

DATA ANALYTICS POWERED BY TABLEAU

PROJECT TITLE

VOYAGE VISTA : ILLUMINATING
INSIGHTS FROM UBER
EXPEDITIONARY ANALYSIS

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VOYAGE VISTA : ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS



1.INTRODUCTION

1.1 PROJECT DESCRIPTION

Uber is a multinational transportation network company that operates a ride-hailing platform. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California. Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles. Uber Driver Analysis refers to the Analyzing the number of trips taken by Uber drivers can provide insights into their overall activity and the demand for rides in specific areas. Daily, Weekly, or Monthly Analysis: Uber's data can be analyzed on a daily, weekly, 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. Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand. This analysis can help Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability. 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.

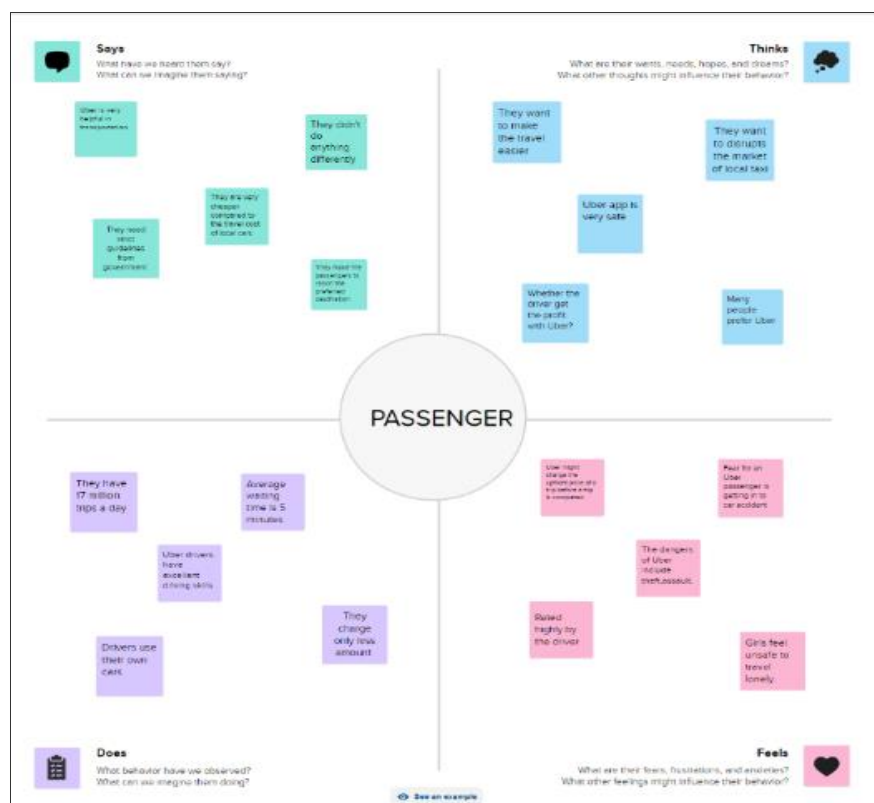
1.2 PURPOSE

The primary purpose of Uber is to provide a platform that connects riders with drivers. It allows individuals to request

