Lyft Data Visualization

Lyft, Inc. is a ridesharing company based in San Francisco, California and operating in 640 cities in the United States and 9 cities in Canada. It develops, markets, and operates the Lyft mobile app, offering car rides, scooters, and a bicycle-sharing system.

Summary

The amount of total revenue a driver brings to Lyft is controlled by two factors: how frequently they drive, and the average revenue collected per ride. The data can be hypothesized that the average revenue per ride is influenced by what time riders drive, how long they've been driving, or how frequently they seek out prime rides.

In this visualization, we analyze Lyft Dataset that contains attributes of Driver ID, Total Number of Days driven by the drives, Total number of rides, Total Revenue generated for Lyft, Average revenue by a driver, rides taken during different times, prime ride proportions.
It is essentially important for any company to know what a driver brings to company's finances. We therefore visualize

a. total revenue generated by drivers over 13 weeks, creating visual plots for total revenue generated from Week 1 to Week 13
b. explore the hours of the day that generate maximum revenue

Time of Day Driven

To understand the effect of driving at different times of day on driver value, we classified the time of day into 4 categories: Morning (5AM-11AM), Day (11AM-5PM), Evening (5PM-11PM), Late Night (11PM-5AM). We hypothesized that rides during commute hours would be more expensive than rides during the off-hours (due to primetime being applied). However, our data shows that rides during the nights leads to more revenue generation.

What's Next?

These visualizations helped us determine the relationship between the variables of Total Revenue and Number of Rides Driven. Consequently, the visualizations lead us to a proposing a conjectured *Smart Lyft Driver* concept

a. A driver that drives more during the night times, from 5PM to 11PM can earn the most for Lyft over any other time in a day
b. A driver that continues to ride for over 9 weeks is estimated to have a higher driver lifetime value