

# Voyage vista: Illuminating Insights from Uber Expeditionary Analysis.

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## **Introduction:**

Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid. The main purpose is provide consumers insights on how the number of uber rides changed within different day period on different in a month in different NYC neighbourhood.

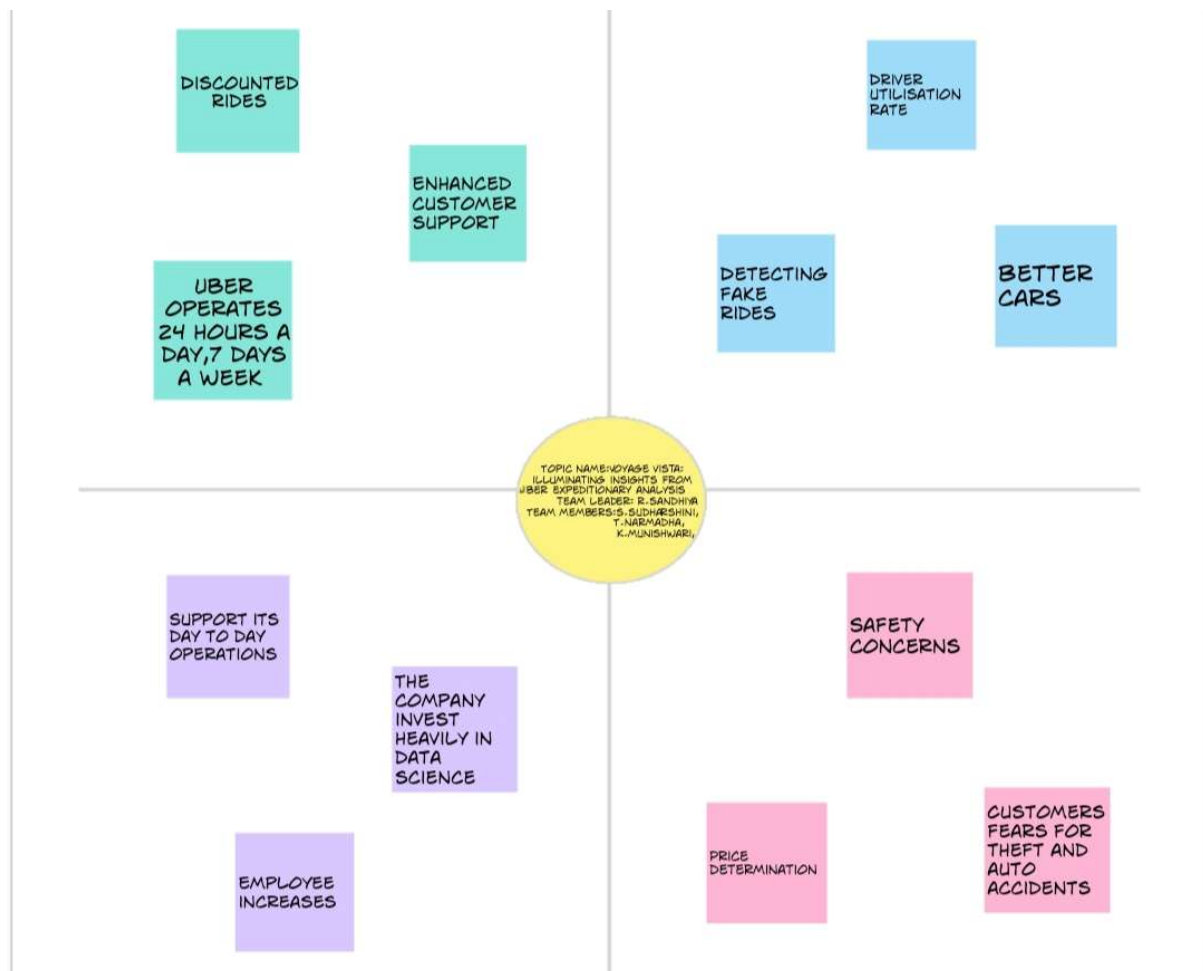
**Category:** Data Analytics with Tableau

**Project Tittle:** Voyage vista: Illuminating Insights from Uber expeditionary Analysis

**Introduction:** Overview: The ride-sharing business revolutionized a business model that had been functioning in the same way for generations.

