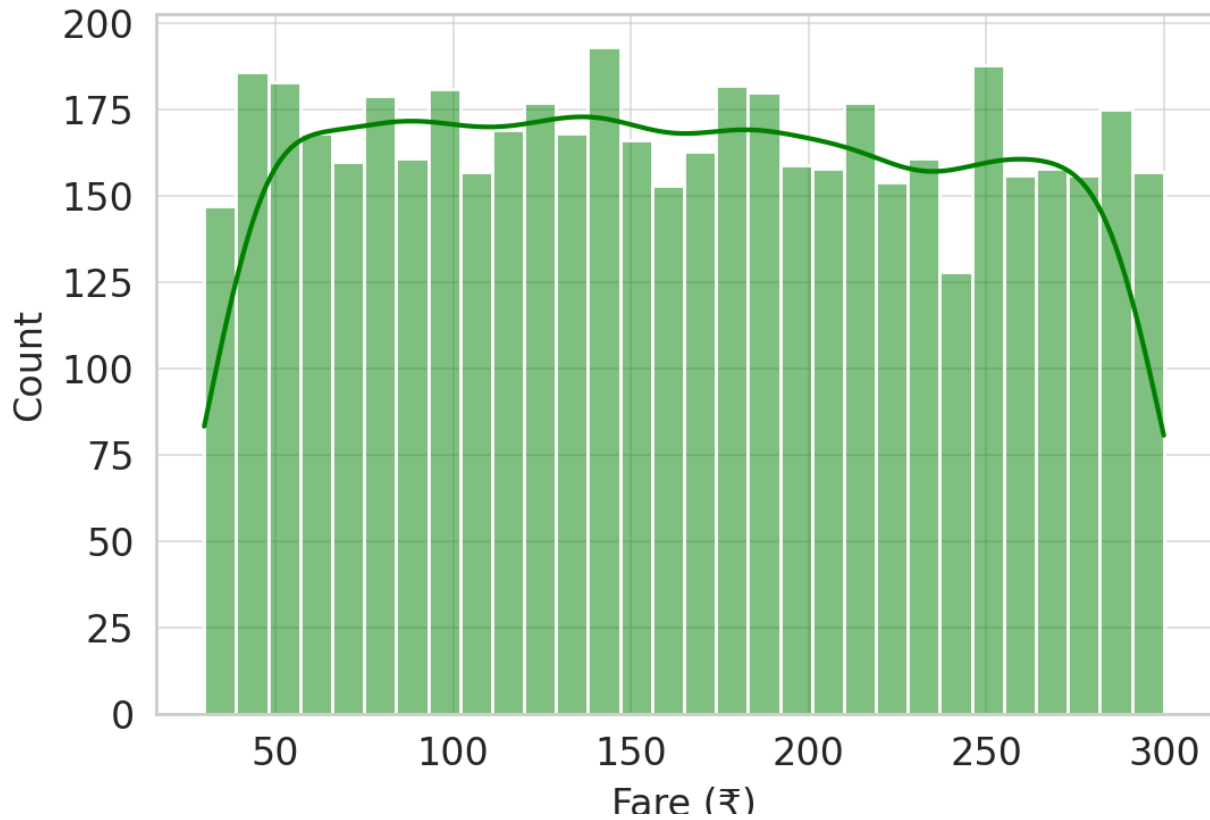
2. Data Overview

The dataset consists of 5,000 trip records