**Some insights:**

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.