UBER

Date

01-01-2024   30-12-2024

Overview

Demand Pattern

Revenue insight by Payment Method

Successful ride

Ratings and Cancellation
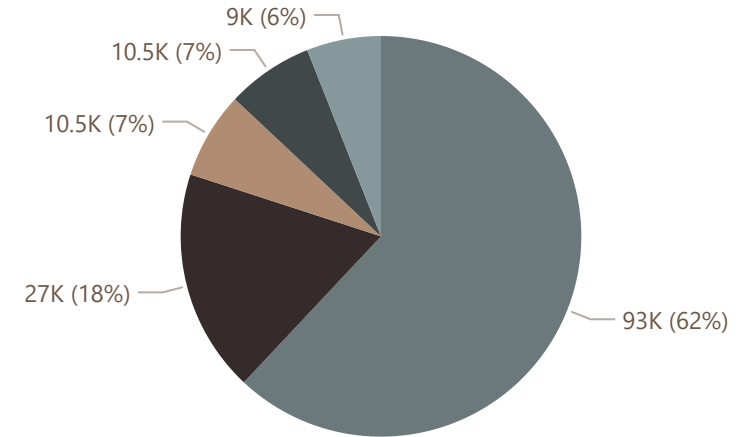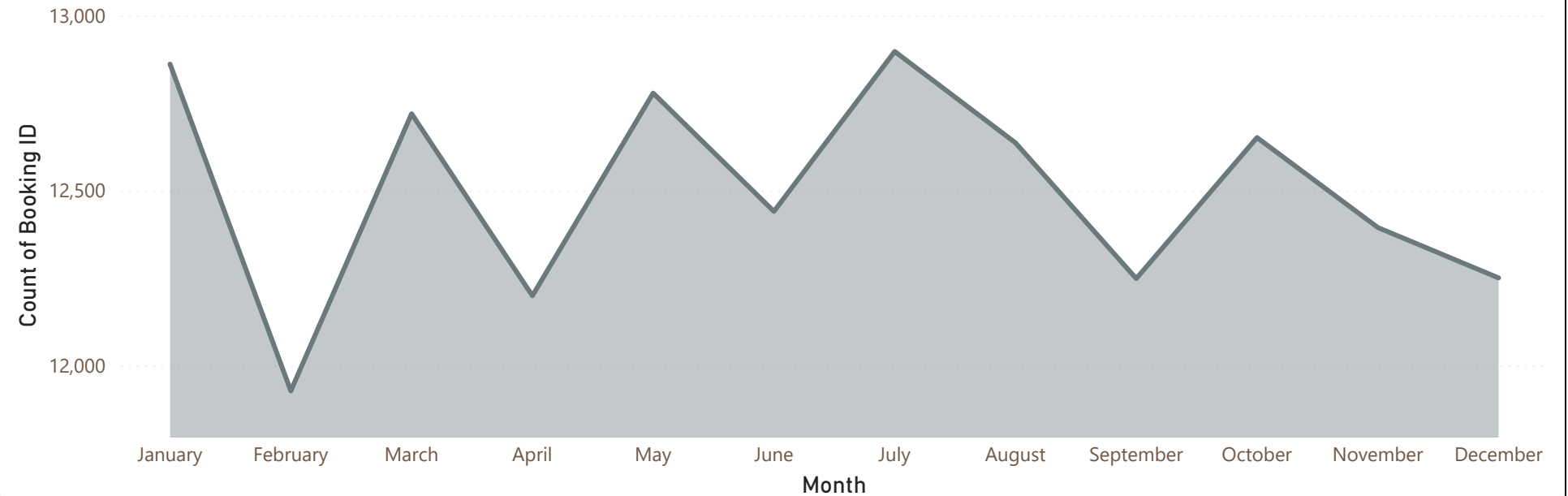
Vehicle Fleet

Waiting and Route

Total Bookings

150.00K

Booking breakdown

Booking Status ● Completed ● Cancelled by Driver ● Cancelled by Cust... ● No Driver Fo... ● Incomplete

- 9K (6%)
- 10.5K (7%)
- 10.5K (7%)
- 27K (18%)
- 93K (62%)

Ride volume over time

Count of Booking ID

13,000

12,500

12,000

January | February | March | April | May | June | July | August | September | October | November | December

