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# Uber trip analysis Dashboard

This dashboard provides a comprehensive overview of Uber ride activity during the month of June 2024. It is designed to help the user quickly understand trip volume, fare performance, vehicle preferences, and rider behaviors.

Link to dashboard: [https://bit.ly/PowerBi\\_Dashboard\\_Uber](https://bit.ly/PowerBi_Dashboard_Uber)



# Uber trip analysis | Overview



Date

6/1/2024



6/30/2024



City

All



103.7K

Total bookings



\$1.85M

Total value



\$17.82

Average fare



3.36 km

Average trip distance



15.86 min

Average trip time



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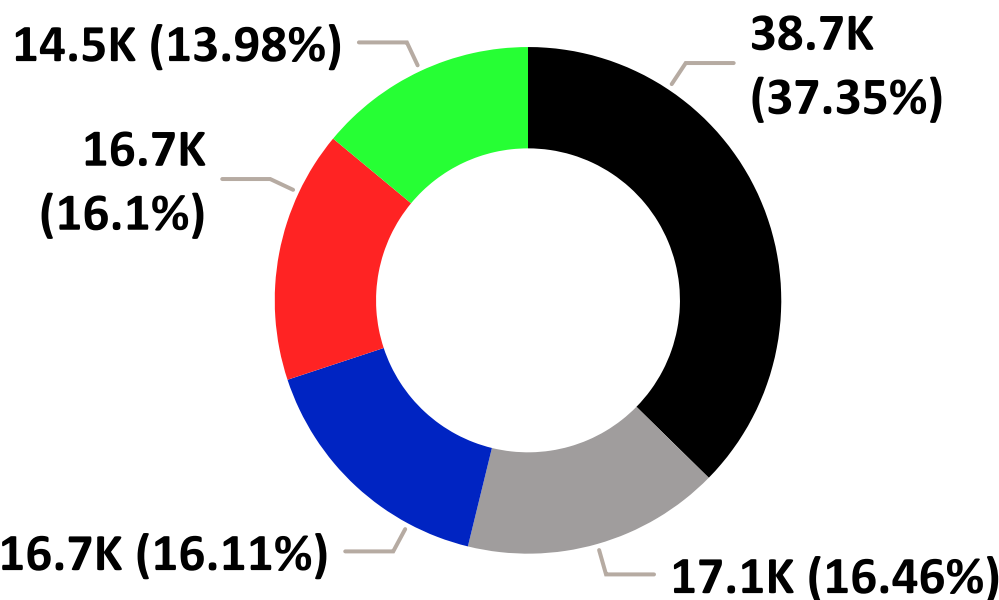
Conclusion

