



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?



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?



college student
Uber data analysis project

A data analytics project involves **collecting, analyzing, and interpreting data to gain insights and make informed decisions**

This big data can be used to study passenger's behavior.

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

They envision **connecting people, cities, and businesses through innovative products like ride-sharing and food delivery.**

Uber believes in doing our part to create a clean future for the planet.

And they want to provide these services at an unbeatable rate, making them accessible to all individuals.

Uber Technologies, Inc. (commonly referred to as Uber) is an American transportation conglomerate that mainly provides taxi services where individuals can hail a taxi (Uber) in an app on their phone.

The US & Canada are still responsible for the majority of Uber's revenue, with \$19.4 billion of the \$31.8 billion made in 2022 coming from those two countries.

Uber's ubiquitous presence in more than 80 countries has made it the most recognisable ride-hailing service worldwide.

Studies also suggest that the perception of internal physical states plays a role in how people experience emotions

One study, for example, found that **participants who were more sensitive to their body's physical signals also experienced more negative emotions such as anxiety.**

Anxiety can become built on this through neurotic conflict, neurotic fear being anxiety, and, by definition, having an obscured, that is, an unconscious, source.