Month

UBER

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- **Demand Pattern**
- Revenue insight by Payment Method
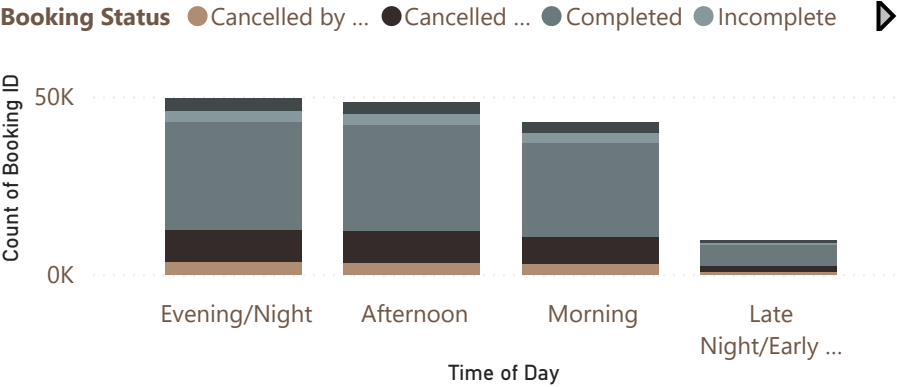- Successful ride
- Ratings and Cancellation
- Vehicle Fleet
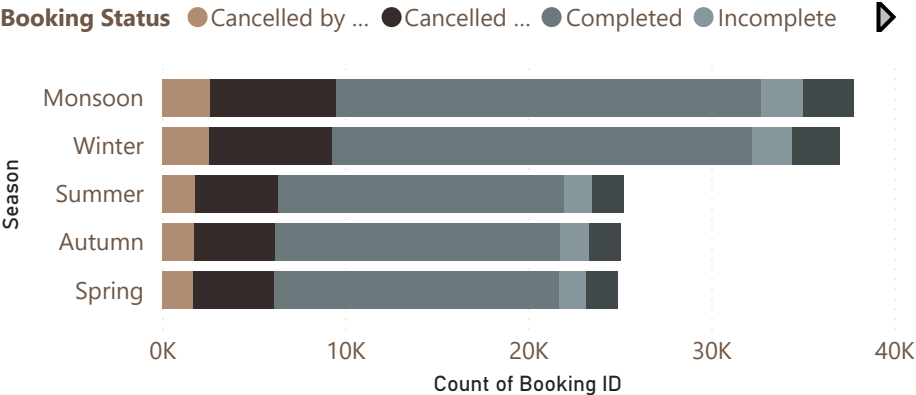- Waiting and Route

Booking volumn by Time of Day and Booking Status

Booking Status ● Cancelled by ... ● Cancelled ... ● Completed ● Incomplete

Customer Loyalty Distribution

Booking Status ● Cancelled by ... ● Cancelled ... ● Completed ● Incomplete
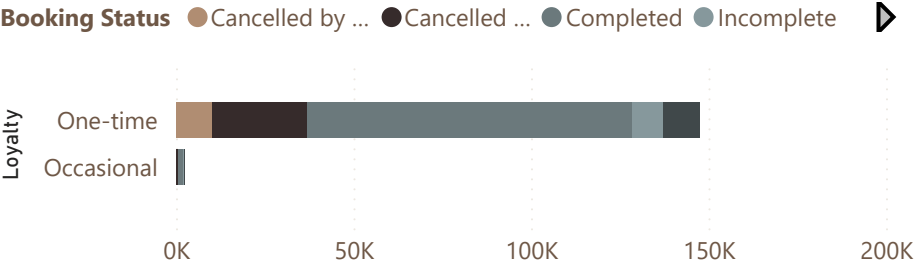
Seasonal Demand Pattern

Booking Status ● Cancelled by ... ● Cancelled ... ● Completed ● Incomplete

Demand heatmap - Day vs Hour

Hour	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
0	200	204	179	208	207	180	195
1	192	209	186	188	197	187	201
2	182	206	206	195	186	190	174
3	204	203	206	180	197	203	190
4	193	183	185	185	170	204	201
5	366	446	418	369	396	379	412
6	566	594	626	621	575	585	593
7	794	770	795	775	774	766	776
8	981	1026	1026	942	937	984	965
9	1201	1204	1141	1214	1148	1168	1158
10	1405	1335	1391	1326	1338	1374	1408
11	1194	1207	1140	1161	1236	1266	1186
12	968	1000	994	1029	1001	1021	993
13	794	744	753	793	786	795	805
14	993	1006	1003	963	987	1043	1036
15	1117	1166	1198	1170	1227	1156	1168
16	1394	1394	1329	1394	1357	1409	1356
17	1592	1578	1539	1606	1583	1542	1604
18	1756	1835	1763	1789	1687	1767	1800
19	1640	1564	1596	1565	1547	1576	1559
20	1313	1418	1372	1412	1364	1371	1380
21	1193	1215	1166	1109	1142	1107	1171
22	790	728	798	791	783	762	789
23	370	409	381	428	390	362	422