with details like trip duration, fare, pickup & drop locations, payment mode, and customer ratings.
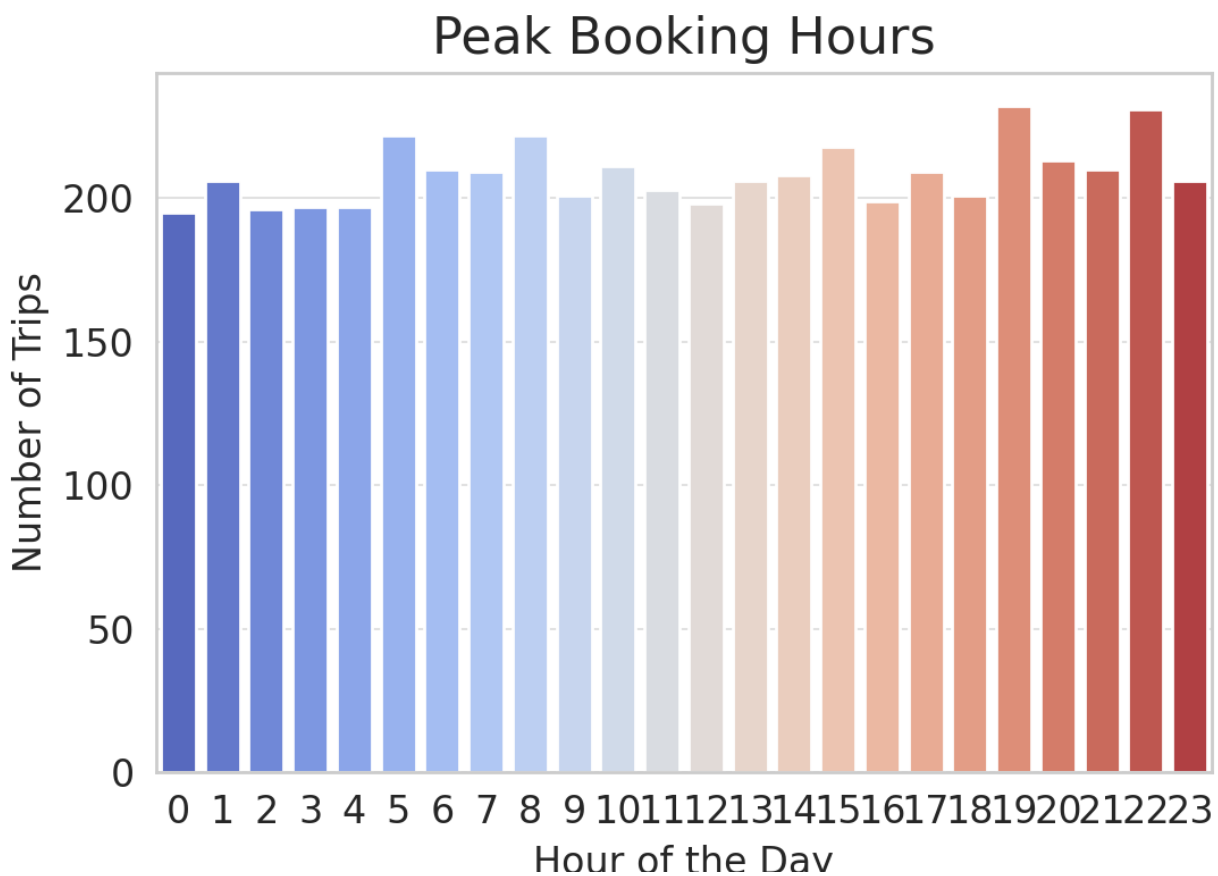
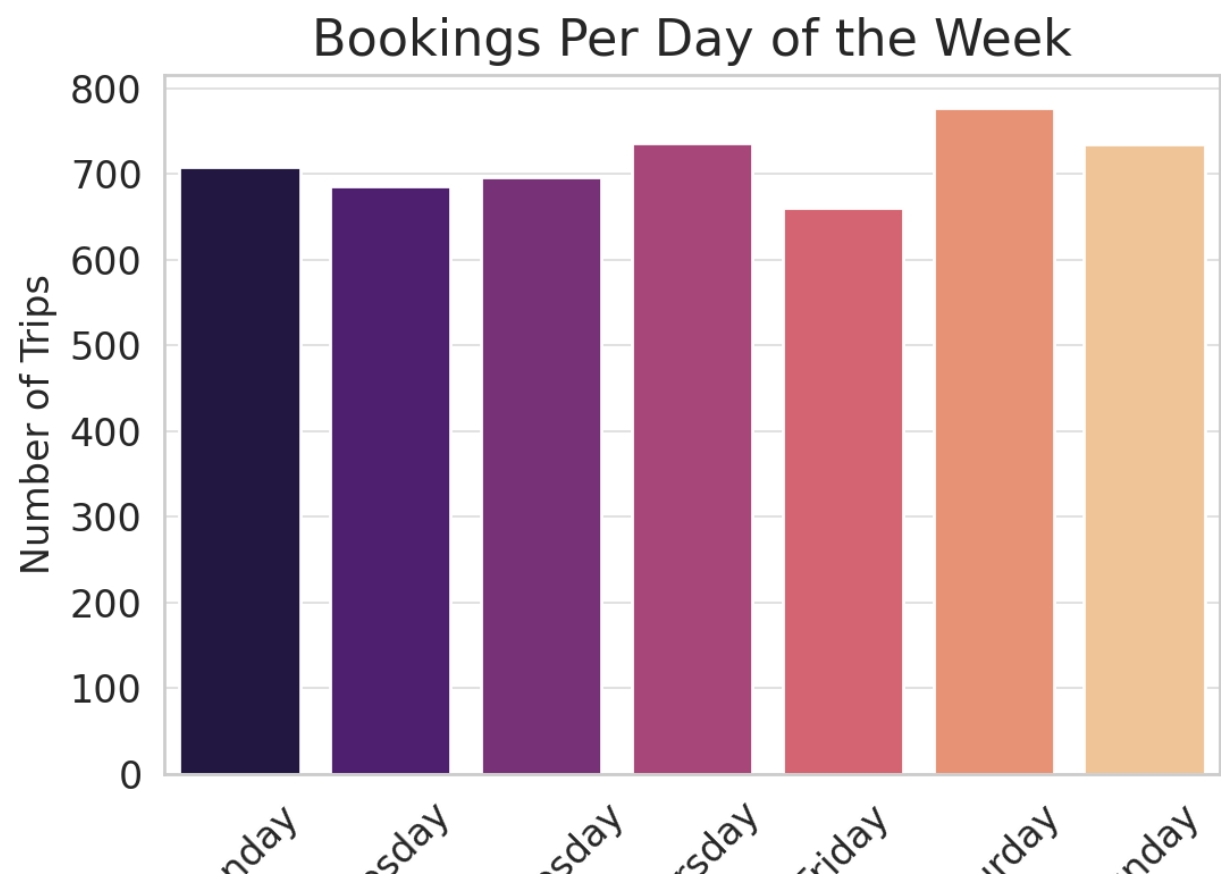**Trip Duration