

# 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 Title: Voyage vista : Illuminating Insights from Uber expeditionary Analysis.

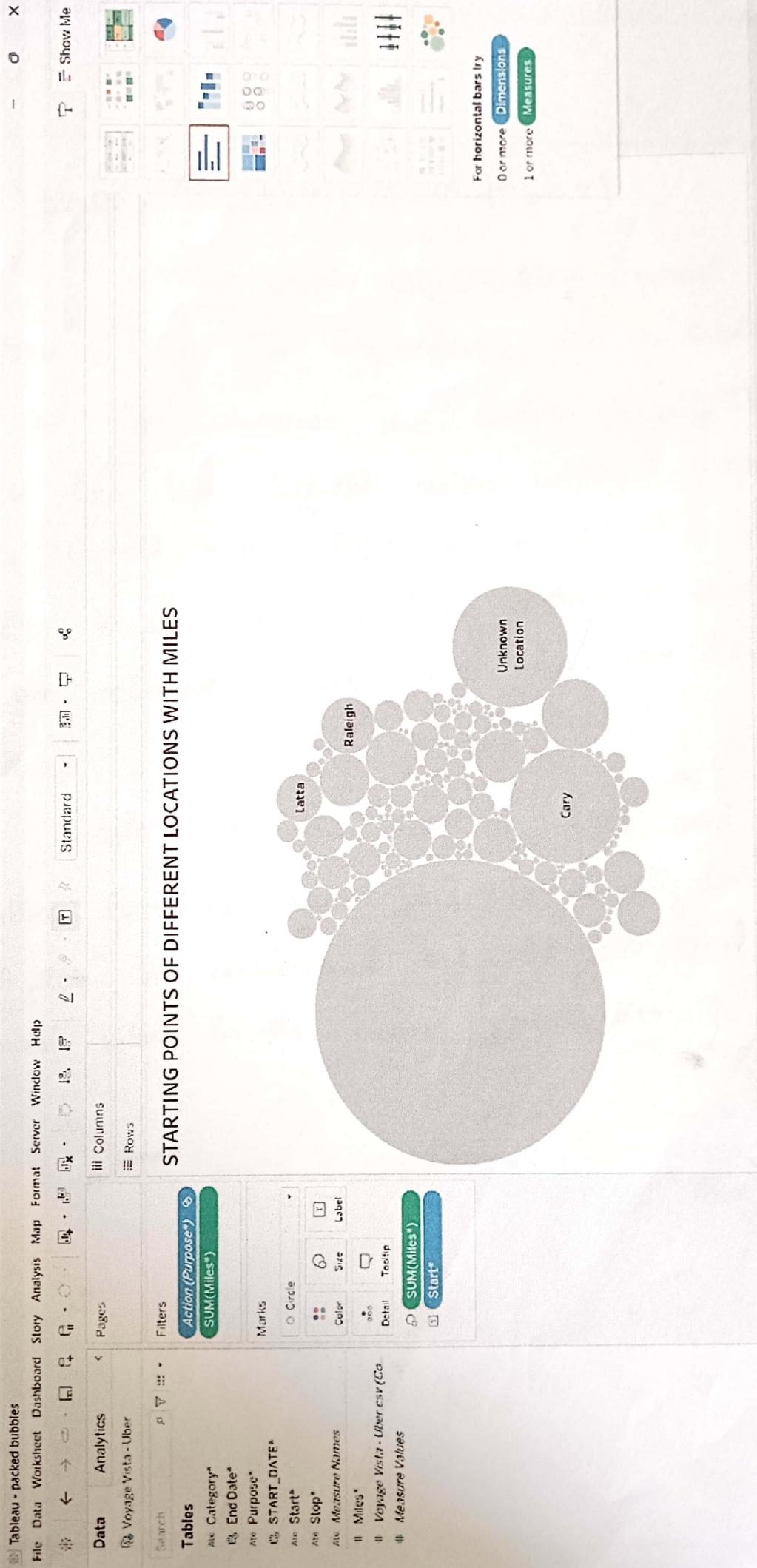
- \* Uber's advantages include door-to-door convenience, safety, and reliable quality.
- \* Uber's disadvantages include its surge pricing and the negative effects of replacing steady jobs with gig work.

