Uber Trip Analysis | Overview Analysis

103.7K	$1.6M	$15.0	349K miles	3 miles	16 min
Total Bookings	Total Booking Revenue	Average Booking...	Total Trip Distance	Average Trip Distance	Average Trip Time

Overview Analysis

Time Analysis

Details

[Total Bookings] [Total Bookings Revenue] [Total Trip Distance]

Total Bookings by Day

4K

2K

5   10   15   20   25   30

Total Bookings by Payment_type

33K (32.23%)   1K (0.56%)

70K (67.03%)

- Uber Pay
- Cash
- Amazon Pay
- Google Pay

Total Bookings by Trip(Day / Night)

36K (34.72%)

68K (65.28%)
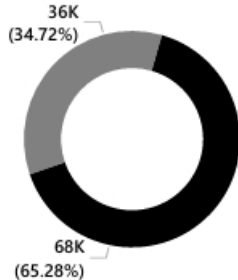
- Day Trip
- Night Trip
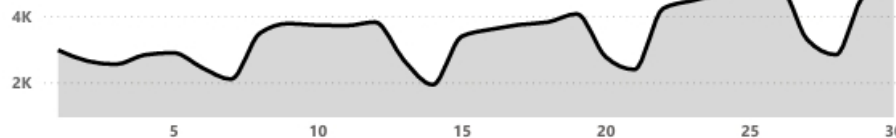
Location Analysis

Most Frequent Pickup Point	Most Frequent Dropoff Point
Penn Station/Madison Sq West	**Upper East Side North**

Farthest Trip

Pickup: Lower East Side → Drop-off: Crown Heights North (144.1miles)

Vehicle Type Analysis

Vehicle	Total Bookings	Total Booking Revenue	Average Booking Revenue	Total Trip Distance
Uber Black	16710	$2,50,192	$15	56,149
Uber Comfort	17078	$2,53,995	$15	56,790
Uber Green	14498	$2,16,181	$15	48,778
UberX	38744	$5,83,880	$15	1,31,496
UberXL	16698	$2,49,424	$15	55,721

Total Bookings by Location

Penn Station...	4.5K
Upper East Si...	4.5K
Upper East Si...	4.1K
Lenox Hill East	4.0K
Upper West ...	3.8K

Most Preferred Vehicle For Pickup

UberX	39K
Uber Comfort	17K
Uber Black	17K
UberXL	17K
Uber Green	14K

Uber Trip Analysis | Time Analysis

Date
01-06-2024   30-06-2024

City
All

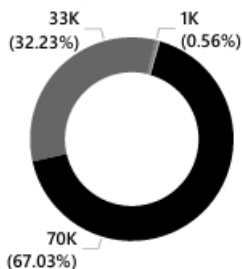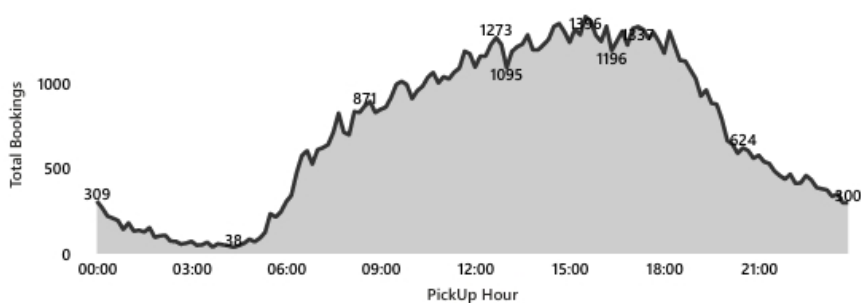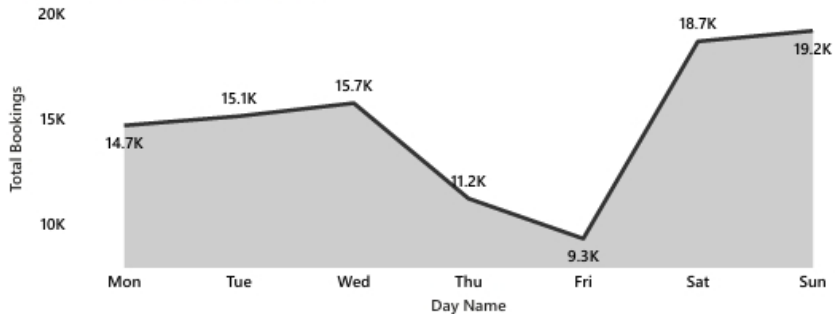| 103.7K Total Bookings	$1.6M Total Booking Revenue	$15.0 Average Booking...	349K miles Total Trip Distance	3 miles Average Trip Distance	16 min Average Trip Time