**Purpose:** The use of this project is what can be achieved using this.

## Empathy Map:

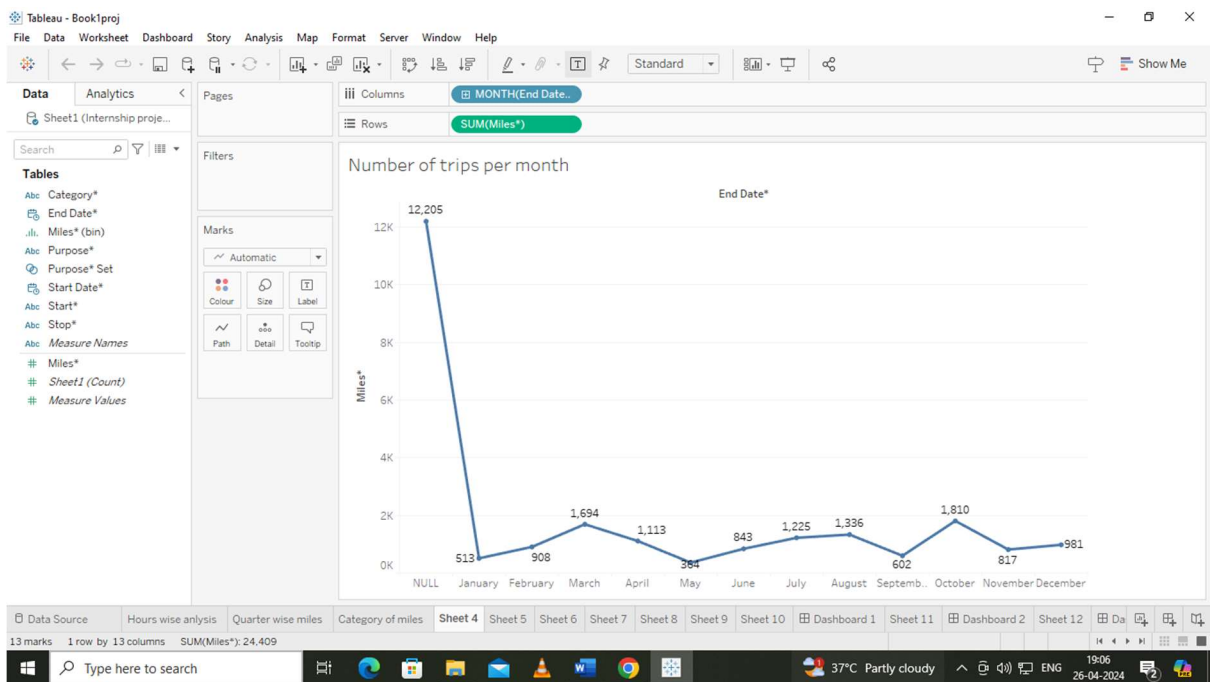
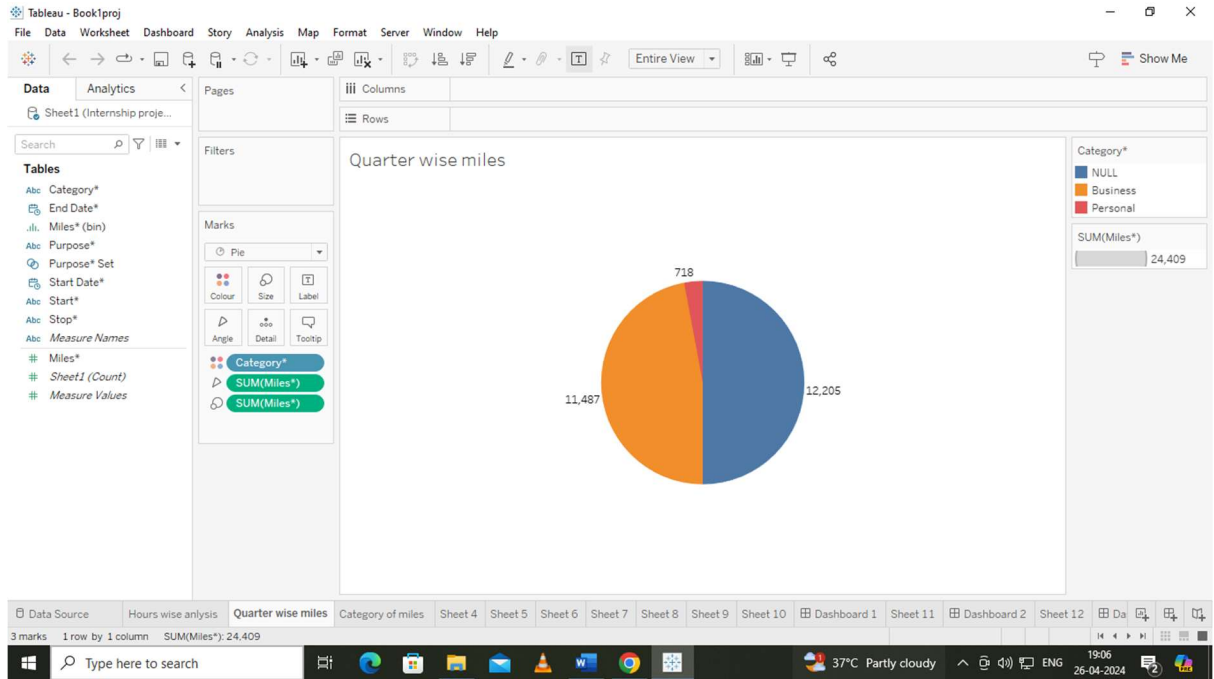


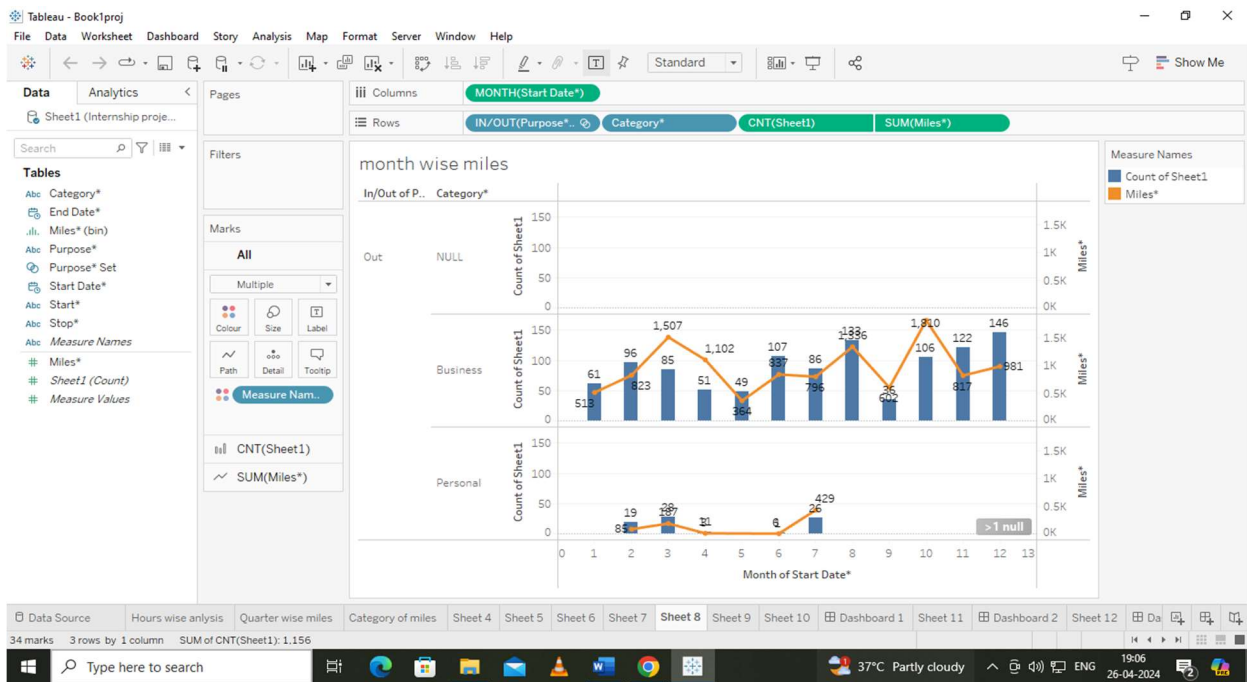
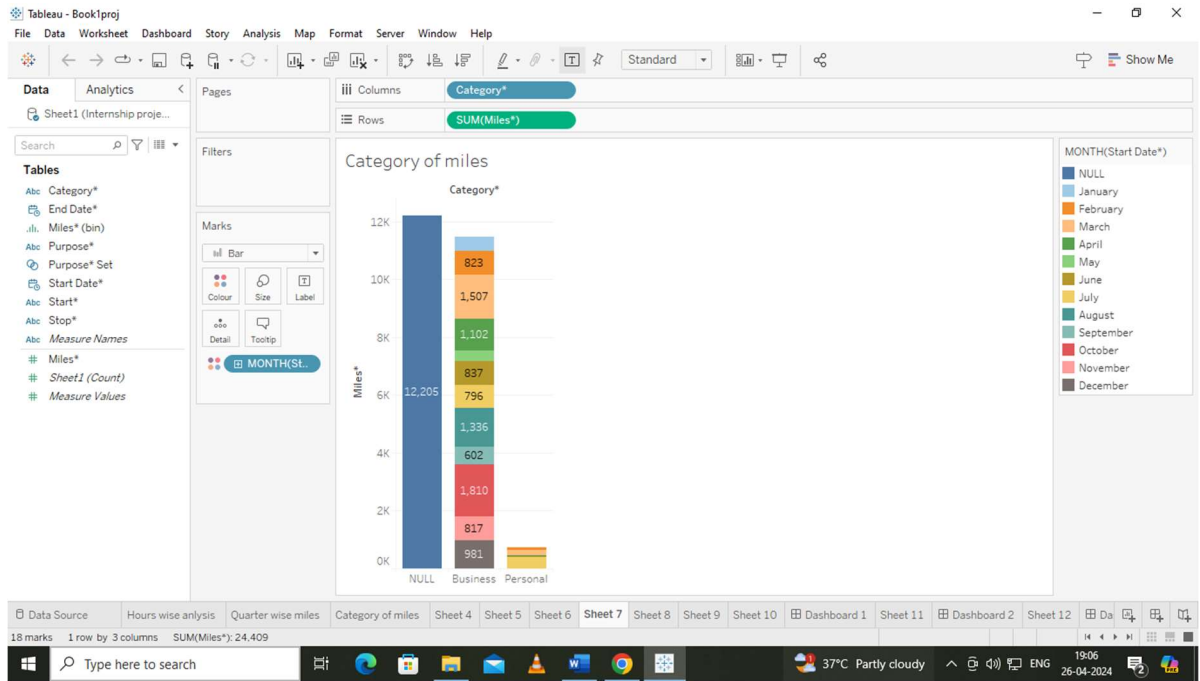
Uber is a multinational transportation network company that operates a ride-hailing platform. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California. Uber provides a convenient way for individuals to request rides from

