

VOYAGE VISTA : ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS

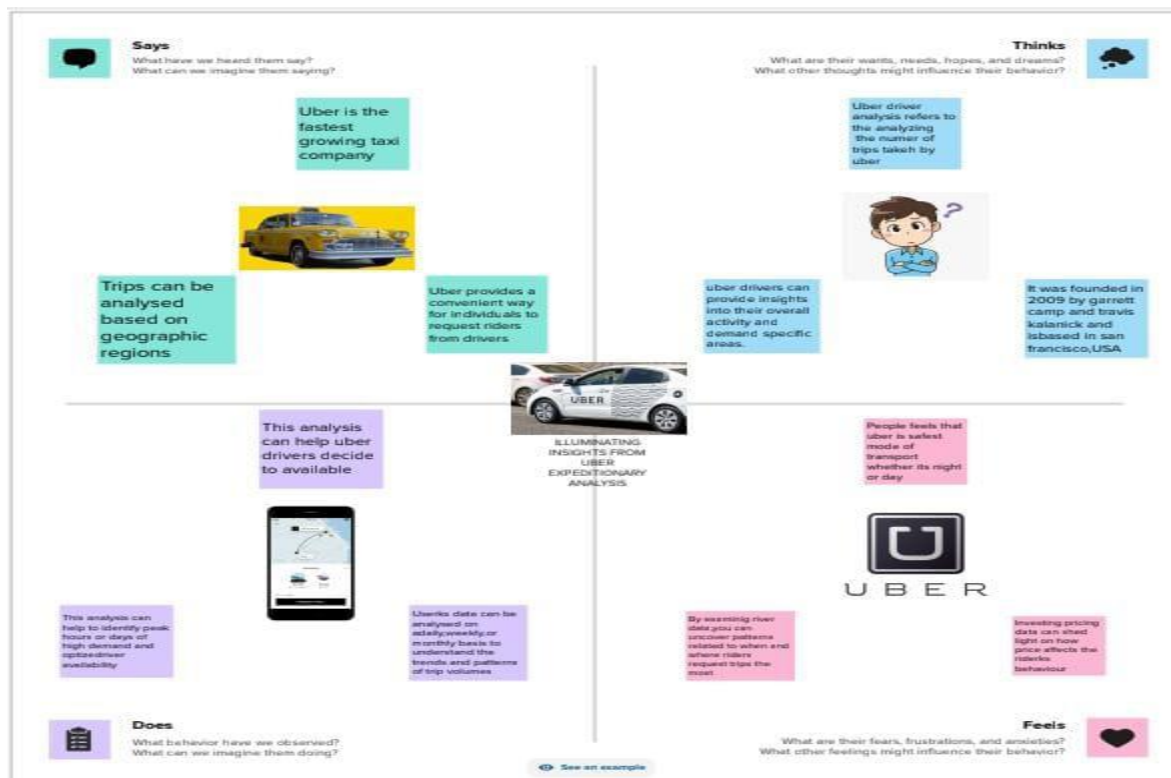
INTRODUCTION :

We will perform data analysis on two types of rider data from Uber. The first dataset contains information about the rides taken by one particular user, and the second contains similar details about the rides taken by Uber users in two cities.

PURPOSE :

It contains information about 1155 rides of a single Uber user in 2016. The features include the trip date, source, destination, distance traveled, and purpose of the trip. This [dataset](#) is a good starting point for performing basic EDA. Based on this, we might also be able to generate some insights by relating the data to real-world events and user habits. Other significant purposes include errands and customer visits. We can presume that the user works in a client-oriented service industry that involves frequent traveling and dining with clients in the city.

