GOVERNMENT ARTS COLLEGE (AUTONOMOUS)

COIMBATORE -641 018

DEPARTMENT OF MATHEMATICS

NAANMUDHALVAN COURSE: DATA ANALYTICS WITH TABLEAU

CLASS : III YEAR B.Sc Mathematics -SEMESTER : 5

PROJECT REPORT

(PROJECT DOCUMENTATION)

NM TEAM NUMBER   : 7

NM TEAM ID   : NM2023TMID23801

NM PROJECT TITLE   : VOYAGE VISTA : ILLUMINATING INSIGIHTS FROM

                            UBER   EXPEDITIONARY ANALYSIS

Mentor   :   Dr. MALATHI THANGAVELU - Associate Professor

Submitted by

1. KISHORKUMAR .V

2. MANOJKUMAR .S

3. PUVIYARASU .S

4. SARANKUMAR .S

Submitted to

SmartBridge Educational Services Pvt. Ltd.

1] Introduction:

The aim of Uber Insights is to provide valuable information that can help cities make informed decisions about transportation and urban planning. This includes data on traffic patterns, travel times, and areas of high demand.Uber Insights can be used to analyze the environmental impact of transportation choices. This includes studying trends in shared rides, which can help reduce the number of vehicles on the road and consequently lower emissions.
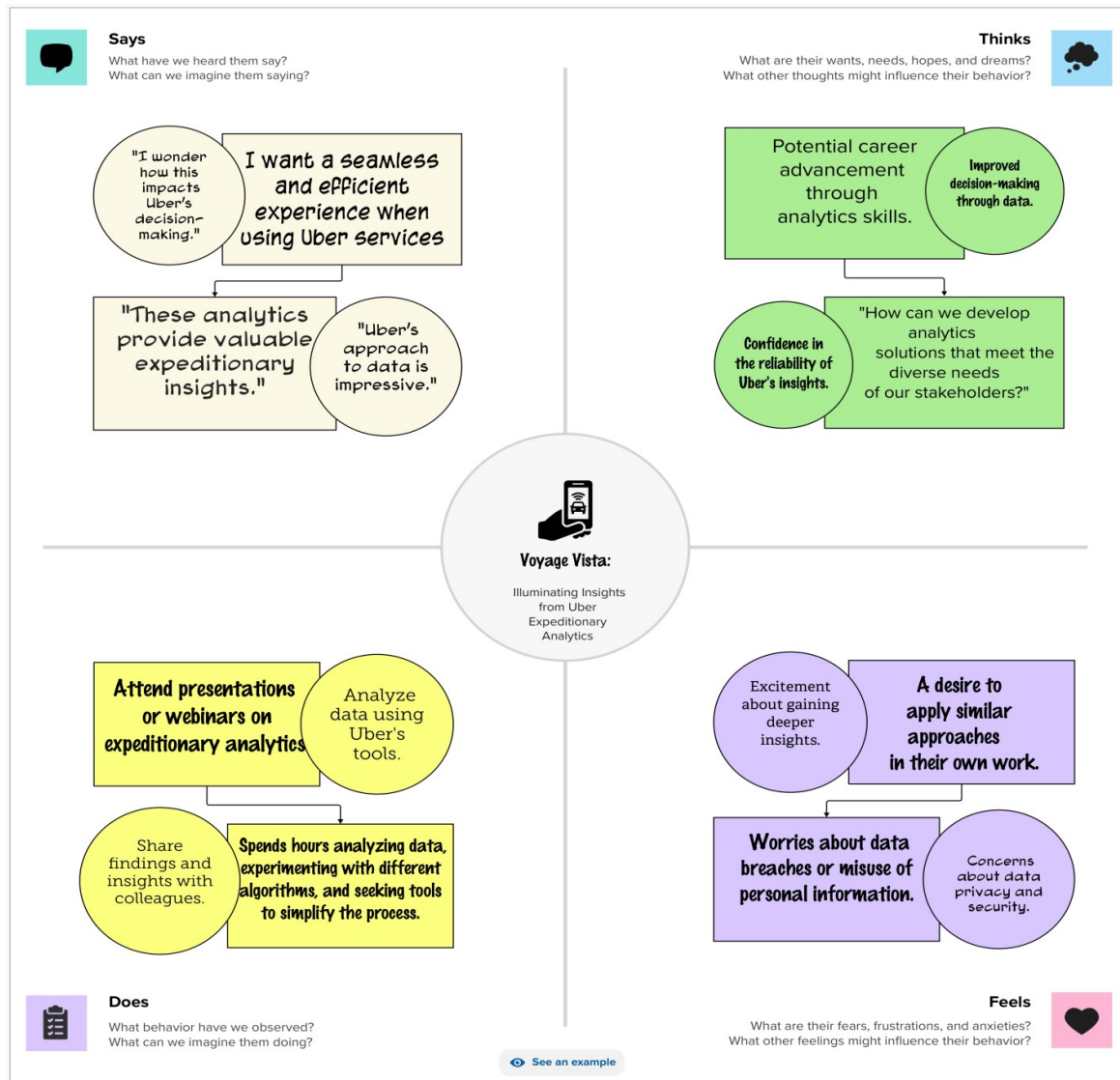
By providing cities with data, Uber may seek to establish collaborative relationships with local governments, demonstrating a willingness to work together for the benefit of both Uber users and city residents. Sharing data may also be a proactive measure to comply with local regulations and demonstrate transparency in Uber's operations.

