FINANCIAL AND OPERATIONAL ANALYSIS

VERMIS ANALYTICS
Uncovering Valuable Insight from Data

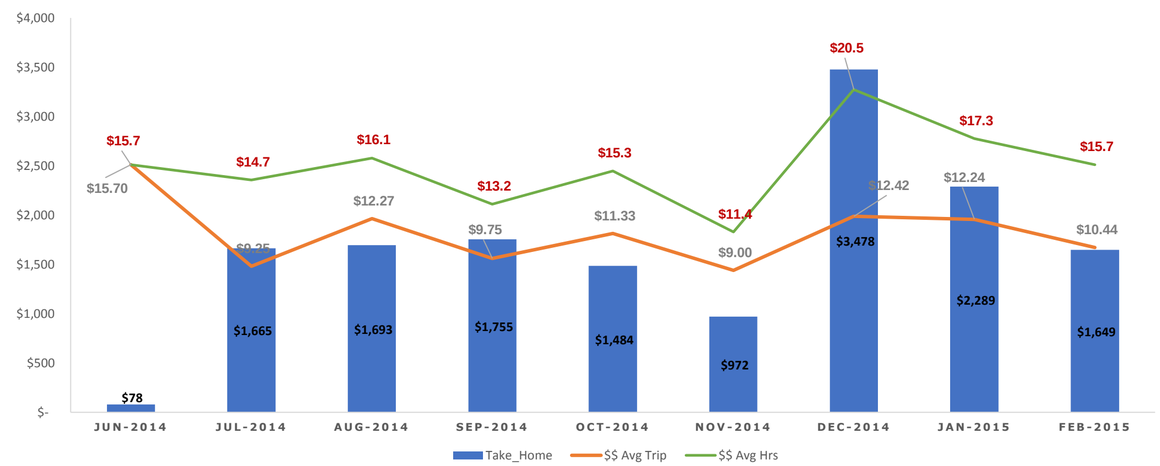
Uberprenuer
John Smith

AVG PER HR

2014	2015
$ 15.31	$ 16.53

AVG/HR	$ 15.60
Total Pmt	$ 15,169
Total Hrs	945
No Trips	1,369

Financial Performance - Nine Months: Average wage per hour vs average per trip



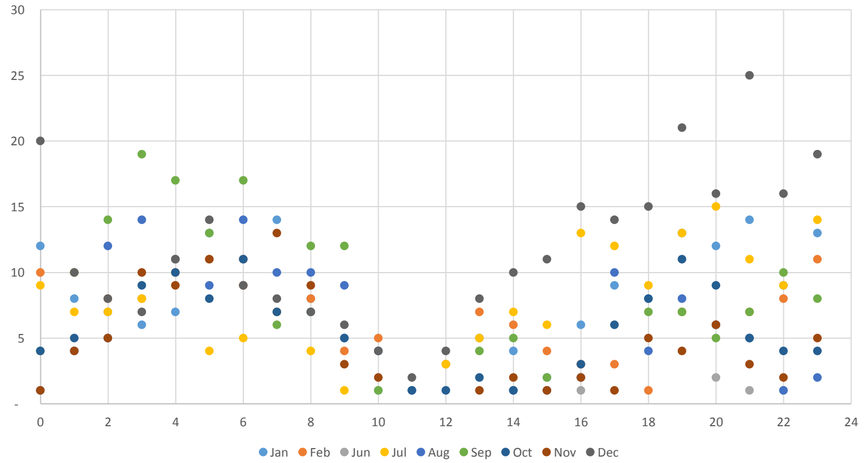
Observations

- ◊ The Average per trip was $ 11.38
- ◊ In December, the total number of worked hrs were 170
- ◊ On December 7, 2014 , 19 worked hrs
- ◊ Between 6 am and 7 am , significant number of trips
- ◊ Data indicates that Tuesday and Wednesday have a lower avg per trip
- ◊ Week # 1 and week # 4 accounted for 50% of total compensation
- ◊ Historiacal Thursday has the highest average per day

Estimate Cost of Doing Uber Business

Avg Cost per Mile

No Trips by Hour of Day: What time of the day a driver can make much of the money?

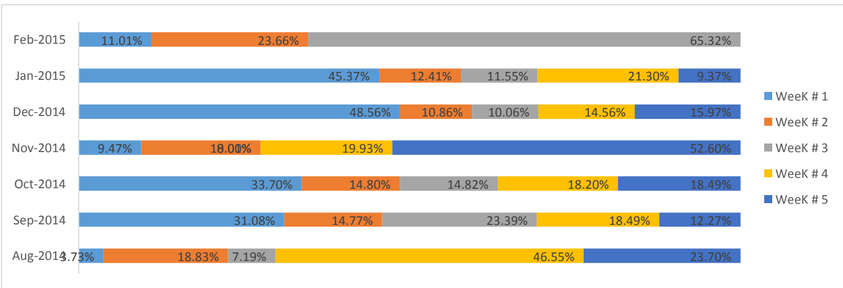


Avg. Per Day and Time: Which day highest average per hour segment ?

Time	Sun	Mon	Tue	Wed	Thu	Fri
12am - 3am	8.48	10.44	8.70	10.63	10.75	8.50
4am - 6am	9.30	10.81	10.70	3.70	19.26	8.99
7am - 12pm	12.99	11.94	2.90	16.24	25.42	10.36
1pm - 6pm	12.73	10.97	10.61	10.50	11.74	12.08
7pm - 9pm	16.25	11.62	11.99	11.38	10.82	10.73
10pm - 12am	14.70	12.88	11.64	11.74	10.68	9.91
Avg Per Day	12.41	11.44	9.42	10.70	14.78	10.09

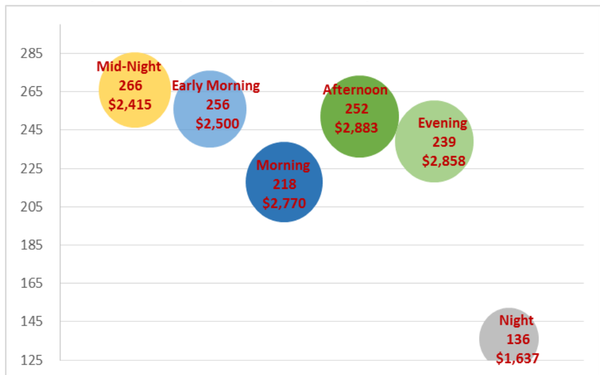
Avg. Miles per Trip Miami_Dade

% of Compensation By Week of the Month : Which week of the month generates the highest % of total compensation



WeeK # 1	WeeK # 2	WeeK # 3	WeeK # 4	WeeK # 5
28.37%	15.72%	20.17%	21.17%	14.57%

# of Trips and Compensation by Time of Day



National Average per Uber Driver

Source:
* Uber driver data- authorized
** Forbes Magazine
*** Insider Business Magazine
**** Dept Transportation

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