Smart Internz

Insights From Uber Expeditionary Analytics

WITH

DATA ANALYTICS

FIRST-TERM INTERNSHIP

PROJECT REPORT

CamScanner

Team Members:

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Introduction:

Provide background information on uber and its data analytics division, highlighting the importance of data driven decision making in the company's operations.

objectives:

outline the specific goals of the internship project, such as analyzing customer behaviour patterns, optimizing operational efficiency, and improving service quality.

Customer Segmentation:

Literature, such as RFM (Recency, frequency, Monetary) theoretical concepts from marketing analysis and clustering algorithms, can be applied to segment uber customers based on their behaviour patterns and preferences. This segmentation allows uber to tailor its services to different customer segments, thereby improving customer satisfaction and loyalty.

References:

Provide a list of references cited in the report, including academic papers, industry reports, and relevant online resources.

Appendices:

Include any additional supplementary material such as code snippets, data dictionaries, and detailed analysis outputs.

* The predictive Modeling for Demand forecasting in Transportation services by chen, s. et al (Year).

This study investigates the use of predictive Modeling techniques, such as time series analysis and machine learning techniques algorithms, for demand forecasting in transportation services. It discusses the challenges and opportunities of applying these methods to improve service reliability and resource allocation.

* Big Data Analytics for Customer Experience Management. A Review of applications and challenges' by Kumar.

This review paper examines the data analytics in managing customer experience across various industries including transportation. It discusses the application of data analytics

in understanding customer behaviour, personalizing services, and addressing customer feed back.

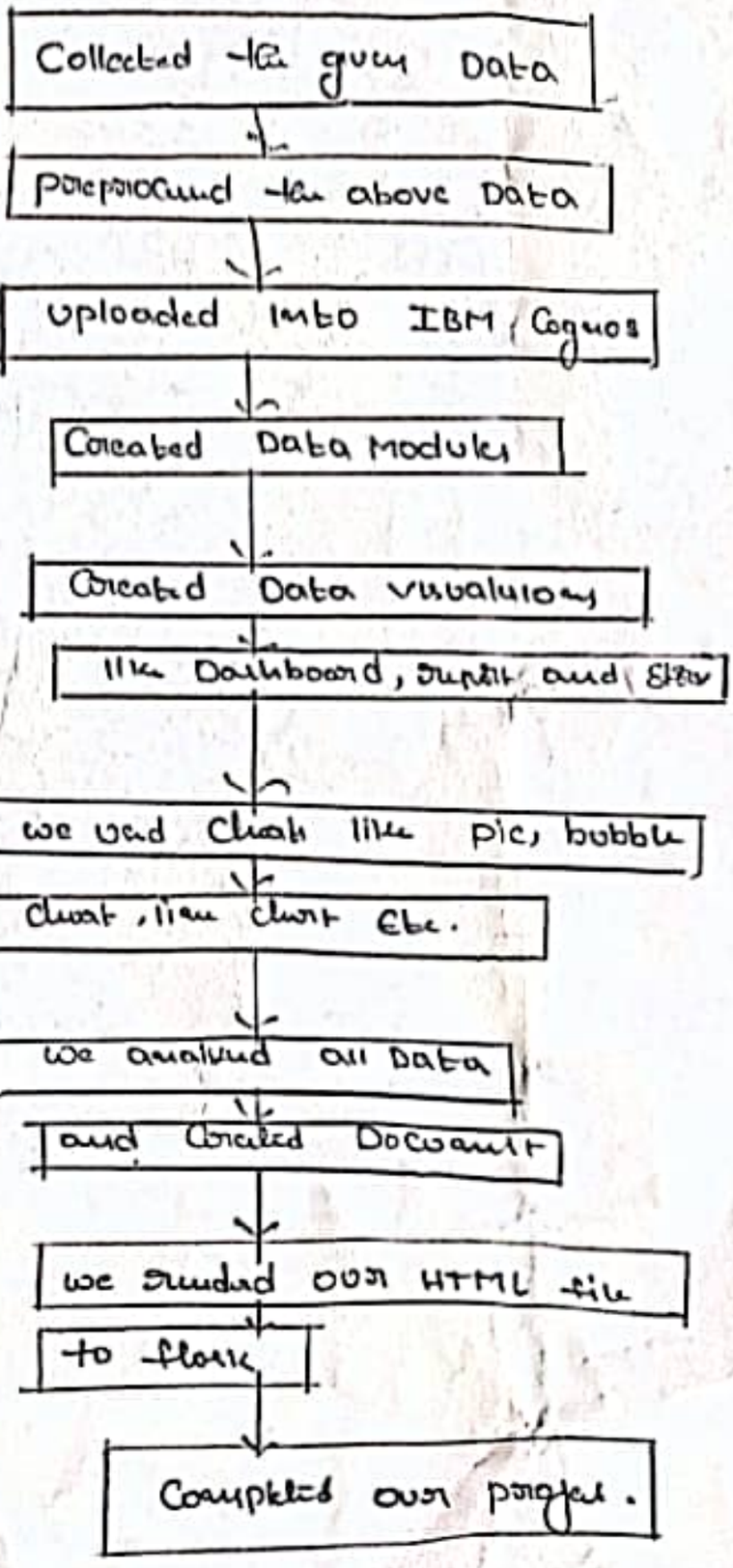
* operational Efficiency and service quality on Demand Transportation insights from Data Analytics " by wang, det al.

