TRIP DASHBOARD

Filters

Vendor ID ▼   Payment Type ▼   Rate Code ▼

Trip Distance

0 ——————————— 184.4

Recap of the Year

Total Revenue	Total Trips Completed	Total Passengers Served
$1.64M	**100.0K**	**192.9K**

Avg Fare Amount	Avg Trip Duration (in mins)	Avg Trip Distance (in miles)
$13.25	**14.1**	**3.0**

Hello, everyone! I am Niru and I am happy that you are here. In this dashboard, we will conduct an in-depth analysis of the NYC Taxi Service, utilizing data from thousands of rides across the city. We will not only uncover key trends but also address critical business questions that could significantly improve the taxi service. Let's jump right into it!
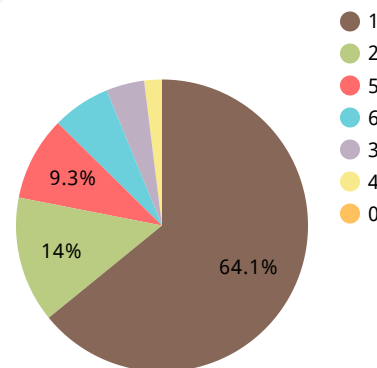
Let's begin by understanding the overall demand for taxi services across New York City.

Overview of Taxi Ride Volumes

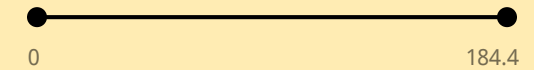#### Vendor ID vs. Count of Rides

Vendor 2 dominates the market.

88327

11673

Count of Trips

2   1

VendorID
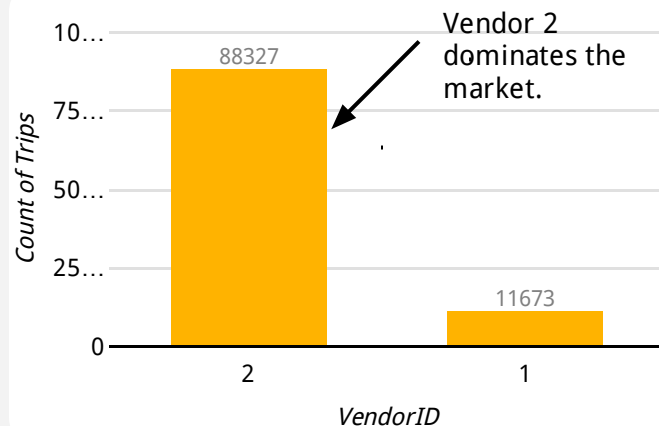
Passenger Count per Ride

- 1
- 2
- 5
- 6
- 3
- 4
- 0

64.1%
14%
9.3%

Explore

Traffic Distribution

Rate Code and Payment Methods

The **passenger count metric** shows us the average number of people per ride. With mostly individual or two-passenger rides, there may be opportunities for improving ride-sharing services. Can we incentivize more people to share rides, reducing congestion?

Identifying Peak Traffic Times

Pickups by Hour of the Day
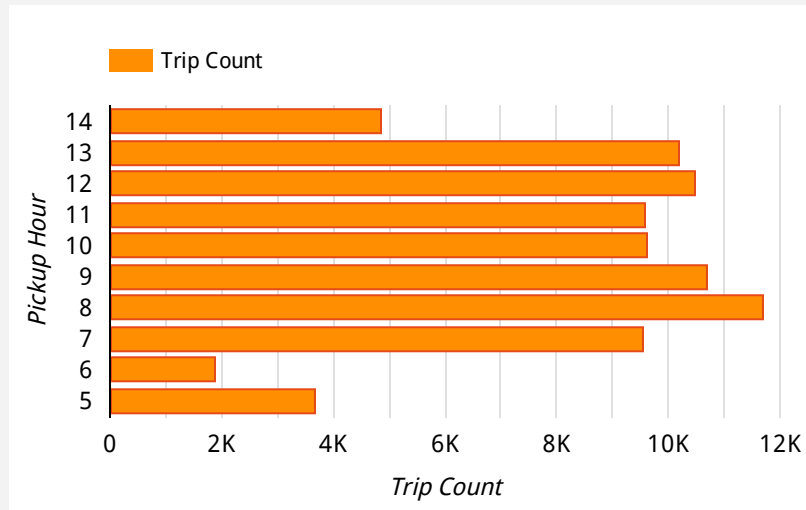
We see that the peak hours are from 8am-9am which makes sense as this is the time that people start going to their office in New York City.

Geographical Insights

Pickup Location by Trip Count

Trip Count 1 · ○ ○ ● 925

Using "Pickup Location", we visualize where demand is highest geographically. For example, high traffic is seen around tourist hubs, airports, or business districts like Manhattan.
Are there underserved areas where taxis are harder to find? This insight can lead to better taxi dispatching and improved service coverage.

Rate Code & Payment Methods

Distribution of Fare Structures

- Standard rate
- JFK
- Negotiated fare
- Newark
- Nassau or Westchester
- Group ride

97.2%
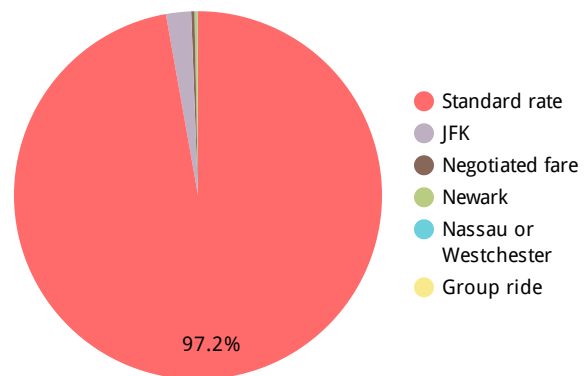
The Rate Code shows that the vast majority of rides (**97.2**%) use the standard fare.

This highlights the minimal use of other fare structures such as airport or group rates, which could inform decisions about potential rate restructuring.

Payment Type Distribution

- Credit card
- Cash
- No charge
- Dispute

32.9%

66.9%
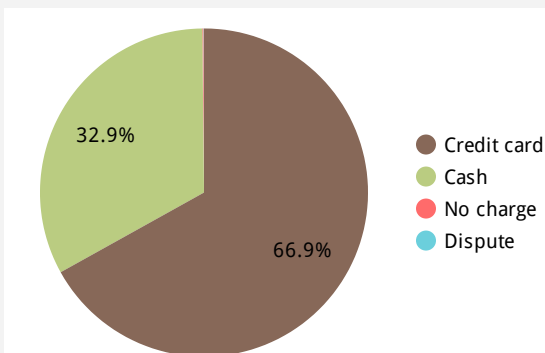
Almost **67**% of passengers pay by credit card while only around **33**% pay by cash. With the shift toward cashless payments (credit cards and mobile), can we further streamline payment processing or introduce digital-only promotions?

As we come to the end of this dashboard, we can thus note that by understanding these metrics and patterns, we can significantly improve the NYC taxi service efficiency, customer satisfaction, and overall profitability. Thankyou!