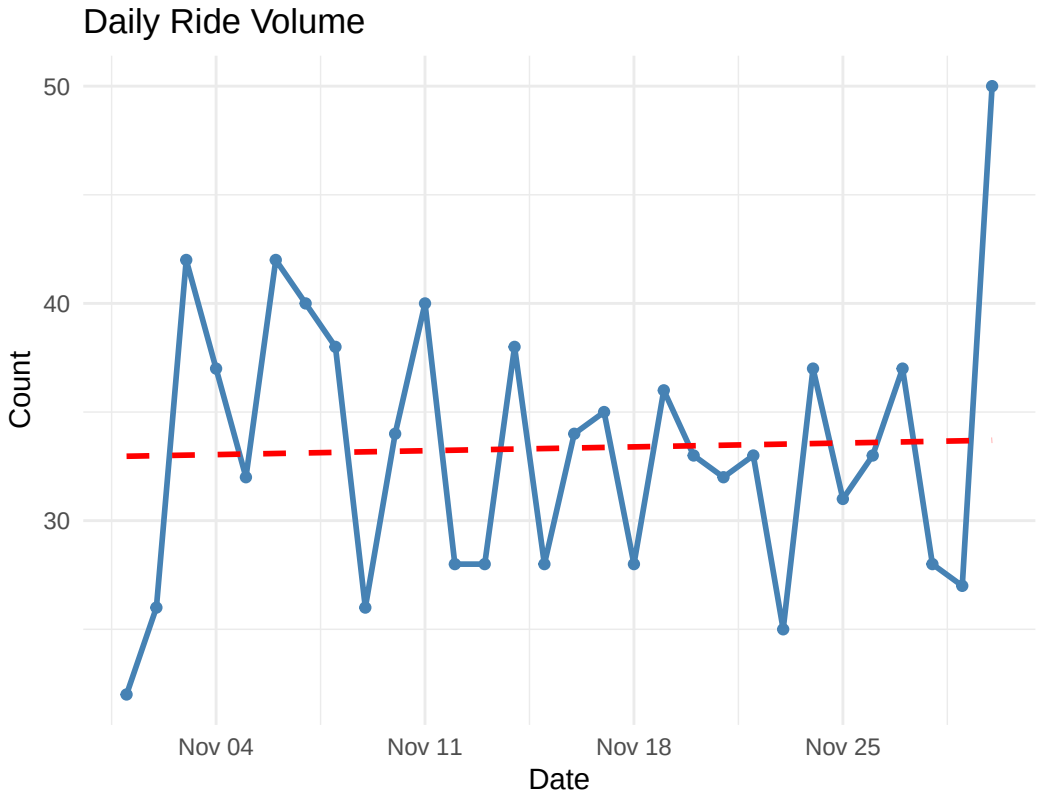
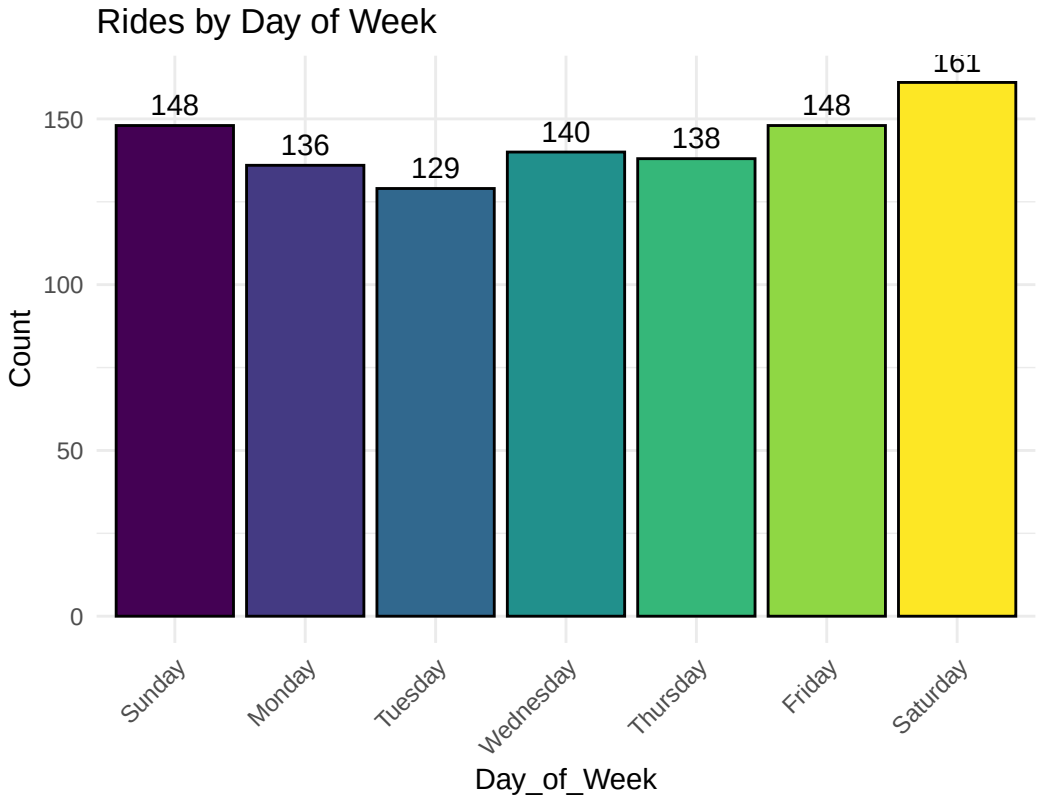
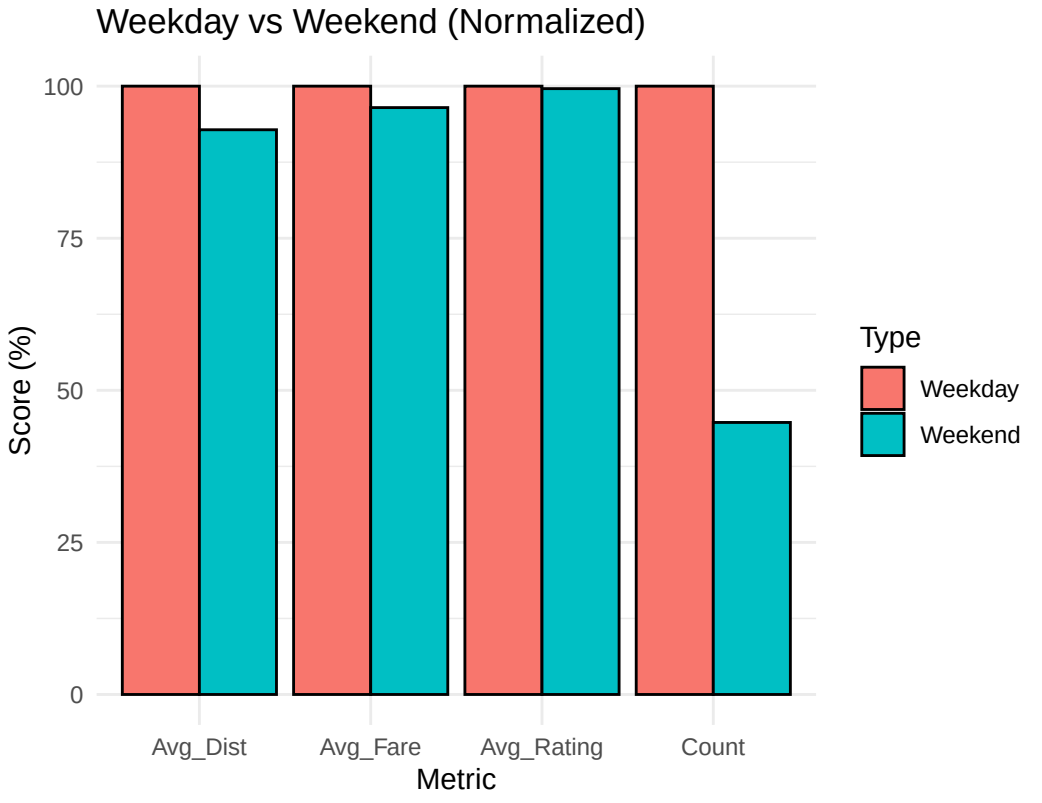
