PROJECT REPORT

1. INTRODUCTION

OVERVIEW

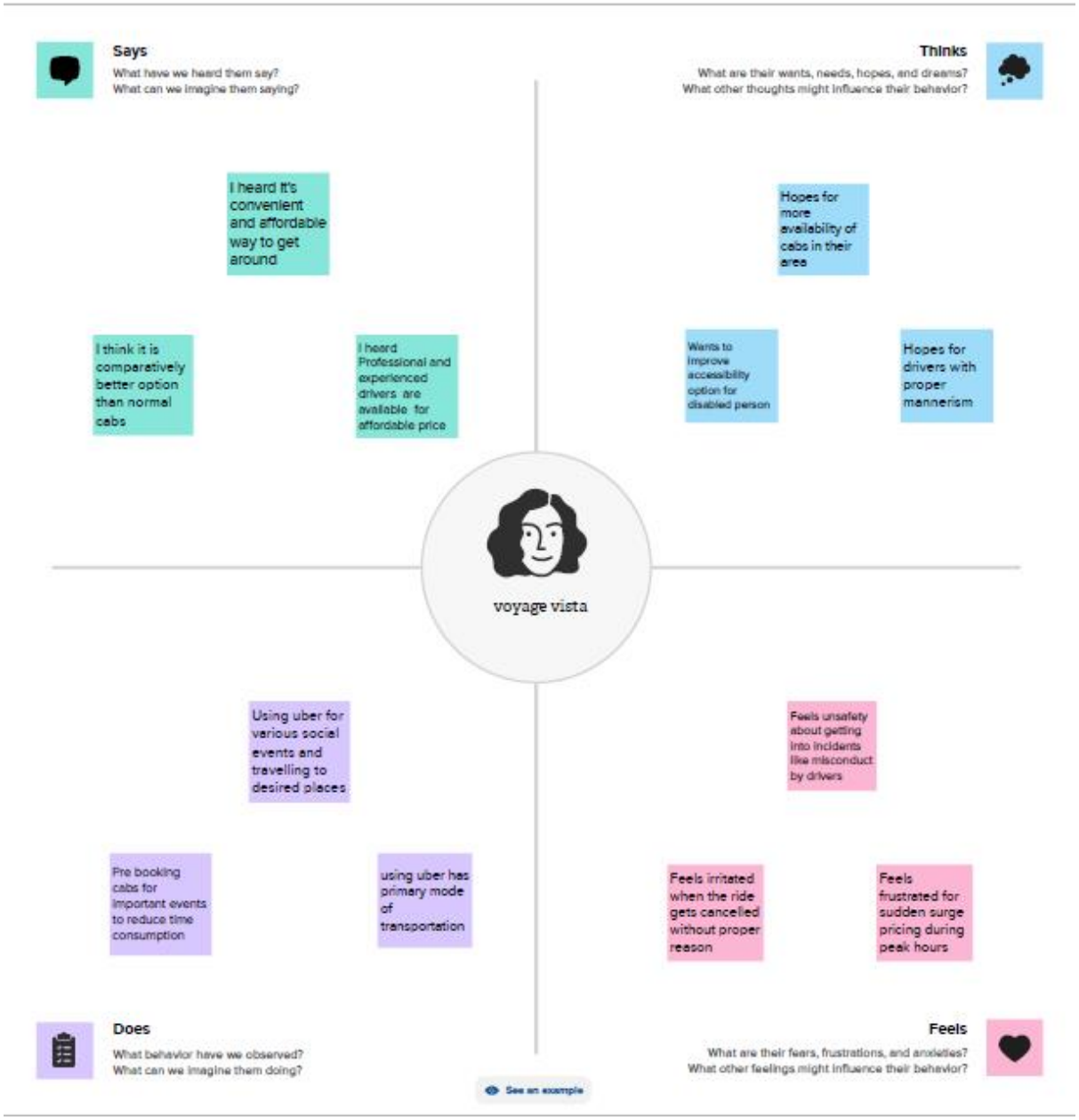
Uber was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco.Uber provides ride hailing services, food delivery and freight transport. The company has over 131 million monthly active uses and 6 million active drivers and facilitates an average of 25 million trips a day. It operates in approximately 70 countries.