This research study analyzes the relationship between operational efficiency. and service quality in on demand transportation services. using data analytics to identify key factors influencing customer satisfaction and loyality.

* Impact of Data analytics on Business performance evidence from the transportation industry by gupta.

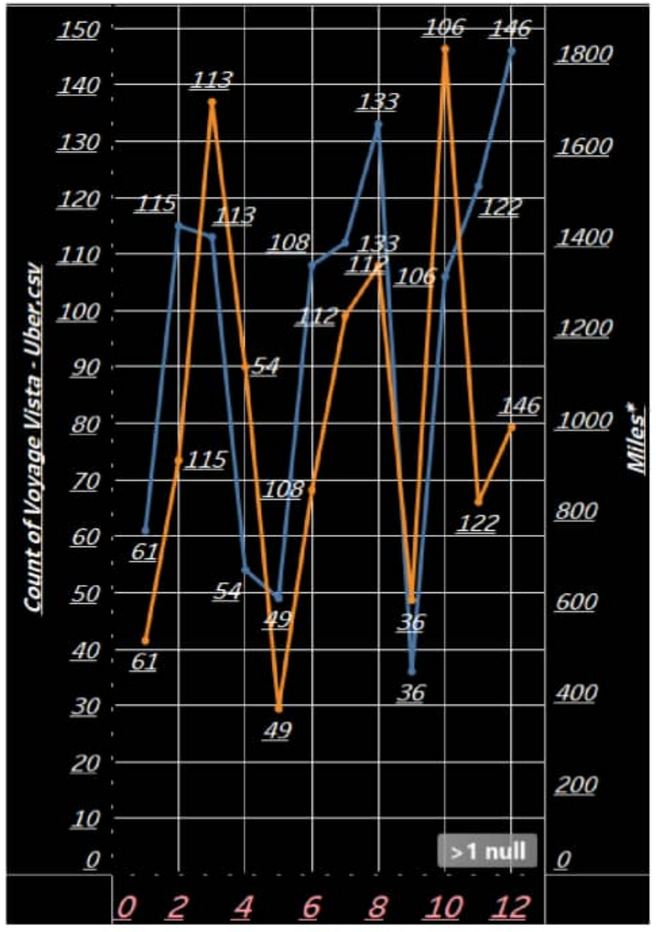
this Empirical study examines the impact of data analytics on business performance metrics, such as revenue growth and customer satisfaction, in the transportation industry it provides insights into the value of data driven decision making for improving operational

