**Dr.ZAKIR HUSAIN COLLEGE,ILAYANGUDI**

**PG DEPARTMENT OF MATHEMATICS**

**PROJECT TITLE: VOGAYE VISTA: ILLUMINATING INSIGHS FROM UBER EXPRDITIONARY**

**SUBMITTED BY:**

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# 1.INTRODUTION

## 1.1 OVERVIEW:

**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. Some of the key use cases of data science in Uber include-dynamic pricing,driver assignment ,safety ,fraud ,customer experience ,etc. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Franciso,California.**

## 1.2 PURPOSE:

**1.Uber is a ride hailing company that offers the Uber app,which you can use to submit a trip request that is automatically sent to an Uber driver near you ,alerting the driver to your location.**

**2.The accepting Uber driver will then come and pick you up and drive you to your requested destination.**

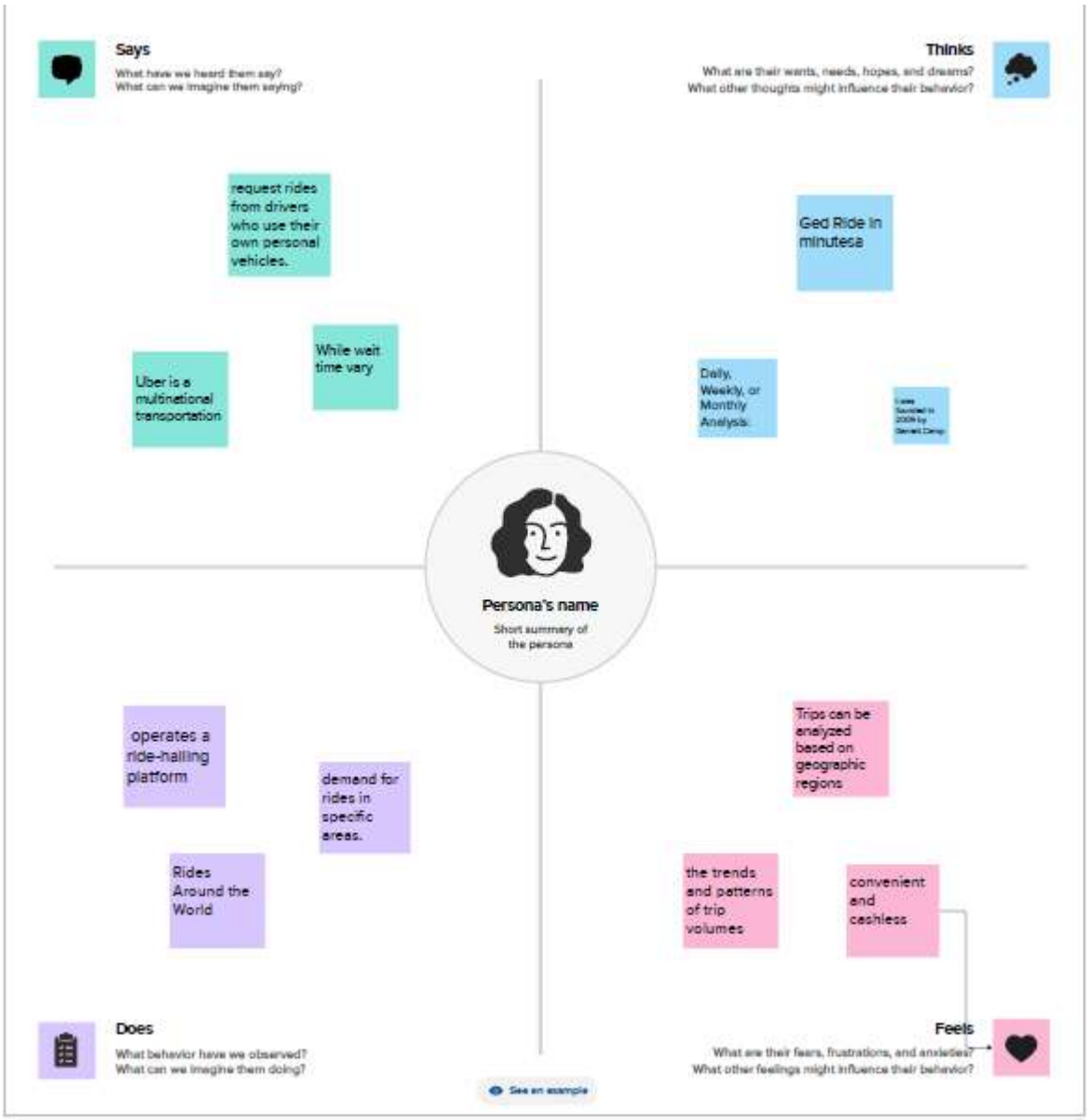
**3.The Uber app automatically figures out the navigational route for the driver,calculates the distance and fare,and transfers the payment method.**