PURPOSE

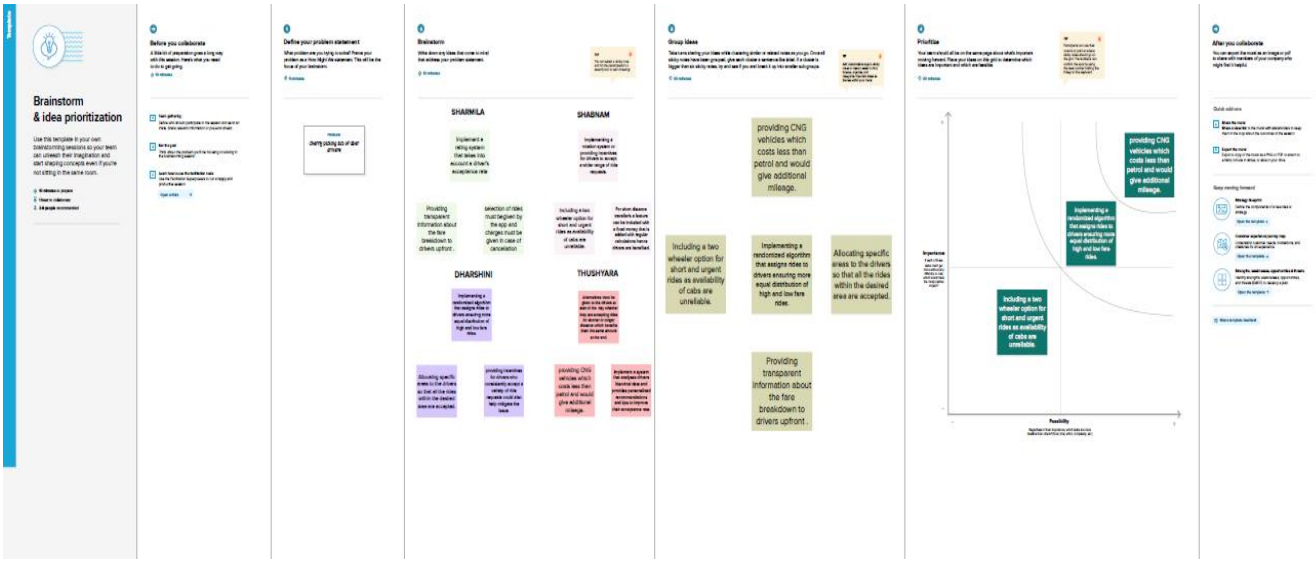
- Use of our project is to find unknown patterns in the uber driver data set.
- To understand the trend and pattern of trip and volume given by the uber driver analysis.
- Analysis this we can able to indentify the days of high demand and optimize driver availability during those days.

