

POWER BI FINAL PROJECT

DATA  
ANALYST



**YellowTrip**

# YellowTrip Data Analysis

*May & June 2020 — New York City*

## VENDORS

DATA :

- ▼ Income
- ▼ Returns
- ▼ Vehicle types
- ▼ Pickup locations
- ▼ Rush hours
- ▼ Vendors

OBJECTIVES:

- ^ Analyze:
  - ^ Performance
  - ^ Trends
  - ^ Trips and trip distance
- ^ Overall statistical approach

## EMPLOYEES

DATA :

- ▼ Income
- ▼ Tips
- ▼ Boroughs
- ▼ Vehicle types
- ▼ Distance traveled
- ▼ Passengers

OBJECTIVES:

- ^ Analyze:
  - ^ Tips
  - ^ Average income
- ^ Overall statistical approach

# Business Questions

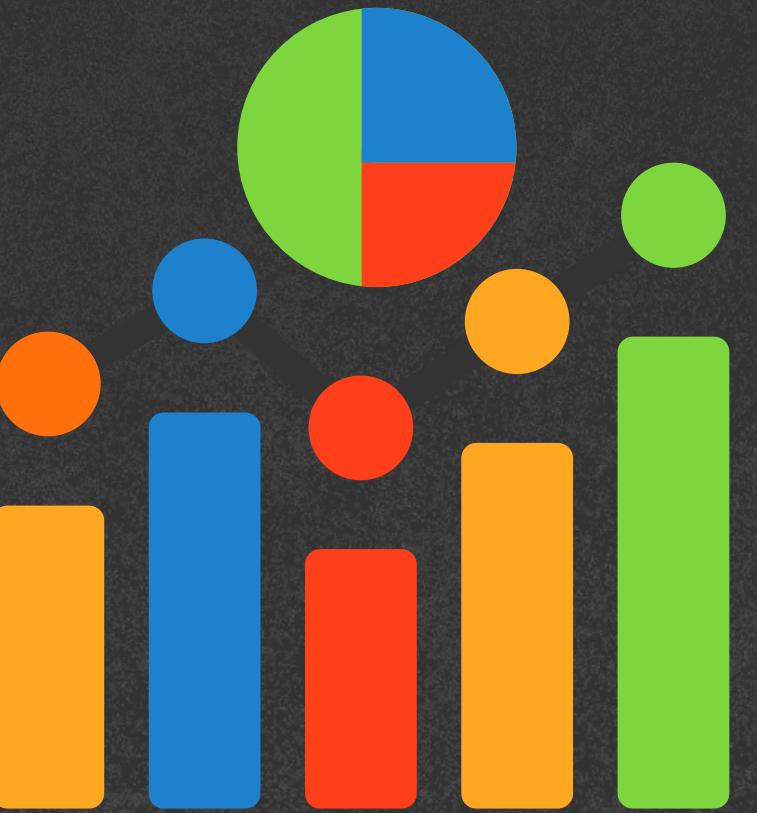
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## Vendor perspective