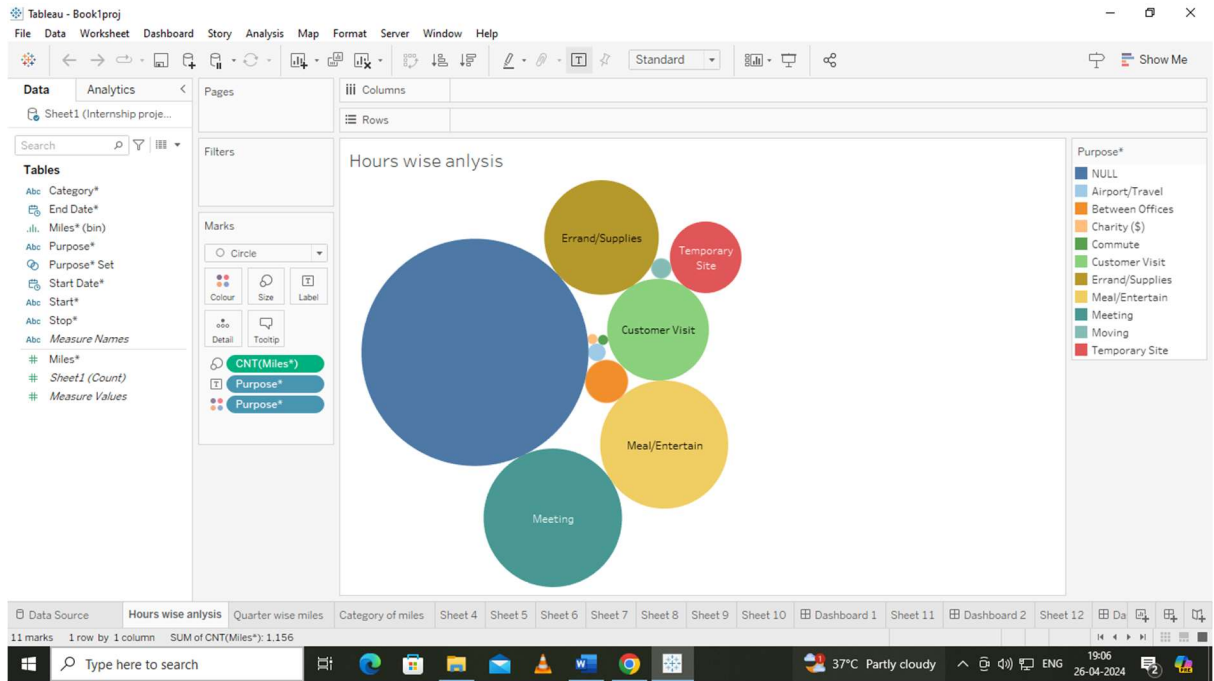
drivers who use their own personal vehicles.

Uber Drives 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 analysed 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 analysed 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 analysis techniques to find unknown patterns in the Uber Drives dataset. The research is carried out on Uber drives data collected from the year 2016.

