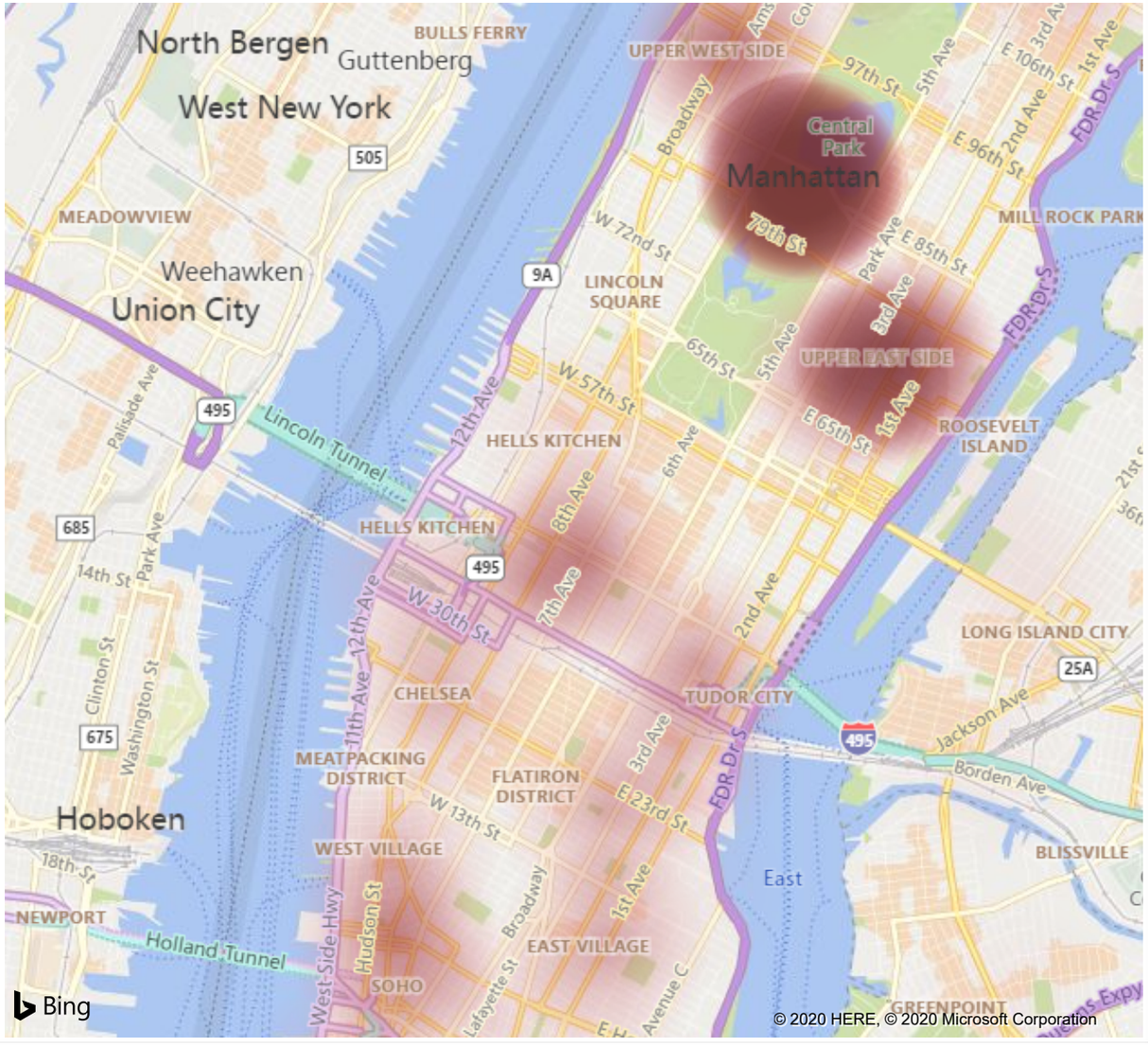
Year: 2019 | Month: January | Borough: All

