Uber Ride Data Analysis and Promotion Recommendations

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Overview

This report analyzes Uber ride data from 2015 to identify optimal timing for promotional campaigns. Using three key data tables summarizing ride volume and financial performance by month and weekday, we provide actionable insights on when to target promotions for maximum rider engagement and revenue.

Data Summary

- **Total rides analyzed:** 507 rides across 12 months and 7 weekdays
- **Total revenue:** $7,244.34 from fares and tips combined

The data includes breakdowns by month and weekday of ride counts, average and total fare amounts, tip amounts, and total ride revenues.

Ride Volume Analysis (Table 1)

Count of pickup_datetime	Column Labels							
Row Labels	1	2	3	4	5	6	7	Grand Total
1	8	3	4	3	8	6	4	36
2	8	6	1	4	11	7	12	49
3	10	11	7	2	6	7	6	49
4	8	6	5	4	7	6	6	42
5	4	6	5	4	5	4	15	43
6	4	6	3	9	4	9	10	45
7	6	5	3	7	5	9	8	43
8	11	8	2	2	6	7	9	45
9	3	4	3	5	3	9	6	33
10	7		5	5	8	8	8	41
11	8	4	5	4	4	4	8	37
12	3	6	6	2	12	6	9	44
Grand Total	80	65	49	51	79	82	101	507

- Ride volume peaks in **February and March** with 49 rides each, slightly higher than other months.
- Weekday analysis shows **Saturdays (Day 7)** with the highest number of rides (101), followed by Fridays (82) and Sundays (80).
- These patterns suggest weekends, particularly Saturdays, attract more riders.

Financial Analysis by Month (Table 2)

Row Labels	Average of fare_a	Average of tip_amou	Average of total_amount
1	11.36	1.02	13.58
2	13.05	1.30	15.63
3	10.66	1.03	12.88
4	12.21	1.08	14.50
5	15.64	1.33	18.58
6	10.68	0.65	12.41
7	13.17	1.50	15.84
8	11.14	1.14	13.77
9	10.79	1.03	12.97
10	6.62	0.98	8.82
11	11.57	1.59	14.76
12	14.45	1.38	17.18
Grand Total	11.83	1.17	14.29

- The **average total amount** per ride across all months is $14.29.

- February exhibits above-average spending with an average total amount of **$15.63**, coupled with high average tips of **$1.30**.
- May and December show the highest average total amounts of **$18.58** and **$17.18**, respectively, though they have slightly fewer rides.
- March, while having the highest ride volume, shows a slightly lower average total amount ($12.88), indicating room to increase rider spend.

Financial Analysis by Weekday (Table 3)

Row Labels	Sum of fare_amou	Sum of tip_amount	Sum of total_amount
1	1043	79.91	1219.19
2	617.5	65.33	767.27
3	575	63.52	700.19
4	578	65.78	714.66
5	1049	114.56	1272.03
6	1003.5	77.16	1187.22
7	1130.5	125.82	1383.78
Grand Total	**5996.5**	**592.08**	**7244.34**

- Saturdays generate the highest total revenue at **$1,383.78**, supported by the highest sum of tips ($125.82).
- Sundays and Thursdays also yield strong revenue numbers, exceeding $1,200 in total revenue each.
- Weekdays Monday through Wednesday show notably lower revenue figures.

Promotion Recommendations

Based on the combined insights:

- **Optimal Promotion Day:**
  Saturdays are the best day to run promotions, due to their consistently high ride volumes and total revenues. Targeting Saturdays maximizes exposure to the largest number of

riders who also tend to spend more and tip generously.

- **Optimal Promotion Months:**

    - **February** is the most advantageous month, balancing high ride volume and above-average spending per ride. Running campaigns during this month could increase both ridership and revenue.
    - **May and December** offer opportunities for premium or special occasion promotions, focusing on increasing the frequency of higher-spending riders.
    - **March**, while the highest in ride counts, has potential to improve rider spend through targeted promotions.

- **Strategic Focus:**
  Promotions launched on **Saturdays in February** could harness both the volume and spending potential identified in the data, maximizing campaign effectiveness.

Next Steps

To further enhance promotional strategies, it is recommended to:

- Monitor and analyze data from subsequent years to confirm seasonal trends.
- Explore ride length and time-of-day data to pinpoint peak hours for additional targeting.
- Consider customer segmentation based on ride frequency and spending to tailor promotions.