

**DAX query view**

# Uber

This Uber Power BI dashboard provides a comprehensive view of ride performance across multiple business areas. The report includes key KPIs such as completed bookings, lost bookings, revenue, distance, and ratings. It features detailed monthly and quarterly analysis, revenue breakdowns by customer, vehicle, and payment method, and deep insights into rider behavior, including cancellations, return riders, and regular riders. A vehicle-specific page highlights booking contribution by each type, while the location page analyzes total distance, busy areas, and peak time slots. Interactive filters and a hide/show filter panel enhance usability, allowing users to explore the data efficiently and support informed decision-making.

Home Overview Vehicle Revenue Rider Location

**Report view**

**Completed** Ride which completed successfully.  
**Cancelled** Ride which Cancel by any reason.  
**Incomplete** Ride which is incomplete due to any issue.

**93K Completed Bookings**

**\$52M Revenue**

**2.51M Total Distance**

**Average 24.64**

**Revenue - by Vehicle Type**

Vehicle Type	Revenue
Auto	\$13M
Bike	\$11M
Go Mini	\$10M
Go Sedan	\$9M
Premier Sedan	\$6M
Uber XL	\$2M

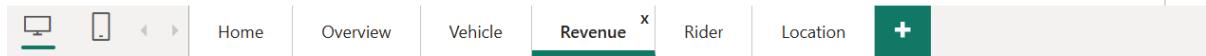
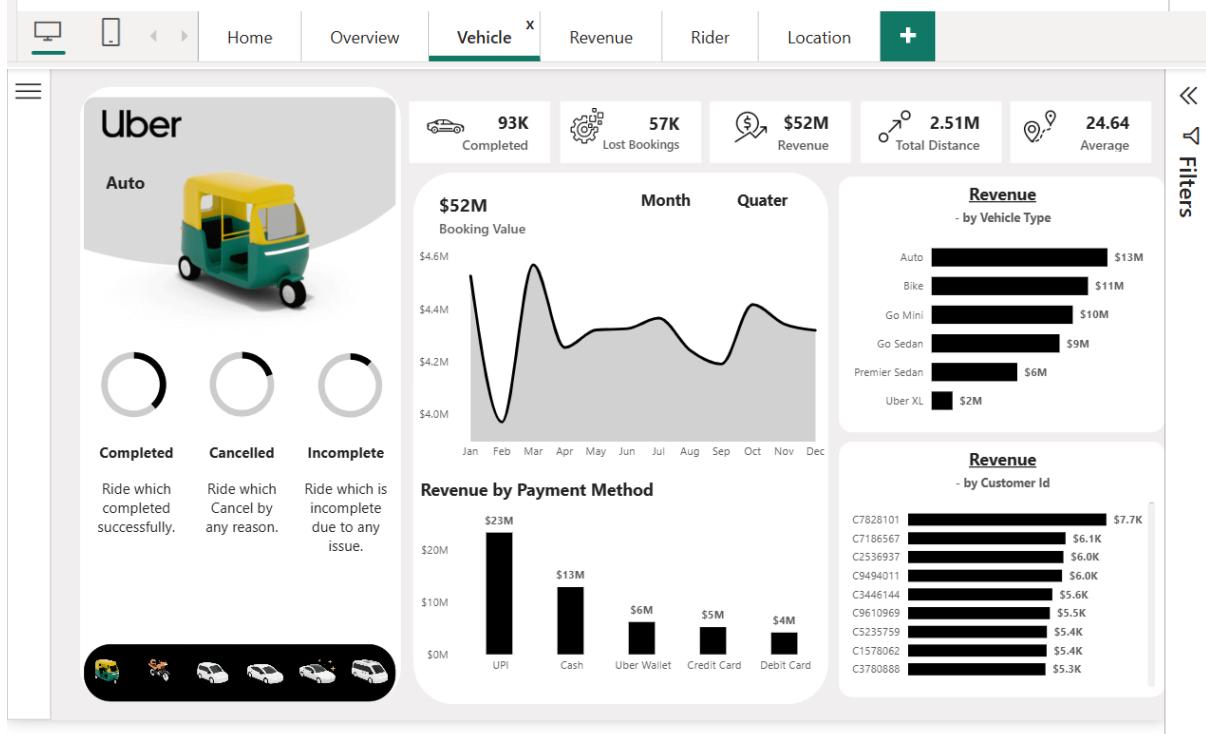
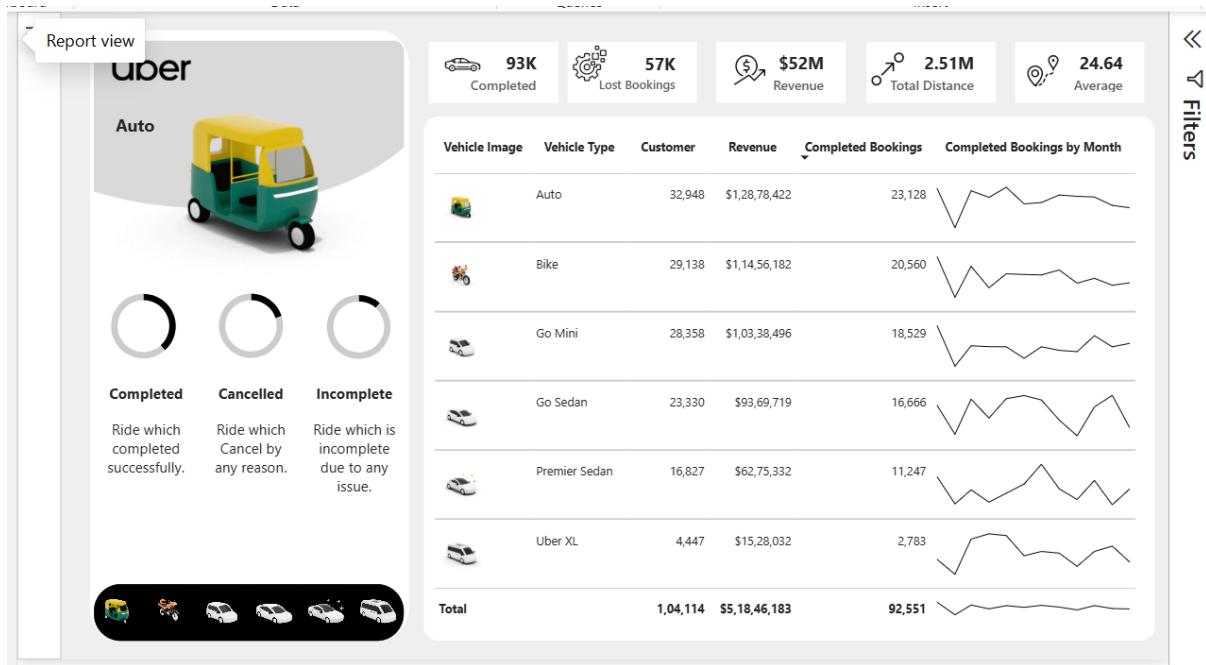
**Top Pick-Up**  
Khandsa 600

