

WELCOME TO SMART INTERNZ



Fundamentals of Data Literacy with Tableau

Voyage Vista: Illuminating Insights from Uber Expeditionary Analysis

III Bsc Physics

NM Team ID : E9148A099D41B58B9D8476D3E31DBD57

This is a group project, we are including four members on this project.

I am the team lead : DONISHA G

Team person : BRINDHA B, DIVIYADHARSHINI R, HARI PRASANNA K.



Under the Guidance of

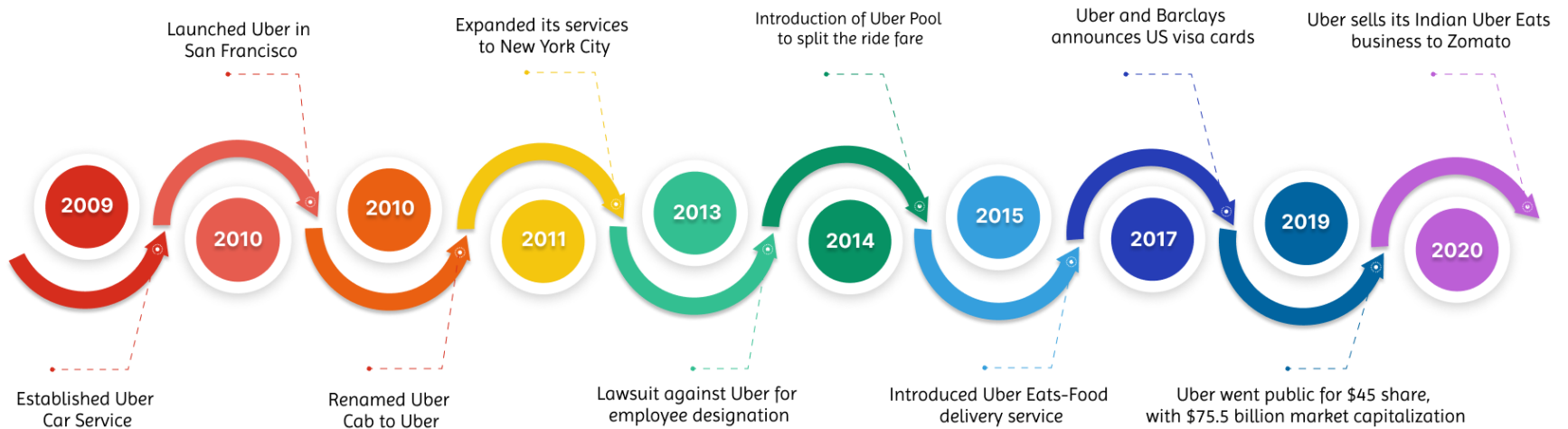
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1.INTRODUCTION

1.1 OVERVIEW

- Uber is a multinational transportation network company.
- Uber Technologies is a technology provider that matches riders with drivers, hungry people with restaurants and delivery service providers, and shippers with carriers.
- The firm's on-demand technology platform could eventually be used for additional products and services, such as autonomous vehicles, delivery via drones, and Uber Elevate, which, as the firm refers to it, provides "aerial ride-sharing."
- It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Fransisco,California.
- Uber Driver Analysis.
- Daily, Weekly or Monthly Analysis.
- Geographical regions.
- The Major of our project is to use data Analyzing techniques to find unknown patterns in the Uber Drives dataset. The research is carried out on Uber drives data collected from the year 2016.