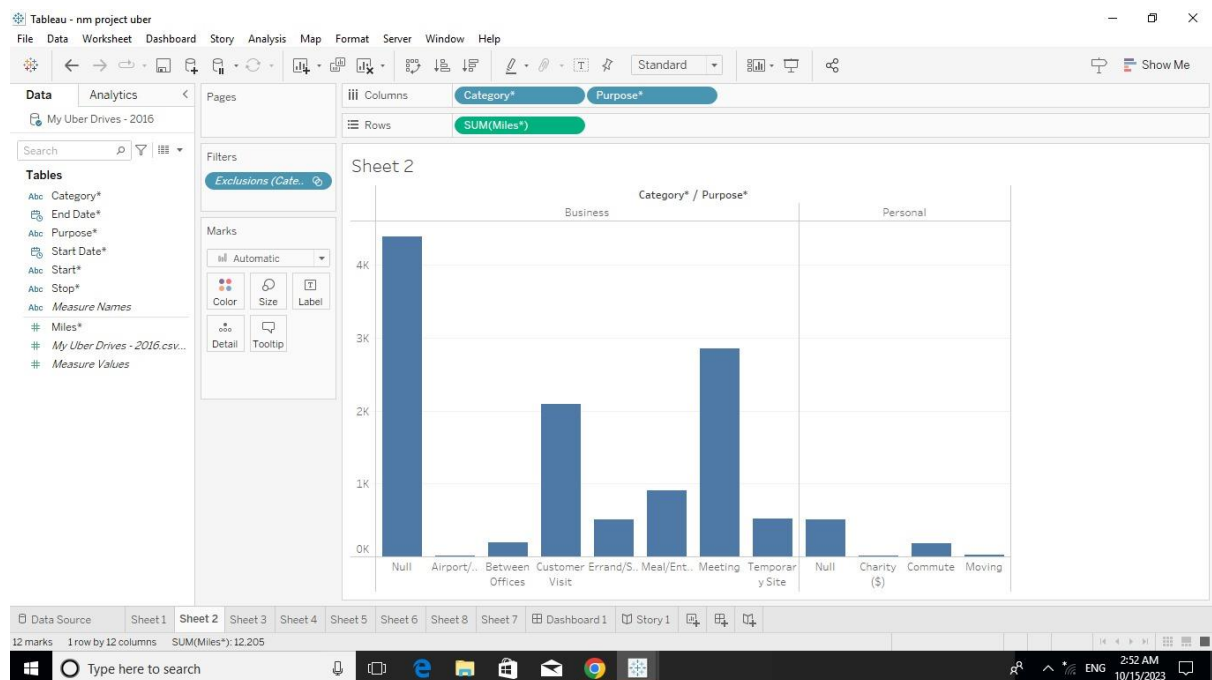
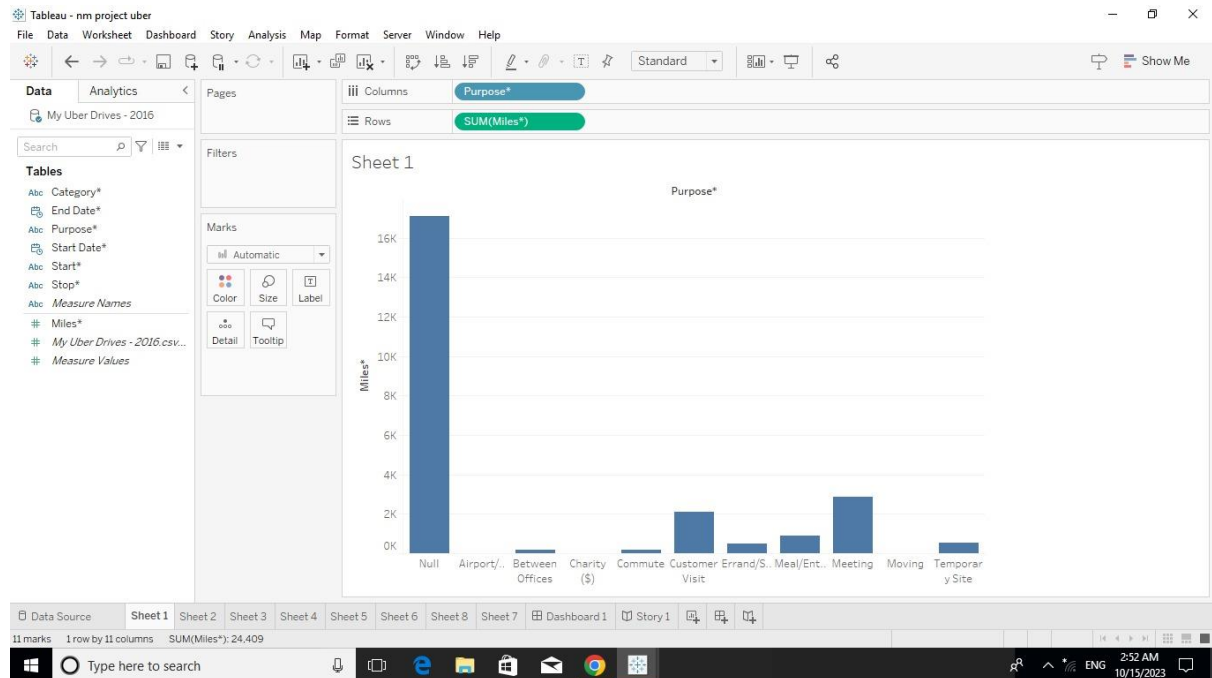
EMPATHY MAP :