Distribution**
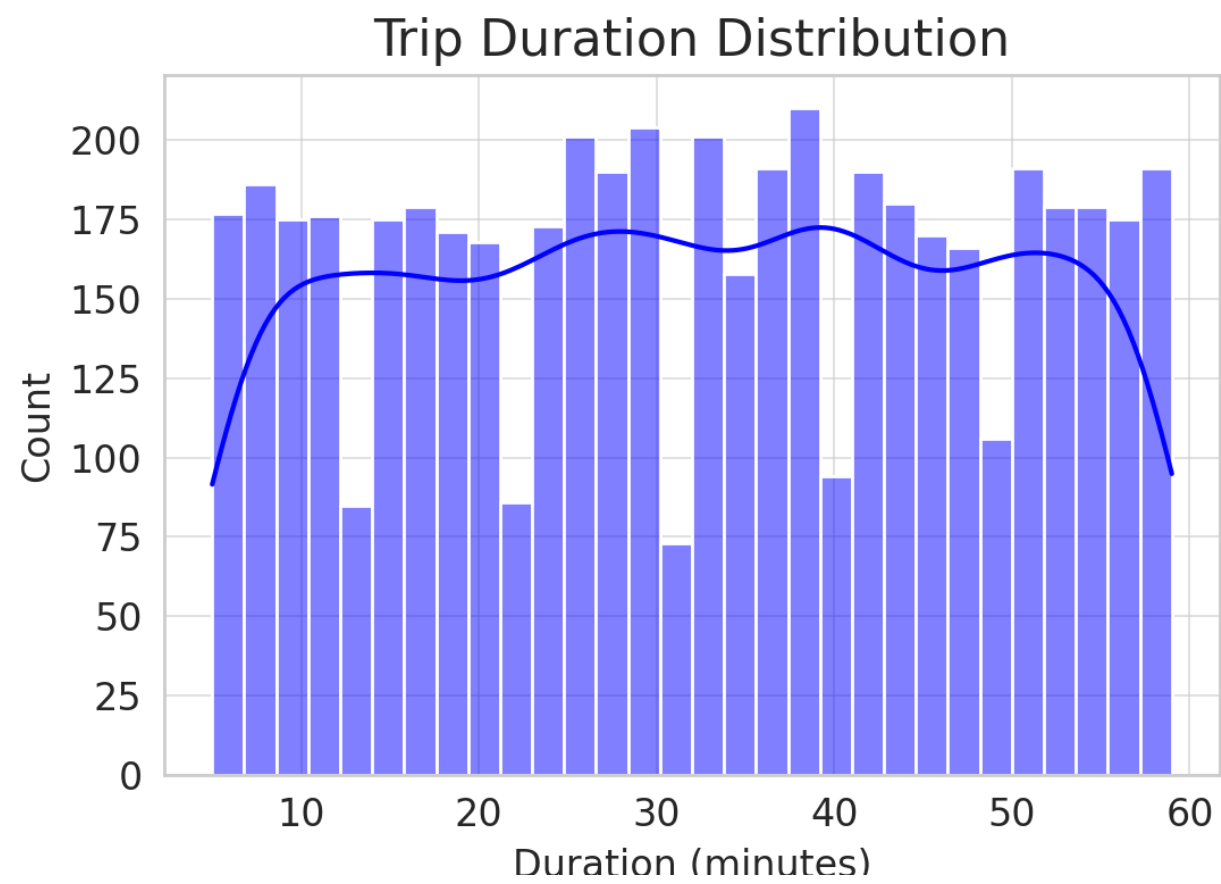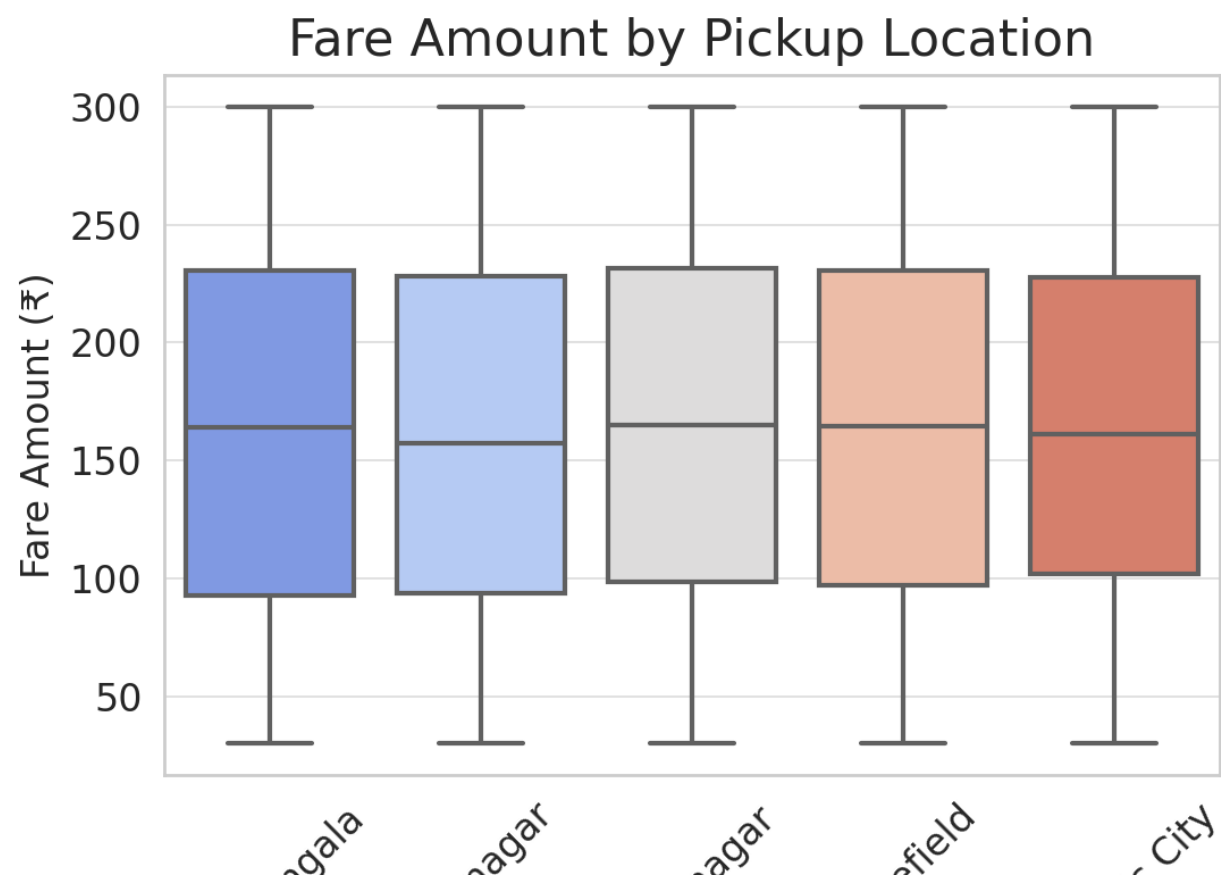