**4.The goal of this project is to gain insights into demand and supply industry by cleaning,transforming , and analyzing.**

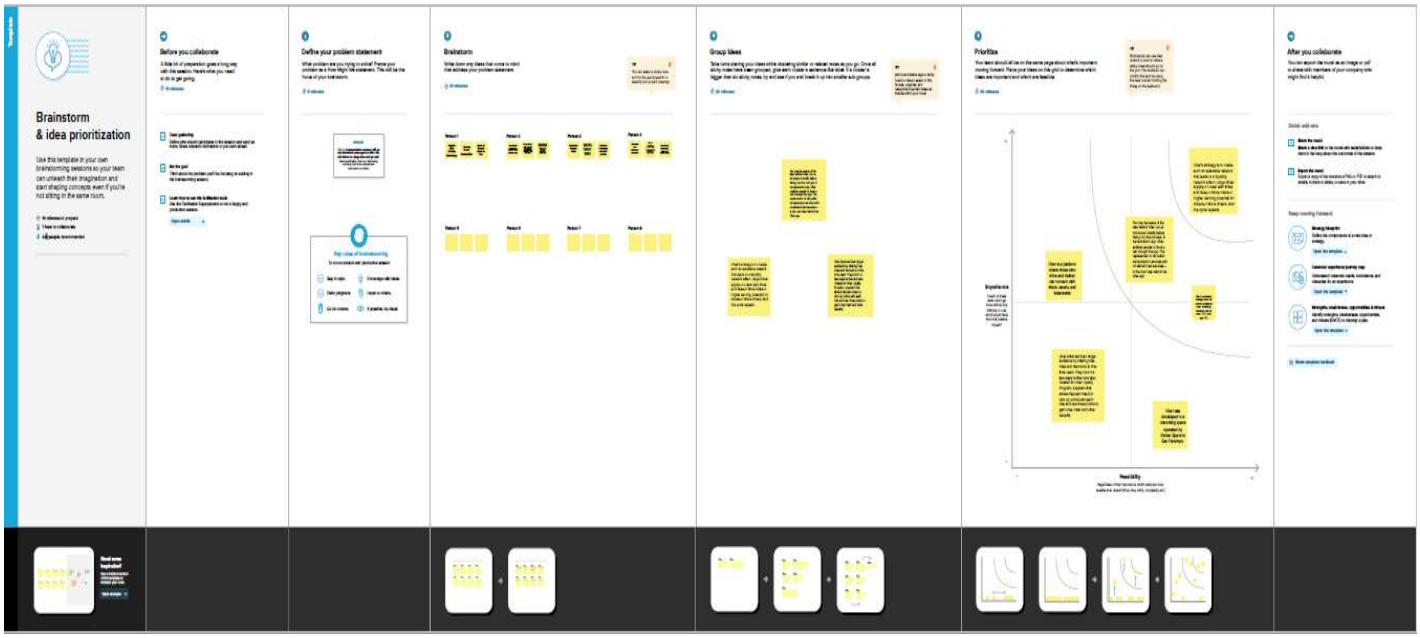
**5.By analyzing operational data,Uber can identify inefficiencies and streamline its operations ,leading to cost reductions and improved profitability.**