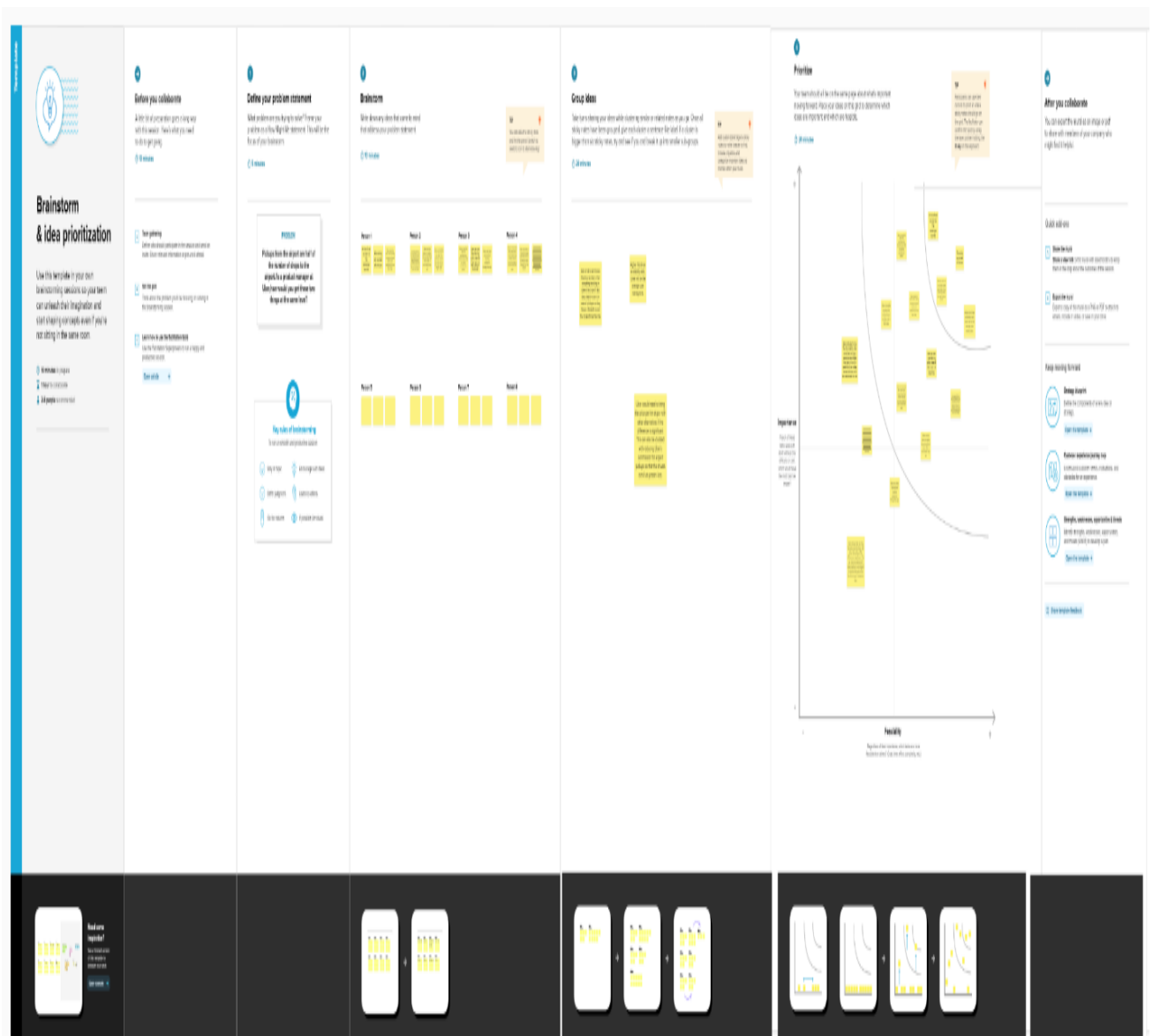
transportation services through a mobile app, and drivers can use the same app to offer rides to passengers. Uber aims to make transportation more convenient, efficient, and accessible by providing an alternative to traditional taxi services. It has expanded to offer various types of rides, including UberX (standard rides), UberEats (food delivery), and more, making it a versatile transportation and delivery service.