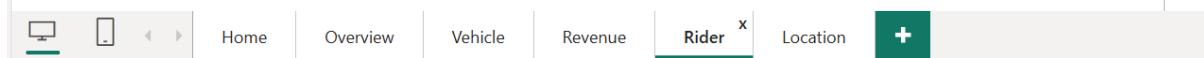
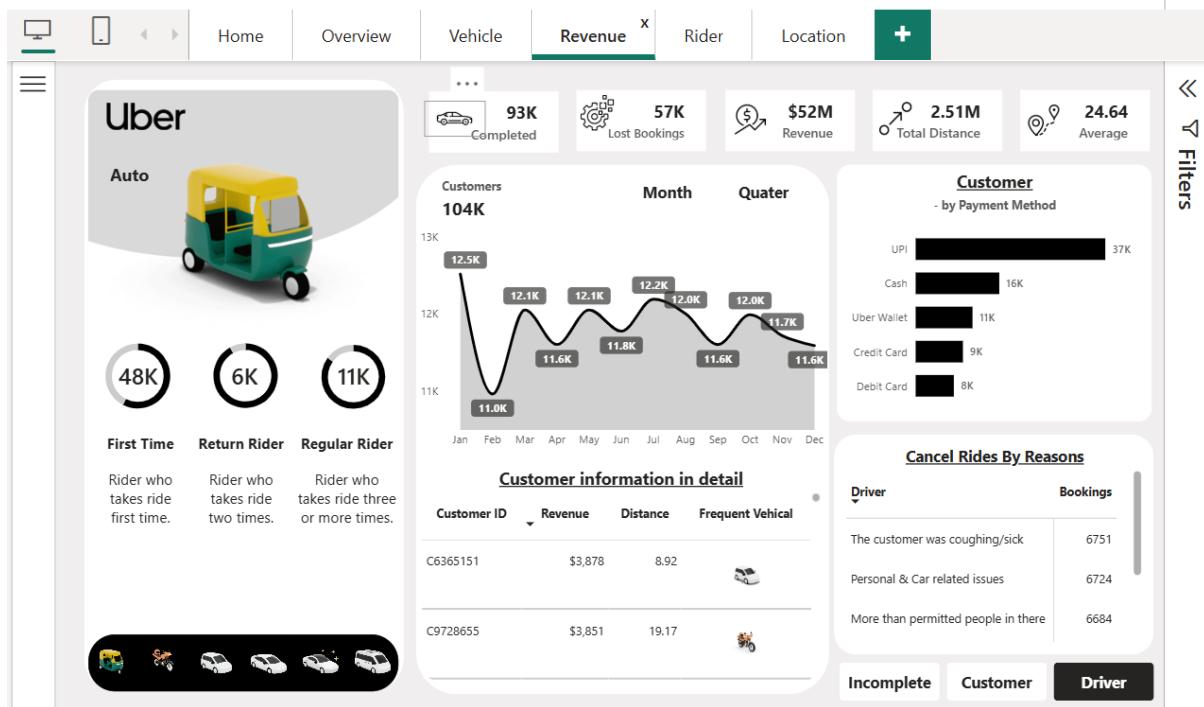
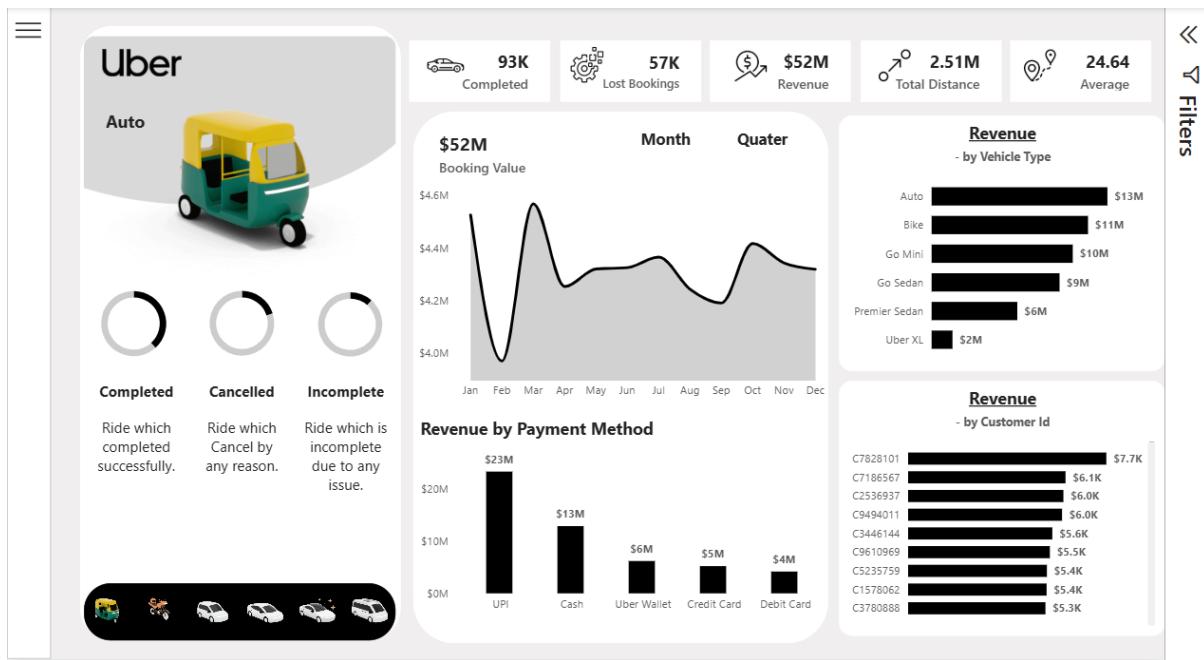
**Top Drop-Off**  
Ashram 592