JOURNEY OF UBER

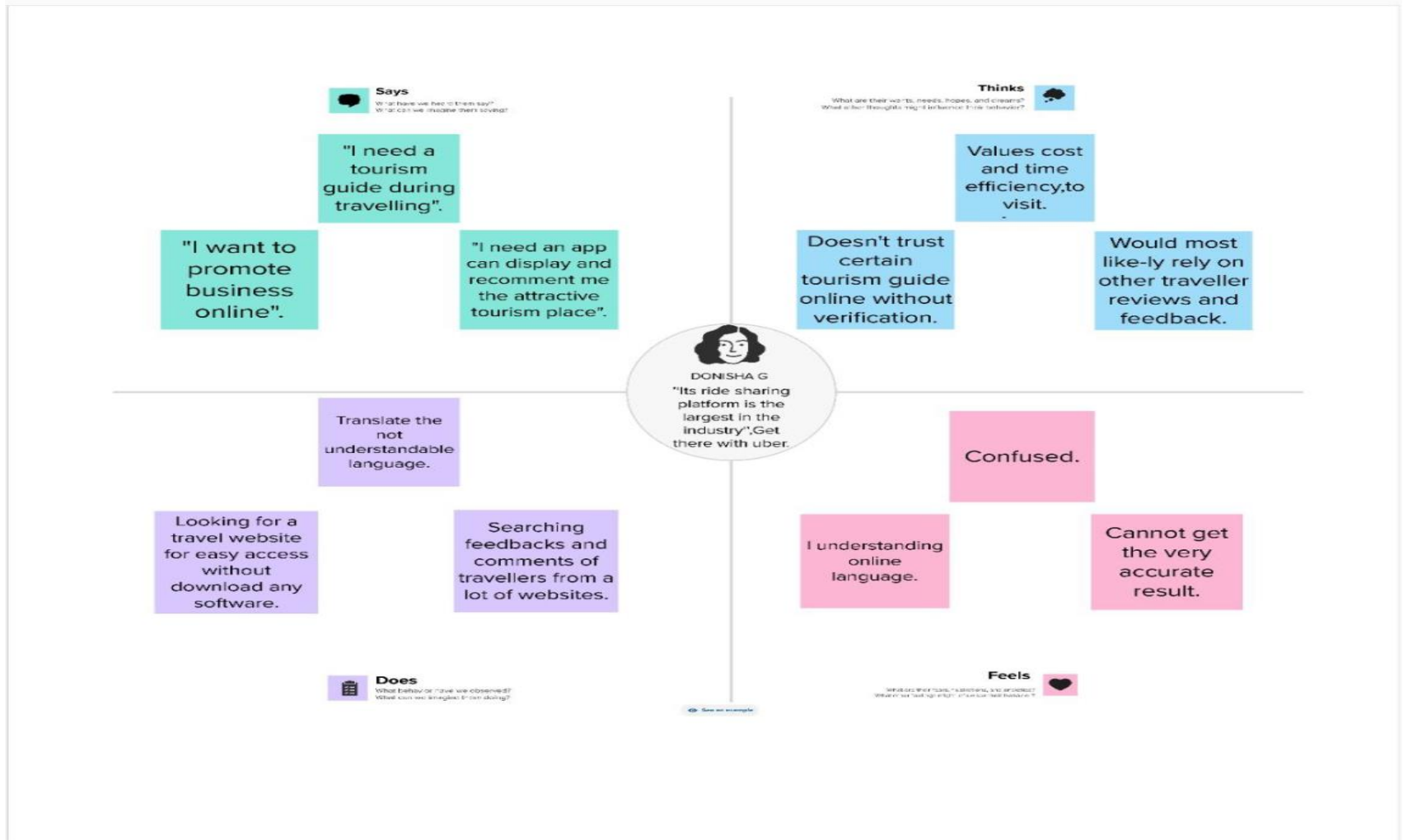


1.2 PURPOSE

- My project helps to identify peak hours or days of high demand and optimize driver availability during those times. Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand.
- Based on this analysis we can overcome the public necessary and improve ride hailing services easy and quickly without any distractions.

2.PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION & BRAINSTORMING MAP

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

**Voyage VISTA :Illuminating
Insights from Uber
Expeditionary Analysis?**



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

Teen persons on the app that Parents / Guardians can monitor their trips and take out orders.

Uber provides childcare transportation/ travelling for safety.

Penalise drivers for issues. This penalise affected for crossing for traffic signal or rules.

Person 2

Rewards, free ride to a friend.

Also more equality in female drivers.

More on demand

Person 3

Required driver so speak english.