2. Problem definition and design thinking

EMPATHY MAP

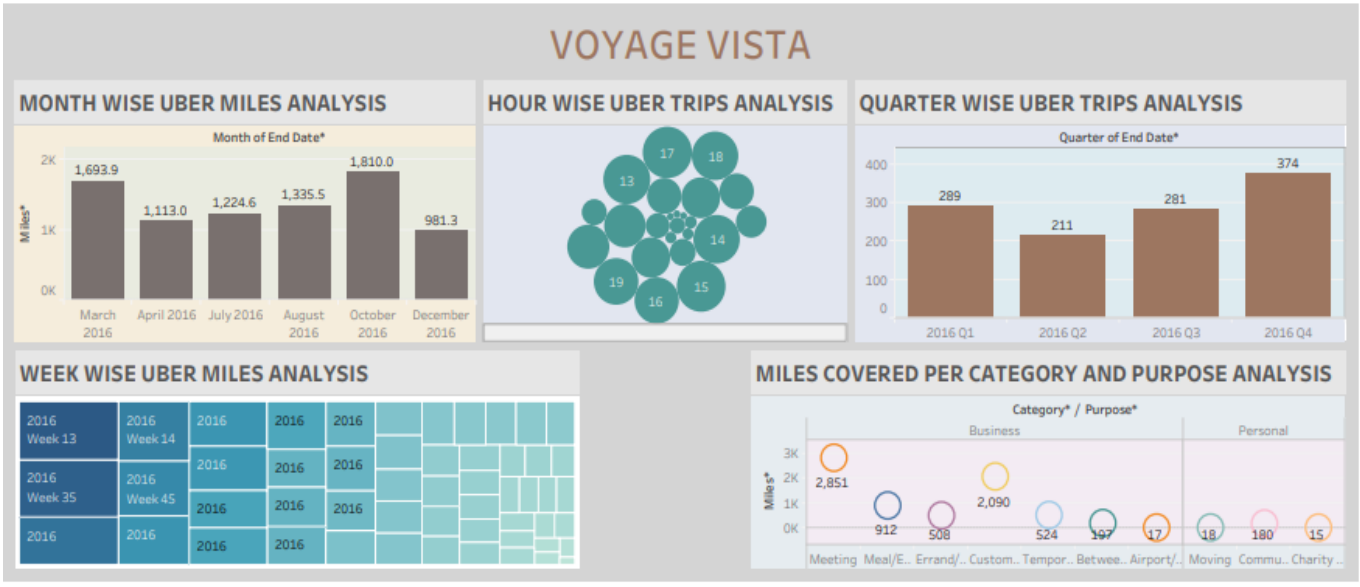


BRAINSTORMING



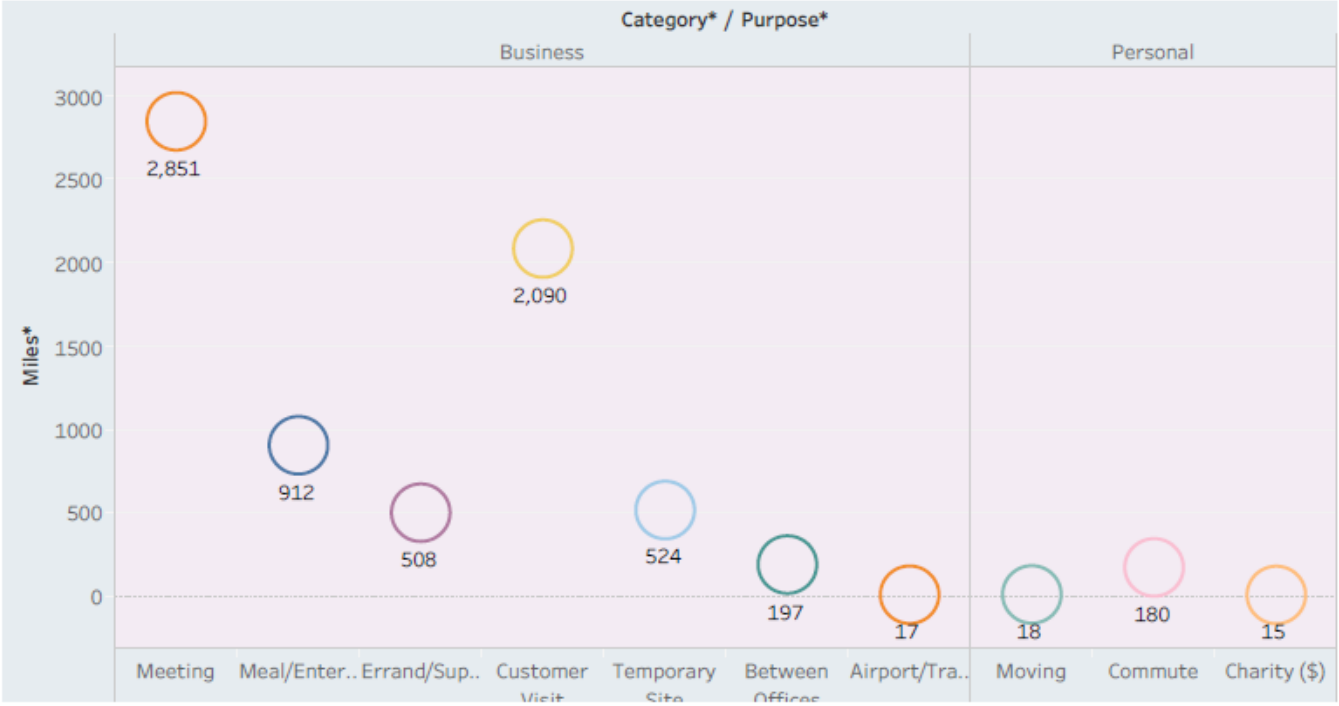
3. RESULT

DASHBOARD



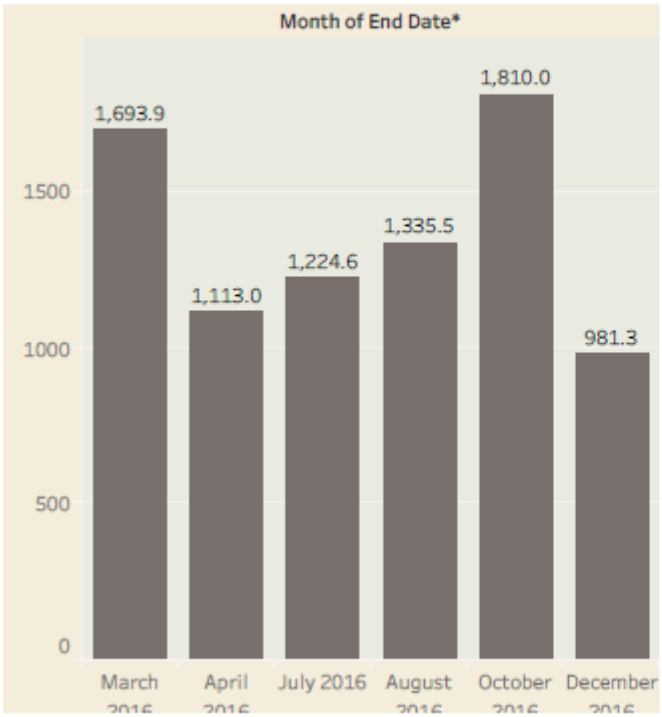
STORY 1

Miles covered per category and purpose analysis explains the amount of miles covered on basis of business and personal needs, under business meeting purposes placed high.