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.

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 Drivers dataset. The research is carried out on uber drivers data collected from the year 2016.



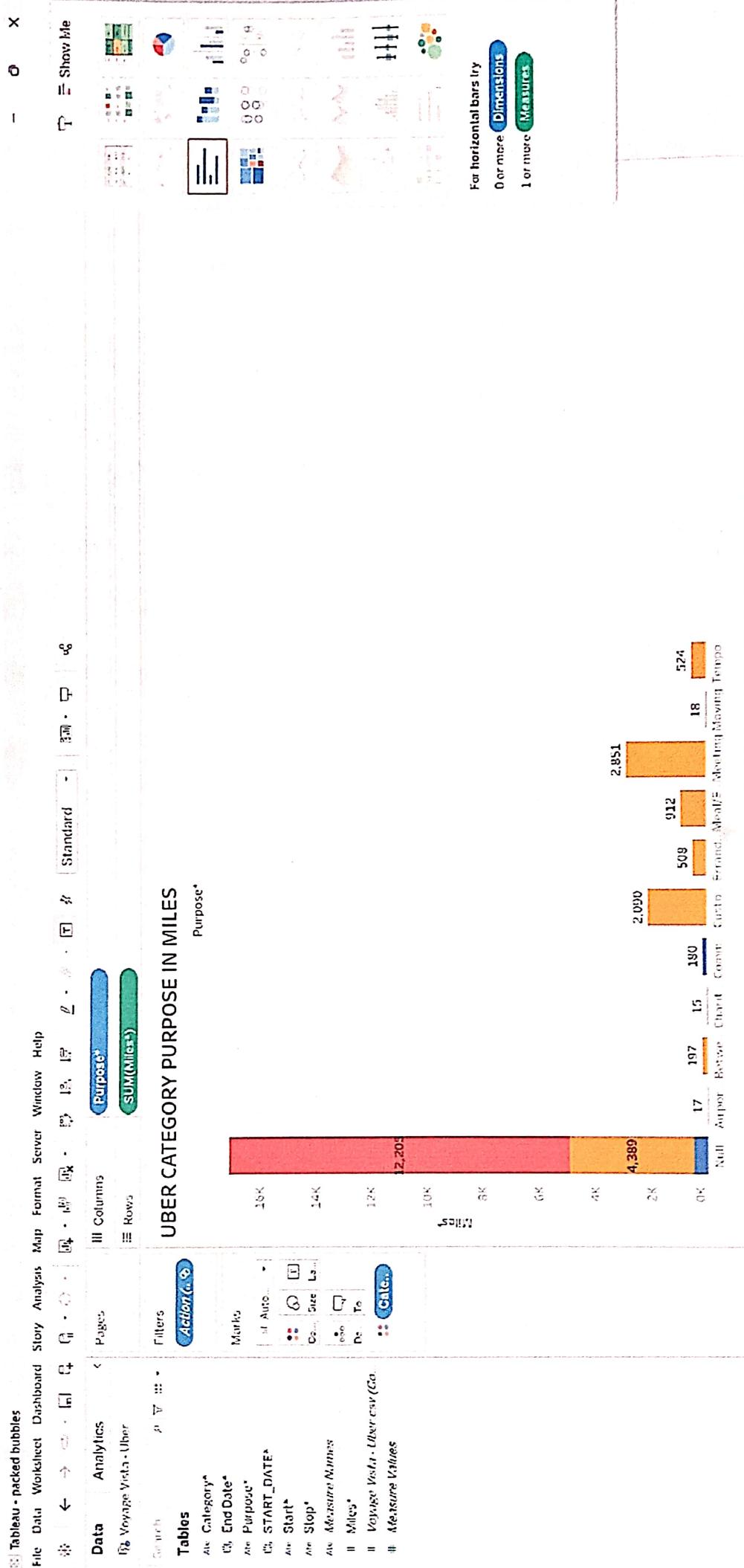
① Data Source Sheet 1 Sheet 2 Sheet 3 Sheet 4 Sheet 5 Sheet 6 Sheet 7 Sheet 8 Sheet 9 Sheet 10 Sheet 11 # Dashboard 1 # Dashboard 2 U Story 1 U Story 2 U Story 3 U Story 4 U Story 5