Avoid for pet friends while driving.

Record drive for safety because while recorded is useful to avoid for thieves.

Person 4

Weekend group sides on uber allows up to 4 people with separate pick up locations to share one car headed to the same place.

Uber driver analysis refers to the analyzing the number of trips taken by uber driver can provide insights into their overall activity and the demand for rides in specific areas.



2

Mostly use
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driving.

1

Analysis
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Uber is a
multinational
transportation
network company
that operates a ride-
hailing platform.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

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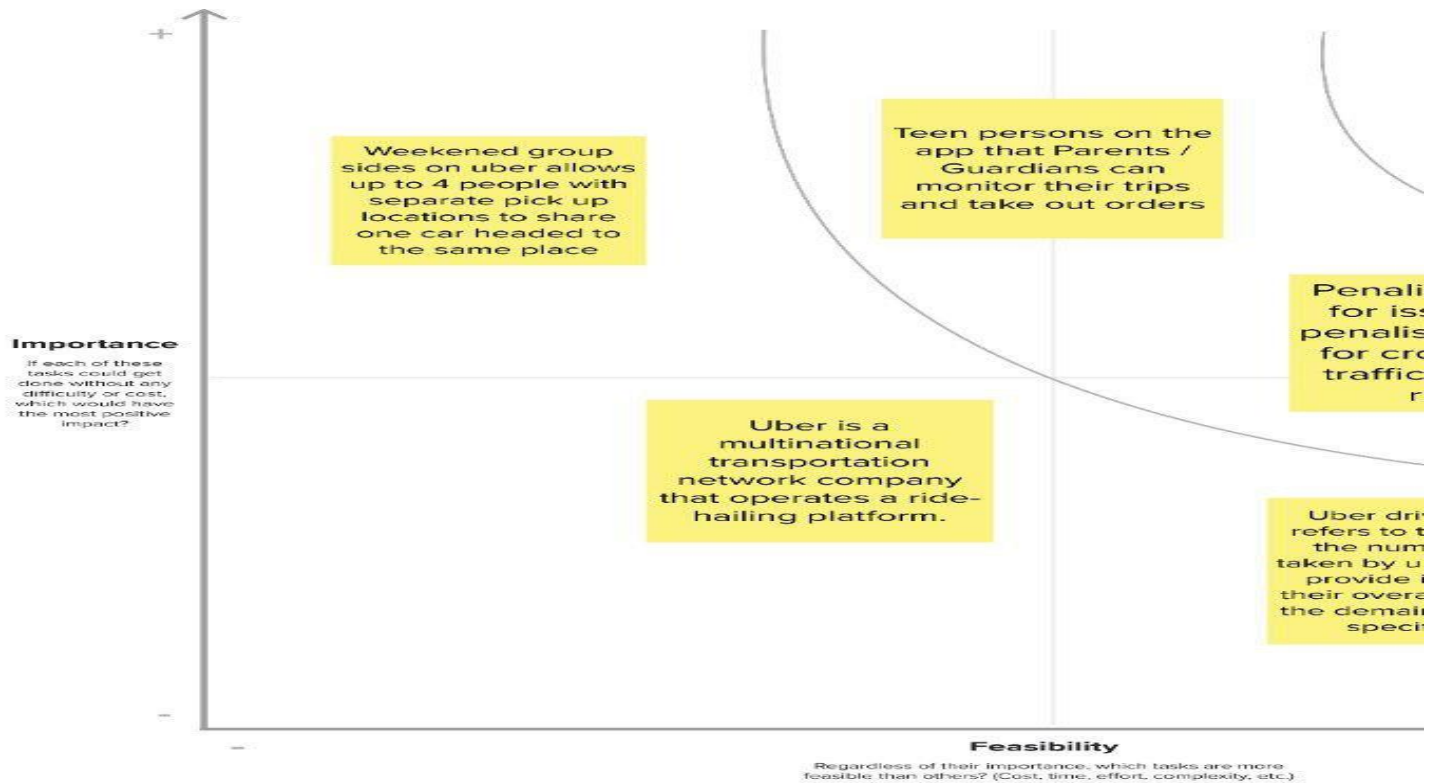
Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



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Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)



After you

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Quick add



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After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons



Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.



Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward



Strategy blueprint

Define the components of a new idea or strategy.

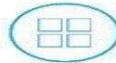
[Open the template →](#)



Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)



Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template →](#)



[Share template feedback](#)

3.RESULT

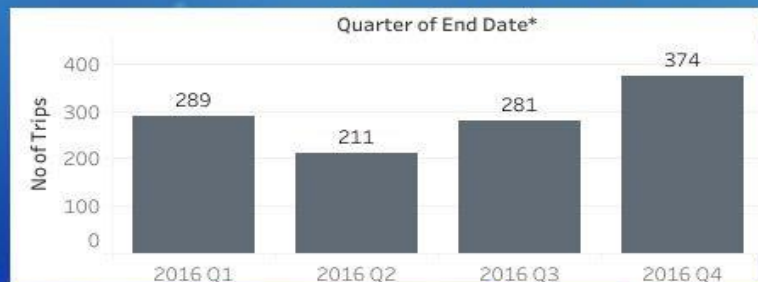
- At the end of all procedure we get to see different graphs giving us unbelievable insights. We have plotted different graphs as mentioned below:
- Dashboard
- Story

DASHBOARD

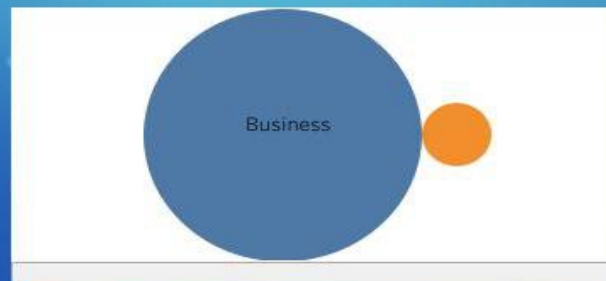
UBER DRIVES ANALYSIS

NEXT

Quarter wise Number of Trips



Category of Miles



Number of Trips per Month

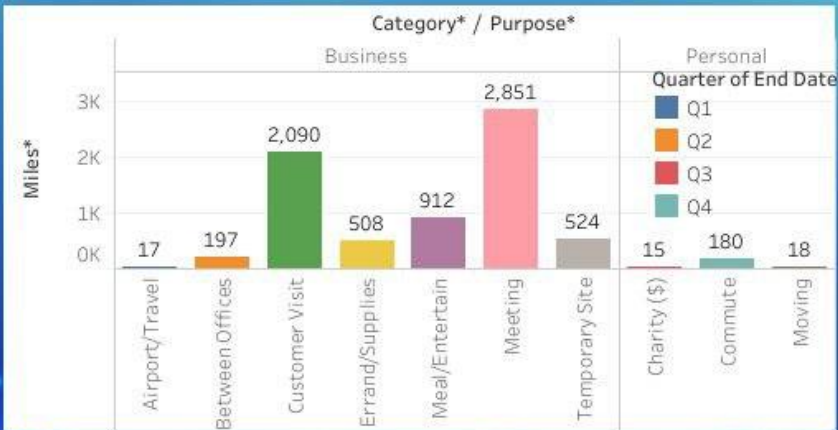


Week wise Miles

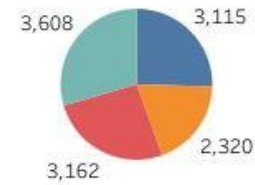


