Voyage Vista: Illuminating Insights from Uber Expeditionary Analysis
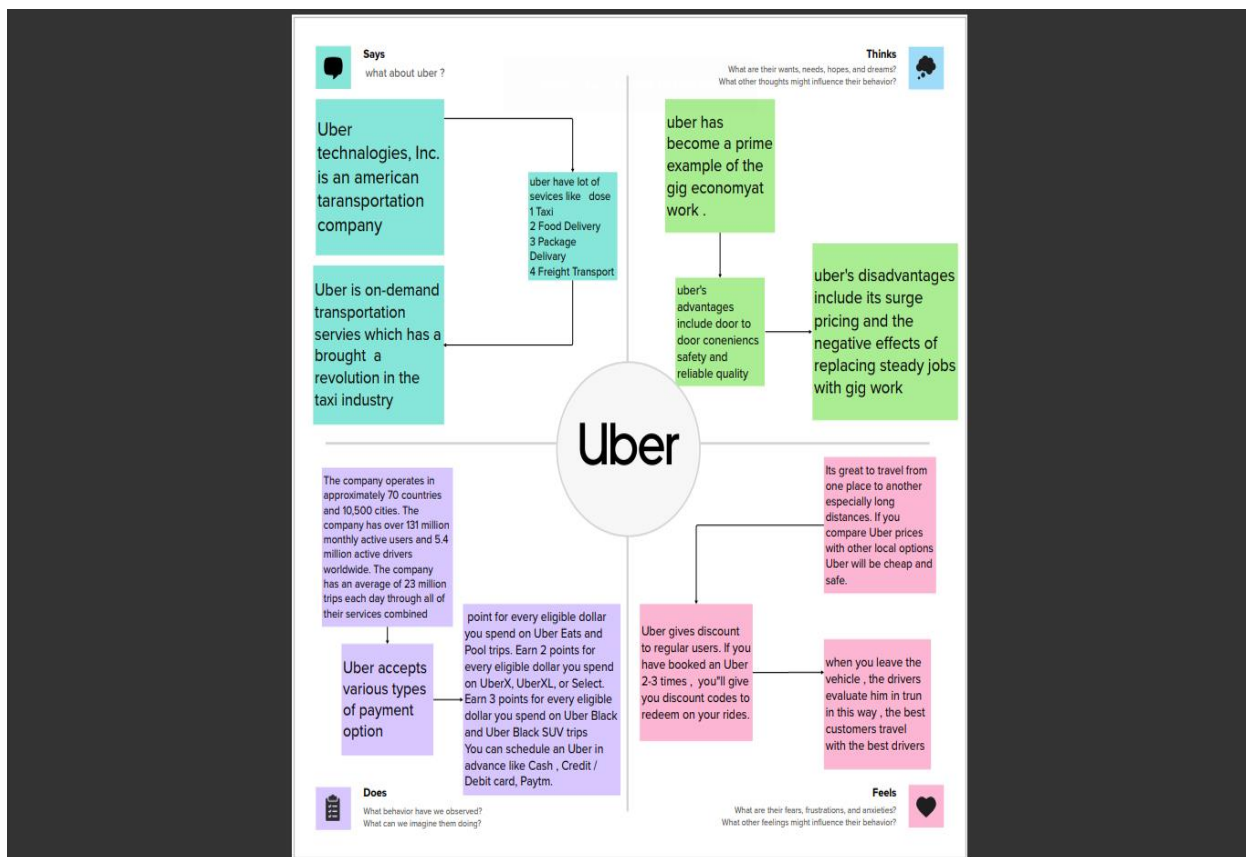
INTRODUCTION

- **OVERVIEW**

Uber is a multinational transportation and ride-sharing company that has transformed the way people think about urban transportation. Founded in 2009 by Travis Kalanick and Garrett Camp, Uber has its headquarters in San Francisco, California. The company operates through a mobile app that allows users to request a ride, and drivers to offer their services.