FLOW CHART

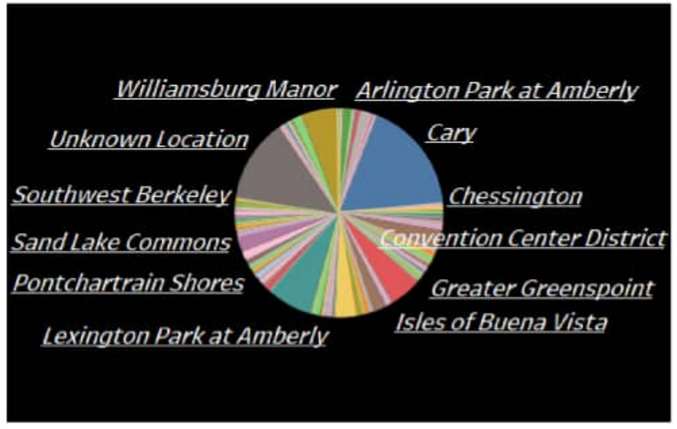

Collected the given Data
Preprocessed the above Data
Uploaded into IBM Cognos
Created Data Modules
Created Data Visualizations
like Dashboard, Report and Story
we used Charts like pie, bubble
Chart, line chart etc.
we analysed all Data
and Created Document
we studied our HTML file
to flask
Completed our project.

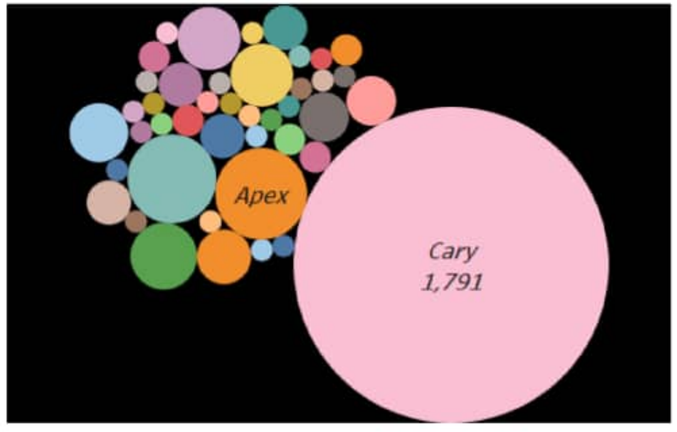
DASHBOARD

LINE CHART



PIE CHART





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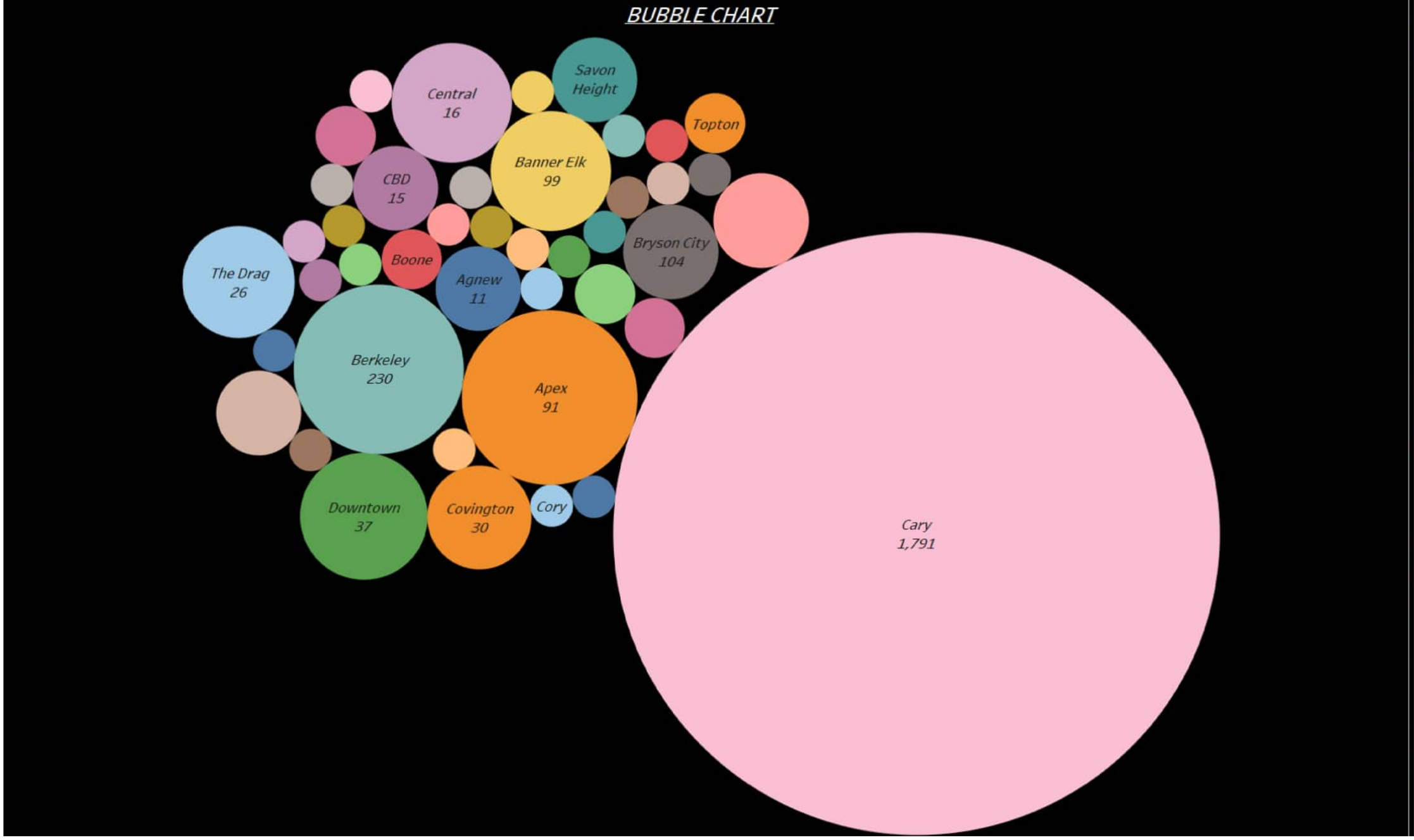
BUBBLE CHART



