



Uber Sales Analysis

End-to-end Power BI analysis of bookings, cancellations, revenue, vehicle contribution, seasonal trends, and estimated revenue loss with data-driven recommendations to improve completion rate and profitability.

Dataset at a glance



Size & Shape

150,000 rows across 21 columns

Key Domains

Temporal, booking details, locations,
cancellations, service efficiency,
ratings, payments

Tools

Excel → MS-SQL → Jupyter → Power
BI



Missing & Duplicate Data

Significant nulls in operational columns (Avg_VTAT 10,500; Avg_CTAT 48,000; cancellation/incomplete fields ~123k-141k). Duplicates: 1,233 rows. Integer nulls defaulted to 0; categorical nulls consolidated into engineered features (Trip_Status, Cancelled_Ride_By, Cancelled_Reasons). Duplicates removed in SQL.

Key Metrics (Post-cleaning)

 **Total Bookings**
148,767

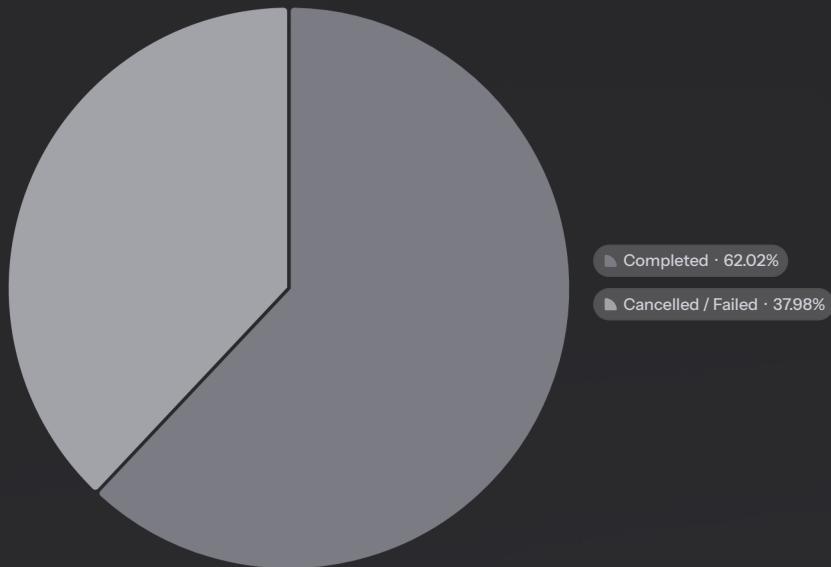
 **Total Customers**
147,579

 **Total Revenue**
51,418,660

 **Avg Ride Distance**
26.00 km

 **Avg Customer Rating**
4.40

Completion vs Cancellation



62.02% of bookings completed (92,258). Remaining 37.98% (~56,509) are lost opportunities—top priority: improve completion rate via better driver allocation and supply alignment.

- Completed trips account for 91.19% of revenue; incomplete trips contribute 8.81%.

Cancellation Breakdown



Action: monitor driver behavior, incentive acceptance, and penalties to reduce driver-initiated cancellations.

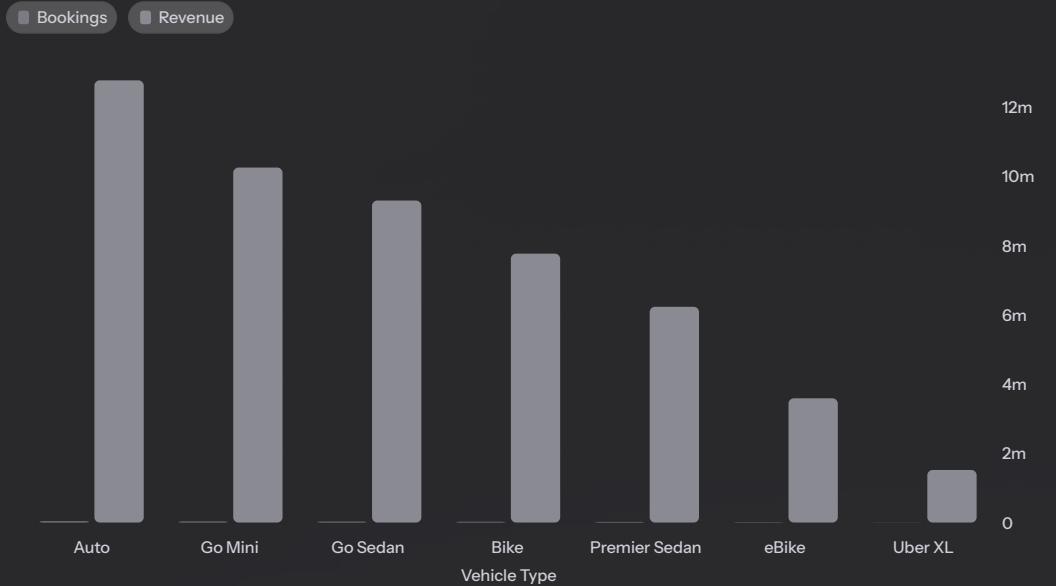
- **By Source**

Driver: 26,779 (47.39% of cancellations) • Customer: 10,423 (18.44%) • No Driver Found: 10,401 (18.41%) • Incomplete: 8,906 (15.76%)

- **Top Driver Reasons**

Customer issues, sickness, personal/car issues, party size – each ~11-12% of cancellations

Vehicle Mix & Revenue Contribution



Auto is the dominant segment (25% bookings & ~24.8% revenue). eBike and Uber XL contribute low volume—consider promotion or fleet optimization.

Action

Boost Auto availability at peaks; target marketing for low-share vehicle types or reduce fleet size.

Revenue, Time & Day Patterns



Evenings drive the highest revenue (32.86%) and bookings (32.91%). Weekends (Sat/Sun) produce the most revenue; Monday has the highest booking volume.

- ☐ Align driver shifts to evenings/weekends; consider weekend surge strategies and weekday corporate plans.

Estimated Revenue Loss & Location Hotspots

11,768,007

Estimated Loss

Total estimated
revenue loss

3,781,331

Auto Loss

32.13% of total
estimated loss

10,401

No Driver Found

Rides cancelled due to
no driver—priority
cluster: 121 mid-
frequency cities

Action: prioritize supply fixes in hotspot cities and reduce "No Driver Found" to recover lost revenue.



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Recommendations & Next Steps

1. Improve Completion Rate

Optimize driver allocation, increase supply at peak hours, prioritize high-demand locations.

2. Reduce Driver Cancellations

Implement driver performance monitoring, incentives for acceptance, penalties for frequent cancellations.

3. Recover Lost Revenue

Target hotspot cities for "No Driver Found" fixes and reallocate fleet by vehicle contribution.

4. Seasonal & Time-Based Strategies

Promotions for low months (Feb, Sep), surge pricing and weekend offers, align shifts to evenings.

Deliverable: interactive Power BI dashboard for continuous monitoring and targeted interventions.