

Overall Trends

Overall Revenue

225.84

Overall No. of Trips

1

Average Trip Price

225.84

VendorID

☐ 1

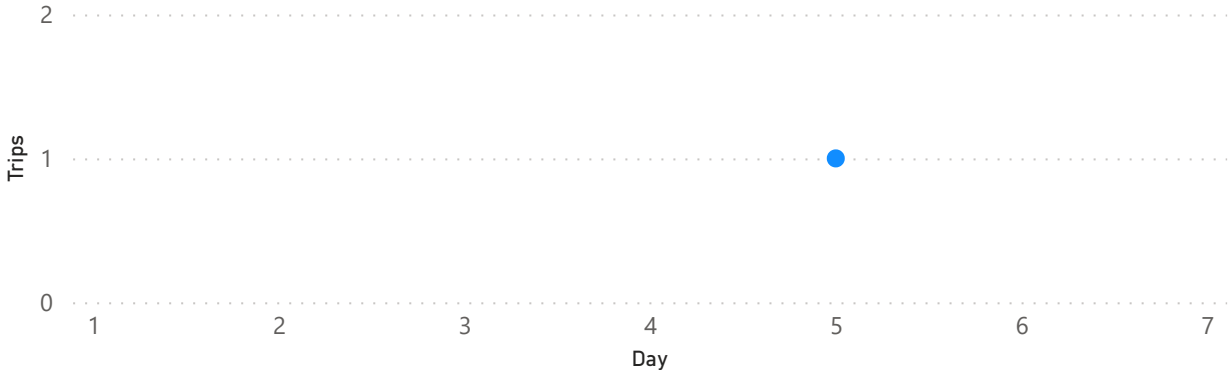
Hour of Day

22

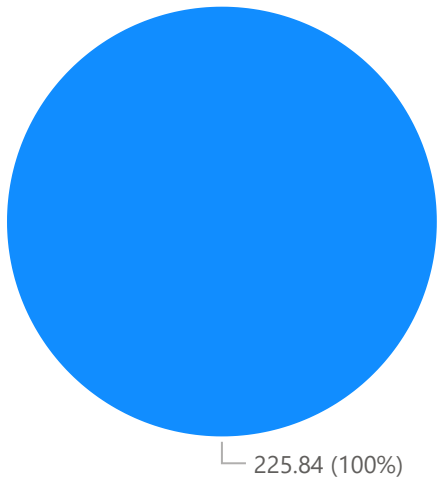
22

Total number of Trips by day

VendorID ● 1



Total Revenue by Vendor

