



Case Study





INTRODUCTION

Uber Technologies, Inc., also known as Uber, is an American company that offers ride-hailing, food delivery, courier services, and freight transport. Its headquarters is in San Francisco, California.

Uber operates in around 70 countries and 10,500 cities worldwide.

It is the largest ridesharing company in the world, with over 150 million (15 crore) active users every month and 6 million (60 lakh) drivers and couriers. Uber handles about 28 million (2.8 crore) trips daily and has completed 47 billion (4700 crore) trips since it started in 2010.

In 2023, Uber earned \$37.2 billion in revenue.



Uber's Founding

THE BEGINNING OF UBER

THE PROBLEM

Uber's journey started in 2008 with a simple issue: finding a reliable taxi. Garrett Camp, a tech entrepreneur, faced this problem one snowy evening in Paris with his friends. Frustrated by the lack of taxis, Camp began to think about how technology could solve this problem and make rides more accessible.

THE FIRST IDEA

Initially, Camp thought of creating a timeshare luxury car service where people could share the cost of high-end rides. This idea evolved into a bigger vision of a ride-sharing app that could connect passengers with drivers using a smartphone. Camp bought the domain name "UberCab.com" and started working on the idea.



Uber's Founding

BRINGING TRAVIS KALANICK ON BOARD

In early 2009, . Garrett Camp shared his idea with Travis Kalanick, a successful entrepreneur and investor. Kalanick loved the concept and decided to join as a co-founder to help bring the idea to life. Together, they began building the app and refining the business model.

Beta Version and First Ride

Uber cab's beta version was launched in may 2010 in san francisco. The first-ever uber ride was taken in the same city, marking the beginning of a new way to book rides. The app initially focused on premium black cars, offering a luxury experience.



Uber's Founding

THE NAME CHANGE

In October 2010, the company officially shortened its name from “uber cab” to “uber” after facing regulatory concerns. This rebranding aligned with their goal of being a global and innovative transportation solution.

GROWTH AND IMPACT

Uber quickly gained popularity because it solved a real problem and made booking rides easy, reliable, and convenient. Over time, the company expanded to include affordable options like uber x and introduced ride-sharing features like uber POOL.



Services Offered by Uber

RIDE-SHARING:

- Uber's core service, allowing users to book rides from drivers.
 - **UBERX:** Affordable everyday rides.
 - **UBERPOOL:** Carpooling with other passengers heading in the same direction.
 - **Uber BLACK:** High-end black car service.
 - **Uber XL:** Tides for larger groups with spacious vehicles.

UBER EATS:

- Food delivery service connecting users with local restaurants.

Uber Freight:

- A platform that matches trucking companies with shippers who need to transport.

UBER FOR BUSINESS:

- A service tailored for corporate travel needs.



UBER REVENUE STREAMS:

- **COMMISSIONS:** Uber takes commission from each rider.
- **Subscriptions Services:** Such as uber pass, providing benefits for a monthly fee.
- **Advertising:** Potential Future Revenue from in-app ads.

Technological innovations:

- **MOBILE APPS:** The cornerstone of uber service offering seamless riding booking, tracking rides & secure payment processing.



Analysis Questions:

- (1). In which category do people book the most Uber rides?
- (2). For which purpose do people book Uber rides the most?
- (3). At what time do people book cabs the most from Uber?
- (4). In which month do people book Uber rides less frequently?
- (5). On which day of the week do people book Uber rides the most?
- (6). How many miles do people usually book a cab for through Uber?



Key Insights:

(1). Most Booked Ride Category:
Business Category.

(2). Common Ride Purpose:
Meeting , Meal/Entertainment.

(3). Peak Booking Times:
Afternoon and Morning.



Key Insights:

(4). Least Busy Month:
September.

(5). Popular Day Rides:
Friday , Monday, Tuesday.

(6). Average Rides:
10 Miles Distance Rides are Popular.



Final Suggestions:

1. **Optimize Marketing For Business Rides :**

Since most bookings are categorized under business, tailored promotions for business users can boost revenue.

2. **Focus on Afternoon and Morning Availability:**

Allocating more rivers during peak booking hours can improve customer satisfaction.

3. **Weekdays Offers:**

Introducing weekdays promotions can leverage the higher booking trend on Friday, Monday & Thursday.