# UBER EXPEDITIONARY ANALYSIS

## 1. INTRODUCTION

- Uber has emerged as leading company in the provision of new transportation options within the contemporary world.
- Uber, then is primarily in the business of networking, and all the company's emerging operations can be conceptualized in terms of simply providing a medium through which the relevant supply can meet up with the relevant demand.
- Visualize Uber's growth in NYC.
- Characterize the demand based on identified patterns in the series.
- Estimate the value of the NYC market for Uber.

### 1.1 OVERVIEW

- Two papers of related works are of interest to same projects-those related to case studies of Uber data in different cities and ones related to urban transport development.
- It is a system for declarative creating graphics, based on the grammar of graphics.

### 1.2 PURPOSE

- 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 ride and deliveries to customers.
- Data science is a critical component of Uber's operations
- The company invests heavily in its data science and technology capalities.

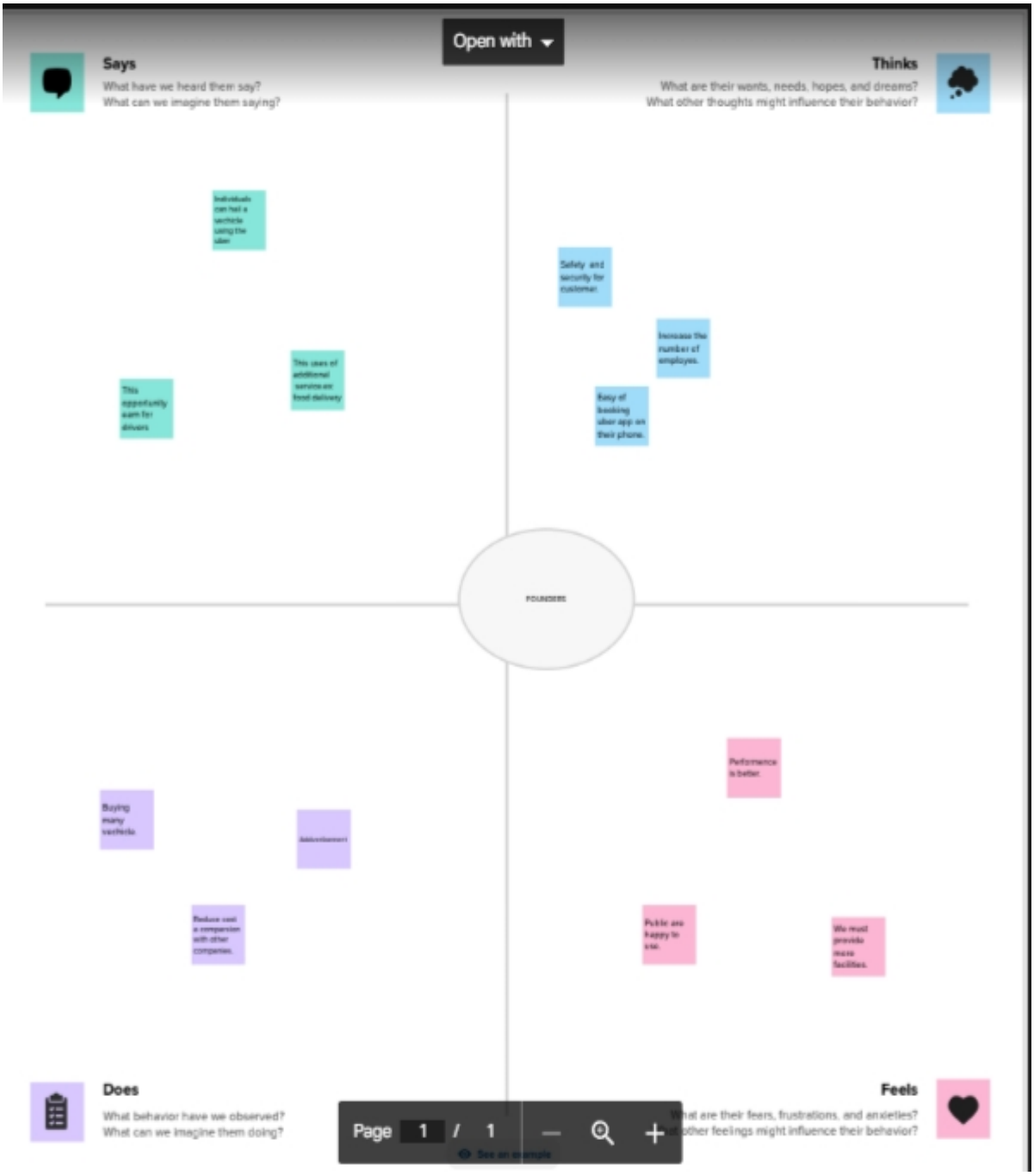
## 2.PROBLEM DEFING & DESIGN THINKING

→ Before starting manipulating and analyzing data,the first thing you should do is to think about the purpose.

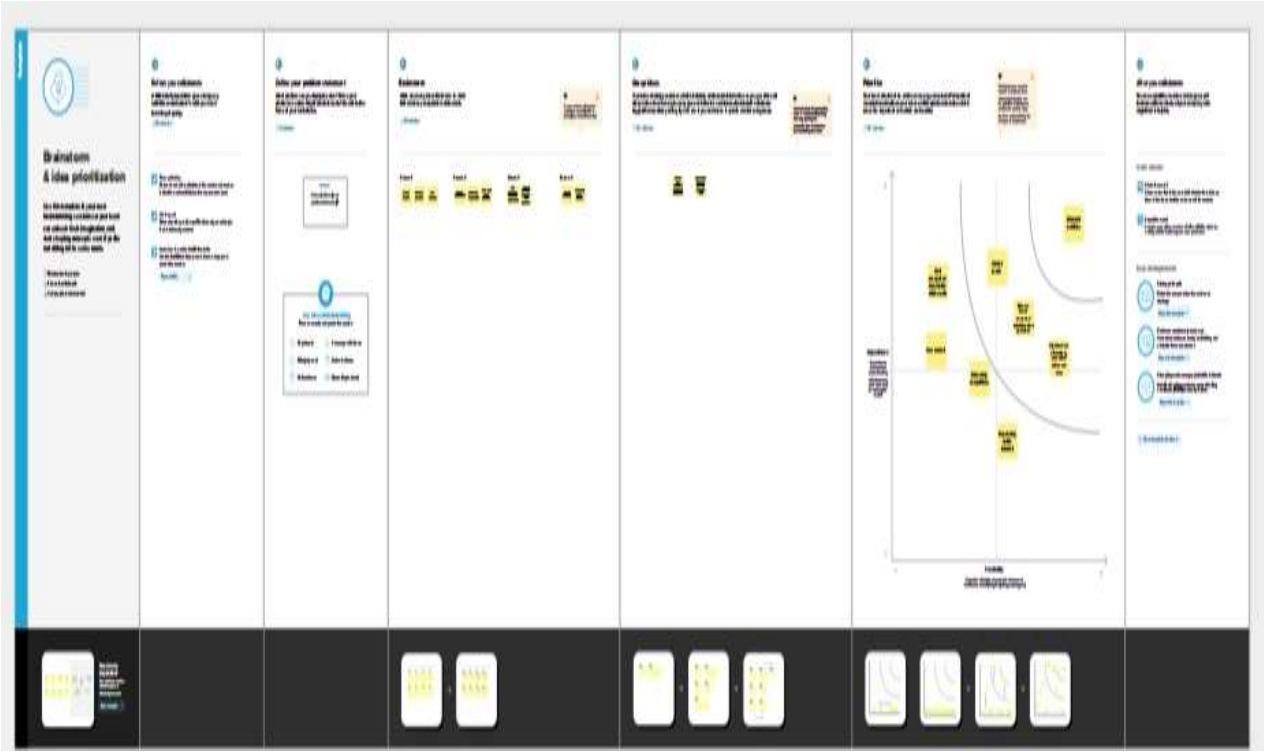
→ What I mean is that you should think about the reasons why you are up to conducting such analysis.

