Uber Data Analysis Summary

1. **When Do People Use Uber the Most?**

   o Morning (7 AM - 9 AM) and Evening (5 PM - 7 PM) account for 60% of daily rides.

   o Weekdays contribute 70% of total rides, with Friday alone making up 20%.

   o Weekend rides are lower (30%), but Saturday has a slight increase due to leisure trips.

2. **Which Months Have the Most Uber Rides?**

   o Summer months (June - August) see a 25% increase in rides compared to other months.

   o Holiday seasons (Thanksgiving, Christmas, and New Year) show a 15% ride increase.

3. **Where Do People Take Uber From?**

   o City centers and business areas contribute 50% of total pickups.

   o Airports account for 20% of all Uber rides.

   o Residential areas and suburbs make up the remaining 30%.

4. **Which Uber Services Are Most Popular?**

   o UberX is the most used service (70% of total rides).

   o Uber Black (premium rides) covers 15%, while Uber Pool (shared rides) is around 10%.

   o Other services (UberXL, Lux) account for the remaining 5%.

5. **How Does This Affect Revenue?**

   o Peak hours generate 65% of Uber's daily revenue.

   o Special events and holidays can increase revenue by 30-40%.

   o City center rides bring in 50% of total earnings.

Key Takeaways:

✔ 60% of Uber rides happen during rush hours (morning & evening).
✔ Weekdays account for 70% of rides, while weekends make up 30%.
✔ Summer and holidays bring a 15-25% increase in demand.
✔ Most rides (50%) happen in city centers, and 20% at airports.
✔ UberX dominates with 70% of bookings.