2.PROBLEM DEFINITION& **DESIGN THINKING**

2.1 EMPATHY MAP

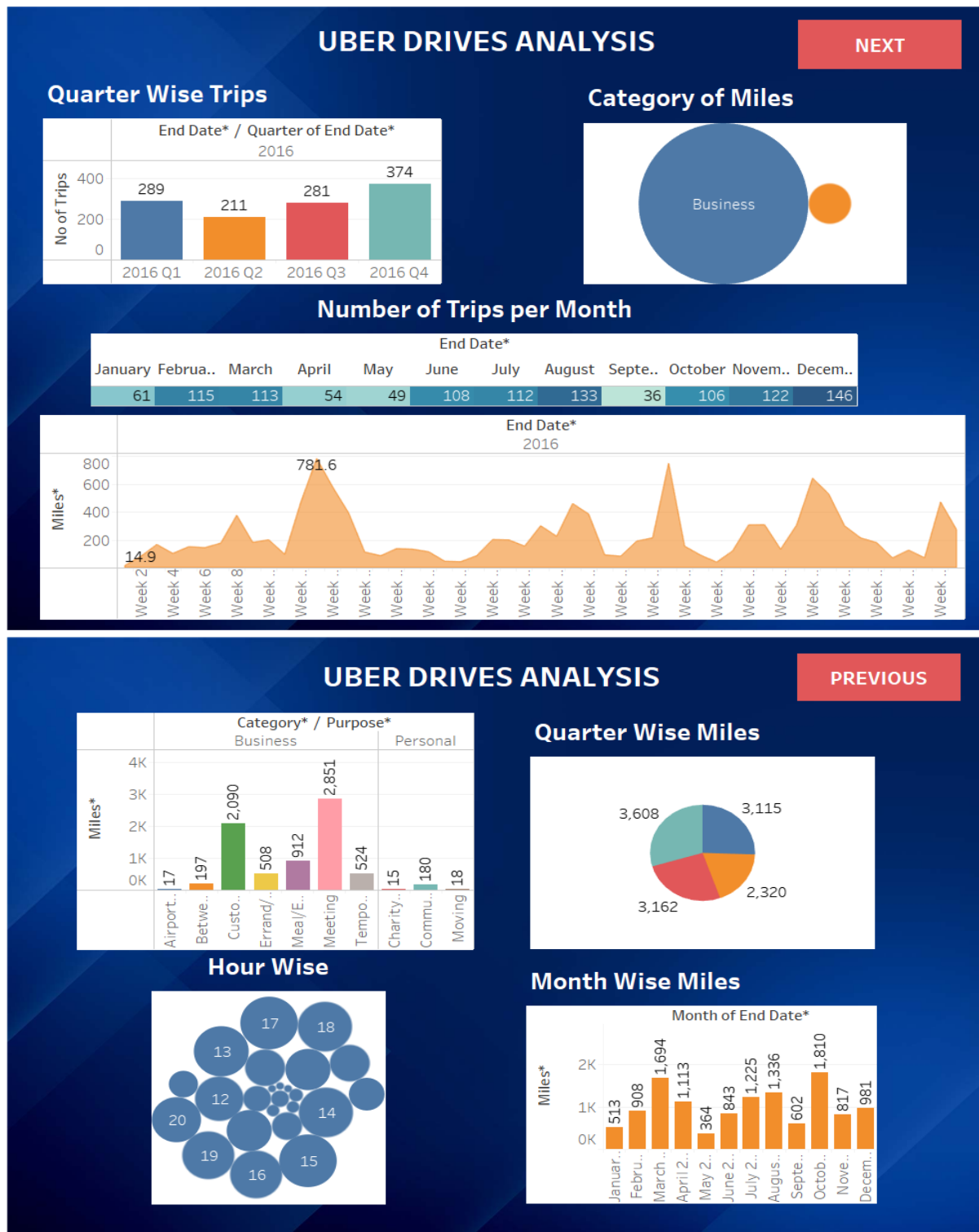


2.2 IDEATION & BRAINSTORMING MAP



3.RESULT

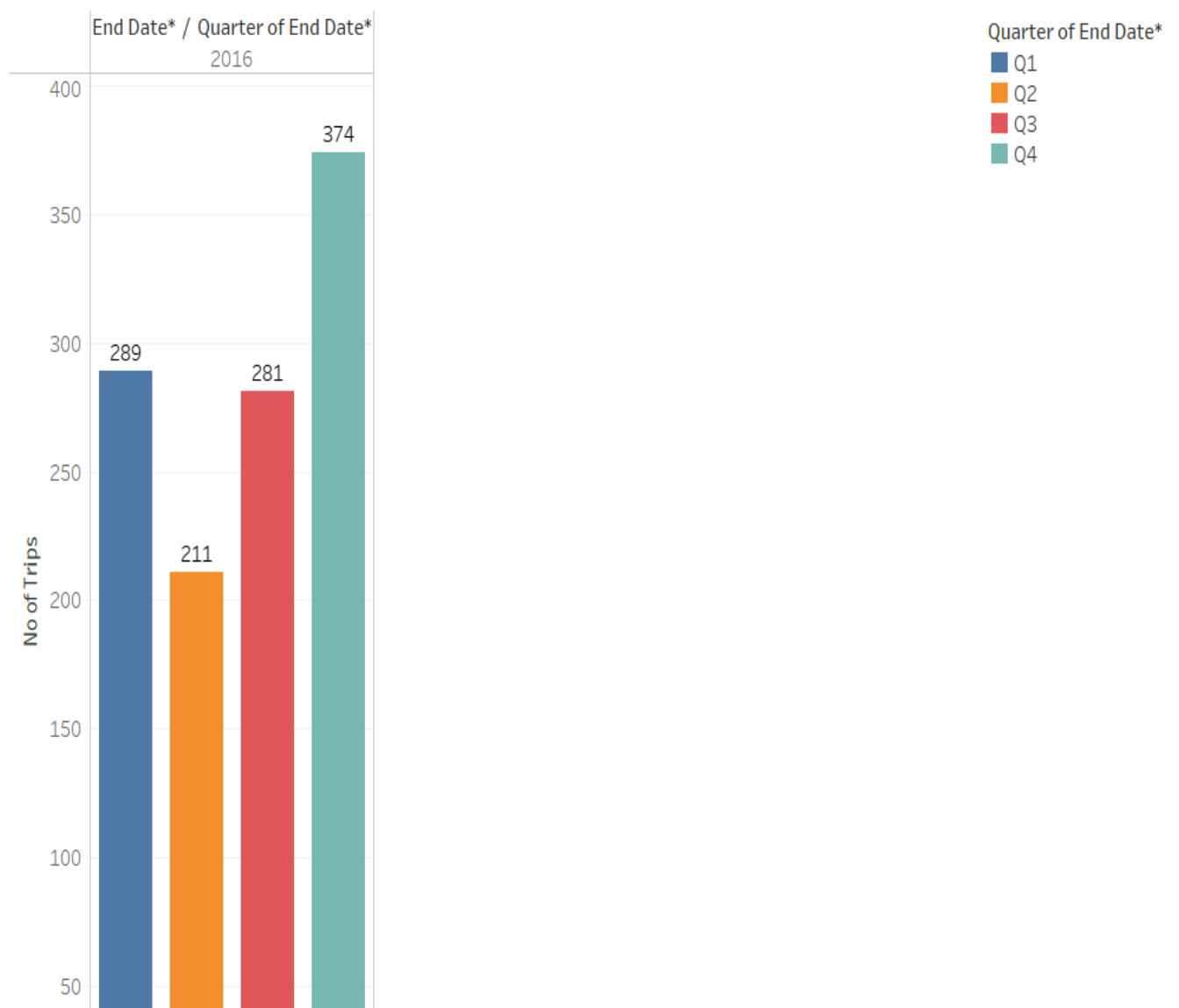
