



Capston Project-II

Uber vs Lyft

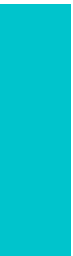
Data analytic Project



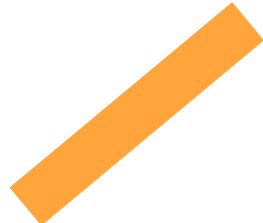


Problem Statement

CEO of Uber want to **expand his business** for this he want to know how much **revenue** he getting from each cape type and also **compare** to Lyft caps revenue.



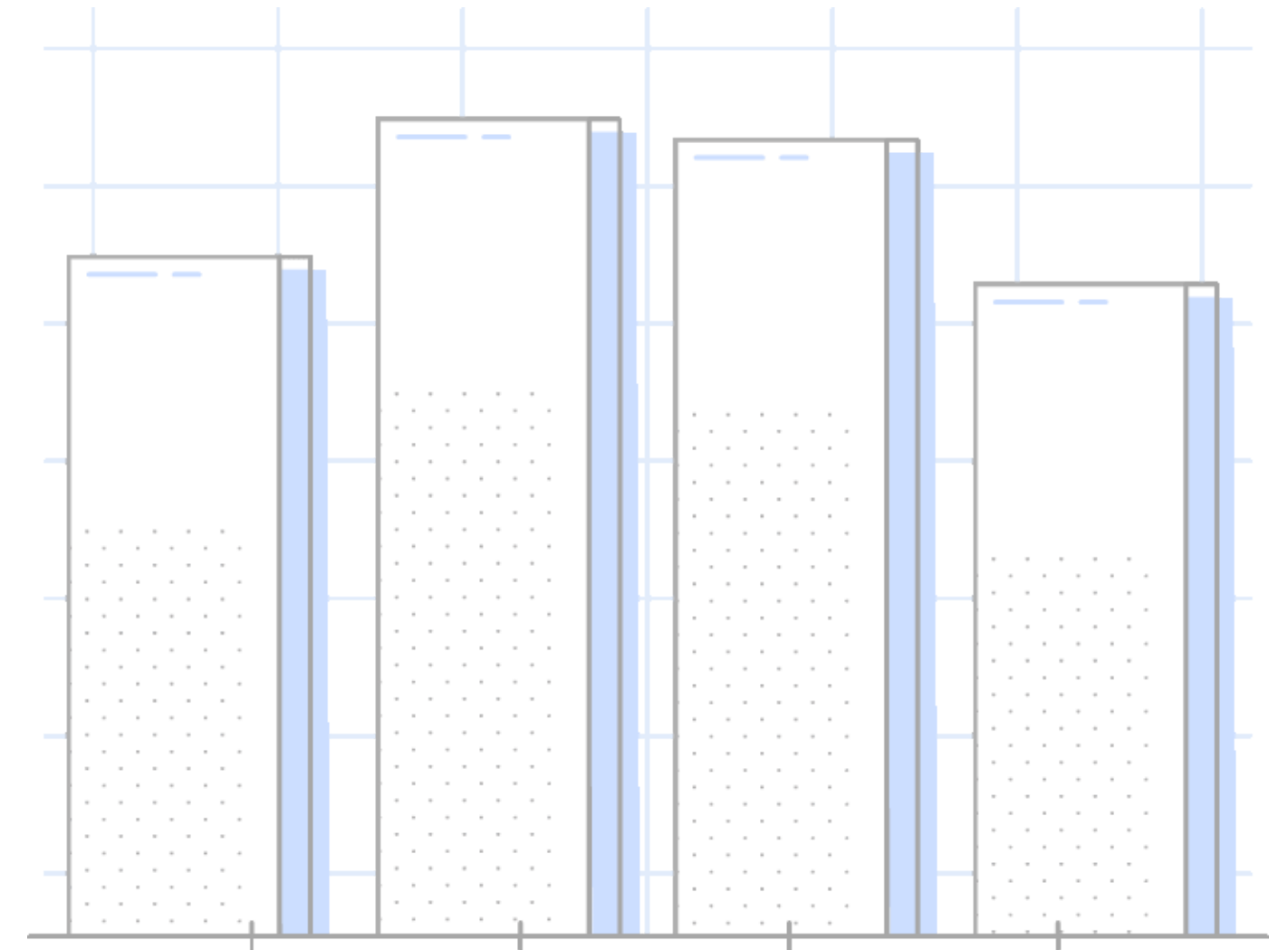
Data Analysis Process

- Understanding Problem and Define objective
 - Data preparations and cleaning
 - Data preprocessing and Analysis
 - Data visualization and Analysis
- 

Business Problem

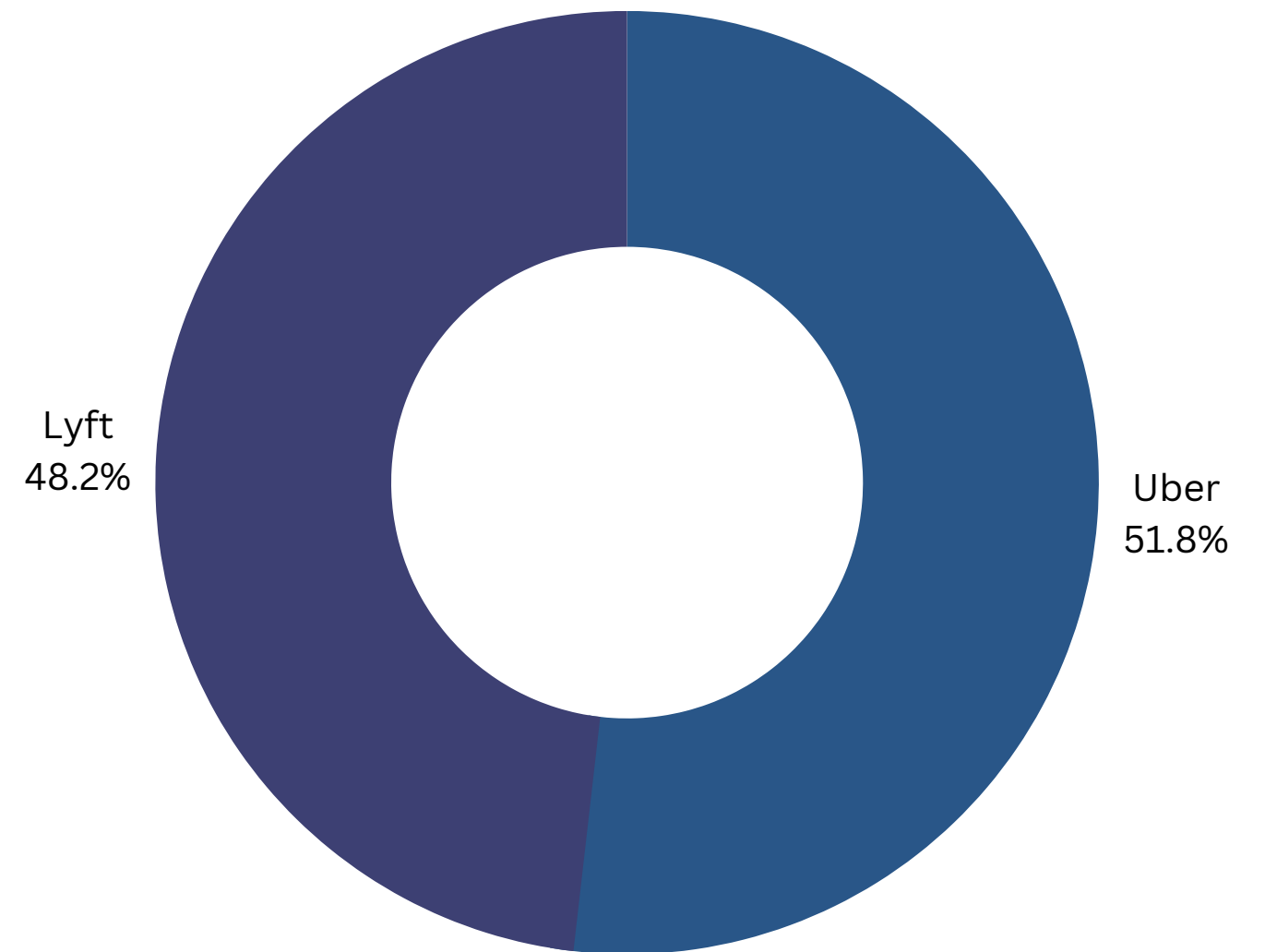
- How many number of uber and lyft cabs?
- Total Revenue of Uber and Lyft?
- Revenue genrating in differnt time of day?
- Peak hour of revenue genrating?
- Fare differance of each cabs?
- Top source and destination of customers?
- Surge effect on Cabs Fare ?
- Recommandation.

Data Visualization



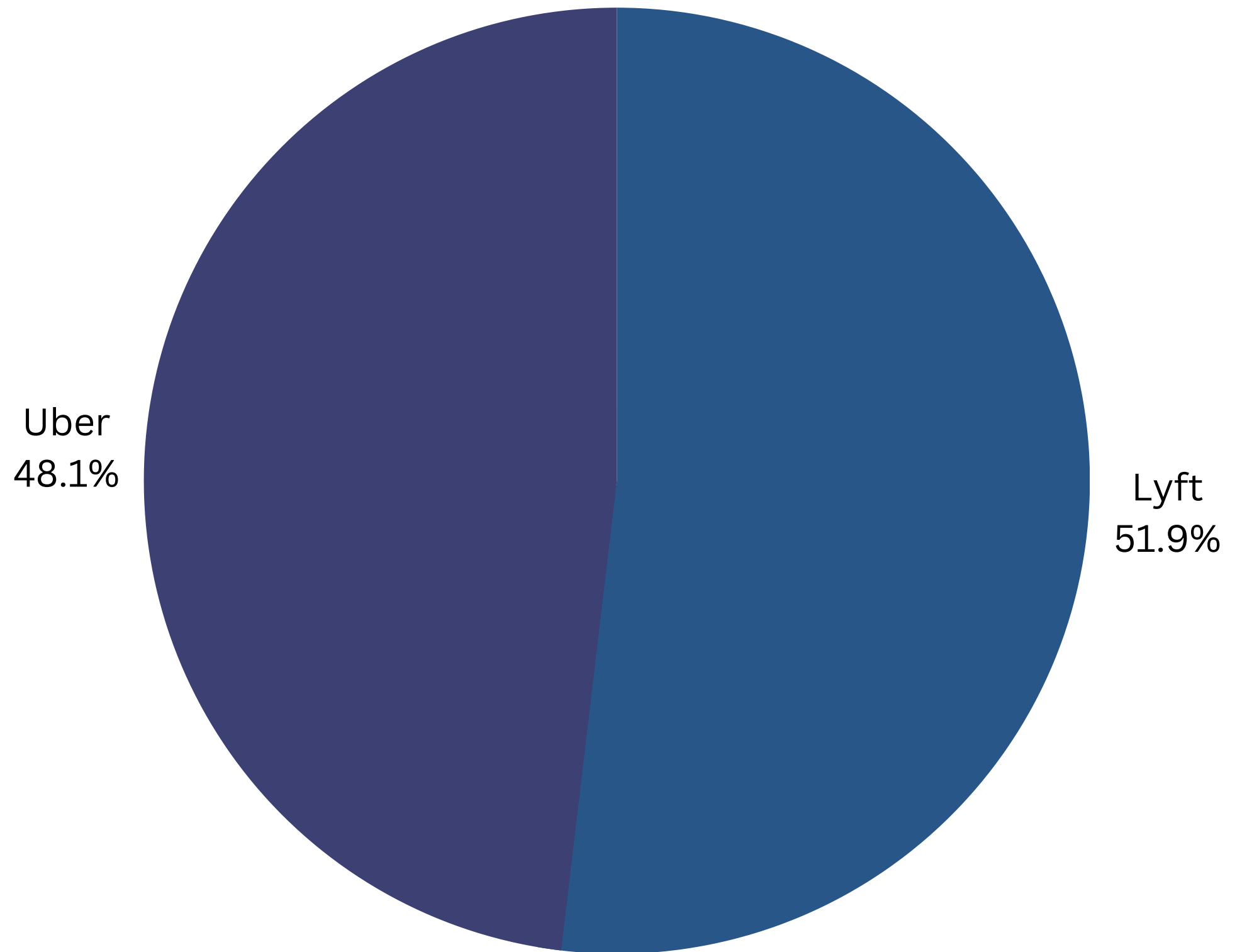
Total Number of Cabs

- The cabs have 48% lyft and 51% uber cabs.