Start*

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- Austin
- Banner Elk
- Bellevue
- Berkeley
- Boone
- Briar Meadow
- Bryson City
- Burtrose
- Capitol One
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- Central
- Congress Ave Di..
- Connecticut Ave..
- Convention Cent..
- Cory
- Covington
- Coxville
- Downtown
- Flatiron District
- Sand Lake Com..
- Santa Clara
- Savon Height
- Seaport
- Seattle
- Sharpstown
- Sky Lake
- Soho
- SOMISSPO
- Sugar Land
- Summerwinds
- Sunnyside
- Sunnyvale
- Tanglewood
- Tenderloin

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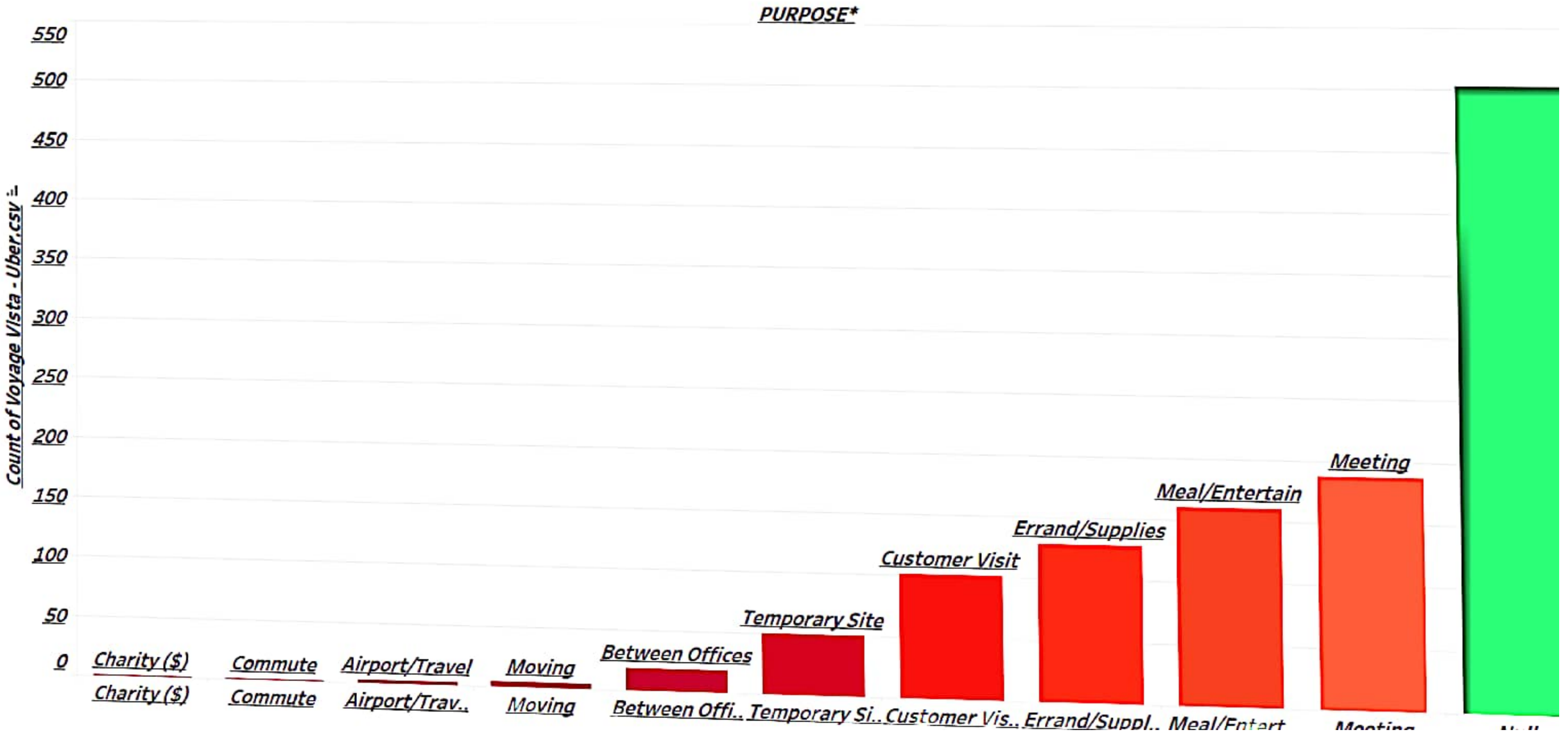
STORY