Vehicle

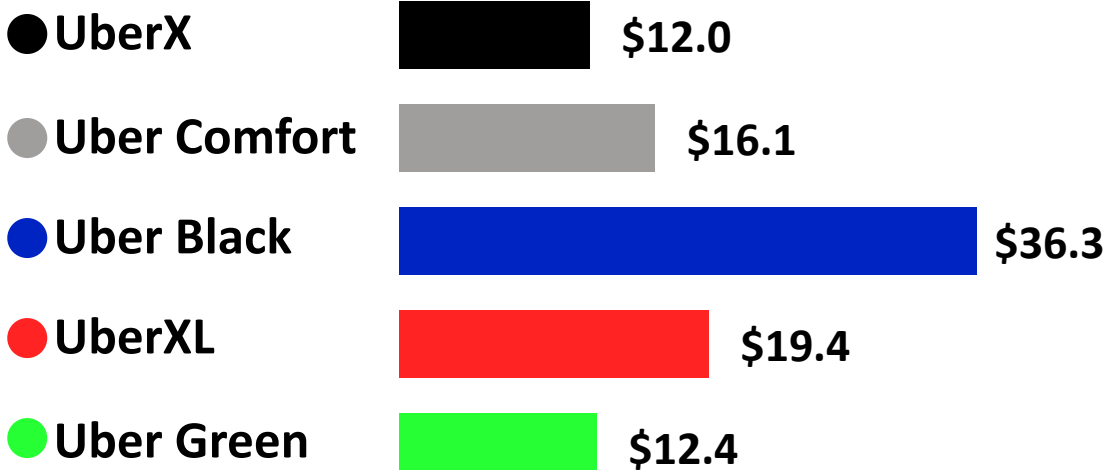
Payment method

Time group

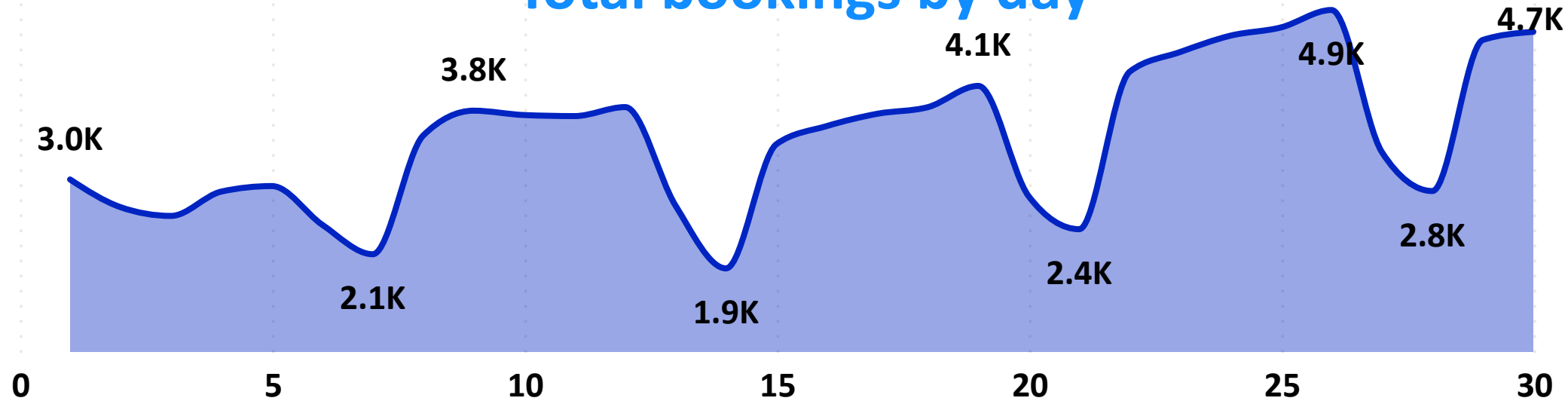
## Bookings distribution



## Average fare value



## Total bookings by day



Most Frequent Pickup Point

Penn Station/Madison Sq West

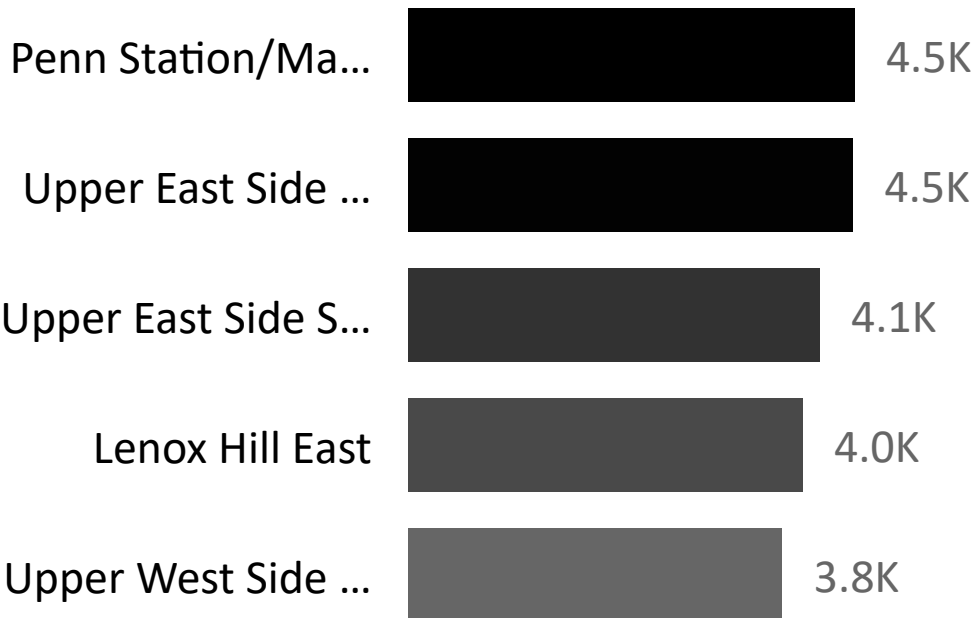
Most Frequent Dropoff Point

Upper East Side North

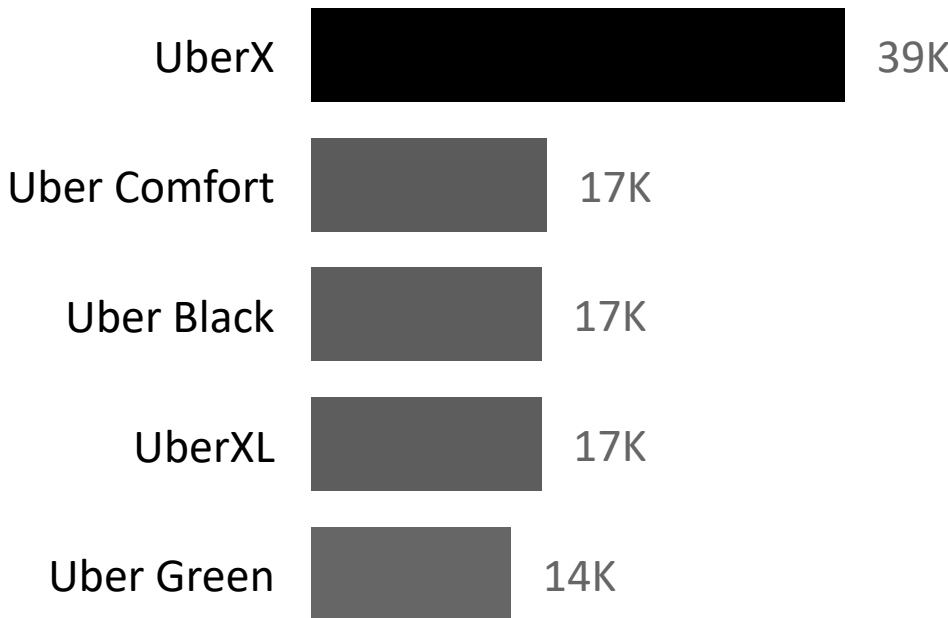
Farthest Trip

Pickup: Lower East Side → Drop-off: Crown Heights North (144.1 km)

## Booking by location



## Preferred Vehicle



## Vehicle type details

Vehicle	Bookings	Value	Average fare	Total distance
UberX	38,744	\$463,773	\$11.97	131,496.1
Uber Comfort	17,078	\$274,489	\$16.07	56,790.3
Uber Black	16,710	\$606,115	\$36.27	56,149.3
UberXL	16,698	\$324,565	\$19.44	55,720.7
Uber Green	14,498	\$179,936	\$12.41	48,777.5
Total	103,728	\$1,848,879	\$17.82	348,933.8



