SQL Queries for Uber Dashboard

Financial Overview:

1. Top 5 Profitable Cities:

```sql
WITH CityProfits AS (
  SELECT
    City,
    SUM(Profit) AS TotalProfit
  FROM UberRides
  GROUP BY City
),
RankedCities AS (
  SELECT
    City,
    TotalProfit,
    DENSE_RANK() OVER (ORDER BY TotalProfit DESC) AS CityRank
  FROM CityProfits
)
SELECT *
FROM RankedCities
WHERE CityRank <= 5;
```

Result Grid | Filter Rows:

City	TotalProfit	CityRank
San Diego	26334.26	1
Los Angeles	25359.24	2
Chicago	23947.47	3
New York	23528.34	4
Phoenix	22975.18	5

2. Monthly Profit

```sql
SELECT
  DATE_FORMAT(RideDate, '%Y-%m') AS Month,
  SUM(Fare - Cost - Discount) AS MonthlyProfit
FROM UberRides
WHERE Completed = 'Yes'
GROUP BY Month
ORDER BY Month;
```

3. Profit by Uber Transport Type

```sql
SELECT
  UberTransport,
  COUNT(*) AS TotalRides,
  SUM(Profit) AS TotalProfit
FROM UberRides
GROUP BY UbeTransport
ORDER BY TotalProfit DESC;
```

Result Grid | Filter Rows:

UberTransport	TotalRides	TotalProfit
UberX	3380	102377.16
UberPool	1695	52360.61
UberXL	1718	51418.12
Uber SUV	850	26254.50
Uber Black	857	25844.25

4. Completed vs Incomplete Rides

```sql
SELECT
  Completed,
  COUNT(*) AS TotalRides,
FROM UberRides
GROUP BY Completed;
```

Result Grid | Filter Rows:

Completed	TotalRides
No	2350
Yes	6150

5. Discount vs Profit By City

```sql
SELECT
  City,
  ROUND(SUM(Discount), 2) AS TotalDiscount,
  ROUND(SUM(Profit), 2) AS TotalProfit
FROM UberRides
GROUP BY City
ORDER BY TotalProfit DESC;
```

sult Grid | Filter Rows:

City	TotalDiscount	TotalProfit
Los Angeles	11202.13	25359.24
Chicago	10036.49	23947.47
New York	10571.00	23528.34
Phoenix	10212.94	22975.18
Houston	9711.75	22943.25
Seattle	9675.21	22904.17
San Antonio	10502.48	22696.76
Philadelphia	9513.67	22607.43
San Jose	10094.67	22527.15
Dallas	9409.24	22431.39

Customer Segmentation:

1. Average Fare:

```sql
SELECT
  ROUND(AVG(CustomerAvgFare), 2) AS OverallAvgFarePerCustomer
FROM (
  SELECT
    UserID,
    AVG(Fare) AS CustomerAvgFare
  FROM UberRides
  GROUP BY UserID
) AS Sub;
```

Result Grid | Filter Rows:

OverallAvgFarePerCustomer
65.56

2. Repeat Customer Rate (%) (Using 'Returning' RiderType)

```sql
SELECT
  ROUND(
    (COUNT(DISTINCT CASE WHEN RiderType = 'Returning' THEN UserID END) * 100.0)
    / COUNT(DISTINCT UserID),
    2
  ) AS RepeatCustomerPercent
FROM UberRides;
```

Result Grid | Filter

RepeatCustomerPercent
60.71

3. Churn Risk rider type

```sql
SELECT
  ROUND(
    (COUNT(DISTINCT CASE WHEN RiderType = 'Churn Risk' THEN UserID END) * 100.0)
    / COUNT(DISTINCT UserID),
    2
  ) AS ChurnRiskPercent
FROM UberRides;
```

Result Grid

ChurnRiskPercent
28.50

4. Profit by Rider Type

```sql
SELECT
  RiderType,
  COUNT(*) AS TotalRides,
  SUM(Profit) AS Profit
FROM UberRides
GROUP BY RiderType
ORDER BY Profit DESC;
```

RiderType	TotalRides	Profit
Returning	4184	127034.69
New	2579	79375.65
Churn Risk	1737	51844.30

5. Complete vs incomplete rides by rider type

```sql
SELECT
  RiderType,
  Completed,
  COUNT(*) AS TotalRides
FROM UberRides
GROUP BY RiderType, Completed
ORDER BY RiderType, Completed;
```

Result Grid Filter Rows:

RiderType	Completed	TotalRides
Churn Risk	Yes	1266
New	No	722
New	Yes	1857
Returning	No	1157
Returning	Yes	3027

6. Payment Method Preferences

```sql
SELECT
  PaymentMethod,
  COUNT(*) AS RideCount,
  ROUND(
    (COUNT(*) * 100.0) / (SELECT COUNT(*) FROM UberRides),
    2
  ) AS PercentOfTotalRides
FROM UberRides
GROUP BY PaymentMethod
ORDER BY PercentOfTotalRides DESC;
```

Result Grid Filter Rows:

PaymentMethod	RideCount	PercentOfTotalRides
UPI	3453	40.62
Wallet	1657	19.49
Debit Card	1301	15.31
Credit Card	1271	14.95
Cash	818	9.62