UBER DRIVES ANALYSIS

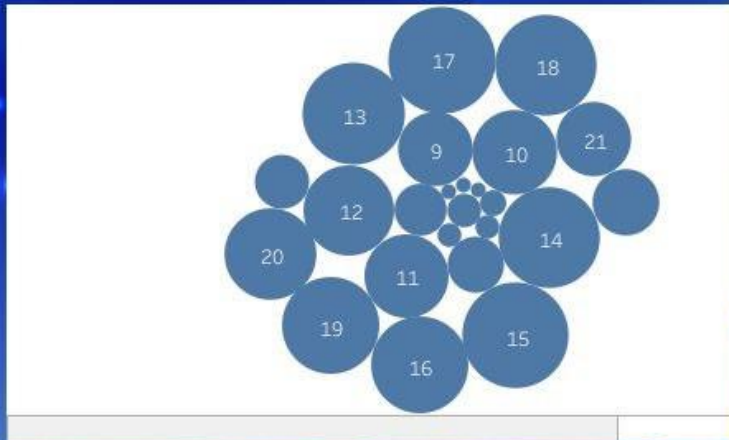
PREVIOUS



Quarter Wise Miles



Hour wise Analysis



Month wise Miles



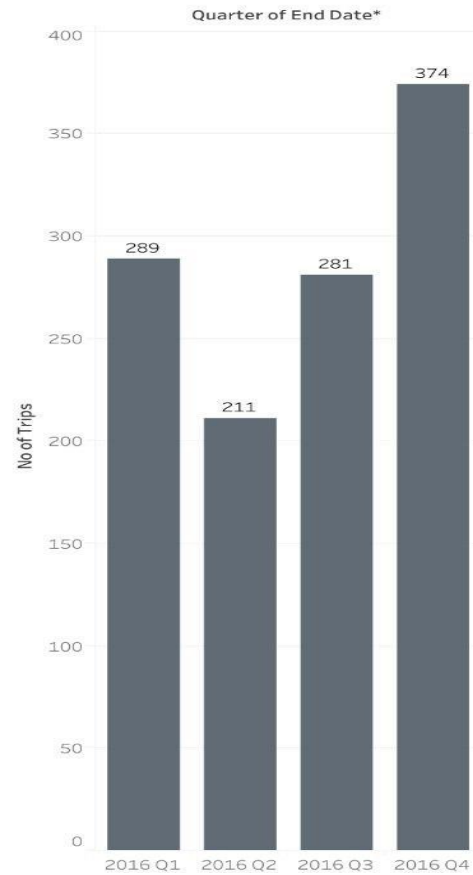
STORY

Uber trips

In Q4 , More Uber Trips
has been took place.

In December More
Number of Uber trips ..

Uber is busy from 3-7
pm



< In Q4, More Uber Trips have been
 In December, More Trips have
 Uber is busy from 3-7 pm >

| January 2016 | February 2016 | March 2016 | April 2016 | May 2016 | June 2016 | July 2016 | August 2016 | September 2016 | October 2016 | November 2016 | December 2016 |
|--------------|---------------|------------|------------|----------|-----------|-----------|-------------|----------------|--------------|---------------|---------------|
| 61 | 115 | 113 | 54 | 49 | 108 | 112 | 133 | 36 | 106 | 122 | 146 |