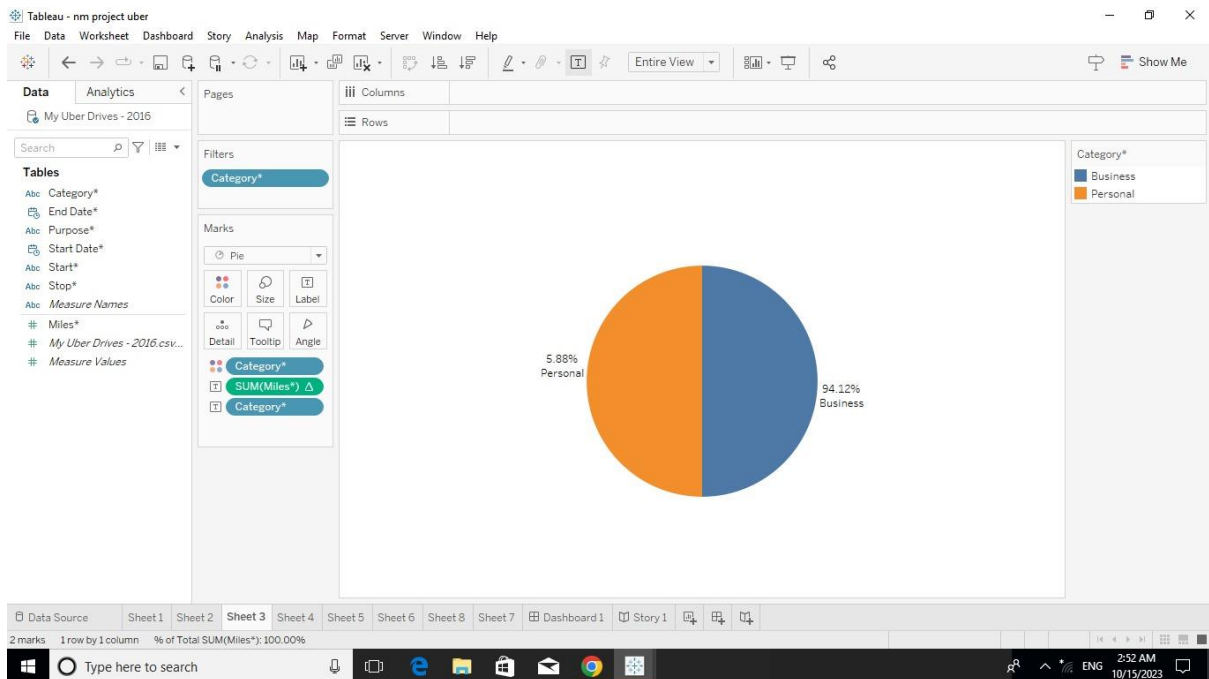
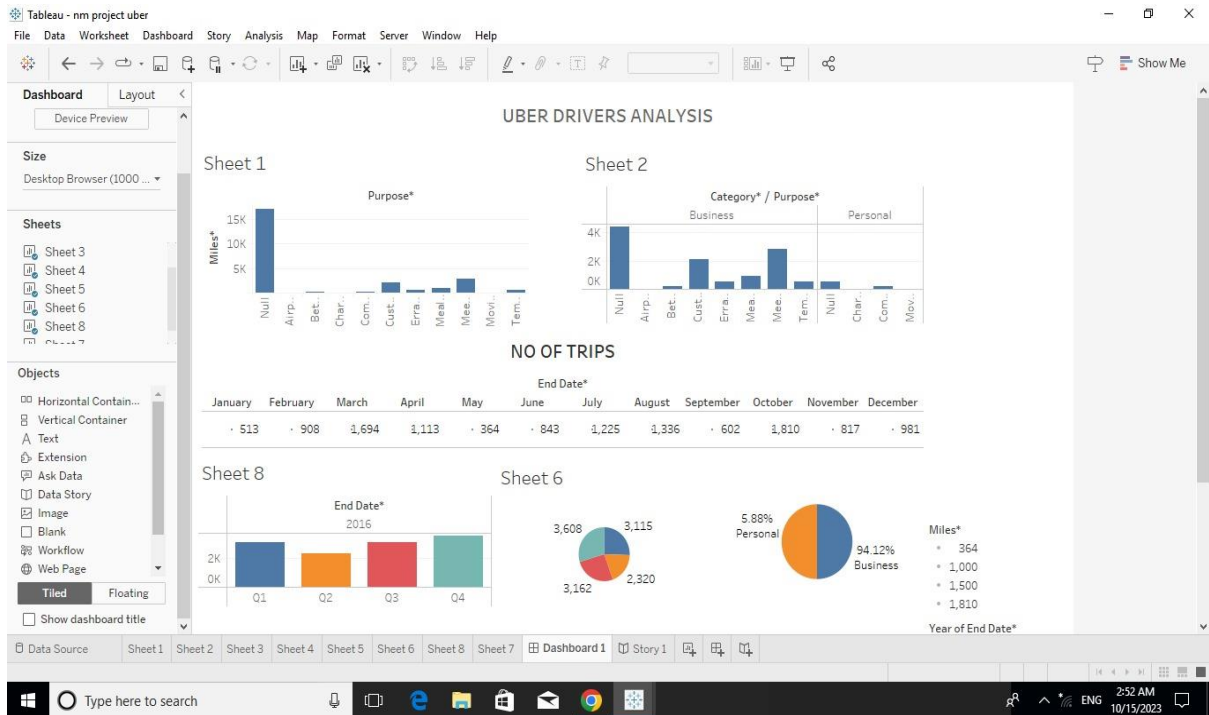