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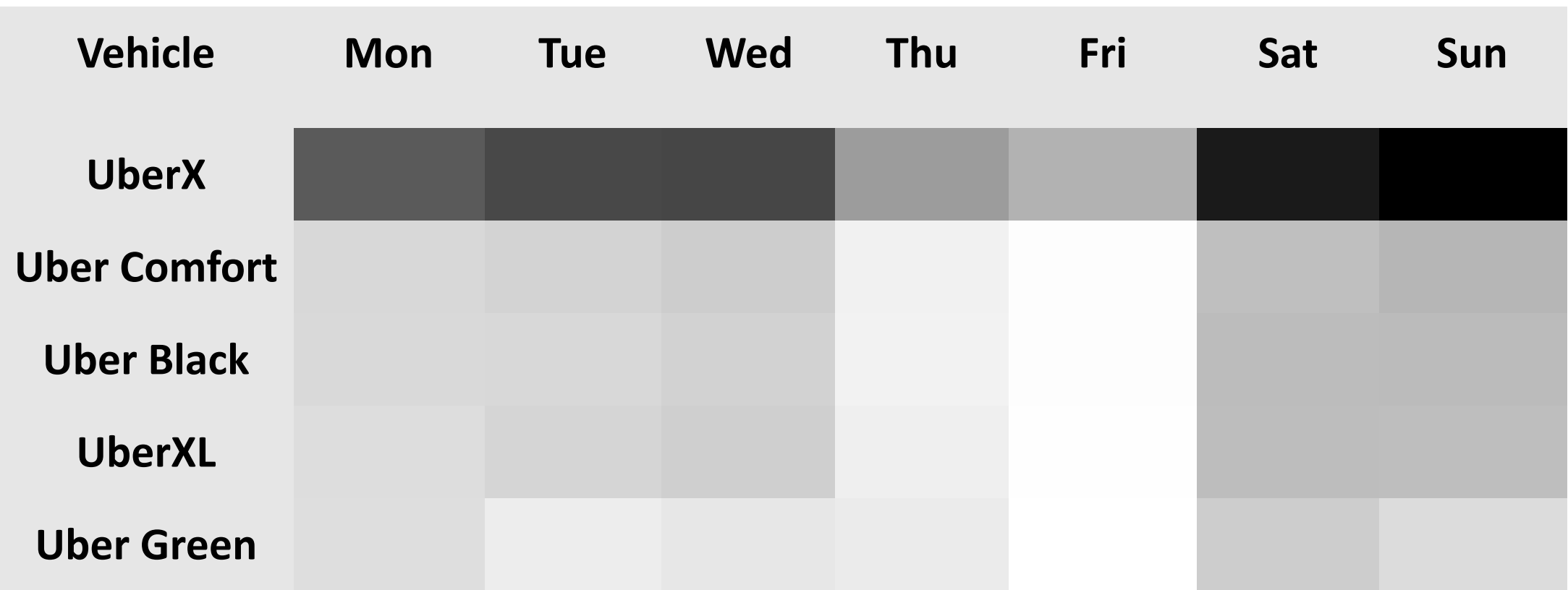
Details