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Month ⌄
- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
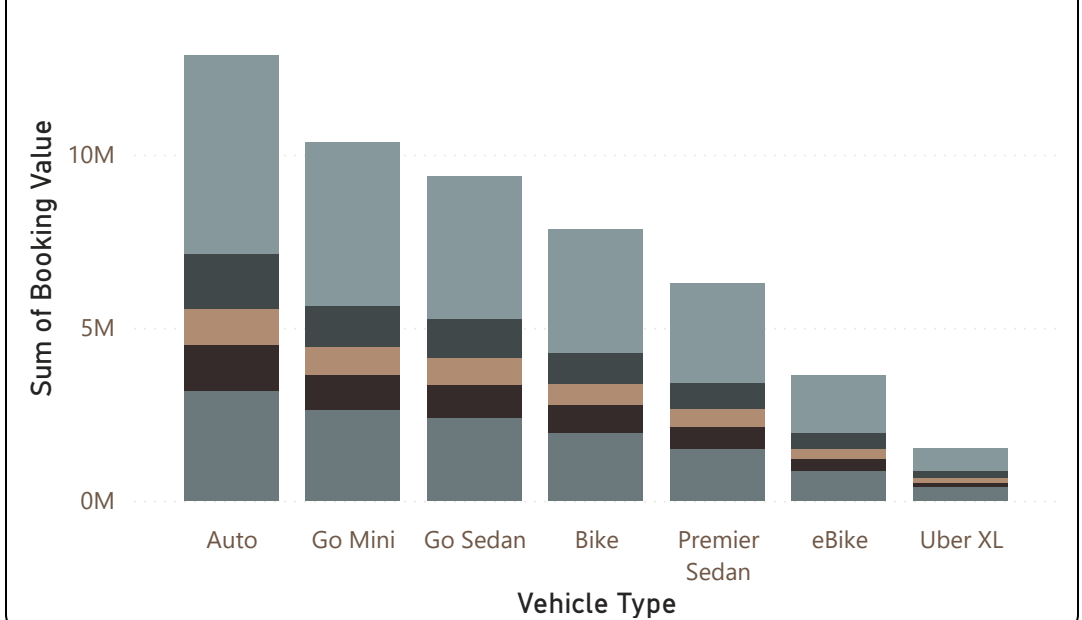- ☐ December

Revenue till date
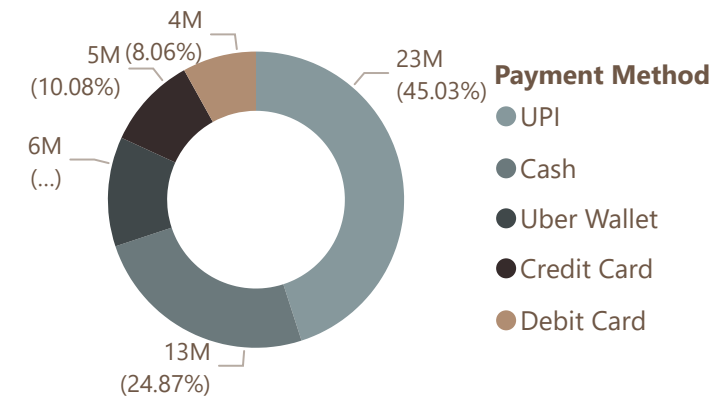# 52M

Payment Method ⌄
- ☐ (Blank)
- ☐ Cash
- ☐ Credit Card
- ☐ Debit Card
- ☐ Uber Wallet
- ☐ UPI