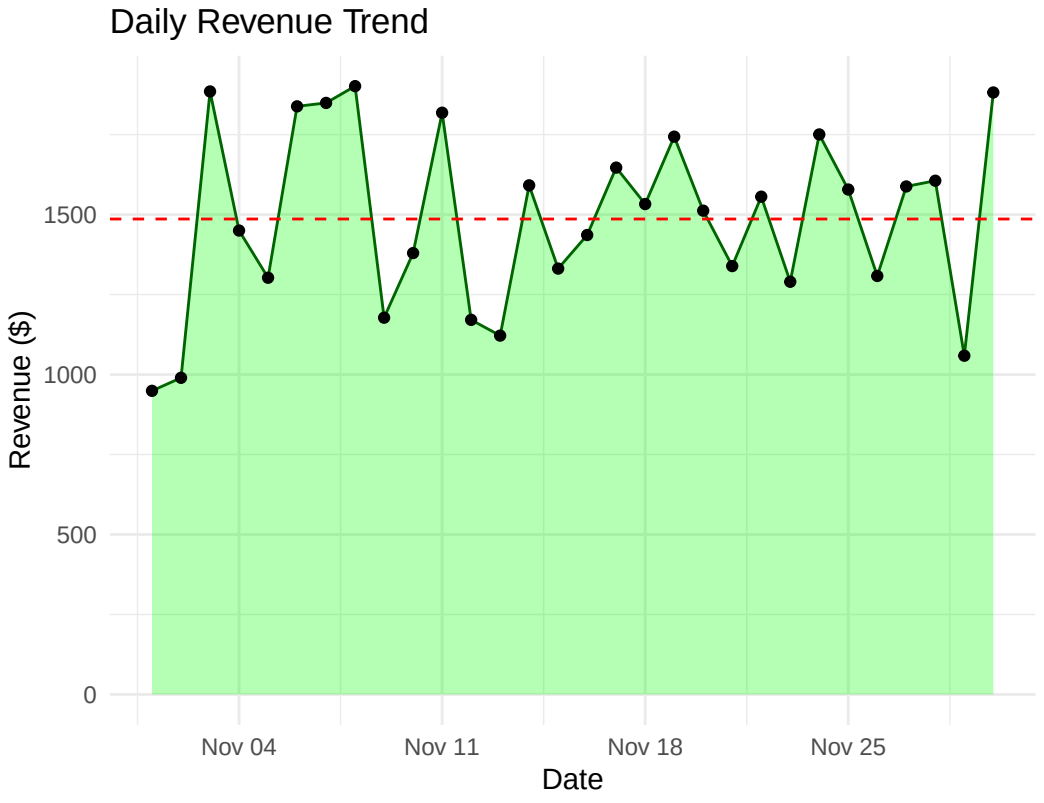
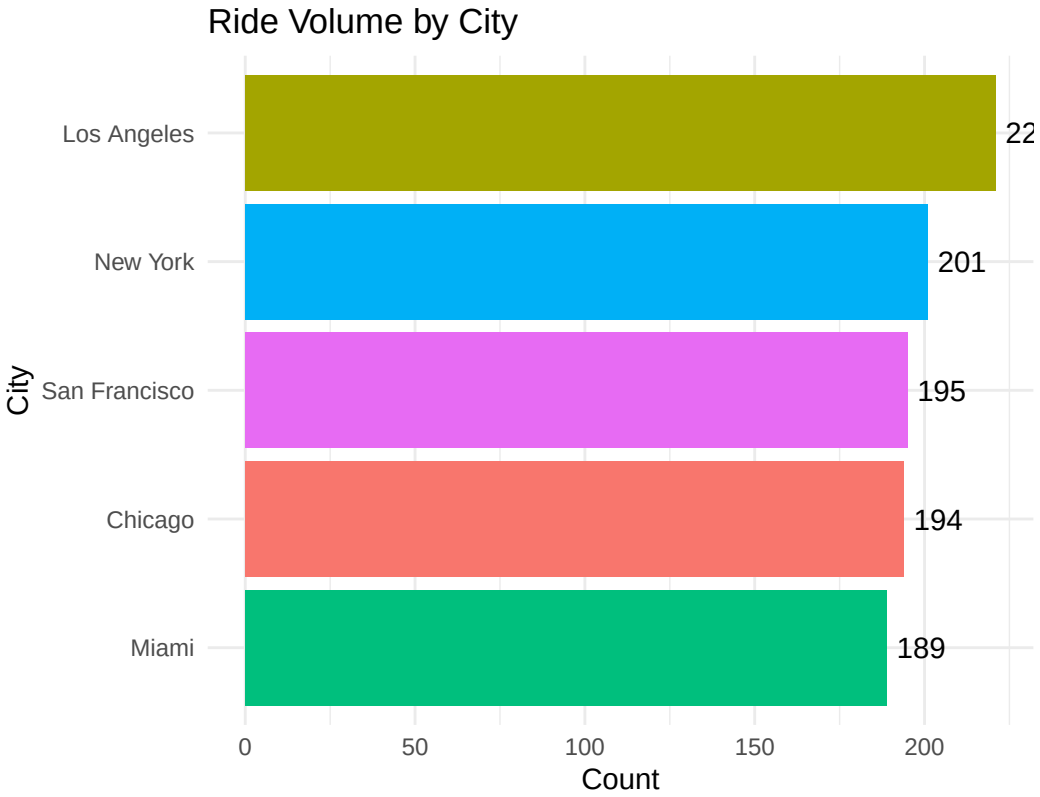
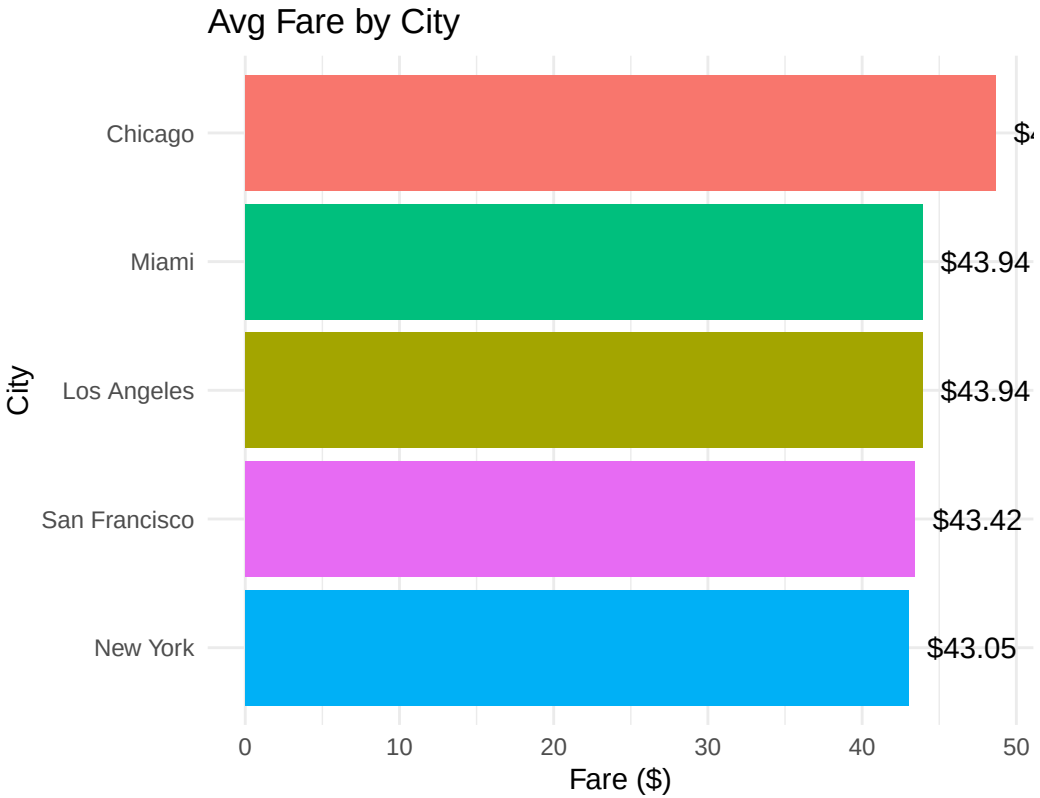

