**Behavior:**

1). Most people prefer booking Uber as a business.

2). People use Uber for short trip about **1-50 miles**, average about **11 miles**.

3). Most people taking Uber after **8 am and especially at 1 pm** and the least hour is 2 am (because for business rather than personal)

Business **647**

Personal 6

* These insights can help you should run adds during these hours and especially during peak usage hours

4). Mostly the purpose of the trip is **meeting** and **meal/entertain**.

🡪Uber prior customers who book Uber for Meeting, Meal/Entertain by discounting

5). Friday has the highest number of Trips.

6). December has the most trips. Should determine what is the reason why there are so few user in August and October?

7) Average time per trip is about 23 minutes.  
Meadian is about 18 minutes. In this case, you should consider meadian rather than mean because there are some outliers.

The longest is 5 hour 30 minutes (I checked this trip , there is no problem just because it’s very far about 310 miles)

The shortest is 2 minutes.

**Insights And Actions:**

1. Most people prefer booking Uber as a business:

* Insight: Targeting business customers with tailored services and advertising could be beneficial.
* Action: Develop marketing campaigns specifically aimed at businesses, offering exclusive perks or corporate packages.

1. People use Uber for short trips about 1-50 miles, with an average of about 11 miles:

* Insight: Uber is commonly used for short-distance travel, highlighting its convenience and cost-effectiveness.
* Action: Promote the benefits of quick and affordable transportation for short trips in marketing materials to attract more users.

1. Most people take Uber rides after 8 am, especially at 1 pm, and the least busy hour is 2 am:

* Insight: There are specific peak usage hours for Uber, indicating potential opportunities for targeted promotions.
* Action: Increase advertising efforts during peak usage hours, offer time-sensitive promotions, and ensure sufficient driver availability during busy periods.

1. The most common trip purposes for Uber are meetings and meals/entertainment:

* Insight: Meeting the transportation needs of customers attending meetings or dining/entertainment events is crucial.
* Action: Create tailored offers or loyalty programs for customers booking Uber rides for these purposes, such as discounted rates or special event packages.

1. Friday has the highest number of trips:

* Insight: Fridays are the busiest days for Uber trips.
* Action: Allocate additional resources, such as drivers or support staff, to ensure optimal service quality and reliability on Fridays. Launch promotions targeting Friday riders.

1. December has the most trips, while August and October have fewer users:

* Insight: Understanding the lower user engagement in August and October can help improve service during these months.
* Action: Investigate the reasons behind lower usage, such as seasonal factors or competition, and develop targeted campaigns or incentives to increase user engagement during these periods.

1. The average trip duration is about 23 minutes, with a median of about 18 minutes:

* Insight: There is variation in Uber trip durations, with some outliers affecting the mean calculation.
* Action: Consider using the median as a more representative measure of trip duration. Analyze longer and shorter trips to identify any anomalies and ensure accurate data analysis.