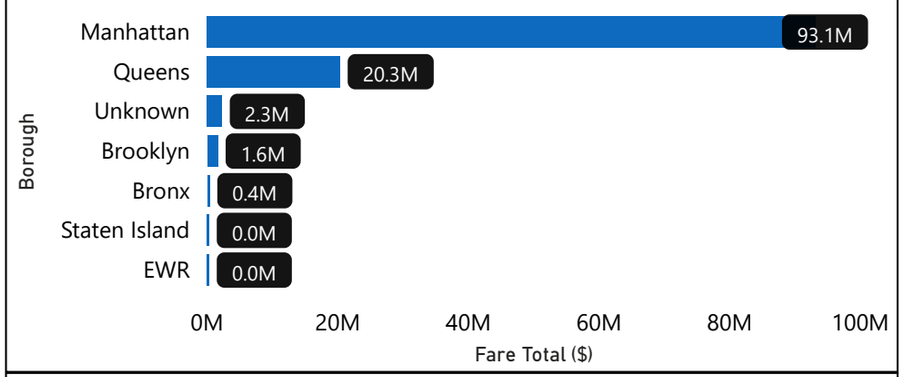
# Yellow Cab January 2019 Report

NYC TAXI

## Heat Map of Pick up Zones by Trip Counts




## Total Fares by Borough




| Rate Code | Rides | Miles (Avg) | Fare (Avg) | $/Mile (Avg) | $/Hour (Avg) |
|---|---|---|---|---|---|
| **Standard Rate** | **7,381,230** | **2.4** | **14.1** | **6.2** | **78.8** |
| Manhattan | 6,818,153 | 2.1 | 13.0 | 6.3 | 78.1 |
| Queens | 327,333 | 9.3 | 36.8 | 3.8 | 92.8 |
| Unknown | 148,054 | 2.3 | 13.7 | 6.3 | 79.1 |
| Brooklyn | 76,256 | 4.0 | 18.3 | 5.4 | 77.3 |
| Bronx | 11,198 | 6.0 | 23.6 | 5.4 | 75.6 |
| Staten Island | 224 | 13.8 | 47.6 | 4.5 | 169.0 |
| EWR | 12 | 9.7 | 44.0 | 4.5 | 362.0 |
| **JFK Airport** | **156,163** | **17.6** | **66.6** | **16.4** | **160.7** |
| Queens | 110,035 | 18.0 | 66.7 | 7.7 | 134.2 |
| Manhattan | 43,240 | 16.7 | 66.2 | 36.9 | 222.7 |
| Unknown | 2,545 | 17.4 | 66.1 | 29.2 | 203.3 |
| Brooklyn | 313 | 7.7 | 73.6 | 80.6 | 502.9 |
| Bronx | 30 | 8.0 | 61.3 | 327.2 | 809.4 |
| **Negotiated Fare** | **37,642** | **11.5** | **49.7** | **38.0** | **231.9** |
| Manhattan | 19,415 | 10.5 | 46.2 | 36.7 | 183.3 |
| Queens | 8,087 | 15.4 | 70.0 | 32.8 | 233.7 |
| Brooklyn | 6,382 | 10.3 | 34.8 | 14.5 | 90.8 |
| **Total** | **7,590,921** | **2.8** | **15.5** | **6.5** | **81.4** |

