



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



P Narmatha
Y Niha
T Nithiyasri
M Navena

Identify
business
questions

*To estimate
the fares*

Visualize and
communicative
data

collect and
store data

it consists
of 1155
Uber rides

Demand
and supply
inreal tin

To analysis
the
customer
satisfication

It useful
to data
analysis

Ubers core
ride sharing
products

The drivers
available at the
most demand
location

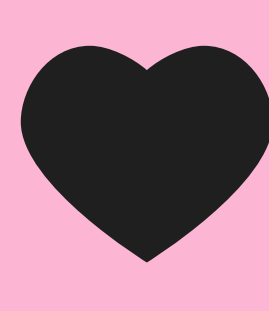
like start
time and
end time of
ride

EXPLORATORY
DATA
ANALYSIS



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?