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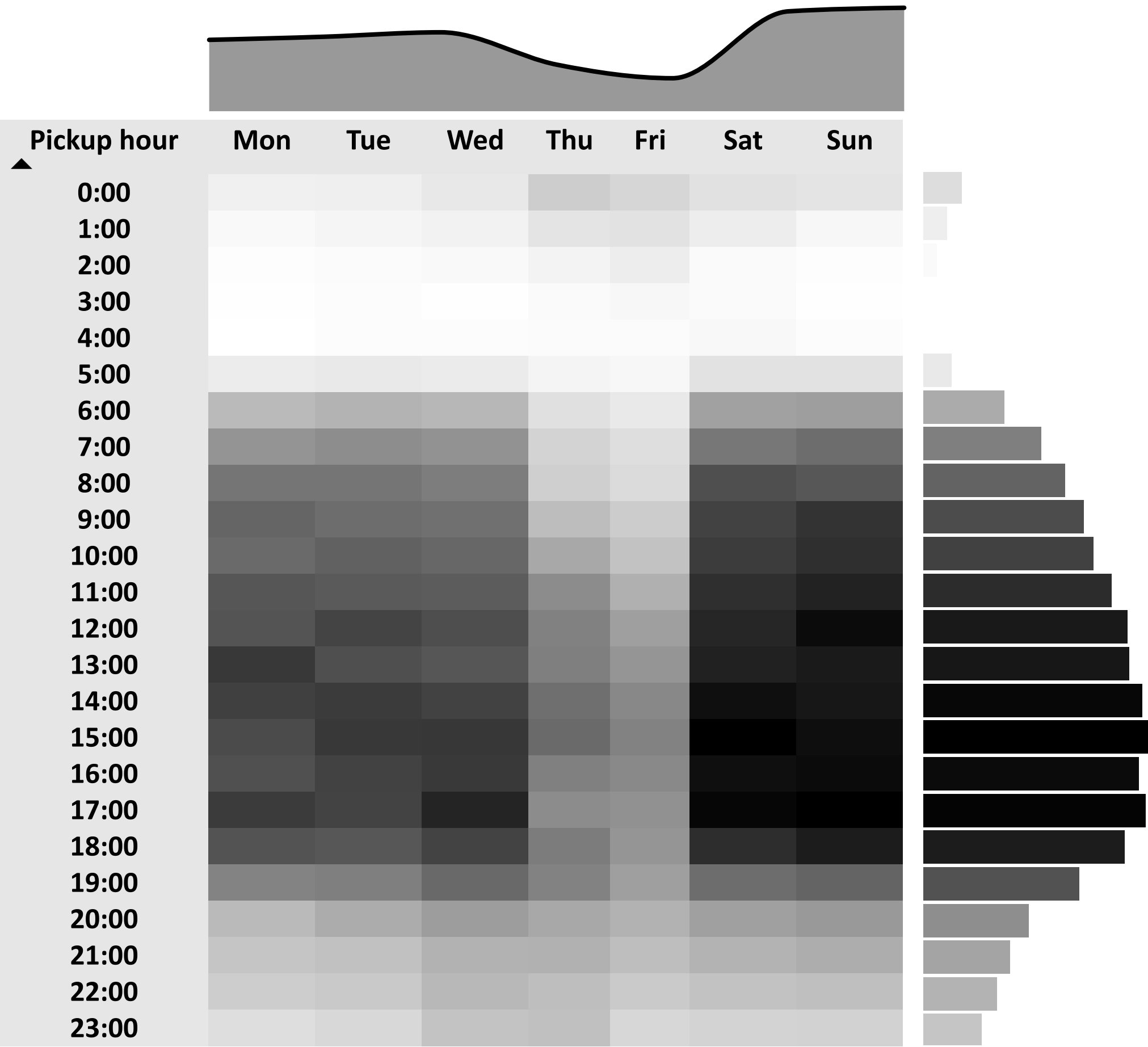
Vehicle