## 2.PROBLEM DEFINITION & DESIGN THINKING:

### 2.1 EMPATHY MAP:



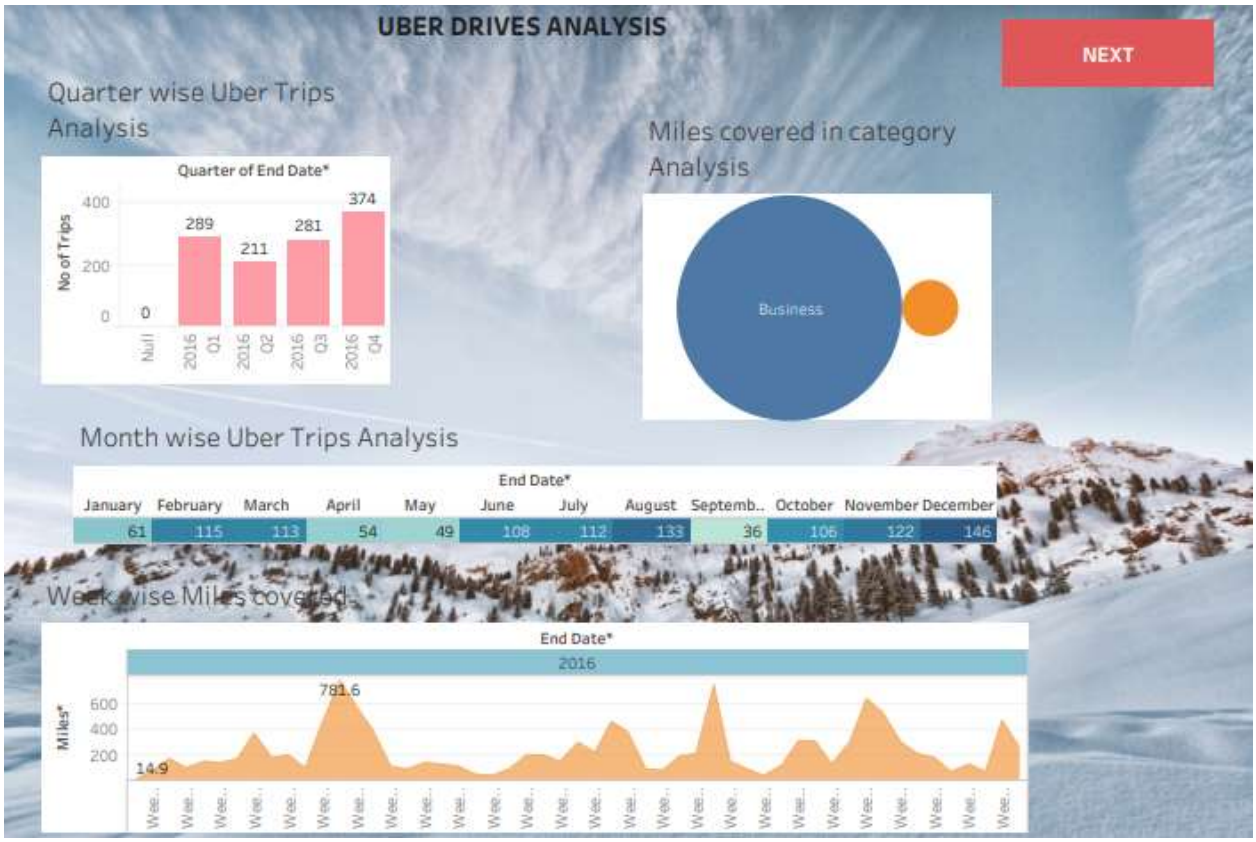
## 2.2 IDEATION & BRAINSTORMING MAP:



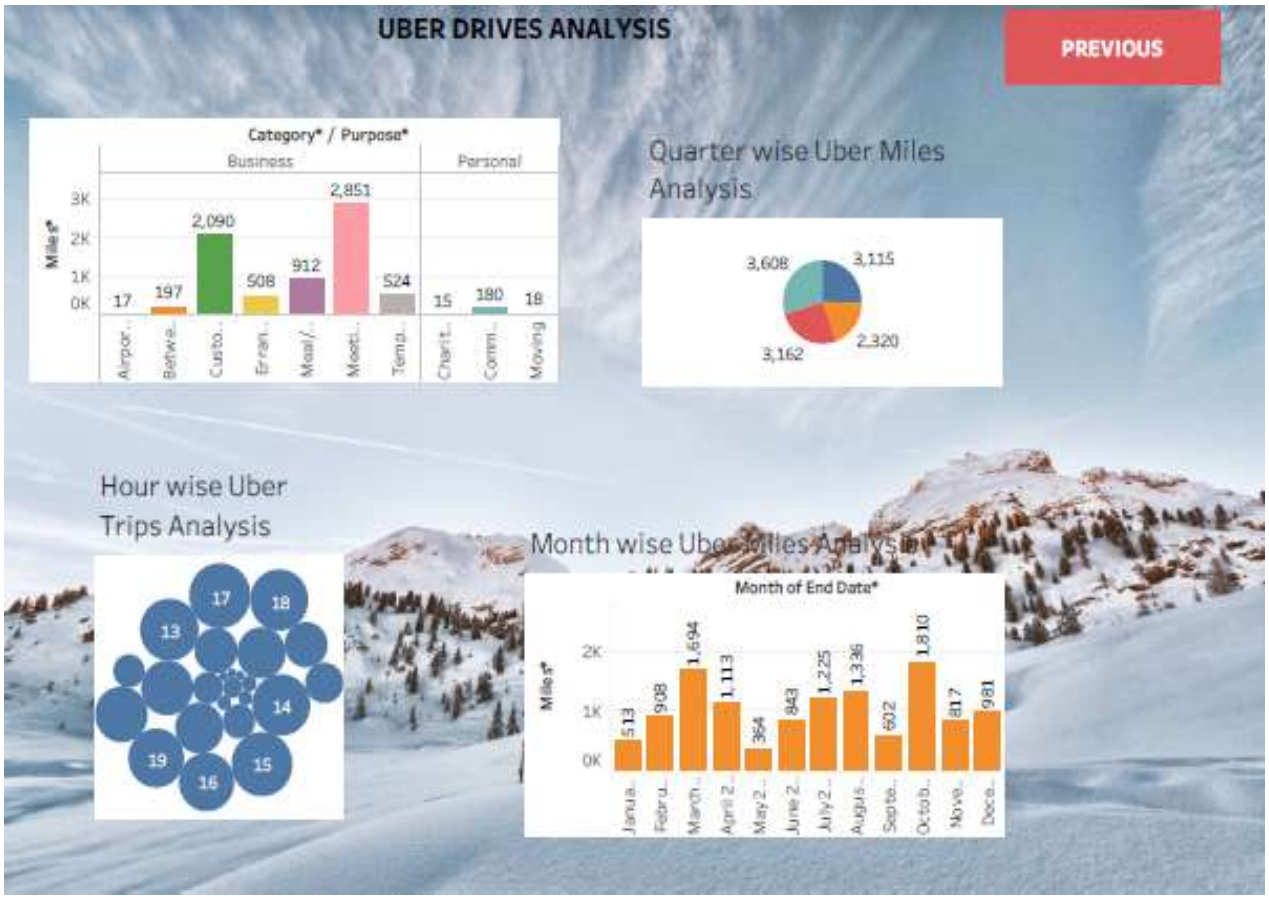

## 3.RESUIT:

### DASHBOARDS AND STORIES

## DASHBOARD 1 :




## DASHBOARD 2 :


UBER DRIVES ANALYSIS
PREVIOUS
Category* / Purpose*
Business
Personal
Miles*
3K
2K
1K
0K
17
197
2,090
508
912
2,851
524
15
180
18
Airpor..
Betwe..
Custo..
Erran..
Meal/..
Meeti..
Temp..
Charit..
Comm..
Moving
Quarter wise Uber Miles Analysis
3,608
3,115