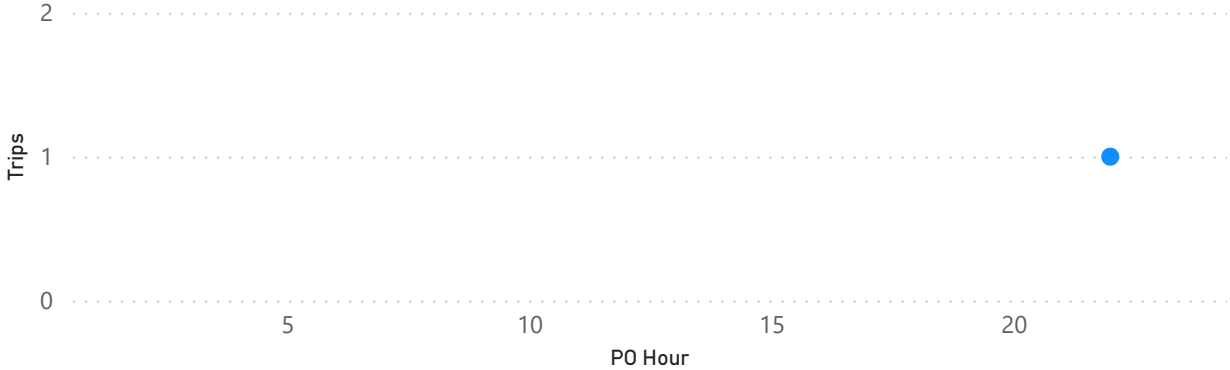


VendorID

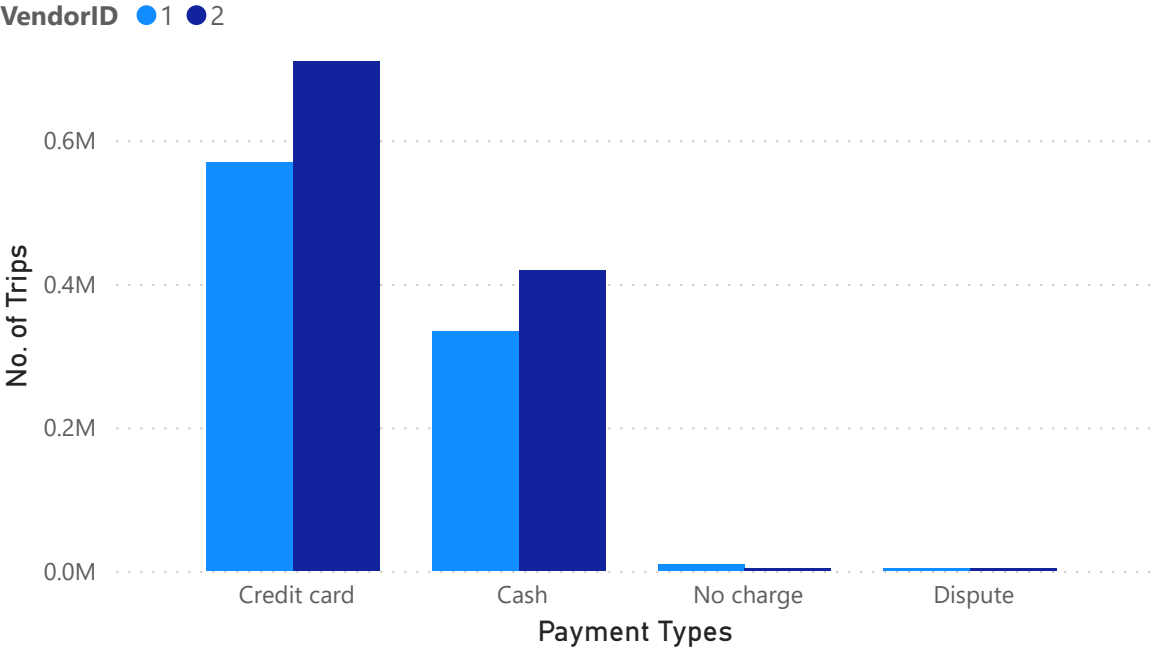
● 1

Total number of Trips by hour

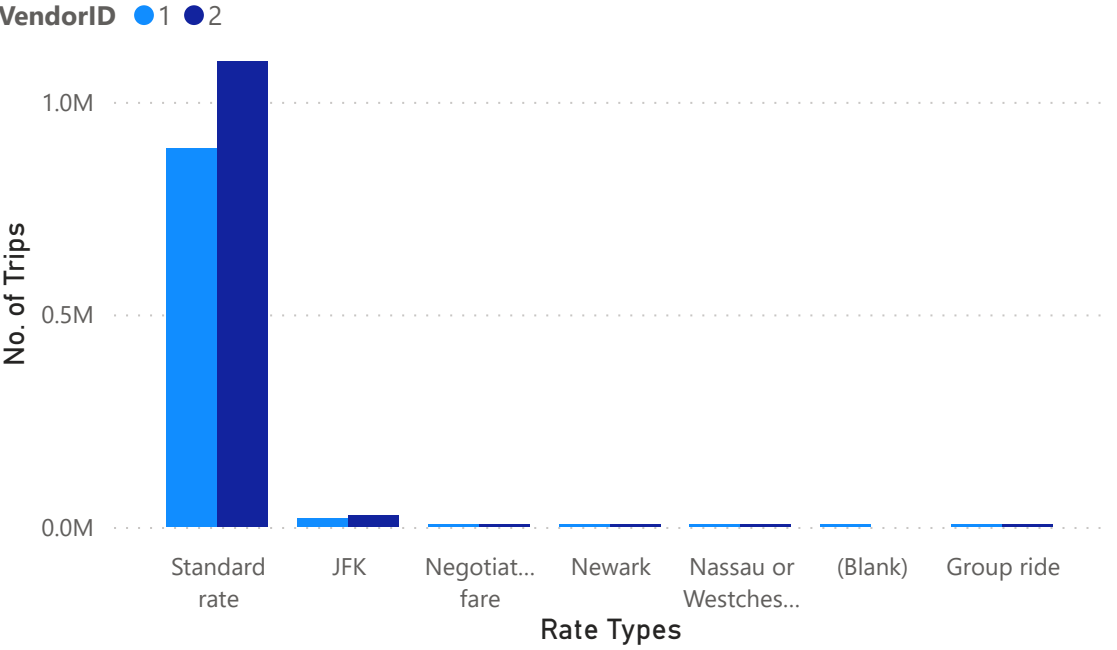
VendorID ● 1



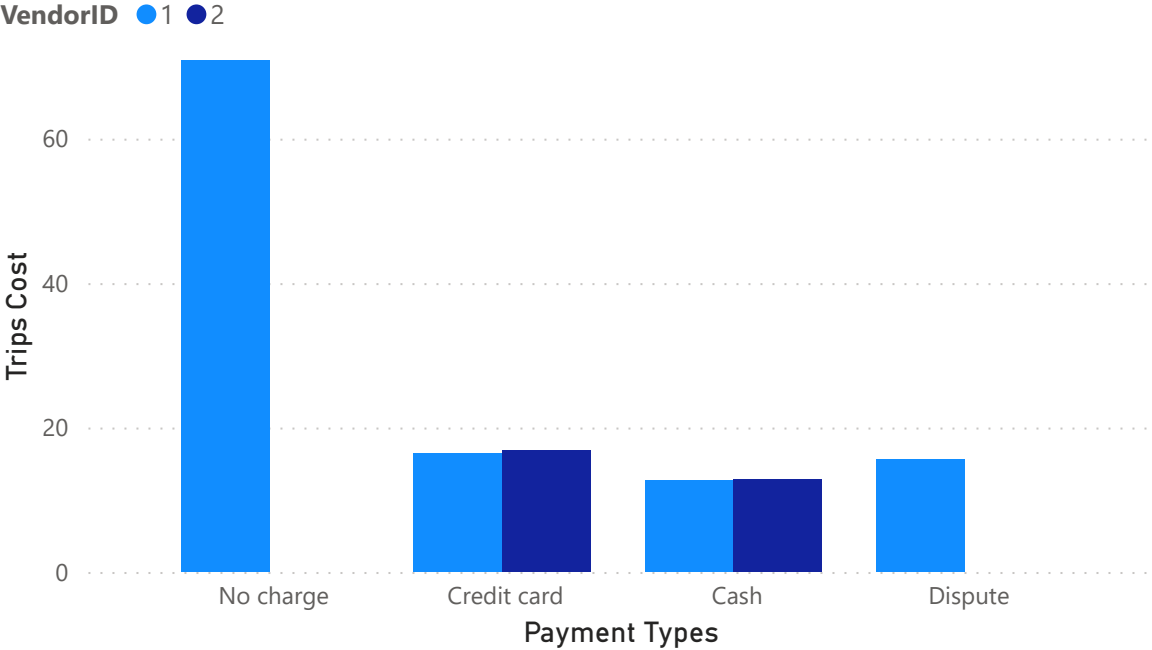
Total Count of Taxi Trips by Payment Type



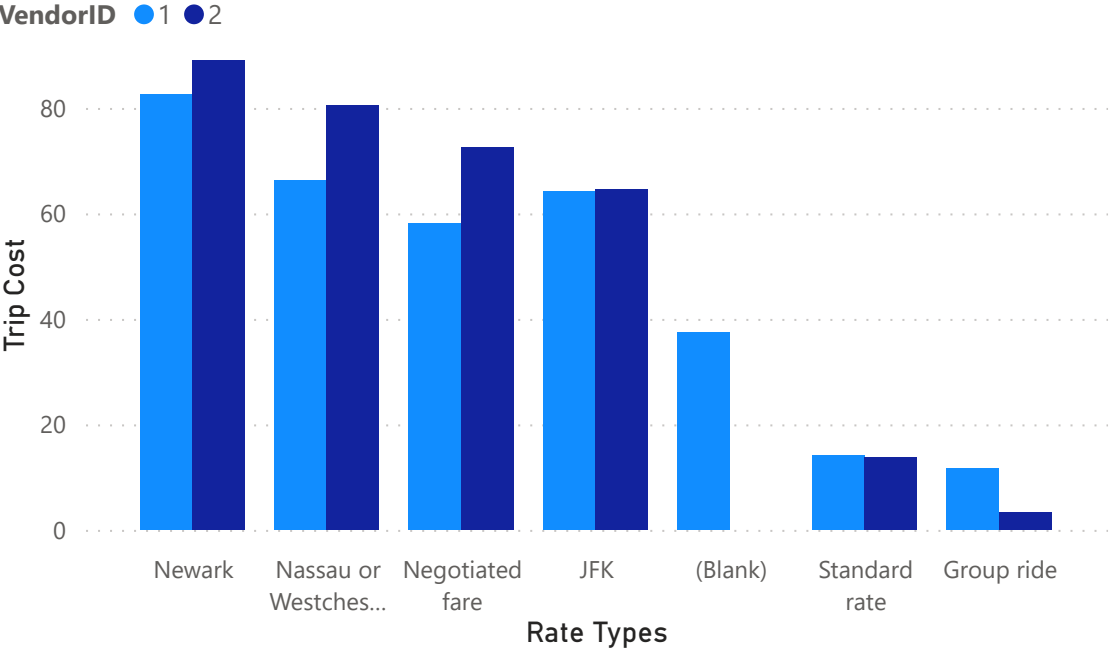
Total Count of Taxi Trips by Rate Type



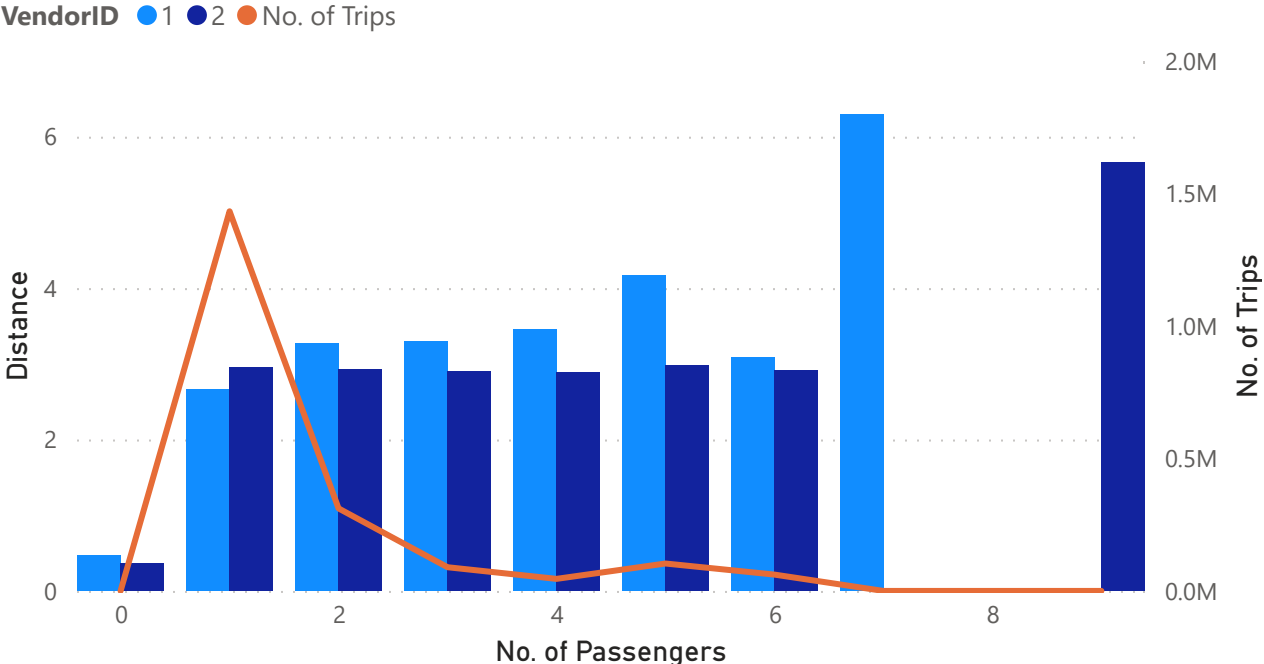
Average Trip Cost by Payment Type



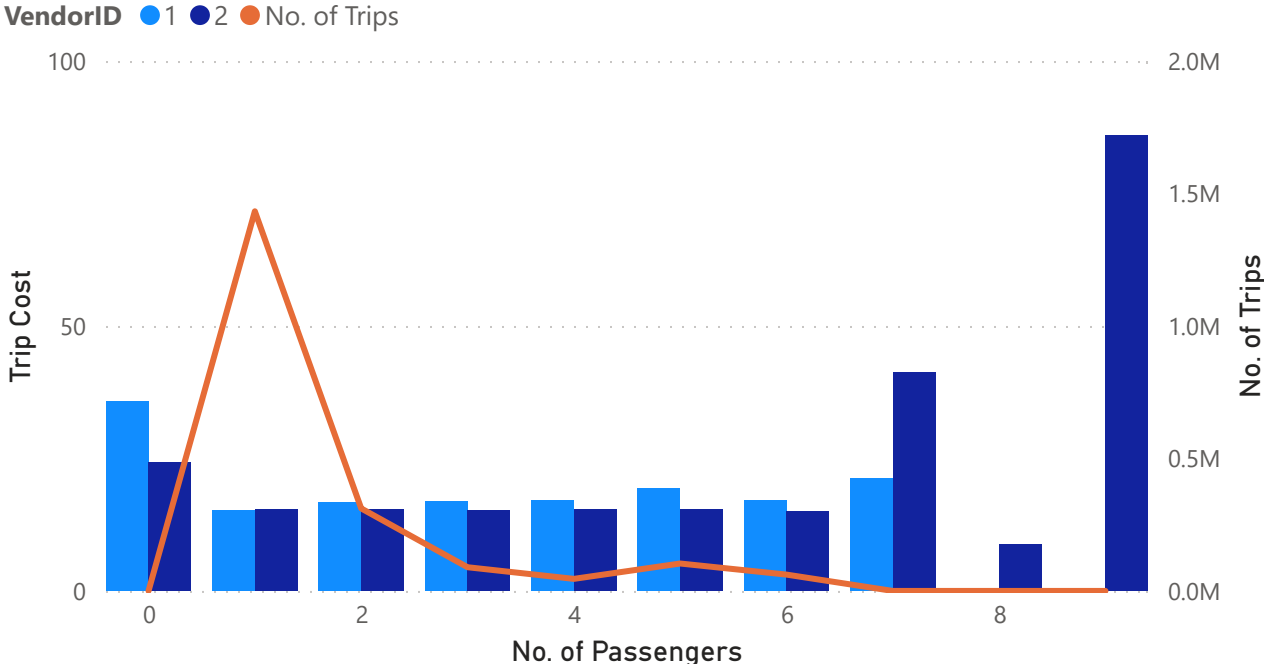
Average Trip Cost by Rate Type