- **PURPOSE**

Uber's purpose, as stated in its mission statement, is to "ignite opportunity by setting the world in motion." This statement encompasses several key aspects of Uber's mission and vision: It's worth noting that while Uber's mission has remained relatively consistent over the years, the company has expanded its services to include ride-sharing, food delivery, and other logistics-related offerings, evolving to meet the changing needs and demands of its users and partners.

PROBLEM DEFINITION AND DESIGN THINKING

EMPATHY MAP

IDEATION AND BRAINSTORMING MAP

RESULT

Dashboard 1

The Dashboard contains Four sheets namely Rank with channels , No of Trip coverd (Qurter wise trips , category of miles , number of trips per month , week wise analysis). This dashboard explain about trips details are viwed in this dashboard . This dashboard was made just by dragging those three sheets in this dashboard page.

Dashboard 2
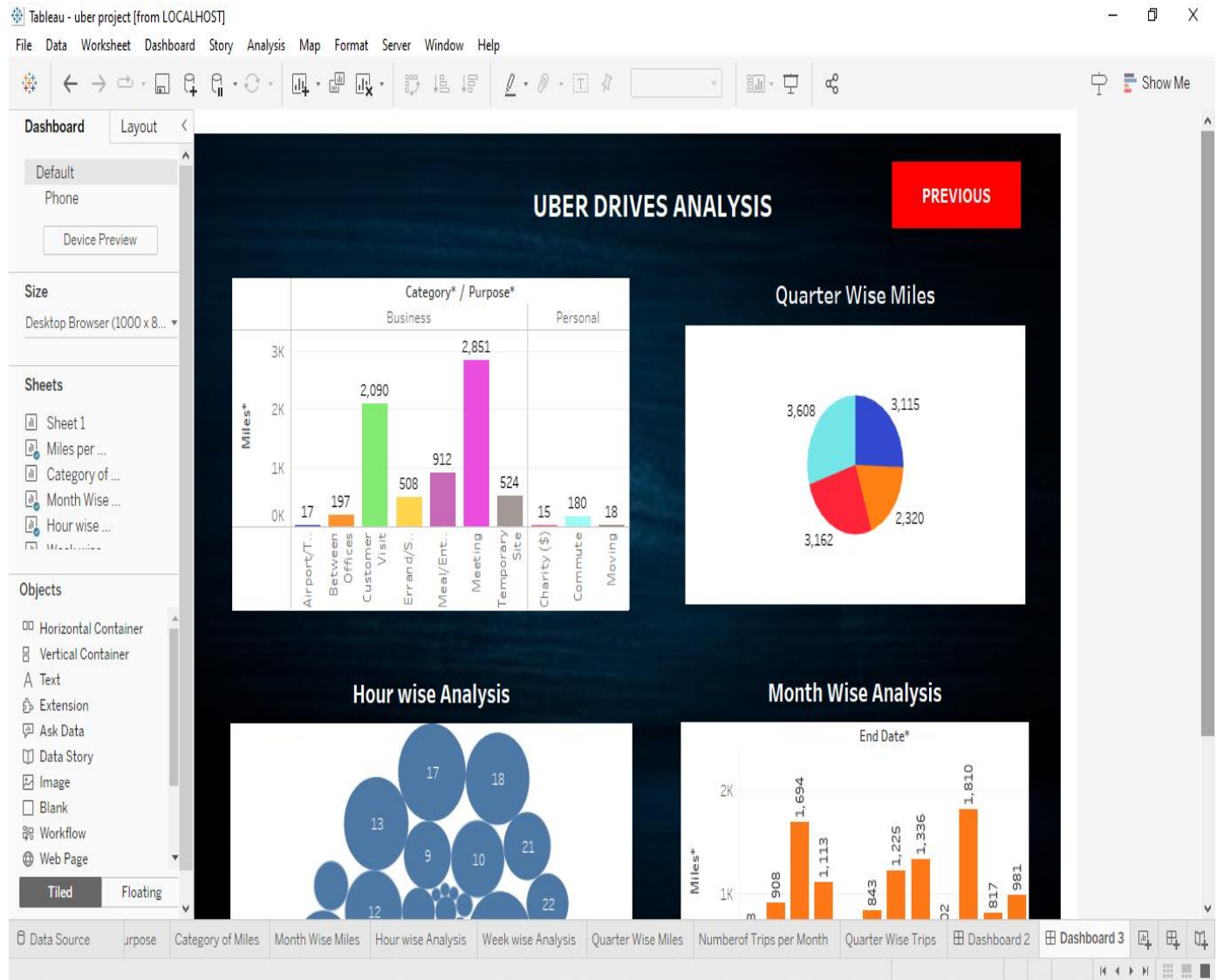
The dashboard explain about the number of (Month , Hour , Quarter) 4 sheets explain the person working on uber analysis. And then We can easily found the details about the uber person trips just by pointing cursor on the channels.