## 1. Packed Bubbles: [visualisation- I]

The above visualisation called packed Bubble. It represents the 4 locations. If we can observe the above visualization Null has the highest miles which is represent the highest miles. Because it travels the more than two locations. And in the above packed bubble Latta has the lowest miles.

We take the sum of miles and starting locations data for this visualization. So, we can understand the highest and lowest miles in the above visualization.

### Tableau - packed bubbles

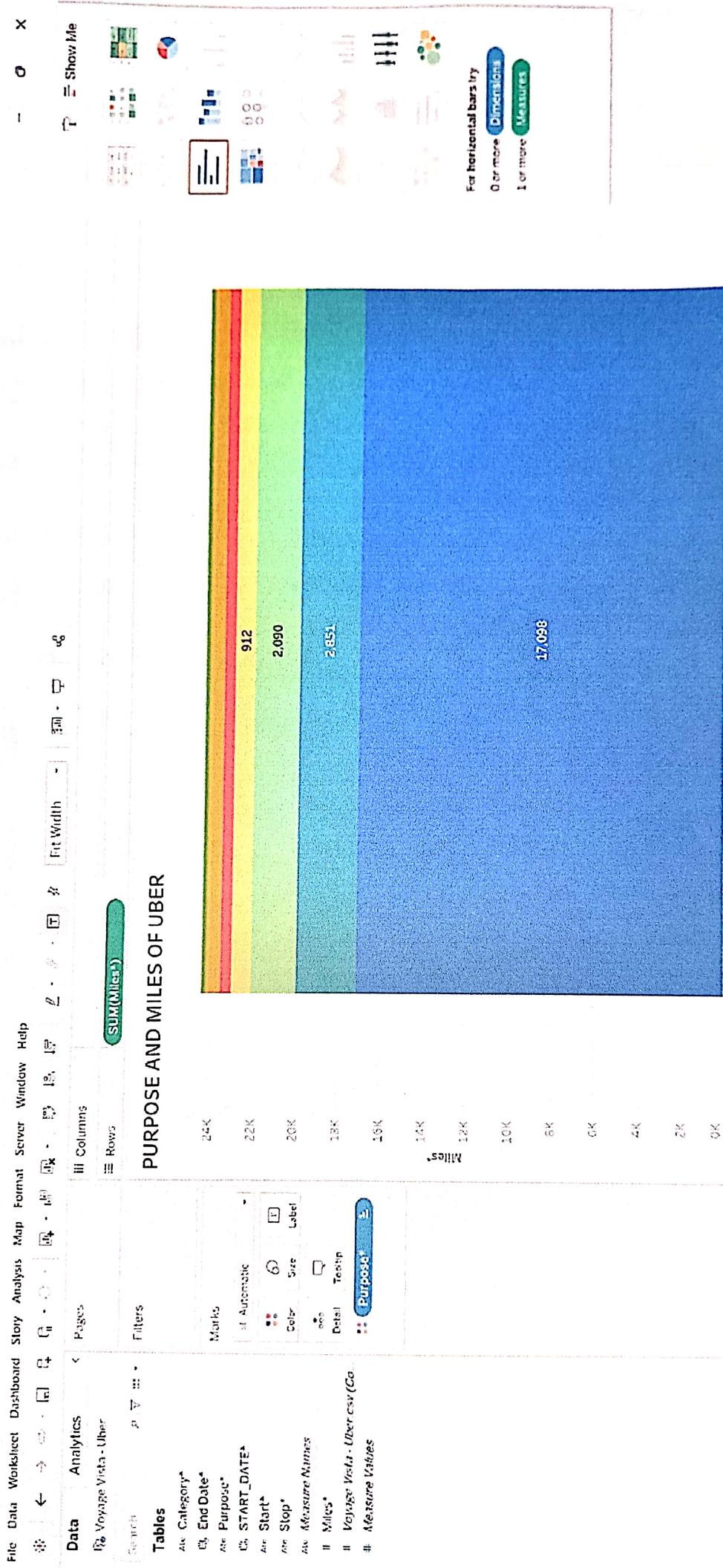


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## 2. Side by side chart [visualization-2]:

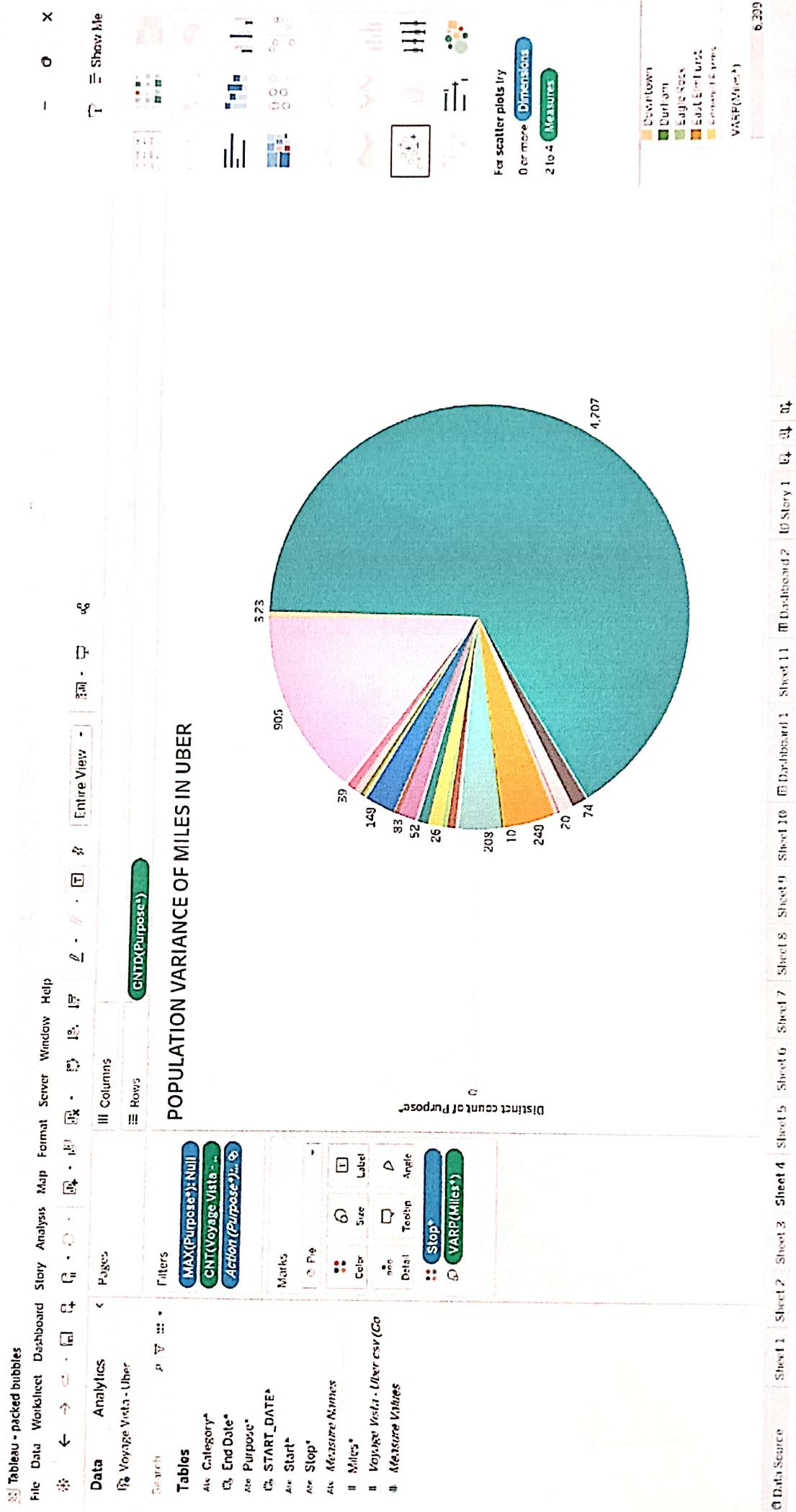
The above chart is called side by side chart. And this chart represents the where the uber travels the highest miles. according to the year 2016. So, If we can observe the above chart highest miles traveled place is 'Cary' with 1,791 miles. And the least miles traveled places are 1. Arlington part at anberly with 1 mile.  
2. chalmette with 1 mile.