→ If you are uncertaing about this, simply start formulating questions regarding your subject like **What? When? Where? Who? Which? How? How many? How much?**

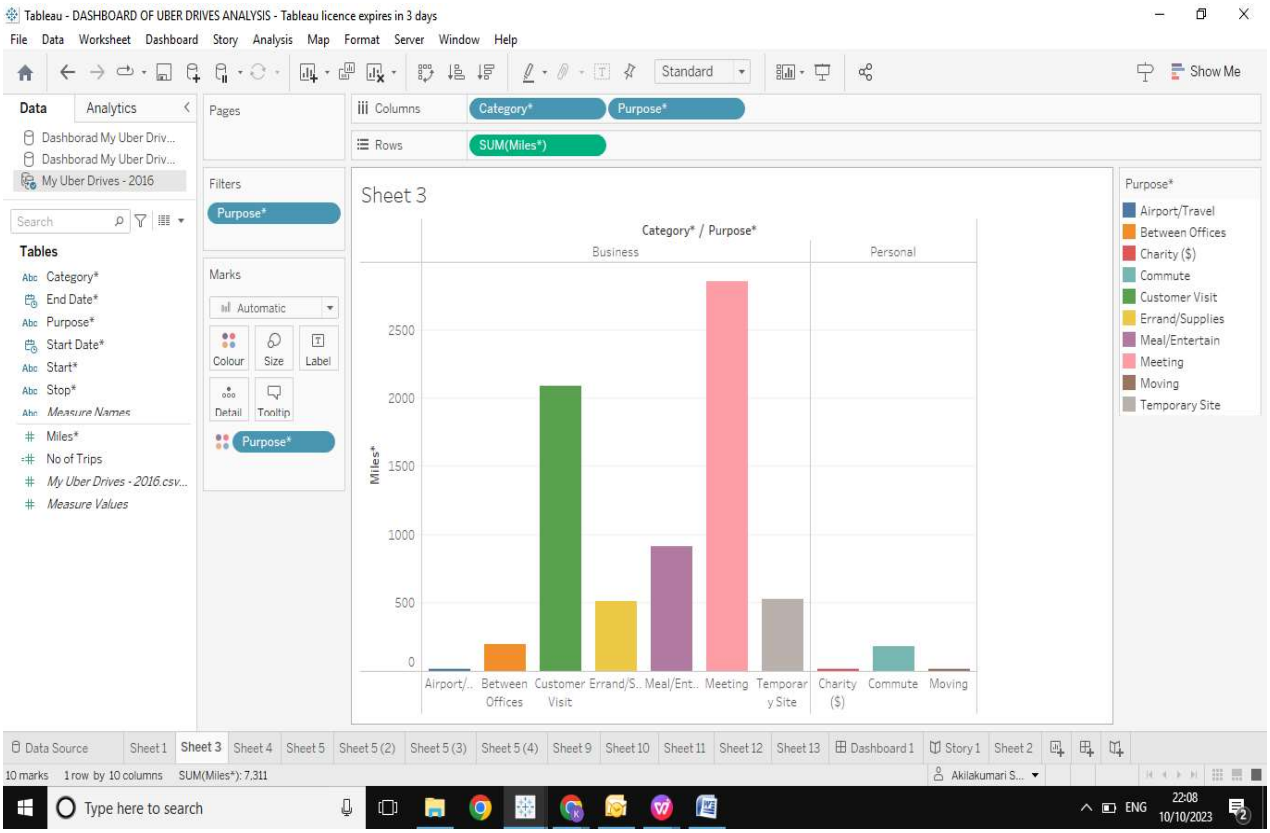
## 2.1 EMPATHY MAP

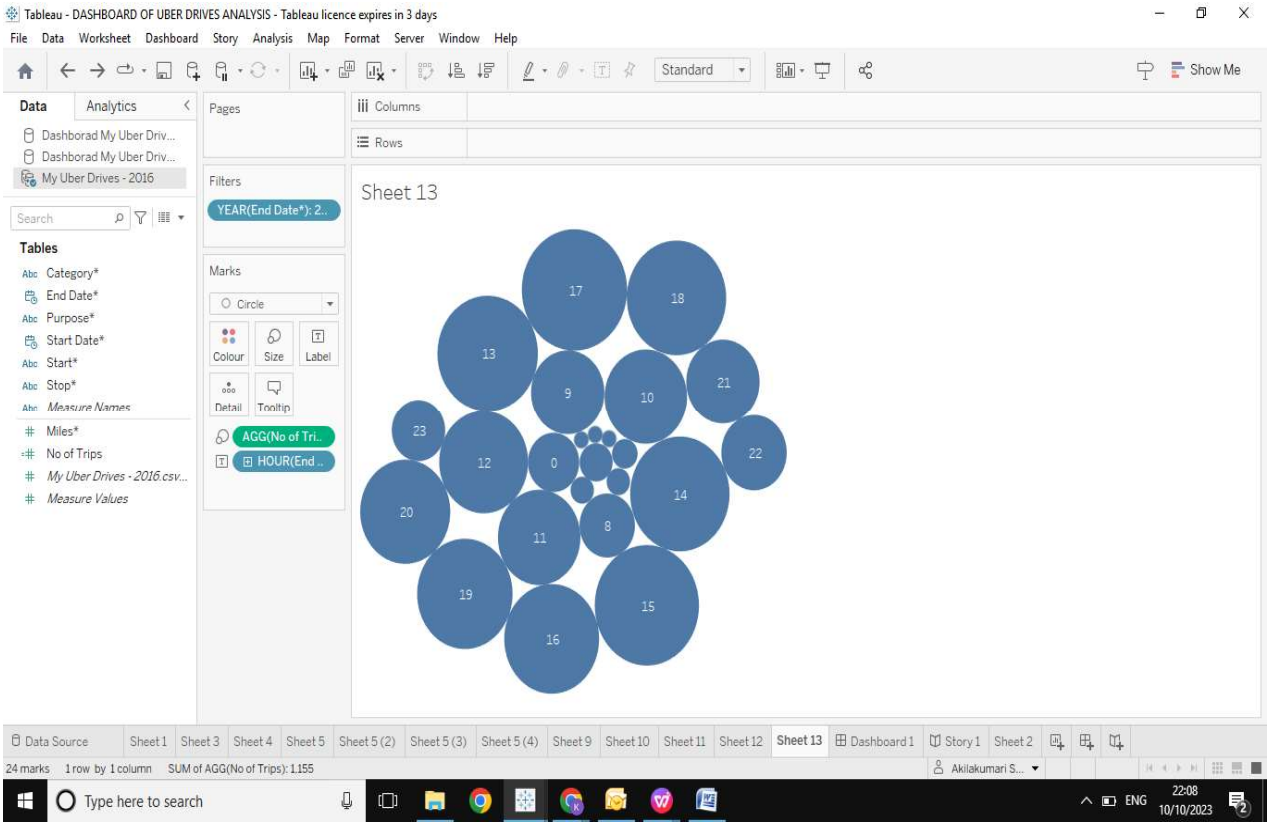


## 2.2 BRAINSTROMING



# 3. RESULTS

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My Uber Drives - 2016
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Data Source
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Sheet 5 (2)
Sheet 5 (3)
Sheet 5 (4)
Sheet 9
Sheet 10
Sheet 11
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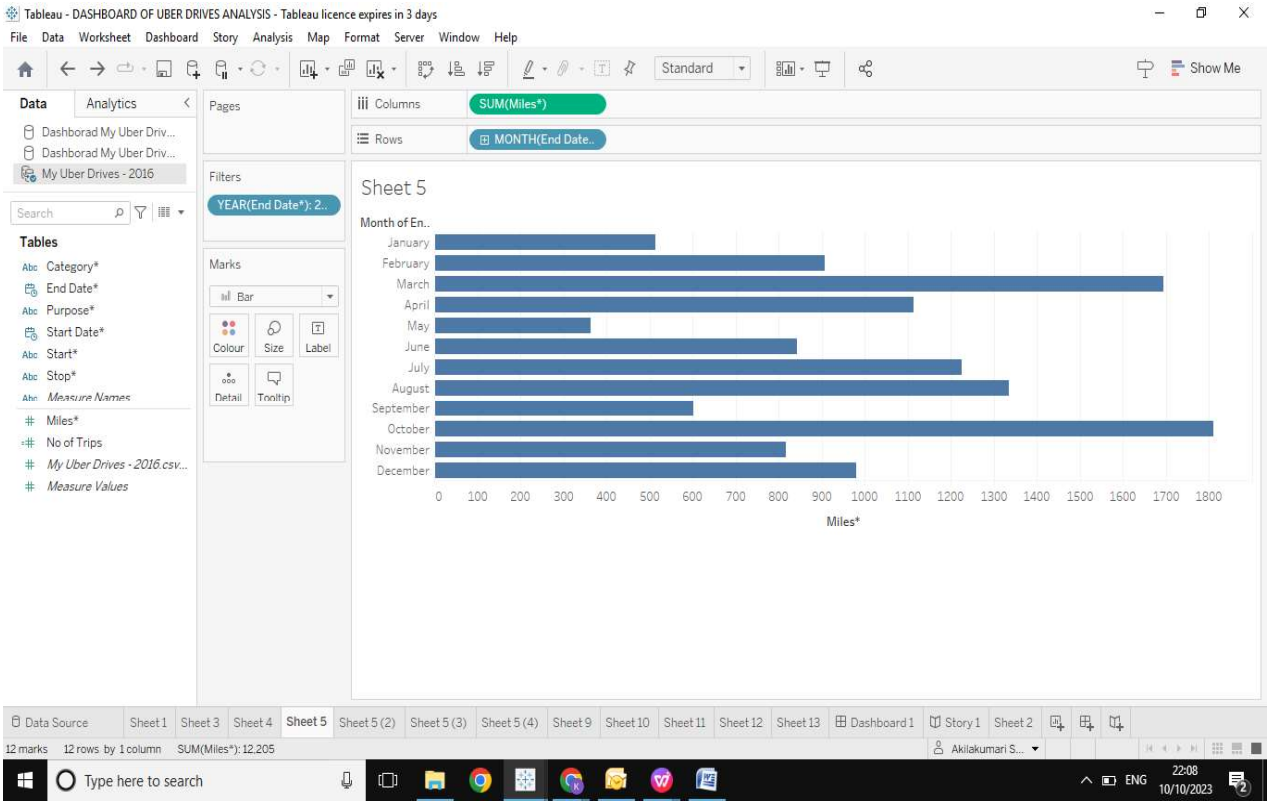
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Sheet 9
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Dashboard 1
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12 rows by 1 column
SUM(Miles*): 12,205
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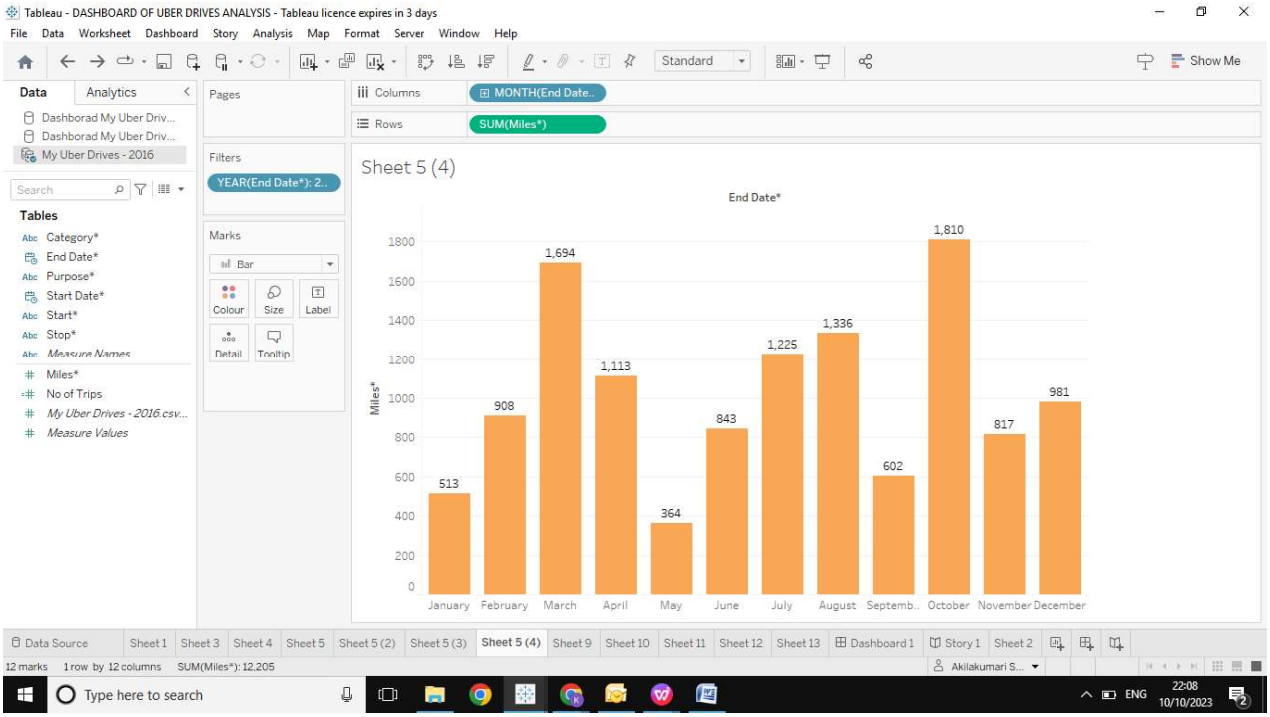
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Miles*
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Category* End Date* Purpose* Start Date* Start* Stop* Measure Names
