Data Analytics Case Study

Title:	Predicting Prospective Locations for Better Profit
Focus:	Uber Driver
Problem statement	Deep dive into key data analytics concepts to predict potential profitable locations, as well as, which factors influence them.
Business use case	1. Predicting profitable locations 2. Showing important factors that influence the profitable locations 3. Maximizing revenue
Goals / metrics	Find the probability of a certain location being profitable and how to maximize revenue.

Google Data Analytics Certificate – Capstone Project