DASHBOARD



STORY

Uber Trips

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



Uber Trips

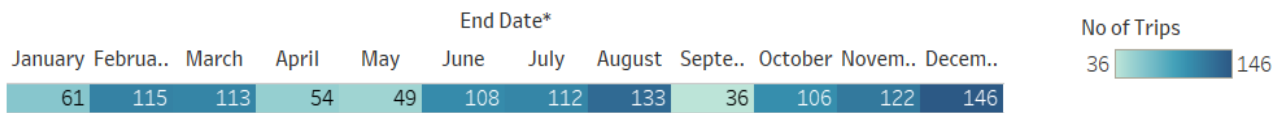
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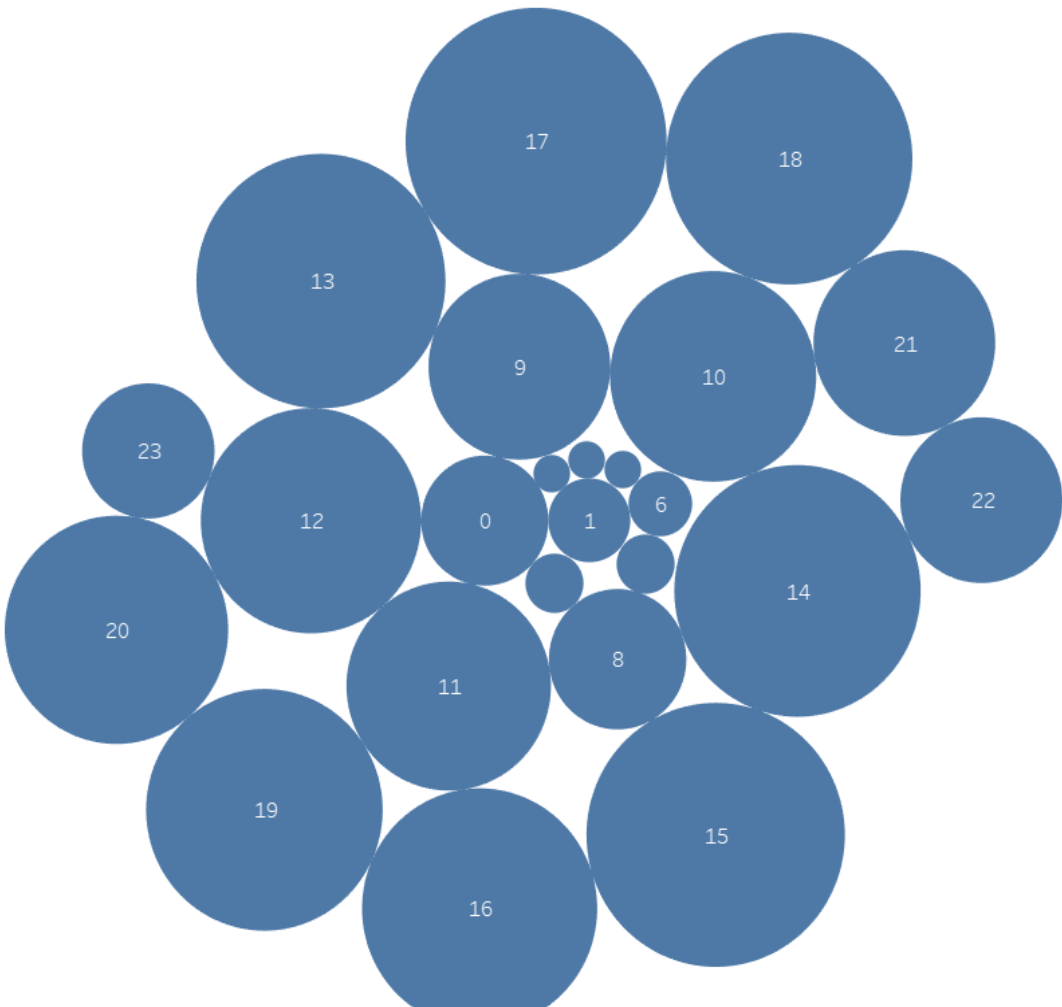
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4. ADVANTAGES & DISADVANTAGES

