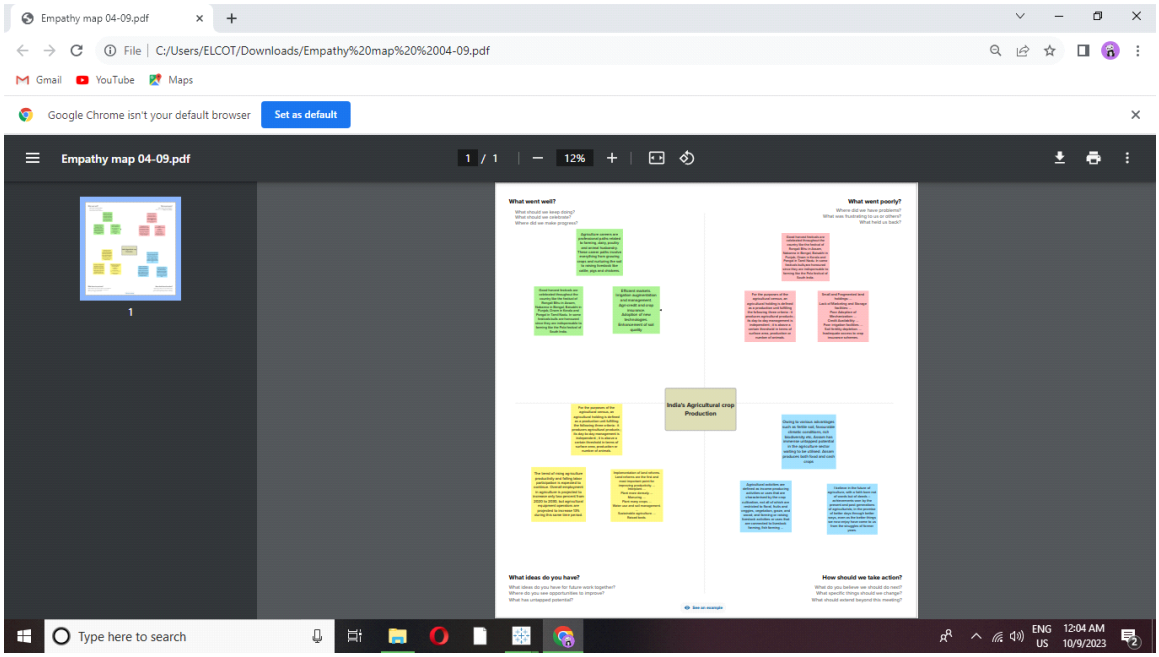
UBER EXPEDITIONARY ANALYSIS REPORT

INTRODUCTION

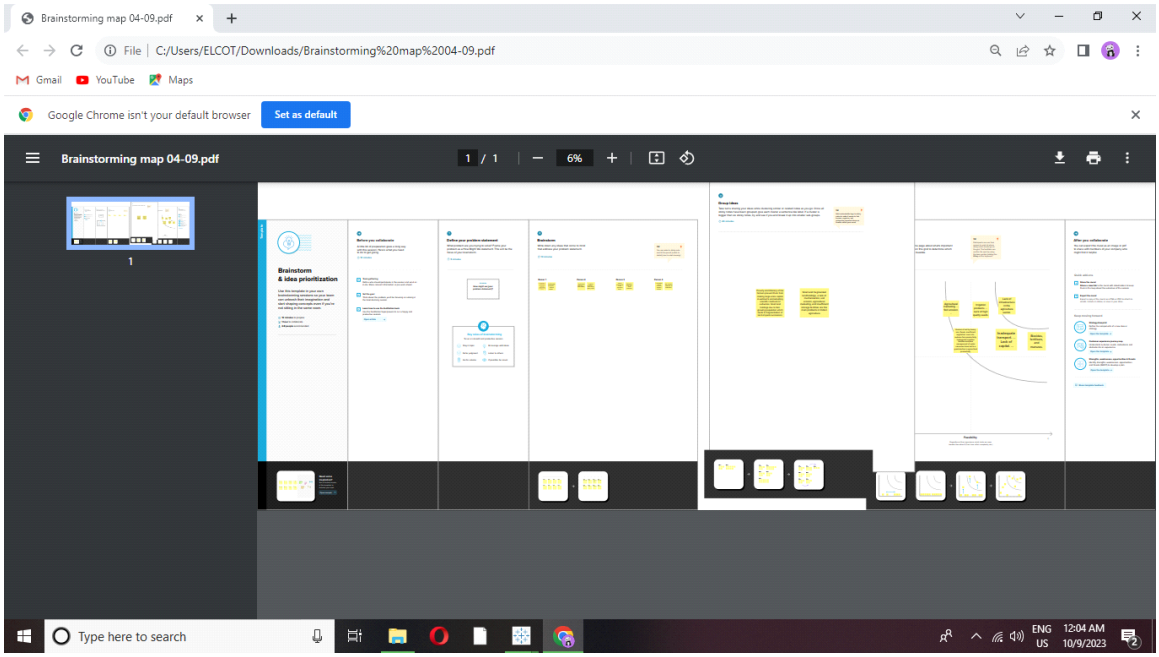
Iluminating Insights from Uber Expeditionary Analysis Creating Dashboard, Story using Tableau and analysing Uber Project description Uber is a multinational transportation network company that operates a ride-hailing platform. It was founded in 2009 by Garrett camp and Travis Kalanick and is based in San Francisco, California.

EMPATHY MAP



This empathy map explains about my says, thinks, ideas, and feels. It is very useful to understand the project. And this is shows that what we understand about this project.

BRAINSTORMING MAP

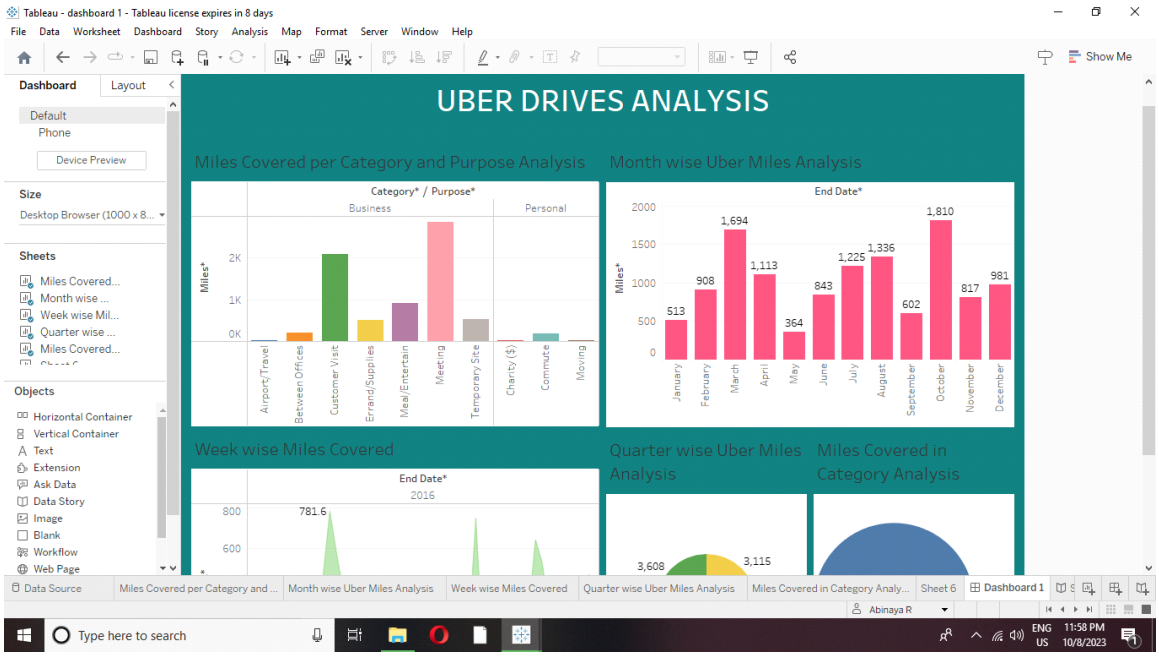


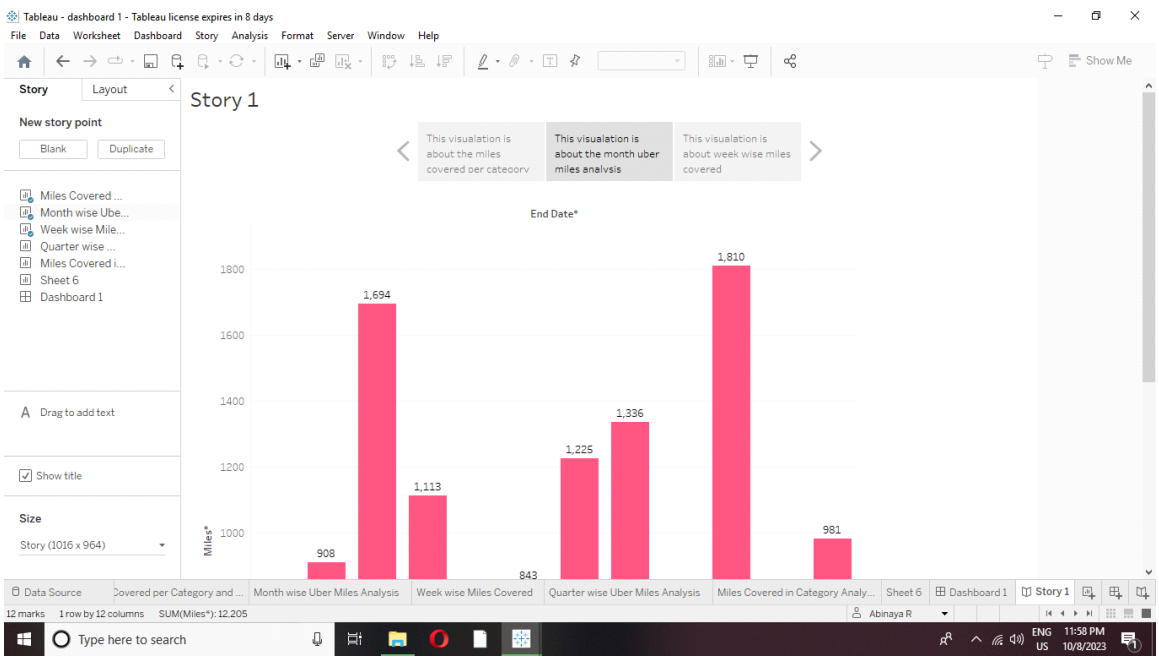
The Brainstorming map is about the group ideas and individual ideas are shown there. It may help to develop the project . The ideas are placed on graph in order by important.

RESULT

Finally, the project is done with dashboard and the story. The dashboard and the story

are uploaded in Tableau Pubic. The screenshots are given below.





ADVANTAGES

This analysis can help identify peak

hours or days of high demand and optimize driver availability during those times.

The regions or a specific cities to identify areas with higher demand.

This analysis can help Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability.

DISADVANTAGES

The insights generated from uber data may be specified to transportation industry and may not have border applications.

Uber is an international company located in 69 countries and around 900 cities around the world. Lyft, on the other hand, operates in approximately 644 cities in the US and 12 cities in Canada.

CONCLUSION

We will perform data analysis on two types of rider data from Uber. The first dataset contains information about the rides taken by one particular user, and the second contains similar details about the rides taken by Uber users in two countries.

FUTURE SCOPE

We can use this data for training a model using ML and building a smart AI based predictive system. Model can automatically send the insights to the authorities or drives related to areas having most trips and passenger count in certain areas. This big data can be used to study passenger's behaviour.