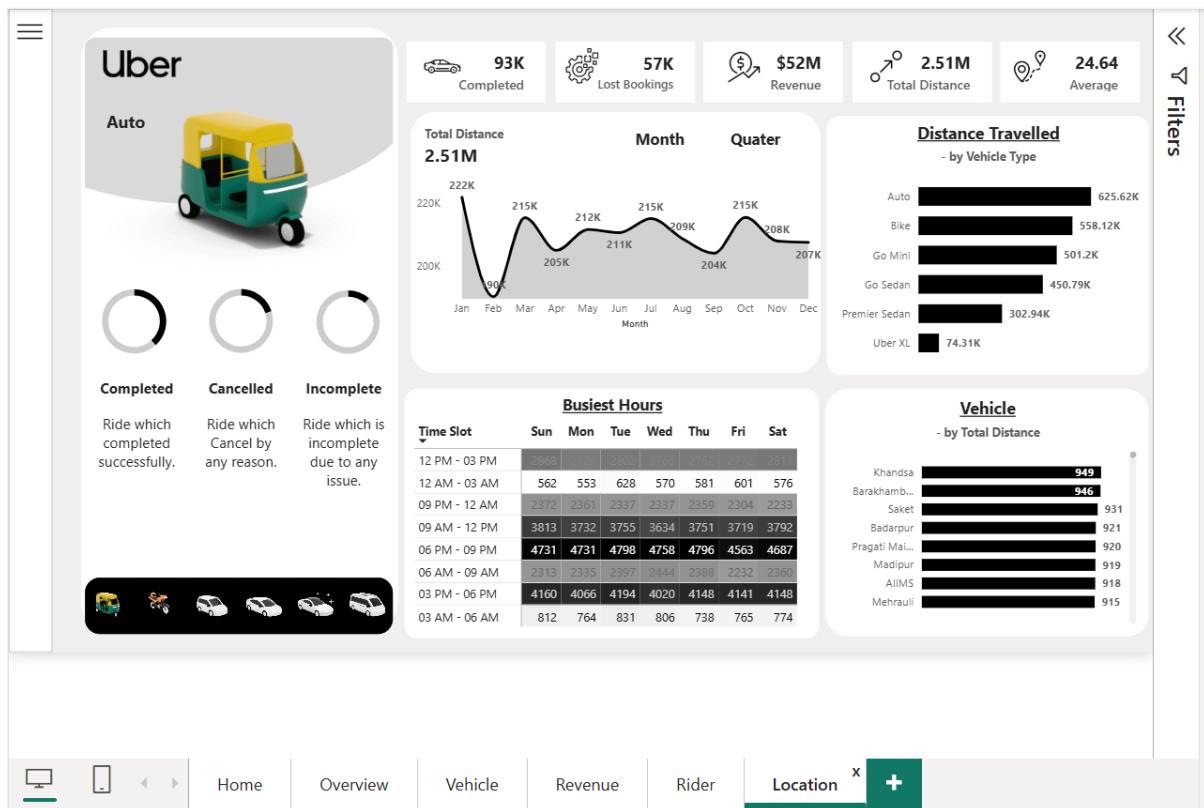
**4.39 Average of Customer Rating**

**4.23 Average of Driver Ratings**

Home Overview Vehicle Revenue Rider Location







## FINAL OUTPUT FOR YOUR INTERVIEW

Below are the 6 sections you can use in any interview:

- 1 2-Minute Project Storytelling (Short Version)**
- 2 5-Minute Project Storytelling (Full Version)**
- 3 30+ Interview Questions & Answers (Tailored to Your Dashboard)**
- 4 Technical Breakdown (DAX, modelling, challenges)**
- 5 Business Insights Summary**
- 6 Strengths to Tell Interviewers**

### ★ 1. TWO-MINUTE STORYTELLING (Short Version for Interviews)

"My project is an end-to-end Uber analytics dashboard built in Power BI.

The goal was to understand *revenue trends, booking behavior, cancellation reasons, and vehicle performance* across multiple business areas, even though I did not receive formal requirements — I defined the full scope myself.

I created a clean data model with a Calendar table, time-slots, vehicle type normalization, and several KPI measures.

The Overview page highlights completed bookings, lost bookings, revenue, total distance, and average ride distance along with top pickup/drop locations and ratings.

I then built dedicated pages for Vehicles, Revenue, Riders, and Locations.

