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

> "I wonder how this impacts Uber's decisionmaking."

I want a seamless and efficient experience when using Uber services

"These analytics provide valuable/ expeditionary insights."

"Uber's approach to data is impressive." 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?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