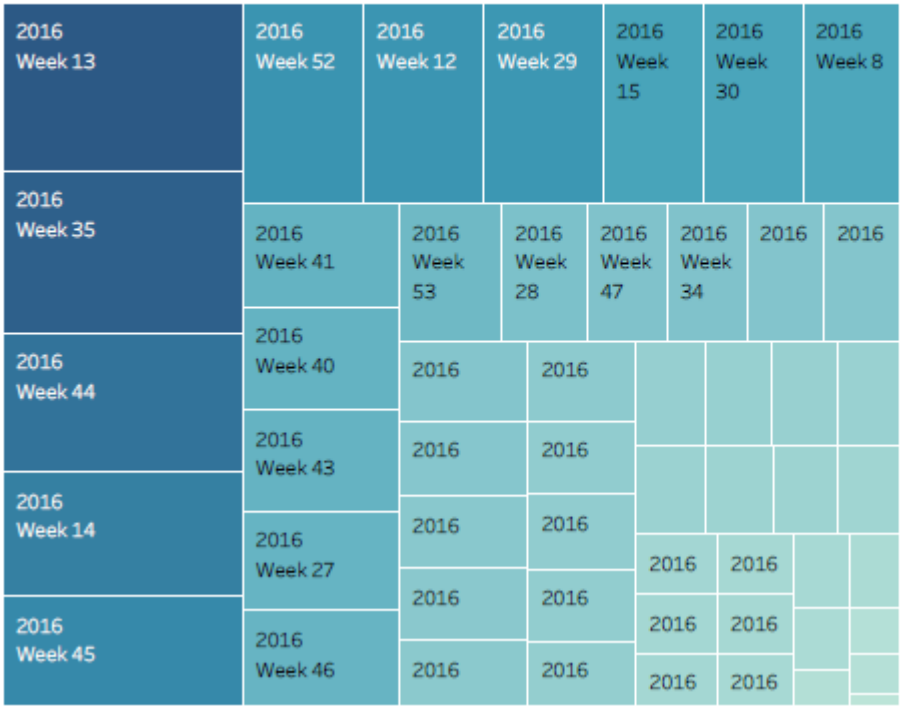
STORY 2

Month wise uber miles analysis says about the total miles covered in each month within the year 2016.



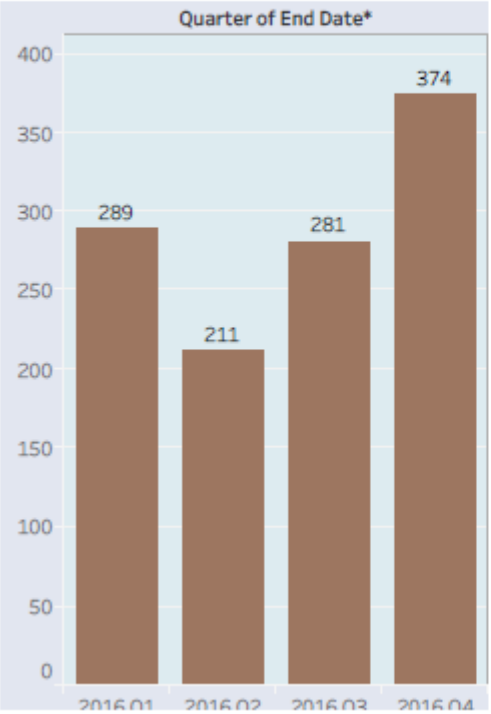
STORY 3

Week wise uber miles analysis particularly highlights the highest miles covered per week of a month.



STORY 4

Quarter wise uber trip analysis tells about the total trips taken up in the fourth quarter of a year 2016



STORY 5

Hour wise uber trip analysis shows the high demand for rides in particular hours.

4. ADVANTAGES AND DISADVANTAGES

ADVANTAGES

- It can help drivers save more money on fuel expenses and reduce their environmental impact due to low emission.

- Advantage of implementing a randomized algorithm for ride assignments can help address the issue of drivers cherry picking for high fare rides.

- Including a two wheeler vehicles can negotiate through traffic more easily, allowing for quicker and more sufficient travel.

DISADVANTAGES

- Potential disadvantage is that there may be limited availability of CNG refuelling stations which could make it in comment for driver to find the place to refuel.

- Some drivers may feel that they are not getting enough amount so high fare rides might potentially impact their earnings.

- Two wheelers may not be suitable for all weather conditions and it has limited passenger capacity.

5. APPLICATIONS

The solutions of providing CNG vehicles and introducing a two wheeler option can be applied in areas where availability of cabs unreliable. It can be applied to work towards enhancing convenience, reducing costs, and improving reliability.

Introducing two wheeler options for short distance is a simple option but a way more quicker compared to cabs. As CNG vehicles are making their way into the market it is cheap of cost and more efficient

6. CONCLUSION

The entire work is to visualize our thoughts, feels, sayings about Uber and addressing the issue which needs improvement. Additionally, leveraging advanced technologies and sustainable practices can contribute to a more sustainable and customer-centric Uber experience.

From the given data set the unknown patterns were studied and solutions for different problem were obtained on considerations and prioritizations graphs were also plotted for different parameters.

7. FUTURE SCOPE

In the future, Uber can enhance its services by implementing advanced technologies like autonomous vehicles and electric vehicles to make transportation more sustainable. They can also focus on improving safety measures, enhancing the user experience, and expanding their services to more areas globally.

Additionally, addressing concerns about driver cherry-picking high-fare rides can be done through implementing fair allocation algorithms and providing incentives for drivers to accept all types of rides. These enhancements will contribute to a more efficient and customer-centric Uber experience.