These pages provide deeper insights like revenue by vehicle type, revenue by customer and payment method, rider segmentation (first-time, return, regular), cancellation reasons, busy time slots, and distance analysis.

I also added a dynamic Month/Quarter slicer, a dynamic cancellation-reason parameter, and a hide/show filter panel. By analyzing the data, I found that March had the highest bookings and revenue (~4.56M), UPI was the most used payment

method (~23M), Auto generated the highest revenue (13M), and major cancellations were rider-driven. This dashboard gives a complete view of operational, financial, and customer performance.”

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## ★ 2. FIVE-MINUTE STORYTELLING (Full Version for Interviews)

“My project is a portfolio-based Uber analytics solution developed using Power BI. Since I did not receive fixed requirements, I defined the entire framework myself, identifying real-world business questions Uber would want to solve.

### Goal & Problem Statement

The main objectives were:

- Understanding monthly and quarterly revenue trends
- Identifying why bookings are lost (customer cancellation, driver cancellation, incomplete rides)
- Optimizing vehicle performance and contribution
- Analyzing rider behavior (first-time, return, regular riders)
- Understanding busy locations and peak time slots

### Data Preparation & Modelling

The dataset contained ~150,000 rows.

I validated data quality in Power Query, defined proper data types, and created:

- A full Calendar dimension
- Month, Quarter, Weekday columns
- Time Slot & Time Slot Sort
- Vehicle Type normalization (VE Type column)
- A dynamic Cancel Ride parameter
- A dynamic Date Axis parameter
- A separate VehicleImages table with images
- Relationships to support slicers & visuals

### DAX Measures

I created all core metrics using DAX:

- Completed Bookings
- Lost Bookings
- Revenue
- Total Distance
- Avg Distance
- First-Time, Return, and Regular Rider measures
- Booking Count removing filters
- Contribution % using vehicle normalization

## Dashboard Structure

**Overview Page:** Top KPIs + trend analysis + top pickup/drop + ratings + status doughnut charts.

**Vehicle Page:** Vehicle-wise revenue, bookings, contribution & completion/cancellation mix.

**Revenue Page:** Revenue by payment method, customer, and vehicle with monthly & QTR trends.

**Rider Page:** Rider segmentation, cancellation reasons using dynamic parameter, customer table.

**Location Page:** Busy time slots (heat map), distance trends, busiest areas.

## Key Insights

- Bookings peaked in **March** and dropped in February.
- Revenue highest in **March (~4.56M)** and lowest in February (~3.97M).
- **Auto** generated the highest revenue (13M), followed by **Bike (11M)** and **Go Mini (10M)**.
- **UPI** is the most preferred payment mode (~23M).
- Top pickup location: **Khandsa (600)**; top drop location: **Ashram (590)**.
- Average customer rating: **4.39**, driver rating: **4.23**.

## Outcome

The dashboard provides complete operational visibility and enables decisions on:

- Enhancing vehicle supply
- Improving driver and rider experience
- Managing cancellation cases
- Understanding payment preferences
- Increasing revenue forecasting accuracy

This project showed my ability to design dashboards independently, create advanced DAX measures, solve modelling challenges, and provide business value from raw data."

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## ★ 3. TOP 30+ INTERVIEW QUESTIONS & ANSWERS

### POWER BI / DAX / MODELLING

#### Q1. What is the purpose of your Calendar table?

A: To enable correct time intelligence (Month, Quarter, trends) and establish one-to-many relationships with the Uber fact table.

#### Q2. Why did you create Month Index & Quarter Index?

A: For correct sorting and avoiding alphabetical sorting issues.

#### Q3. How did you handle Vehicle Type inconsistencies?

A: I created a calculated column VE Type to normalize names (e.g., all bikes categorized as "Bike").

#### Q4. Why did the image slicer not work initially?

A: Because images were linked incorrectly. I solved it by creating a new vehicle image DATATABLE and building a proper relationship.

#### Q5. Difference between Completed Bookings and Lost Bookings measure?

A: Completed filters Booking Status = "Completed".  
Lost Bookings uses Booking Status <> "Completed".

#### Q6. Why did you use ALL() inside CALCULATE?

A: To remove slicer filters for % contribution.

**Q7. How did you calculate First-Time, Return, and Regular riders?**

A: Using SUMMARIZE grouped by Customer ID and applying row count filters.

