

PROJECT REPORT

Introduction:

Nowadays, taxi business plays a major role in the urban areas. And specially we can mention Uber as one of the best taxi business in our country. It is one of the most wanted taxi brand. Here, this information helps to find more about Uber's services and availabilities.

Overview:

The ride-sharing business revolutionized a business model that had been functioning in the same way for generations: On a busy city street, a person in need of a ride stood on a street corner and waved down a taxi. On quieter streets, or in towns without roving taxis, the person would phone a local car service and request a pickup.

Now, there's an app for that.

E-hail services like Uber allow you to hire a driver using a smart phone from almost any location at anytime. ("Almost" because drivers are in short supply in outer suburbs and rural areas.)¹ Proprietary software locates drivers circling nearby and generally offers a selection of options, from the cheapest car pooling choice to luxury wheels. The price is set and paid in advance.

Uber's famous "surge pricing" revises the cost of its rides from hour to hour based on local demand. As more calls are made, price sticks up, drawing more drivers out to score customers. As demand subsides, price sticks down.

Bright-yellow taxicabs once dominated the streets of Manhattan. By 2020, there were four times as many ride-sharing vehicles on the streets as taxis. Those vehicles were summoned by apps offered not only by Uber and Lyft but by Via, Juno, and Gett.

Clearly, Uber and its competitors such as Lyft have dramatically changed the personal transportation industry, with a mix of both benefits and drawbacks for customers and drivers. Let's look at them.

KEY TAKEAWAYS:

Ride-sharing services like Uber have disrupted the taxi and limo industry,

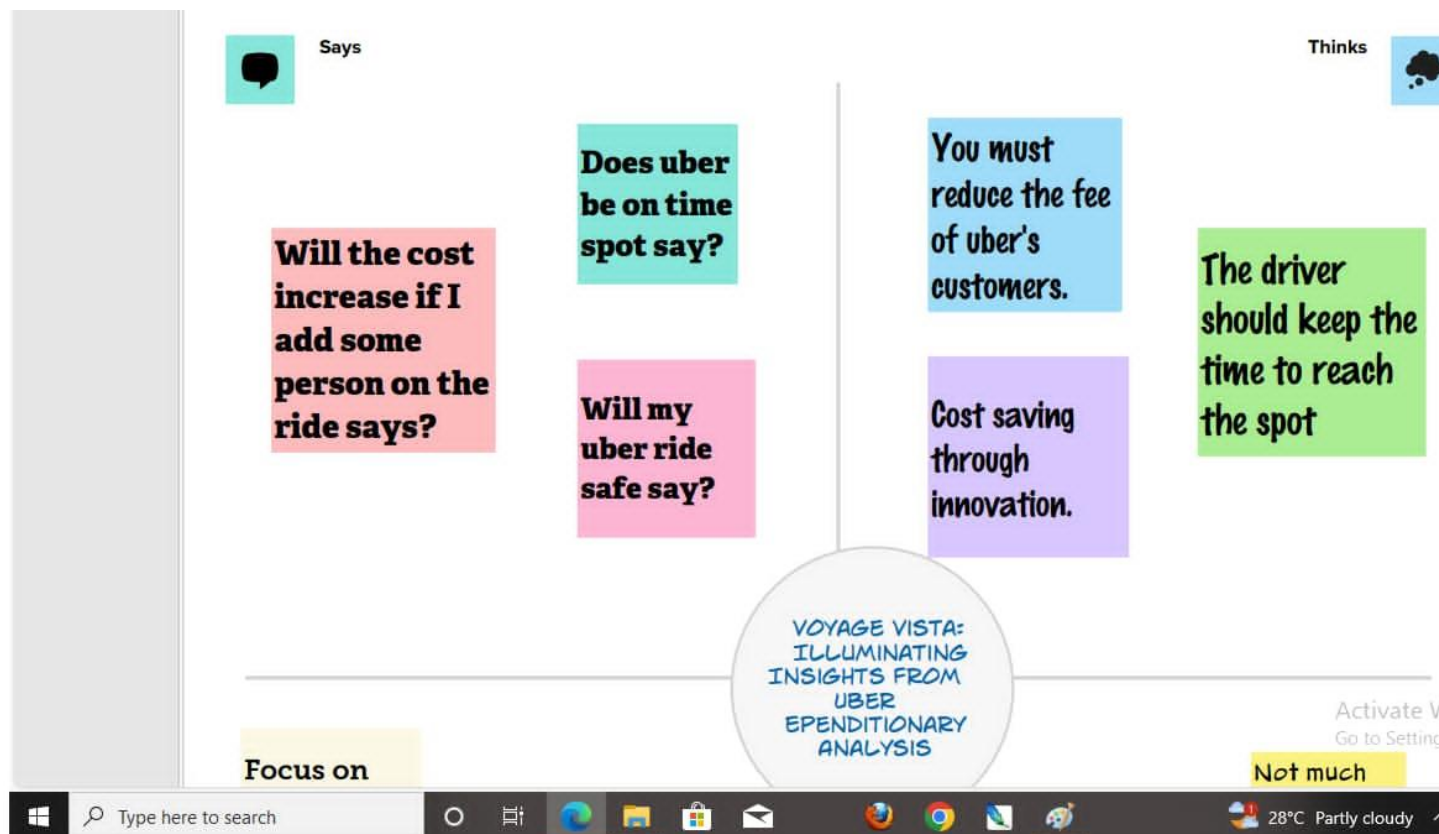
Uber has become a prime example of the economy at work.