STORY

- Uber trips
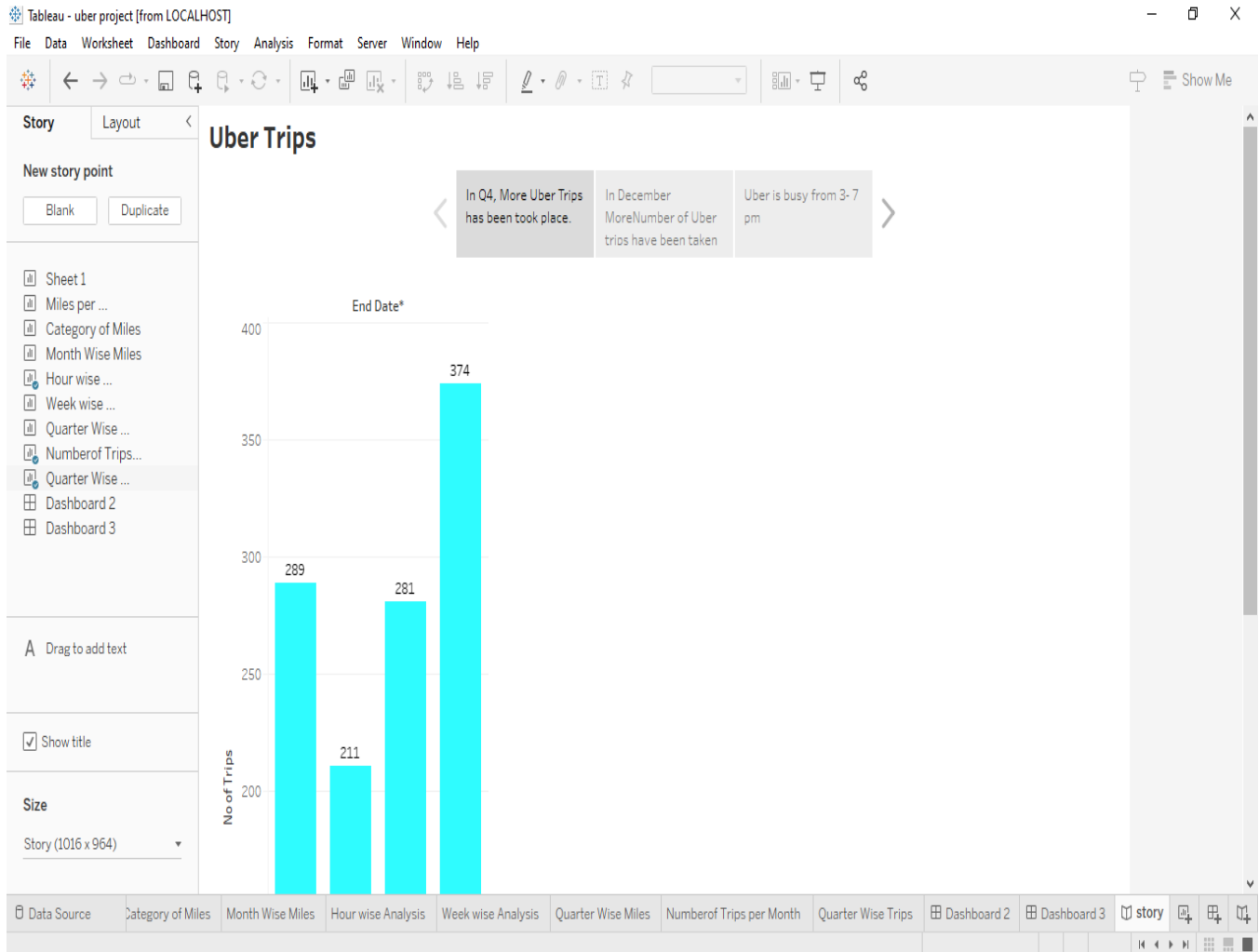
This was the first visualizationof the story . Its contains the three sheets of the no of Trips covered and the details of the top most reached trips you can view in this sheet . We can easily get the no of trips covered details.

