**📝 Project Description**

The **Uber Analytics Dashboard** was created in **Power BI** to visualize key business metrics for a ride-hailing company.  
It includes **4 interactive pages** with detailed charts, KPIs, and slicers to analyze bookings, customers, vehicles, and top locations.

**🎯 Objectives**

* Deliver clear insights into overall business performance and user behavior.
* Provide a breakdown of revenue, trip volume, and transport type usage.
* Enable quick filtering and comparison of data across multiple dimensions.

**📂 Report Structure**

1️⃣ **Overview**

* High-level KPIs (bookings, customers, revenue)
* Monthly trends
* Payment methods

2️⃣ **Booking & Customers**

* Trips by time of day
* Customer growth trends (%)
* Average bookings per customer

3️⃣ **Transport Type**

* Vehicle usage distribution
* % of total rides
* Top-3 vehicle types

4️⃣ **Pick Up & Drop Location**

* Top pickup and drop-off points
* Total number of unique locations

**🛠 Tools & Technologies**

* **Power BI Desktop** – data modeling and visualization
* **DAX (Data Analysis Expressions)** – for KPIs, growth %, and calculations
* **Power Query (ETL)** – for data cleaning and transformation

**🌟 Key Features**

* 🔘 Interactive navigation buttons and slicers
* 🎨 Consistent Uber-style color palette
* 📌 Top N visuals (locations, vehicle types)
* 📊 Clean, minimalistic, and actionable design