Total Bookings	Total Bookings Revenue	Total Trip Distance

Total Bookings by Pickup Time

Total Bookings by Day Name

Total Bookings by Hour and Day
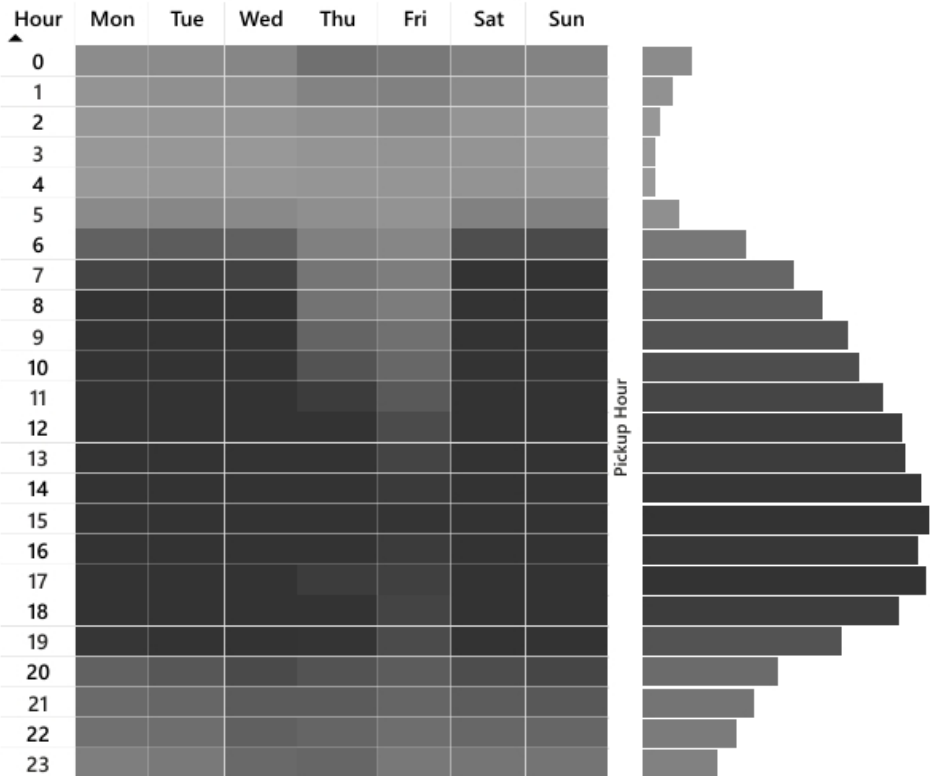
Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun
0							
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							
21							
22							
23							

