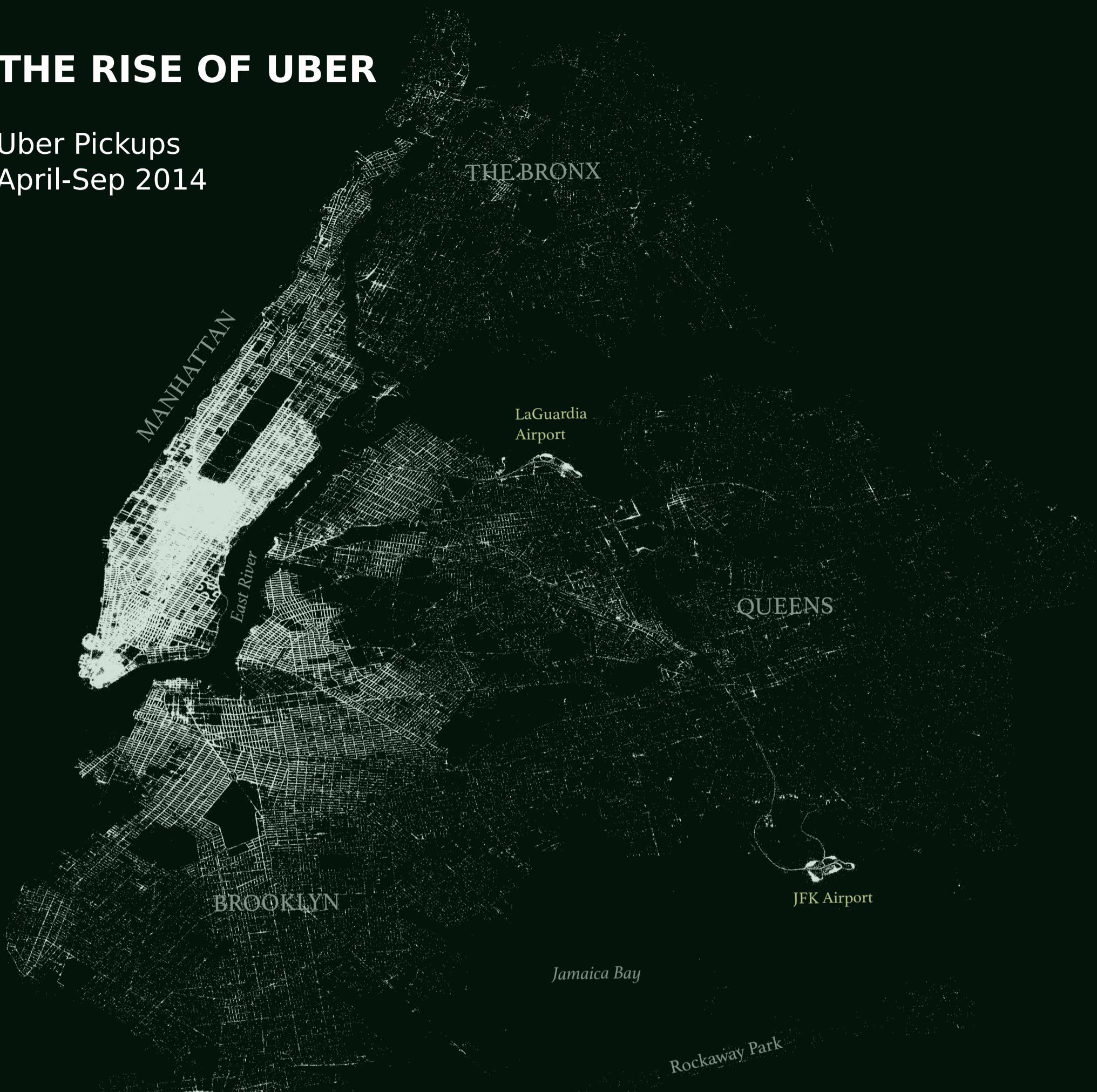


THE RISE OF UBER

Uber Pickups
April-Sep 2014



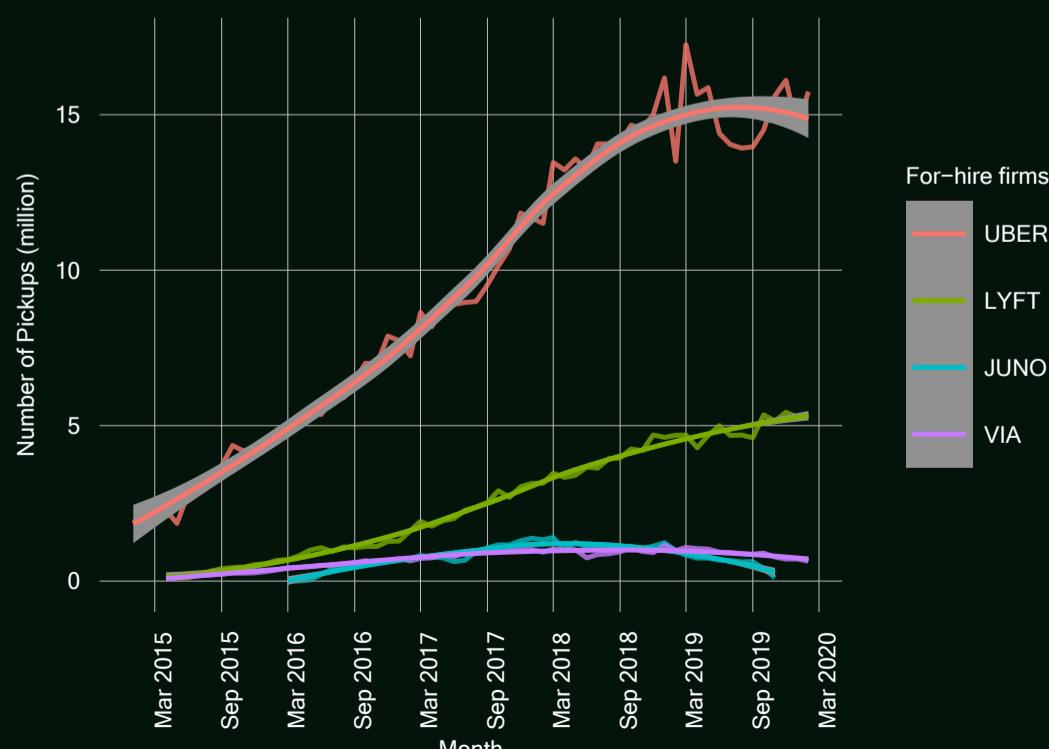
The map is constructed by tiny dots, with each dot representing a pickup location. 4.4 million pickups were recorded in the dataset.

Staten Island was excluded due to the low number of pickups.

When it comes to moving around the city, New Yorkers are spoilt for choice. As cab-hailing startups take cities all over the world by storm, the likes of Uber and Lyft have challenged the iconic yellow taxis for the business of transporting New Yorkers from place to place. But among the largest 4 for-hire vehicle firms by total dispatches in 2019 (Uber, Lyft, Juno and Via), Uber stands head and shoulders above the competition. The firm has experienced a consistent rise in dispatched trips since 2015, with its drivers making 15 million trips in January 2020. Perhaps Uber's success could be attributed to its early entry into the market, as its later competitors Juno and Via have stagnated in its total growth.

From the map, early Uber users scheduled pickups mainly in Lower Manhattan and at the two airports within the city - JFK and LaGuardia. Neighbourhoods in north Brooklyn and Upper Manhattan were also common pickup locations. With the growth in trips since 2014, it will be no surprise if pickups were distributed more evenly across the city.

Total Dispatches by For-Hire firms by Month



Map Data: NYC Taxi and Limousine Commission (TLC) via FiveThirtyEight's github.

Line Plot Data: TLC's For-Hire Vehicle Base Aggregate Dataset.