Uber Metrics

Power BI & Microsoft Fabric

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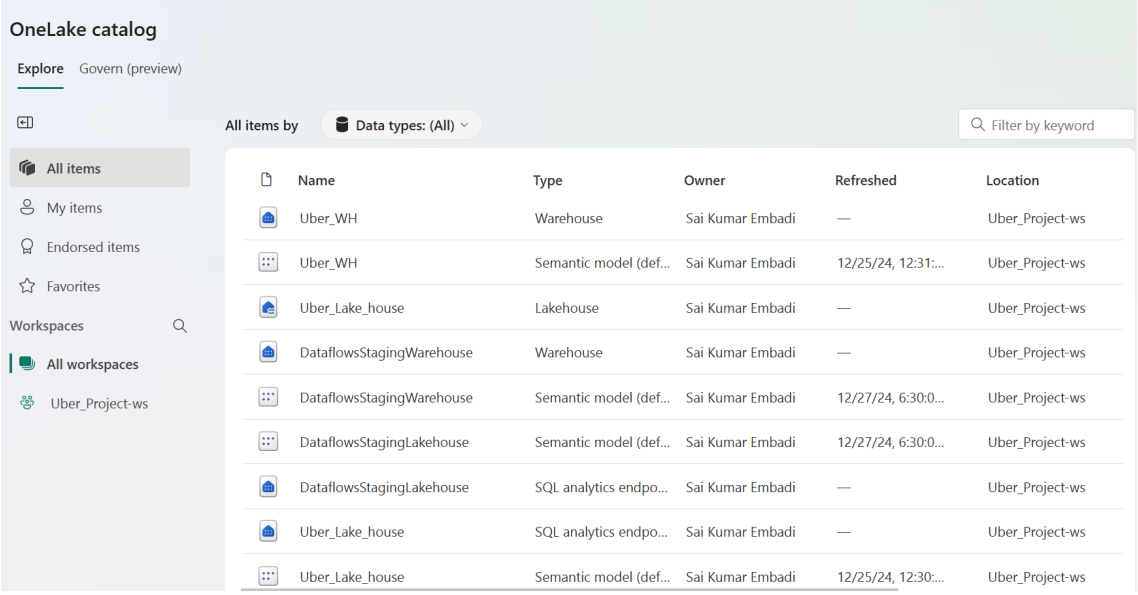
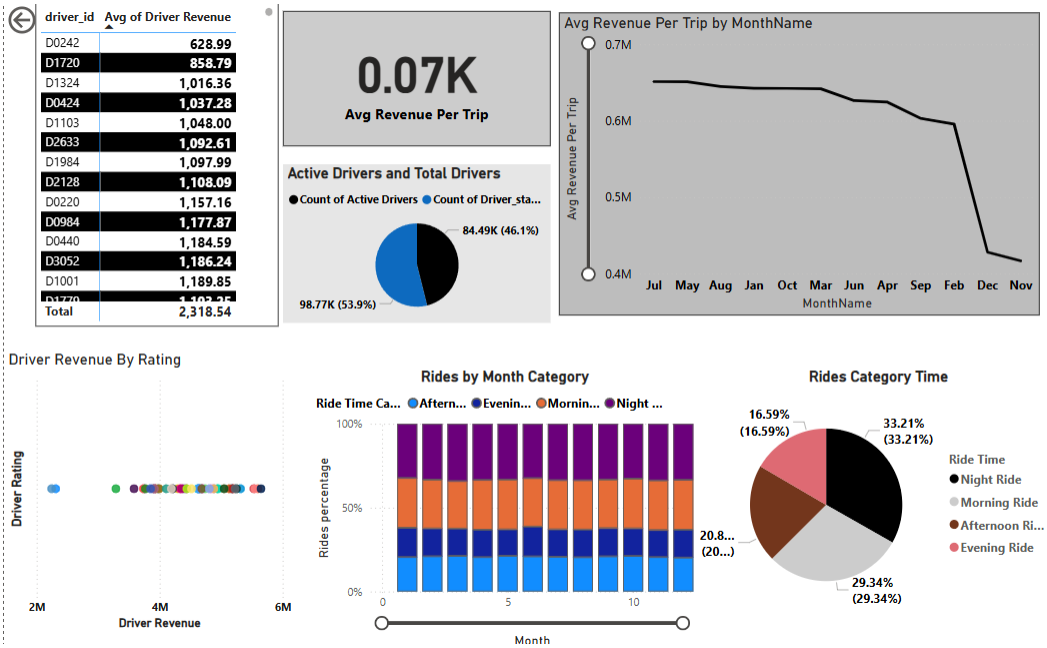
Introduction

This project leverages Microsoft Fabric and Power BI to analyze Uber's key performance metrics. The goal is to offer insights into Uber's operational performance, including ride statistics, revenue trends, and driver engagement. By integrating data from various sources into a Lakehouse architecture, the data is cleaned, transformed, and visualized in Power BI dashboards for strategic decision-making.