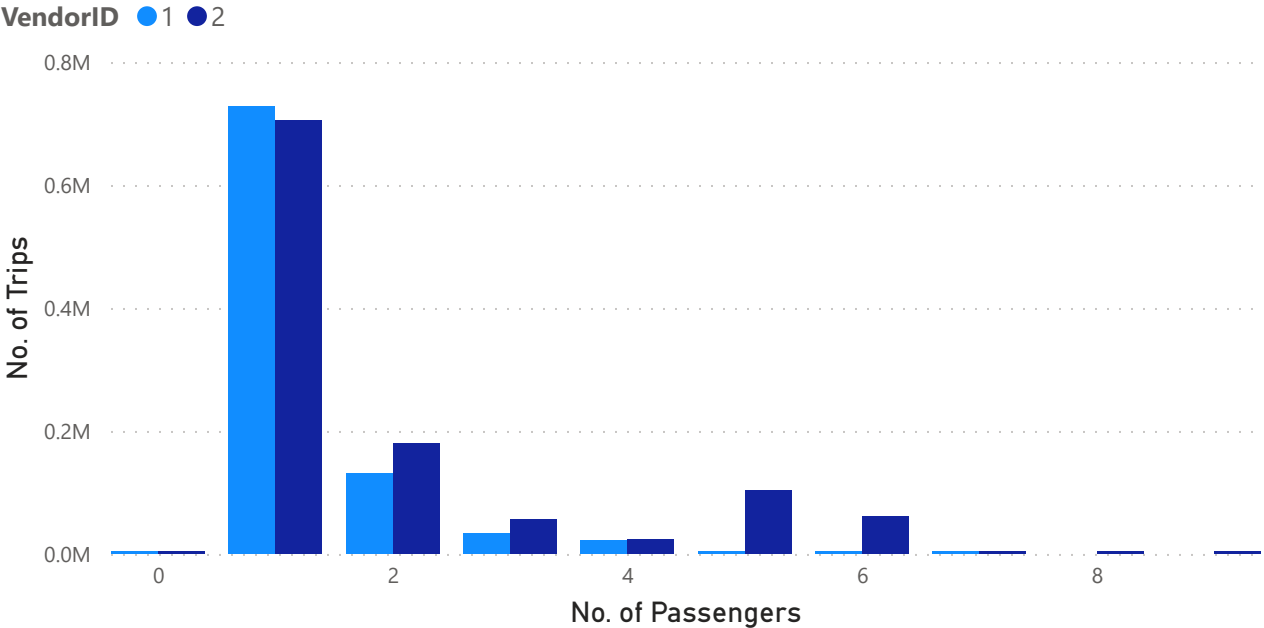
Average Trip Distance by No. of Passenger



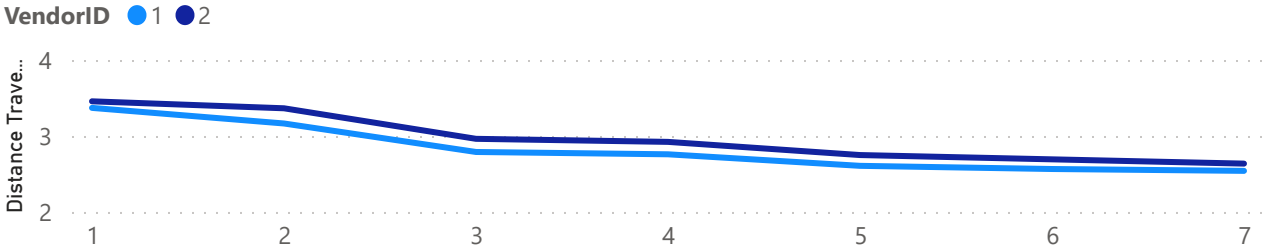
Average Trip Cost by No. of Passenger



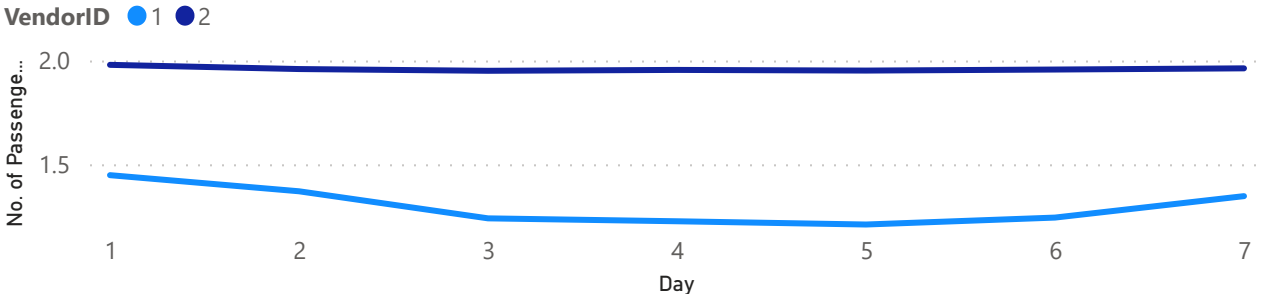
No. of Trips by No. of Passengers and VendorID