1 2 3 4



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Search

Tables

- Abc Category*
- End Date*
- Abc PURPOSE*
- Start Date*
- Abc Start*
- Abc Stop*
- Abc *Measure Names*
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- *Measure Values*

Filters

Marks

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Color | Size | Label | Detail | Tooltip

CNT(Catego.. △)
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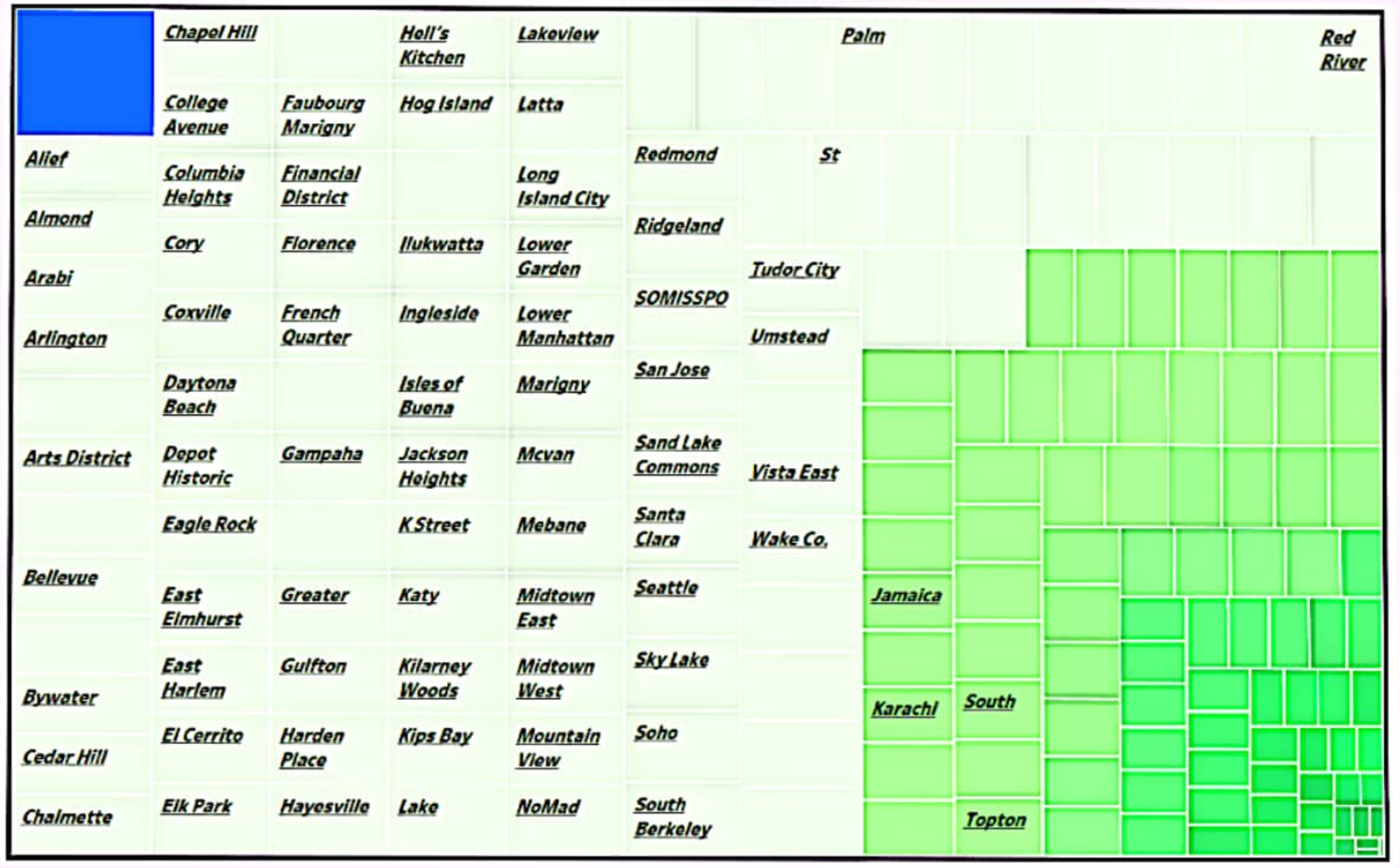
Stop*