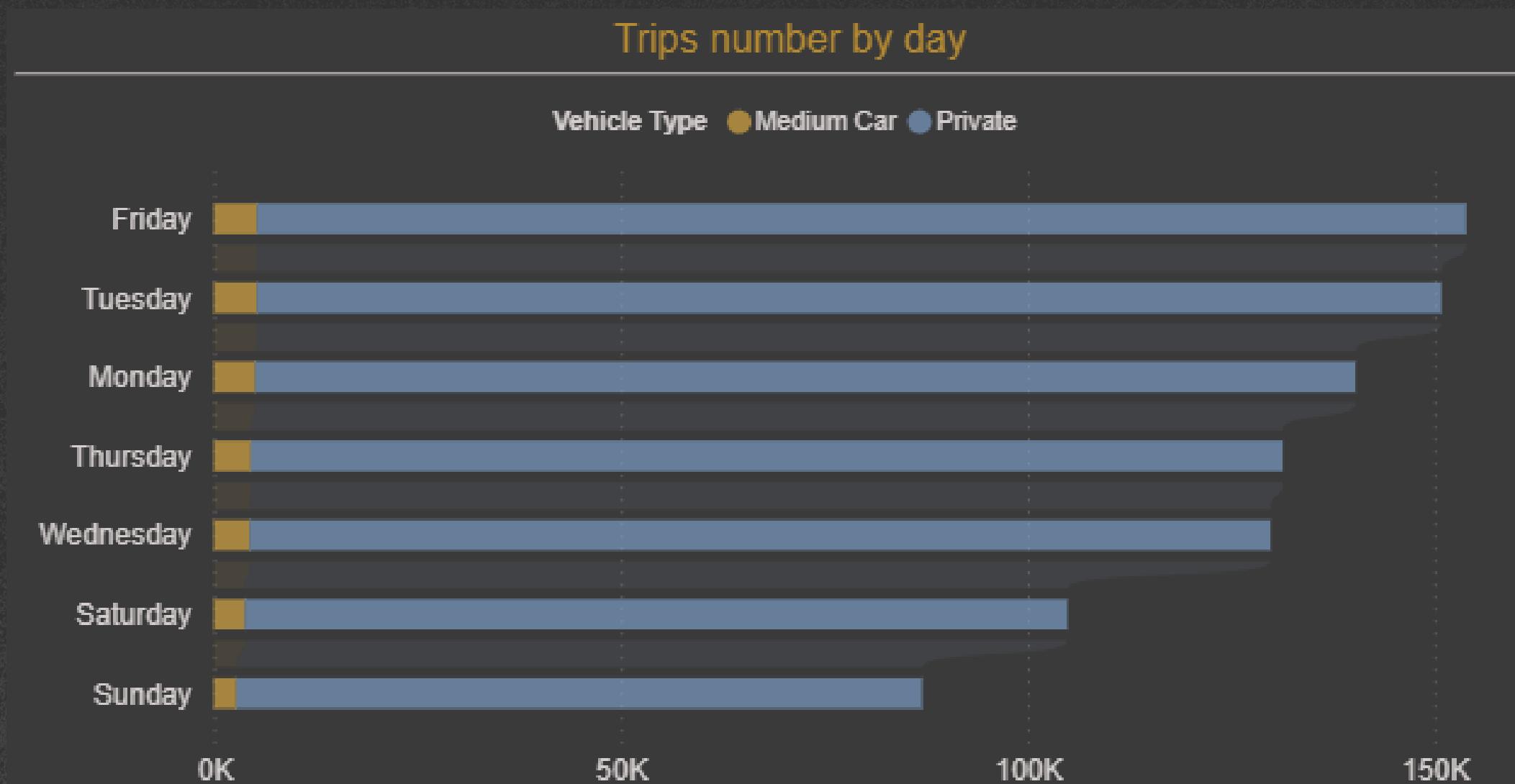
What is the distribution of vehicle types by day of the week?

Which five hours a day, on average, have the most starting times for rides?

Where are generated more trips? (pickup boroughs perspective)

