# 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

# Uber trip analysis | Overview

**Date:** 6/1/2024

**City:** All

| Metric | Value |
|---|---|
| Total bookings | 103.7K |
| Total value | $1.85M |
| Average fare | $17.82 |
| Average trip distance | 3.36 km |
| Average trip time | 15.86 min |

**Vehicle** | **Payment method** | **Time group**

## Bookings distribution

- 38.7K (37.35%)
- 14.5K (13.98%)
- 16.7K (16.1%)
- 16.7K (16.11%)
- 17.1K (16.46%)

## Average fare value

| Vehicle | Average fare |
|---|---|
| UberX | $12.0 |
| Uber Comfort | $16.1 |
| Uber Black | $36.3 |
| UberXL | $19.4 |
| Uber Green | $12.4 |
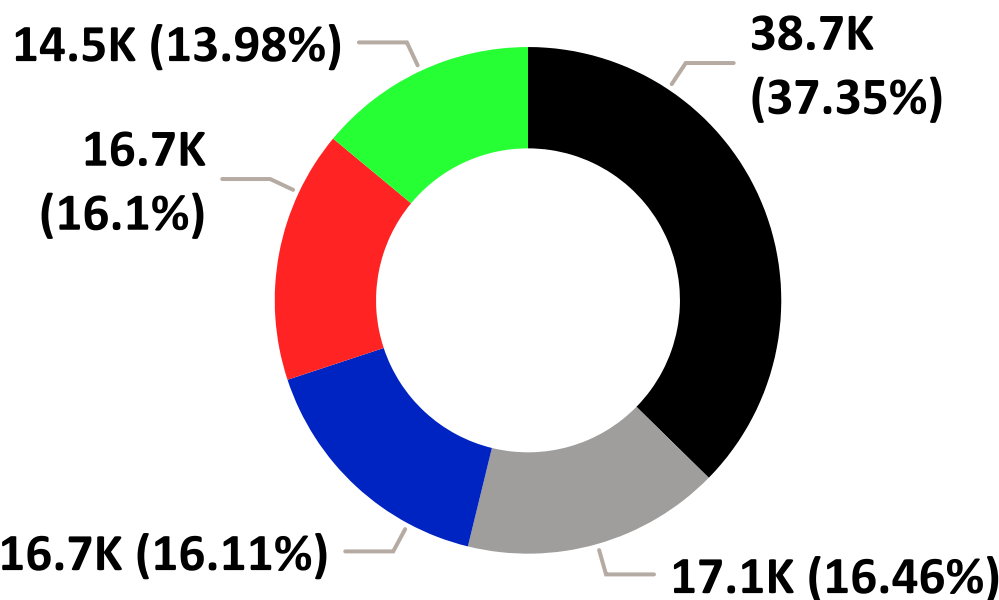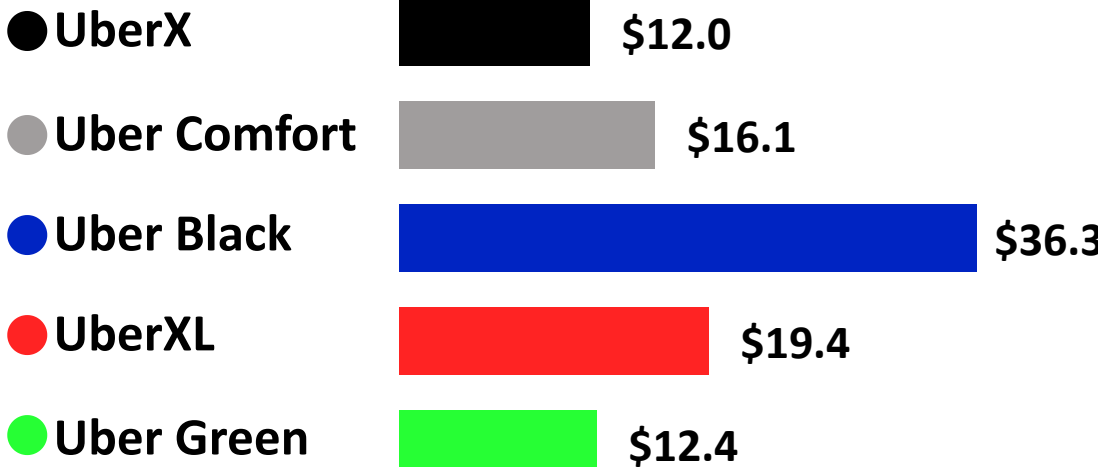
## Total bookings by day