Revenue by Payment method per Vehicle
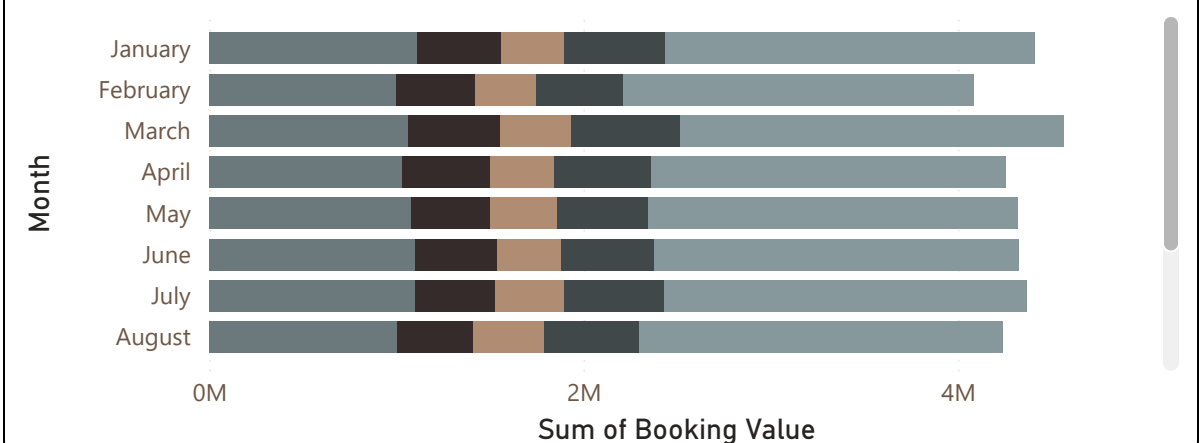**Payment Method** ● Cash ● Credit Card ● Debit Card ● Uber Wallet ● UPI

Revenue per Payment method

4M
5M (8.06%)
23M (45.03%)
6M (...)
13M (24.87%)

Payment Method
- ● UPI
- ● Cash
- ● Uber Wallet
- ● Credit Card
- ● Debit Card

Revenue by Payment Method per month
Payment Method ● Cash ● Credit Card ● Debit Card ● Uber Wallet ● UPI

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- **Successful ride**
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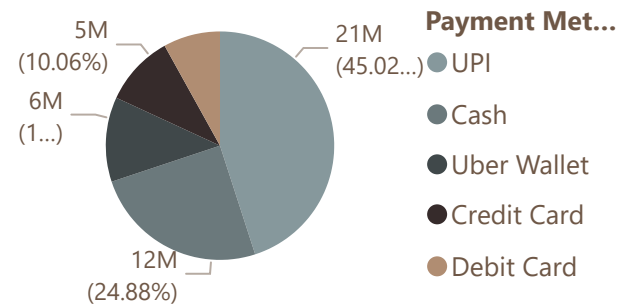- Vehicle Fleet
- Waiting and Route

Booking Status

- ☐ Cancelled by Customer
- ☐ Cancelled by Driver
- ☑ Completed
- ☐ Incomplete
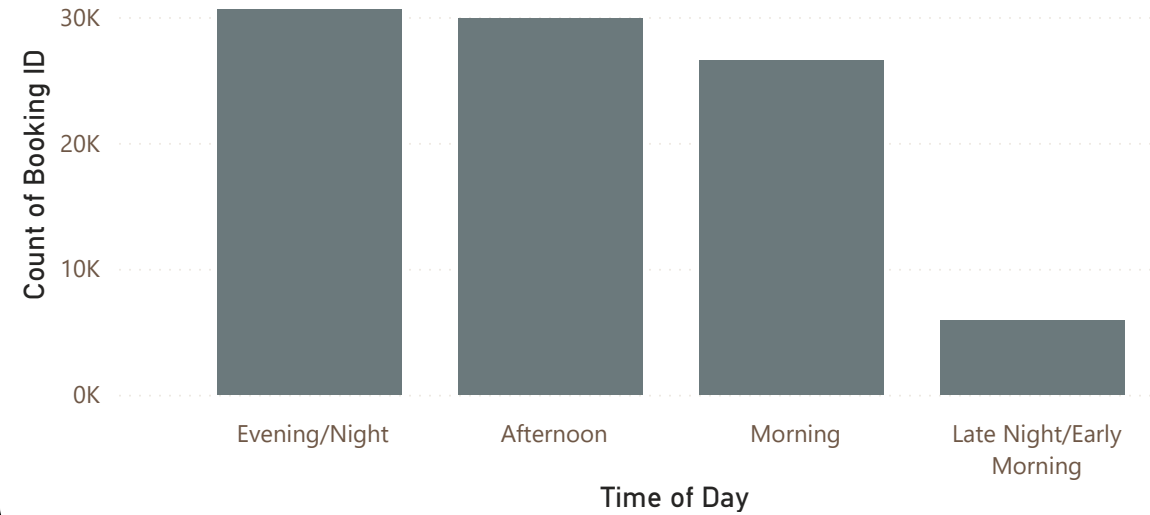- ☐ No Driver Found

