



# Uber Data Analytics Dashboard

This comprehensive dataset contains detailed ride-sharing data from Uber operations for the year 2024, providing rich insights into booking patterns, vehicle performance, revenue streams, cancellation behaviors, and customer satisfaction metrics.

## Dataset Overview

The dataset captures **150,000 total bookings** across multiple vehicle types and provides a complete view of ride-sharing operations including successful rides, cancellations, customer behaviors, and financial metrics.

## Key Statistics:

- Total Bookings:** 150.0K rides
- Success Rate:** 62.0% (93K completed rides)
- Cancellation Rate:** 25.0% (37.5K cancelled bookings)
- Customer Cancellations:** 7.0% (10.5K rides)
- Driver Cancellations:** 18.0% (27.0K rides)

## Vehicle Fleet Coverage

### Table View

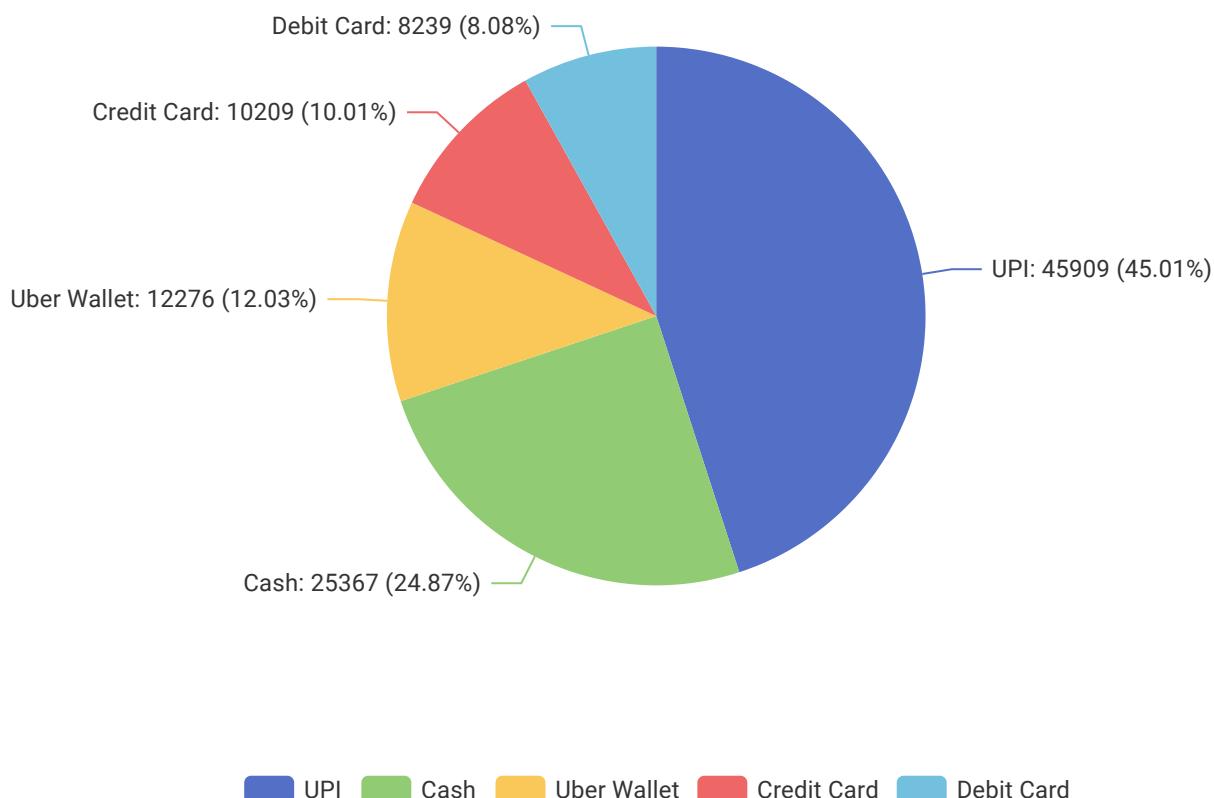
Rows: 7 | Columns: 5

| RowID | Vehicle Type | Total Bookings<br>Number (Integer) | Success Rate (%)<br>Number (Float) | Avg Distance (km)<br>Number (Float) | Total Distance (km)<br>Number (Float) |
|-------|--------------|------------------------------------|------------------------------------|-------------------------------------|---------------------------------------|
| Row0  | Auto         | 25415                              | 91.108                             | 24.616                              | 625,615.53                            |
| Row1  | Bike         | 15362                              | 91.355                             | 24.65                               | 378,666.33                            |

| RowID | Vehicle Type<br>String | Total Bookings<br>Number (Integer) | Success Rate (%)<br>Number (Float) | Avg Distance (km)<br>Number (Float) | Total Distance (km)<br>Number (Float) |
|-------|------------------------|------------------------------------|------------------------------------|-------------------------------------|---------------------------------------|
| Row2  | Go Mini                | 20364                              | 91.087                             | 24.612                              | 501,200.6                             |
| Row3  | Go Sedan               | 18318                              | 91.036                             | 24.609                              | 450,793.61                            |
| Row4  | Premier Sedan          | 12315                              | 91.368                             | 24.599                              | 302,936.14                            |
| Row5  | Uber XL                | 3045                               | 91.396                             | 24.403                              | 74,306.81                             |
| Row6  | eBike                  | 7181                               | 91.227                             | 24.99                               | 179,456.17                            |

## Revenue Distribution by Payment Method

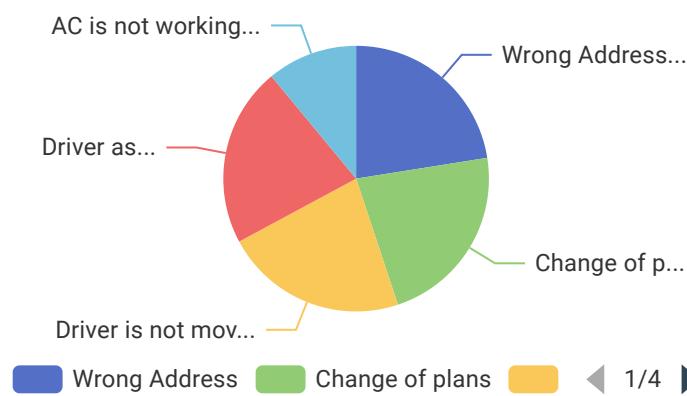
### Revenue Distribution by Payment Method



- UPI is the highest contributor (45.01%)
- Debit card is the lowest contributor (8.08%)

## Cancellation Patterns

## Customer cancellation patterns



## Driver Cancellation Reasons



### Customer Cancellation Reasons:

- Incorrect pickup address provided (22.49%)
- Air conditioning malfunction (11.0%)

### Driver Cancellation Reasons:

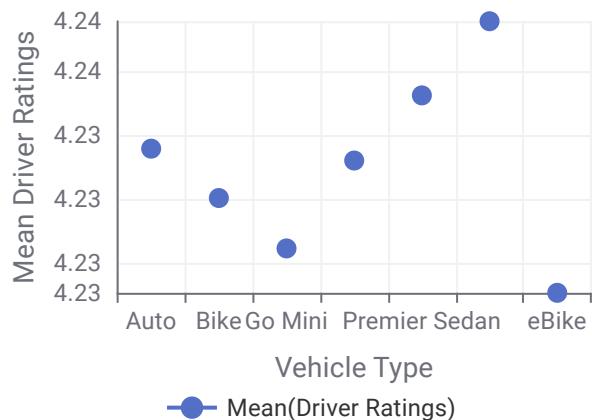
- Driver cancellations are evenly distributed across all major categories, each accounting for about 25%.

# Rating Analysis

## Customer Ratings



## Driver Ratings



- **Customer Ratings:** Consistently high across all vehicle types (4.40-4.41)
- **Driver Ratings:** Slightly lower but stable (4.23-4.24)
- **Highest Rated:** Go Sedan (4.41 customer rating)
- **Most Satisfied Drivers:** UberXL category (4.24 rating)