### Total Mileage
21.4M
Goal: 21.0M (+2.11%)

### Revenue ($)
117.8M
Goal: 115.0M (+2.42%)

### Total Trips
7.6M
Goal: 8.0M (-5.11%)

### Income Rate ($/hr)
81.4
Goal: 80.0 (+1.76%)

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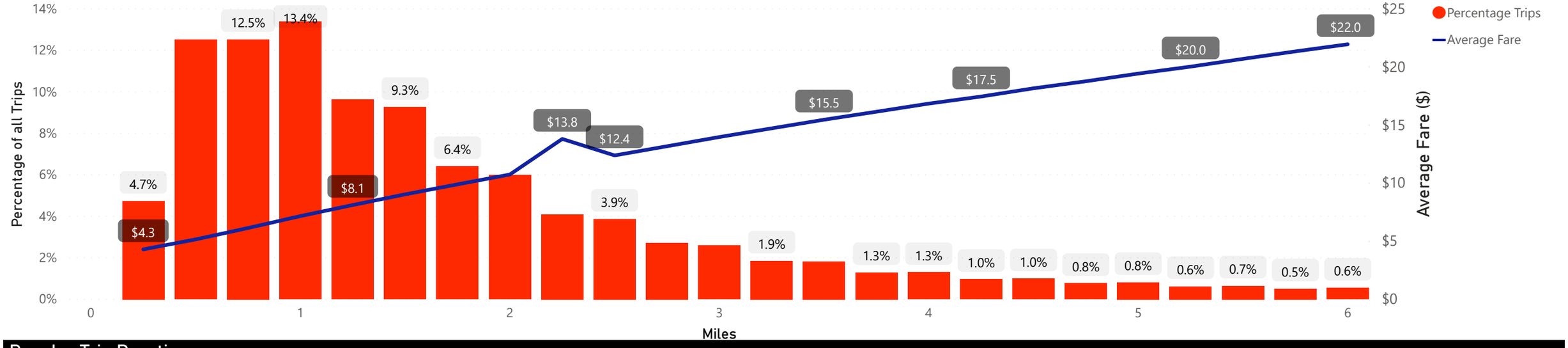
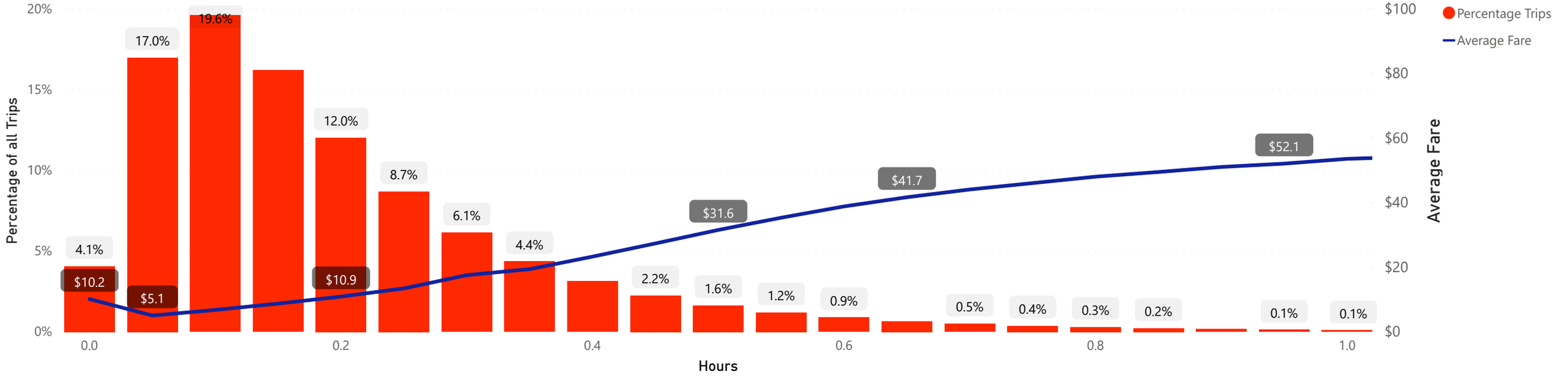
## Popular Trip Distances




## Popular Trip Duration



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# Yellow Cab January 2019 Report