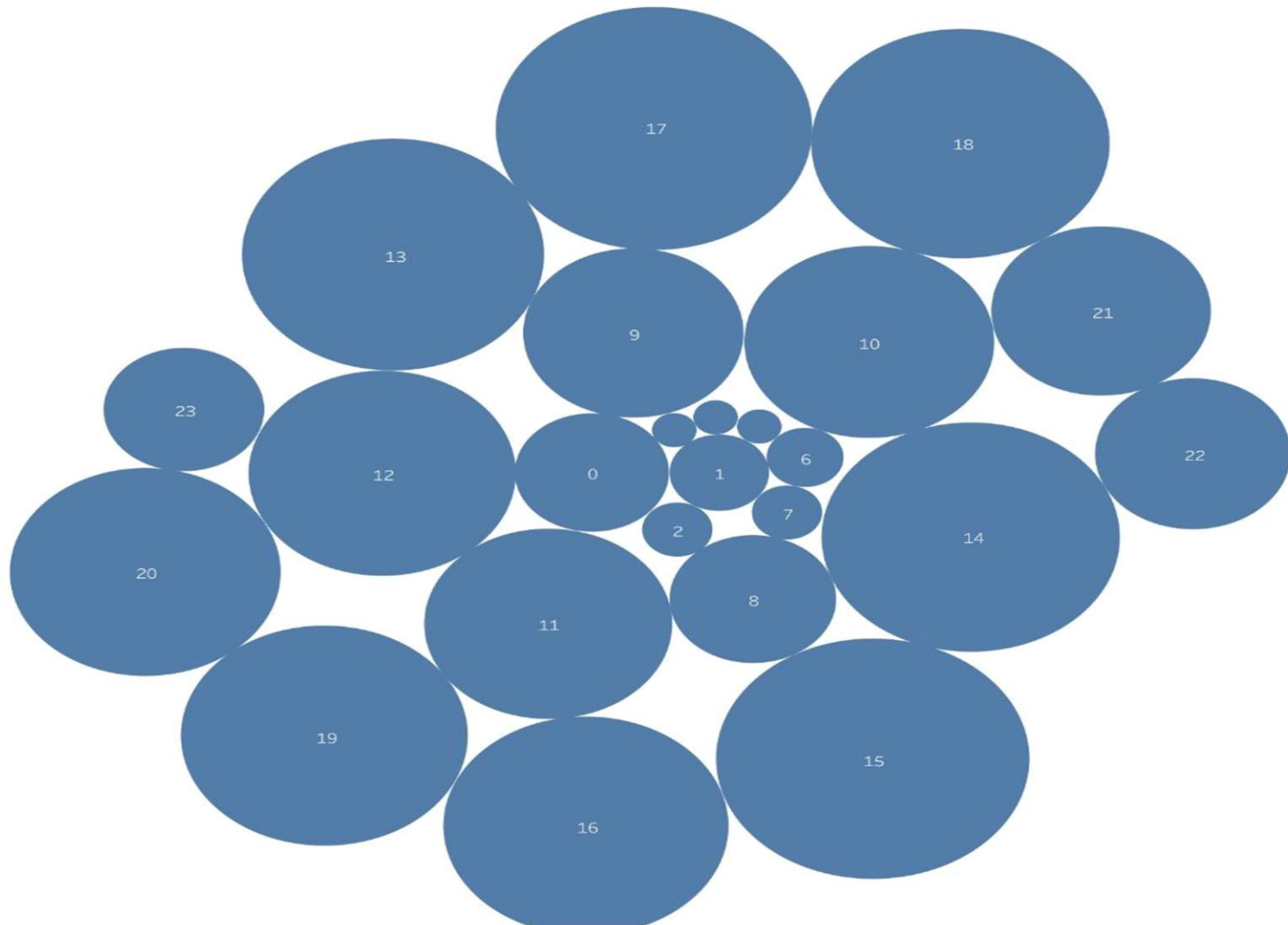


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4.ADVANTAGES & DISADVANTAGES

| ADVANTAGES | DISADVANTAGES |
|---|---|
| It helps an organization make better decisions | Data security |
| Increase the efficiency of the work | Risk of losing customer's data |
| The analytics keeps you updated of your customer behavioral changes | Mismatch data of orders,customers and drivers |

5.APPLICATION

- Data analytics has been adopted by several sectors where turnarounds can be quick, such as the travel and hospitality industry.
- In industries such as Retail, Healthcare, and Finance, data analytics plays a crucial role in making informed business decisions.
- By using data analytics tools and techniques, companies can analyze large amounts of data to gain insights into customer behavior, industry trends, and financial performance.

6.CONCLUSION

- At the end of this uber data analysis, we studied how to create data visualization. we used dashboard and story to plot various types of visualizations that pertained to number of trips, hours and demand, monthly wise miles etc..
- Finally, we made visualization a uber driver database in various area that provided us with the details of how various users made this from different bases.

7.FUTURE SCOPE

- Increase job opportunities.
- We can use this data for training a model using ML and building a smart AI based predictive system.
- Model can automatically send the insights to the authorities or drivers related to areas having most trips and passenger count in certain areas.
- This big data can be used to study passenger behaviour.



THANK
YOU