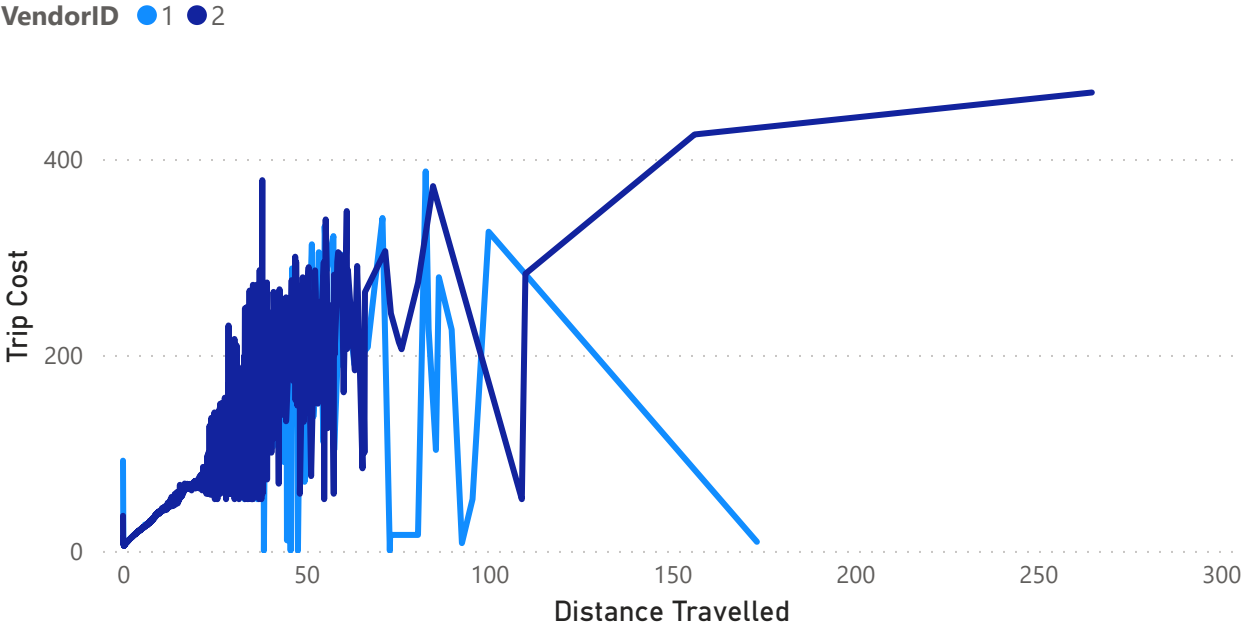
Average Trip Distance by Day



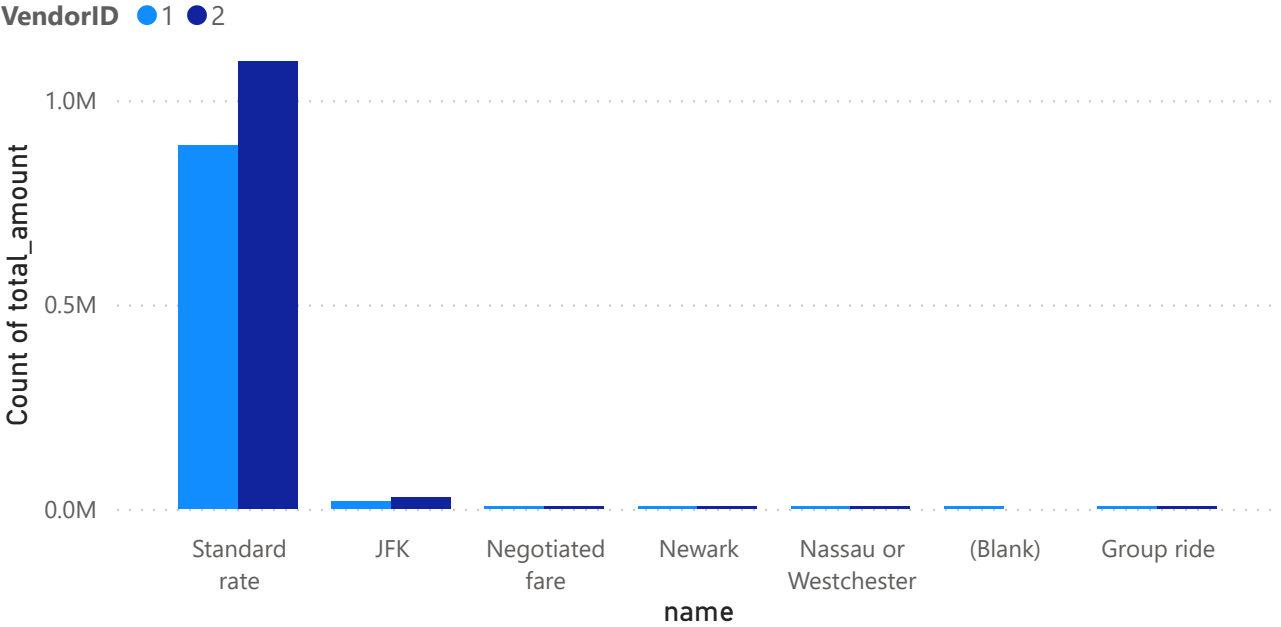
Average No. of Passengers per Trip



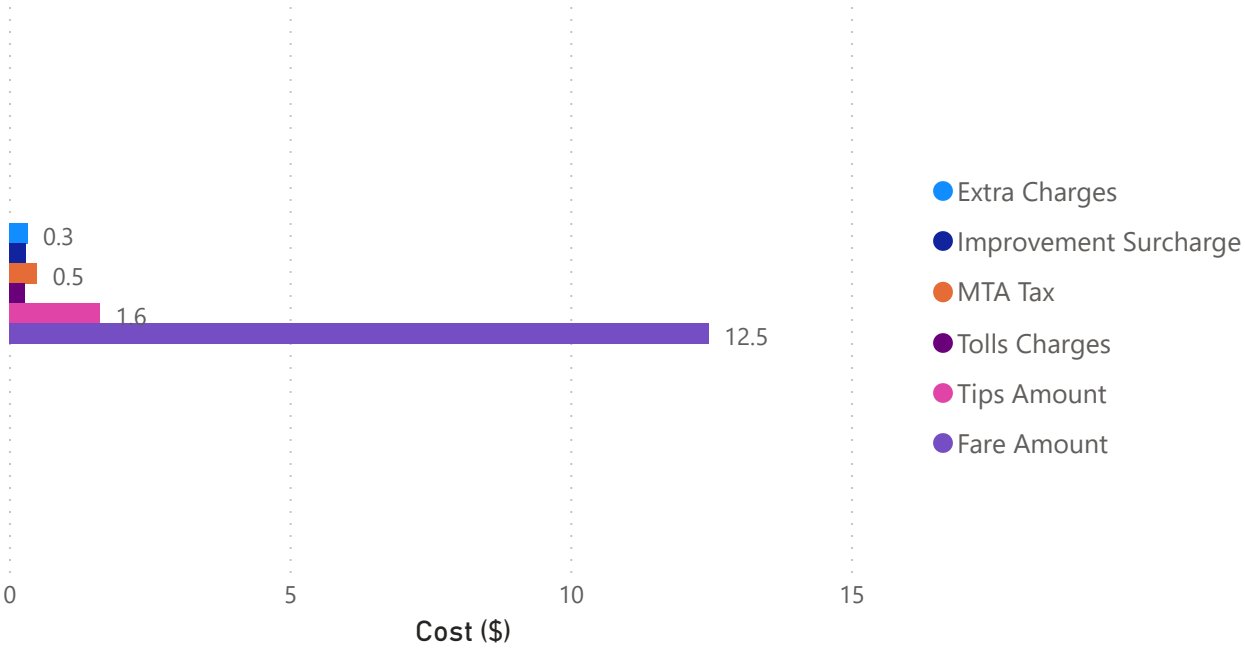
Average Trip Cost per Distance Travelled