**Q8. What visualizations did you use for cancellations?**

A: A parameter-driven dynamic slicer & matrix to show cancellation by customer, driver, incomplete.

**Q9. Why create Time Slot Sort column?**

A: To ensure time slots appear in correct chronological order, not alphabetically.

**Q10. Describe your data model.**

A: Star schema with Uber fact table, Calendar table, Vehicle Images dimension, and parameters.

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**BUSINESS & ANALYTICAL****Q11. What was the biggest business insight?**

A: Bookings & revenue peak in March; Auto & Bike are highest revenue contributors.

**Q12. What do cancellation insights tell the business?**

A: Focus needed on driver and customer communication, and incomplete rides suggest operational gaps.

**Q13. What does payment method insight tell you?**

A: Digital payments (UPI) dominate, so Uber should enhance UPI rewards/discounts.

**Q14. Why are weekday/time slot insights important?**

A: Helps optimize driver allocation and reduce waiting time.

**Q15. What should Uber do with top pickup/drop areas?**

A: Increase vehicle supply in Khanda and improve service experience around Ashram.

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**TOOLS / IMPLEMENTATION****Q16. Why did you add a hide/show filter panel?**

A: To save page space and keep the UI clean.

**Q17. Any challenges with modelling?**

A: Yes — vehicle image slicer issues and creating a correct dimension table.

**Q18. What KPIs did you present and why?**

A: Completed Bookings, Lost Bookings, Revenue, Distance → they show business health.

**Q19. How did you ensure dashboard performance?**

A: Used measures instead of calculated columns, minimized visuals per page, created dimension tables.

**Q20. Why create a separate Vehicle Page?**

A: Stakeholders like fleet managers need vehicle-level insights for optimization.

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**SCENARIO QUESTIONS****Q21. If cancellation rate increases next month, how would you detect the cause?**

A: Compare Reason for cancellation across customer vs driver vs incomplete using the parameter.

**Q22. If revenue dips, what would you analyze first?**

A: Vehicle performance → payment method mix → cancellation trends → time slot patterns.

**Q23. How would you improve this dashboard further?**

A: Add forecasting, drillthrough pages, clustering for customer segmentation.

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**★ 4. TECHNICAL BREAKDOWN (What You Say in Interview)**

## Data Modelling

- Star schema: Uber Fact + Calendar Dimension + VehicleImages Dimension.
- Relationships: Date (Calendar → Uber), Vehicle Type (Images → Uber).

## DAX Measures

You used:

- CALCULATE with filters
- ALL() to remove filters
- DISTINCTCOUNT for customers and booking counts
- SUMMARIZE for segmentation
- Custom ranking columns
- Parameters using DAX ordered tables

## Transformations

- Normalized Vehicle Type
- Time Slot classification
- Time Slot Sort
- Calendar table construction
- No data cleaning needed, only data typing

## Advanced Features

- Dynamic axis parameter (Month/QTR)
- Dynamic cancellation type parameter
- Vehicle image slicer
- Hide/show filter panel

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## ★ 5. KEY BUSINESS INSIGHTS SUMMARY (Use These in Interviews)

- **March** is the peak month for both bookings and revenue.
- **Auto** generated the highest revenue (13M).
- **UPI** is the most preferred payment method (~23M).
- **Khanda** is the busiest pickup location; **Ashram** top drop.
- **Customer rating (4.39) > Driver rating (4.23)**.
- Booking dropped sharply in **February** and recovered later.
- Rider segmentation shows a healthy mix of first-time, return, and regular riders.

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## ★ 6. UNIQUE STRENGTHS TO TELL INTERVIEWERS

- You built the **entire requirement yourself**, displaying initiative.
- You used **dynamic parameters** to make the dashboard highly interactive.
- The **vehicle image slicer** and **hide/show filter panel** reflect good UI/UX design.
- You combined **operational, financial, customer, and geographical analysis** in one project.
- You demonstrated **end-to-end BI skills**: modelling, DAX, visualization, storytelling.



## Best Combined Bullet (Use on Resume)

**Designed and developed a full end-to-end Uber Analytics Dashboard in Power BI (150K+ rows), including star-schema modelling, custom DAX measures, dynamic parameters, vehicle image slicers, and multi-page reports covering KPIs, revenue trends, cancellation reasons, rider segmentation, vehicle performance, and location/time-slot analysis to support actionable operational insights.**