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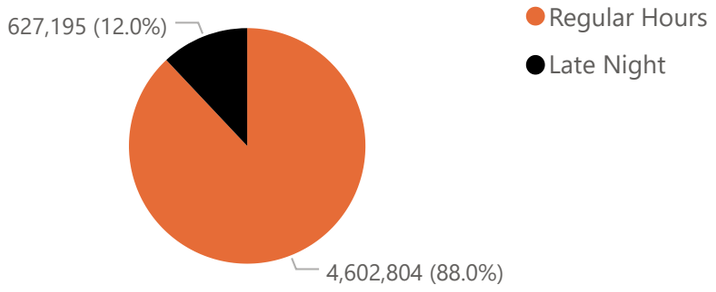
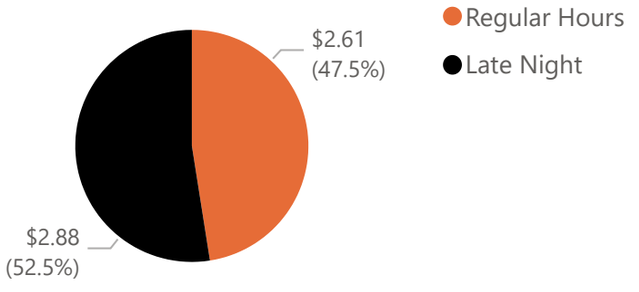
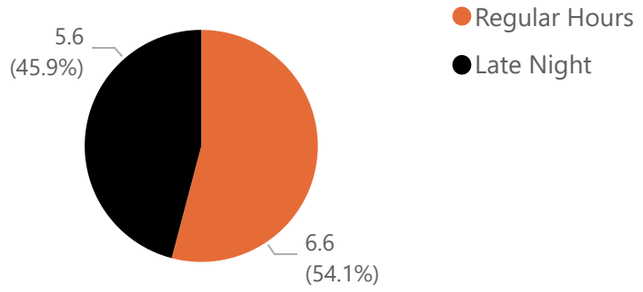
## Total Trips by Ride Time



