Uber Data Analysis Project Findings

Overview
The Uber data analysis project focused on uncovering insights and patterns within ride data from New York City. Through extensive analysis, several key findings emerged, shedding light on ride frequency, temporal trends, and popular pickup locations.

Insights
Date of the Month Analysis

- Maximum rides observed during the first week (3rd of the month) and month-end (30th of the month).

Day of the Week Analysis

- Wednesday emerged as the day with the highest ride frequency, followed by Tuesday and Saturday.

Cross-Analysis: Day of the Week vs. Hour of the Day

- Peak ride time is identified as Wednesday evening at 5:00 PM, with approximately 9000 rides.

Geospatial Analysis

- Lower Manhattan, spanning from Wall Street to Central Park, highlighted as the region with the highest ride activity.

Conclusion
The Uber Data Analysis project provides valuable insights into ride patterns within New York City, facilitating better understanding of ride frequency, temporal trends, and popular pickup locations. These findings offer significant implications for transportation planning and decision-making processes.