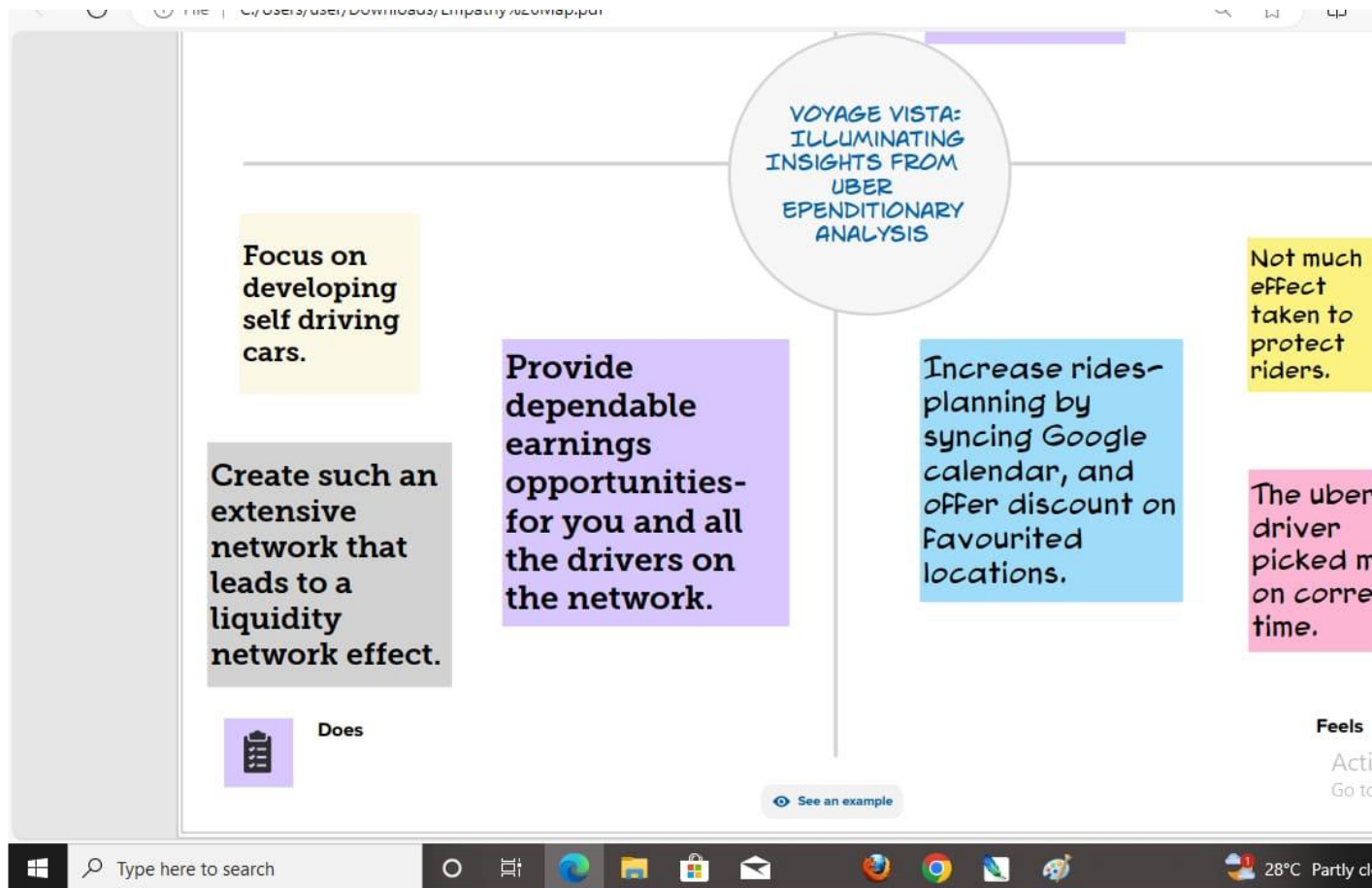
Uber's advantages include door-to-door convenience, safety, and reliable quality.

Uber's disadvantages include its surge pricing and the negative effects of replacing steady jobs with gig work.

Explaining views with Empathy Map:

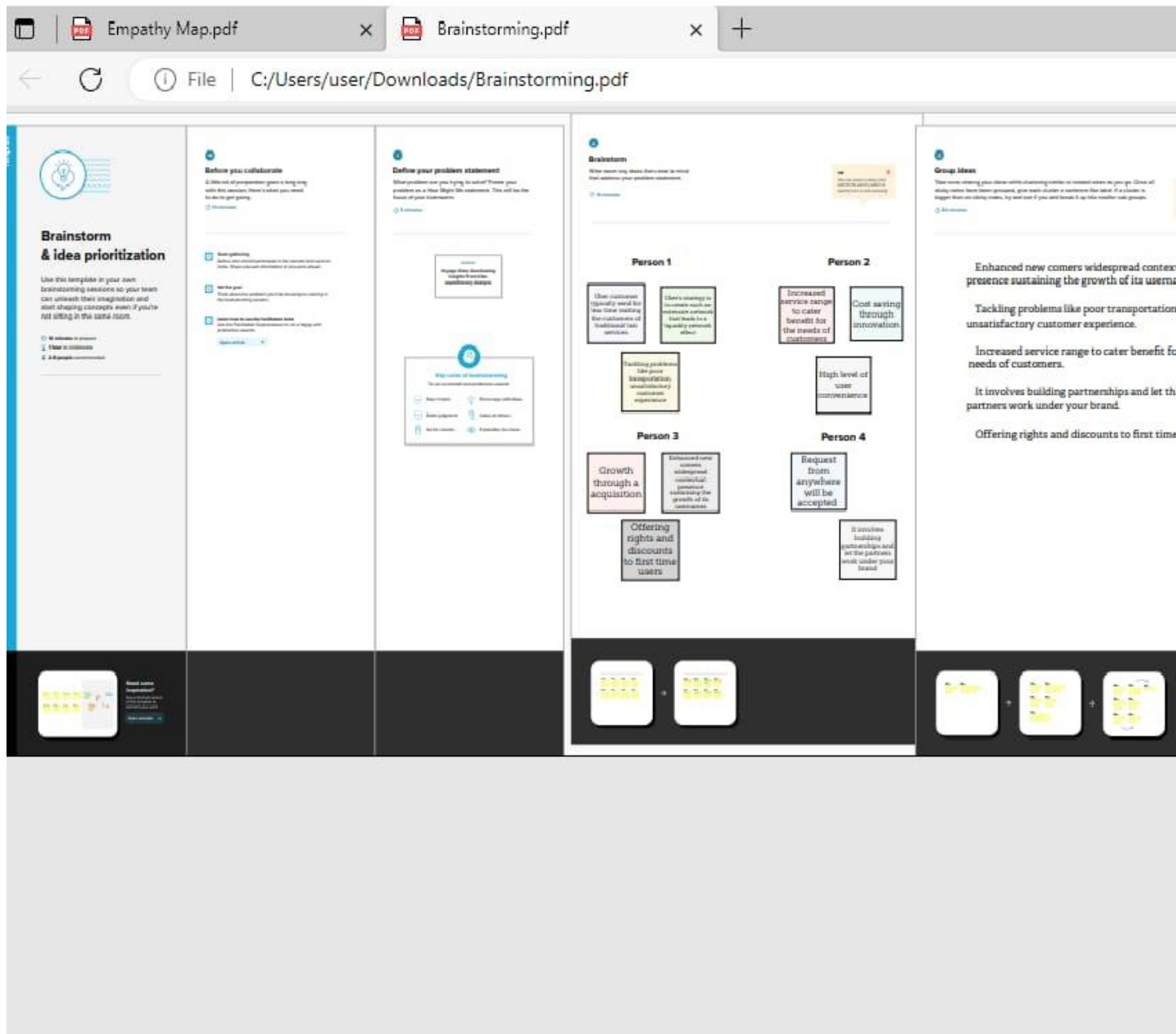
Empathy Map shows the overall views like positive, negative, our suggestions and Uber's labor's point of view in a single Map. By revising this people can easily find overall ideas.





Brainstorm:

It helps to define our problems and sharing more positive matters in different ways. It expound in letters and also in graphical format.



Convenient and Cashless:

Instead of chasing down a taxi on a street, or calling and waiting for a car service, e-hail app users can hail a car from any location and have it arrive in minutes. Uber doesn't even need to ask you for an address. It knows where you are.

Because the passenger's credit card is linked to the e-hail account, no cash changes hands. At the destination, the driver stops the car and the passenger gets out and walks away. A receipt is sent via email, with links to options for rating and tipping the driver.