NUMBER OF TRIPS PER MONTH
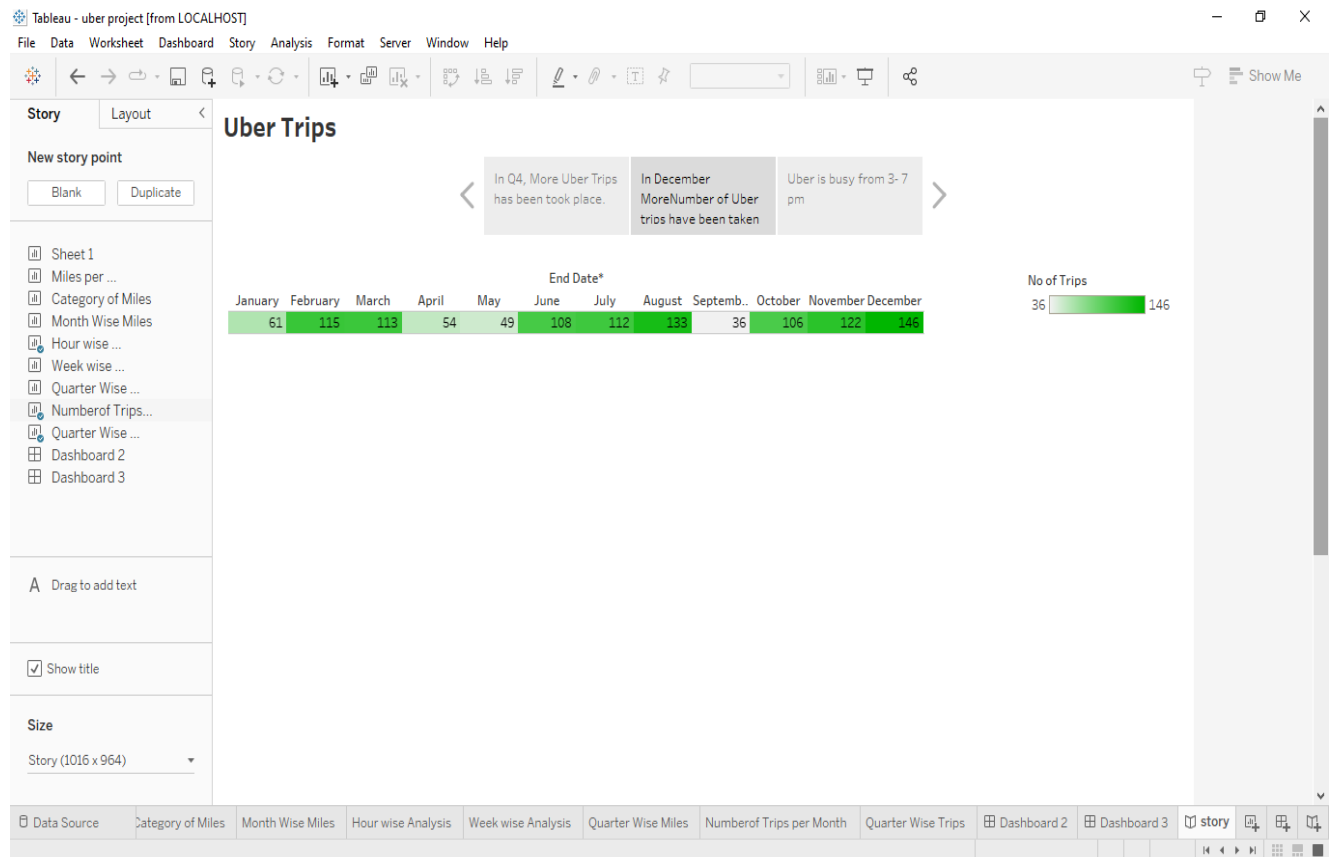
The number of Uber trips per month can vary greatly depending on the region, time of year, and various other factors. To get the most up-to-date information on the number of Uber trips per month,It contain the top trip covered month detail. We can easily find out the information just by dragging cursor on the month or more trip covered month.

HOUR WISE ANALYSIS
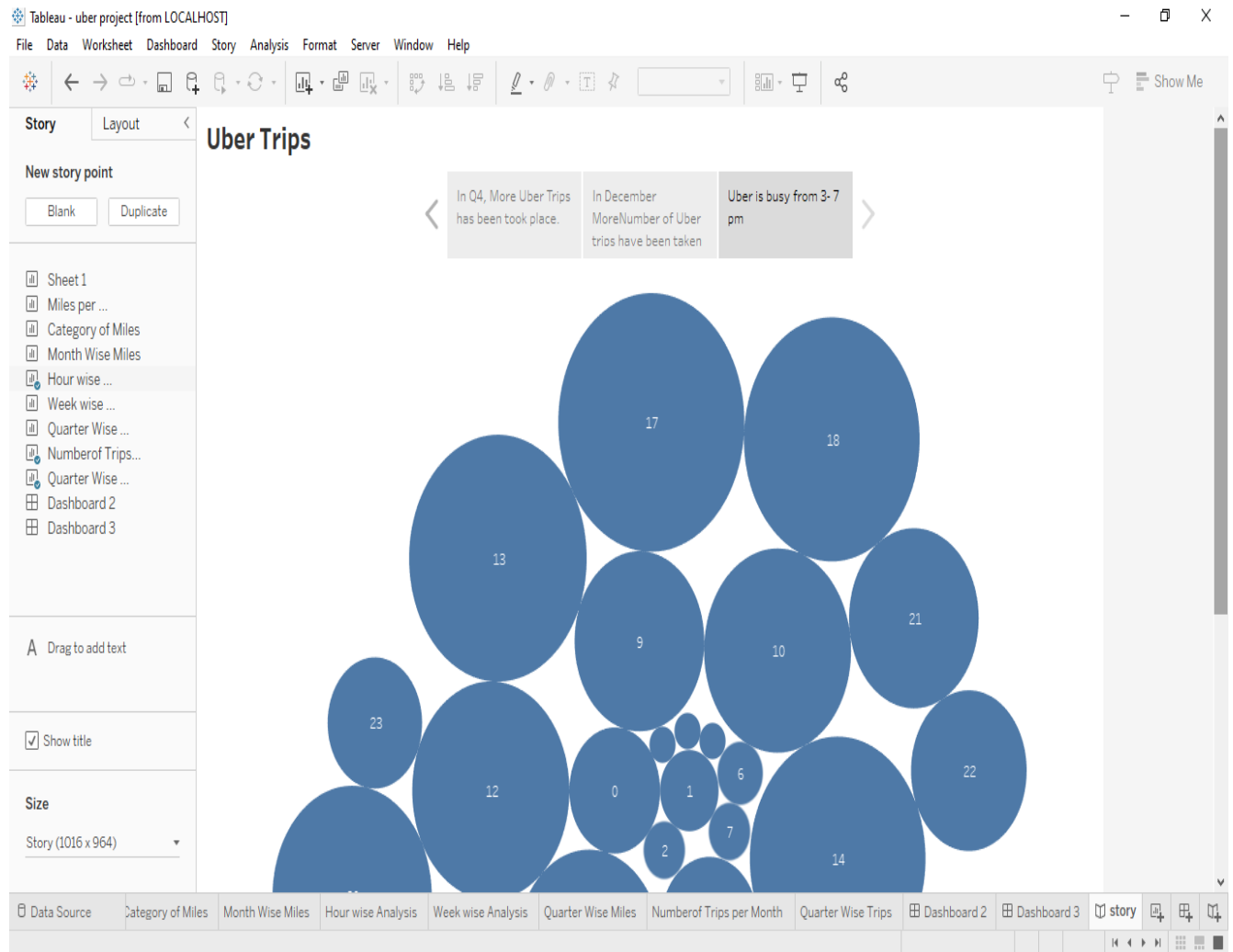
Hourly analysis of Uber data can be useful for various purposes, such as optimizing driver schedules, understanding rider demand patterns, and identifying opportunities for cost savings. We can easily find out information just by dragging cursor on the hour wise analysis you can get the details on it.