Miles* No of Trips My Uber Drives - 2016.csv... Measure Values
Data Source Sheet 1 Sheet 3 Sheet 4 Sheet 5 Sheet 5 (2) Sheet 5 (3) Sheet 5 (4) Sheet 9 Sheet 10 Sheet 11 Sheet 12 Sheet 13 Dashboard 1 Story 1 Sheet 2
12 marks 1 row by 12 columns SUM(Miles*): 12,205
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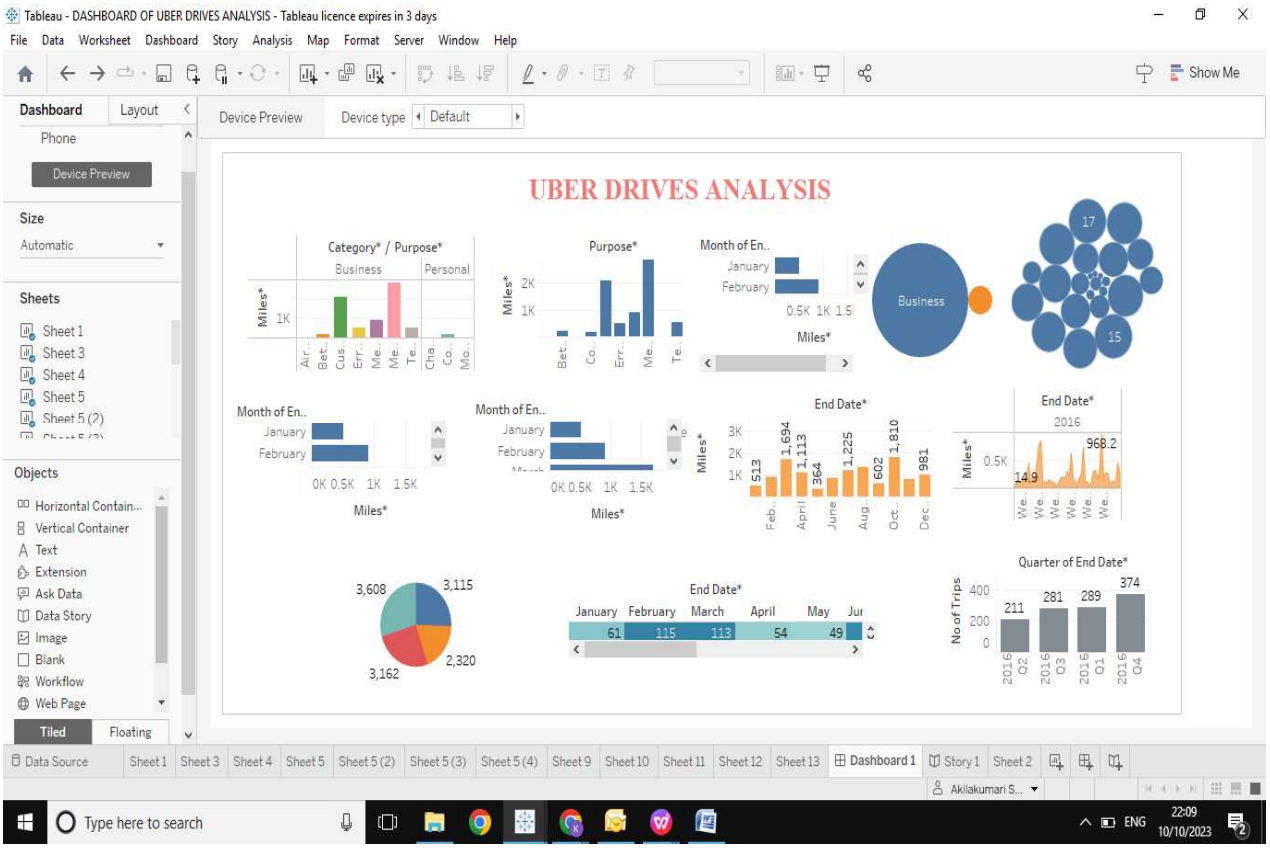
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Dashboard Layout
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Sheets
Sheet 1 Sheet 3 Sheet 4 Sheet 5 Sheet 5 (2)
Objects
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UBER DRIVES ANALYSIS
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Purpose*
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January February
Miles*
Business
End Date*
2016
Quarter of End Date*
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3,608 3,115 3,162 2,320
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61 115 113 54 49
Data Source Sheet 1 Sheet 3 Sheet 4 Sheet 5 Sheet 5 (2) Sheet 5 (3) Sheet 5 (4) Sheet 9 Sheet 10 Sheet 11 Sheet 12 Sheet 13 Dashboard 1 Story 1 Sheet 2
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# 4. ADVANTAGES AND DISADVANTAGES

