

```
#total bookings
SELECT COUNT(trip_id) as trip_count
FROM uber_data.uber_trips_cleaned
```

1. **trip_count**

103728

```
#total booking value
SELECT ROUND(SUM(fare_amount) + SUM(surge_fee),2) as total_booking_value
FROM uber_data.uber_trips_cleaned
```

2. **total_booking_value**

1553672.81

```
#average booking value
SELECT ROUND(AVG(fare_amount + surge_fee),2) as avg_booking_value
FROM uber_data.uber_trips_cleaned
```

3. **avg_booking_value**

14.98

```
#total trip distance
SELECT ROUND(SUM(trip_distance),2) as total_trip_distance
FROM uber_data.uber_trips_cleaned
```

4. **total_trip_distance**

348933.81

```
#average trip distance
SELECT ROUND(AVG(trip_distance),2) as total_trip_distance
FROM uber_data.uber_trips_cleaned
```

5. **total_trip_distance**

3.36

```
#average trip time
SELECT AVG(dropoff_time - pickup_time) as avg_trip_time
FROM uber_data.uber_trips_cleaned
```

6. **avg_trip_time**

0 00:15:51.754

```
#most frequent pickup spot
SELECT pickup_location, COUNT(*) as frequency
FROM uber_data.uber_trips_cleaned
GROUP BY pickup_location
ORDER BY frequency DESC
```

7. LIMIT 1

| pickup_location | frequency |
|------------------------------|-----------|
| Penn Station/Madison Sq West | 4475 |

```
#top 5 frequent pickup spot
SELECT pickup_location, COUNT(*)
FROM uber_data.uber_trips_cleaned
GROUP BY pickup_location
ORDER BY frequency DESC
```

8. LIMIT 5

| pickup_location | frequency |
|------------------------------|-----------|
| Penn Station/Madison Sq West | 4475 |
| Upper East Side North | 4459 |
| Upper East Side South | 4124 |
| Lenox Hill East | 3955 |
| Upper West Side North | 3752 |

```
#most frequent dropoff spot
SELECT dropoff_location, COUNT(*) as frequency
FROM uber_data.uber_trips_cleaned
GROUP BY dropoff_location
ORDER BY frequency DESC
```

9. LIMIT 1

| dropoff_location | frequency |
|-----------------------|-----------|
| Upper East Side North | 4024 |

```
#top 5 frequent dropoff spot
SELECT dropoff_location, COUNT(*) as frequency
FROM uber_data.uber_trips_cleaned
GROUP BY dropoff_location
ORDER BY frequency DESC
```

10. LIMIT 5

| dropoff_location | frequency |
|-----------------------|-----------|
| Upper East Side North | 4024 |
| East Harlem South | 3512 |
| Upper East Side South | 3357 |
| Lenox Hill East | 3194 |
| Murray Hill | 2906 |

11.

```
#farthest trip
SELECT pickup_location, dropoff_location, MAX(trip_distance) as max_trip_distance
FROM uber_data.uber_trips_cleaned
GROUP BY pickup_location, dropoff_location
ORDER BY max_trip_distance DESC
```

| pickup_location | dropoff_location | max_trip_distance |
|------------------------------|---------------------|-------------------|
| Lower East Side | Crown Heights North | 144.1 |
| Penn Station/Madison Sq West | Canarsie | 125.5 |
| Midtown East | Midtown East | 62.4 |
| JFK Airport | NA | 51.2 |
| Charleston/Tottenville | Glen Oaks | 47.09 |
| Midtown East | Sunset Park West | 46.32 |

```
#most common trip
SELECT pickup_location, dropoff_location, COUNT(*) as num_of_trips
FROM uber_data.uber_trips_cleaned
GROUP BY pickup_location, dropoff_location
ORDER BY num_of_trips DESC
```

12.

| pickup_location | dropoff_location | num_of_trips |
|-----------------------|-----------------------|--------------|
| NV | NV | 487 |
| East Harlem South | East Harlem North | 412 |
| Upper East Side South | Upper East Side North | 395 |
| Upper East Side North | Upper East Side South | 352 |
| Lenox Hill East | Upper East Side North | 283 |
| Upper East Side North | Midtown East | 282 |

```
#most preferred vehicle for location
SELECT pickup_location, vehicle, COUNT(vehicle) as vehicle_count
FROM uber_data.uber_trips_cleaned
GROUP BY pickup_location, vehicle
```

13. ORDER BY vehicle count desc

| pickup_location | vehicle | vehicle_count |
|------------------------------|---------|---------------|
| Upper East Side North | UberX | 1680 |
| Penn Station/Madison Sq West | UberX | 1648 |
| Upper East Side South | UberX | 1503 |
| Lenox Hill East | UberX | 1501 |
| Upper West Side North | UberX | 1394 |
| Lenox Hill West | UberX | 1377 |