Uber Insights Analysis has been a valuable tool for understanding transportation patterns and trends. Here are some notable achievements:
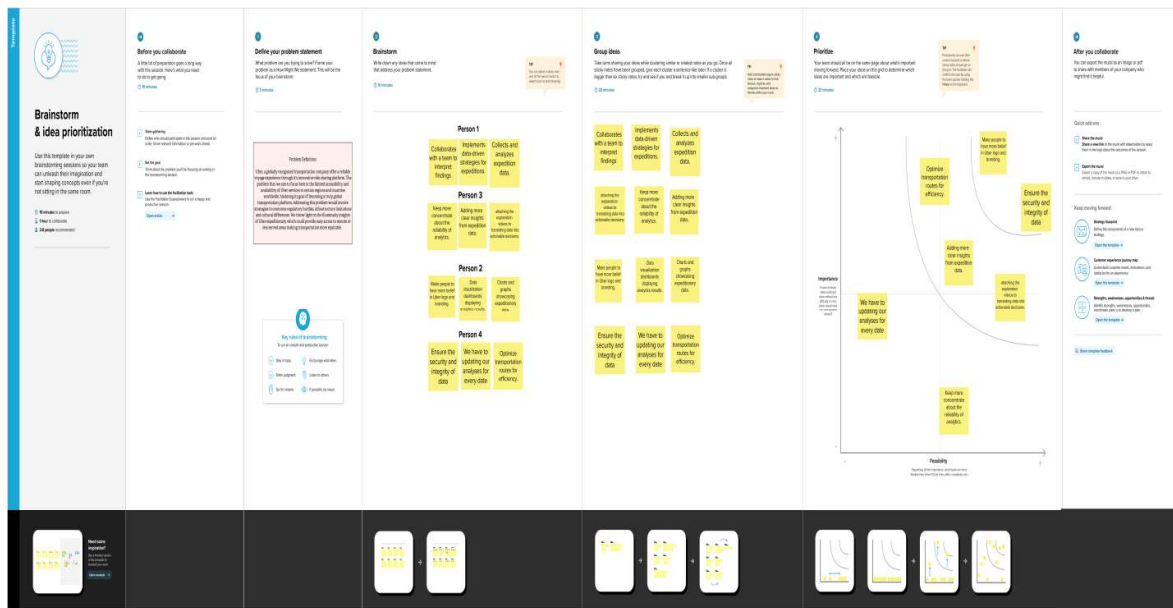
- **Improved Traffic Management:** Uber Insights has helped cities and transportation authorities optimize traffic flow by providing real-time data on congestion, popular routes, and peak travel times.
- **Reduced Drunk Driving Incidents:** By studying data on late-night rides, Uber has contributed to a decrease in drunk driving incidents in cities where it operates, promoting safer roads.
- **Enhanced Public Transportation Integration:** Some cities have used Uber Insights to integrate ride-sharing services with public transit systems, making it easier for residents to navigate urban areas.
- **Economic Impact Studies:** Uber Insights has been used to conduct studies on the economic impact of ridesharing services in various cities, shedding light on job creation, income generation, and related factors.
- **Optimized Pricing Strategies:** Uber has used data from Insights to refine pricing models, **ensuring** fair rates for riders while maintaining income opportunities for drivers.
- **Emergency Response Collaboration:** In some regions, Uber Insights has been utilized to collaborate with emergency services, providing critical transportation during crises or natural disasters.

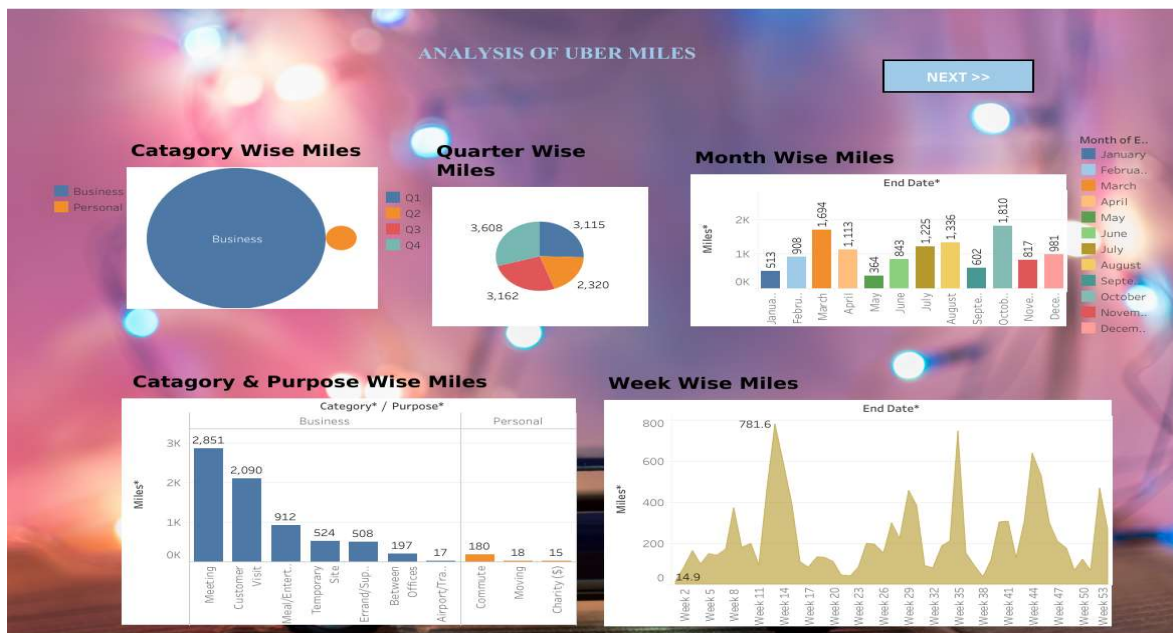## 2) PROBLEM DEFINITION & DESIGN THINKING :