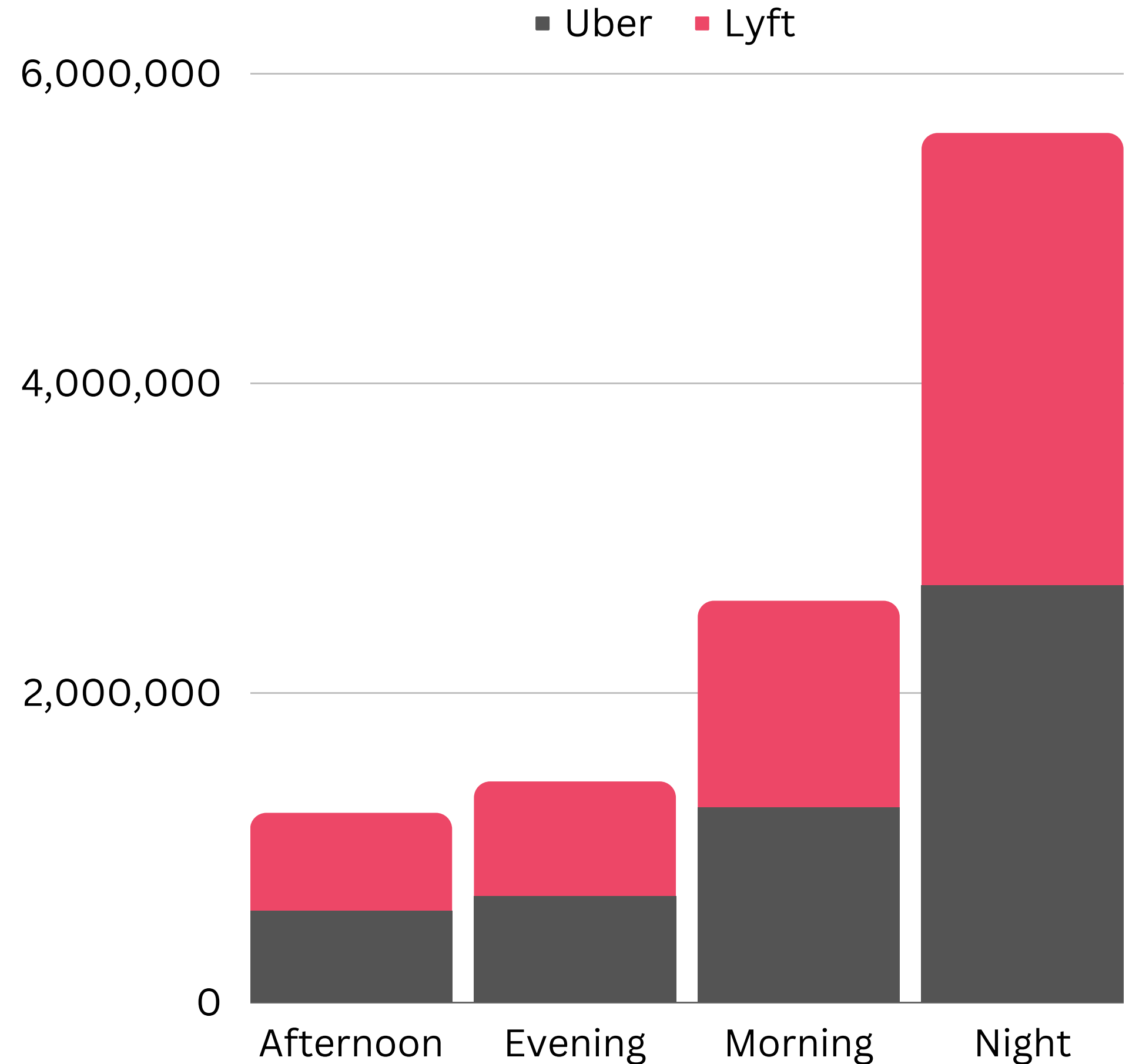
Total Revenue Generation

- Total Revenue Generated by Lyft is 5629494\$ and Uber is 5221435\$



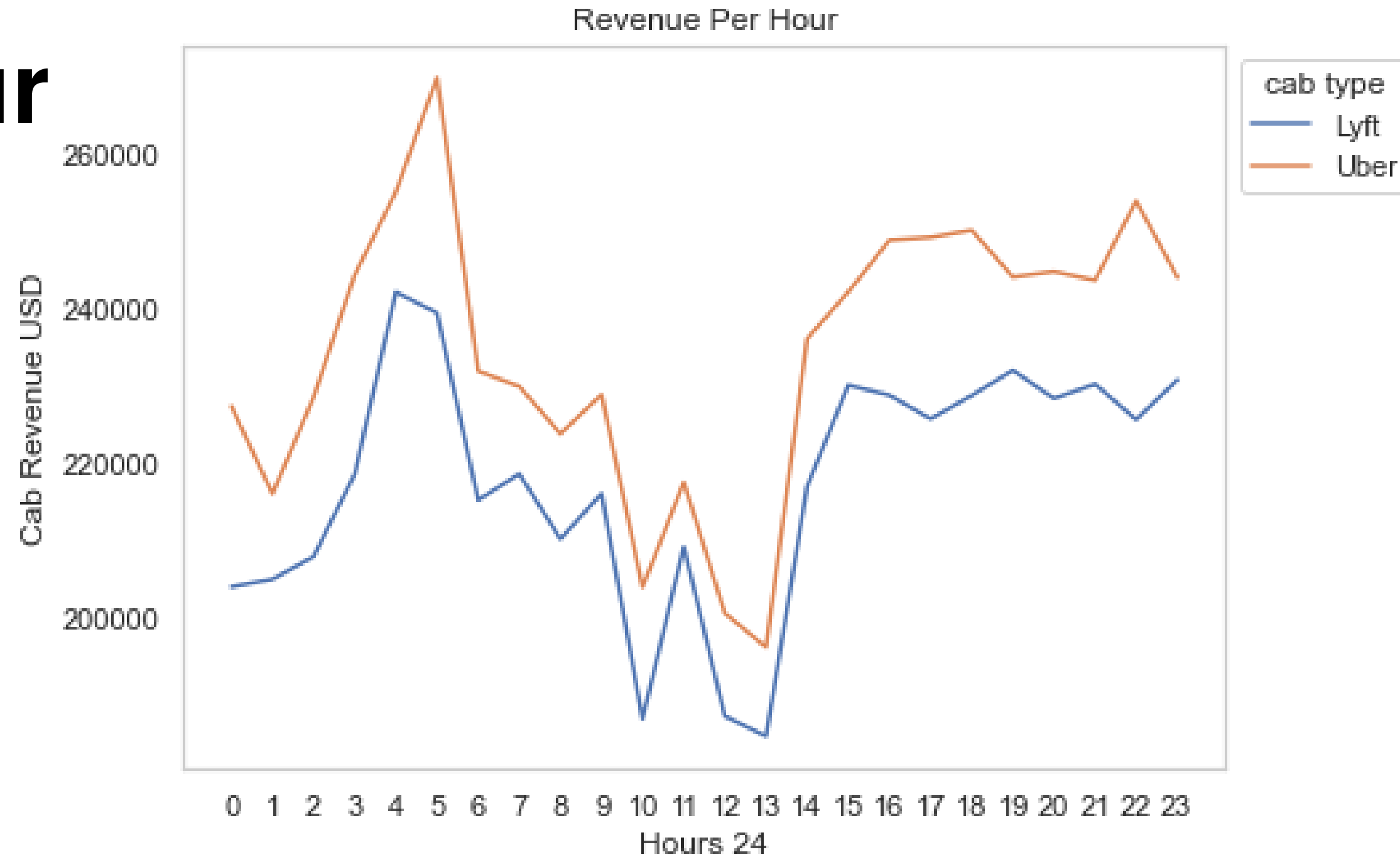
Revenue During Different Time of Day

- The total revenue of **Lyft** is Higher than Uber revenue.
- Time Distribution.
 - 6-12 Morning
 - 12 -15 Afternoon
 - 15- 18 Evening
 - 18 -6 Night