3.0K, 2.1K, 3.8K, 1.9K, 4.1K, 2.4K, 4.9K, 2.8K, 4.7K

(Axis: 0, 5, 10, 15, 20, 25, 30)
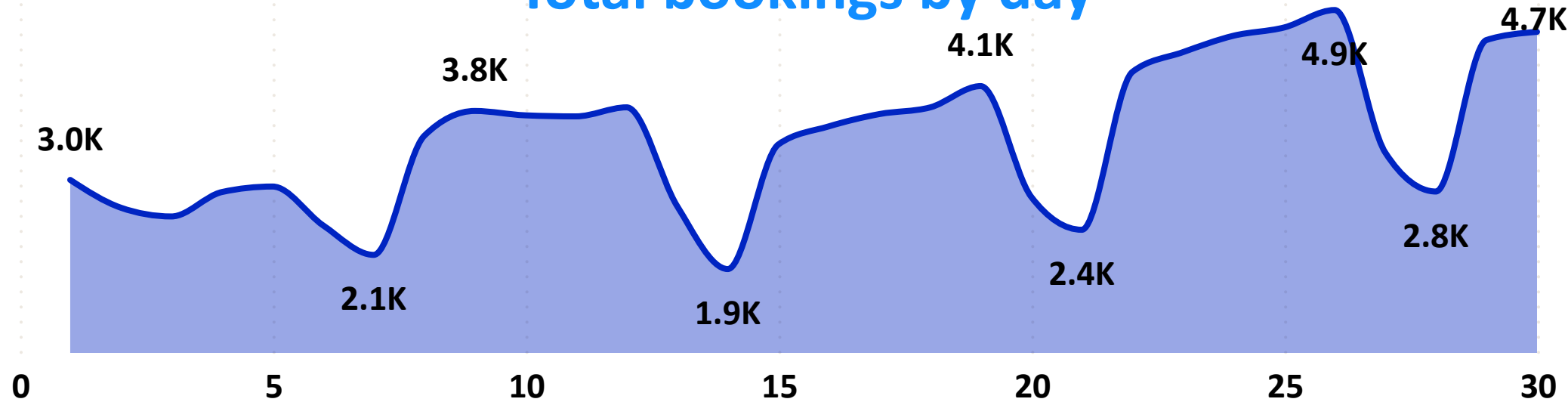
**Most Frequent Pickup Point:** Penn Station/Madison Sq West