Professional Service:

Drivers for Uber and its competitor use their own cars, and they seem incentivized to keep them clean and well-maintained. The cheapest options are late-model compacts, not Junkers.

The riders input their destinations into the app, and the drivers' use navigational software to get there. Wrong turns are unlikely.

The drivers are generally polite and well-spoken. They never refuse to take you to any particular destination. They don't even know your destination before they accept our call.

Does this sound like a case of damning with faint praise? That depends on what city or cities you were

Accustomed to catching tax is in.

Unprofessional drivers are we cause passengers get to rate the driver's performance. A consistently low rating will force a driver out of Uber or its competitors.

All of the above and more foster a positive experience for ride-sharing customers.

Competitive Pricing:

It is impossible to come up with a definitive or average price for an Uber. Its pricing scheme varies with every city, and that surge pricing model changes the prices constantly based on demand.

According to Consumer Reports, longer trips are generally cheaper by Uber but short trips can be more expensive. And the vast majority of trips by Uber are short so, an Uber ride from the airport to a suburb should save you money, but a mile-long trip across a neighborhood could well be cheaper in a cab and would definitely be cheaper by bus or subway.

Consumer Reports also warns that the surge pricing mode for both Uber and Lyft can mean much higher prices at busy times of the day.

The bottom line:

Uber can be less expensive than a taxi or car service, but not consistently. One point in its favor, though, is that Uber tells you exactly what the prices will be for the options available at that time before you confirm the trip.

With cheap prices and readily available cars, customers get into the habit of taking a car for very short distances. The costs can add up quickly.

Safety and Flexibility For Drivers:

Safety is an important advantage for drivers working with Uber and other e-hail services. The riders using the service have registered their identities and their credit card numbers on the app. They are not random strangers on the street.

Because the transaction is cashless, a driver doesn't risk unpaid fare so need to carry cash for change.

Rude, aggressive, and disruptive passengers are weeded out because drivers rate their customers. Consistently low rating score reports of unsafe behavior toward drivers can cause the deactivation of an account

Unlike yellow cab taxi drivers who work 12-hour shifts or black car drivers who are scheduled by dispatchers, Uber drivers enjoy considerable free demand flexibility. Drivers login and out of the system anytime they choose and pick their own hours.

Drivers avoid expensive taxi rental leases by using their own vehicles. They also pay their own fuel and maintenance costs. All else being equal, this may be more profit for drivers.

Drivers are also spared any office politics because the apprehensions dispatchers irrelevant.

Controversial Labor Practices:

Uber has become a prime example of the gig economy at work. Its workers are not guaranteed a minimum wage, they have to supply and maintain their own vehicles, and have few if any benefits.

That is becoming controversial in some cities where Uber operates. In 2018, New York City mandated a \$17.22 minimum wage for drivers.⁷ In 2019, California legislators passed California Assembly Bill 5 (AB5), a law classifying ride-sharing drivers as employees, not independent contractors, but the state's voters later reversed that by voting in Uber-sponsored Proposition 22 in November 2020.

On Aug. 20, 2021, Alameda County Superior Court Judge Frank Roesch ruled that two sections of Proposition 22 were unconstitutional and that the measure as a whole was unenforceable. Uber and Lyft announced they would appeal, and Prop 22 remains in effect as the matter winds its way through the courts.¹⁰¹¹

Some Uber drivers say they struggle to earn even a minimum wage once Uber takes its cut. They also

Bear most of the costs associated with the service, such as fuel, maintenance, and repairs.

Surge Pricing:

"Surge pricing" for Uber, or "prime time pricing" as it is called by Lyft, is controversial among customers. It's a classic use of the free market principle of raising or lowering prices according to supply and demand. For Uber customers, this means how many cars are available (supply) and how many passengers want to ride in them (demand).

Compared to a straight forward charge, this automated system can lead to quite dramatic differences in pricing between any two points. At super peak times, a price could double or triple. That can mean a hefty expense during rush hour or during a snow storm.

Safety concerns have emerged in some cities and states where the transportation industry regulations are lax and it's easy to enter the hail network as service providers. Although this has a positive effect by increasing the supply of drivers, these drivers might not be as motivated to reach high standards of professionalism and safety.

Negative Impact of Price Competition:

Price competition can be destructive for any industry. Increasingly, Uber, Lyft, and other e-hail services are engaged in an intense battle to provide the cheapest service. They are directly competing with each other, and with traditional taxi and car services for both customers and drivers.

With competition from other ride-sharing services and the continuous hiring of new drivers, average earnings are being pushed downward. This means that drivers have to work longer hours to earn an income comparable to what they would have earned a year or two ago.

This has led to a precipitous drop in earnings for taxi drivers, too. Prices for New York City taxi medallions, essentially a metal permit to drive a cab, plummeted from about \$1.3 million to \$160,000 over a few years, leaving drivers scrounging for rides and drowning in debt.

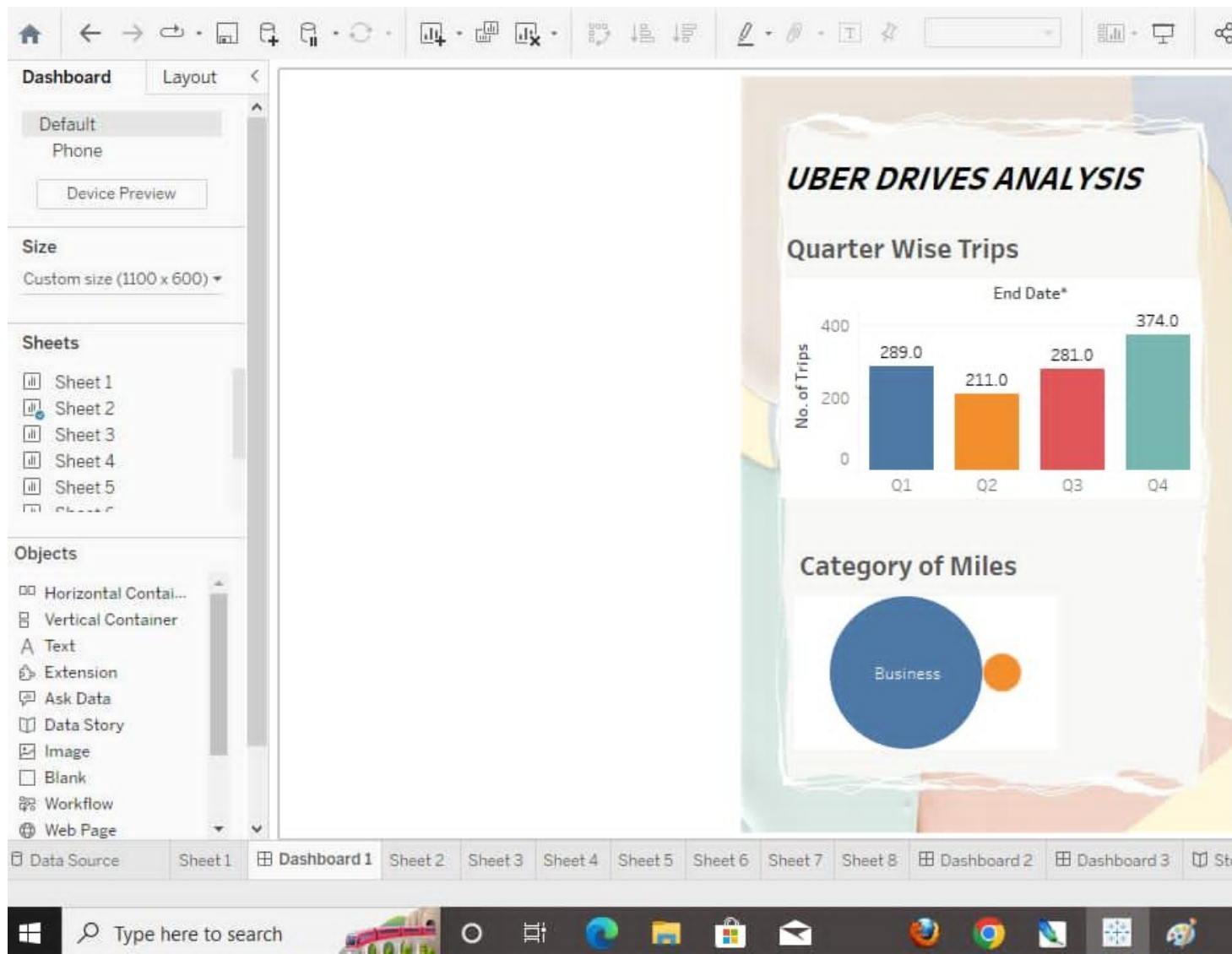
Dashboard:

Dashboard is a method we used to represent our thoughts in different diagram methods. Here is some representation for Uber.

Dashboard 1

This dashboard explains about uber drives analysis in quarter wise trips and category of miles in bar diagram and pie chart method respectively.

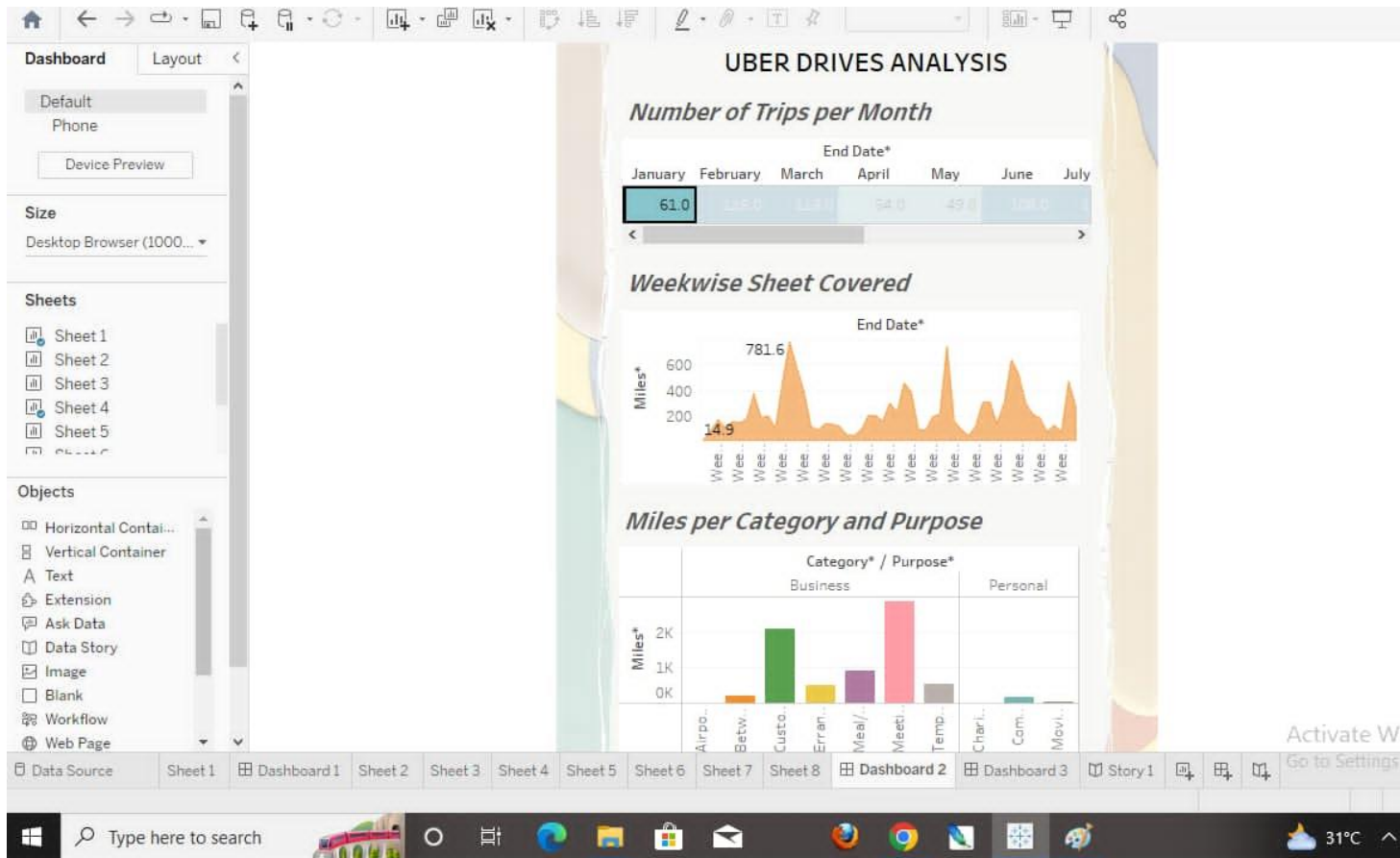
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Dashboard 2

This dashboard explains about number of trips per month, week wise sheet covered, miles per category and purpose.

