## ILUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS...

## **TEAM MEMBERS**

- 1) R.Abinaya.
- 2) K.Akilandeswari.
- 3) A.Anandhi.
- 4) E.Boopathi.

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## WHAT IS UBER?

Uber is a multinational transportation network company that operates a ride-hailing platform. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California. Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles.





