**Most Frequent Dropoff Point:** Upper East Side North

**Farthest Trip:** Pickup: Lower East Side → Drop-off: Crown Heights North (144.1 km)
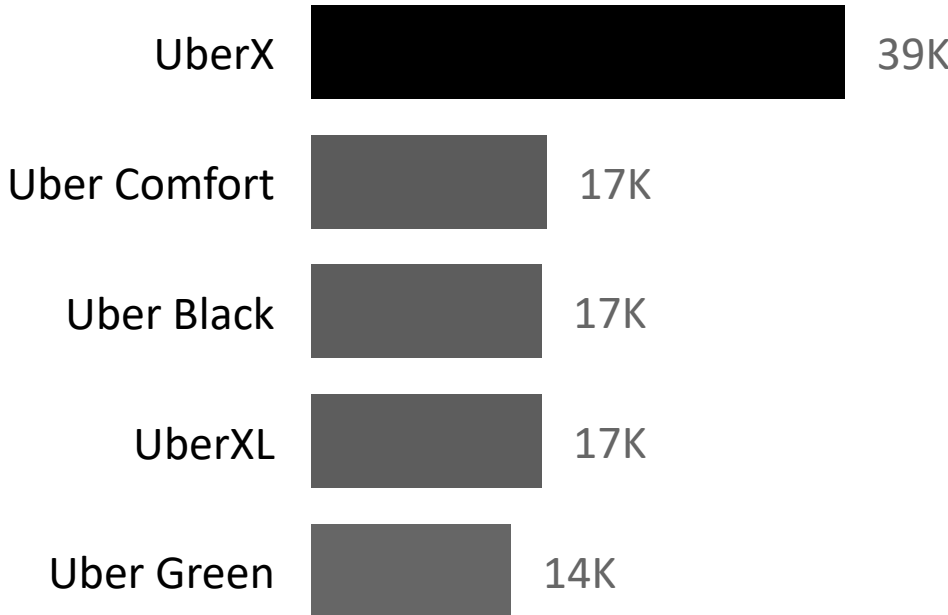
## Vehicle type details

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

## Booking by location

| Location | Bookings |
|---|---|
| Penn Station/Ma... | 4.5K |
| Upper East Side ... | 4.5K |
| Upper East Side S... | 4.1K |
| Lenox Hill East | 4.0K |
| Upper West Side ... | 3.8K |

## Preferred Vehicle

| Vehicle | Bookings |
|---|---|
| UberX | 39K |
| Uber Comfort | 17K |
| Uber Black | 17K |
| UberXL | 17K |
| Uber Green | 14K |

By voanhduy1710

# Uber trip analysis | Time analysis

Date
6/1/2024

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

Vehicle
All

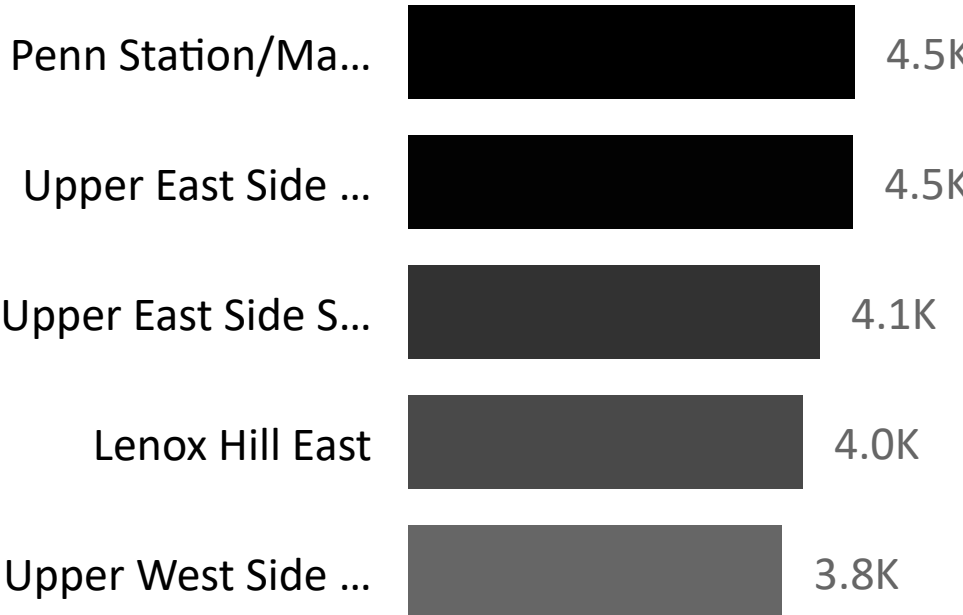Payment method
All

| Vehicle | Payment method | Time group |

| Vehicle | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---|---|---|---|---|---|---|---|
| UberX | | | | | | | |
| Uber Comfort | | | | | | | |
| Uber Black | | | | | | | |
| UberXL | | | | | | | |
| Uber Green | | | | | | | |

