

VOYAGE VISTA: ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS



PROJECT REPORT

1. INTRODUCTION

1.1 Overview

Uber is a multinational transportation network company that operates ride-hailing platform. A transportation company with an app that allows passengers to hail a ride and drivers to change fares and get paid s. Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles. Uber's data can be analyzed on a daily, weekly, monthly basis to understand the trends and patterns of trip volumes.

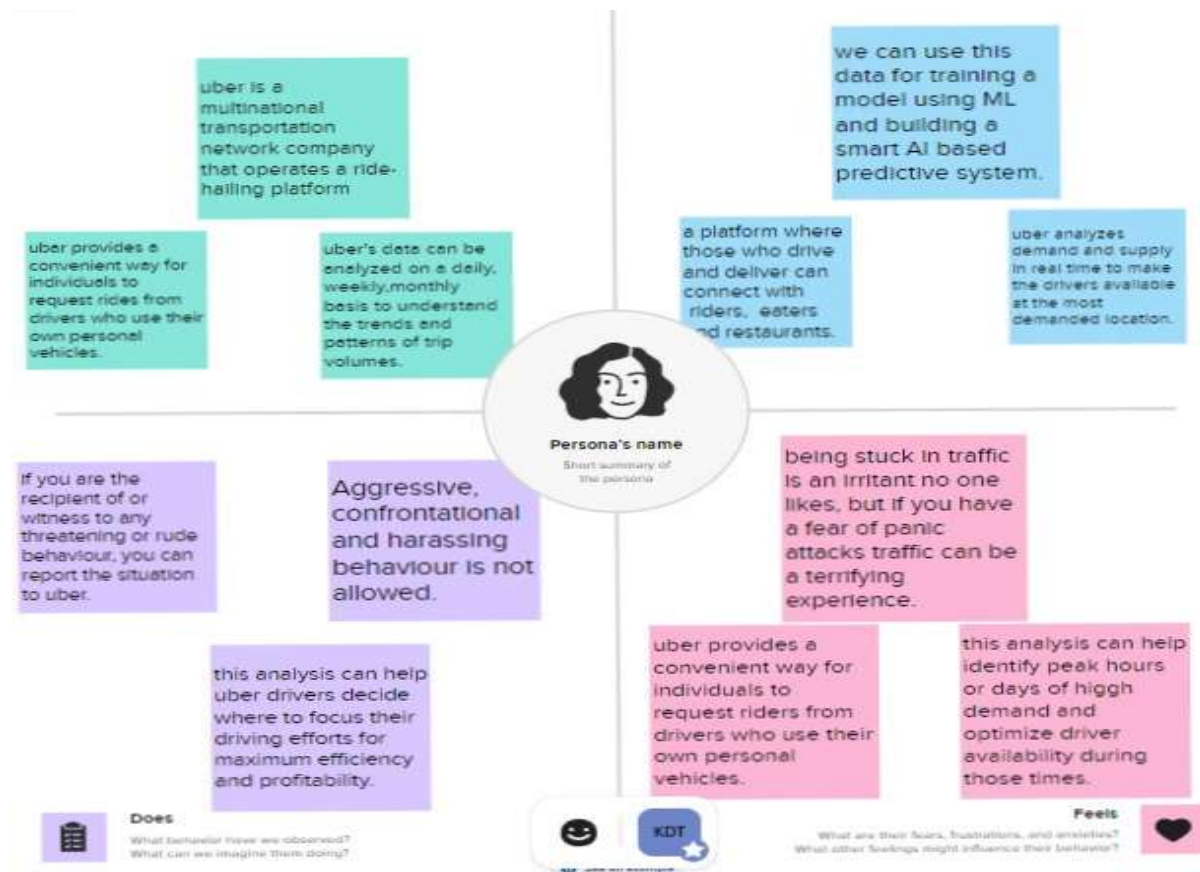
Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand. This analysis can help Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability.

1.2 Purpose

Uber links passengers with drivers using the Uber app. Uber's driver app, your resource on the road. The driver app is easy to use and provides you with information to help you make decisions and get ahead. We collaborated with drivers and delivery people around the world to build it.

2. Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map

Define your problem statement

What are the key drivers of UBER/Did's success/failure of the ride-hailing (taxi) industry?

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Background

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④ 题



 Group 1000

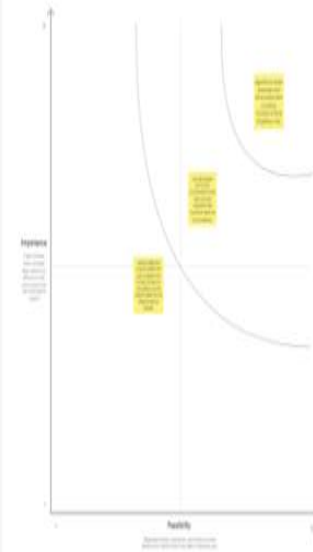
The following practice problems are to be used as a guide in this course and should not be used as a substitute for the course text. The following practice problems are to be used as a guide in this course and should not be used as a substitute for the course text.