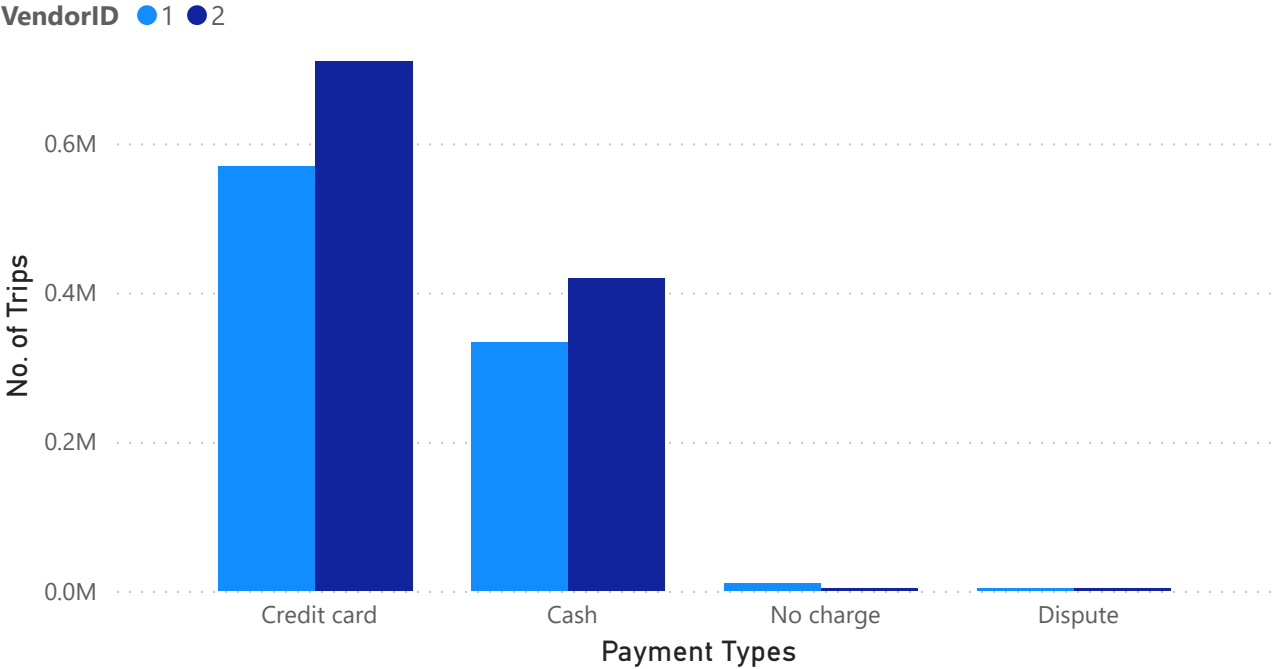
Total Count of Taxi Trips by Rate Type



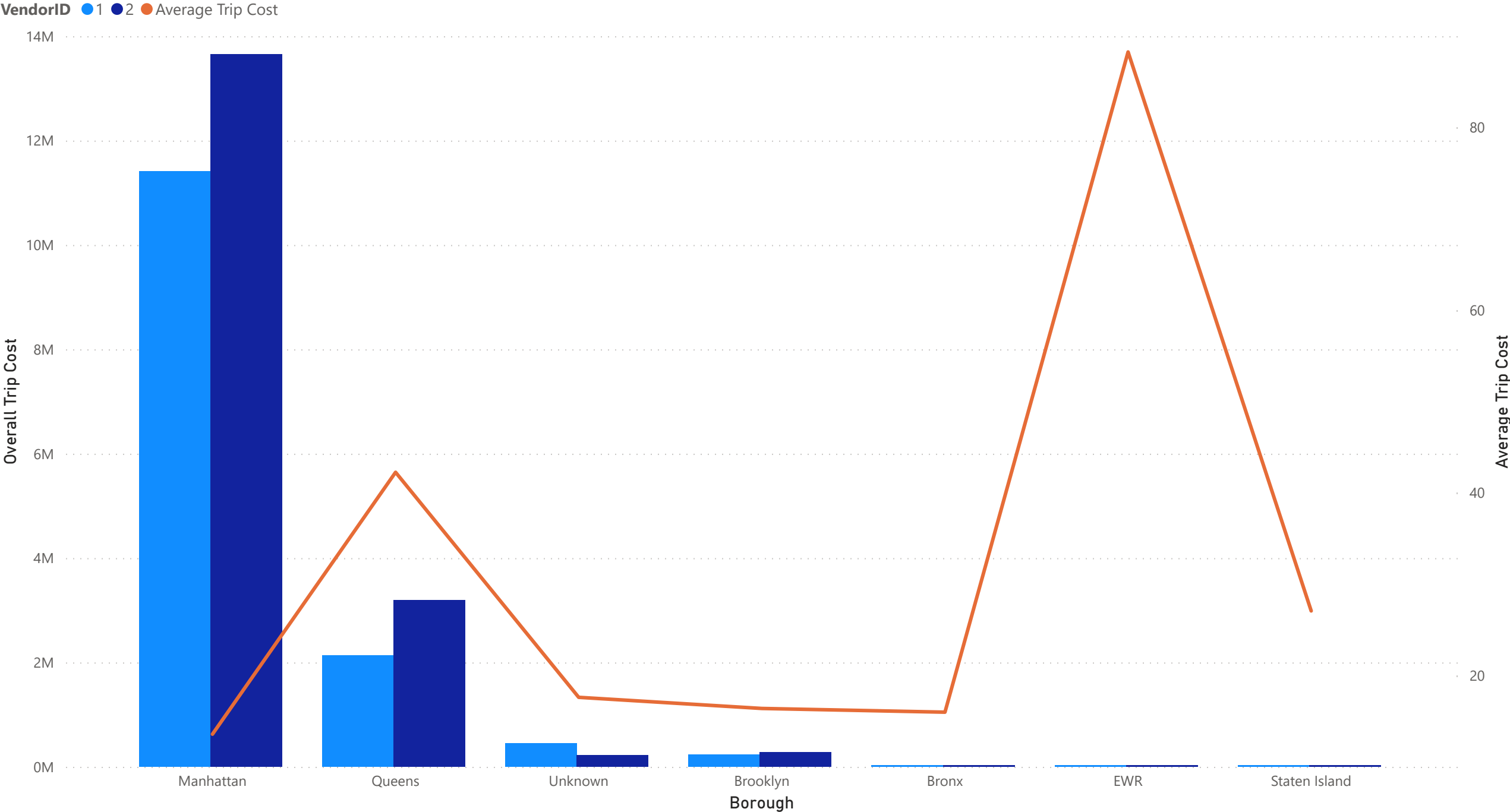
Breakdown of Trip fares and Surcharges



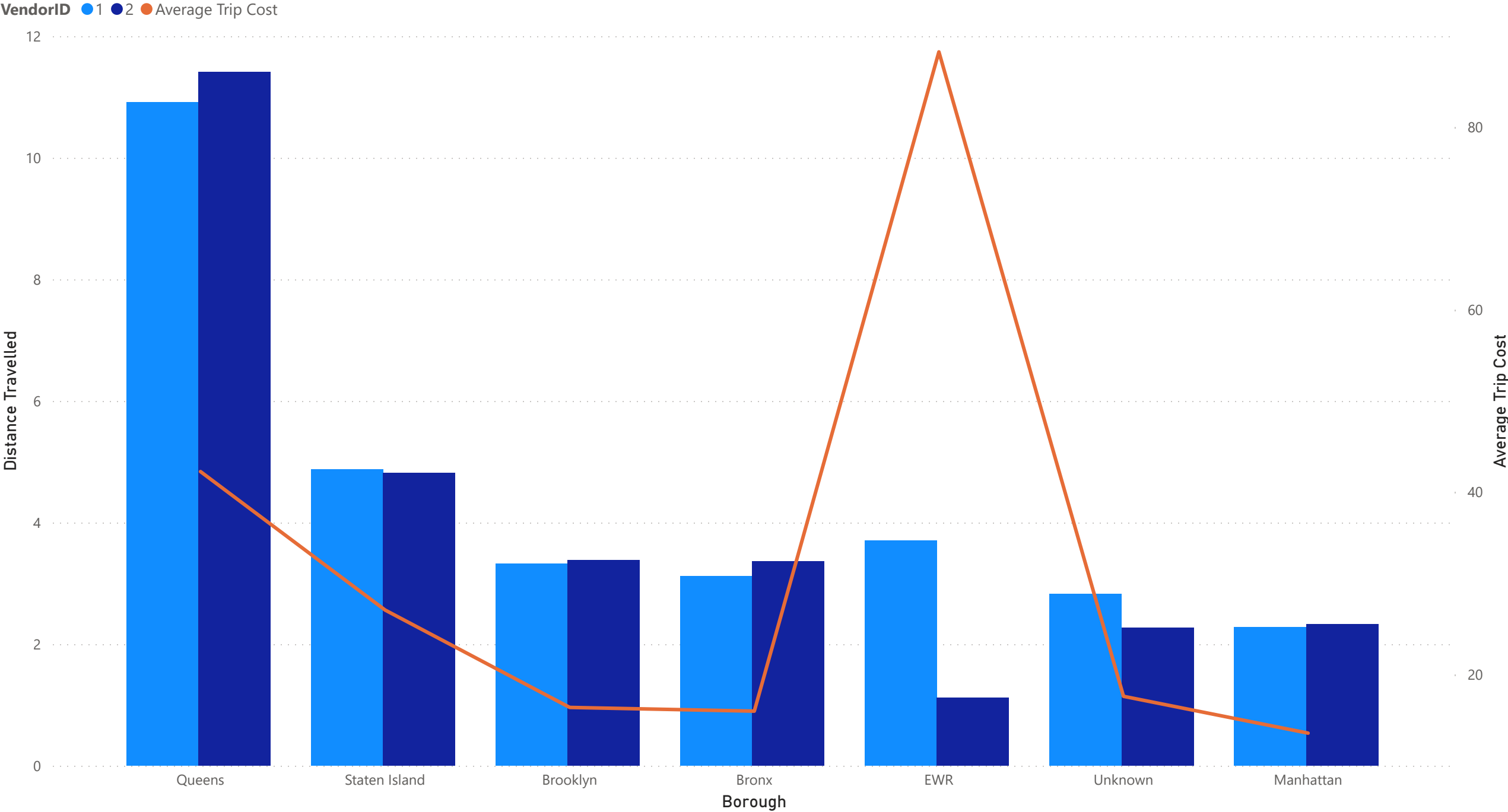
Total Count of Taxi Trips by Payment Type



Overall Trip Cost and Average Trip Cost by Borough and VendorID



Distance Travelled and Average Trip Cost by Borough and VendorID



When...

Zone is Newark Airport

72.76

57.82

42.74

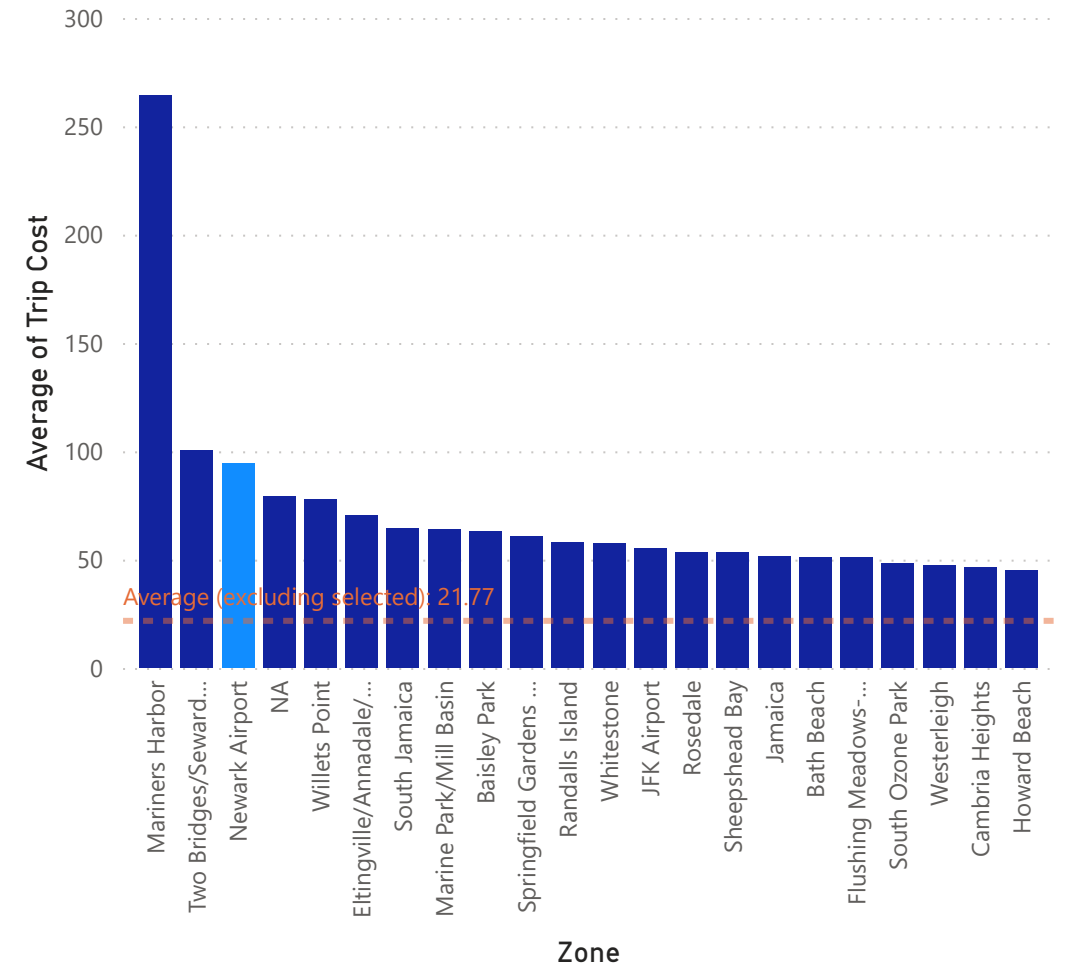
41.36

39.02

36.17

33.36

29.92

☐ Only show values that are influencers

Overall Trends:

- 1) Generally, Vendor 2 has higher market share vs Vendor 1
- 2) Both vendors experience a dip in number of trips at 0500hrs and the peak at around 1800hrs.

Payment and Rate Type:

- 1) Both vendors have higher proportion of Credit card users vs Cash
- 2) However, Vendor 1 seems to have a higher proportion of 'No Charge' and 'Disputes' which indicates inefficiencies. Furthermore, the cost of trips for these 2 payment types are relatively higher
- 3) Standard rates are expectedly the highest proportion of trips
- 4) Average costs of trips are higher for the 3 airports with Newark Airport followed by Westchester and JFK.
- 5) Trip costs for Vendor 2 for the airports rates are higher compared to Vendor 1.

Trip Details 1:

- 1) Vendor 2 has a higher proportion of multiple passengers compared to Vendor 1
- 2) Vendor 1's multiple passengers tend to travel further compared to vendor 2's passengers
- 3) Average cost of Trips for Vendor 1 is higher
- 4) Average distance of the 2 vendors are roughly the same with vendor 2 being slightly higher
- 5) The distance travelled decreases throughout the week (Sunday being the highest while Saturday is the lowest.)
- 6) Average No. of passenger per trip maintained the same for vendor 2 but there was a dip from Wednesday to Friday for vendor 1 (Days 3 to 6)

Trip Details 2:

- 1) As expected, trip costs seem to increase proportionally to distance travelled. However, the graph showed that there are many cases where the trip costs drops and it can be further studied.

Location Details 1:

- 1) Manhattan and Queens boroughs are the most popular with the majority of rides being hailed from there. However, the average trip costs are higher for Bronx, EWR and Staten Island.
- 2) Report can be further drilled down to analyze individual zones.

Location Details 2:

- 1) Distance travelled when picked up from Queens is the highest
- 2) Report can be further drilled down to analyze individual zones.

Key Influences on Trip Prices:

- 1) Exploring the greatest contributors to the cost of the trips