Daily Ride Volume
Count
Date
50
40
30
Nov 04
Nov 11
Nov 18
Nov 25

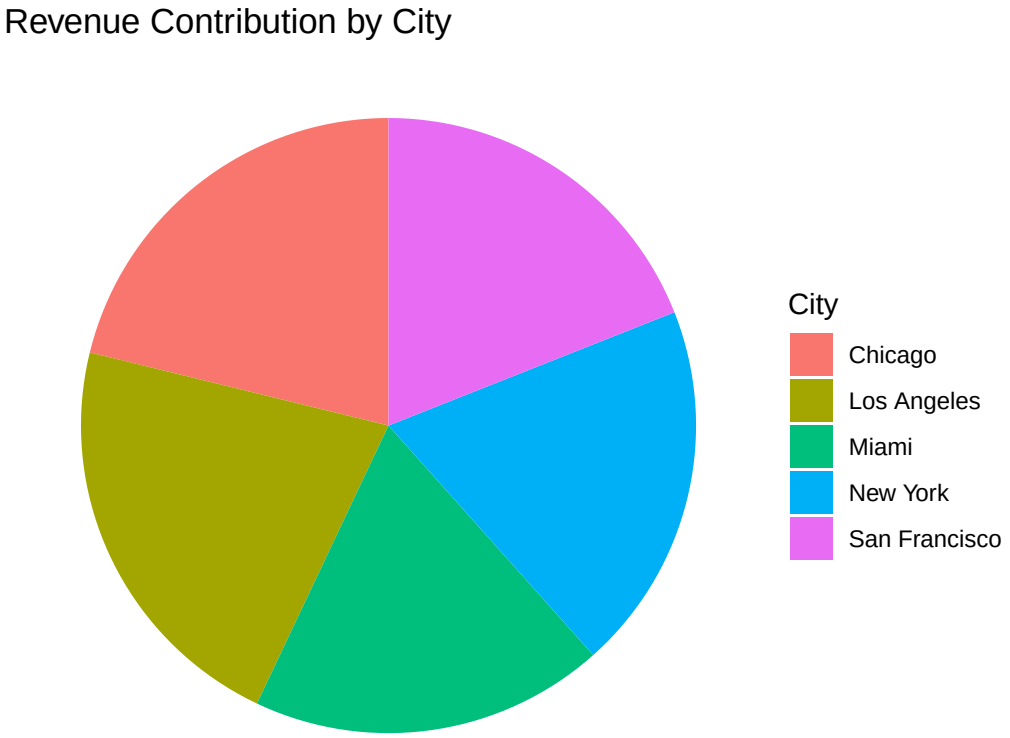

Rides by Day of Week
Count
Day_of_Week
150
100
50
0
148
136
129
140
138
148
161
Sunday
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday

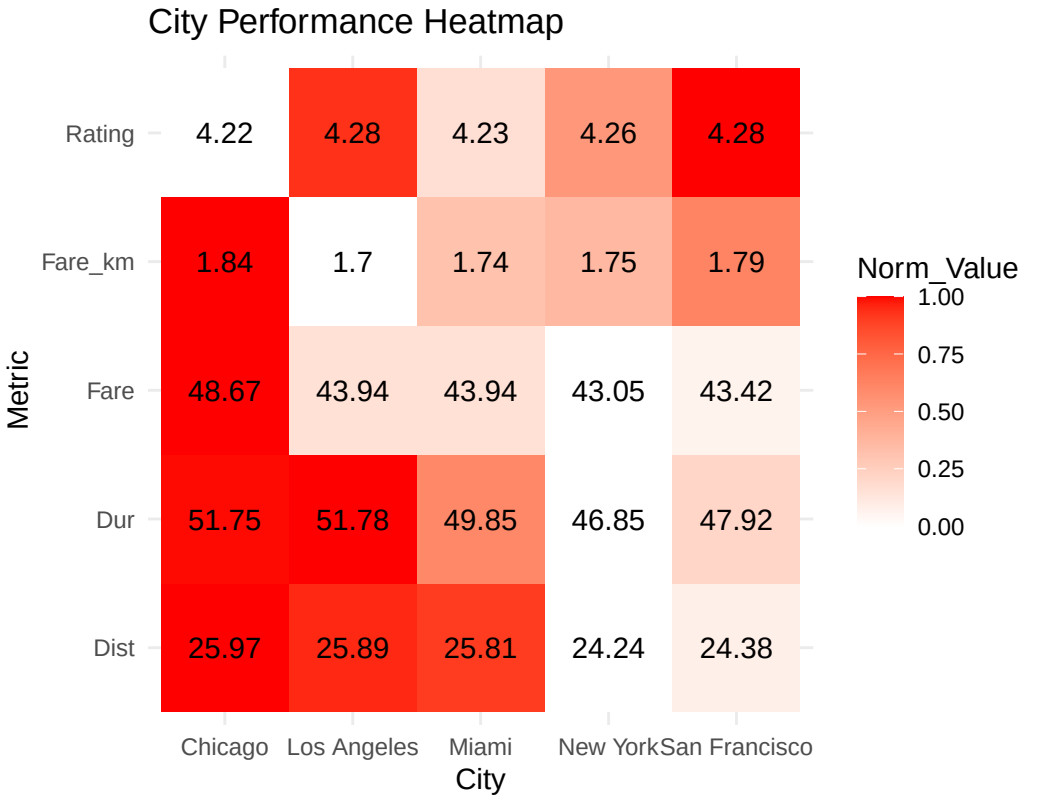

Weekday vs Weekend (Normalized)
Score (%)
Metric
Type
Weekday
Weekend
100
75
50
25
0
Avg_Dist
Avg_Fare
Avg_Rating
Count

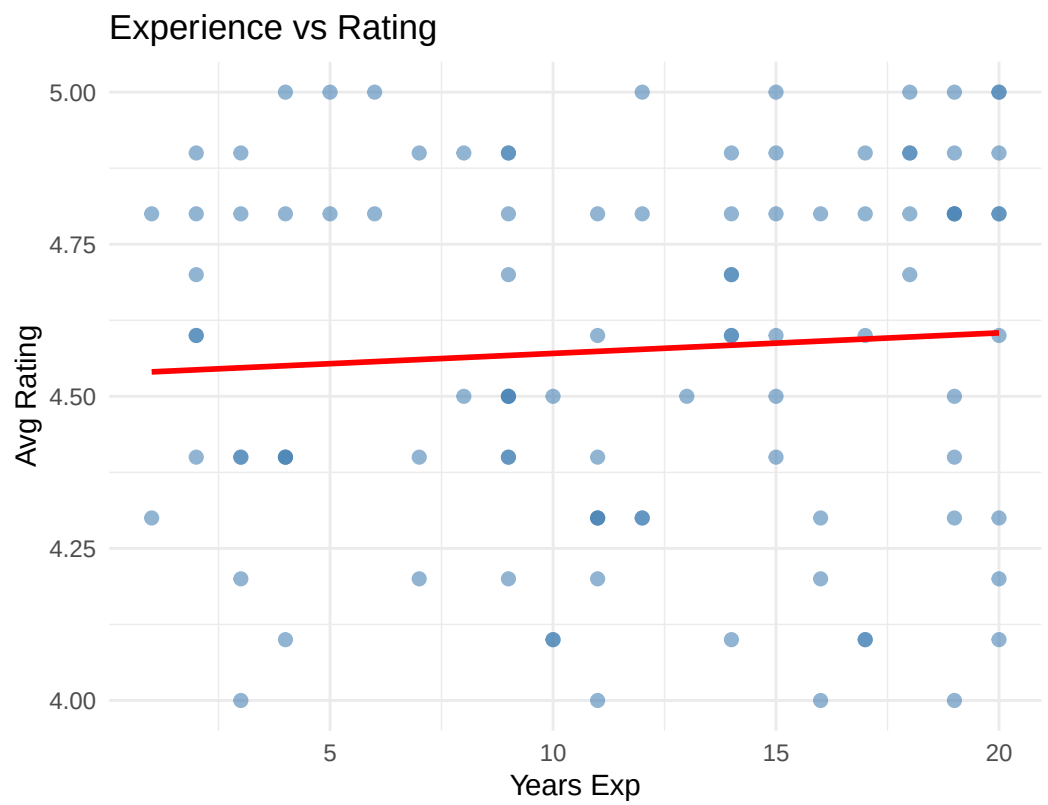

Daily Revenue Trend
Revenue ($)
Date
1500
1000
500
0
Nov 04
Nov 11
Nov 18
Nov 25

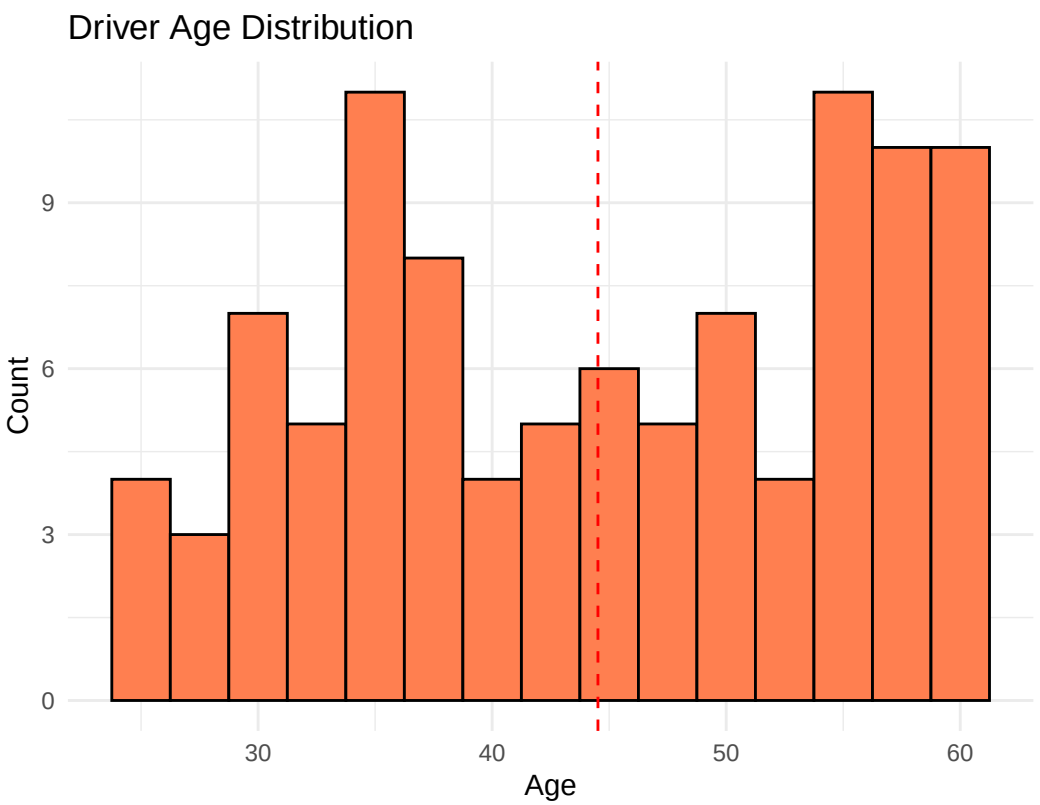

Ride Volume by City
Los Angeles
New York
San Francisco
Chicago
Miami
City
22
201
195
194
189
0
50
100
150
200
Count

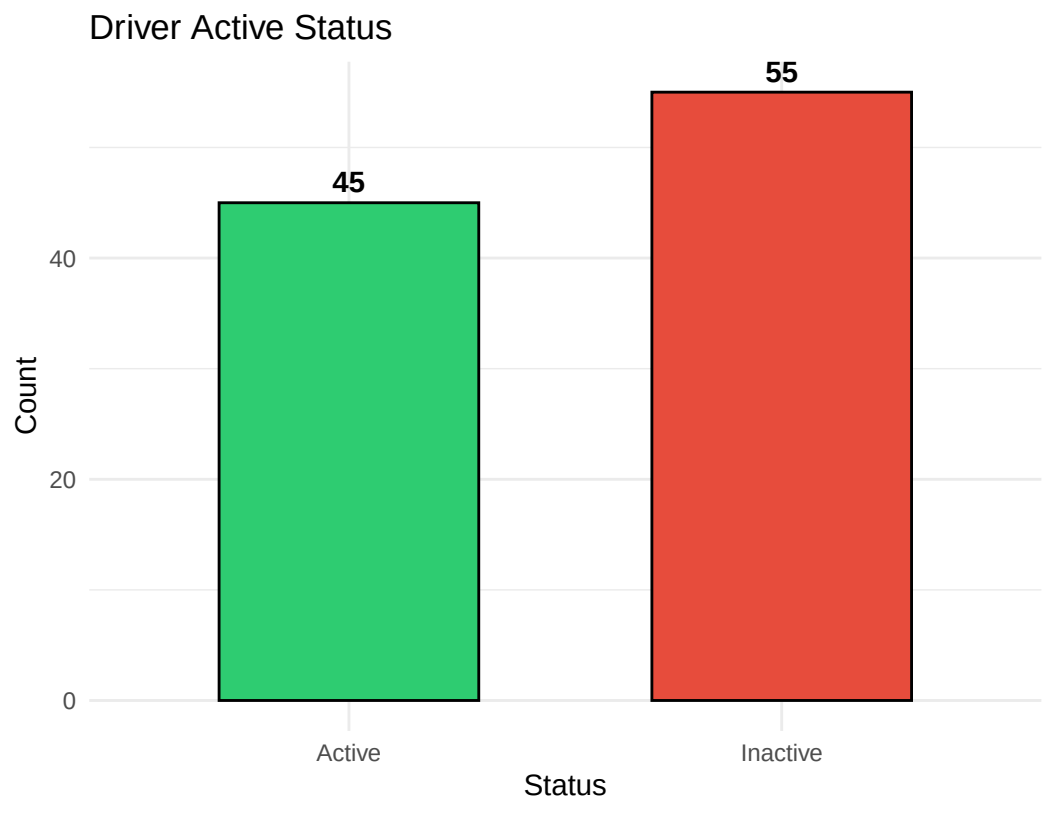

Avg Fare by City
Chicago
Miami
Los Angeles
San Francisco
New York
City
$4
$43.94
$43.94
$43.42
$43.05
0
10
20
30
40
50
Fare ($)

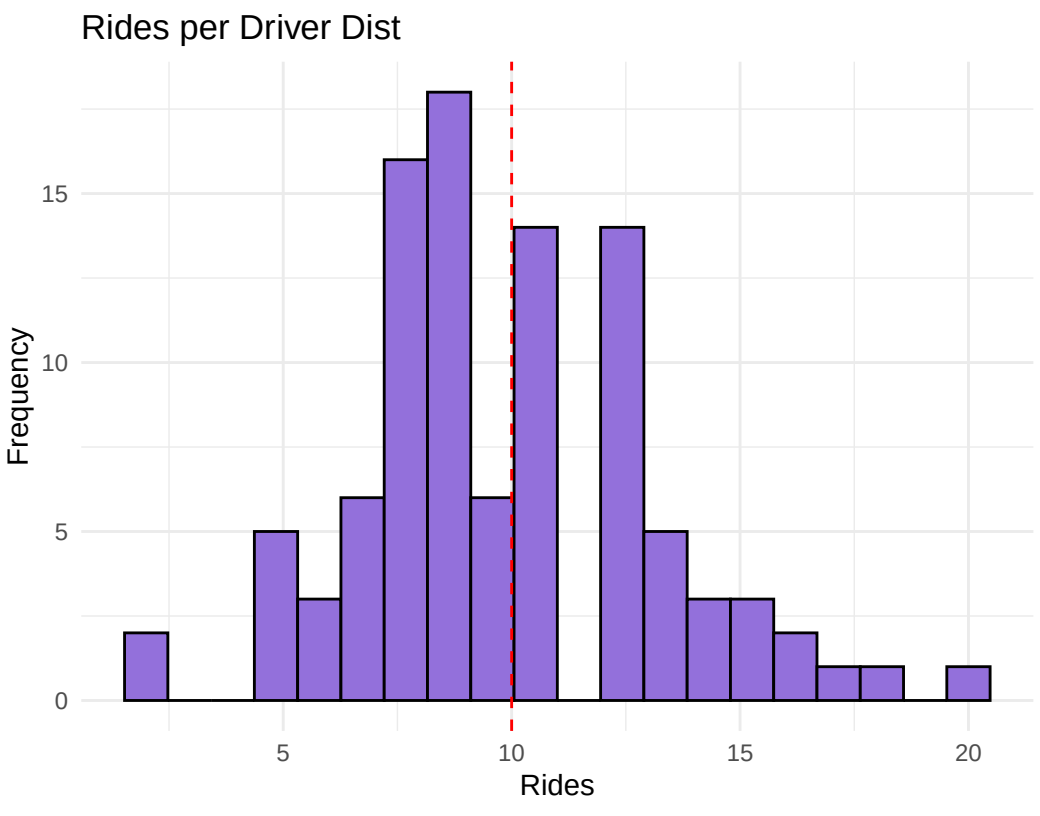

Revenue Contribution by City
City
Chicago
Los Angeles
Miami
New York
San Francisco

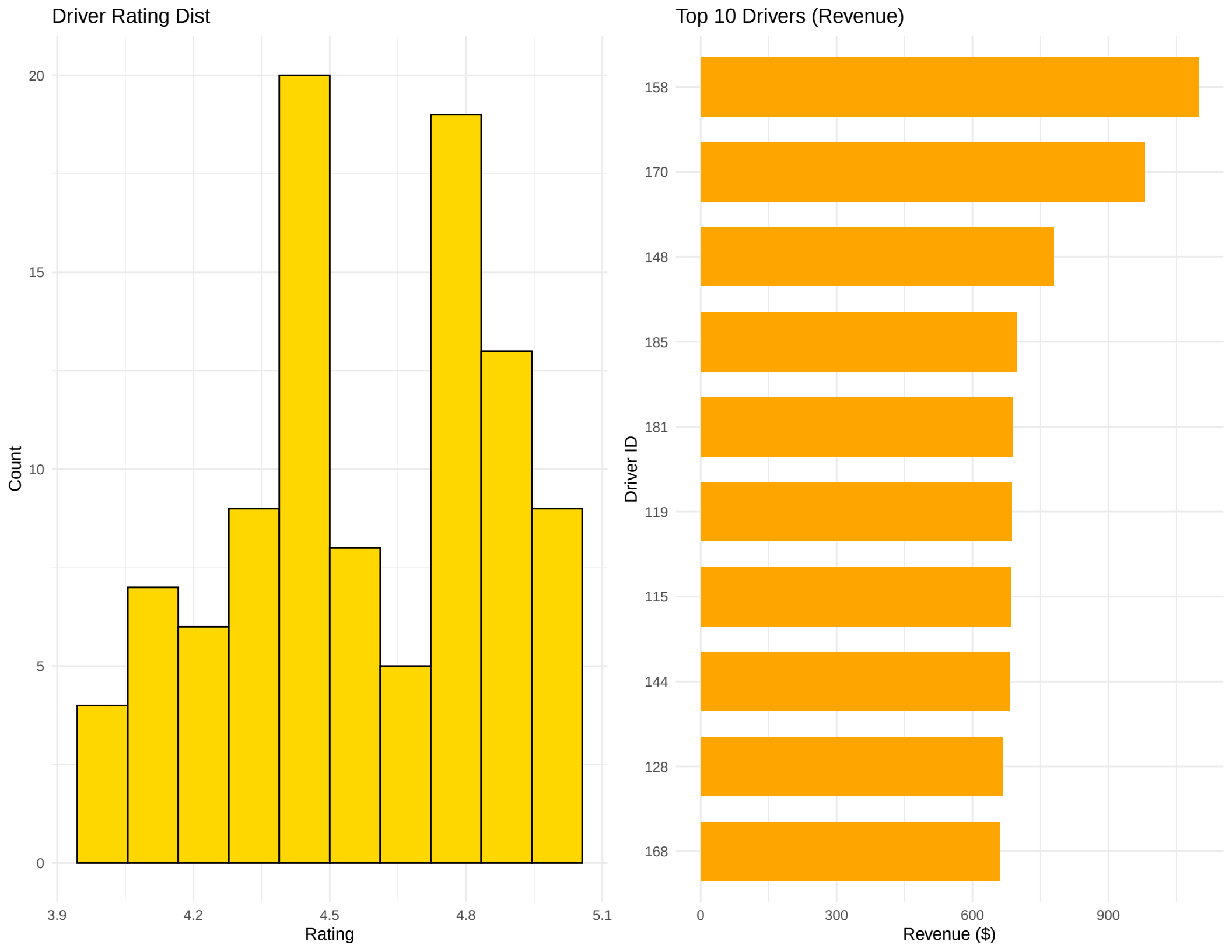

City Performance Heatmap
Rating
Fare_km
Fare
Dur
Dist
Metric
4.22
4.28
4.23
4.26
4.28
1.84
1.7
1.74
1.75
1.79
48.67
43.94
43.94
43.05
43.42
51.75
51.78
49.85
46.85
47.92
25.97
25.89
25.81
24.24
24.38
Chicago
Los Angeles
Miami
New York
San Francisco
City
Norm_Value
1.00
0.75
0.50
0.25
0.00

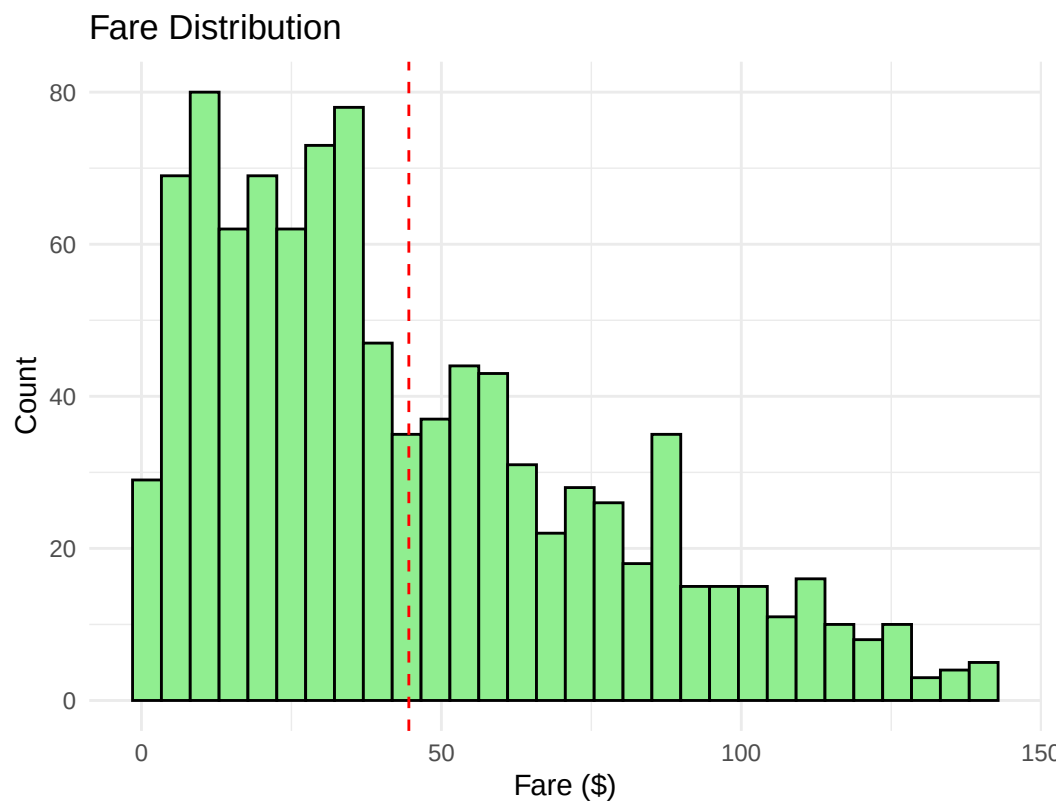

Experience vs Rating
Avg Rating
Years Exp
5.00
4.75
4.50
4.25
4.00
5
10
15
20

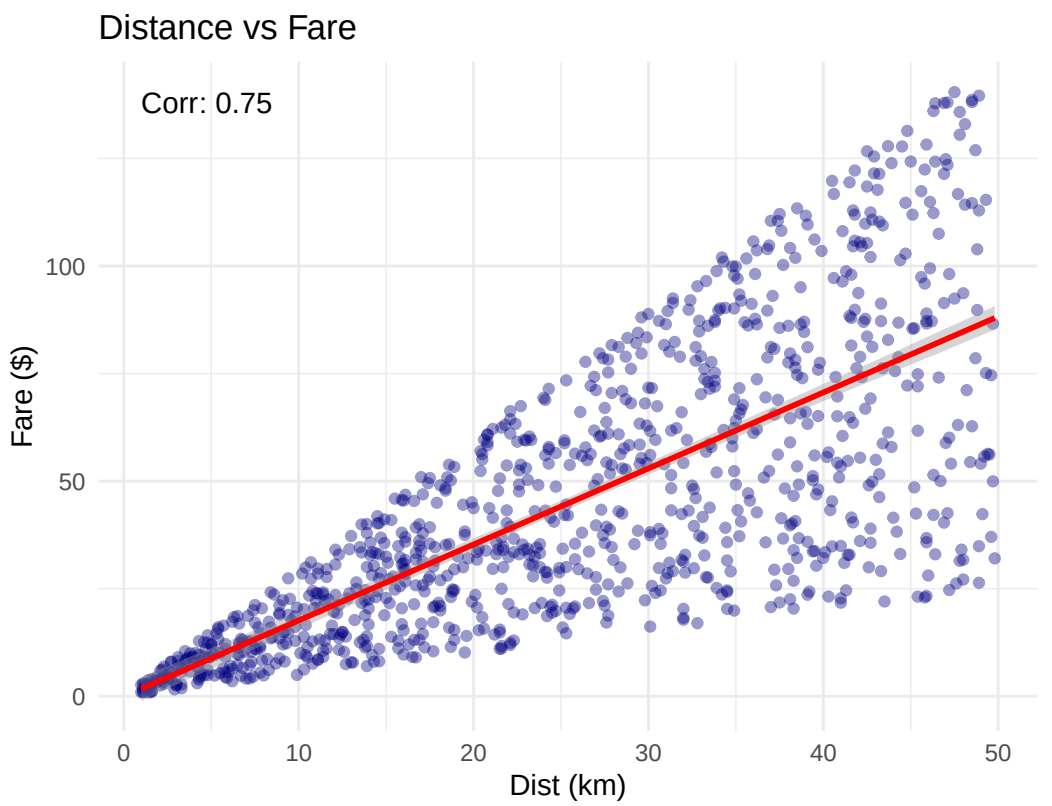

Driver Age Distribution
Count
Age
9
6
3
0
30
40
50
60

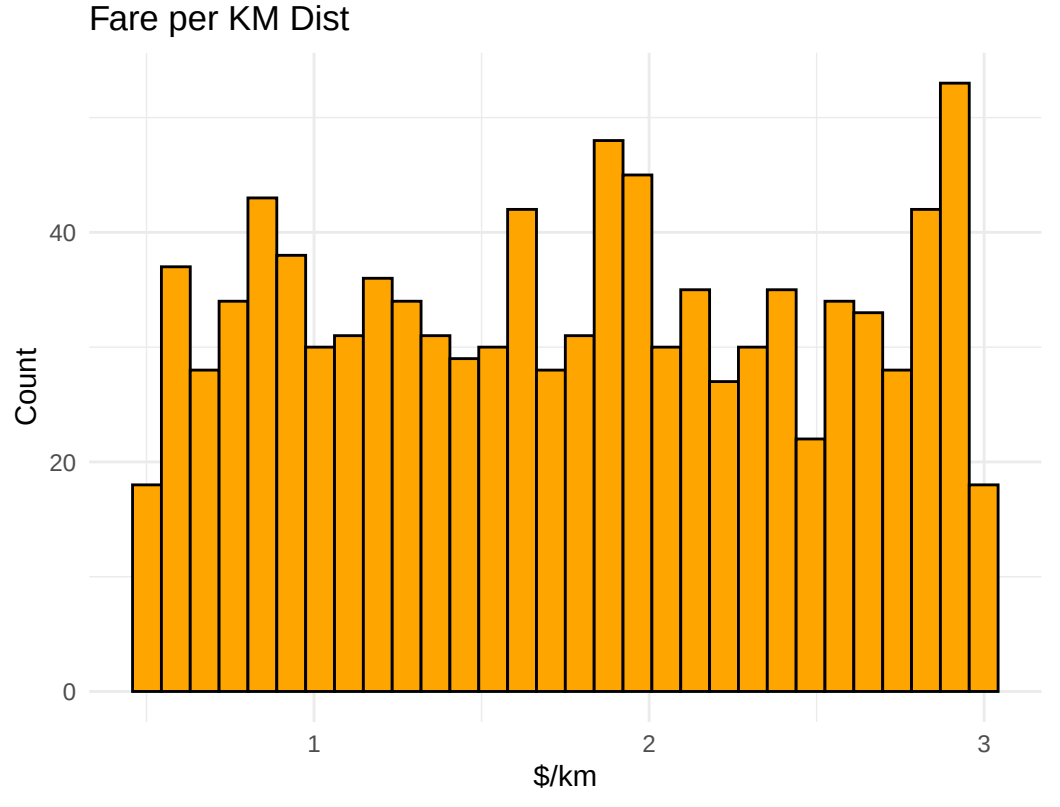

Driver Active Status
Count
Status
45
55
40
20
0
Active
Inactive

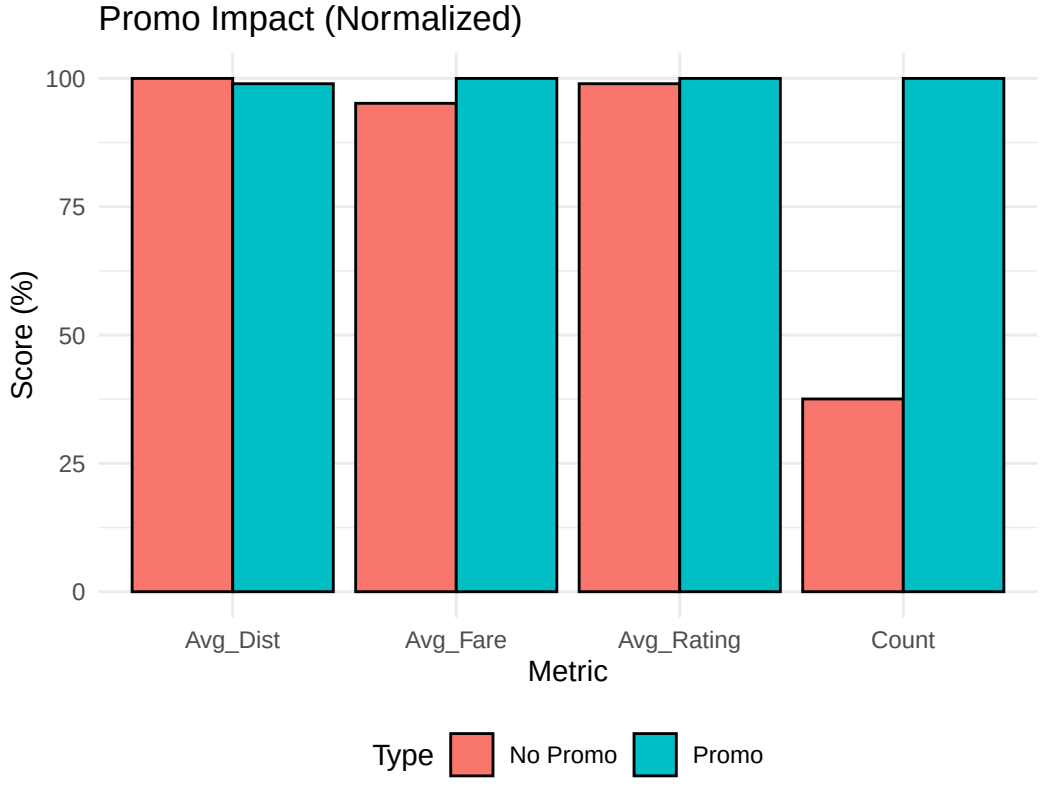

Rides per Driver Dist
Frequency
Rides
15
10
5
0
5
10
15
20

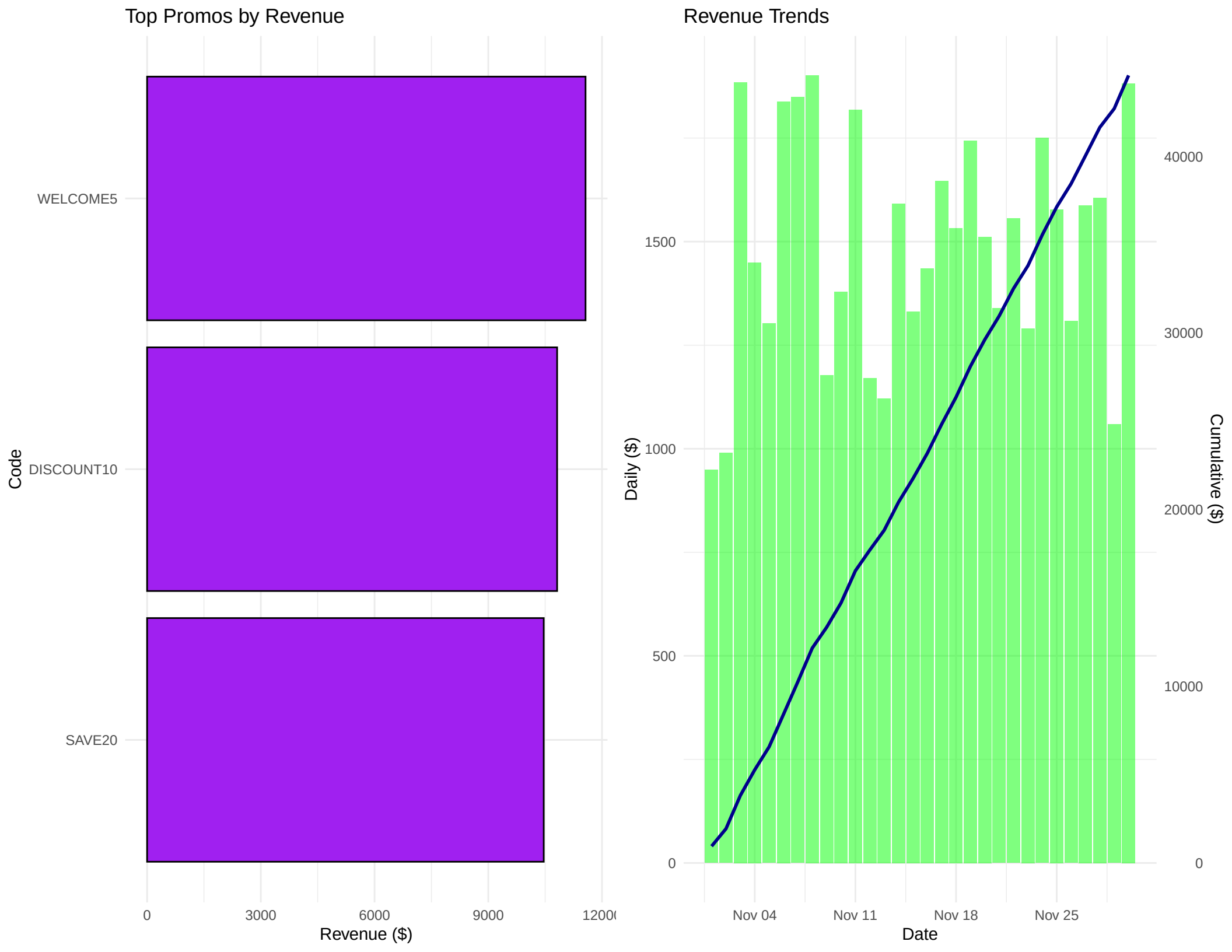

Driver Rating Dist
Count
20
15
10
5
0
3.9
4.2
4.5
4.8
5.1
Rating
Top 10 Drivers (Revenue)
Driver ID
158
170
148
185
181
119
115
144
128
168
0
300
600
900
Revenue ($)