➢ EMPATHY MAP

Says
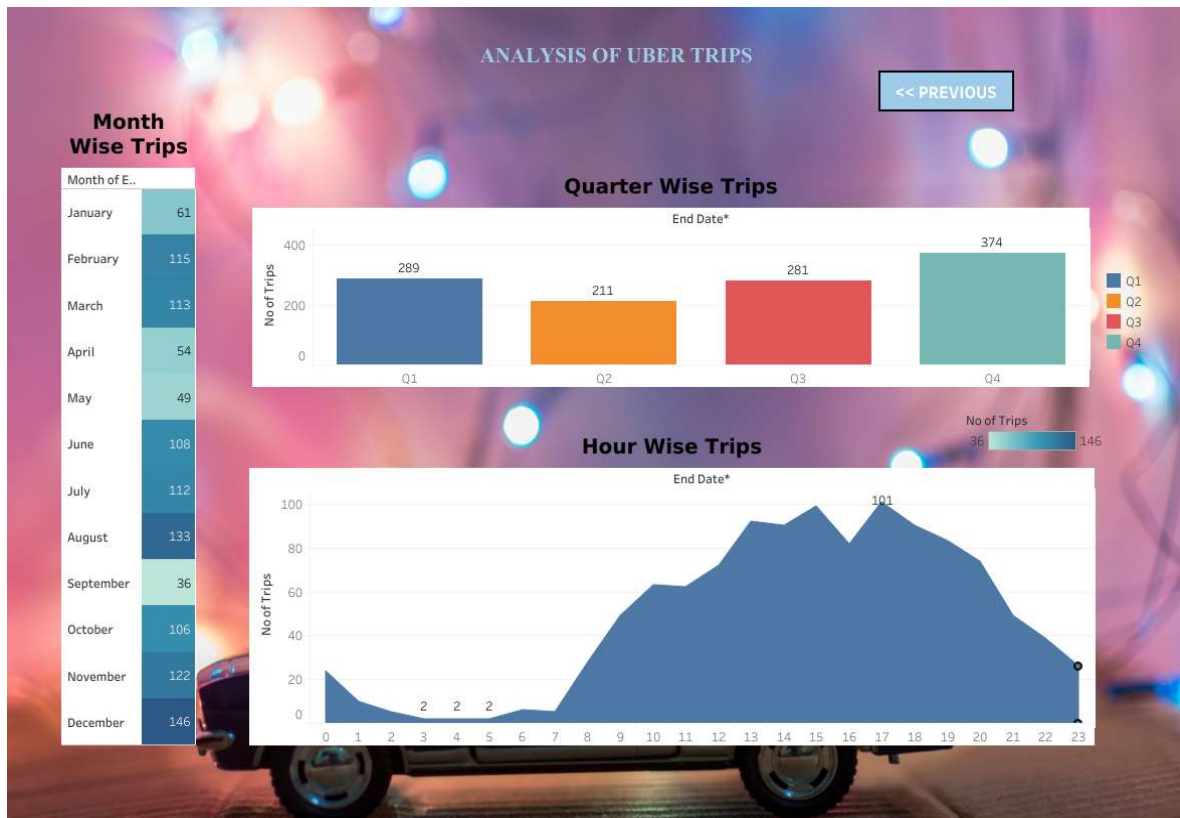What have we heard them say?
What can we imagine them saying?

"I wonder how this impacts Uber's decision-making."

I want a seamless and efficient experience when using Uber services

"These analytics provide valuable expeditionary insights."

"Uber's approach to data is impressive."

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Potential career advancement through analytics skills.

Improved decision-making through data.

Confidence in the reliability of Uber's insights.

"How can we develop analytics solutions that meet the diverse needs of our stakeholders?"

Voyage Vista:
Illuminating Insights from Uber Expeditionary Analytics

Attend presentations or webinars on expeditionary analytics

Analyze data using Uber's tools.

Share findings and insights with colleagues.

Spends hours analyzing data, experimenting with different algorithms, and seeking tools to simplify the process.

Excitement about gaining deeper insights.

A desire to apply similar approaches in their own work.

Worries about data breaches or misuse of personal information.

Concerns about data privacy and security.

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?

👁 See an example

➤ BRAINSTORMING MAP :

