This project aims at analyzing and investigating factors that affects the business of Uber Trips. The analysis is done over a timeframe of 6 months, observing 4.5 million Trips completed over 64.5 million Service hours and performed by 5 bases in United States of America.

**Time Series Analysis:**

The spikes observed at 7-8 am in the morning and 5 pm onwards in evening shows the higher demand in trips during those time periods.

**Monthly Trip Contributions:**

September month has given out a higher contribution during the 6-month service period.

**Bases and Performers:**

The top three performers of the Base are Weiter LLC, Hinter LLC and Schmecken LLC with Weiter LLC leading with 1.5 million trips during the 6 Month Service Period. This belongs to the 32.2 % of total number of trips during this time period.

**Daily Trip Analysis:**

30th of the month experiences a slight hype in the cab demand while 1st and 31st of the month experiences the lowest demands. Rest of the days are almost at an equal pace with a negligible variation throughout the month.

**Day of Week Trip Analysis:**

Thursdays experiences the greatest number of trips followed by Fridays and Saturdays.

**Geospatial Analysis:**

Majority of bookings are crowded towards the New York side with few spreads over the left side of Long Island, mainly towards Manhattan and Brooklyn side.

April 01 2014 – September 30 2014

Uber Data Analytics