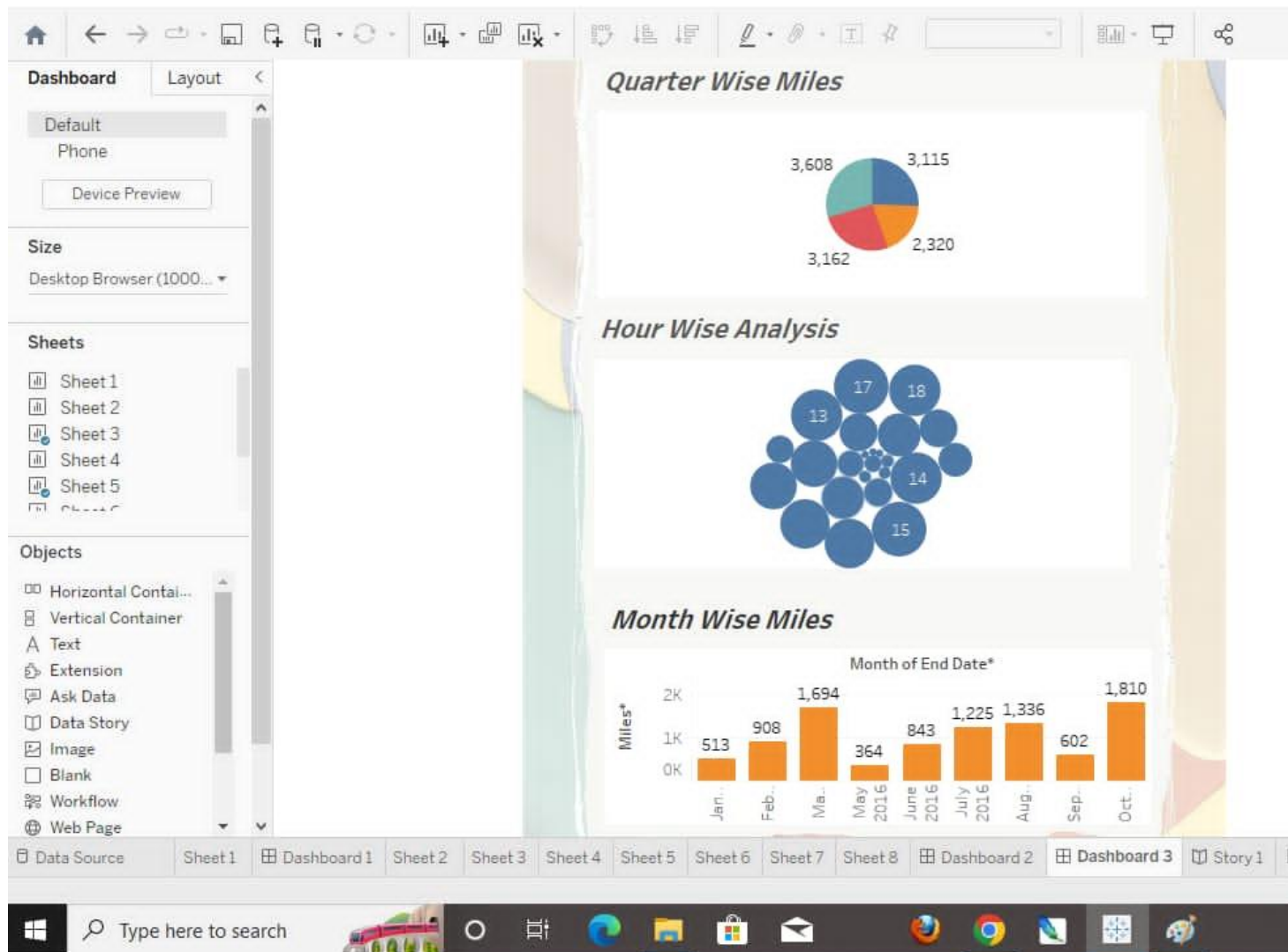
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Dashboard 3

Here this dashboard represents the quarter wise miles, hour wise analysis, and month wise miles.

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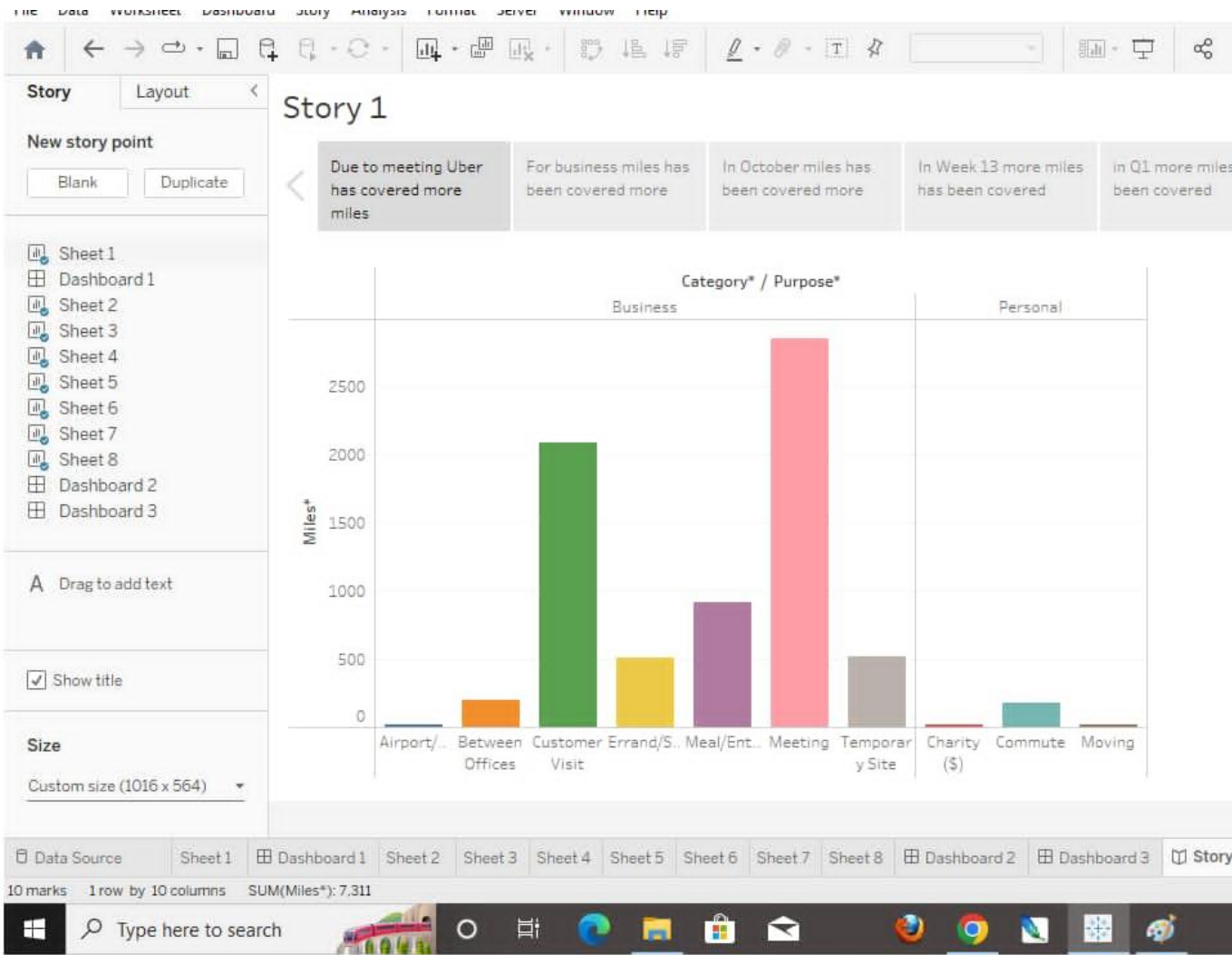