Payment method

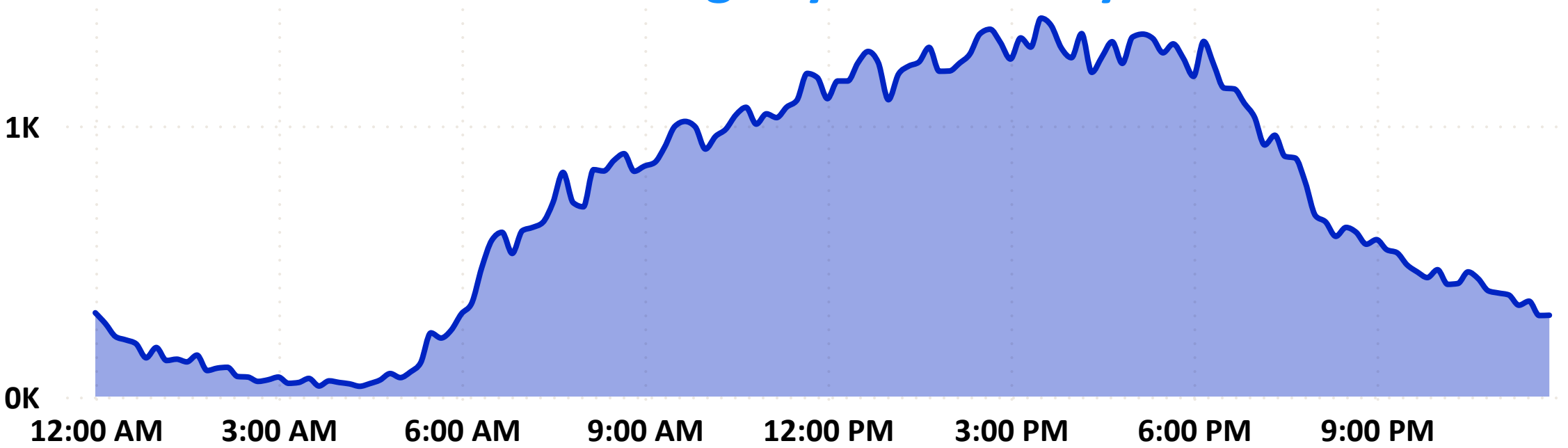
Time group



Bookings by time of day



Bookings by time of day





# Uber trip analysis | Details



Date

6/1/2024



6/30/2024



City

All



Trip ID	Pickup Date	Vehicle	Passenger count	Fare	Surge fee	Total fare	Pickup Location	Dropoff location	Trip distance (km)
1	01/06/24	UberX	1	\$16.4	\$2.0	\$18.4	East Village	Sunnyside	5.6
2	01/06/24	Uber Black	1	\$29.3	\$0.0	\$29.3	Lincoln Square East	Penn Station/Madison Sq West	1.7
3	01/06/24	Uber Black	1	\$34.3	\$0.0	\$34.3	Sutton Place/Turtle Bay North	Upper West Side North	3.4
4	01/06/24	UberX	1	\$5.9	\$0.0	\$5.9	Prospect-Lefferts Gardens	Brownsville	1.8
5	01/06/24	Uber Black	1	\$29.3	\$0.0	\$29.3	Garment District	Kips Bay	1.9
6	01/06/24	UberX	6	\$10.9	\$0.0	\$10.9	Central Harlem	Lincoln Square West	3.3
7	01/06/24	UberX	2	\$5.4	\$0.0	\$5.4	Lincoln Square East	Lenox Hill West	2.1
8	01/06/24	Uber Comfort	2	\$13.7	\$0.0	\$13.7	Clinton East	East Harlem South	3.5
9	01/06/24	Uber Green	1	\$3.0	\$0.0	\$3.0	Clinton East	West Chelsea/Hudson Yards	1.1
10	01/06/24	UberX	2	\$5.9	\$2.6	\$8.5	Lenox Hill East	Times Sq/Theatre District	1.9
11	01/06/24	UberXL	1	\$26.5	\$6.5	\$33.0	Clinton East	Central Harlem North	6.7
12	01/06/24	Uber Comfort	2	\$37.7	\$0.0	\$37.7	Kips Bay	Parkchester	13.1
13	01/06/24	Uber Green	1	\$34.5	\$0.0	\$34.5	JFK Airport	Prospect Heights	12.6
14	01/06/24	UberXL	1	\$10.0	\$0.0	\$10.0	Clinton East	Lincoln Square East	1.1
15	01/06/24	UberX	1	\$23.9	\$0.0	\$23.9	Morningside Heights	Lower East Side	9.0
16	01/06/24	Uber Black	1	\$29.3	\$2.4	\$31.7	Kips Bay	Lenox Hill East	2.1
17	01/06/24	UberXL	1	\$16.5	\$1.0	\$17.5	Midtown North	East Village	3.0
18	01/06/24	Uber Comfort	1	\$12.7	\$3.1	\$15.8	Greenwich Village South	Seaport	3.1
19	01/06/24	UberXL	1	\$23.5	\$2.3	\$25.8	East Williamsburg	Murray Hill	5.6
20	01/06/24	Uber Green	1	\$4.0	\$2.1	\$6.1	Clinton East	Union Sq	1.5
21	01/06/24	Uber Comfort	1	\$9.7	\$0.0	\$9.7	Fort Greene	Prospect Heights	1.7
Total			146,478	\$1,643,497.6	\$205,381.4	\$1,848,879.0	348,933.8		

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Vehicle

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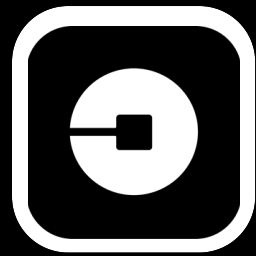


Payment method

All







# Conclusion

1. The platform recorded 103.7K bookings in June 2024, generating a total fare value of **\$1.85M**, with **UberX** and **Uber Comfort** accounting for the majority of trips.
2. The **average fare (\$17.82)** and **trip distance (3.36 km)** suggest short urban rides dominate usage, indicating an opportunity to optimize pricing and incentives for high-volume areas.
3. Most bookings occur between **8:00 AM and 8:00 PM in the weekends**, with noticeable peaks during commute hours—highlighting the importance of **time-based demand planning** and price control to increase revenue.
4. A few zones like **Penn Station** and **Upper East Side** account for a large share of trips, suggesting potential for **location-based promotions** and resource reallocation to manage peak loads more efficiently.