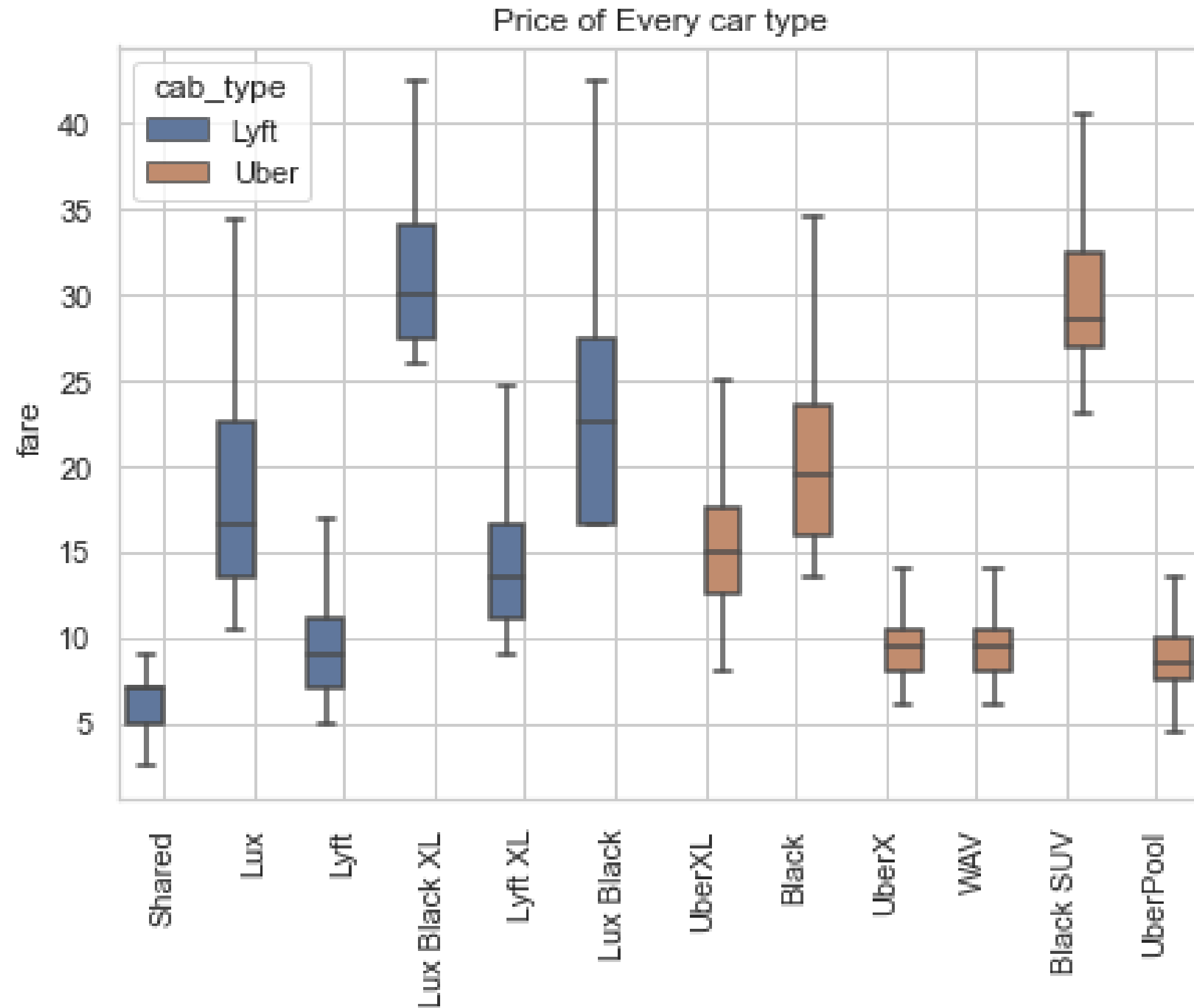
Revenue Per Hour

- Per-hour revenue of Uber is higher than Lyft.
- Peak time is 4 - 6 AM.



Price Differance Of Each Cab Types

- The average Fare of **Uber** is lower than **Lyft** .
- **Lyft Shared** and **UberPool** have most lowest fare than other cabs type .



Top five Source and Distinations

- Top five Source and Distination for both Uber and Lyft is Shown in Table.
- Financial Distric and south station are the busiest station for both cab types.

Source - Destination	count
Financial District - South Station	4908
South Station - Financial District	4908
North End - Back Bay	4866
Back Bay - North End	4866
West End - Fenway	4830