Uber Trip Analysis | Time Analysis

Date
01-06-2024 30-06-2024

City
All

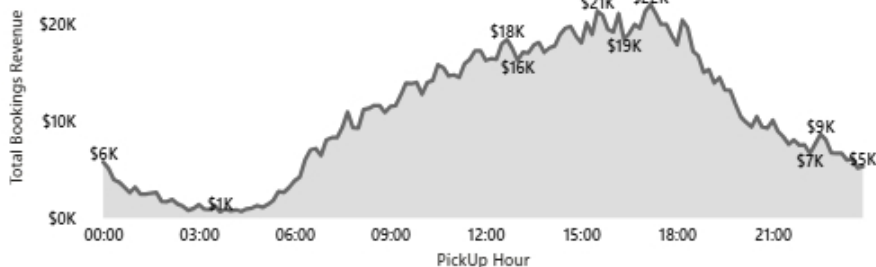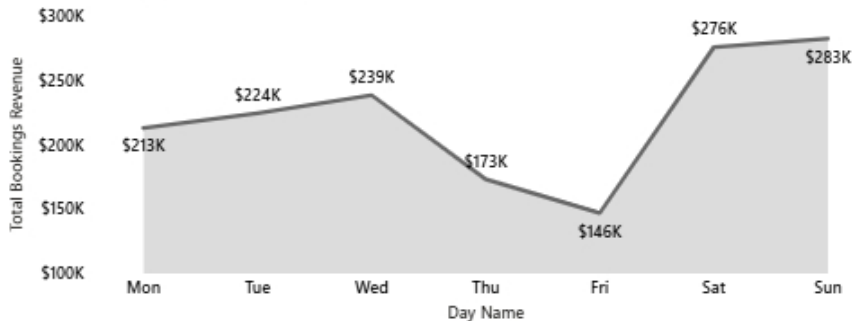| 103.7K Total Bookings	$1.6M Total Booking Revenue	$15.0 Average Booking...	349K miles Total Trip Distance	3 miles Average ...	16 min Average Trip Time

Total Bookings	Total Bookings Revenue	Total Trip Distance

Total Bookings Revenue by Pickup Time

Total Bookings Revenue vs PickUp Hour
$6K, $1K, $16K, $18K, $21K, $22K, $19K, $9K, $7K, $5K

Total Bookings Revenue by Day Name

Total Bookings Revenue by Day Name
Mon $213K, Tue $224K, Wed $239K, Thu $173K, Fri $146K, Sat $276K, Sun $283K

Total Bookings Revenue by Hour and Day

Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun
0							
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							
21							
22							
23							

Uber Trip Analysis | Time Analysis

103.7K	$1.6M	$15.0	349K miles	3 miles	16 min
Total Bookings	Total Booking Revenue	Average Booking...	Total Trip Distance	Average...	Average Trip Time

