Voyage Vista: Illusminating Insights From Uber Expeditionary Analysis

1.Introduction

1.1 Overview

This analysis can help identify peak hours or days of high demand and optimize driver availability during those times. Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand.

The ride-sharing business revolutionized a business model that had been functioning in the same way for generations: On a busy city street, a person in need of a ride stood on a street corner and waved down a taxi. On quieter streets, or in towns without roving taxis, the person would phone a local car service and request a pickup.

Link

1. https://public.tableau.com/app/profile/thana.lakshmi.s/vizzes

Insights from Data Exploration and Visualization.

Early in 2017, the NYC Taxi and Limousine Commission (TLC) released a dataset about Uber's ridership between September 2014 and August 2015. This dataset contains features such as destination, trip distance, and duration that were not available in other sets released before and thoroughly analyzed by others.

The combination of trip distance and duration allows for estimating Uber's revenue for each trip in NYC. In another hand, the pickup and drop-off locations were anonymized and grouped as taxi zones instead of geographic coordinates. This is a better attempt to preserve data privacy, but it precludes the positioning of such locations on a map.

2. PROBLEM DEFINITION & DESIGN THINKING
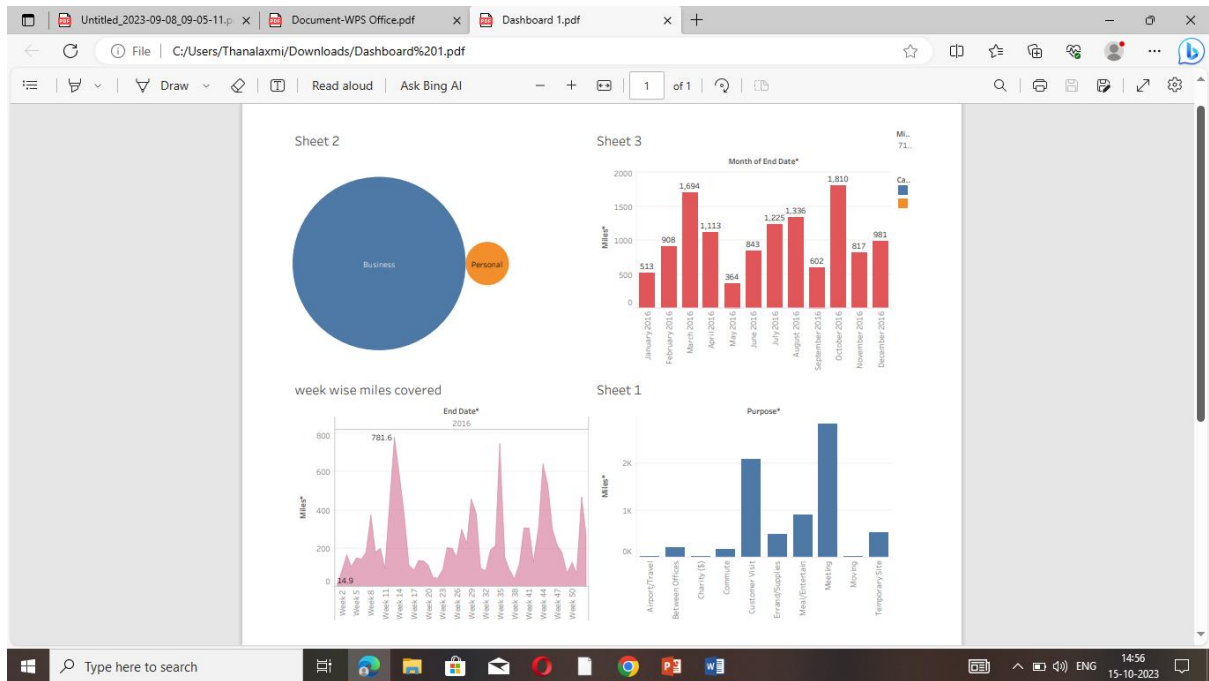
2.1 EMPATHY MAP
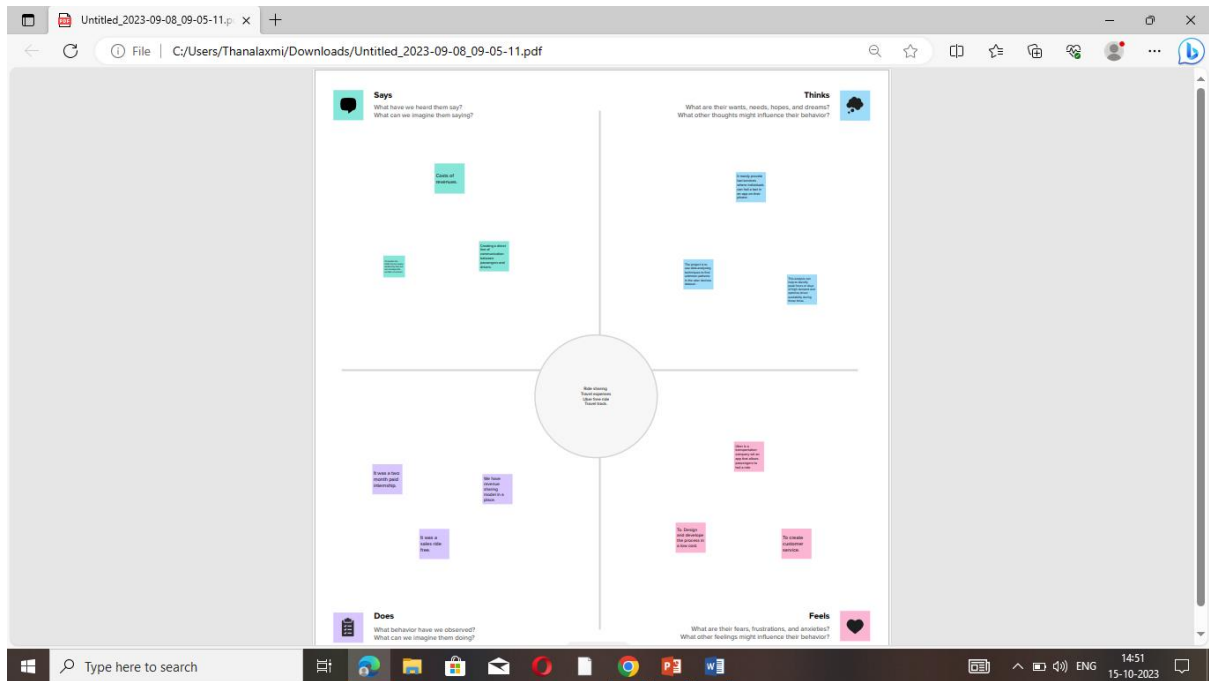
