Rides Data Analysis–

Final Project Objective: Analyze ride-sharing data to uncover patterns, improve customer satisfaction, and enhance operational efficiency.

KeyTasks:

● Exploreridedata to identify peak usage hours, popular routes, and revenue trends.

● Analyzeuserdemographics to tailor marketing efforts.

● Useclustering techniques to group users based on their riding habits.

● Build visualizations to present findings to stakeholders.

Outcome: Provide actionable insights to optimize pricing strategies, improve driver allocation, and increase customer retention