STORY

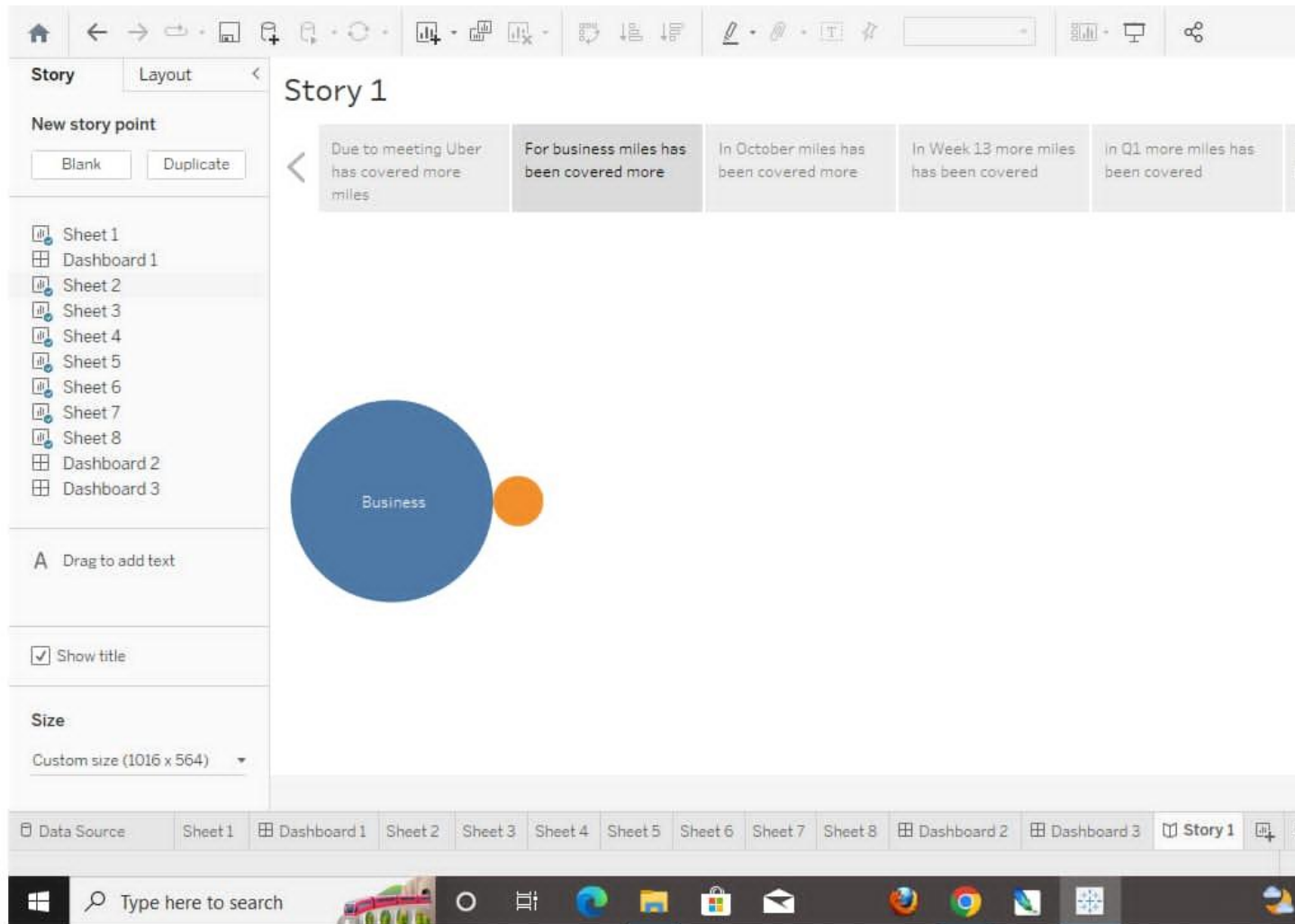
Story is the last step in this project and it represented every data in graphical methods for business analysis.