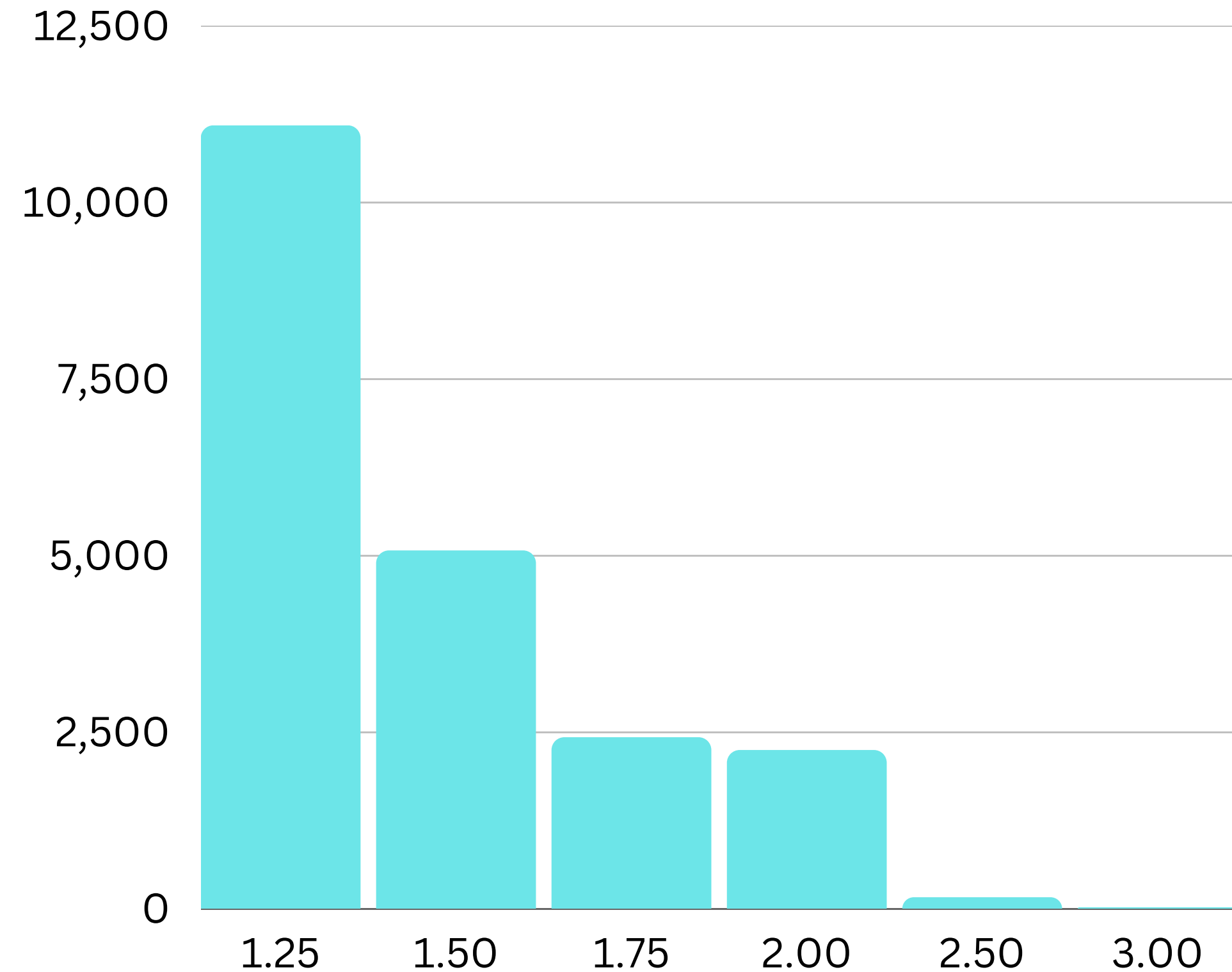
Surge Multiplier

- It's a basic supply and demand model that occurs when there aren't enough drivers on the road to handle a surge in ride requests from passengers.
- This can happen due to the following factors:
 - Special events
 - Rush hour
 - Bad weather

Surge And Day Of Week

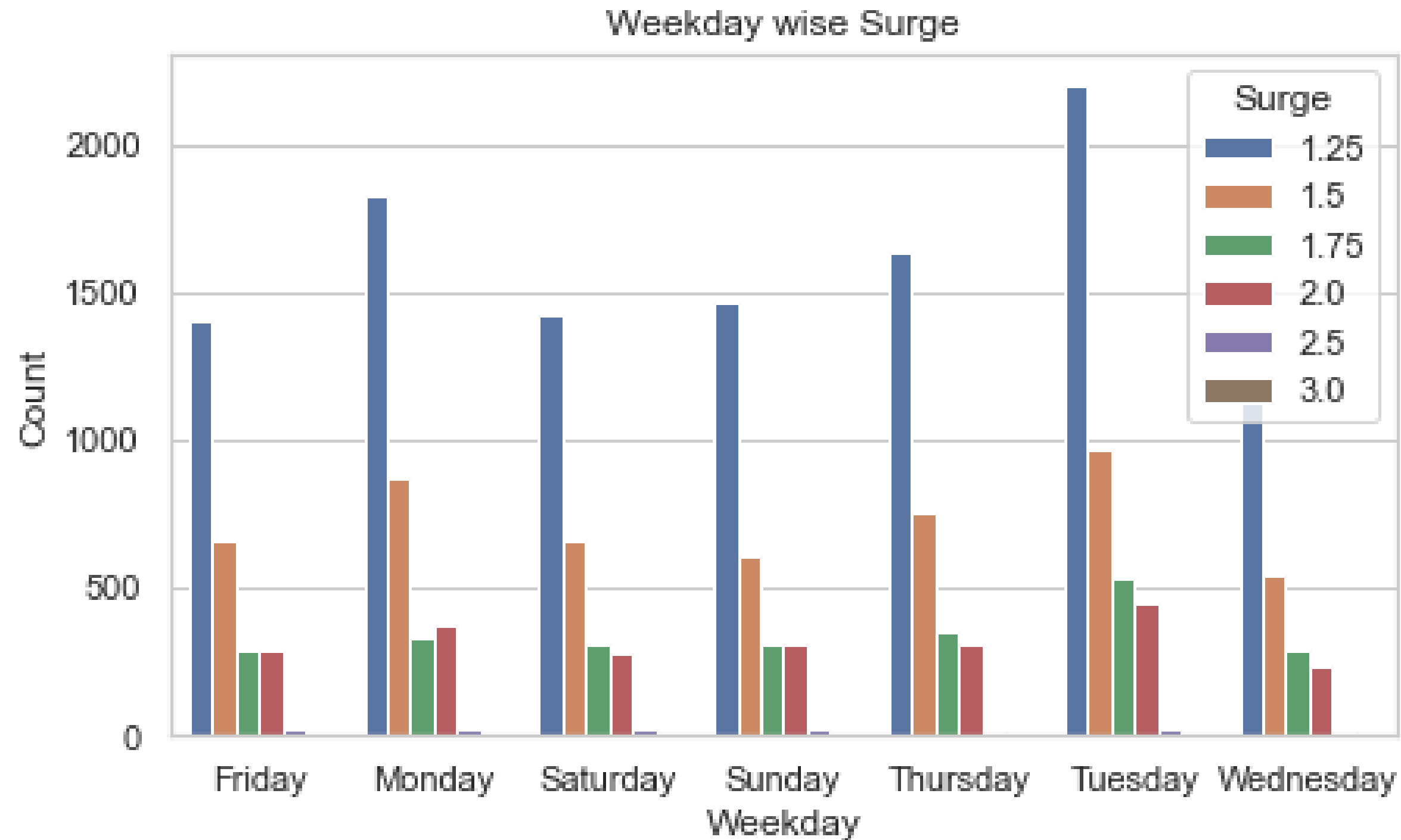
By analyzing data we find

- for Uber we have only one value of surge multiplier.
- for lyft we shown Surge in barchart.