Revenue generated

47M

Revenue via Payment modes

Payment Met...
- UPI
- Cash
- Uber Wallet
- Credit Card
- Debit Card

21M (45.02...)
12M (24.88%)
6M (1...)
5M (10.06%)

Success rate by Time slot

Booking Status ● Completed

Count of Booking ID vs Time of Day

Evening/Night, Afternoon, Morning, Late Night/Early Morning

Completed rides per Month

Booking Status ● Completed
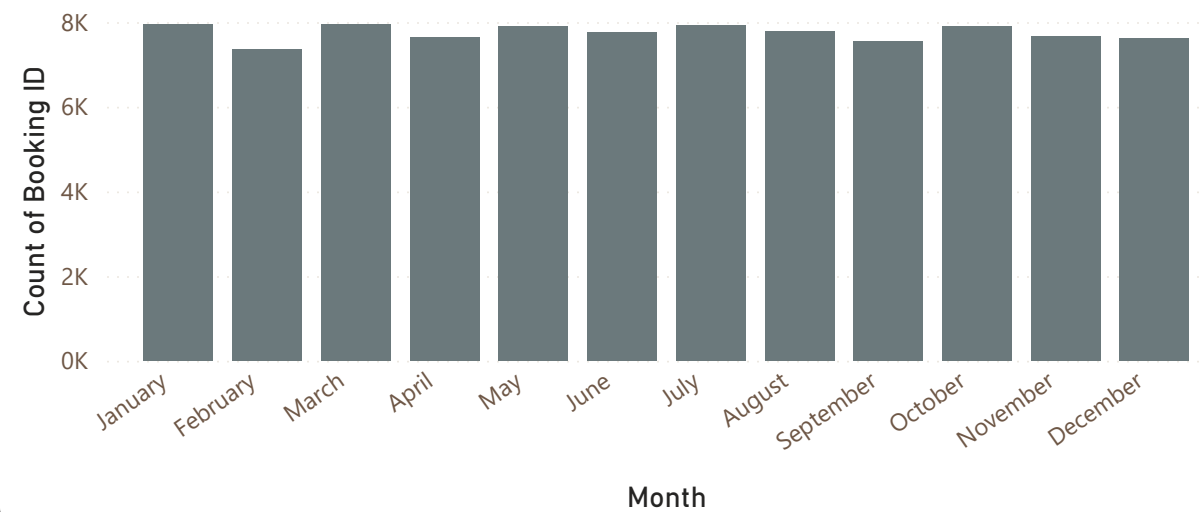
Count of Booking ID vs Month

January, February, March, April, May, June, July, August, September, October, November, December

UBER

Average Customer Ratings

Vehicle Type ▲	Average of Customer Rating
Auto	4.40
Bike	4.40
eBike	4.40
Go Mini	4.40
Go Sedan	4.41
Premier Sedan	4.40
Uber XL	4.40

Average Driver Ratings

Vehicle Type ▲	Average of Driver Ratings
Auto	4.23
Bike	4.23
eBike	4.23
Go Mini	4.23
Go Sedan	4.23
Premier Sedan	4.23
Uber XL	4.24

Cancelled Rides by Customer

- 1K (11%)
- 2K (22.5%)
- 2K (21.8...)
- 2K (22.41%)
- 2K (22.24%)

Reason for canc...
- ● Wrong Address
- ● Change of plans
- ● Driver is not ...
- ● Driver asked t...
- ● AC is not work...