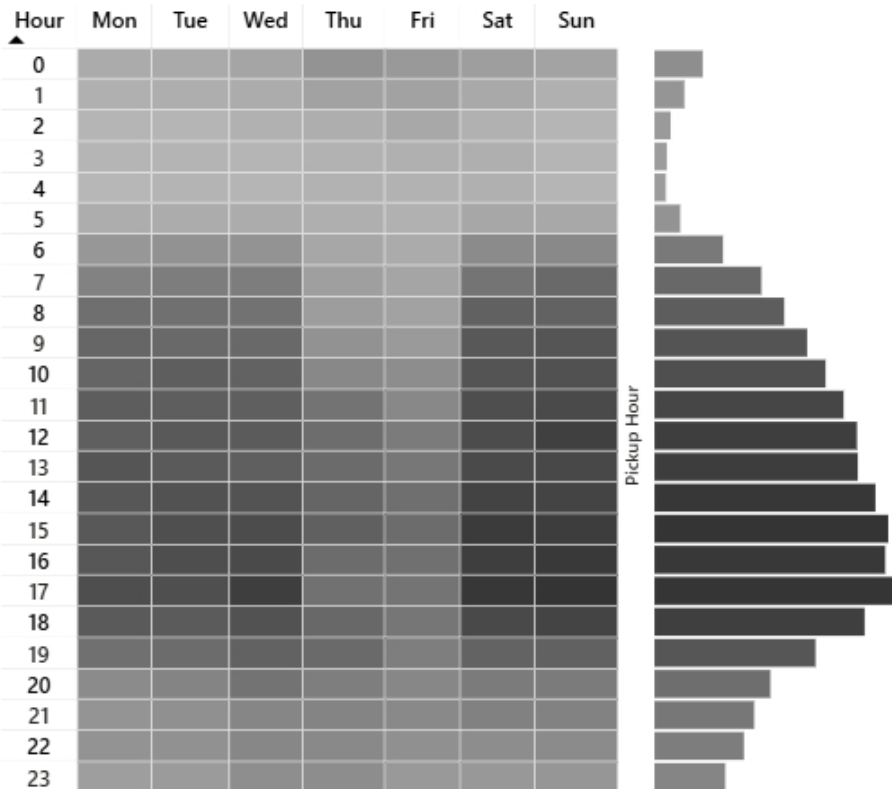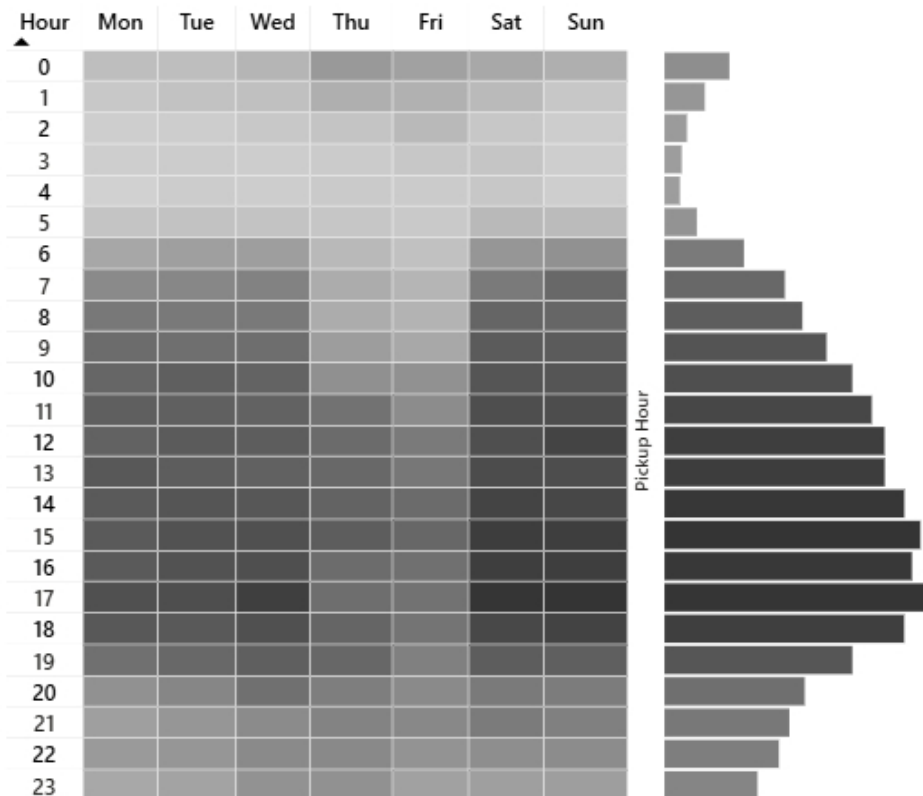| Total Bookings	Total Bookings Revenue	Total Trip Distance