3) ANALYTICS RESULT :
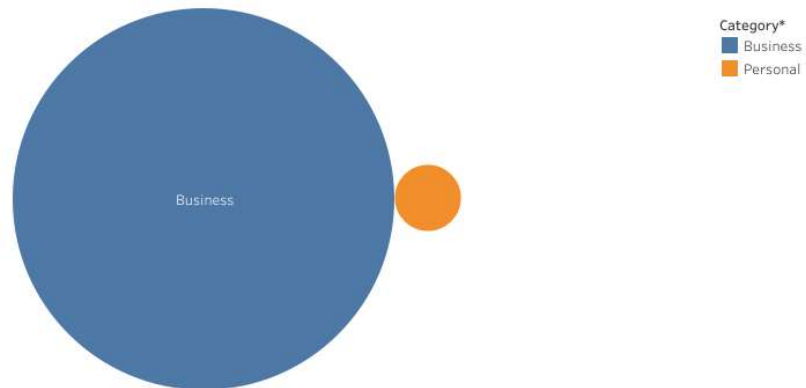
➤ Dashboard~ 1

➢ Dashboard-2

➢ STORIES

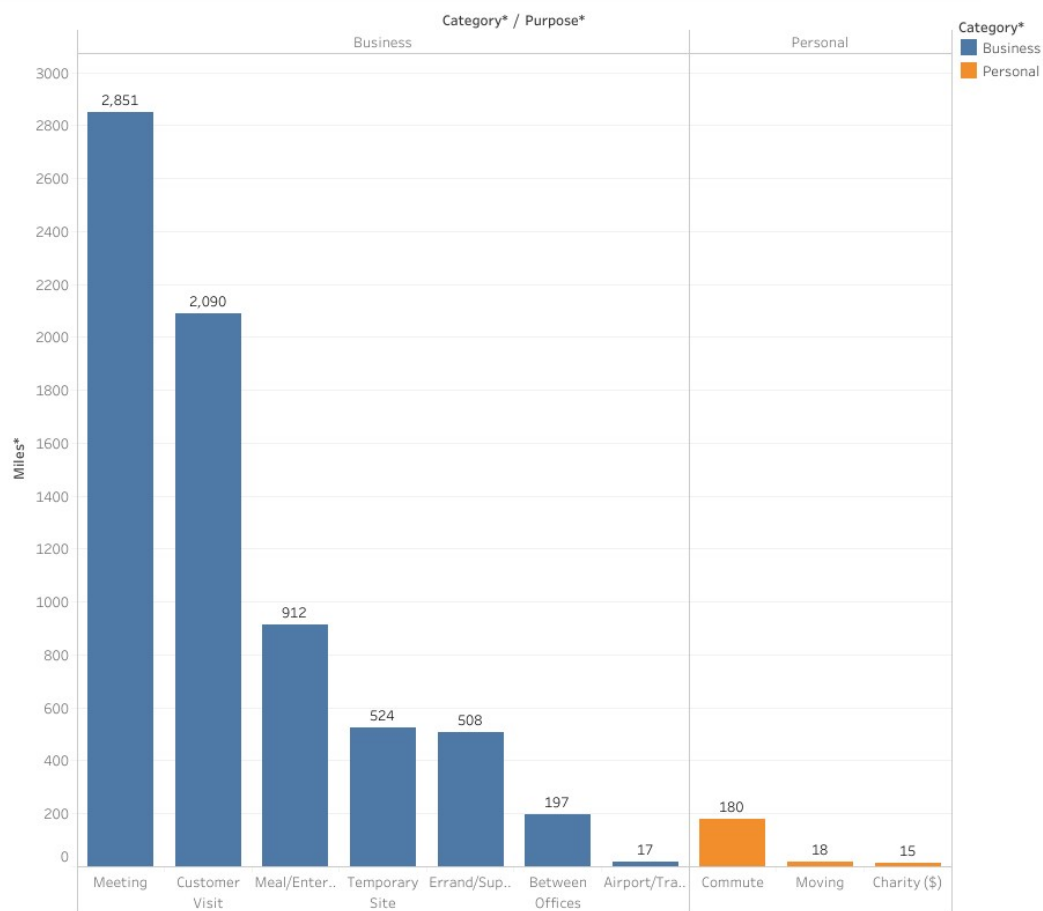## i)   Catagory Wise Miles:

UBER MILES

Uber Miles in business purpose has been more.	Uber miles in business catagory has been more in meeting purpose and in personal catagory has been more in commute purpose.	In month of October,Uber has been passed more miles.	In week 13 and week 35 ,Uber have been passed more miles.	In Q4, Uber miles Have be..

Category*
■ Business
■ Personal

Business

ii) Category & Purpose Wise Miles:
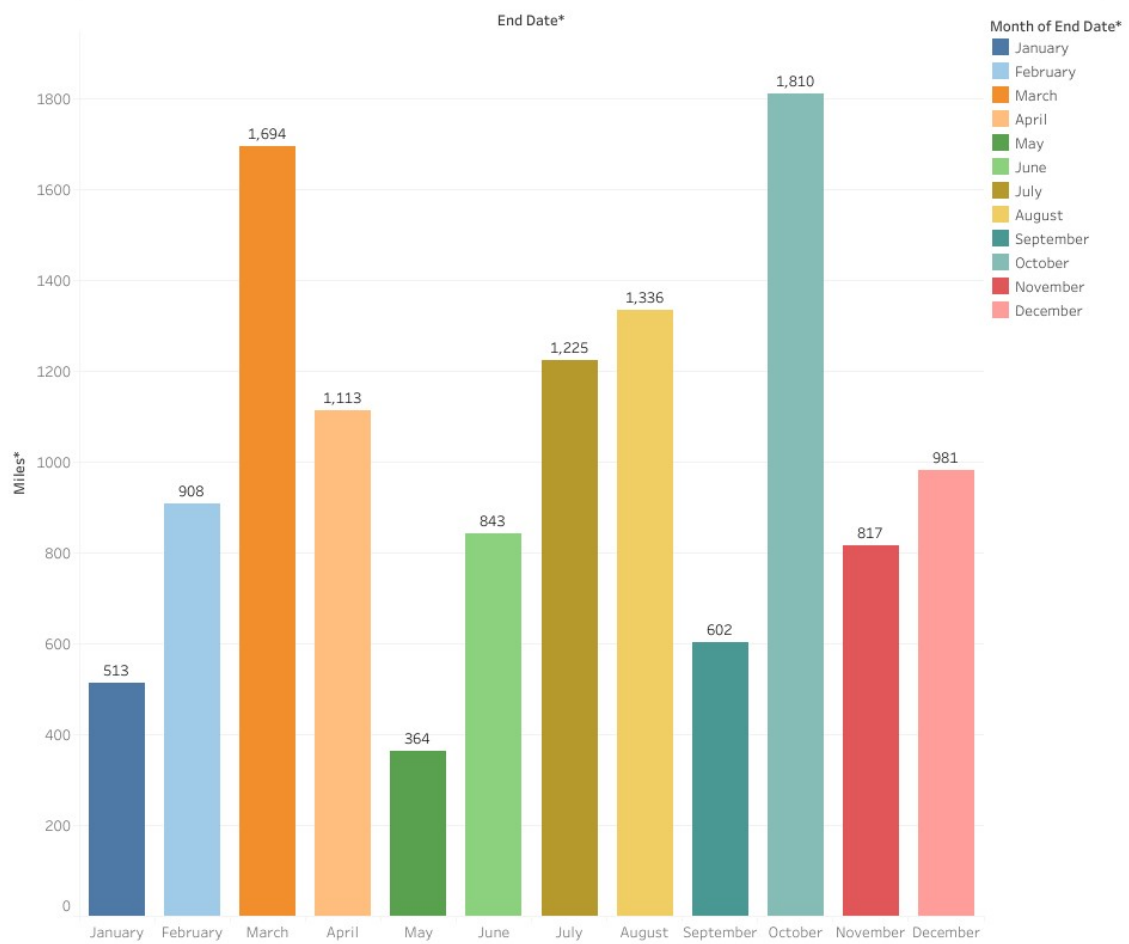
UBER MILES

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Category* / Purpose*

Business — Personal

Category*
- Business
- Personal

Miles*

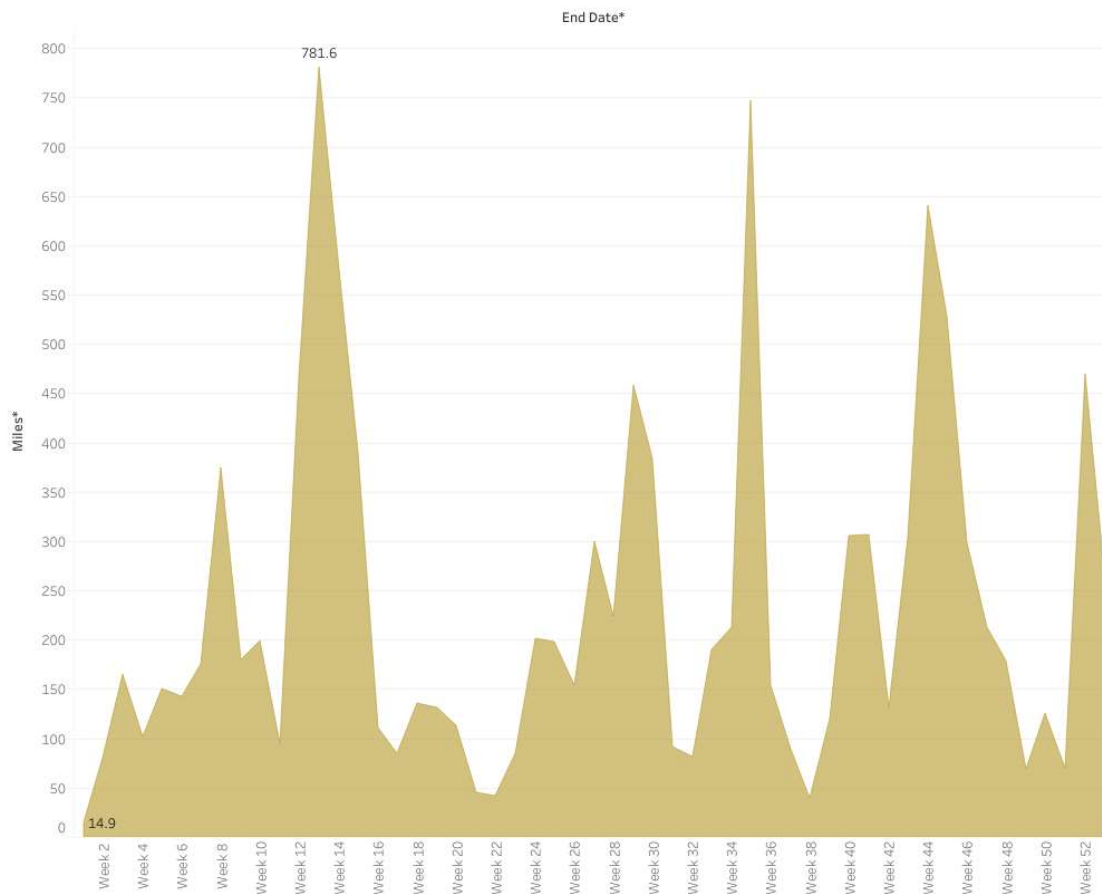| Meeting	Customer Visit	Meal/Enter..	Temporary Site	Errand/Sup..	Between Offices	Airport/Tra..	Commute	Moving	Charity ($)
2,851	2,090	912	524	508	197	17	180	18	15

iii)   Month wise Miles :

UBER MILES

Uber Miles in business purpose has been more.	Uber miles in business catagory has been more in meeting purpose and in personal catagory has been more in commute purpose.	In month of October,Uber has been passed more miles.	In week 13 and week 35 ,Uber have been passed more miles.	In Q4, Uber miles Have been more.

End Date*

Month of End Date*
- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Month	Miles
January	513
February	908
March	1,694
April	1,113
May	364
June	843
July	1,225
August	1,336
September	602
October	1,810
November	817
December	981

iv) Week Wise Miles :

UBER MILES
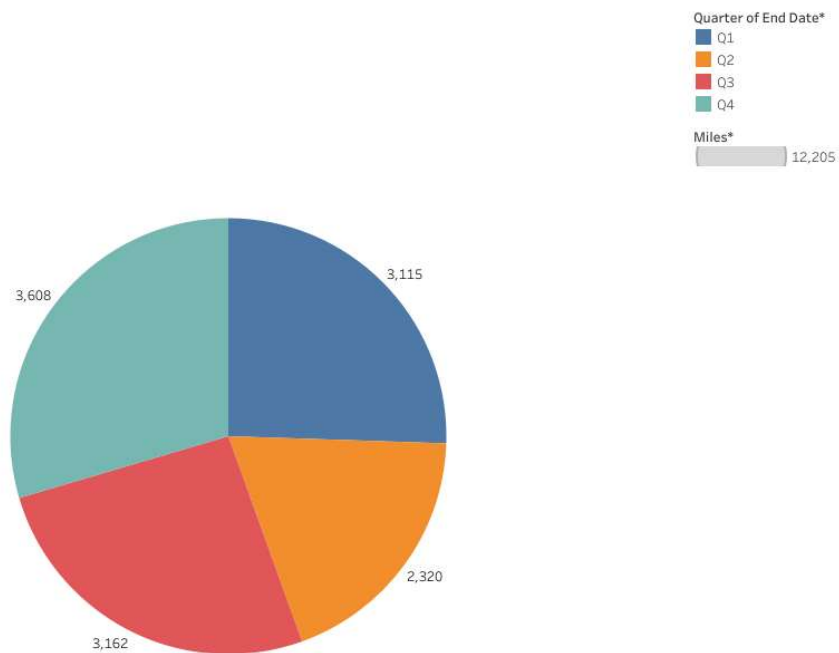
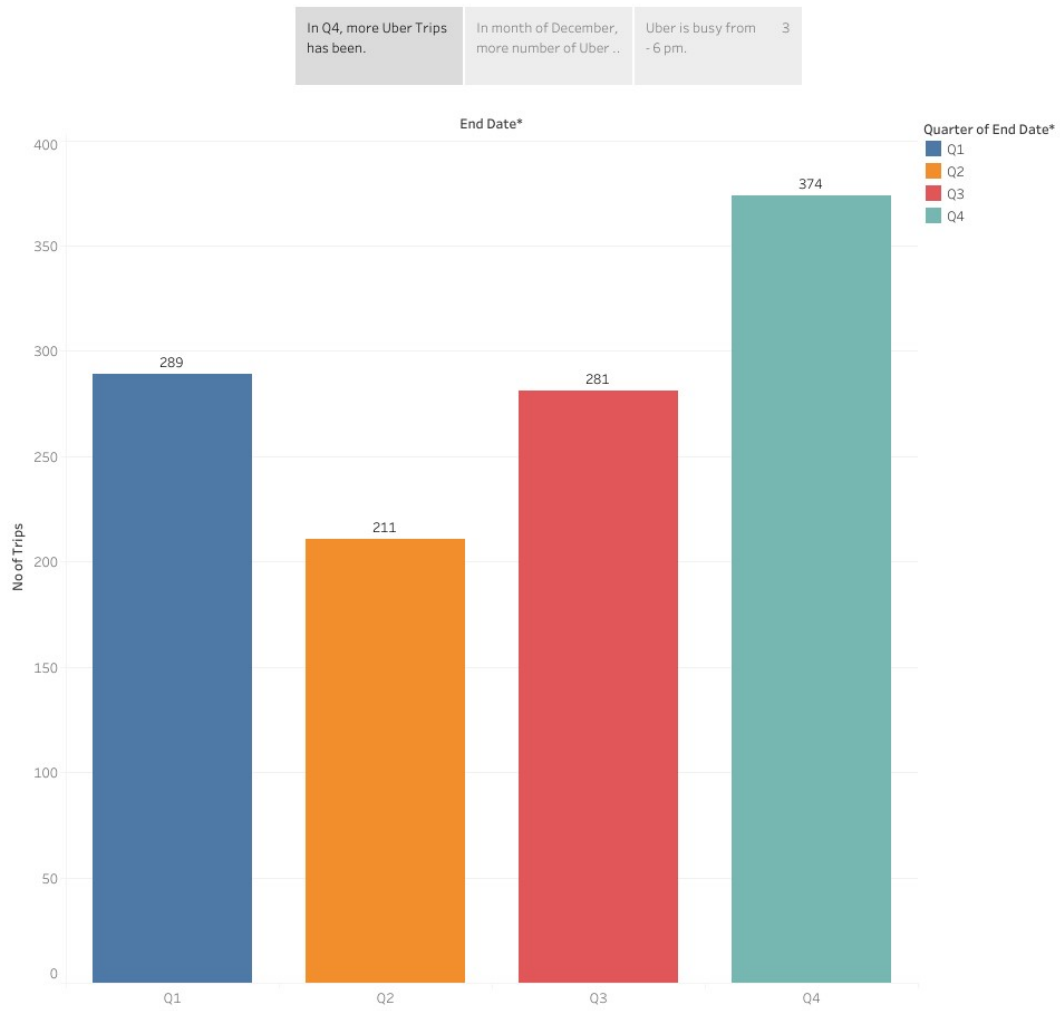|				
Uber Miles in business purpose..	Uber miles in business catagory has been more in meeting purpose and in personal catagory has been more in commute purpose.	In month of October,Uber has been passed more miles.	In week 13 and week 35 ,Uber have been passed more miles.	In Q4, Uber miles Have been more.

End Date*

v) Quarter Wise Miles :

UBER MILES

| Uber Miles in business purpose.. | Uber miles in business catagory has been more in meeting purpose and in personal catagory has been more in commute purpose. | In month of October,Uber has been passed more miles. | In week 13 and week 35 ,Uber have been passed more miles. | In Q4, Uber miles Have been more. |

Quarter of End Date*
- Q1
- Q2
- Q3
- Q4

Miles*
12,205

vi) Quarter Wise Trips :

UBER TRIPS

| In Q4, more Uber Trips has been. | In month of December, more number of Uber .. | Uber is busy from 3 - 6 pm. |

End Date*

Quarter of End Date*
- Q1
- Q2
- Q3
- Q4

289
211
281
374

No of Trips

Q1   Q2   Q3   Q4

vii) Month Wise Trips :

UBER TRIPS

| In Q4, more Uber Trips has been. | In month of December, more number of Uber .. | Uber is busy from 3 - 6 pm. |

Month of E..

