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**DANIEL ESEME**

**SN/ 100841468**

**DATA COLLECTION AND MANAGEMENT (DATA 1201)**

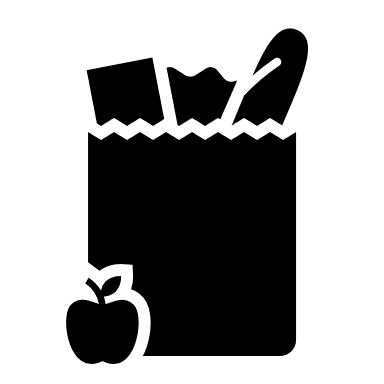
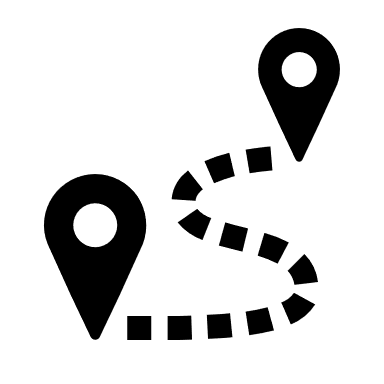
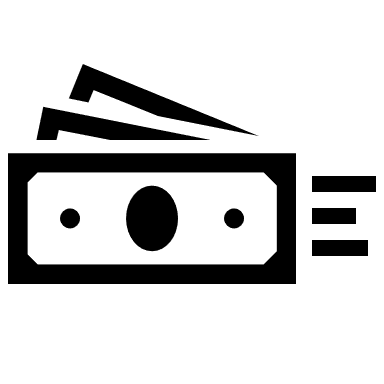
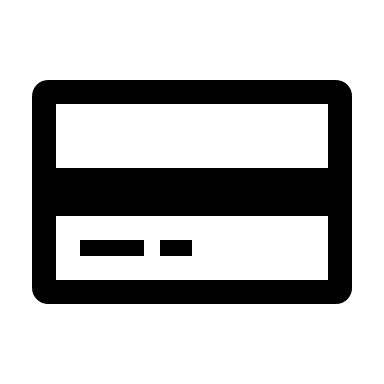
**ASSIGNMENT 1**

**DUE FEB 2, 2022**

1. **Organization**

<<Think of a data driven organization you worked in, or you would like to research>>

* **UBER**



1. **Industry**
2. **what business are they in?**

Uber is involved in the **Transportation industry**, targeting problems like poor transportation means, late arrival of drivers, and unsatisfied customers. Uber has gradually overshadowed other transportation agencies and now stands out as the most preferred mode of transportation for various users in America and Canada, South Africa, and some countries in the world. Also, not forgetting it’s grocery and food delivery services.

1. **How they make money?**

Uber as a company, makes money by taking a percentage from their registered drivers after their daily rides. There is still a debate as to what percentage they collect (25% or 45%). What drives Uber’s profit is big data, the collection of this data is primarily important in keeping Uber on the tip of success. In addition, Uber’s car delivery service (Uber Eats) also brings a cut to the company’s vault.

1. **Data Management Practice**
2. **What do they do well?**

* Comfortable and cleans rides
* Prompt delivery
* Data collection

1. **How could they improve?**

* Setting lowest hourly wage of drivers to $13/hr before tips
* Initiate loyalty programs and better promotions.