Uber Ridership

A VISUAL ANALYSIS

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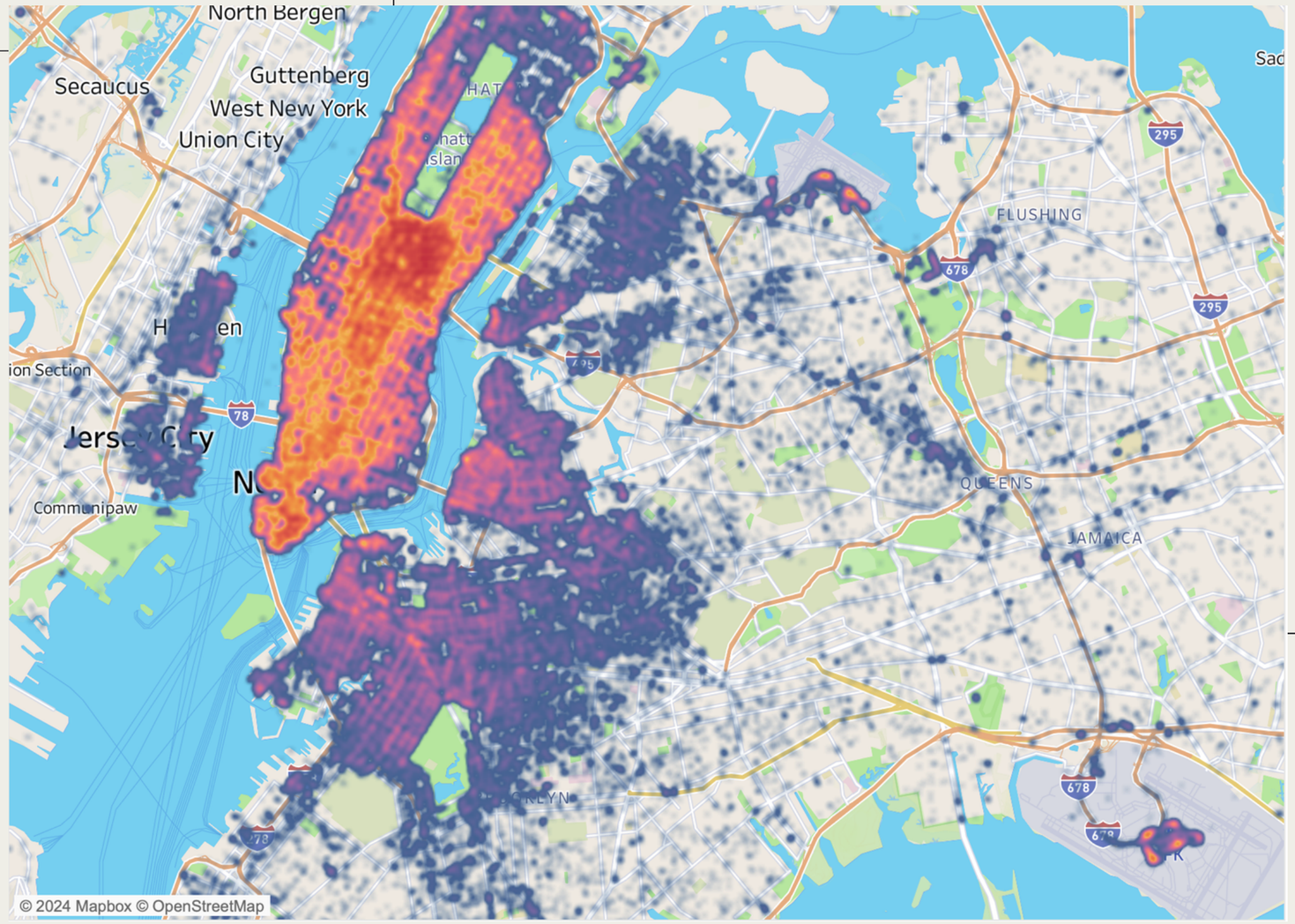
A MAP OF RIDERSHIP

A heatmap of uber ridership in NY City. We see concentration around:

- Manhattan
- City Centers
- Airports

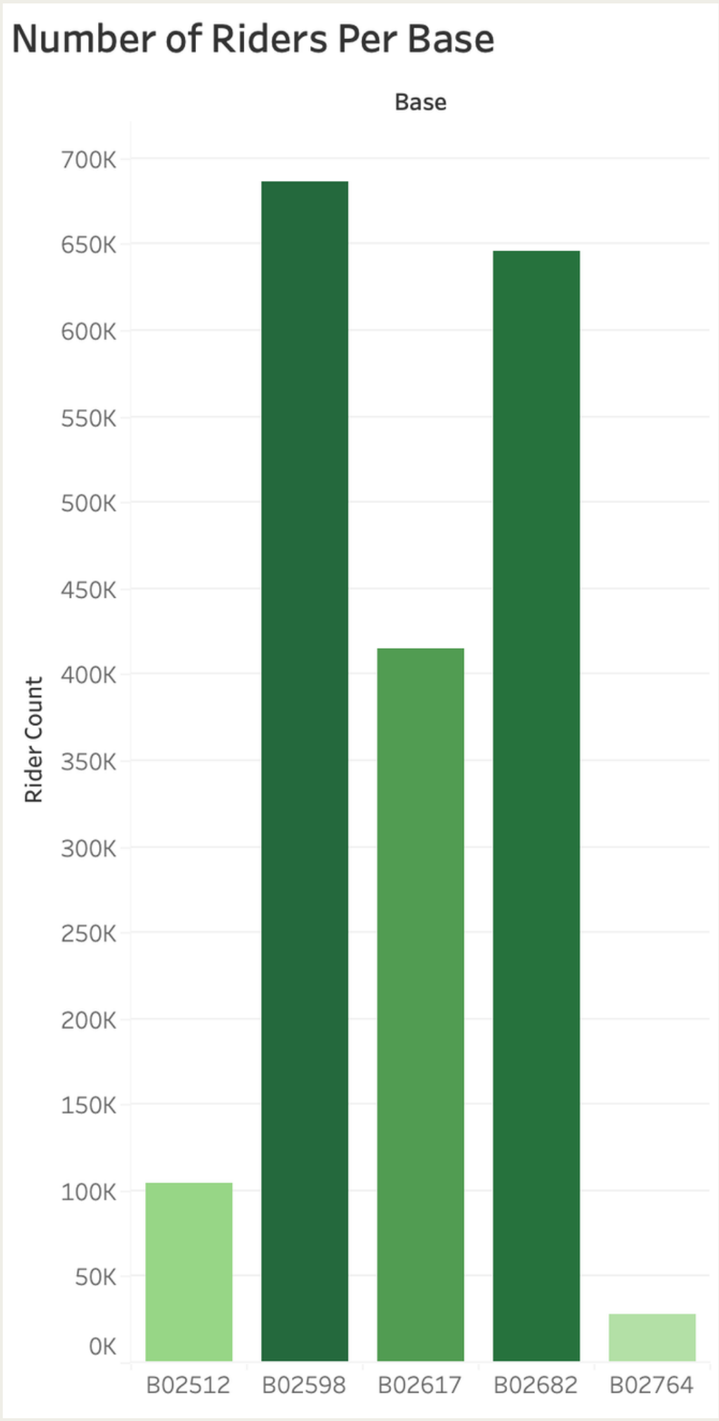
We notice this trend of riderships holds throughout the months and days.



BASES

We notice the number of Riders per base.