	No of Trips
	36 146

Month	No of Trips
January	61
February	115
March	113
April	54
May	49
June	108
July	112
August	133
September	36
October	106
November	122
December	146
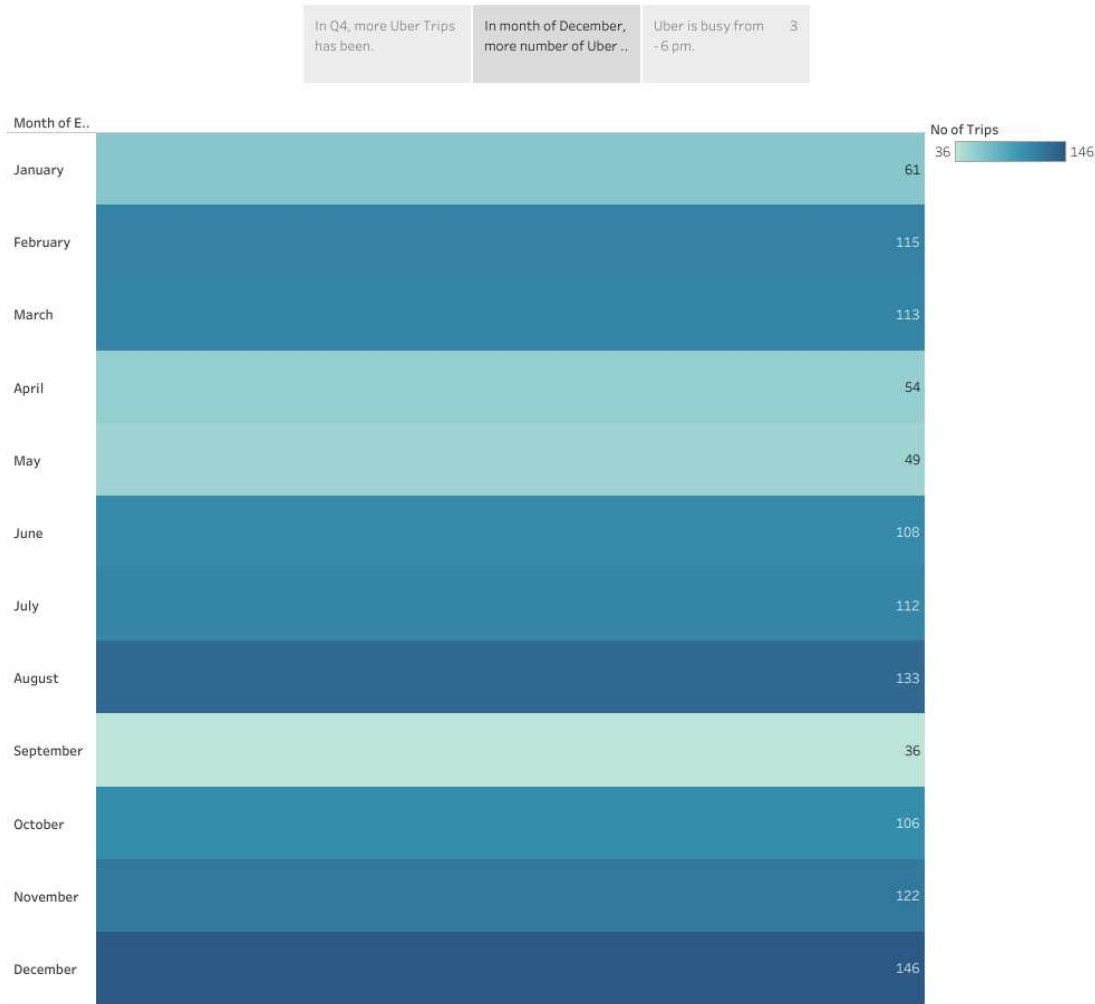
viii) Hour Wise Trips :

UBER TRIPS

| In Q4, more Uber Trips has been. | In month of December, more number of Uber .. | Uber is busy from   3 - 6 pm. |