Data Architecture in Microsoft Fabric

In Microsoft Fabric, a Lakehouse architecture was set up to manage large datasets. A data warehouse was also created for optimized data storage and reporting. The data was ingested from various sources and processed for reporting purposes.



Data Pipelines

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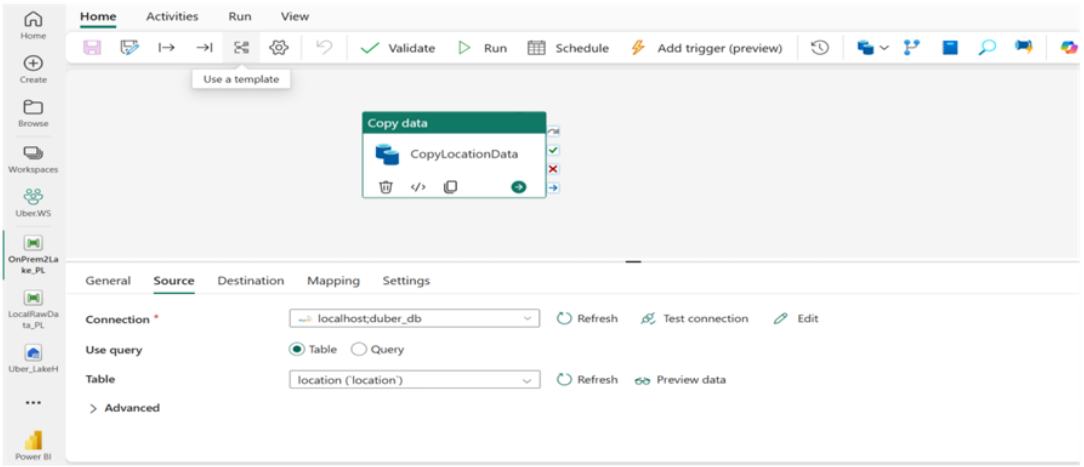
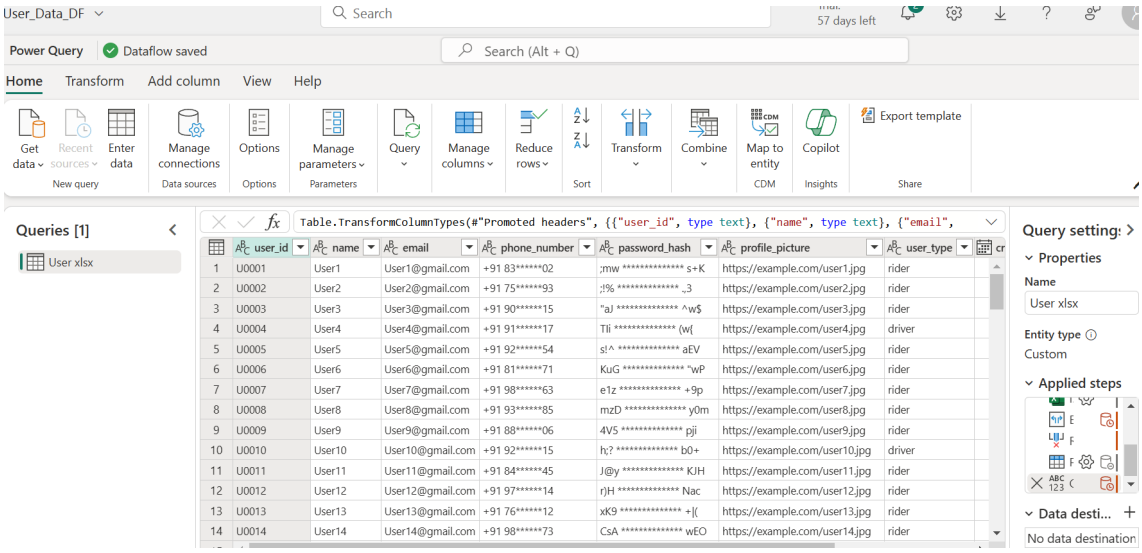
“SQL Server Connection”



Data Transformation and Cleaning

Data flows were designed to clean and transform raw data into structured formats suitable for analysis. The transformed data was loaded into the warehouse for reporting.