5. Discussion

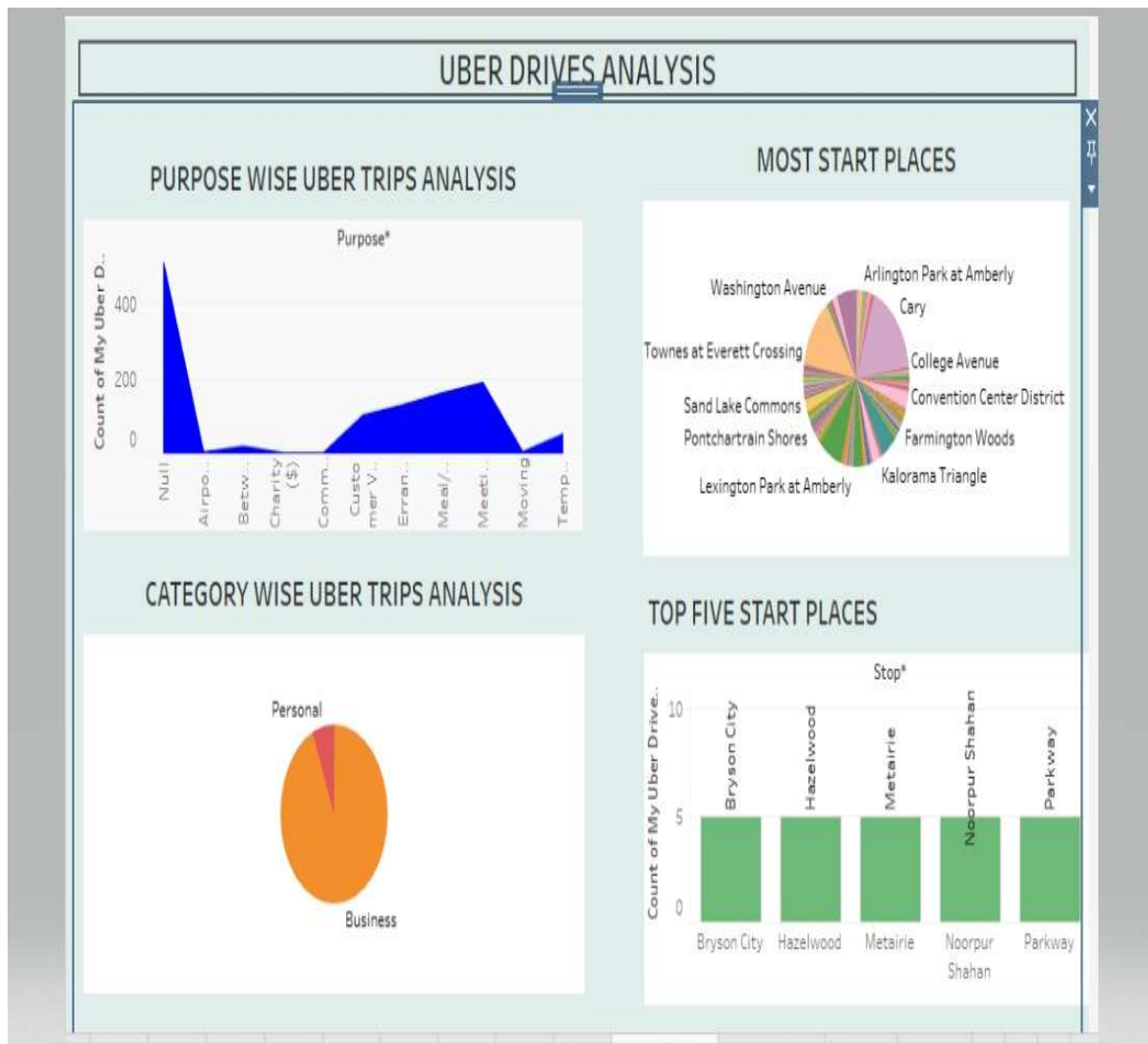
Bibliography

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3. RESULT



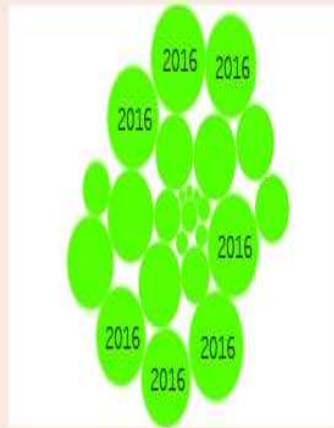
UBER DRIVES ANALYSIS

MONTH WISE UBER TRIPS

ANALYSIS



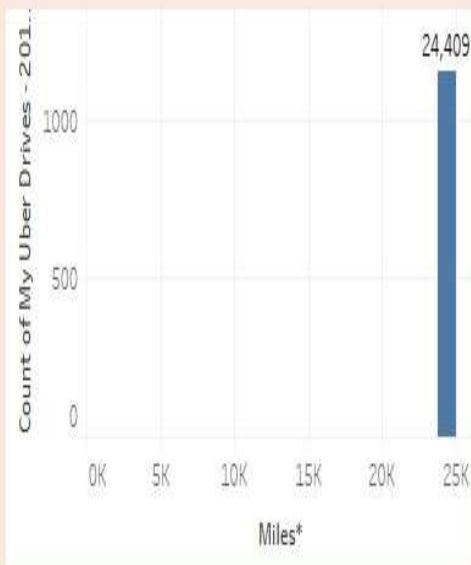
NUMBER OF TRIPS



QUARTER WISE MILES



MAXIMUM NUMBER OF MILES



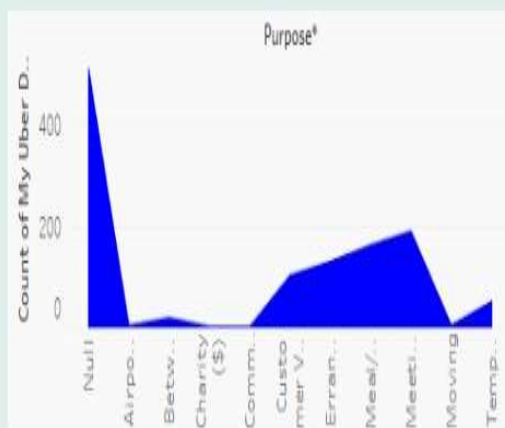
WEEK WISE MILES COVERED



<	Count of My Uber Drives - 2016.csv for each Purpose*	Start*. Color shows details about Start*. Size shows count of	. The count of My Uber Drives - 2016.csv filter ranges from 1 to 5.	Category*. Color shows details about Cateoorn*. Size shows	Add a caption	Add a caption	>
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UBER DRIVES ANALYSIS