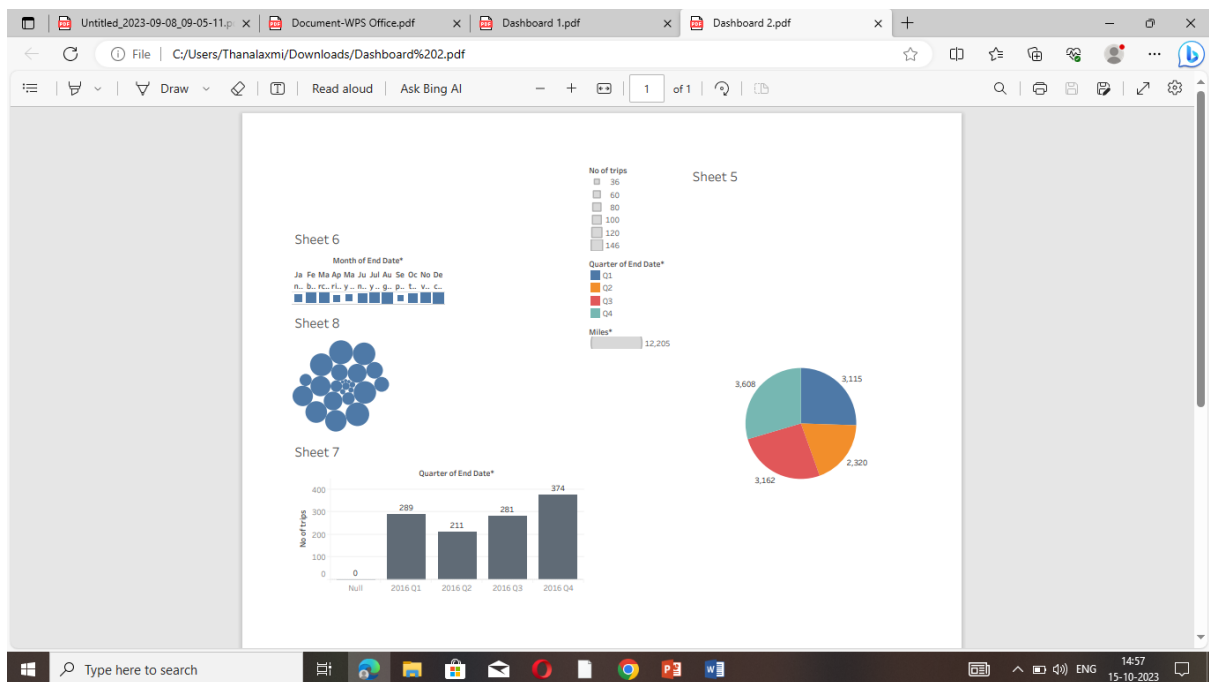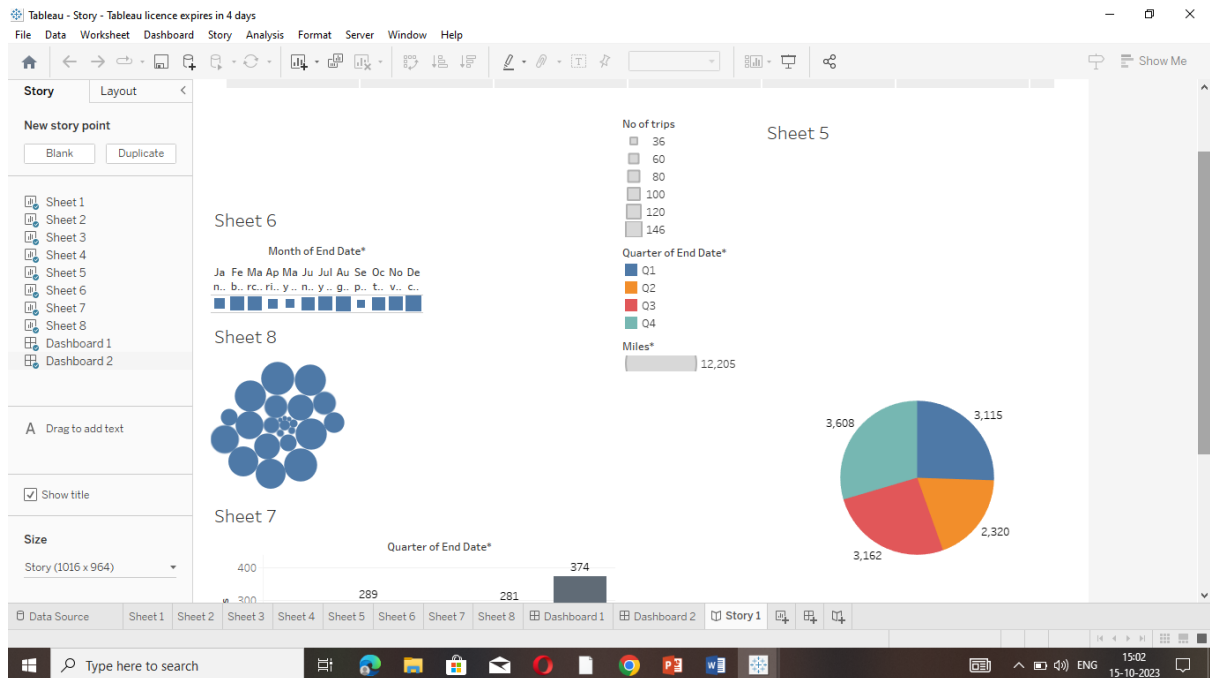## 2.2 BRAINSTROMING MAP
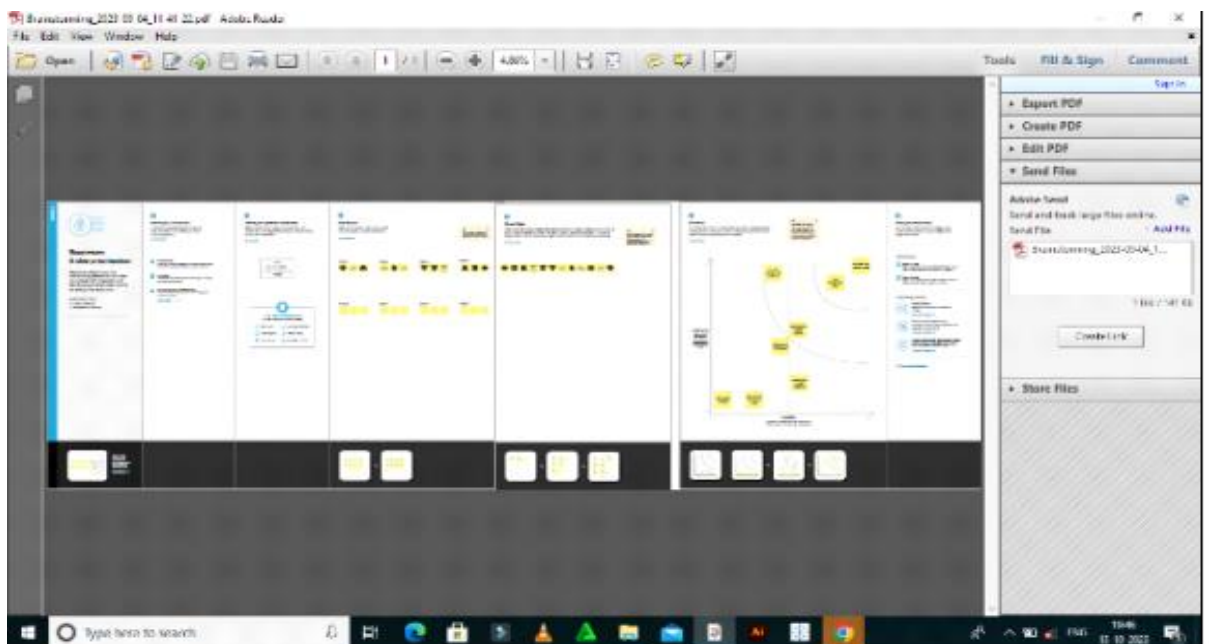
3.RESULT

DASHBOARD 1

DASHBOARD 2

STORY

4.ADVANTAGE & DISADVANTAGE

Ola and Uber offered passengers AC and non AC taxi services at cheaper prices as per their requirement. These taxi services provide assured facilities at the desired location point through the mobile applications. It provides the much needed comfort with cheap fare.

Some drivers enjoy the flexibility and autonomy of being an Uber driver, while others may find that the pay is not worth the effort. The Cons of working as an Uber driver: Increased competition among driver. The need to maintain a vehicle that meets Uber's standards.

5.APPLICATION

The solution of provides ride-hailing services, food delivery, and freight transport. It is headquartered in San Francisco and operates in approximately 70 countries and 10,500 cities worldwide. The company has over 131 million monthly active users and 6 million active drivers and couriers worldwide and facilitates

an average of 25 million trips per day. It has facilitated 42 billion trips since its inception in 2010 and is the largest ridesharing company in the United States.

6.CONCLUSION

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. Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles.

7.FUTURE SCOPE

This analysis can help identify peak hours or days of high demand and optimize driver availability during those times. Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand.