Uber Analytics Dashboard

Comprehensive business intelligence solution for tracking performance, revenue, and operational metrics across all ride-sharing activities.

Key Performance Indicators

12.5K

Completed Bookings

Total successful rides delivered

1.2K

Lost Bookings

Cancelled or failed rides

$485K

Revenue

Total earnings generated

89K

Total Distance

Miles traveled across all rides

Temporal Analysis

Monthly Trends

Track booking completion rates and revenue performance month-over-month to identify seasonal patterns and growth opportunities.

- Booking completion tracking
- Revenue trend analysis
- Vehicle type filtering

Quarterly Performance

Analyze quarterly booking volumes and revenue streams to understand long-term business health and strategic planning needs.

- QTR booking metrics
- Revenue aggregation
- Comparative analysis

Location Intelligence

Top Pickup Locations

Identify high-demand pickup zones based on booking frequency and optimize driver positioning.

Popular Drop-off Points

Track most frequent destinations to understand travel patterns and service demand.

Busy Time Slots

Analyze peak hours and busy areas to maximize driver availability during high-demand periods.

Vehicle Performance Metrics

Booking Count

Total rides completed per vehicle type with detailed breakdown and contribution analysis.

Revenue Generation

Track earnings by vehicle category to identify most profitable segments.

Contribution Analysis

Measure each vehicle's impact on overall business performance and market share.

Comprehensive vehicle filtering enables deep-dive analysis into performance by car type, helping optimize fleet composition and pricing strategies.

Revenue Breakdown

By Customer

Segment revenue by customer type and behavior patterns

By Vehicle

Analyze earnings across different vehicle categories

Temporal Analysis

Monthly and quarterly revenue tracking for trend identification

By Payment Method

Track preferred payment options and transaction trends

Ratings & Satisfaction

4.7/5

Avg Rider Rating

Customer satisfaction score

Monitor service quality through dual-perspective ratings system. Track both rider satisfaction and driver performance to maintain high service standards and identify improvement opportunities.

4.8/5

Avg Driver Rating

Driver performance score

Made with GAMMA

Rider Insights & Behavior

01

Cancellation Analysis

Track cancelled rides by reason to identify service gaps and reduce booking losses.

02

Payment Preferences

Analyze payment method distribution across monthly and quarterly periods.

03

Rider Segmentation

Categorize users as first-time, returning, or regular riders with detailed data tables.

Distance & Geographic Analysis

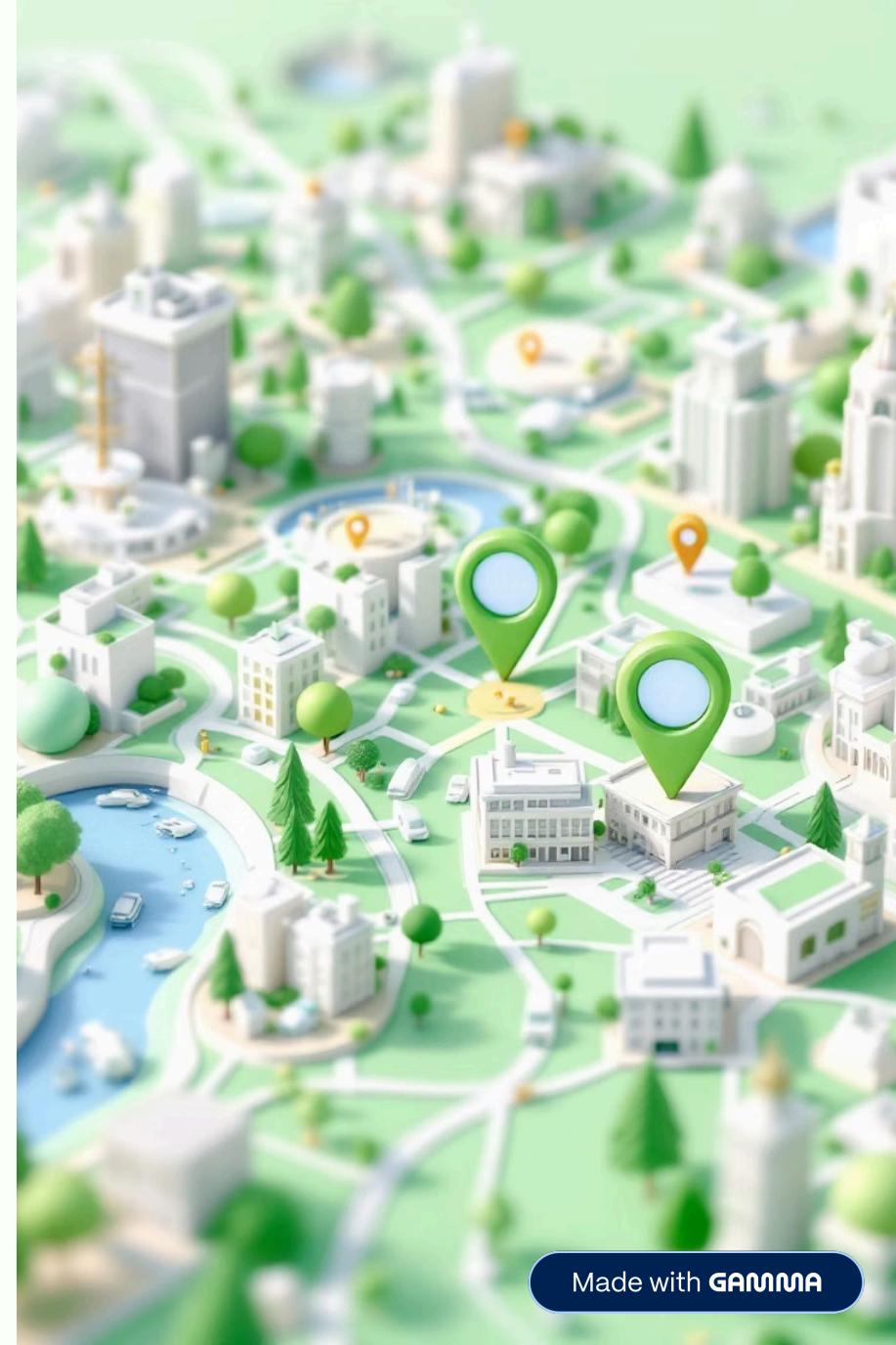### Monthly Distance Tracking

Monitor total miles traveled each month to understand service utilization and operational scale across the network.

Distance by Vehicle Type

Break down total distance by vehicle category to optimize fleet deployment and maintenance scheduling.

Busy Areas Identification

Pinpoint high-activity zones and time slots to improve driver positioning and reduce wait times.

Advanced Filtering & Customization

Flexible Filter Panel

Hide and show filter panel for optimal screen space management. Apply multiple filters across all reports:

- Vehicle type selection
- Date range customization
- Location-based filtering
- Payment method options
- Rider segment selection

Enhanced User Experience

Dynamic filtering enables personalized analysis and faster insights across all dashboard pages.