

Uber Trip Analysis - Power BI Project Summary

Page 1: Overview Analysis

Objective:

To analyze Uber trip data and extract meaningful business insights.

Key Highlights:

- Total Bookings: 103.7K
- Total Booking Value: \$1.6M
- Avg Booking Value: \$15
- Total Trip Distance: 349K miles, Avg Trip Distance: 3 miles, Avg Trip Time: 16 min

Analysis Details:

- Most bookings are via Uber Pay (68%)
- Majority trips are Day Trips (65%)
- Top Vehicles by Usage: UberX, Uber Comfort, Uber Black
- Frequent Pickup: Penn Station/Madison Sq West
- Farthest Trip: 144.1 miles (Lower East Side to Crown Heights North)

Tools Used:

Power BI, DAX, slicers, KPIs, charts (bar, pie, line)

Business Use:

Operational planning, demand tracking, customer behavior insights

Page 2: Time Analysis

Objective:

To analyze time-based patterns in Uber trips.

Key Highlights:

- Hourly Trend: Identifies peak booking hours
- Daily Trend: Compares demand across weekdays
- Monthly Trend: Observes seasonal or monthly patterns

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- Time Heatmap (if included): Shows combined day-hour patterns

DAX Logic:

Time fields (hour, day, month) derived from timestamp; metrics calculated using measures

Business Use:

Improves driver allocation, operational scheduling, and demand forecasting.