Power BI Reporting

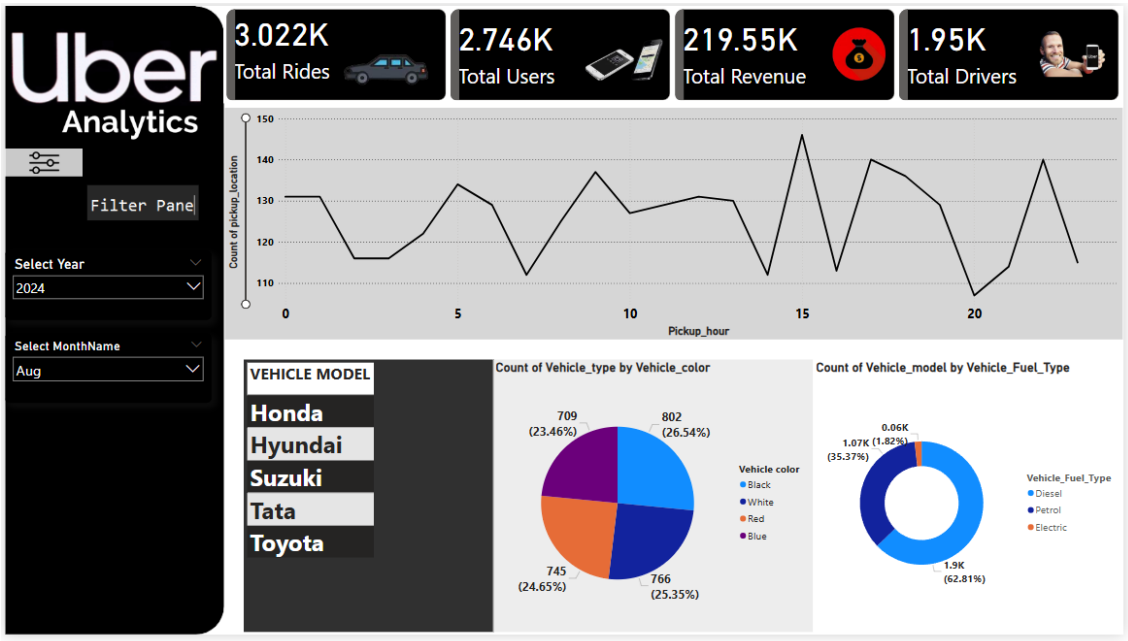
Power BI was used to create multiple interactive dashboards, including an overview dashboard, ride statistics, revenue analysis, and driver performance metrics. The transformed data from Microsoft Fabric was integrated into Power BI for visualization.

Advanced Power BI Features:

- DAX formulas were used to calculate key performance metrics and KPIs.

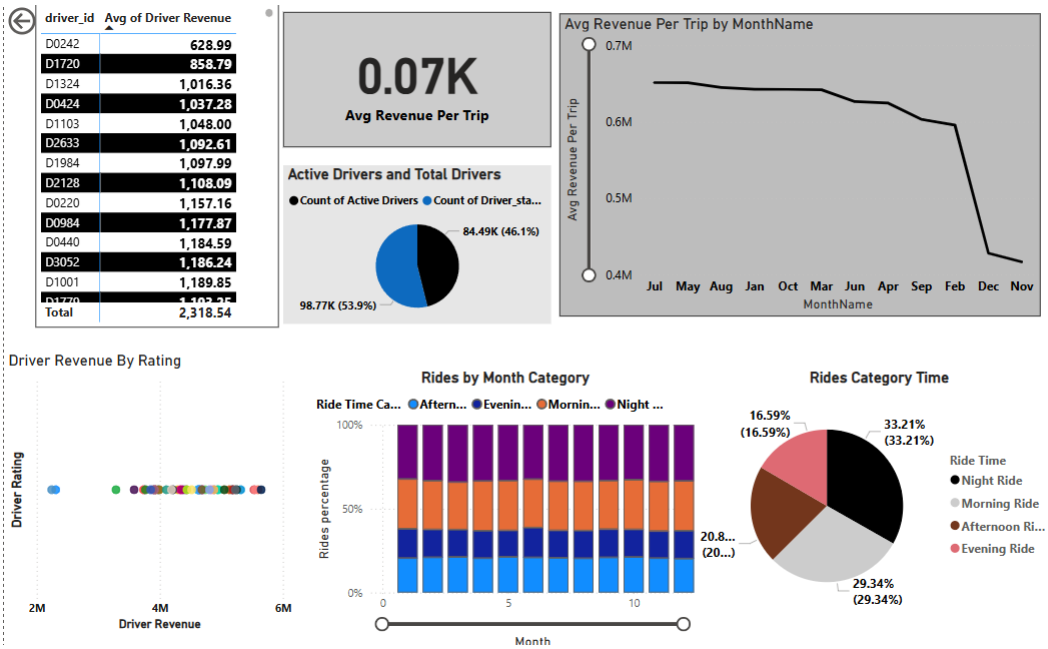
- Interactive visuals, including dynamic charts and conditional formatting, were incorporated to enhance user interaction.

- Bookmarks and buttons were used for easy navigation across different sections of the reports.



Power BI Visualization

Below is a visualization of key Power BI reports showcasing Uber's operational data.



Outcome & Key Takeaways

The project enabled effective tracking of Uber's metrics, providing valuable insights into ride performance, revenue trends, and driver engagement. The dashboards were interactive and allowed stakeholders to explore data dynamically.

Key Takeaways:

- Seamless integration of data using Microsoft Fabric.
- Development of comprehensive Power BI dashboards for Uber's performance.
- Use of advanced Power BI features like DAX, conditional formatting, and interactive visuals.
- Enhanced decision-making capabilities through data-driven insights.
- Efficient data processing and storage using the Lakehouse and warehouse architectures.