ADVANTAGES

❖ **Flexibility:** Uber drivers can choose their own working hours, allowing for part-time or full-time employment based on their availability.

❖ **Income Supplement**: Uber can be a flexible way for individuals to earn extra income or supplement their primary source of income.

❖ **Cashless Payments:** Uber transactions are cashless, reducing the risk of handling cash and making payments more secure.

❖ **Vehicle Use:** Drivers can use their own vehicles, which eliminates the need to invest in a dedicated work vehicle.

❖ **GPS Navigation:** The Uber app provides drivers with GPS navigation, making it easier to find and reach passengers' locations.

❖ **Additional Opportunities:** Uber offers other services like UberEats (food delivery) and UberFreight (freight transportation), providing more opportunities for drivers.

❖ **Income Transparency**: Drivers can see their earnings in real-time, providing transparency about their income.

It's important to note that the advantages of Uber can vary depending on the location, market conditions, and individual experiences of both riders and drivers.

DISADVANTAGE

❖ **Safety Concerns:** Safety is a significant concern with Uber. There have been reports of accidents, assaults, and incidents involving both passengers and drivers. Although Uber has implemented safety measures, such as background checks and in-app tracking, incidents can still occur.

❖ **Surge Pricing:** During peak times or high demand, Uber uses surge pricing, which increases the cost of rides significantly. This can make Uber more expensive than traditional taxis.

❖ **Lack of Job Security for Drivers**: Uber drivers are considered independent contractors, not employees, which means they don't have access to benefits like health insurance, paid time off, or retirement plans. This lack of job security can be a disadvantage for drivers.

❖ **Quality and Consistency**: The quality and consistency of Uber rides can vary widely. Some drivers may provide excellent service, while others may not meet passenger expectations. This inconsistency can be frustrating for riders.

❖ **Impact on Traditional Taxi Industry:** Uber's rise has disrupted the traditional taxi industry, leading to protests and legal battles in many places. This has resulted in job losses for taxi drivers and reduced revenue for taxi companies.

APPLICATIONS

- **Uber Rider App**: This app is designed for passengers who need a ride. Users can request a car to pick them up from their current location, track the driver's location in real-time, and pay for the ride through the app. It also provides an estimate of the fare before the trip begins.

- **Uber Driver App**: This app is for individuals who want to become Uber drivers. It helps drivers find and accept ride requests, navigate to the pickup and drop-off locations, and communicate with passengers. It also keeps track of earnings and other important driver-related information.