## 4.1 ADVANTAGES

- Uber has become a prime example of the gig economy at work.
- Uber's advantage include door-to-door convenience, safety and reliable quality.

## 4.2 DISADVANTAGES

- Drivers rely on the surge charges to compensate for infrequent trips and low fares.
- They need to work for longer hours to earn a sustainable income.
- "Surge pricing" is a key annoyance for most of the customers.
- Sometimes due to unavailability of taxi or any other reasons, drivers cancel the trip.

# 5.APPLICATION

## 5.1 ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS

1. Global reach
2. Prices are lower compared to traditional taxi operators
3. High standards of services has verified drivers and cars
4. Financial position
5. New markets
6. Business diversification
7. Increasing competition
8. The impact of the pandemic
9. Well recognized brand in the entire world
10. Uber can incentivize the use of lower operation

11. Gender inequality
12. Depending on the internet

## 6. CONCLUSION

- At the end of this Uber data analysis R project, we studied how to create data visualization.
- We used package gglot2 that helped us to plot various types of visualization that pertained to several time frames of the year.
- Finally, we made visualization a Geo plot of New York that provided us with the details of how various users made trips from different bases.

## 7. 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 drivers related to areas having most trips and passenger count in certain areas.
- ✓ This big data can be used to study passenger's behaviour.