Zuber SQL Analysis Report

Description

You're working as an analyst for Zuber, a new ride-sharing company that's launching in Chicago. Your task is to find patterns in the available information. You want to understand passenger preferences and the impact of external factors on rides.

You'll study a database, analyze data from competitors, and investigate the impact of weather on ride frequency.

A database with info on taxi rides in Chicago:

neighborhoods table: data on city neighborhoods

name: name of the neighborhood neighborhood id: neighborhood code

cabs table: data on taxis

cab id: vehicle code

vehicle id: the vehicle's technical ID

company_name: the company that owns the vehicle

trips table: data on rides

trip id: ride code

cab_id: code of the vehicle operating the ride

start ts: date and time of the beginning of the ride (time rounded to the hour)

end ts: date and time of the end of the ride (time rounded to the hour)

duration seconds: ride duration in seconds

distance miles: ride distance in miles

pickup_location_id: pickup neighborhood code
dropoff_location_id: dropoff neighborhood code

weather_records table: data on weather

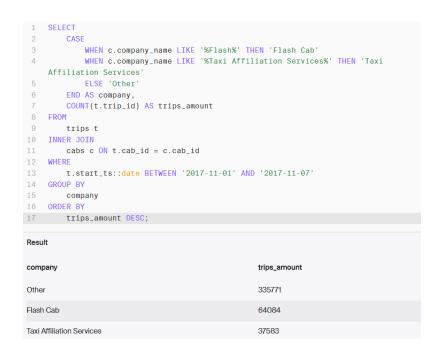
record id: weather record code

ts: record date and time (time rounded to the hour) temperature: temperature when the record was taken

description: brief description of weather conditions, e.g. "light rain" or "scattered clouds"

Tasks

- 1. For November 1-7, 2017, the most popular taxi companies were Flash Cab and Taxi Affiliation Services. Find the number of rides for these two companies and name the resulting variable trips_amount. Join the rides for all other companies in the group "Other." Group the data by taxi company names. Name the field with taxi company names company. Sort the result in descending order by trips_amount.
- 2. Retrieve the identifiers of the O'Hare and Loop neighborhoods from the *neighborhoods* table.



```
1 SELECT
        neighborhood_id,
3
        name
  FROM
       neighborhoods
5
   WHERE
        name LIKE '%Hare%' OR name = 'Loop'
Result
neighborhood_id
                                   name
50
                                   Loop
63
                                   O'Hare
```

Conclusions

- Dominant Taxi Companies: Flash Cab and Taxi Affiliation Services had the highest number of rides between November 1–7, 2017, suggesting a strong market presence during the sample period.
- Location Reference Established: Successfully identifying the neighborhood IDs for O'Hare and the Loop provides a foundation for geographic ride analysis, especially in terms of airport traffic and downtown activity.

Recommendations

- Target Competitor Strategies: Zuber should study the operational strategies of Flash Cab and Taxi Affiliation Services to understand what drives their high ride volume—considering pricing, availability, and geographic focus.
- Focus Launch Zones: Zuber may benefit from emphasizing service coverage in the Loop and O'Hare neighborhoods where ride demand is likely high.
- Weather-Based Ride Modeling: Integrate weather data further to build predictive models for ride demand. This would allow Zuber to adjust driver availability based on weather forecasts.