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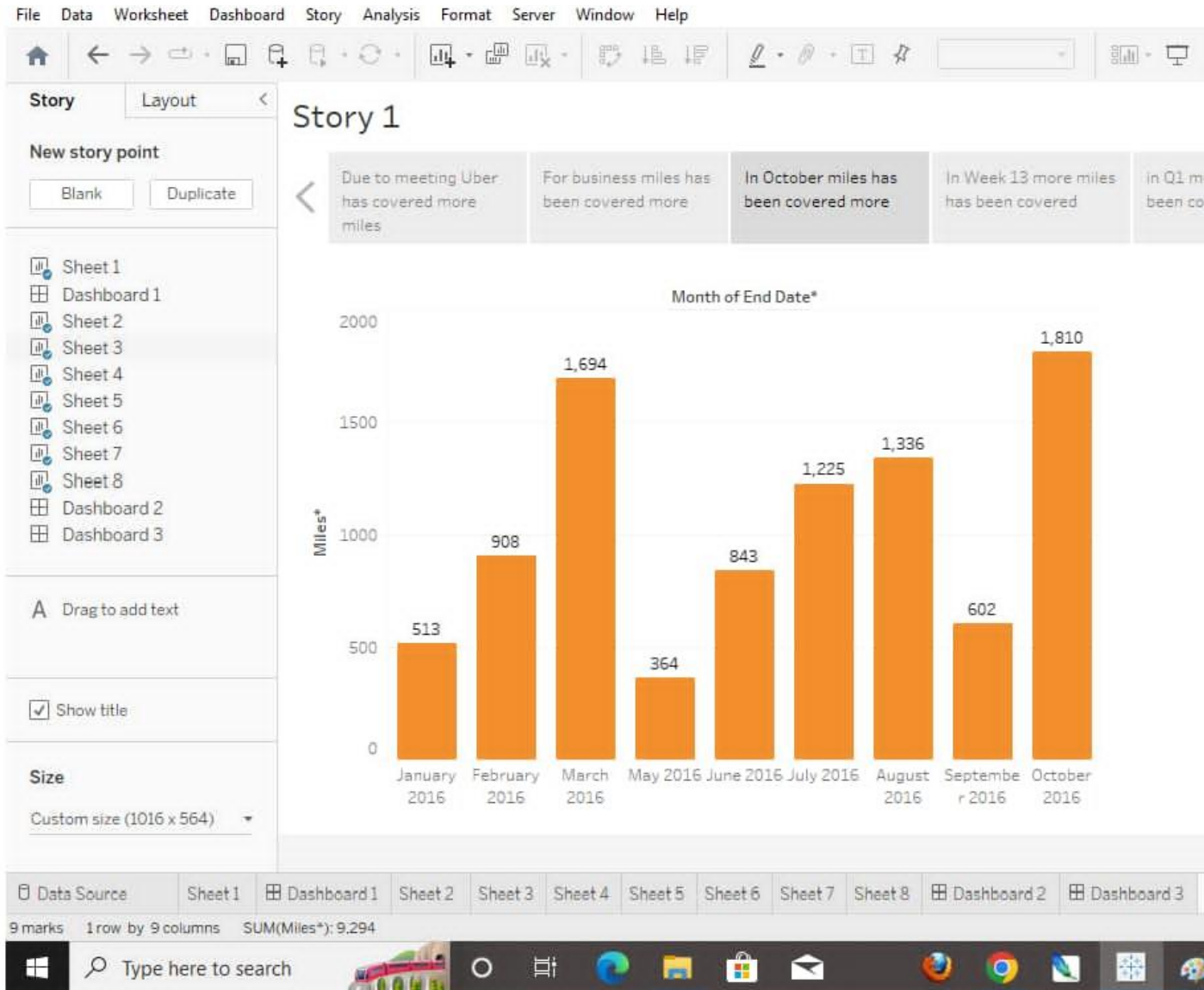
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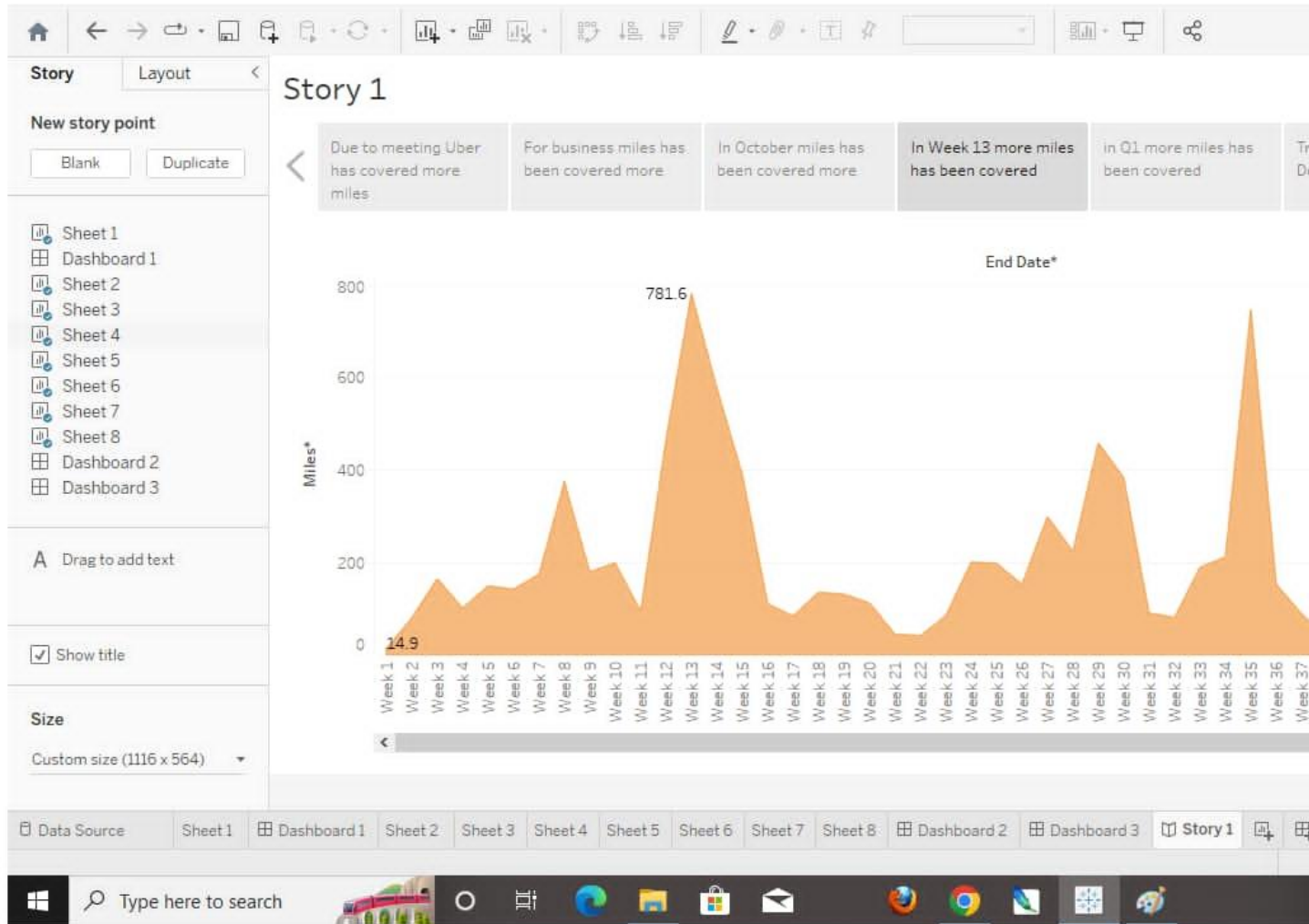
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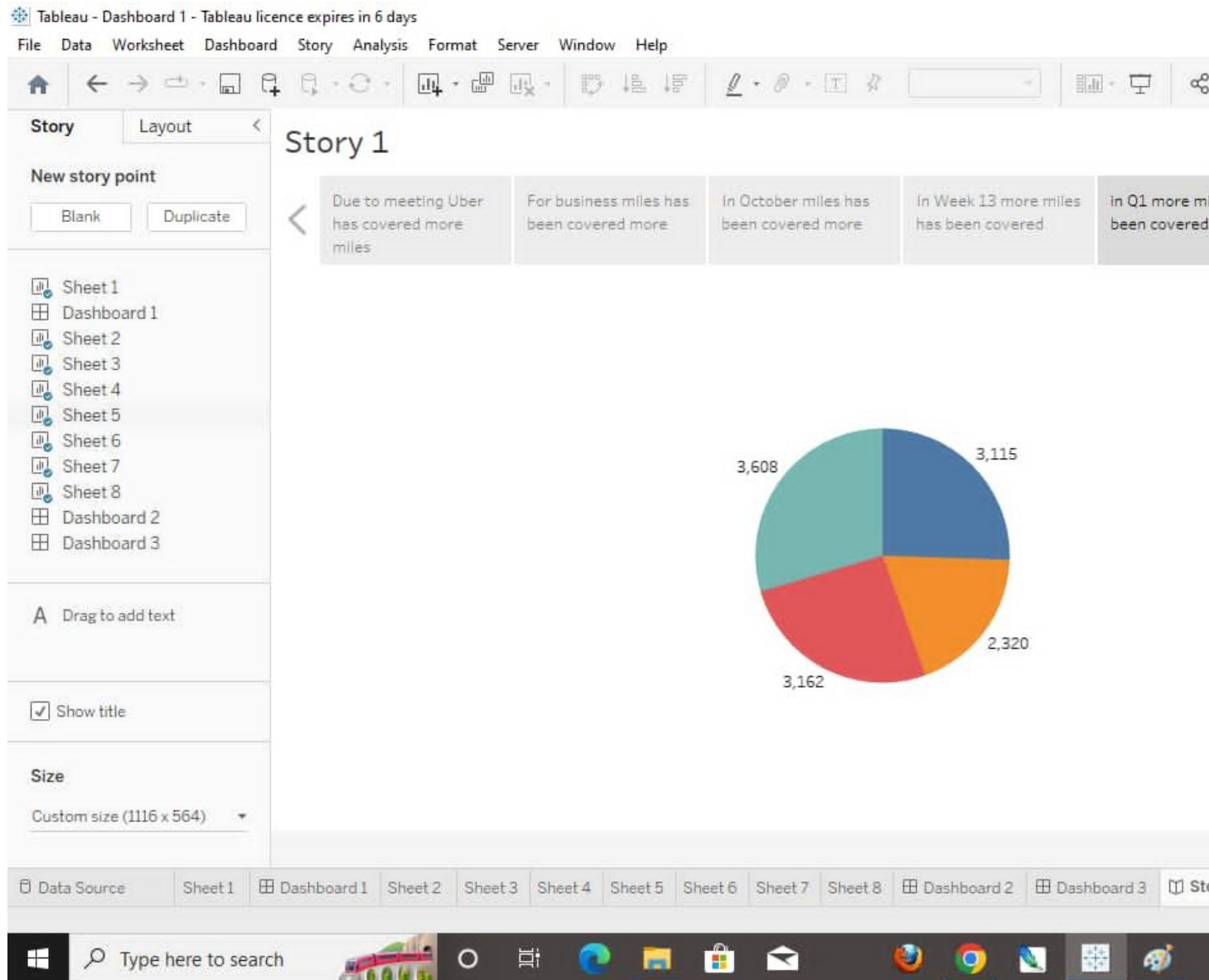
SHEET 3