## Bookings by time of day

| Pickup hour | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---|---|---|---|---|---|---|---|
| 0:00 | | | | | | | |
| 1:00 | | | | | | | |
| 2:00 | | | | | | | |
| 3:00 | | | | | | | |
| 4:00 | | | | | | | |
| 5:00 | | | | | | | |
| 6:00 | | | | | | | |
| 7:00 | | | | | | | |
| 8:00 | | | | | | | |
| 9:00 | | | | | | | |
| 10:00 | | | | | | | |
| 11:00 | | | | | | | |
| 12:00 | | | | | | | |
| 13:00 | | | | | | | |
| 14:00 | | | | | | | |
| 15:00 | | | | | | | |
| 16:00 | | | | | | | |
| 17:00 | | | | | | | |
| 18:00 | | | | | | | |
| 19:00 | | | | | | | |
| 20:00 | | | | | | | |
| 21:00 | | | | | | | |
| 22:00 | | | | | | | |
| 23:00 | | | | | | | |

## Bookings by time of day

1K

0K

12:00 AM   3:00 AM   6:00 AM   9:00 AM   12:00 PM   3:00 PM   6:00 PM   9:00 PM

By voanhduy1710
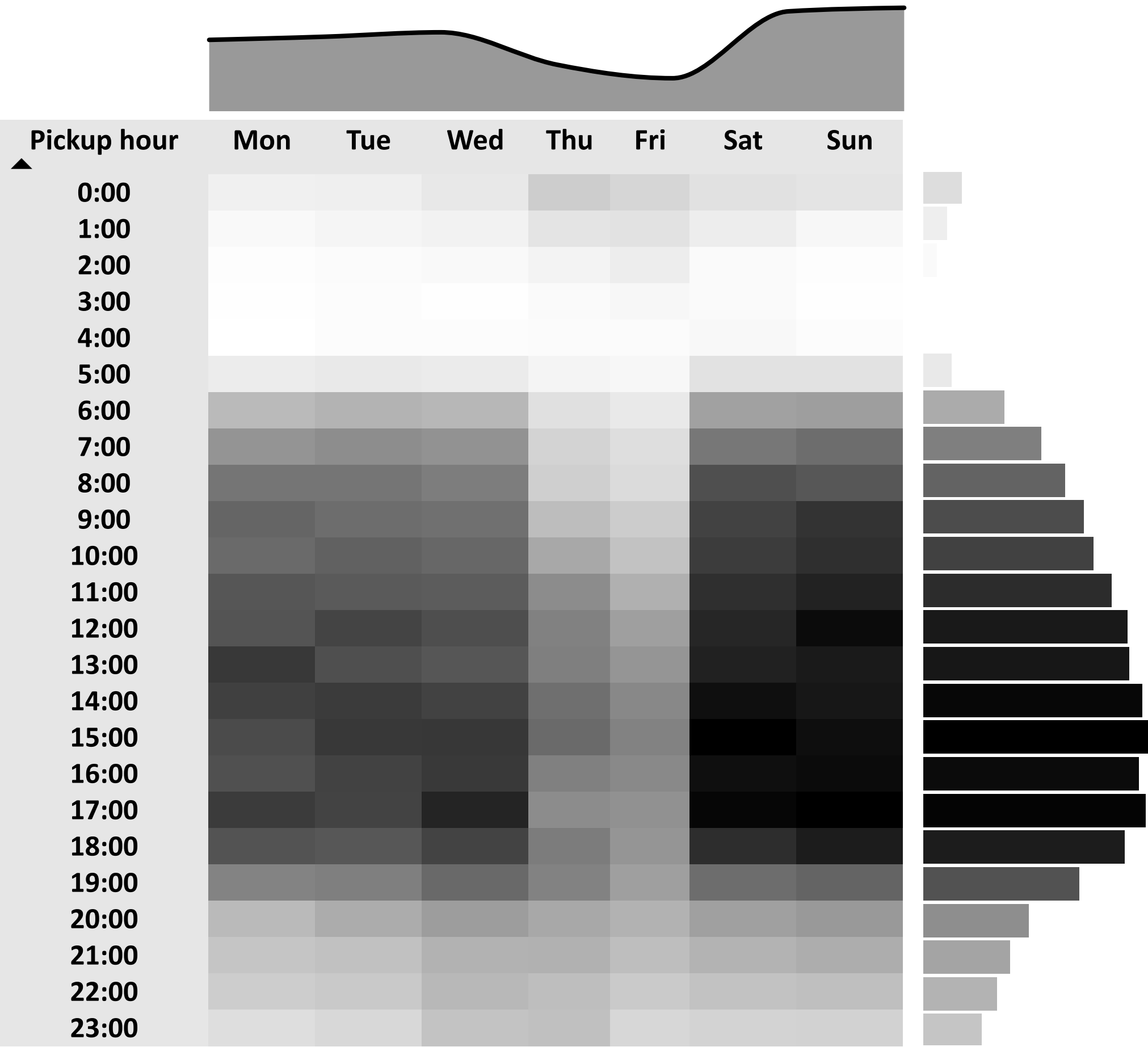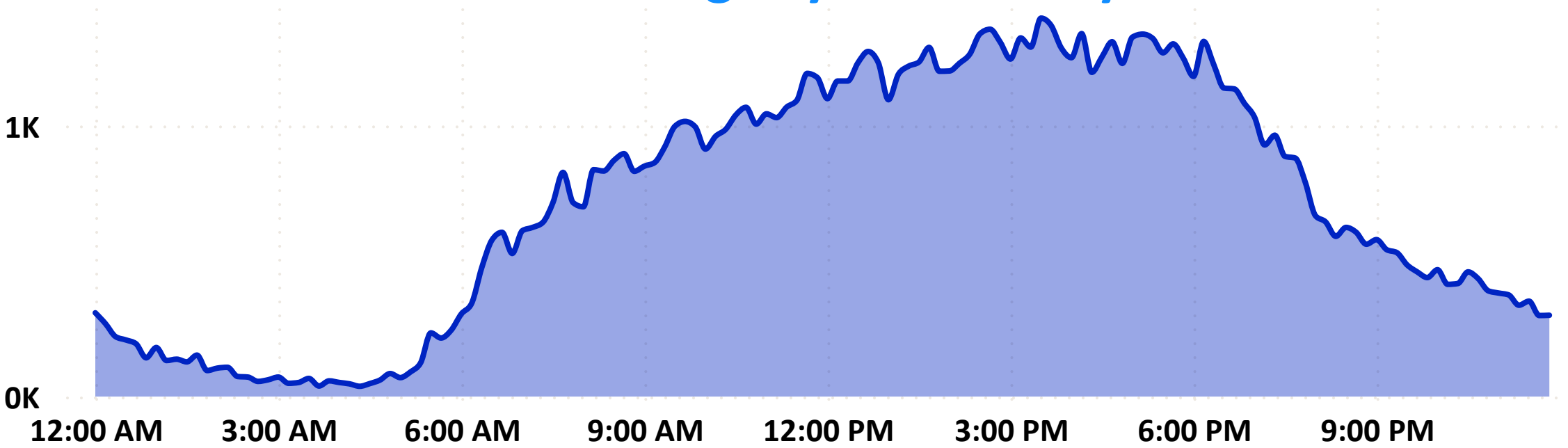
# Uber trip analysis | Details