TREE MAP



Rank of CNT(Category*)

1 16

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* Data driven Decision making:

theoretical concepts frame works such as the Data information knowledge wisdom. Pyramid can be applied to Illusteate how raw data collected by uber can be transformed into actionable insights to enhance customer experience. this feame work highlights the peroguession from data to wisdom, Emphaisizing the importance of analytics in extracting meaningful knowledge from vast data sets.

* Service personalization :-

theauetical feame workes from customer relationship management Liteeatuu Such as the customer life ayele model and personalization steategies, can be applied to personalize the customer experience

on the uber platform. By leveraging data analytics, uber can deliver targeted promotions, recommendations, and incentives to individual customers, thereby fostering customer loyalty and engagement.

* Ethical considerations:

theoretical frame works from ethics and privacy literature, such as the principles of fairness, transparency, and accountability. can guide uber in the responsible collection and use of customer data. By adhering to Ethical guidelines and regulatory requirements, uber can build trust with its customers and stake holders while maximizing the benefits of data analytics for enhancing customer experience.

Continuous Improvement

Theoretical concepts from quality management such as the plan-do-check-Act (PDCA) Cycle and continuous improvement methodologies, can be applied to ensure that data driven initiatives at uber are iterative and adaptive. By regularly monitoring key performance indicators and soliciting feed back from customers, uber can identify areas for improvement and implement targeted interventions to enhance the customer Experience over time.

Over all, the theoretical analysis provides a conceptual frame work for understanding how data analytics can be leveraged to enhance customer Experience within the Context of Uber's operations. By drawing on

theoretical principles from various disciplines, uber can identify areas for improvement and implement targeted interventions to Enhance the

uber can develop robust strategies for utilizing data to drive continuous improvement and innovation in its service offerings.

* A/B Testing for service Enhancements:

Conduct A/B tests to compare the Effectiveness of different service enhancements, such as personalized recommendations, dynamic pricing strategies, or targeted promotions. By randomly assigning users to different experimental groups. uber can measure the impact of each enhancement on key metrics such as customer satisfaction, retention rate, and revenue.

* Driver Behavior Analysis:

Analyze driver behavior data, such as response time to ride requests, completion rate, and customer ratings, to identify drivers who consistently provide exceptional service. Experiment with incentivizing and rewarding high-performing drivers to assess the impact on overall customer experience and driver satisfaction.

* Geographic expansion Analysis.

Experiment with expanding uber's service coverage to new geographic areas based on predictive models of demand and profitability. Measure the impact of geographic expansion on customer satisfaction, wait times, and market share to inform future expansion decisions.

* Longitudinal Analysis of service improvements

Conduct longitudinal studies to track changes in key performance metrics over time following the implementation of various service improvements and enhancements Analyze trends and patterns in customer satisfaction, retention, and market share to assess the long-term impact of data driven initiatives on user's business success.