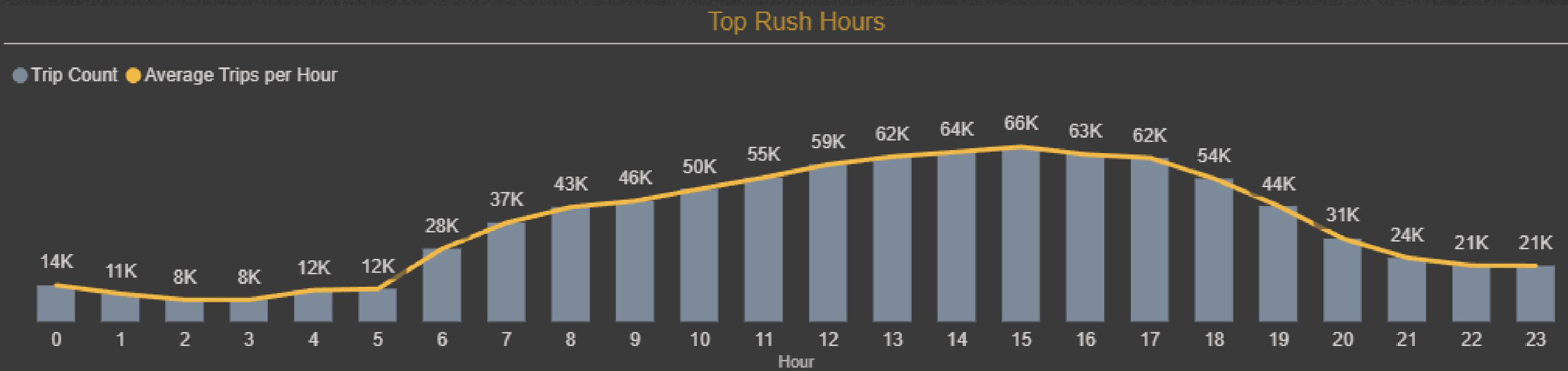


## What is the distribution of vehicle types by day of the week?



- **Friday** - most trips on average
- **Private vehicle** - most chosen one

Which five hours a day, on average, have the most starting times for rides?



- 1st - 15:00

- 2nd - 14:00

- 3rd - 16:00

Which pickup locations generate the most trips?