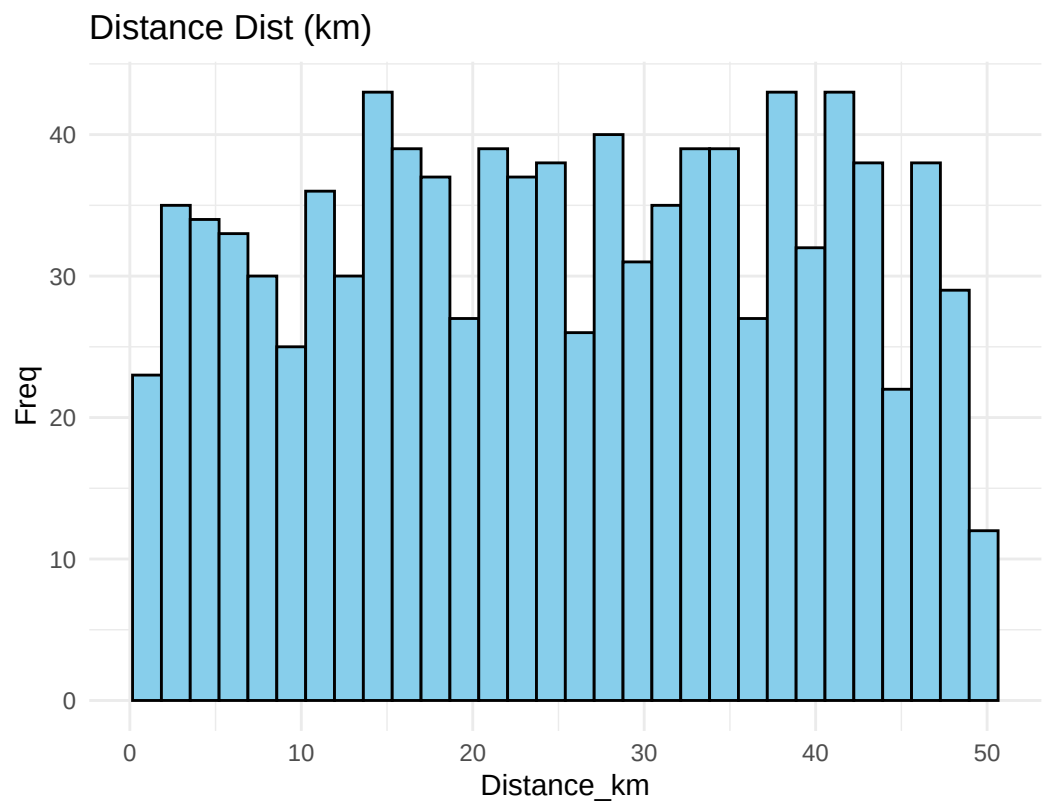

Fare Distribution
Count
Fare ($)
0
20
40
60
80
0
50
100
150

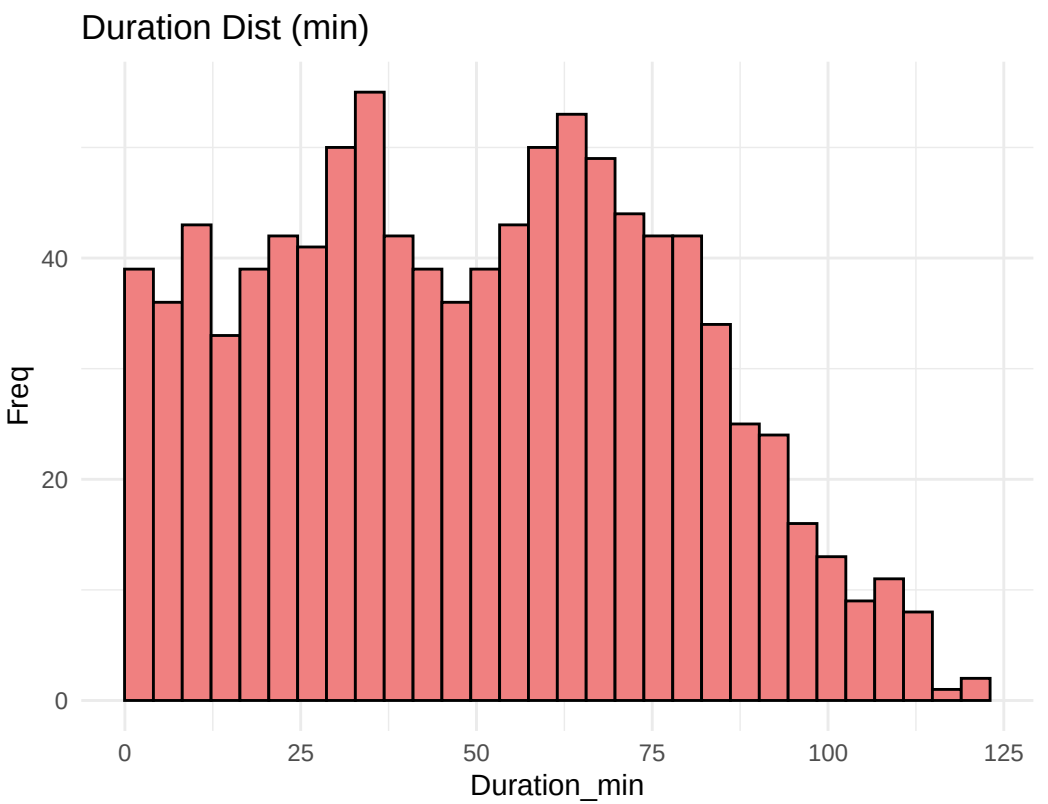

Distance vs Fare
Corr: 0.75
Fare ($)
Dist (km)
0
50
100
0
10
20
30
40
50


Fare per KM Dist
Count
$/km
0
20
40
1
2
3

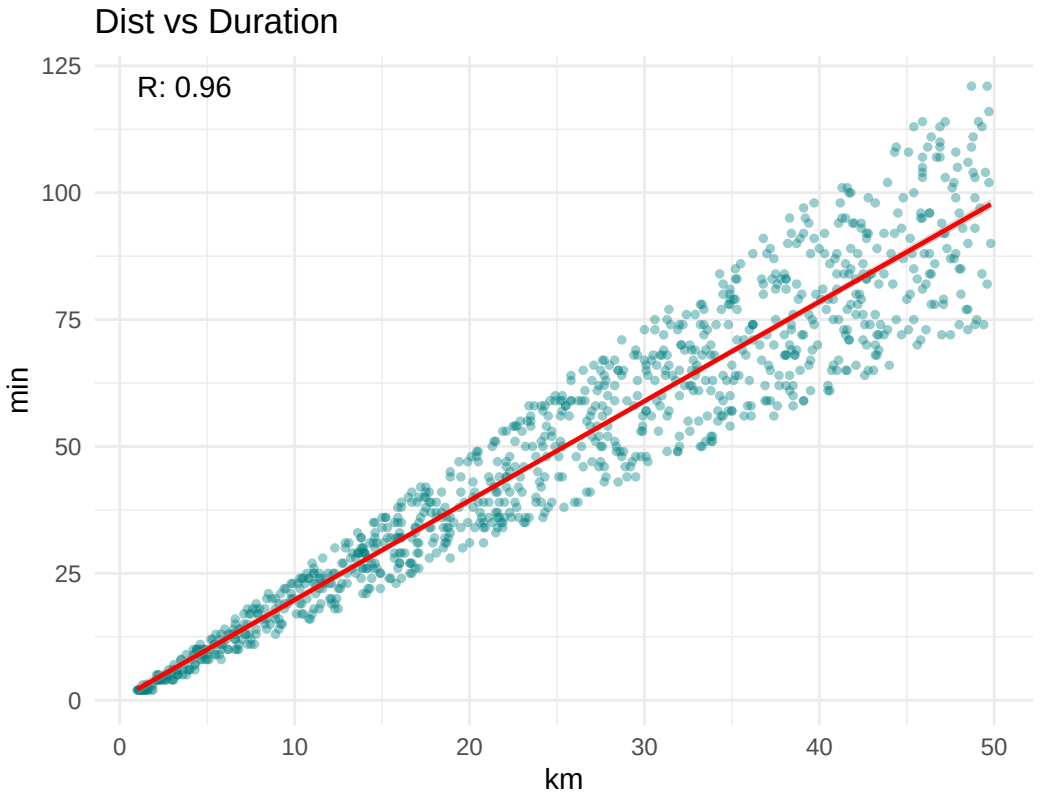

Promo Impact (Normalized)
Score (%)
Metric
Avg_Dist
Avg_Fare
Avg_Rating
Count
0
25
50
75
100
Type
No Promo
Promo


Top Promos by Revenue
WELCOME5
DISCOUNT10
SAVE20
Code
0
3000
6000
9000
Revenue ($)
Revenue Trends
1500
1000
500
0
Daily ($)
40000
30000
20000
10000
0
Cumulative ($)
Nov 04
Nov 11
Nov 18
Nov 25
Date

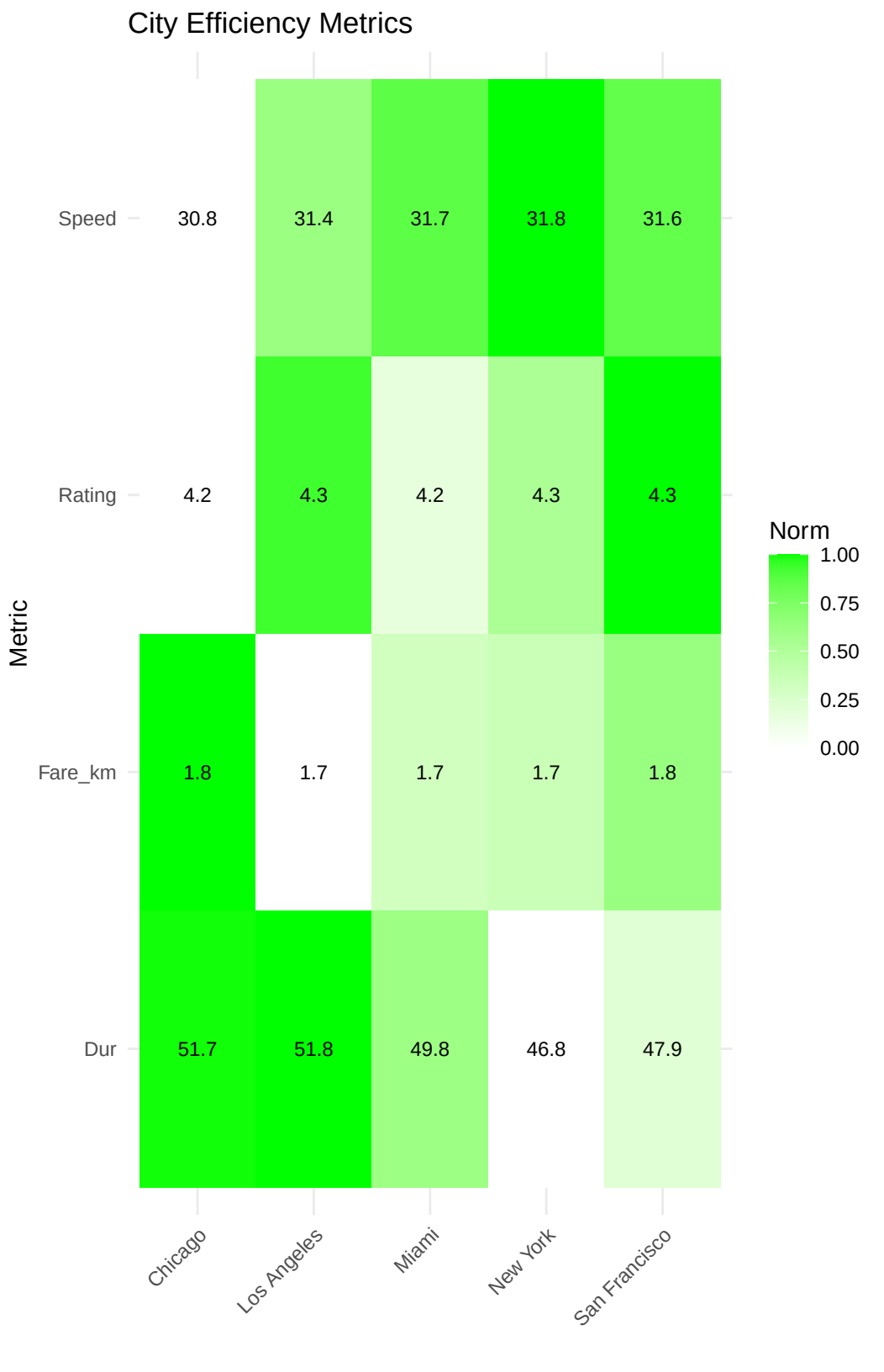

Distance Dist (km)
Freq
Distance_km
0
10
20
30
40
50

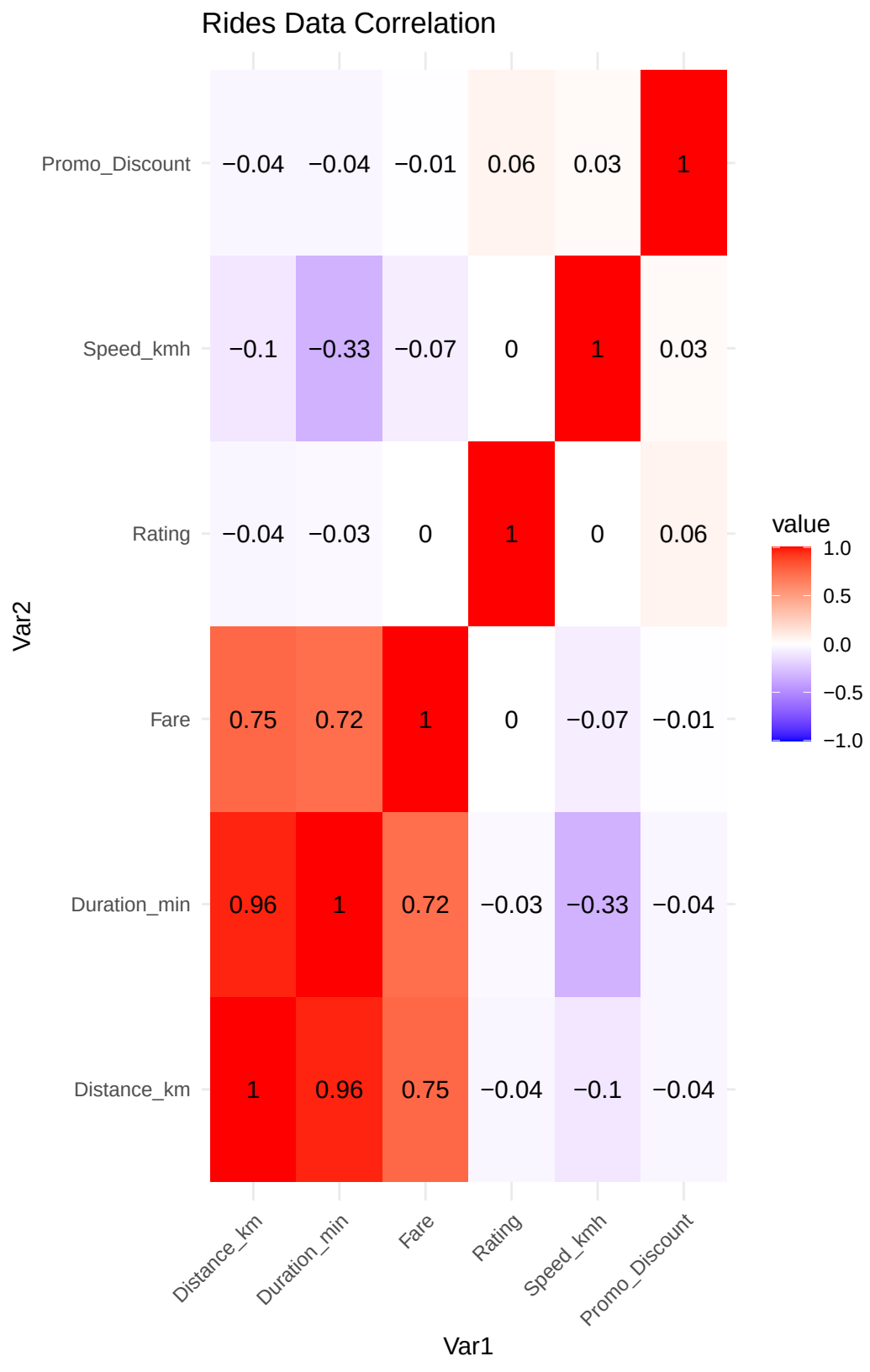

Duration Dist (min)
Freq
Duration_min
0
20
40
0
25
50
75
100
125

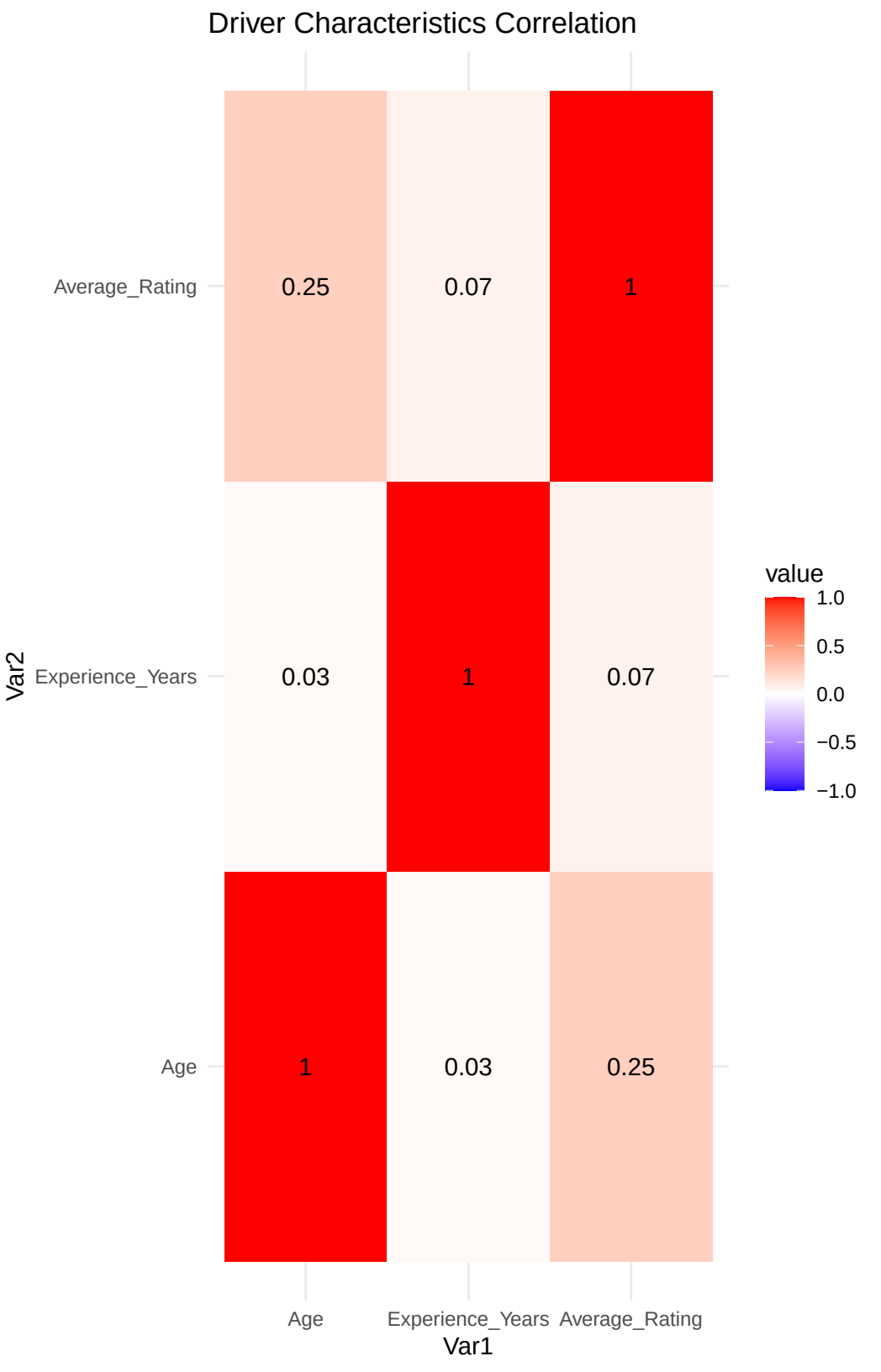
Speed Dist (km/h)
Freq
Speed_kmh
0
25
50
75
100
30
40
50


Dist vs Duration
R: 0.96
min
km
0
25
50
75
100
125
0
10
20
30
40
50

Ride Rating Counts
Count
Stars
0
20
40
60
80
44
63
69
65
53
75
48
59
71
72
72
66
66
76
83
18
3.5
3.6
3.7
3.8
3.9
4
4.1
4.2
4.3
4.4
4.5
4.6
4.7
4.8
4.9
5


City Efficiency Metrics
Metric
Speed
Rating
Fare_km
Dur
30.8
31.4
31.7
31.8
31.6
4.2
4.3
4.2
4.3
4.3
1.8
1.7
1.7
1.7
1.8
51.7
51.8
49.8
46.8
47.9
Chicago
Los Angeles
Miami
New York
San Francisco
Norm
1.00
0.75
0.50
0.25
0.00


Rides Data Correlation
Promo_Discount
Speed_kmh
Rating
Fare
Duration_min
Distance_km
−0.04 −0.04 −0.01 0.06 0.03 1
−0.1 −0.33 −0.07 0 1 0.03
−0.04 −0.03 0 1 0 0.06
0.75 0.72 1 0 −0.07 −0.01
0.96 1 0.72 −0.03 −0.33 −0.04
1 0.96 0.75 −0.04 −0.1 −0.04
Distance_km
Duration_min
Fare
Rating
Speed_kmh
Promo_Discount
Var1
Var2
value
1.0
0.5
0.0
−0.5
−1.0


Driver Characteristics Correlation
Average_Rating
Experience_Years
Age
0.25 0.07 1
0.03 1 0.07
1 0.03 0.25
Age
Experience_Years
Average_Rating
Var1
Var2
value
1.0
0.5
0.0
−0.5
−1.0