Total Trip Distance by Pickup Time
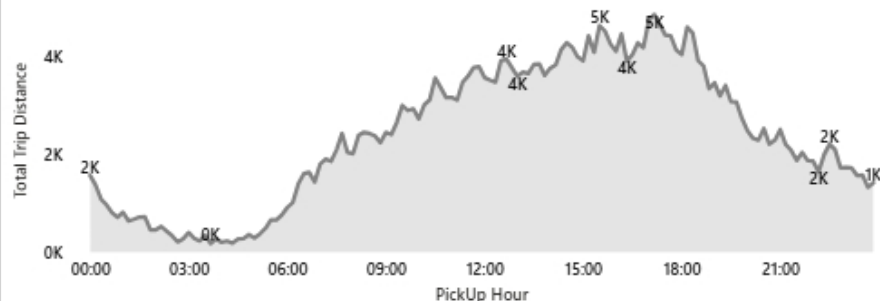
Total Trip Distance by Day Name
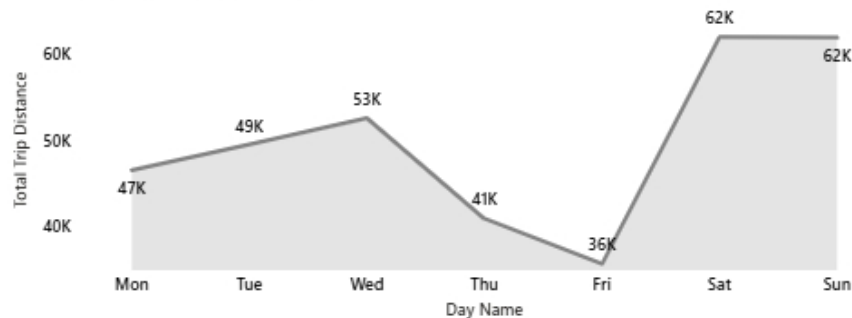
Total Trip Distance by Hour and Day

Uber Trip Analysis | Details

Trip ID	Pickup Date	Pickup Hour	Vehicle	Payment_type	Passenger_count	Trip Distance	Booking Revenue	Pickup Location	Total Bookings
1	01 June 2024	00:42:50	UberX	Uber Pay	1	5.60	$21.5	East Village	1.0
2	01 June 2024	00:06:29	Uber Black	Cash	1	1.72	$8.0	Lincoln Square East	1.0
3	01 June 2024	00:08:05	Uber Black	Cash	1	3.41	$13.0	Sutton Place/Turtle Bay North	1.0
4	01 June 2024	00:28:20	UberX	Cash	1	1.81	$9.0	Prospect-Lefferts Gardens	1.0
5	01 June 2024	00:38:05	Uber Black	Cash	1	1.89	$8.0	Garment District	1.0
6	01 June 2024	00:06:00	UberX	Cash	6	3.29	$14.0	Central Harlem	1.0
7	01 June 2024	00:40:41	UberX	Cash	2	2.05	$8.5	Lincoln Square East	1.0
8	01 June 2024	00:32:01	Uber Comfort	Cash	2	3.54	$12.5	Clinton East	1.0
9	01 June 2024	00:20:27	Uber Green	Cash	1	1.10	$5.5	Clinton East	1.0
10	01 June 2024	00:54:40	UberX	Uber Pay	2	1.90	$11.6	Lenox Hill East	1.0
11	01 June 2024	00:18:51	UberXL	Uber Pay	1	6.66	$28.5	Clinton East	1.0
12	01 June 2024	00:17:18	Uber Comfort	Uber Pay	2	13.12	$36.5	Kips Bay	1.0
13	01 June 2024	00:00:31	Uber Green	Cash	1	12.59	$37.0	JFK Airport	1.0
14	01 June 2024	00:21:51	UberXL	Cash	1	1.10	$5.5	Clinton East	1.0
15	01 June 2024	00:29:31	UberX	Cash	1	9.00	$27.0	Morningside Heights	1.0
16	01 June 2024	00:46:55	Uber Black	Uber Pay	1	2.12	$10.4	Kips Bay	1.0
17	01 June 2024	00:46:26	UberXL	Uber Pay	1	3.00	$13.0	Midtown North	1.0
18	01 June 2024	00:14:47	Uber Comfort	Uber Pay	1	3.10	$14.6	Greenwich Village South	1.0
19	01 June 2024	00:42:52	UberXL	Uber Pay	1	5.63	$21.3	East Williamsburg	1.0
20	01 June 2024	00:20:49	Uber Green	Uber Pay	1	1.53	$8.6	Clinton East	1.0
21	01 June 2024	00:44:00	Uber Comfort	Cash	1	1.70	$8.5	Fort Greene	1.0
22	01 June 2024	00:04:52	UberXL	Uber Pay	1	5.80	$25.5	Penn Station/Madison Sq West	1.0
23	01 June 2024	00:50:26	Uber Comfort	Uber Pay	1	2.50	$10.5	Penn Station/Madison Sq West	1.0
24	01 June 2024	00:03:50	Uber Comfort	Uber Pay	1	4.59	$21.2	Clinton East	1.0
26	01 June 2024	00:02:46	UberX	Cash	1	1.08	$7.0	East Village	1.0
27	01 June 2024	00:11:35	Uber Green	Cash	1	1.90	$7.0	Clinton East	1.0
Total					146478	3,48,933.81	$15,53,672.8		103728.0