14.

```
#vehicle by longest/shortest trips & count
SELECT vehicle, AVG(dropoff_time-pickup_time) as avg_time, COUNT(*) as frequency
FROM uber_data.uber_trips_cleaned
GROUP BY vehicle
```

| vehicle | avg_time | frequency |
|--------------|----------------|-----------|
| UberX | 0 00:16:08.627 | 38744 |
| Uber Black | 0 00:15:44.230 | 16710 |
| Uber Green | 0 00:15:19.774 | 14498 |
| Uber Comfort | 0 00:15:43.305 | 17078 |
| UberXL | 0 00:15:56.543 | 16698 |

```
#payment type
SELECT payment_type, COUNT(*)
FROM uber_data.uber_trips_cleaned
GROUP BY payment_type
```

15.

| payment_type | _col1 |
|--------------|-------|
| Cash | 33434 |
| Google Pay | 180 |
| Uber Pay | 69530 |
| Amazon Pay | 584 |

```
#payment type by vehicle
```

```
SELECT vehicle, payment_type, COUNT(*) as trip_count
FROM uber_data.uber_trips_cleaned
GROUP BY vehicle, payment_type
ORDER BY vehicle, trip_count DESC
```

16.

| vehicle | payment_type | trip_count |
|--------------|--------------|------------|
| Uber Black | Uber Pay | 11222 |
| Uber Black | Cash | 5356 |
| Uber Black | Amazon Pay | 103 |
| Uber Black | Google Pay | 29 |
| Uber Comfort | Uber Pay | 11493 |
| Uber Comfort | Cash | 5463 |
| Uber Comfort | Amazon Pay | 97 |
| Uber Comfort | Google Pay | 25 |

```
#pickups by hour
```

```
SELECT HOUR(pickup_time) as hour, COUNT(*)
FROM uber_data.uber_trips_cleaned
GROUP BY HOUR(pickup_time)
```

17. ORDER BY hour;

| hour | _col1 |
|------|-------|
| 0 | 1346 |
| 1 | 829 |
| 2 | 477 |
| 3 | 337 |
| 4 | 331 |
| 5 | 982 |
| 6 | 2834 |
| 7 | 4135 |
| 8 | 4967 |
| 9 | 5641 |
| 10 | 5970 |
| 11 | 6602 |
| 12 | 7163 |

18.

```
#top revenue generating locations or vehicle type
SELECT pickup_city, vehicle, ROUND(SUM(fare_amount) + SUM(surge_fee), 2) as revenue
FROM uber_data.uber_trips_cleaned
GROUP BY pickup_city, vehicle
order by revenue desc
```

| # | ▼ | pickup_city | ▼ | vehicle | ▼ | revenue |
|----|---|-------------|---|--------------|---|-----------|
| 1 | | Manhattan | | UberX | | 344658.94 |
| 2 | | Manhattan | | Uber Comfort | | 150761.15 |
| 3 | | Manhattan | | UberXL | | 148478.2 |
| 4 | | Manhattan | | Uber Black | | 148386.91 |
| 5 | | Manhattan | | Uber Green | | 130394.14 |
| 6 | | Queens | | UberX | | 110390.88 |
| 7 | | Brooklyn | | UberX | | 89492.83 |
| 8 | | Queens | | Uber Black | | 46860.66 |
| 9 | | Queens | | UberXL | | 46379.56 |
| 10 | | Queens | | Uber Comfort | | 46362.55 |
| 11 | | Brooklyn | | Uber Comfort | | 40210.15 |
| 12 | | Queens | | Uber Green | | 39881.15 |
| 13 | | Brooklyn | | Uber Black | | 39301.15 |

```
#fares by day/night
SELECT
CASE
WHEN HOUR(pickup_time) BETWEEN 6 AND 17 THEN 'Day' ELSE 'Night'
END AS day_or_night,
COUNT(*) AS total_trips,
ROUND(AVG(fare_amount), 2) AS avg_fare,
ROUND(AVG(surge_fee), 2) AS avg_surge
FROM uber_data.uber_trips_cleaned
GROUP BY
CASE
WHEN HOUR(pickup_time) BETWEEN 6 AND 17 THEN 'Day'
ELSE 'Night'
END
ORDER BY day_or_night;
```

19.

| day_or_night | ▼ | total_trips | ▼ | avg_fare | ▼ | avg_surge |
|--------------|---|-------------|---|----------|---|-----------|
| Day | | 75517 | | 12.61 | | 1.94 |
| Night | | 28211 | | 14.03 | | 2.1 |

#avg passenger per ride

```
SELECT vehicle, AVG(passenger_count) as p_count
FROM uber_data.uber_trips_cleaned
group by vehicle
order by p_count desc
```

20.

| vehicle | p_count |
|--------------|--------------------|
| Uber Green | 1.4267485170368326 |
| UberXL | 1.4176548089591567 |
| Uber Comfort | 1.4160908771518914 |
| UberX | 1.4057402436506299 |
| Uber Black | 1.404727707959306 |