



Says
What have we heard them say?
What can we imagine them saying?



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

about

uber driver can provide insights into their overall activity and the demand for rides in specific areas.

uber data can be analyzed on a: Daily,weekly,or monthly basis to understand the trends and patterns of trip volumes

this analysis can help identify peak hours or days of high demand and optimize driver availability during those times

HOW TO USE:

uber algorithm can give immediate ride preference to the cab driver who had a vacant ride from an airport pickkup .such a preference would bring more trust in the system for the cab driver and help us reduce ride cancellation in case of an airport pickup.



voyage vista:
illuminating insights
from uber expeditionary
analysis

success
metic(s)

location
assistance
ratio

parking spot
success ratio

average
waiting time
of users

problem
(hypothesis)

users booking uber rides for pickup have a high waiting time of arrival of the cab and end up not booking .

validation

waiting time
cancellation ratio=#of
users canceling the
ride bacause of
"EXPECTED A
SHORTER WAITING
TIME"/#of successful
rides



Does
What behavior have we observed?
What can we imagine them doing?



Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?