Brooklyn  
37.116

EWR – International Airport  
Newark  
38

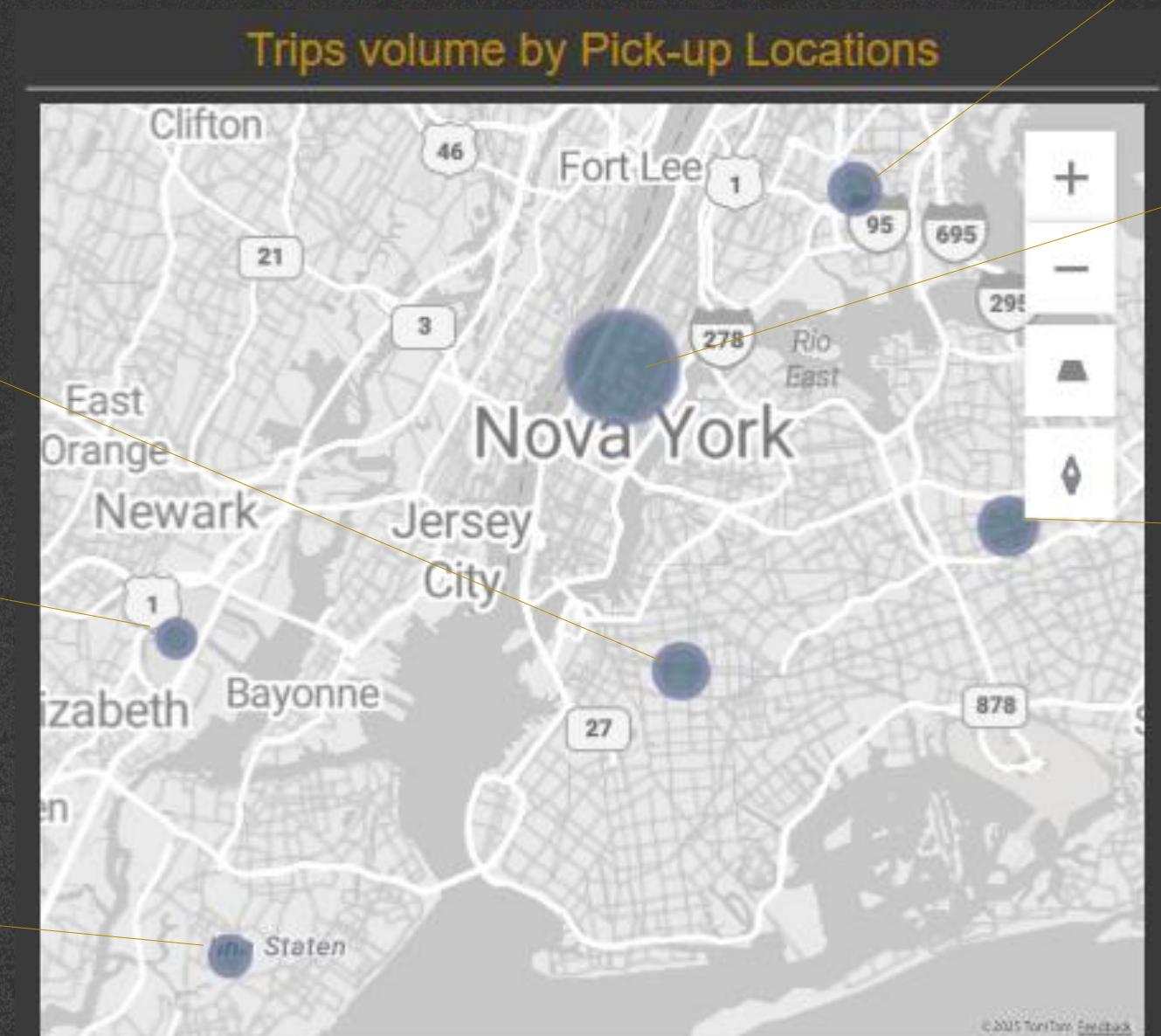
Staten Island  
884

Bronx  
21.825

Manhattan  
775.326

Queens  
54.457

Unknown  
8.417



# Business Questions

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## Employee perspective

What are the two days a week when the average income per trip is the highest?

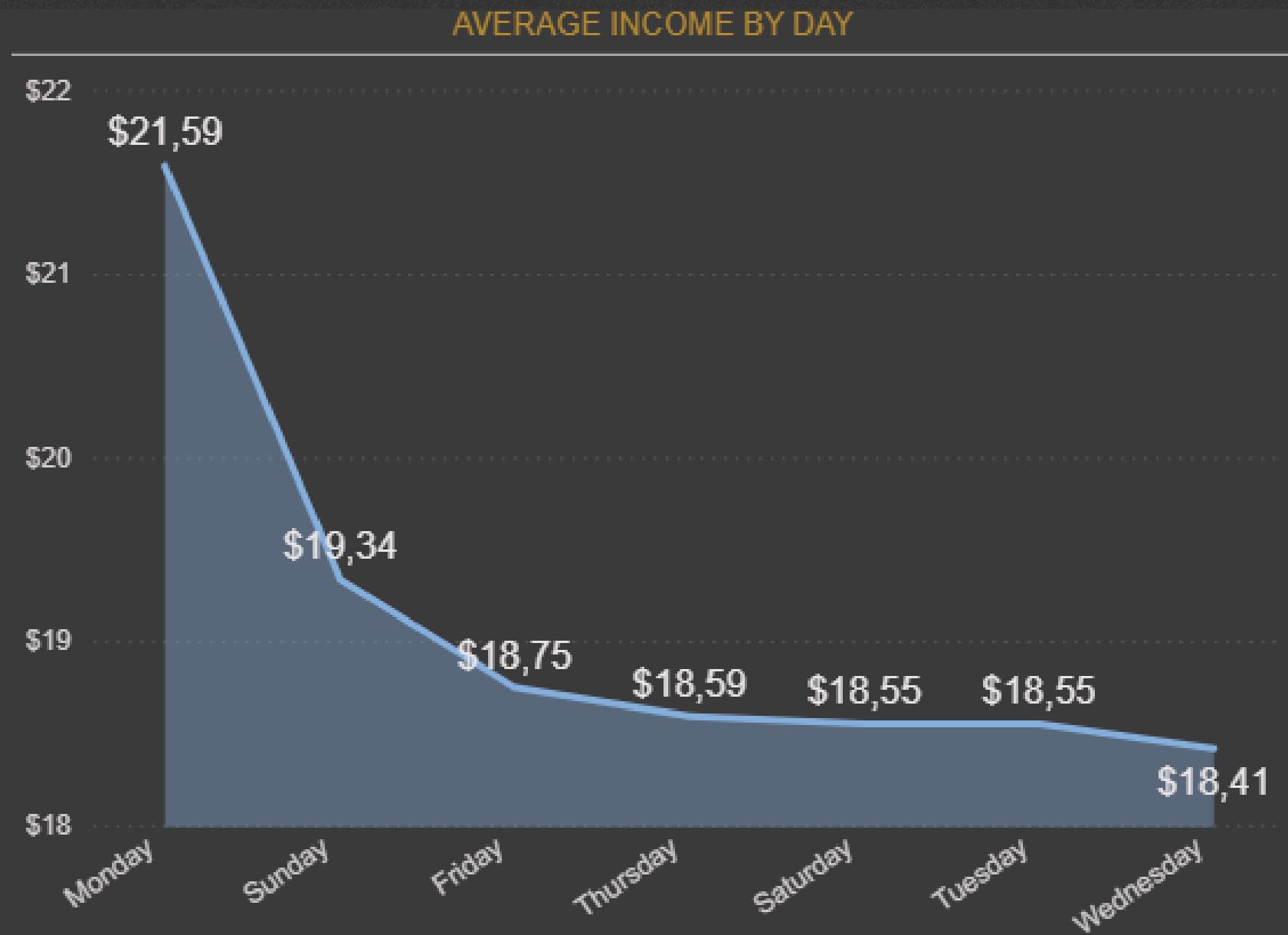
What is the type of vehicle with the highest tip per Km?

What are the best tipping boroughs?

Which boroughs have the highest number of passengers?

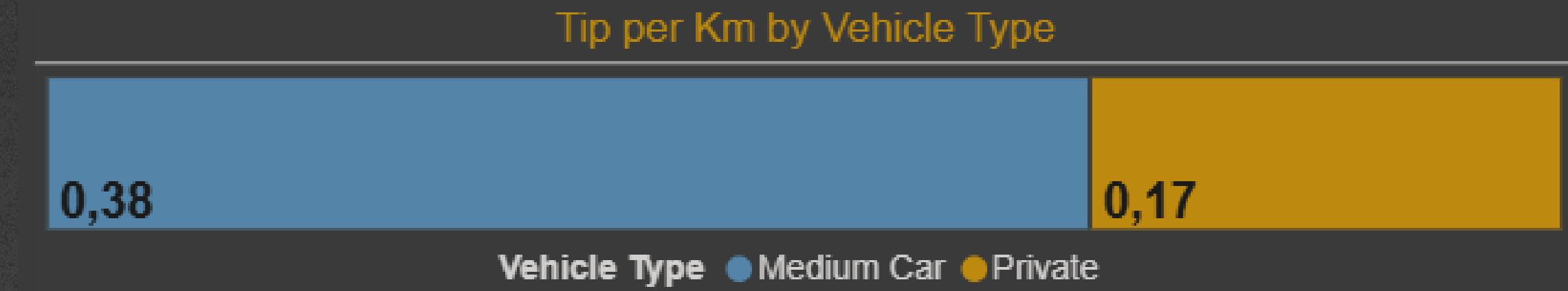


What are the two days a week when the average income per trip is the highest?

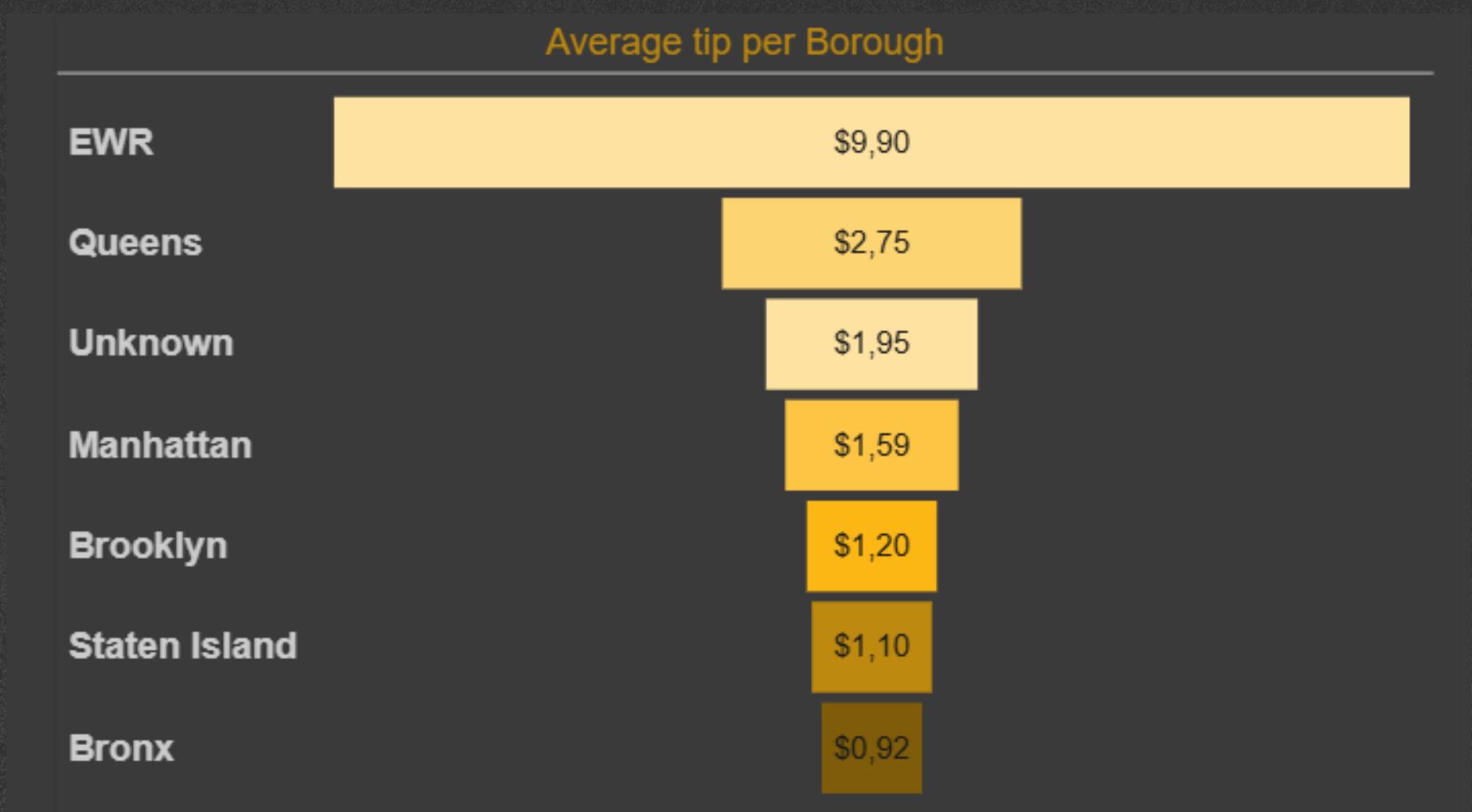


Average Income per trip  
\$ 19,12

What is the type of vehicle with the highest tip per Km ?