### Tableau - packed bubbles



### 3. Stacked bars [visualisation 3]:

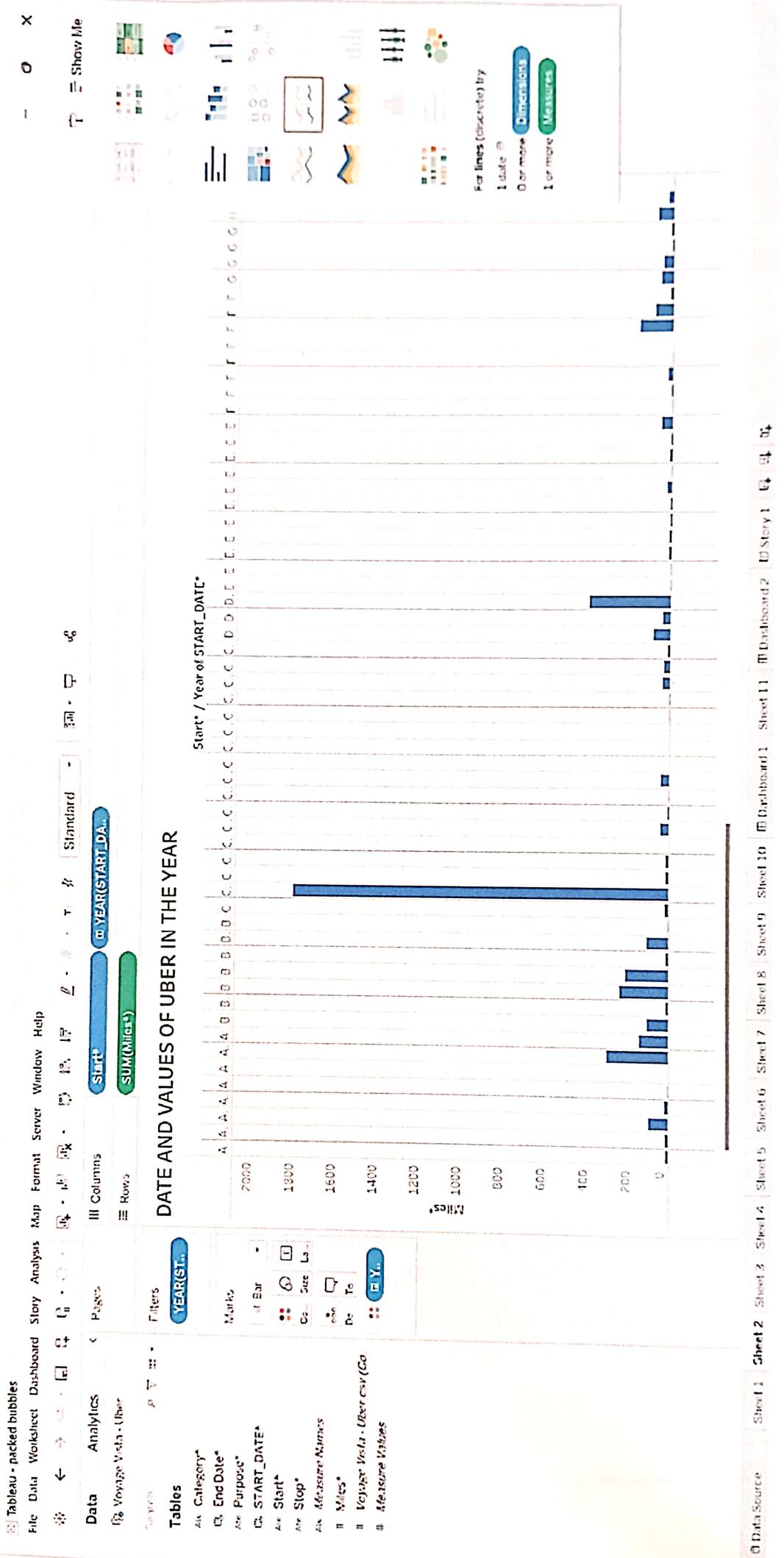
The above chart represents the which type examples are used for Uber, for their travelling. Ex: Business, personal and Null. Then, If we can observe the above visualisation most of the people choose Uber for their business purpose. And next is for their personal purpose. The highest purpose in the chart is Business with 41384 miles. And second one is personal with 504 miles.



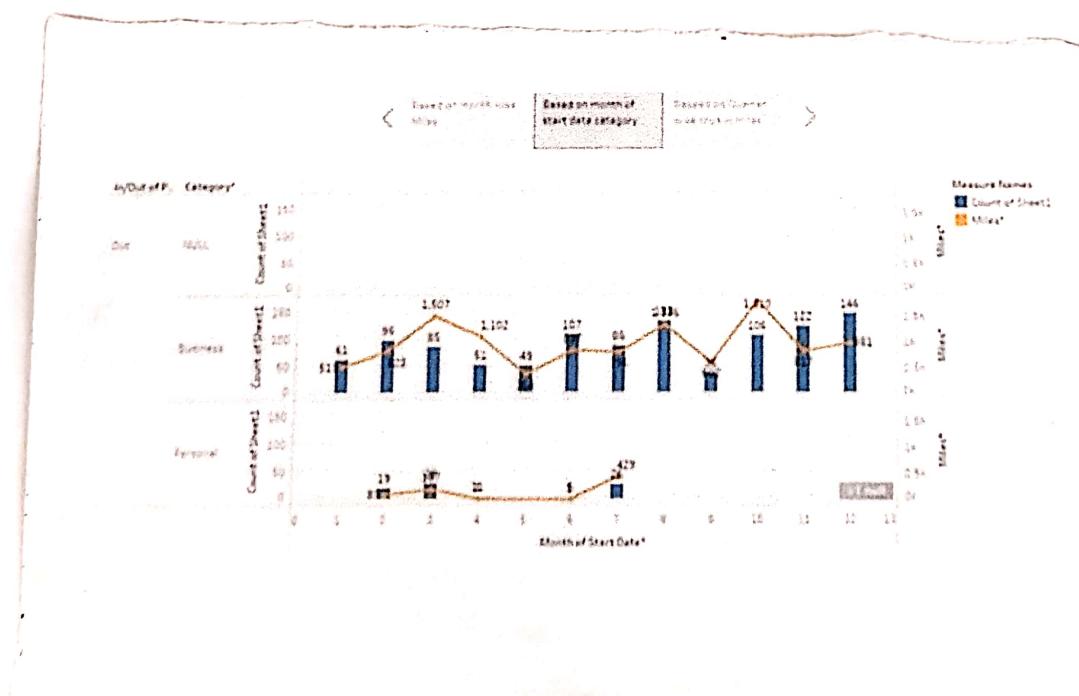
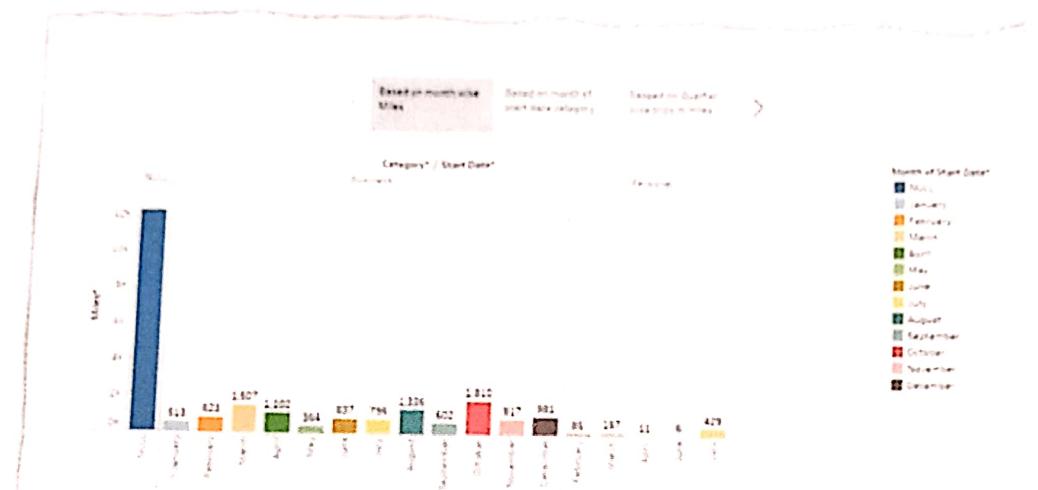
#### 4. Pie chart [visualisation 4]:

The above pie chart represents the distinct count of purpose population variance of miles. If we can observe the above visualization Null has the highest miles. The number is 4,207. And Covington has least miles with number 10.

We take the population variance of miles from oben for this visualisation.



## STORYLINE 1:



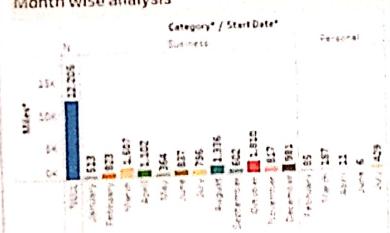
## STORY LINE - 2



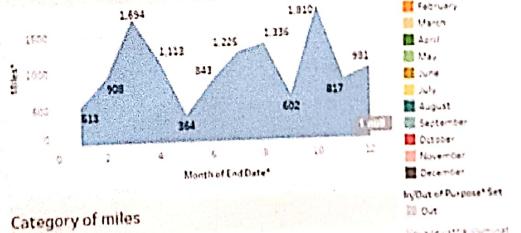


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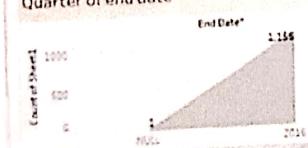
#### Month wise analysis



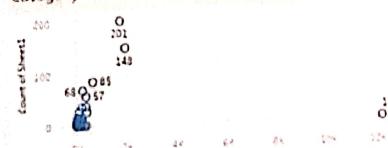
#### Quarter wise miles



#### Quarter of end date



#### Category of miles



## 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 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 drivers' performance. A consistently low rating will force a driver out of Uber or its competitors.

Uber's famous "Surge pricing" revises the cost of its ride 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, Jono, and Gett. Clearly, Uber and its competitors such as Lyft have dramatically changed the personal transportation industry, with a mix of both benefit and draw backs 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.

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 charge fares and get paid.

More specifically Uber is thicker having company that hires independent contractors as drivers.

Uber was started in 2009 by Garrett Camp.

### Conclusion:

Uber could be its audience of regular or 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.