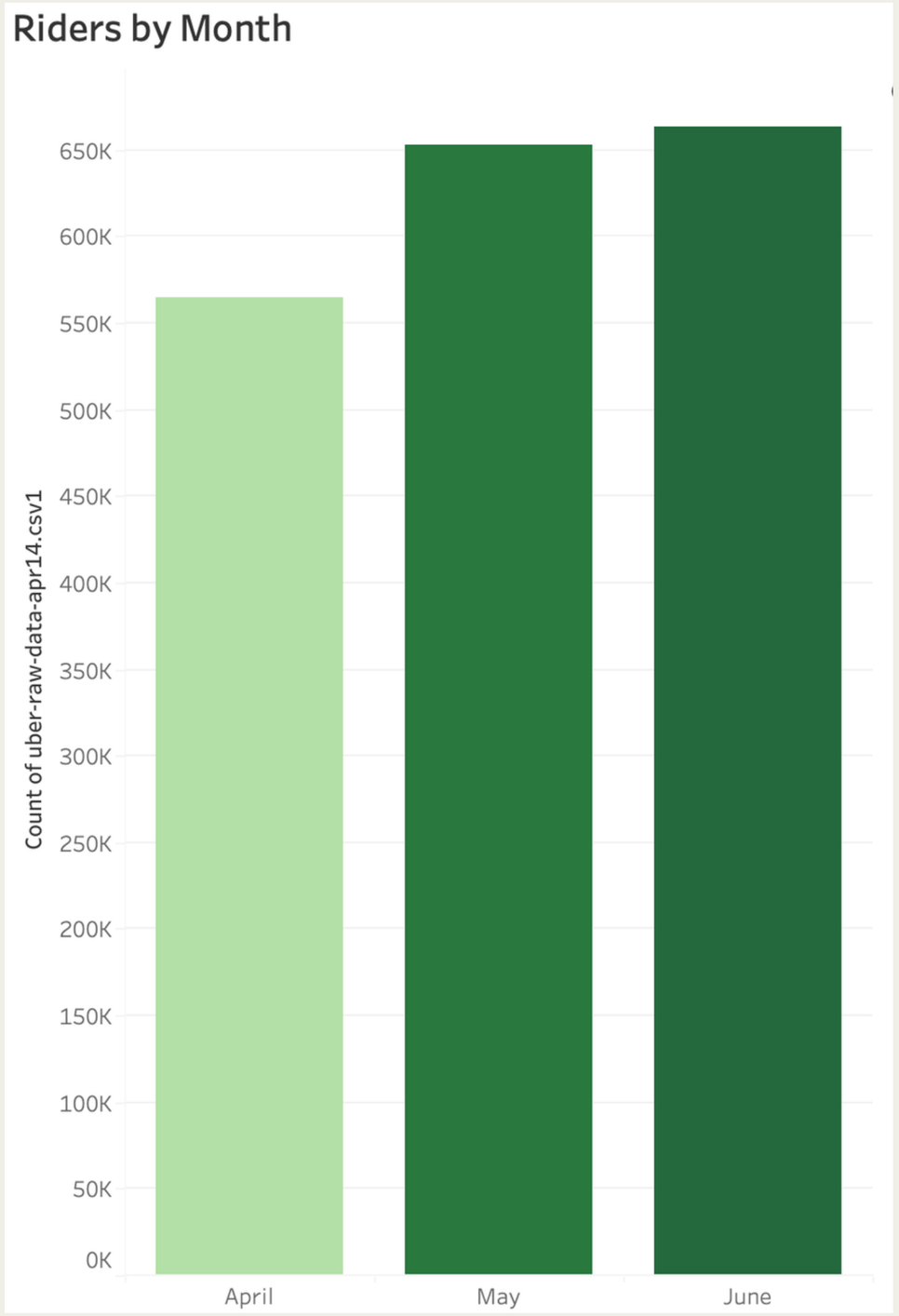
We notice that bases B02598 and B02682 dispatch the most rides, whereas B02764 and B02512 dispatch the least.



THE MONTHS

We notice that the the number of riders increase significantly from April to May.

(Around +100k riders)



TIME OF DAY

Morning Rush
7-9 AM:

- Increased demand as people commute to work or school.

Midday
10AM - 3PM:

- Generally a slower period, but there can be a modest increase during lunch hours.

Evening Rush
4 - 7PM

- Another peak period as people return home from work or school.

Late Evening
8PM - Midnight

- Demand potentially remainds high in urban areas, otherwise less activity.

Late Night
Post-Midnight

- Demand slows down

Dashboard.

WHY?

Tourist Season: In many places, warmer periods are also tourist seasons. Increased tourism can lead to a higher demand for Uber services as visitors navigate the area without personal vehicles.

Dashboard.

WHY?

Increased Activities: Warmer weather tends to correlate with more outdoor activities. People are more likely to go out to parks, restaurants, events, and other outdoor venues when it's nice outside, which can increase the demand for Uber rides.

WHY?

Convenience: In extremely hot weather, people might prefer using Uber over walking or biking, which they might opt for in milder conditions.

HOW DO WE USE THIS?

Fleet Management:

Allocate more drivers during expected peaks.

Dynamic Pricing:

Implement surge pricing during high-demand periods to manage the balance of supply and demand.

Marketing Strategies:

Gailor promotions and discounts to slower periods to increase demand.

THE FUTURE

Commuting Habits

Urban vs. suburban dynamics: Urban areas might see a consistent demand throughout the day, whereas suburban areas may experience sharp peaks around commute times.

Work-from-home trends: Shifts in remote work prevalence can alter typical rush hour patterns, potentially flattening morning peaks but increasing midday and early afternoon demand.

Leisure and Social Activity

Evening and night demand in entertainment districts, especially on weekends.

Variability based on cultural norms, such as late dining in some cultures leading to later spikes in rides.

User Demographics

Different age groups and social demographics might have distinct patterns (e.g., younger individuals might use Uber more frequently on weekend nights).

Thank you!