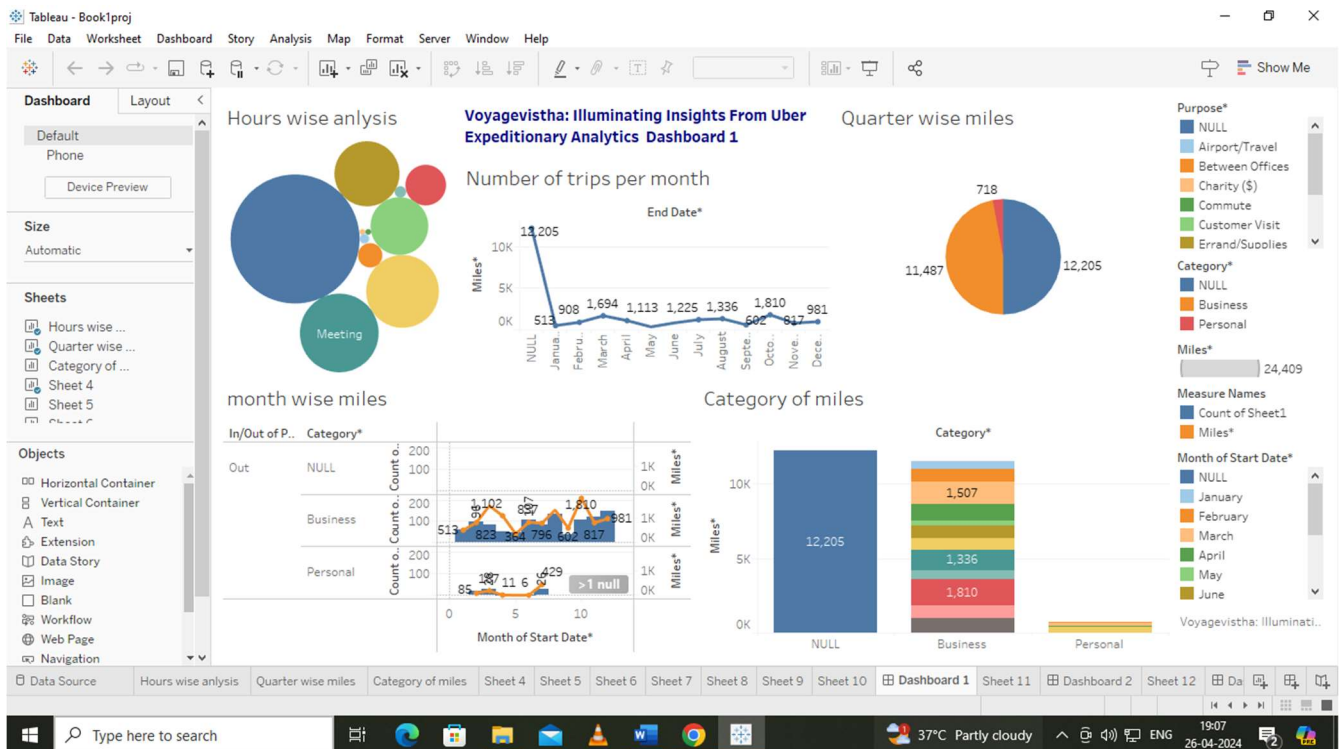
# Visualisations:



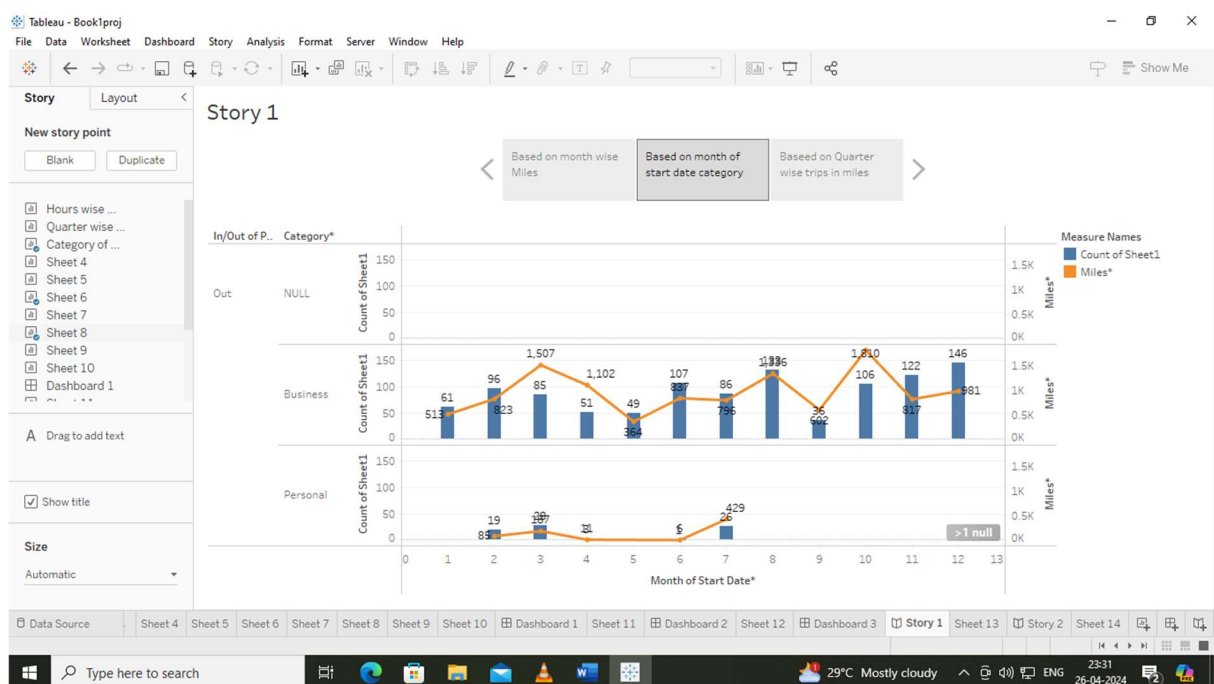
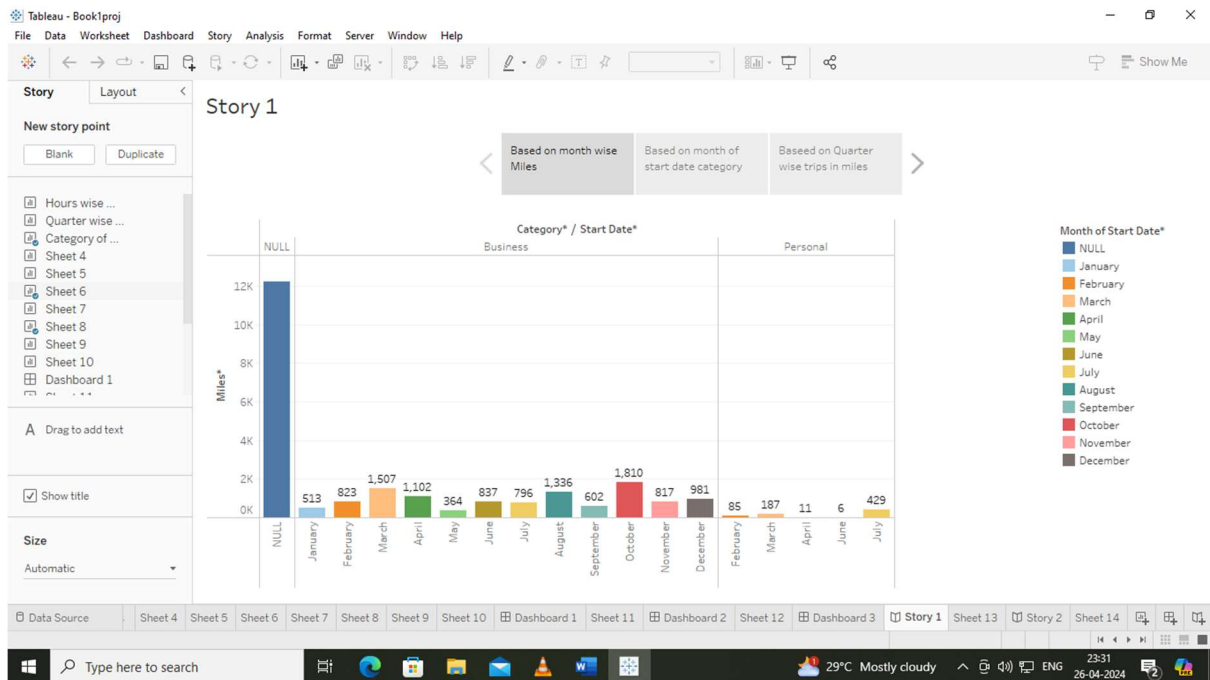