- **Uber Eats**: This is a separate app from Uber, focused on food delivery. Users can order food from local restaurants and have it delivered to their location. Uber Eats drivers use a separate app for managing food delivery requests.

- **Uber Freight**: Uber Freight is an app designed for truck drivers and shippers. It connects carriers and drivers with available shipments, making it easier to find and book freight loads.

- **Uber for Business**: This is a corporate solution that allows companies to manage their employees' transportation needs. It provides a central platform for businesses to set up and manage Uber accounts for employees and clients.

- **Uber Connect**: This service allows users to send small packages and goods to friends or family using Uber drivers. It's a simple and convenient way to arrange deliveries without having to leave your home.

- **Uber Elevate (Uber Air)**: While not as widely available as the other services, Uber Elevate is focused on urban air mobility and is still in the development phase. It aims to provide air transportation using electric vertical take-off and landing (eVTOL) vehicles.

- **Uber Health**: This is a platform for healthcare providers to schedule and manage transportation for patients who may need help getting to and from medical appointments.

CONCLUSION

- ➢ **Market Disruption:** Uber has significantly disrupted the taxi and transportation industry by providing a platform for connecting riders with drivers through a mobile app. This technology-driven approach has reshaped how people think about transportation.

- ➢ **Global Reach:** Uber expanded its services to numerous countries and cities, becoming one of the most recognizable and widespread ride-sharing platforms in

the world. However, the company faced regulatory challenges and opposition in many regions.

➢ **Diversification:** Uber ventured into various other services beyond ride-sharing, including food delivery (Uber Eats), freight, and even autonomous vehicles. This diversification aimed to reduce the company's reliance on a single service.

➢ **Financial Challenges:** Uber operated at a loss for many years, prioritizing market share and growth over profitability. Its path to profitability remained a topic of discussion in the financial world.

➢ **Regulatory Issues:** Uber faced legal and regulatory challenges in many areas related to driver classification, safety, and licensing. These issues had significant implications for the company's operations and business model.

➢ **Impact on Traditional Taxis:** Traditional taxi services have had to adapt to compete with Uber, which has spurred innovation and improvements in the taxi industry.

Future scope

The company's direction and strategies may have evolved since then, and it's essential to consider more recent sources for the latest information. Here are some areas where Uber was focusing on for its future scope:

o **Autonomous Vehicles**: Uber was heavily investing in autonomous vehicle technology. The goal was to reduce operating costs by eliminating the need for human drivers and improving safety. Uber's

Advanced Technologies Group (ATG) was actively working on self-driving cars.

- o **Uber Eats and Delivery**: Uber's food delivery service, Uber Eats, was experiencing significant growth. The company was looking to expand its presence in the food delivery market and explore delivery opportunities beyond just food, such as groceries and retail products.
- o **Urban Mobility**: Uber aimed to become a comprehensive urban mobility platform, offering various transportation options beyond just ride-sharing, including public transit integration and electric bikes/scooters.
- o **Sustainability**: As environmental concerns grew, Uber was actively working to reduce its carbon footprint. This involved initiatives to electrify its vehicle fleet and promote shared rides to reduce congestion and emissions.
- o **International Expansion**: While Uber was already present in many countries, it was still expanding to new markets and tailoring its services to fit the local needs and regulations.
- o **Uber for Business**: Expanding its corporate travel solutions and partnerships to provide more business-oriented transportation services.
- o **Technology Integration**: Uber was looking to integrate more technology features into its app, such as augmented reality for improved navigation and enhancing the overall user experience.
- o **Regulatory Challenges**: Uber was actively involved in addressing regulatory challenges and working with governments to establish frameworks for ride-sharing and related services.
- o **Subscription Services**: Uber was experimenting with subscription services that allowed users to pay a fixed fee for a certain level of service. This approach aimed to increase user loyalty and regular use of Uber services.
- o **Financial Services**: Uber was considering offering financial services to drivers, such as banking, insurance, and instant pay options, to make it easier for drivers to work for the platform.