SHEET 4



SHEET 5



SHEET 6



Story

Layout

New story point

Blank

Duplicate

- Sheet 1
- Dashboard 1
- Sheet 2
- Sheet 3
- Sheet 4
- Sheet 5
- Sheet 6
- Sheet 7
- Sheet 8
- Dashboard 2
- Dashboard 3

Drag to add text

☒ Show title

Size

Custom size (1116 x 564)

Story 1



Due to meeting Uber has covered more miles

For business miles has been covered more

In October miles has been covered more

In Week 13 more miles has been covered

in Q1 more miles has been covered

End Date*											
January	February	March	April	May	June	July	August	Septemb..	October	November	December
61.0	115.0	113.0	54.0	49.0	108.0	112.0	133.0	36.0	106.0	122.0	146.0



SHEET 7



Story **Layout**

New story point

Blank Duplicate

- Sheet 1
- Dashboard 1
- Sheet 2
- Sheet 3
- Sheet 4
- Sheet 5
- Sheet 6
- Sheet 7
- Sheet 8
- Dashboard 2
- Dashboard 3

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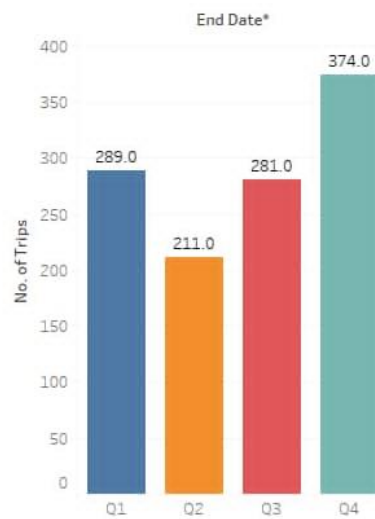
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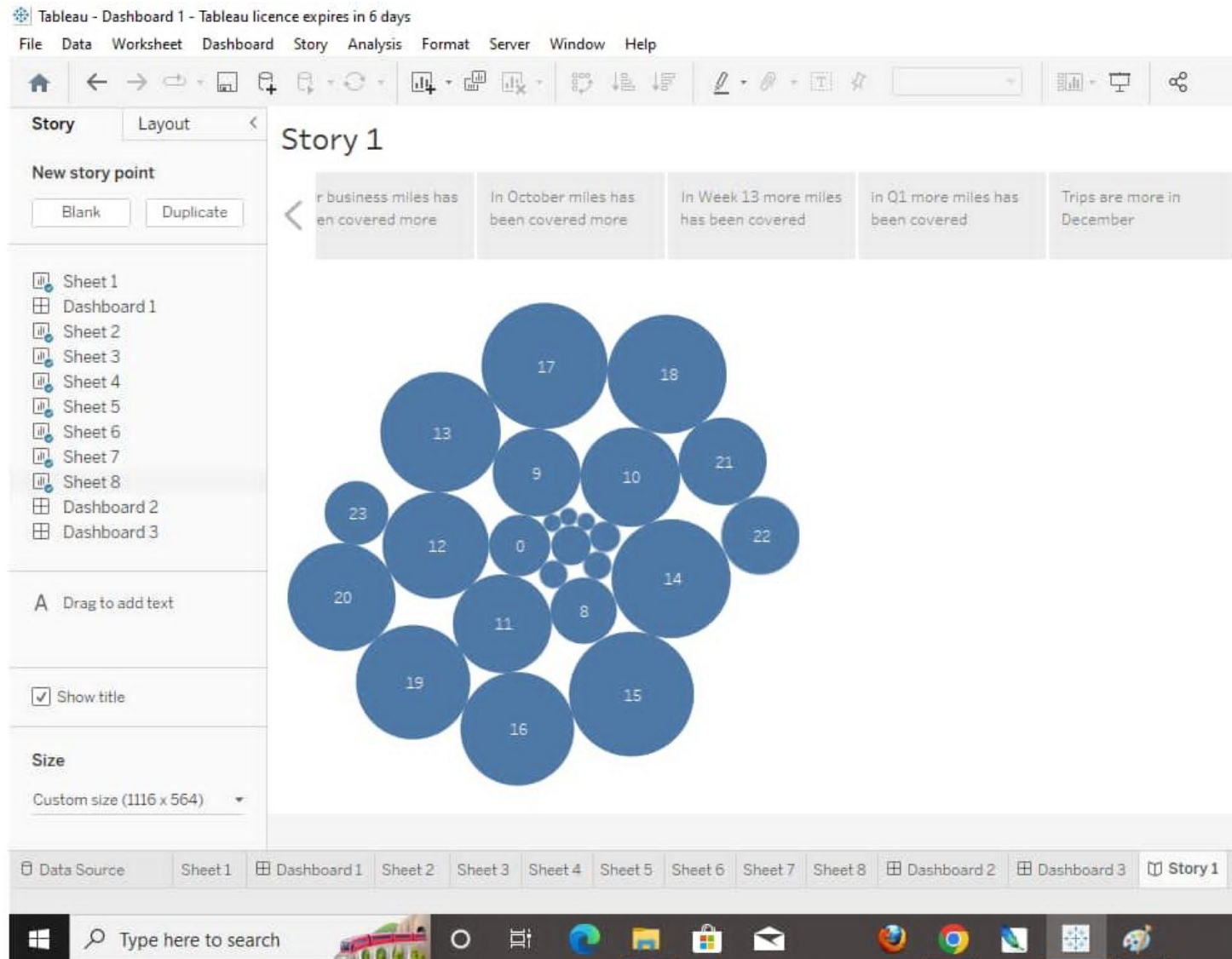
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Story 1

< r business miles has en covered more In October miles has been covered more In Week 13 more miles has been covered In Q1 more miles has been covered Trips are more in December In Q4 more trips have been



SHEET 8



Conclusion:

Uber has undoubtedly changed the way we think about transportation. Its convenience, affordability, and global availability make it a popular choice for many customers. However, it's important to consider the disadvantages of Uber, such as the inconsistent quality of drivers and the impact on traditional taxi services.

Ultimately, the decision to use Uber or a similar ride-sharing service depends on personal preferences and individual circumstances.

Thank you