## Dashboard 1:

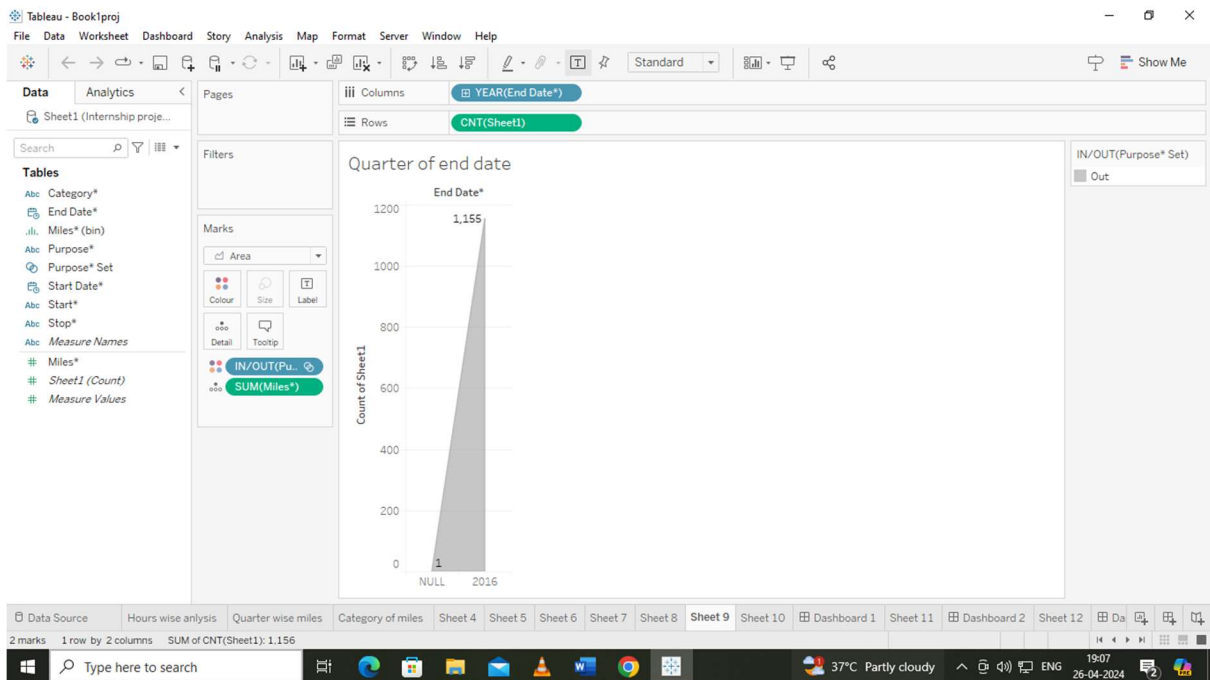
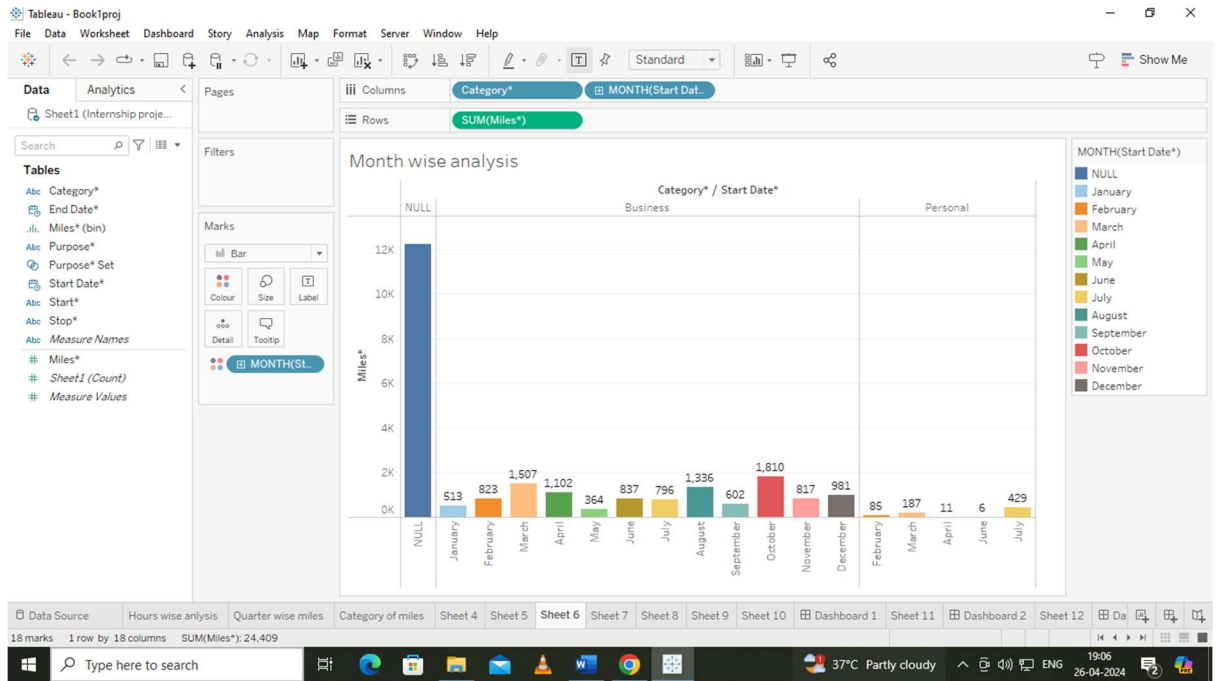


