**Uber Ride Analysis and Dynamic Dashboard 🚖📊**

Welcome to my **Uber Ride Analysis Project**! This repository showcases a dynamic and interactive dashboard built using **Power BI**, with comprehensive insights into Uber's ride data for July 2024. The project aims to provide a deep understanding of ride trends, customer behavior, cancellations, revenue streams, and vehicle performance. The dataset and queries used to develop this dashboard are included for better understanding and reproducibility.

**🎯 Project Highlights**

 **Dynamic Dashboard**: An intuitive and user-friendly dashboard with multiple interactive filters and drill-downs for granular insights.

 **Key Metrics**:

* Total Bookings: 103,024
* Succeeded Bookings: 63,967
* Canceled Bookings: 28,933
* Total Booking Value: $35M
* **Cancellation Analysis**: A breakdown of ride cancellations by both customers and drivers, identifying reasons such as driver unavailability, customer plans changes, and more.
* **Revenue Insights**: Revenue distribution across payment methods (Cash, UPI, Credit/Debit Cards) and analysis of top customers contributing to revenue.
* **Vehicle Performance**: Booking values, success rates, and distances traveled for various vehicle types, including Prime Sedan, SUV, Auto, Bike, and E-Bike.
* **Customer & Driver Ratings**: Insights into average ratings for each vehicle type from both customers and drivers.
* **Trends Visualization**: Time-series analysis of ride volume, helping to track booking trends throughout the month.

**🛠️ Tools and Technologies**

* **Power BI**: Used to design and develop the interactive dashboard.
* **SQL**: For data extraction, transformation, and loading (ETL) to ensure accurate and meaningful insights.
* **Excel**: For data cleaning and preprocessing.

**📸 Visualizations**

The repository includes snapshots of:

1. **Overall Summary**
2. **Revenue Trends**
3. **Cancellation Analysis**
4. **Customer & Driver Ratings**
5. **Vehicle Performance Metrics**

**📝 Files Included**

* **Uber Ride Analysis Power BI Template (.pbit)**: The dynamic Power BI dashboard template.
* **SQL Queries (.sql)**: Queries used for data extraction and transformation.
* **Dataset (.xlsx)**: Contains the raw booking data for analysis.
* **Screenshots**: Includes key visualizations for a quick preview.

**🔍 Insights and Learnings**

This project has significantly helped me hone my skills in:

* Data visualization using Power BI.
* SQL query optimization for complex datasets.
* Analyzing business metrics to derive actionable insights.
* Enhancing user experience with intuitive dashboard design.