Uber Trip Analysis | Overview Analysis

103.7K	$1.6M	$15.0	349K miles	3 miles	16 min
Total Bookings	Total Booking Revenue	Average Booking…	Total Trip Distance	Average Trip Distance	Average Trip Time

Overview Analysis

Time Analysis

Details

Total Bookings by Payment

33K (32.23%)

70K (67.03%)

Vehicle Type Analysis

Vehicle			
UberXL			
UberX			
Uber Green	14498	$2,16,181	$15	48,778
Uber Comfort	17078	$2,53,995	$15	56,790
Uber Black	16710	$2,50,192	$15	56,149

Dropoff Point
Side North

th (144.1miles)

e For Pickup

39K
17K
17K
14K

Upper East Si…	4.1K
Lenox Hill East	4.0K
Upper West …	3.8K

Uber Black	17K
UberXL	17K
Uber Green	14K

TABLE – TRIP DETAILS

The Trip Details table contains information on individual Uber rides, including trip timing, distance, fare details, and vehicle type. It helps analyze ride trends, peak hours, and revenue patterns. The Location Table maps numeric location IDs to actual area names, enabling pickup and drop-off location analysis.

- **Trip ID** – A unique identifier assigned to each Uber trip. This helps in tracking individual rides.
- **Pickup Time** – The exact date and time when the passenger was picked up. This is useful for analyzing trip trends, peak hours, and total ride duration.
- **Drop Off Time** – The exact date and time when the passenger was dropped off. Used to calculate trip duration and analyze trip completion trends.
- **Passenger Count** – The number of passengers in the trip. Helps in understanding ride-sharing patterns and demand for different vehicle types.
- **Trip Distance** – The distance covered during the trip, typically measured in miles. Used for fare calculation, efficiency analysis, and identifying long or short trips.
- **PULocationID (Pickup Location ID)** – A numerical code representing the pickup location. It is linked to a location table to get the actual name of the pickup area.
- **DOLocationID (Drop Off Location ID)** – A numerical code representing the drop-off location. This is used for destination analysis, ride patterns, and demand forecasting.
- **Payment Type** – The mode of payment used for the trip (e.g., credit card, cash, wallet). Helps in financial analysis and understanding customer preferences.
- **Fare Amount** – The base fare charged for the trip before any additional fees. This is essential for revenue analysis and pricing strategy.
- **Surge Fee** – The extra charge applied during high-demand periods. Helps in understanding surge pricing patterns and peak-hour demand.
- **Vehicle** – The type of Uber service used (e.g., UberX, UberXL, Uber Black). Used for analyzing vehicle demand and customer preferences.
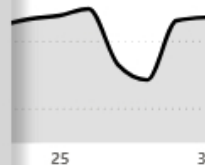
TABLE – LOCATION TABLE

The Location Table contains a unique LocationID for each area, mapping it to its corresponding Location name and City. This table helps in analyzing trip patterns by identifying the most frequent pickup and drop-off locations. It also supports geographic-based insights and trends in ride demand.

- **LocationID** – A unique identifier for each location in the dataset. It serves as a key to link locations to trips.
- **Location** – The name of the area or neighborhood where pickups and drop-offs occur.
- **City** – The city in which the location exists, helping in geographic segmentation and analysis.