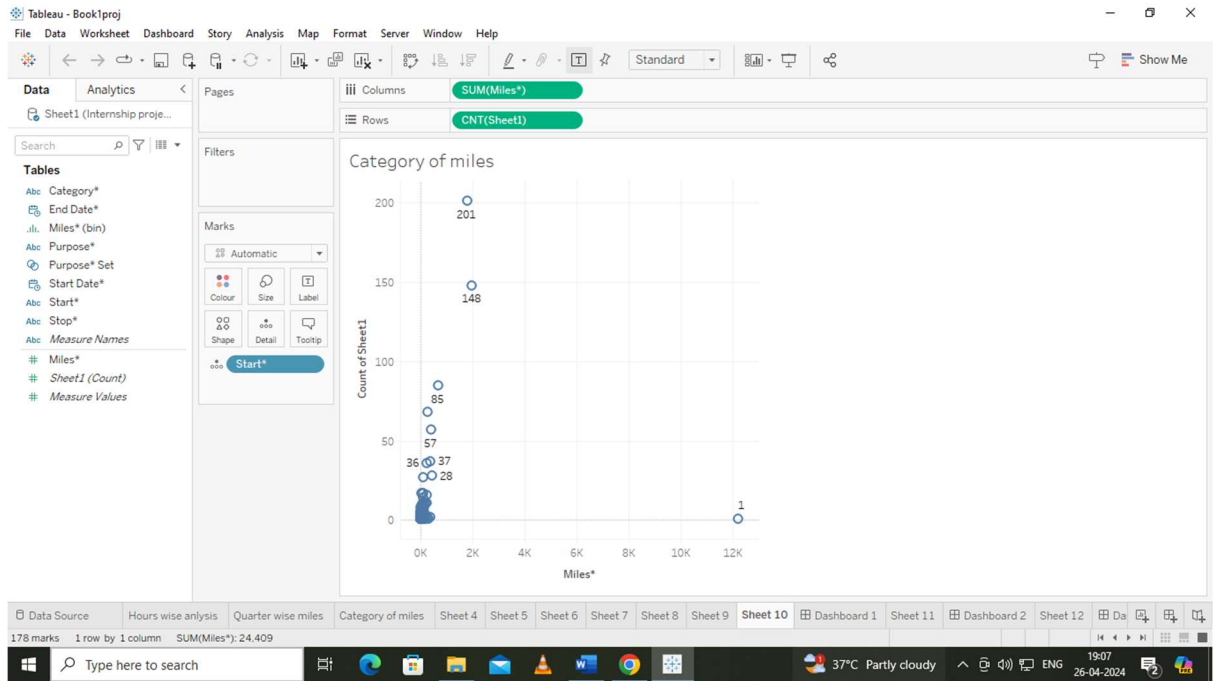
# Storyline 1:



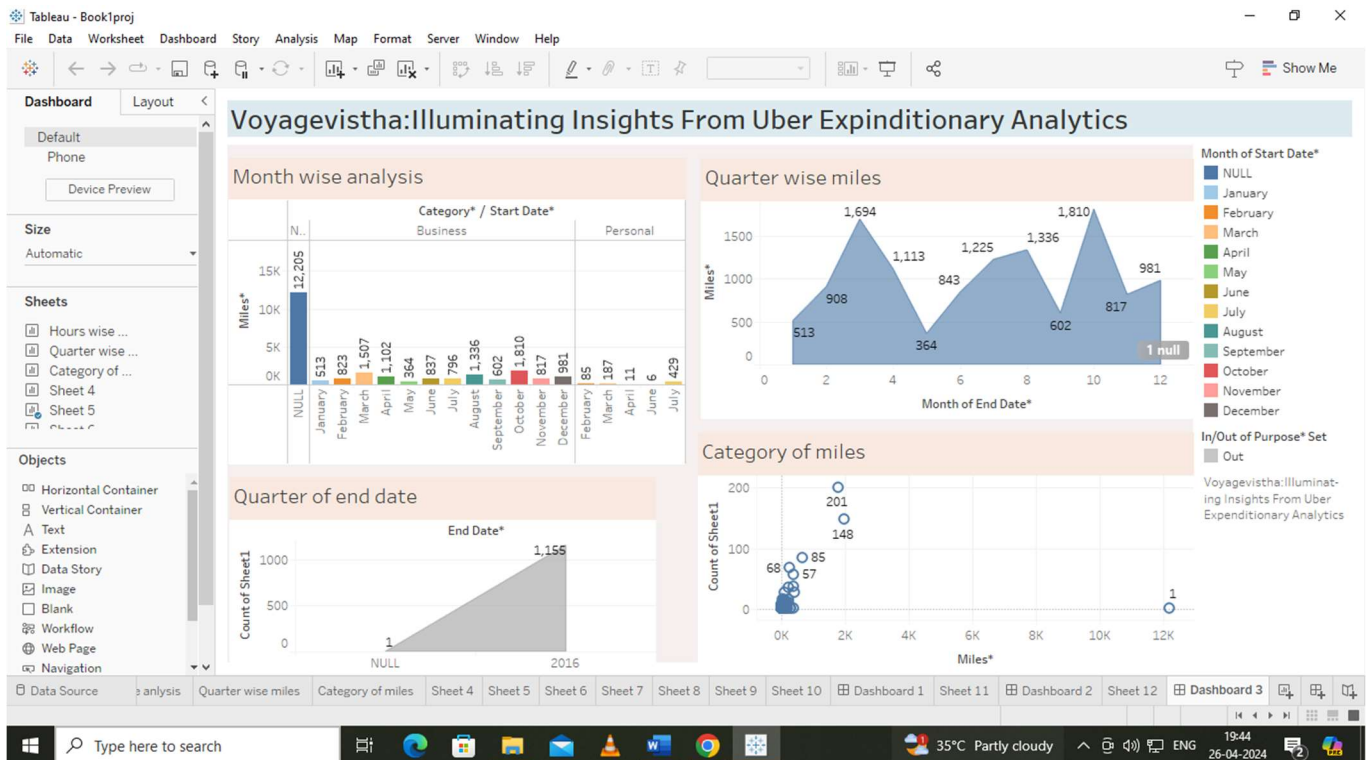




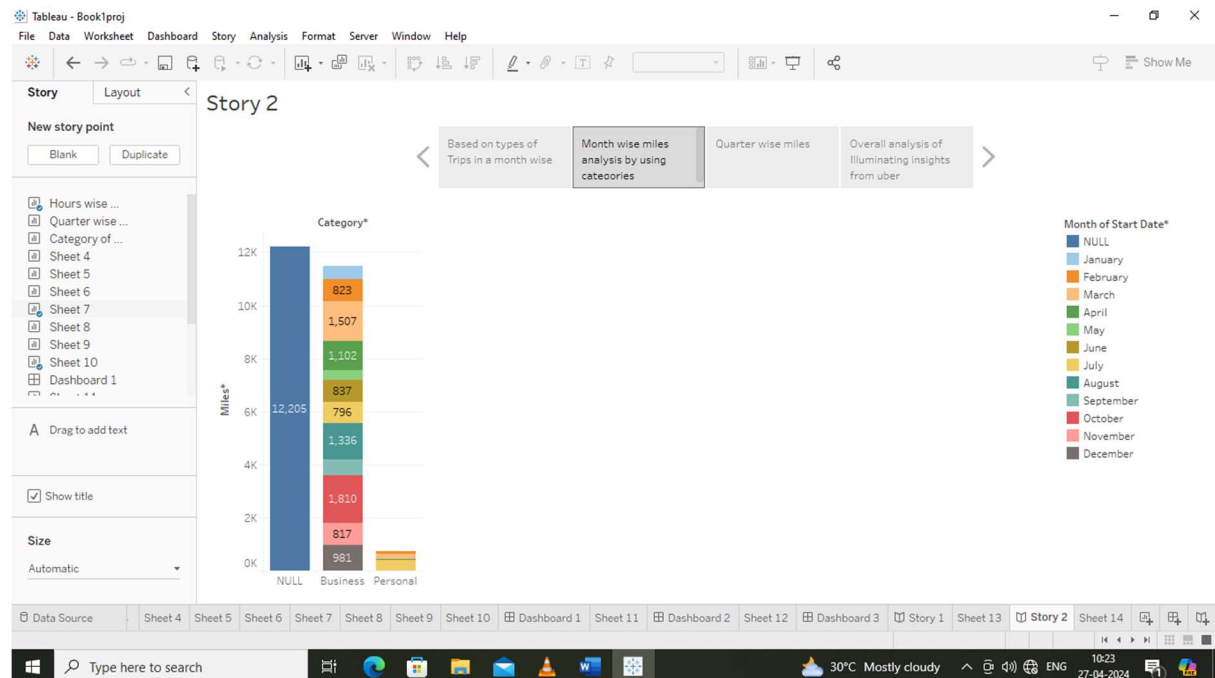
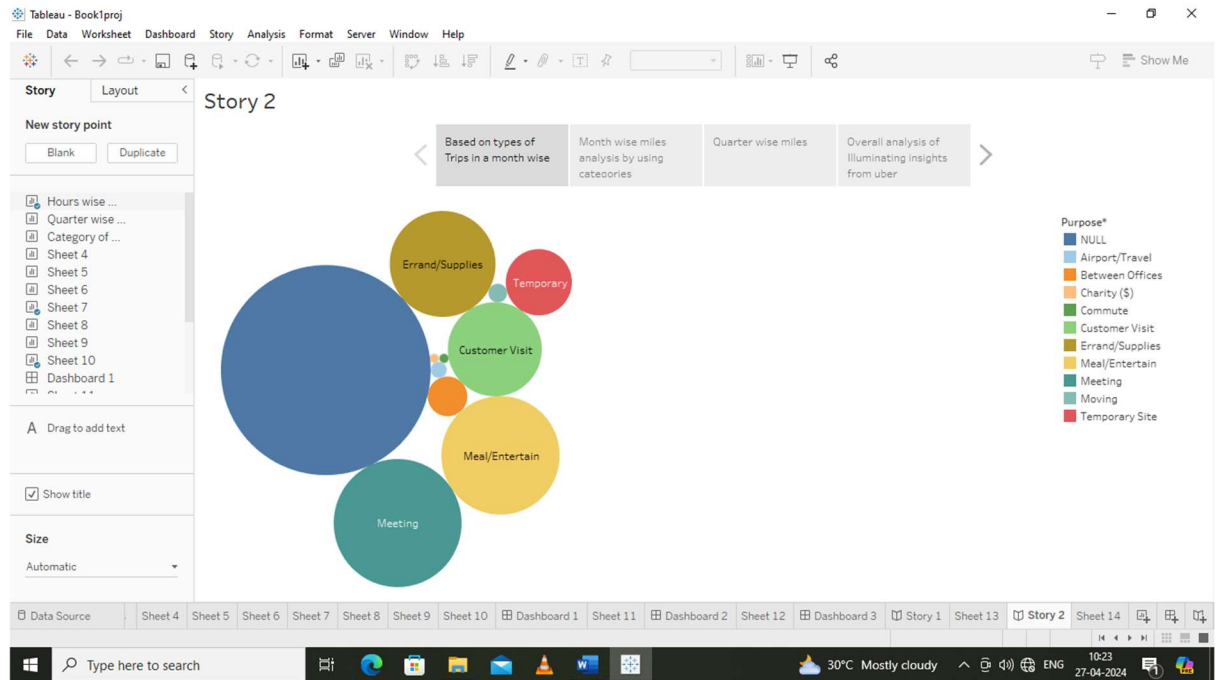