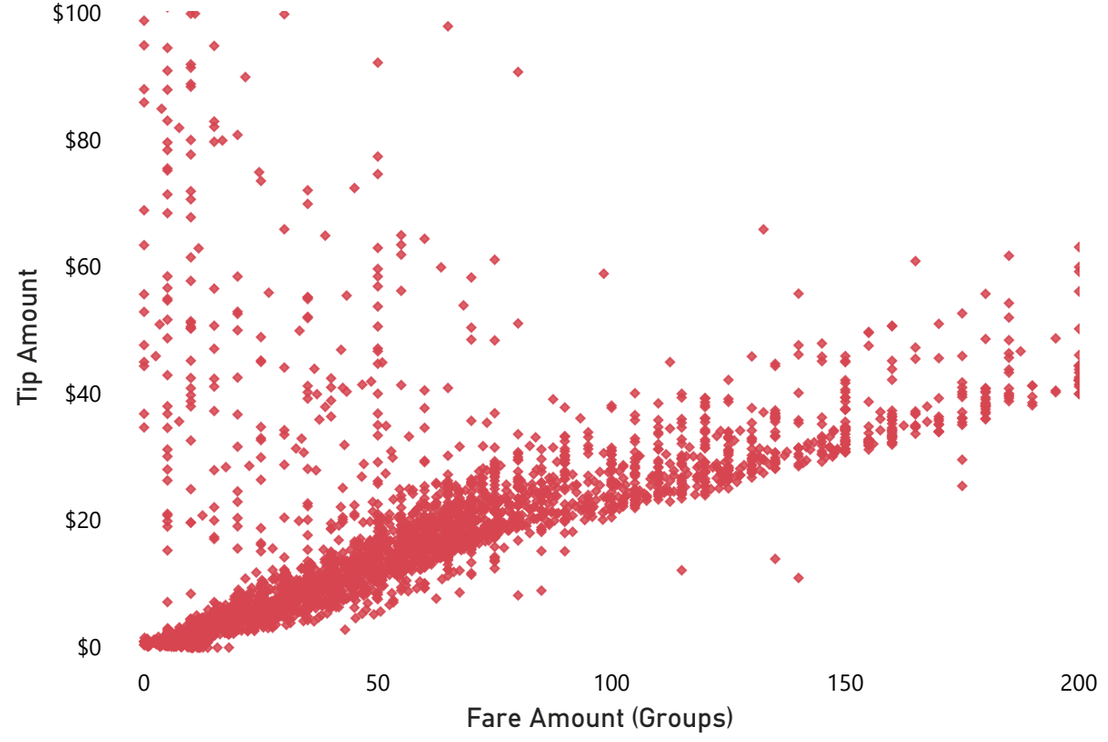

## Average Tip by Ride Time ($)



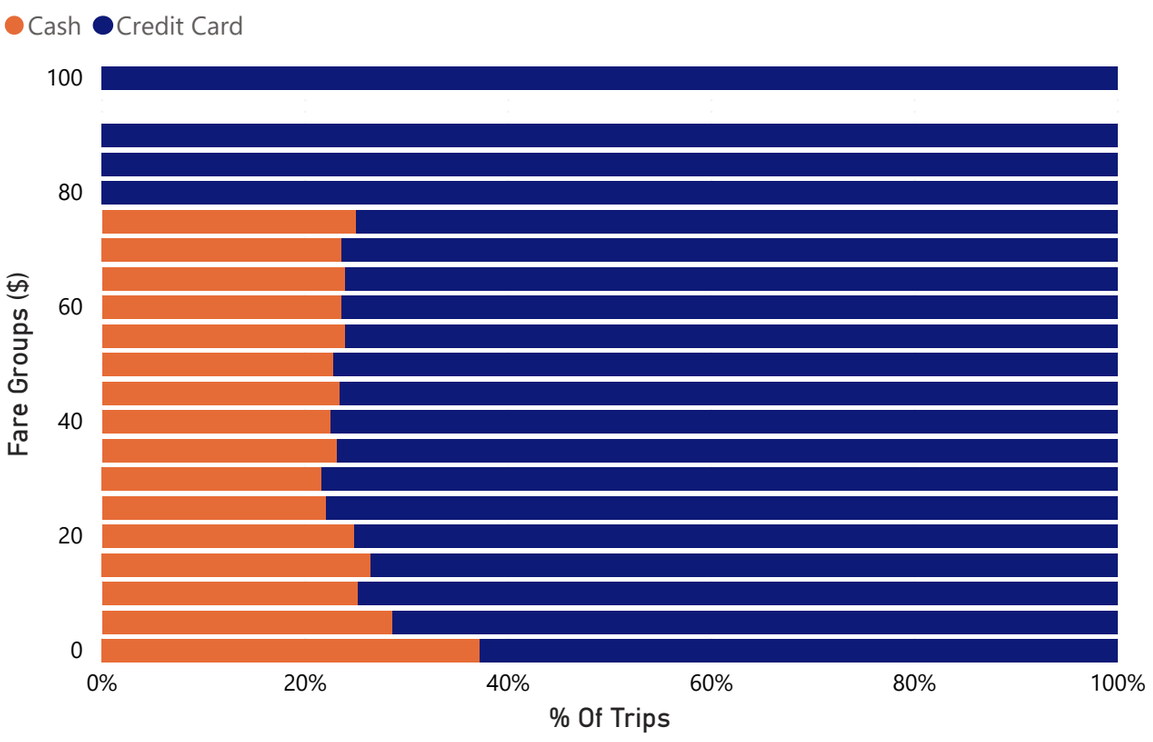

## Average Rate ($/Mile) by Ride Time




## Tip Amount vs Fare Amount (Groups)




## Payment Preference (% of Trips) by Fare Groups



**About:** This is an interactive report I created using publicly available data on Power BI Desktop. This PDF is a direct export from the software. The report displays January 2019 insights for the NYC Taxi company.

**Further Information:**

- Data Source: https://www1.nyc.gov/site/tlc/about/tlc-trip-record-data.page

- Calculated columns, measures, interactive filtering, drill throughs are all used.

- 1st page: The most popular borough appears to be Manhattan which generates the greatest revenue. This can be explained by the fact that it is the metropolitan hub of New York. The high number of passengers combined with the short distances in the downtown core explains the substantial revenue that is generated.

- 2nd page: There is a linear relationship between the fare amount and mileage in comparison to hours traveled.
  - The Majority of the rides are less than 2 miles in distance and 0.5 Hours (30 mins) in duration.

- 3rd page: The average rate is higher during regular hours (6 am-11pm) possibly due to congestion/rush time surcharges incurred.
  - About 25% of customers prefer to pay in cash, up to approximately 80$. From there on, customers pay in cash.
  - General tip trends can be forecasted by using the scatter plot.

- Dynamic Filter for the Title (Changes based on the filter)

```
1 Title (Filter Measure) = CONCATENATE("Yellow Cab " , Format(MIN('yellow_tripdata_2019-01'[tpep_pickup_datetime].[Date]),"MMMM yyyy Report"))
```