Advantages:

1. **Convenience:** Uber offers on-demand transportation, allowing users to request a ride with the push of a button via the app.
2. **Wide Availability:** Uber operates in many cities worldwide, providing a broad range of transportation options.
3. **Cost-Effective:** In some cases, Uber can be more affordable than traditional taxis, particularly for short trips.
4. **Transparency:** The app provides upfront pricing, estimated arrival times, and driver information.
5. **Cashless Payments:** Uber transactions are cashless, making payments easy and secure.
6. **Ride-Sharing:** UberPool allows multiple passengers to share rides, reducing costs and environmental impact.

Disadvantages:

1. **Safety Concerns:** Incidents of safety issues with drivers and passengers have been reported.
2. **Surge Pricing:** During high-demand periods, Uber may implement surge pricing, which can significantly increase fares.
3. **Regulatory Issues:** Uber has faced legal challenges and regulatory hurdles in many places.
4. **Dependence on Technology:** The service relies on a stable internet connection and a smartphone.
5. **Job Insecurity:** Drivers are often classified as independent contractors, lacking employee benefits.
6. **Competition:** Intense competition has led to price wars and concerns about driver earnings.

5.APPLICATIONS:

Uber is a versatile transportation platform with various applications, including:

1. Ride-Sharing: Uber's primary service allows users to request rides from nearby drivers, making it a convenient and cost-effective alternative to traditional taxis.

2. Food Delivery: Uber Eats enables users to order food from local restaurants and have it delivered to their doorstep.

3. Package Delivery: Uber Connect and Uber Freight provide delivery services for packages and goods, helping businesses and individuals transport items.

4. Public Transportation: Some cities integrate Uber with public transit systems to provide seamless, multi-modal transportation options.

5. Uber for Business: This service helps companies manage employee transportation, track expenses, and ensure safe, reliable rides for their staff.

6. Uber Rentals: In some regions, you can rent a car through Uber's platform, providing flexibility for longer trips.

6.CONCLUSIONS

Uber has transformed the transportation industry by providing a wide range of services that offer convenience, accessibility, and flexibility to users. It has become a global technology platform with applications that go beyond ride-sharing, including food and package delivery, public transportation integration, and specialized services for businesses and individuals. Uber's impact on urban mobility, along with its ongoing innovations and efforts to address various transportation needs, solidifies its position as a major player in the modern transportation ecosystem. However, it has faced challenges and controversies related to safety, labor issues, and regulatory compliance, and its long-term success will depend on how it addresses these issues and adapts to evolving market demands.

7.FUTURE SCOPE

The future scope of Uber could involve several potential directions:

- 1. Expansion of Services:** Uber may continue to diversify its services beyond ride-sharing to include autonomous vehicles, drone deliveries, and even public transportation partnerships.
- 2. Autonomous Vehicles:** Developing and deploying autonomous vehicles could be a significant focus, which could potentially reduce labor costs and increase efficiency.
- 3. Sustainability Initiatives:** Given the increasing focus on environmental sustainability, Uber may invest more in electric and hybrid vehicles, as well as explore other eco-friendly transportation options.

4. Global Expansion: There is room for further international expansion, particularly in emerging markets.

5. Technology Innovation: Uber will likely continue to invest in technology, including improving its app, safety features, and user experience.

6. Competition and Regulation: Adapting to changing regulations and staying competitive in a market with other ride-sharing and mobility service providers will be crucial.

7. Urban Mobility: As urbanization continues, Uber may play a role in solving transportation challenges in densely populated areas.

8. Subscription Services: Expanding its subscription-based services to retain loyal customers and generate more predictable revenue.

Keep in mind that the future is uncertain, and Uber's success will depend on its ability to adapt to market dynamics and consumer demands.