| Trip ID | Pickup Date | Vehicle | Passenger count | Fare | Surge fee | Total fare | Pickup Location | Dropoff location | Trip distance (km) |
|---|---|---|---|---|---|---|---|---|---|
| 14618 | 05/06/24 | UberX | 2 | $46.4 | $2.8 | $49.2 | Allerton/Pelham Gardens | Queens Village | 16.8 |
| 15680 | 05/06/24 | UberX | 1 | $24.4 | $5.8 | $30.2 | Allerton/Pelham Gardens | Central Harlem | 9.1 |
| 31941 | 11/06/24 | Uber Comfort | 1 | $8.2 | $0.0 | $8.2 | Allerton/Pelham Gardens | Pelham Parkway | 1.6 |
| 48403 | 15/06/24 | Uber Comfort | 2 | $37.2 | $0.0 | $37.2 | Allerton/Pelham Gardens | East Elmhurst | 12.3 |
| 76612 | 22/06/24 | UberX | 2 | $37.4 | $2.8 | $40.2 | Allerton/Pelham Gardens | Queens Village | 14.4 |
| 88549 | 25/06/24 | Uber Comfort | 1 | $26.7 | $0.0 | $26.7 | Allerton/Pelham Gardens | Mott Haven/Port Morris | 8.3 |
| 96247 | 26/06/24 | UberXL | 6 | $45.0 | $0.0 | $45.0 | Allerton/Pelham Gardens | Parkchester | 11.6 |
| 831 | 01/06/24 | UberX | 2 | $5.4 | $1.0 | $6.4 | Alphabet City | Murray Hill | 2.2 |
| 2061 | 01/06/24 | UberXL | 2 | $18.0 | $3.6 | $21.6 | Alphabet City | Greenwich Village South | 2.4 |
| 2380 | 01/06/24 | Uber Black | 1 | $35.8 | $0.0 | $35.8 | Alphabet City | Greenpoint | 4.2 |
| 2927 | 01/06/24 | UberX | 1 | $6.9 | $2.8 | $9.7 | Alphabet City | Little Italy/NoLiTa | 2.0 |
| 3013 | 01/06/24 | Uber Comfort | 1 | $15.2 | $2.0 | $17.2 | Alphabet City | Midtown East | 3.2 |
| 3953 | 02/06/24 | Uber Comfort | 1 | $9.7 | $2.0 | $11.7 | Alphabet City | Union Sq | 1.5 |
| 5864 | 02/06/24 | Uber Black | 1 | $30.8 | $0.0 | $30.8 | Alphabet City | Flatiron | 2.1 |
| 8504 | 03/06/24 | Uber Comfort | 1 | $16.7 | $2.0 | $18.7 | Alphabet City | Boerum Hill | 4.6 |
| 9791 | 04/06/24 | UberX | 1 | $3.9 | $0.0 | $3.9 | Alphabet City | Kips Bay | 1.1 |
| 10147 | 04/06/24 | Uber Green | 1 | $9.0 | $3.7 | $12.7 | Alphabet City | Financial District North | 3.3 |
| 11098 | 04/06/24 | Uber Green | 1 | $6.5 | $0.0 | $6.5 | Alphabet City | Kips Bay | 1.6 |
| 11910 | 04/06/24 | Uber Green | 1 | $8.0 | $2.0 | $10.0 | Alphabet City | Murray Hill | 2.5 |
| 12973 | 05/06/24 | UberX | 1 | $12.9 | $3.9 | $16.8 | Alphabet City | TriBeCa/Civic Center | 4.3 |
| 13538 | 05/06/24 | Uber Black | 1 | $130.3 | $22.5 | $152.8 | Alphabet City | Alphabet City | 22.9 |
| 13590 | 05/06/24 | Uber Green | 1 | $14.0 | $0.0 | $14.0 | Alphabet City | Clinton East | 4.4 |
| 13656 | 05/06/24 | Uber Black | 6 | $33.8 | $0.0 | $33.8 | Alphabet City | Financial District South | 3.4 |
| **Total** | | | **146,478** | **$1,643,497.6** | **$205,381.4** | **$1,848,879.0** | | | **348,933.8** |

# 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.