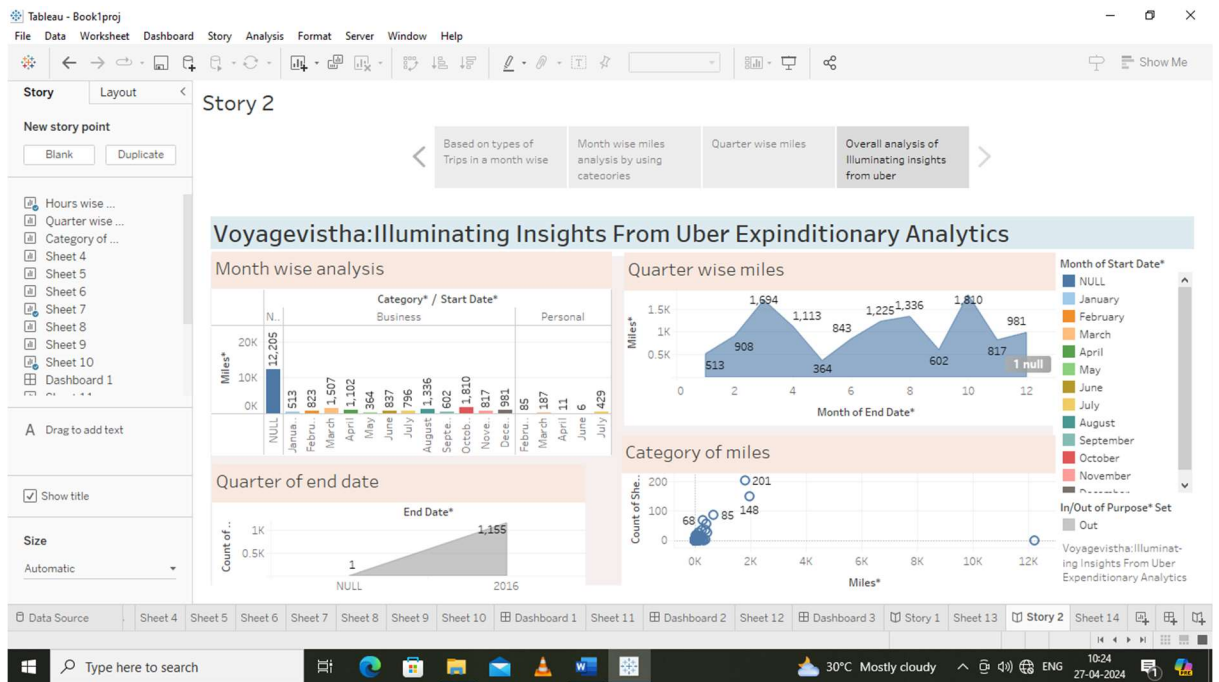
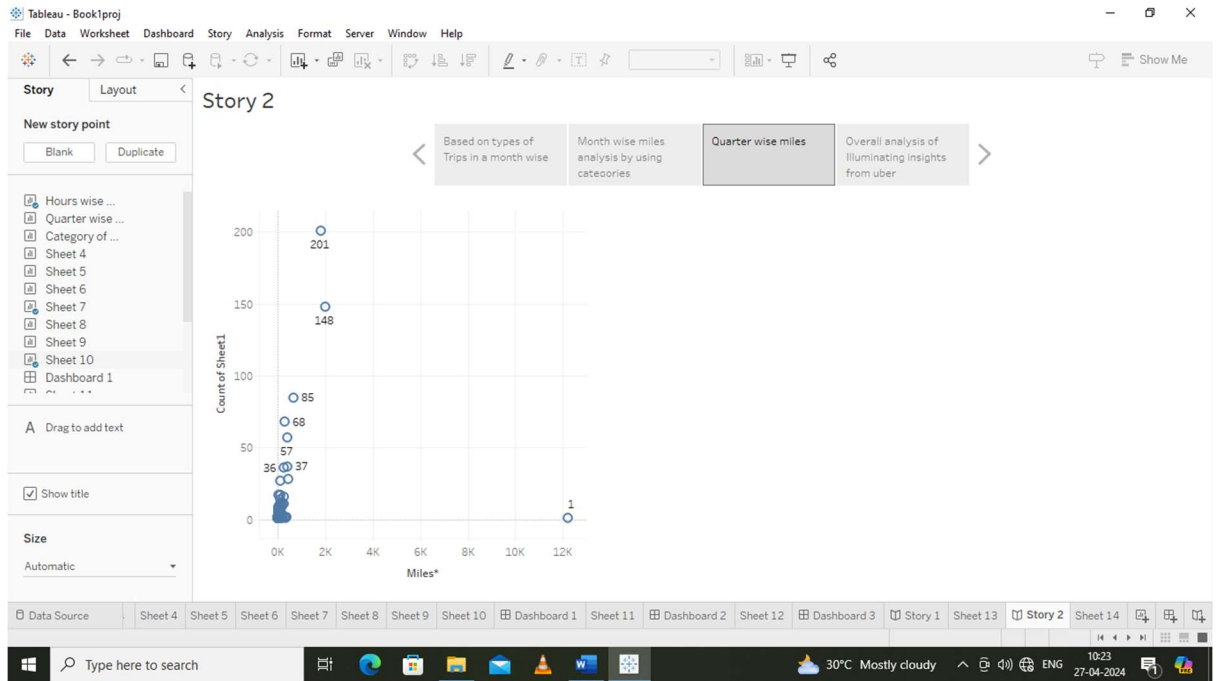


## Dashboard 2:



# Storyline 2:





## **Advantages and Disadvantages:**

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 smartphone from almost any location at any time. ("Almost" because drivers are in short supply in outer suburbs and rural areas.) Proprietary software locates drivers circling nearby and generally offers a selection of options, from the cheapest carpooling 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, prices tick up, drawing more drivers out to score customers. As demand subsides, prices tick 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 gig 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.

## 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 competitors 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 your call.

Does this sound like a case of damning with faint praise? That depends on what city or cities you were accustomed to catching taxis in.

Unprofessional drivers are weeded out because 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.

## **Applications:**

Uber allows passenger to hail a ride and drivers to change fares and get paid.

More specifically uber is rider haring company that hires independent contractors as drivers.

Uber was started in 2009 by Garrett camp.

## **Conclusion:**

Uber could be its avoidance of regular as suggested by a recent HBR Org article. Door to door convenience safety and reliable quality.

In uber case both riders and drivers need to be present on the platform in significant numbers. The company success can be attributed to several factors, including its innovative business model. User friendly app and aggressive expansion Strategy. It has been observed that the majority of the leading entrepreneurs and startups are ready to start their on demand business with the current friends.