**Class Assignment**

**MIS 64038**

Learn all about Uber Data Science and Analytics ( <https://www.uber.com/us/en/careers/teams/data-science/> and other social media cases). And answer the following questions:

* How Uber is leveraging AI and Machine Learning?
  + They are using it to collaborate on policy research, marketing, fraud preventions, and reducing safety incidents too.
* Describe the Analytics process followed by the company?
  + A CTO coordinates effort with Analytics Managers among the different data science groups to set goals for different projects and fulfill them in a timely manner. This includes optimization of existing applications and developing new frameworks.
* What are the big problems UBER is trying to solve using Machine Learning and AI?
  + The biggest issue is ensuring safety of its drivers and customers. Ensuring the prevention of payment is also important to ensure the quality of order to payment process.
* Name all the data technologies UBER is using?
  + A Hexagonal GIS platform, EvoGrad for Gradident Boosting, and Michelangelo NLP to name a few of their recent innovations.
* Why Data Visualization is key Analytics area for Uber?
  + It is necessary to view geospatial data with Uber to understand where are the choke points in optimizing the safety of its customers and drivers.