Illuminating insights from uber expeditionary analysis

I.INTRODUCTION

Uber is a ride-hailing company that relies heavily on data science and analysis to support its day-to-day operations and provide hassle-free rides and deliveries to customers. Data science is a critical component of Uber's operations, and the company invests heavily in its data science and technology capabilities.

1.1 Overview

Our project is about uber analysis and about their rides and miles covered.

1.2 Purpose

dynamic pricing, driver assignment, safety, fraud, customer experience, etc.

2. PROBLEM DEFINITION

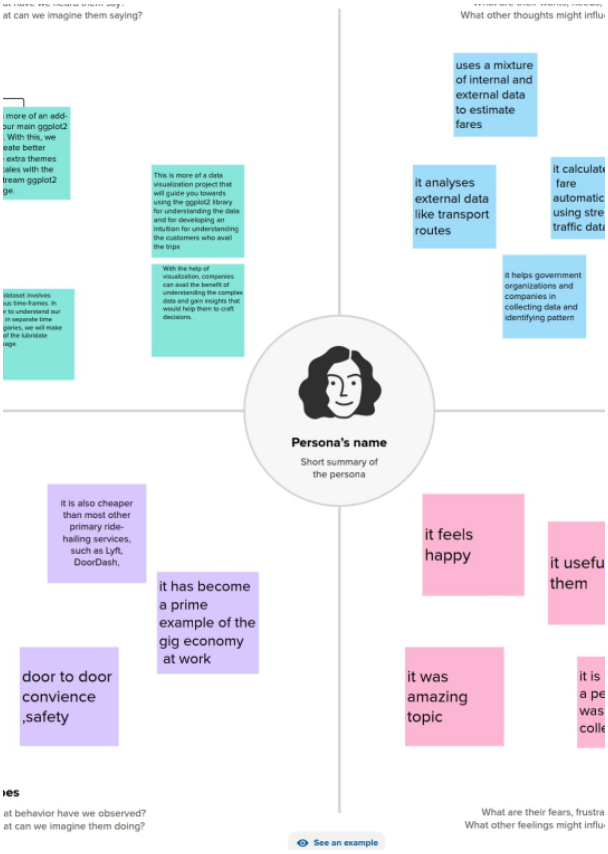
Users booking Uber rides for pickup have a high waiting

time of arrival of the cab and end up not booking/cancelling the ride

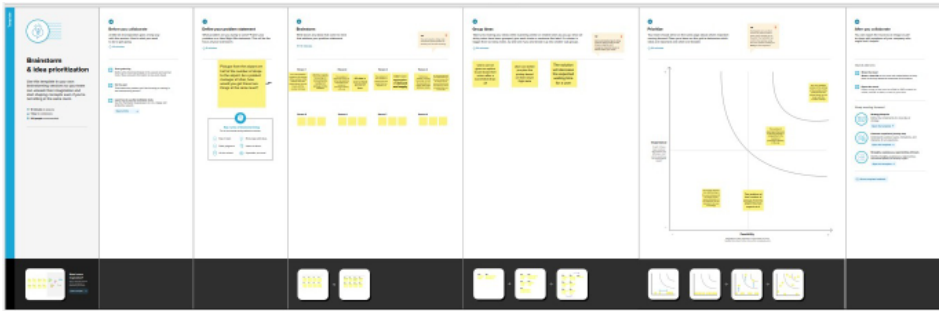
DESING THINKING

A powerful tool to create higher customer satisfaction. Creating the future of food delivery takes empathy, innovation, and an appetite for complex logistical challenges.

2.1 Empathy map uber analysis



2.2 Ideation & brainstorming map screenshots



3. RESULT:

Revenue grew **29%** YOY to **$8.8** billion, or **33%** on a constant currency basis

4. ADVANTAGES

* Door-to-door convenience
* safety
* reliable quality
* avoidance of regulation

DISADVANTAGES

* surge pricing

* Increased competition among driver

* The possibility of receiving negative reviews

* uncertainty about the payment rate for each ride

APPLICATION

Link passengers with drivers using the uber app. Generally, the drivers own their own car. The company does also offer rental or lease on cars through third party partners lik hertz, get around and fair.

CONCLUSION:

The progress that the uber analysis has seen in recent years is not only extremely welcome to but highly necessary in light of the increasing.

FUTURE SCOPE:

We can use this data for training a model using ML ans building a smart AI based predictive system.