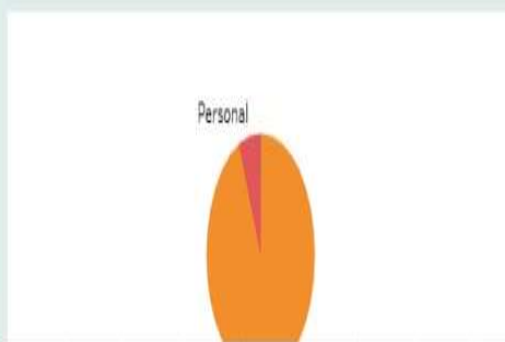
PURPOSE WISE UBER TRIPS ANALYSIS



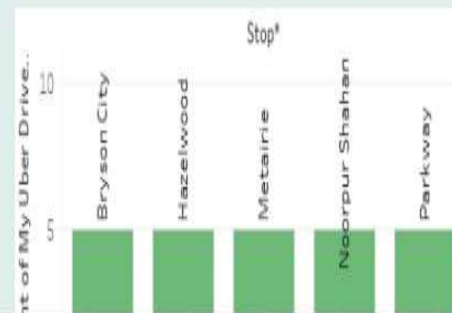
MOST START PLACES

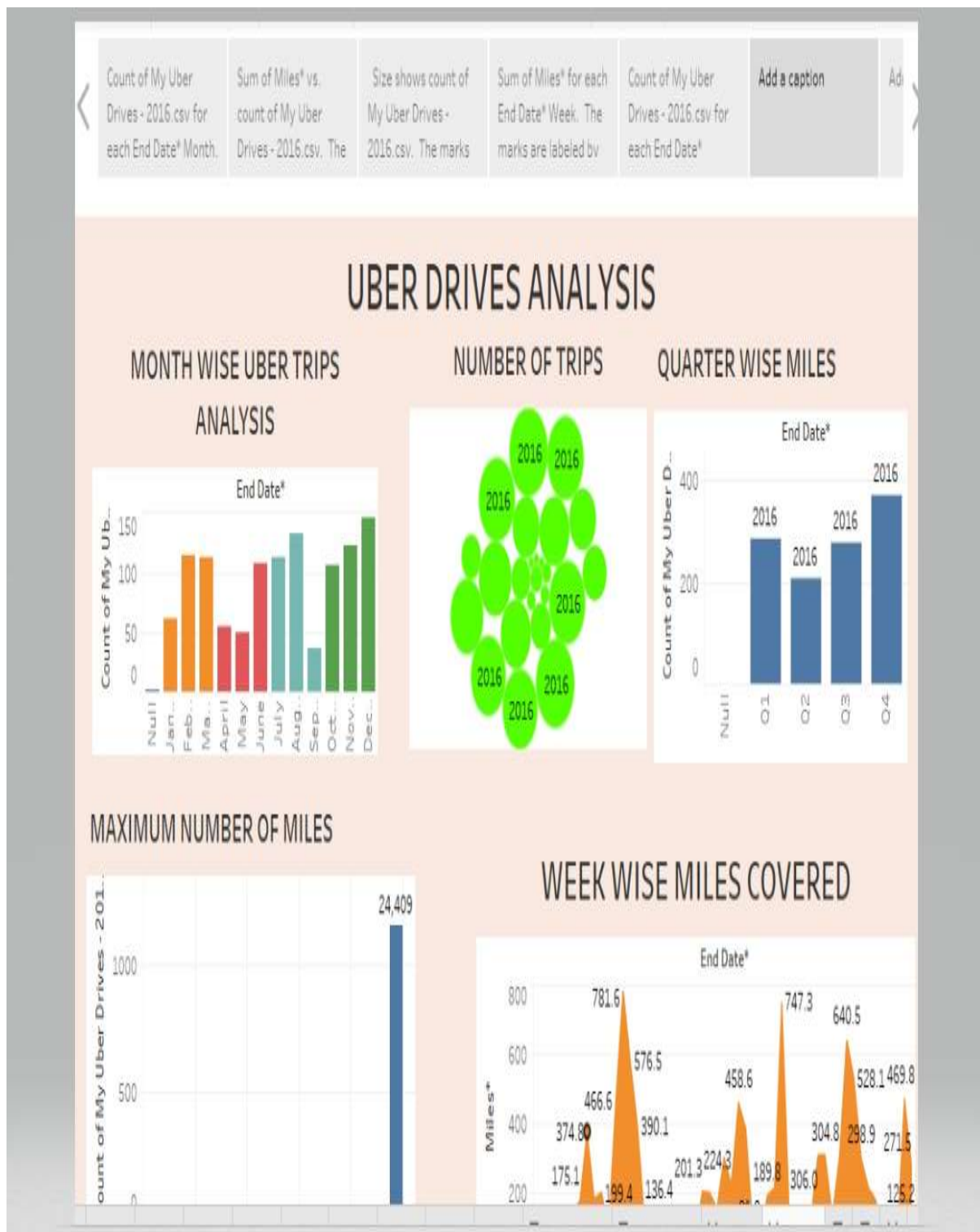


CATEGORY WISE UBER TRIPS ANALYSIS



TOP FIVE START PLACES





4. ADVANTAGES & DISADVANTAGES

Advantages:

- ❖ Transportation helps people stay connected with friends and family, bridging the distance between people living far apart.
- ❖ Transportation has significantly boosted the tourism industry, making it easy quick to travel to previously hard-to-reach or unknown locations.
- ❖ Transportation plays a critical role in the economic development of a nation by enabling the transfer of raw materials to factories and the delivery of finished goods to markets.

DISADVANTAGES:

- ❖ Transportation is a major contributor to air pollution. Cars, trucks, buses emit green house gasses which are the leading cause of global warming.
- ❖ Transportation traffic significantly contributes to noise pollution.
- ❖ Safety is a significant concern in transportation due to the potential for accidents.

5. APPLICATIONS

Uber's drive app, your resource on the road. The driver app is easy to use and provides you with information to help you make decisions and get ahead.

We collaborated with drivers and delivery people around the world to build it.

6. CONCLUSION

In general, the example offered by Uber can be used by many developing companies. Nowadays, it is not a difficult task to create an organization and introduce some new, unusual services. However, it is always challenging to gain a good reputation, prove the quality of the services, and create appropriate working conditions. Uber is the company with a complicated history. Still, its founders had made something that was impossible: they survived sabotages, strikes, and discontents of the governments of different countries around the whole world.

7. FUTURE SCOPE

We can use this data for training a model using ML and building a smart AI based predictive system.

Model can automatically send the insights to the authorities or drivers related to areas having most trips and passenger count in certain areas.

The big data can be used to study passenger's behavior.

8. APPENDIX

Uber describes itself as a 'Technology Company', and say that the company's strength lies in the development of systems to bring service users and services provides together. Uber began three years ago in California as a lift-sharing scheme and now has a presence in 335 cities in 130 countries worldwide. In the UK Uber holds licenses to operate in London, Manchester, Leeds, Merseyside, Birmingham, Newcastle, Slough and Bristol.