3,162
2,320
Hour wise Uber Trips Analysis
17
18
13
14
19
15
16
Month wise Uber Miles Analysis
Month of End Date*
Miles*
2K
1K
0K
513
908
1,694
1,113
364
843
1,225
1,336
602
1,810
817
981
Janua..
Febru..
March..
April 2..
May 2..
June 2..
July 2..
Augus..
Septe..
Octob..
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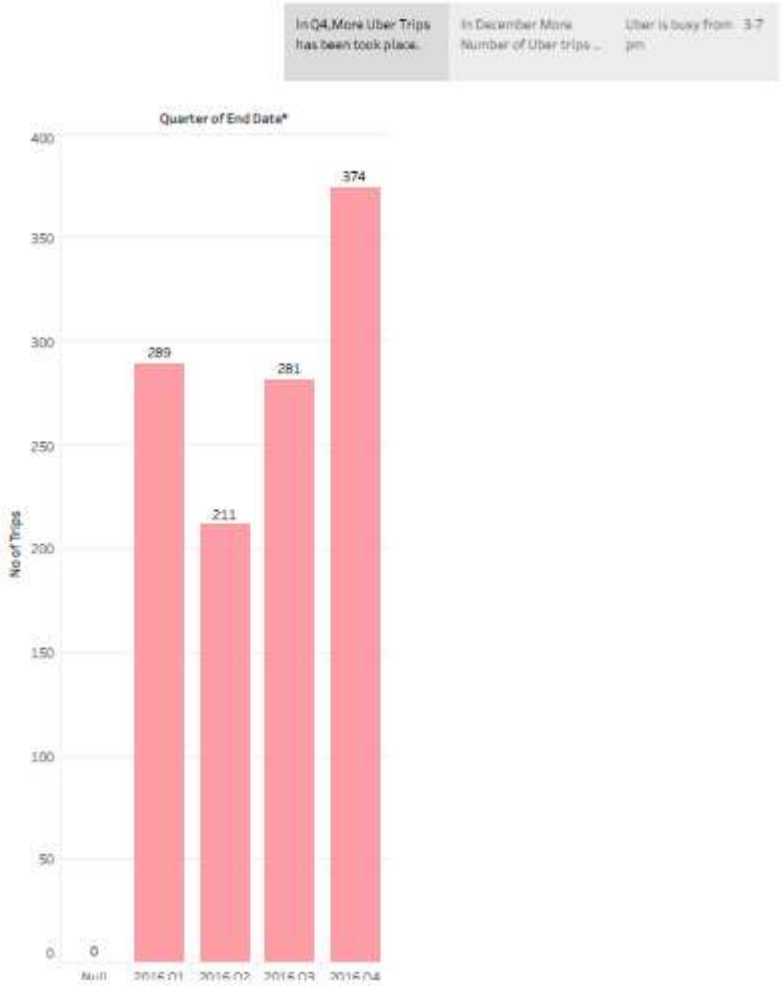
## STORY 1:

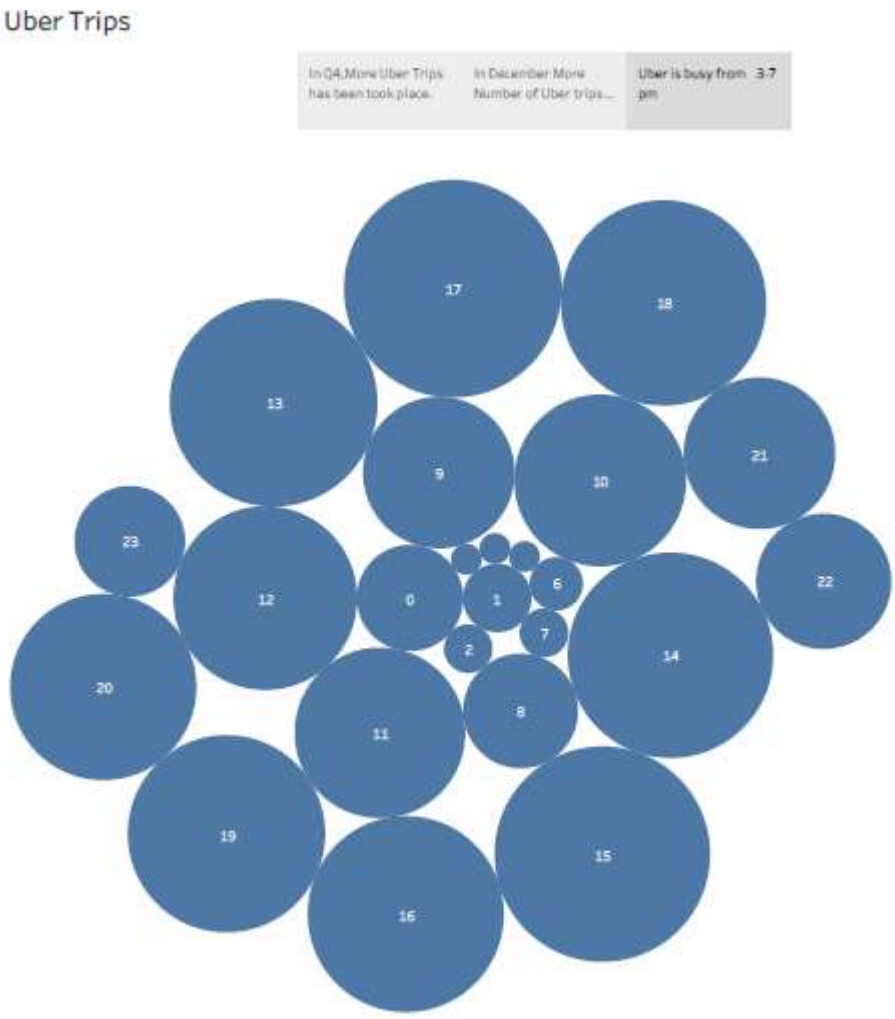
## Uber Trips




## SROTY 2:


Uber Trips
In Q4,More Uber Trips has been took place.
In December More Number of Uber trips ...
Uber is busy from 3-7 pm
End Date*
January February March April May June July August Septemb... October November December
61 115 113 54 49 108 112 133 36 106 122 146
No of Trips
36
146

## SRORY 3:


Uber Trips
In Q4,More Uber Trips has been took place.
In December More Number of Uber trips ...
Uber is busy from 3-7 pm
17
18
13
9
10
21
23
12
0
1
6
22
7
2
14
20
11
8
19
15
16

## 4.ADVANTAGE & DISADVANTAGE:

### ADVANTAGE OF UBER DRIVE ANALYSIS:

1. Uber's advantages include door-to-door convenience, safety, and reliable quality.
2. Instead of chasing a taxi on a street , or calling and waiting , app users can book a ride from any location and it arrives in minutes.
3. Drivers for Uber may use their own cars and bike. Drivers get incentives to keep their taxis clean and well-maintained.
4. Uber is less expensive than other taxi services , but not always . Longer trips always cheaper by Uber but short rides can be expensive.
5. Safety is crucial for both passengers and drivers. This is what Uber is good at it . It is one of major advantages of Uber.

### DISADVANTAGES OF UBER DRIVE ANALYSIS:

1. Drivers are not assured of minimum pay to maintain pay to maintain their own vehicles.
2. At peak times, the price could be double or more. This means too costly during rush hour.
3. With competition from other taxi apps, the earnings of drives can be driven downward.
4. Uber and other taxi-hailing companies are engaged in an intensive fight to provide the most affordable service.

## 5.APPLICATIONS:

Uber uses a mixture of internal and external data to estimate fares. Uber calculates fares automatically using street traffic data, GPS data and it own algorithms that make alterations based on the time of the journey. It also analyses external data like public routes to plan various services.

## 6.CONCLUSION:

Trackling problems like poor transporation infrastructure in some cities, unsatisfactory customer experience, late cars , poor fulfillment, drivers denying to accept credit cards and more .

Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid. More specifically , Uber is a ridesharing company that hires independent constractors as drivers.

Uber's strategy is to create such an extensive network that leads to a liquidity network effect .

Large drive supply-> Lower wait times and fares ->More riders ->Higher earning potential for drivers -> More drivers.

And the cycle repeats.

## 7.FUTURE HOPE:

Where Uber's climate and autonomous driving goals will meet in the future. Uber plans to have its U.S. fleet and all drivers go electric

by 2030 or be taken off  the platform . The company says it will invest $800 million to help drivers pay for EVs and partnership with Ford.

The overall vaue of the global ridesharing market is expected to reach $218 billion by 2025, a promising market for Uber’s growth.