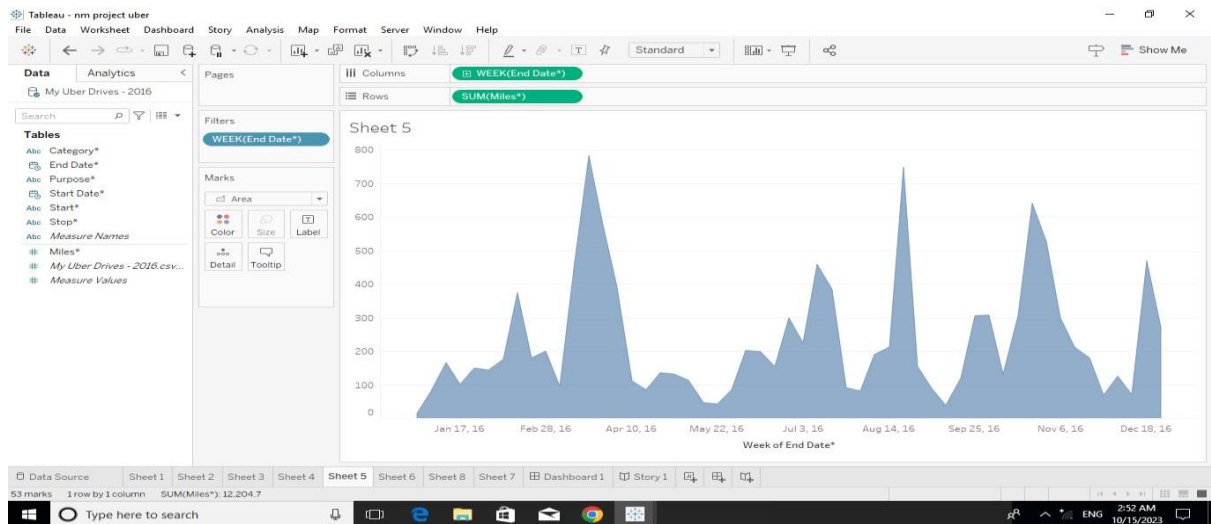
BRAINSTORMING MAP:

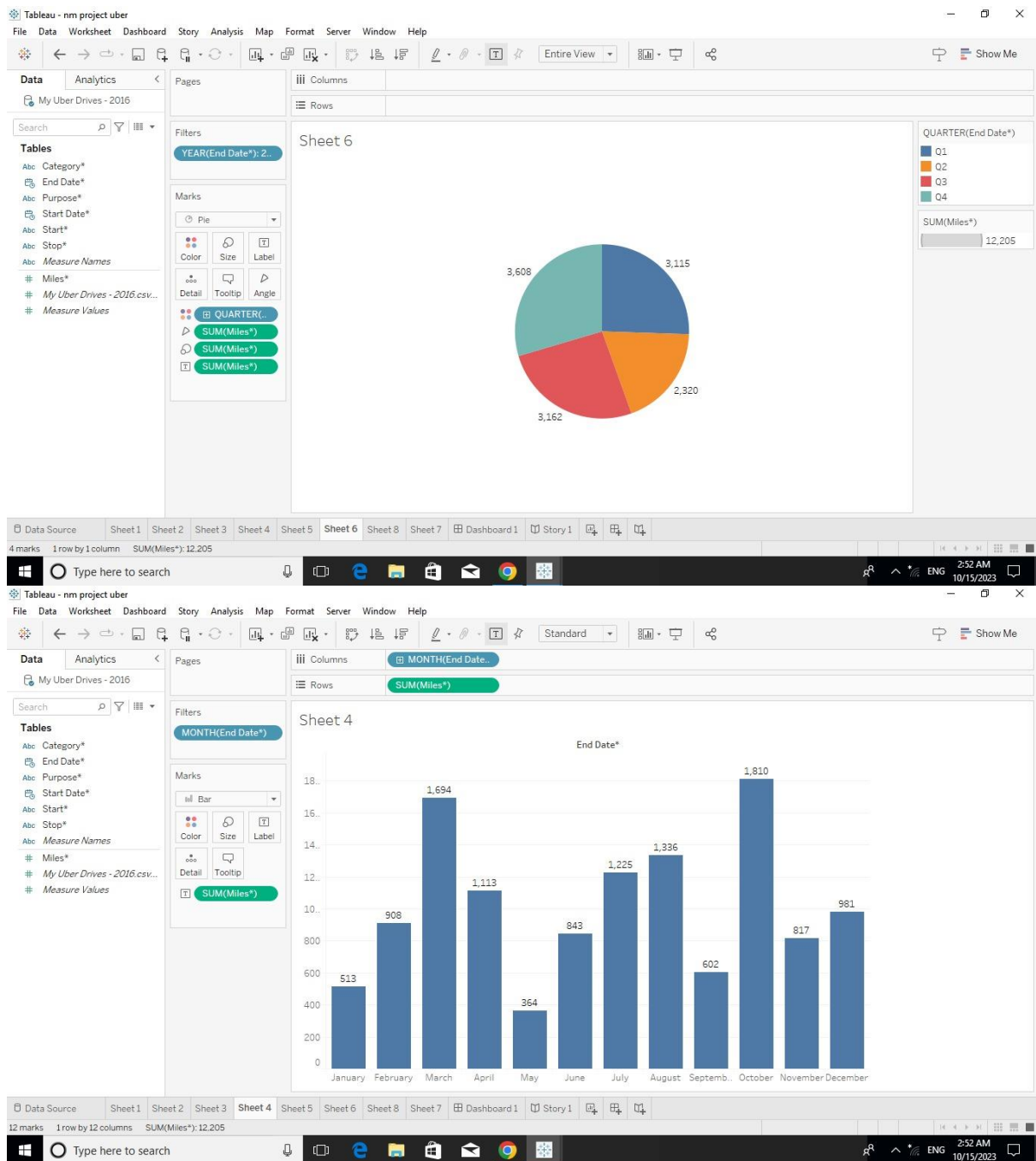


RESULT :









ADVANTAGES :

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. 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.

DISADVANTAGES:

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.

CONCLUSION :

Uber has been so effective so rapidly on account of their item, client administration, and determination. The principle takeaway from this investigation is for any individual who is looking to begin an organization with the fantasy of being a multi-billion dollar association; Uber's model is a extraordinary place to begin. You should be so put resources into your item and association that you will not stop unless you are compelled to. You can't sit and hold up to perceive how

the world changes around you - you should be the driver.

FUTURE SCOPE :

The current world is witnessing many advancements and a lot of startups are evolving rigorously in the world for the past few years. All because of the emergence of on-demand ideas in the current business world with a lot of opportunities. The on-demand apps assist you to order or book anything from anywhere.

The on-demand business also aids many startups to earn more profits. Even more traditional businesses have adopted on-demand business to increase their profits tremendously.

THANK YOU