End Date*

No of Trips (y-axis): 0, 10, 20, 30, 40, 50, 60, 70, 80, 90, 100

Data labels visible: 101, 2, 2, 2

x-axis: 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23
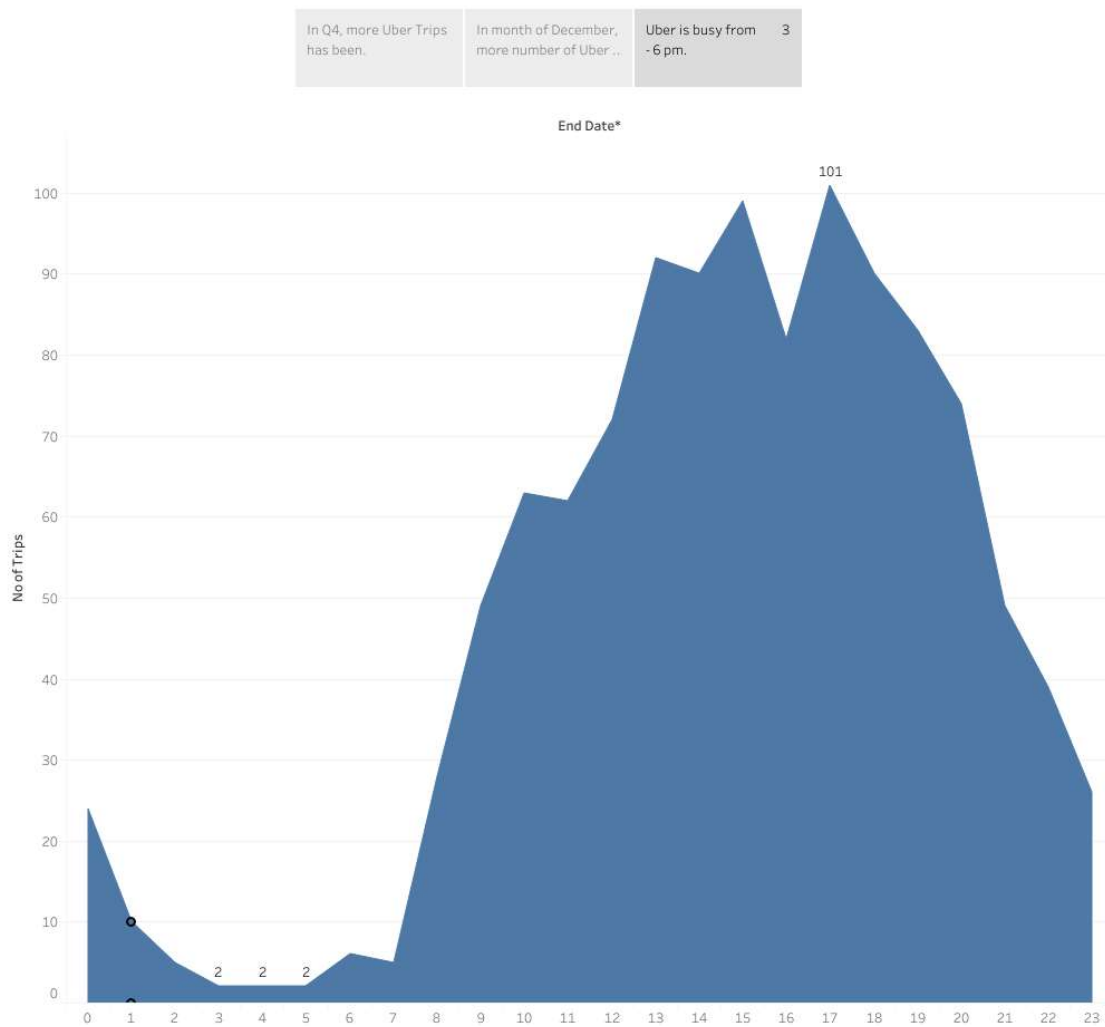
4) ADVANTAGES & DISADVANTAGES :

Uber Insights Analysis refers to the examination and interpretation of data collected from Uber's platform, which can provide valuable information for various purposes. Here are some advantages and disadvantages:

o **Advantages:**

- **Market Trends and Demand:** Uber Insights can provide valuable data on market trends, including popular routes, peak hours, and areas with high demand. This information can be crucial for drivers looking to optimize their earnings.
- **Driver Efficiency:** It helps drivers understand when and where to be for the highest chance of getting fares. This can lead to increased earnings and reduced idle time.
- **Customer Behavior:** It allows for a better understanding of customer behavior and preferences, which can be used to improve service quality and customer satisfaction.
- **Pricing and Surge Management:** Uber Insights can provide data on surge pricing patterns, enabling drivers to strategically position themselves during peak demand times.
- **Route Optimization:** Drivers can use the data to identify optimal routes, which can save time and fuel costs.

o **Disadvantages:**

- **Data Privacy Concerns:** Analyzing Uber data raises privacy concerns, as it involves collecting and analyzing user and driver information. Ensuring the proper handling and protection of this data is crucial.
- **Dependence on Technology**: Relying heavily on Uber Insights may lead to over-reliance on technology, potentially reducing a driver's ability to make independent decisions.
- **Dynamic Market:** Market conditions can change rapidly, and insights from previous data may not always accurately predict future trends.
- **Limited Scope:** The data provided by Uber may be limited in scope and may not cover all aspects of a driver's experience or the market.
- **Competitive Landscape:** Since Uber is a competitive platform, sharing insights could potentially reveal sensitive business information that may not be advantageous in a competitive market.

5) APPLICATIONS :

- **Market Expansion and Targeting:**

  Identify high-potential markets or regions where demand for ride-hailing services is underserved.

  Tailor marketing campaigns and promotions to specific demographics or areas based on user behavior and preferences.

- **User Experience Enhancement:**

  Use feedback and usage patterns to make improvements to the app interface, ensuring a seamless and intuitive experience for both riders and drivers.

  Introduce features or services that address pain points or unmet needs identified in the analysis.

- **Driver Engagement and Retention:**

  Implement driver incentive programs or benefits based on insights about driver preferences and motivations.

  Provide training or resources to address specific challenges or areas of improvement identified through the analysis.

- **Dynamic Pricing and Supply Optimization:**

  Utilize insights on demand patterns, peak times, and popular routes to optimize pricing strategies for increased revenue and better allocation of drivers.

  Improve driver allocation algorithms to reduce wait times and increase efficiency.

- **Regulatory Compliance and Advocacy:**

  Stay informed about regulatory environments in different markets and proactively engage with local authorities to address compliance issues.

  Leverage data to demonstrate the positive impact of ride-hailing services on local economies and transportation options.

- **Sustainability Initiatives:**

  Use insights on user preferences for eco-friendly transportation options to guide the expansion of electric or hybrid vehicle fleets.

Develop partnerships or programs that promote sustainable transportation alternatives.

6) CONCLUSION:

The "Voyage Vista" project holds the potential to revolutionize Uber's expeditionary operations, providing valuable insights that drive efficiency, safety, and customer satisfaction. With a robust technology stack and a clear set of objectives, this project aims to set a new standard in the field of expeditionary analytics.

THANK YOU !!!