Cancelled Rides by Driver

- 7K (24.76%)
- 7K (25.32%)
- 7K (24.91%)
- 7K (25%)

Driver Cancellati...
- ● Customer rela...
- ● The customer ...
- ● Personal & Ca...
- ● More than per...
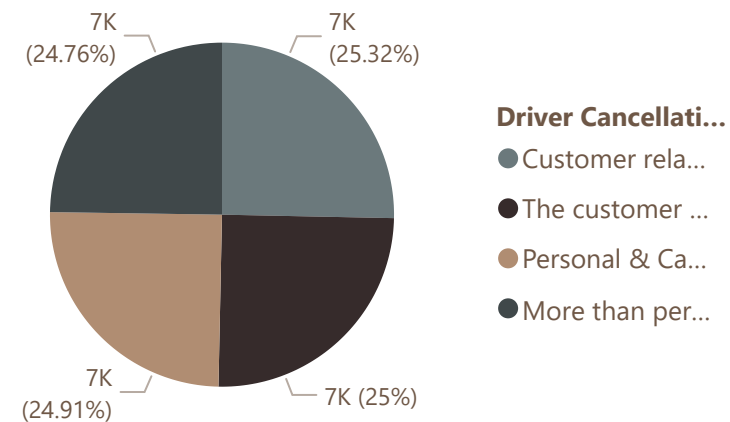
Cancelled by Customer	10.5K
Cancelled by Driver	27K
Completed	93K

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Successful ride

Ratings and Cancellation

Vehicle Fleet

Waiting and Route

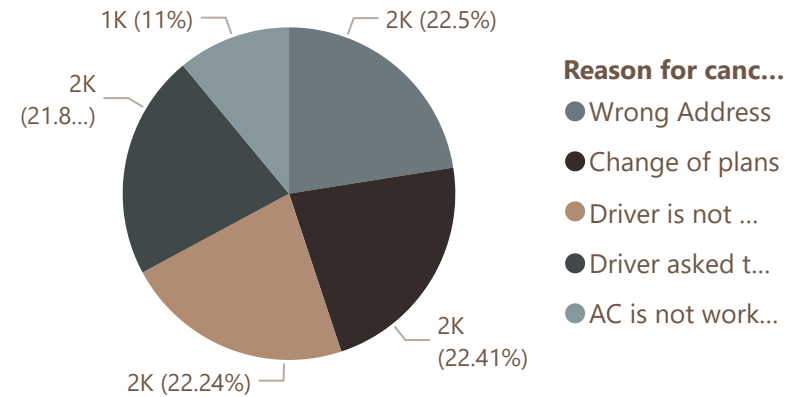| Vehicle Type	Sum of Booking Value	Count of Booking ID	Average of Ride Distance	Sum of Ride Distance
Auto	12878422	37419	24.62	6,25,615.53
Bike	7837697	22517	24.65	3,78,666.33
eBike	3618485	10557	24.99	1,79,456.17
Go Mini	10338496	29806	24.61	5,01,200.60
Go Sedan	9369719	27141	24.61	4,50,793.61
Premier Sedan	6275332	18111	24.60	3,02,936.14
Uber XL	1528032	4449	24.40	74,306.81

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- **Waiting and Route**

Avg Trip Duration per Vehicle type

Vehicle Type	Average of Avg CTAT
Premier Sedan	29.22
Uber XL	29.21
Bike	29.20
eBike	29.18
Go Mini	29.16
Auto	29.14
Go Sedan	29.04

Avg Time to reach pickup location per Vehicle type

Vehicle Type	Average of Avg VTAT
Uber XL	8.58
Bike	8.50
eBike	8.48
Go Mini	8.47
Auto	8.45
Premier Sedan	8.44
Go Sedan	8.40

Popular Routes

Pickup Location	Drop Location	Sum of Number of bookings
DLF City Court	Bhiwadi	17
Akshardham	RK Puram	16
Janakpuri	Faridabad Sector 15	16
Ghaziabad	Badshahpur	15
Jor Bagh	Rohini East	15
Rithala	Udyog Vihar Phase 4	15
Vatika Chowk	Rithala	15
Chirag Delhi	Noida Film City	14
Connaught Place	Paharganj	14
Indirapuram	Vaishali	14
Kashmere Gate ISBT	Tilak Nagar	14
Mayur Vihar	Vidhan Sabha	14
New Delhi Railway Station	Shahdara	14
Rohini West	Sohna Road	14
South Extension	Gwal Pahari	14
Subhash Nagar	Basai Dhankot	14
Vaishali	IIT Delhi	14
Adarsh Nagar	Narsinghpur	13
Ambience Mall	Akshardham	13
Cyber Hub	Ambience Mall	13
Delhi Gate	Indirapuram	13
DLF City Court	New Colony	13
Govindpuri	Azadpur	13
Greater Kailash	Shahdara	13
Hauz Khas	Tughlakabad	13