Fare Amount Distribution

Fare Amount Distribution

Peak Booking Hours

Peak Booking Hours

Bookings Per Day of the Week

Fare Amount by Pickup Location

Payment Mode Distribution

Payment Mode Distribution
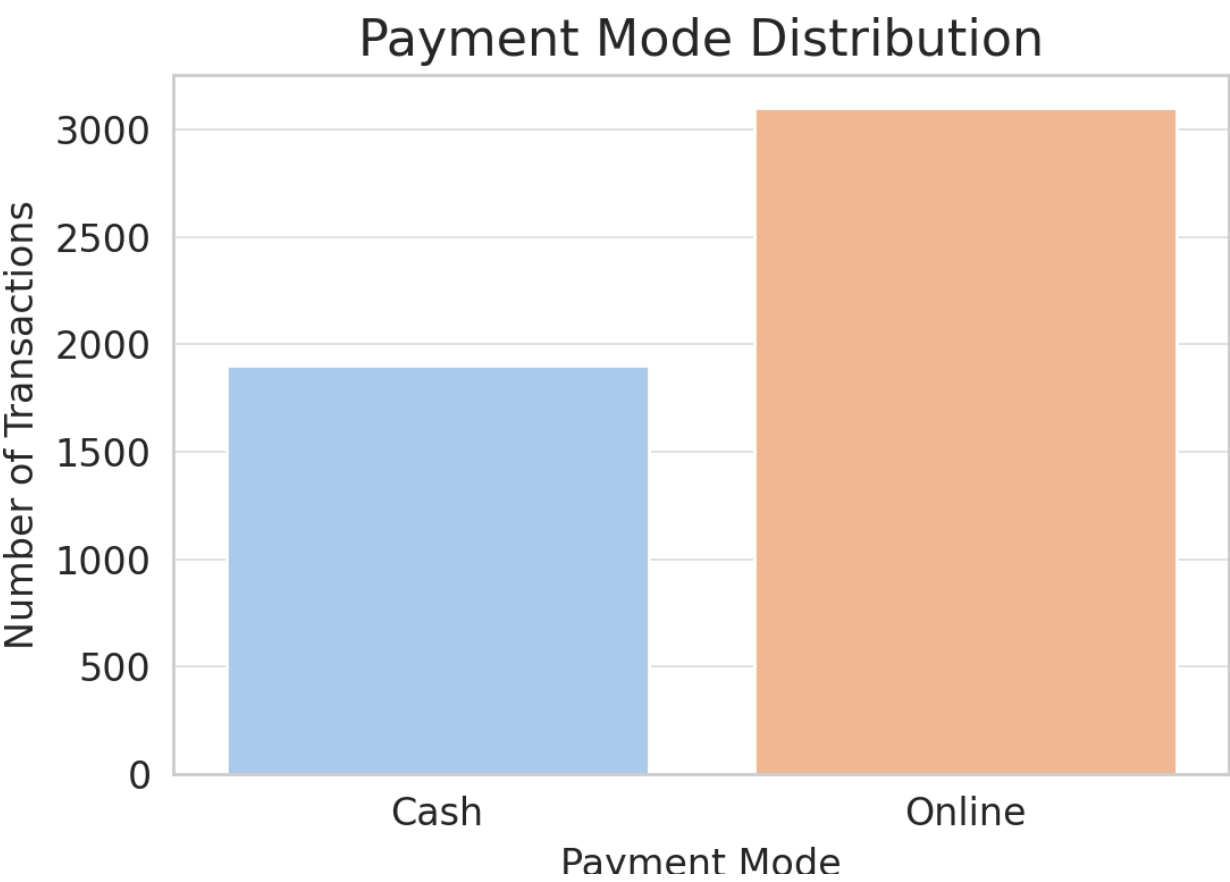
3. Conclusion & Recommendations

Key insights:

- Peak booking hours: 8-10 AM & 6-9 PM

- Higher fares in Whitefield & Electronic City

- 60% users prefer online payments

- Short trips common in Koramangala

Recommendations:

- Optimize driver availability in peak hours

- Adjust surge pricing fairly

- Encourage online payments for better user experience