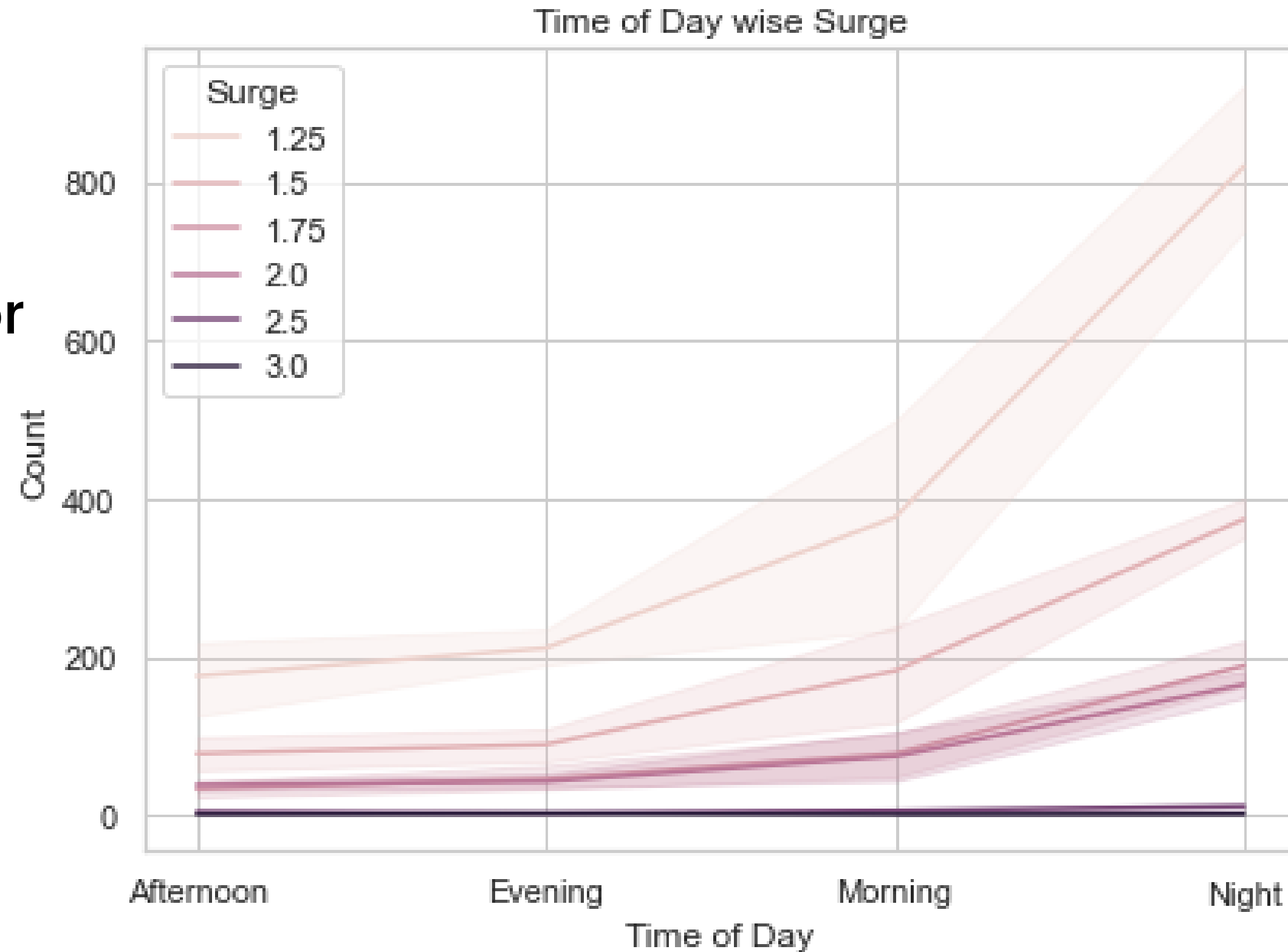
Week Days vs Surge

- Surge multiplier is high on Tuesday and Monday.
- probably Monday is the starting Working day after weekends.



Time Of Days vs Surge Rate

- The busiest times to drive for Lyft are the early morning and late afternoon so the surge rate is High at that time.
- These hours accommodate people going to and from work.



Recommendations

- During the **night** time the the cabs booking is higer so **bonus** can increase for Uber Driver so Many Driver give their services to People.
- Surge is Effecting in revenue Genration so Uber can Use Surge multiplier to increase revenue.

*Thank
You*