# What are the best tipping locations?



# Which locations have the highest number of passengers?

Brooklyn  
13.920

EWR – International  
Airport Newark  
64

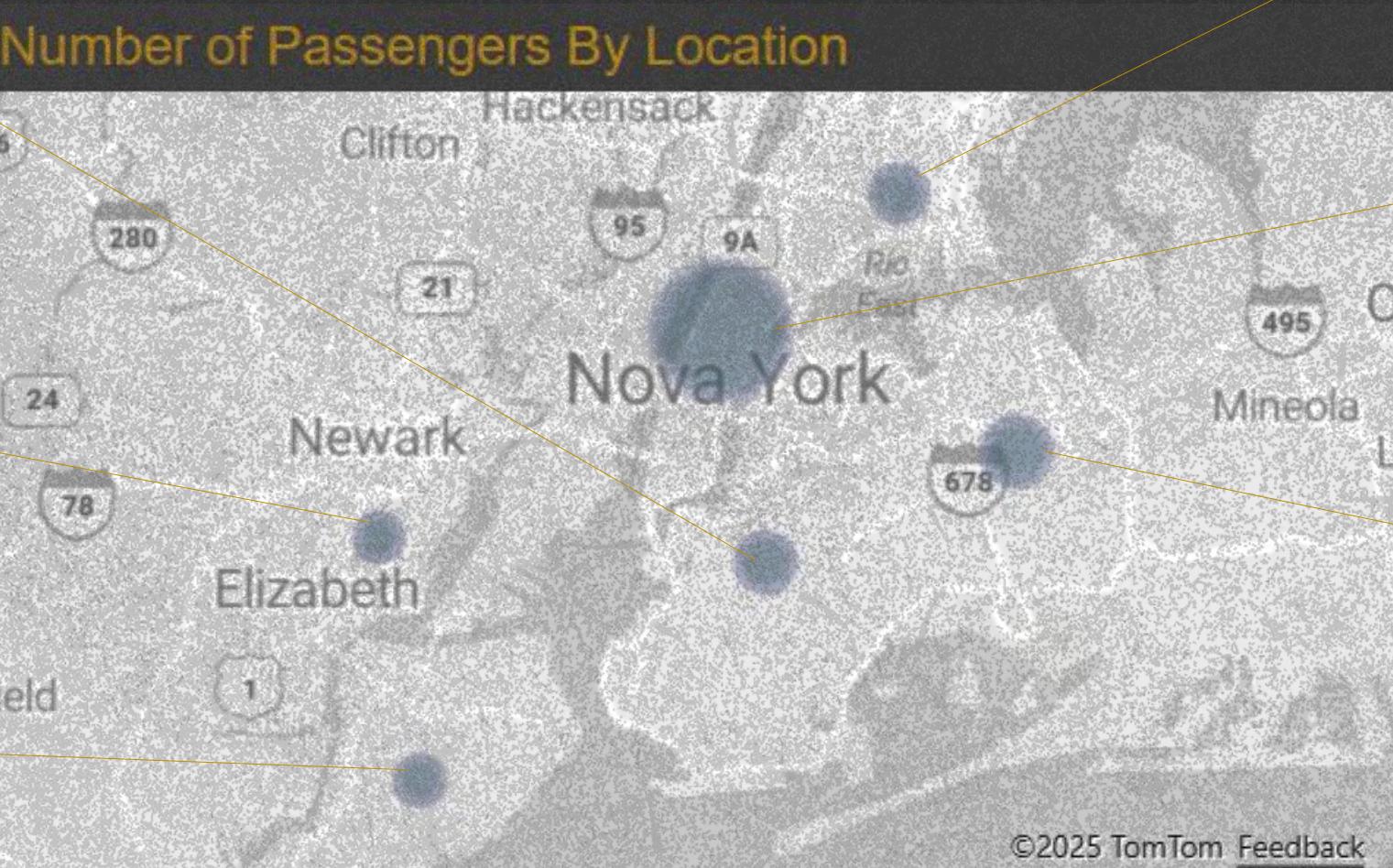
Staten Island  
206

Bronx  
8.025

Manhattan  
973.316

Queens  
51.956

Unknown  
9.670



# Conclusions

- High number of trips - Friday
- Rush hours - between 13h and 17h (15h as peak hour)
- Top 3 boroughs - Manhattan, Queens and Brooklyn (Nº of passengers | trips)
- Preferred vehicle type - Private
- Highest trip number vendor – VeriFone Inc.

# Suggestions

- Focus on Manhattan, Queens and Brooklyn
- Verify the unknown boroughs (LocationID 264 and 265)
- NewPlayer - Focus on night shift and without medium car
- VeriFone Inc. – Review the high number of returns

# Q&A