Voyages Vista: Illuminating Insights from Uber Expeditionary Analysis

Project report

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1. INTRODUCTION

1.1 Overview

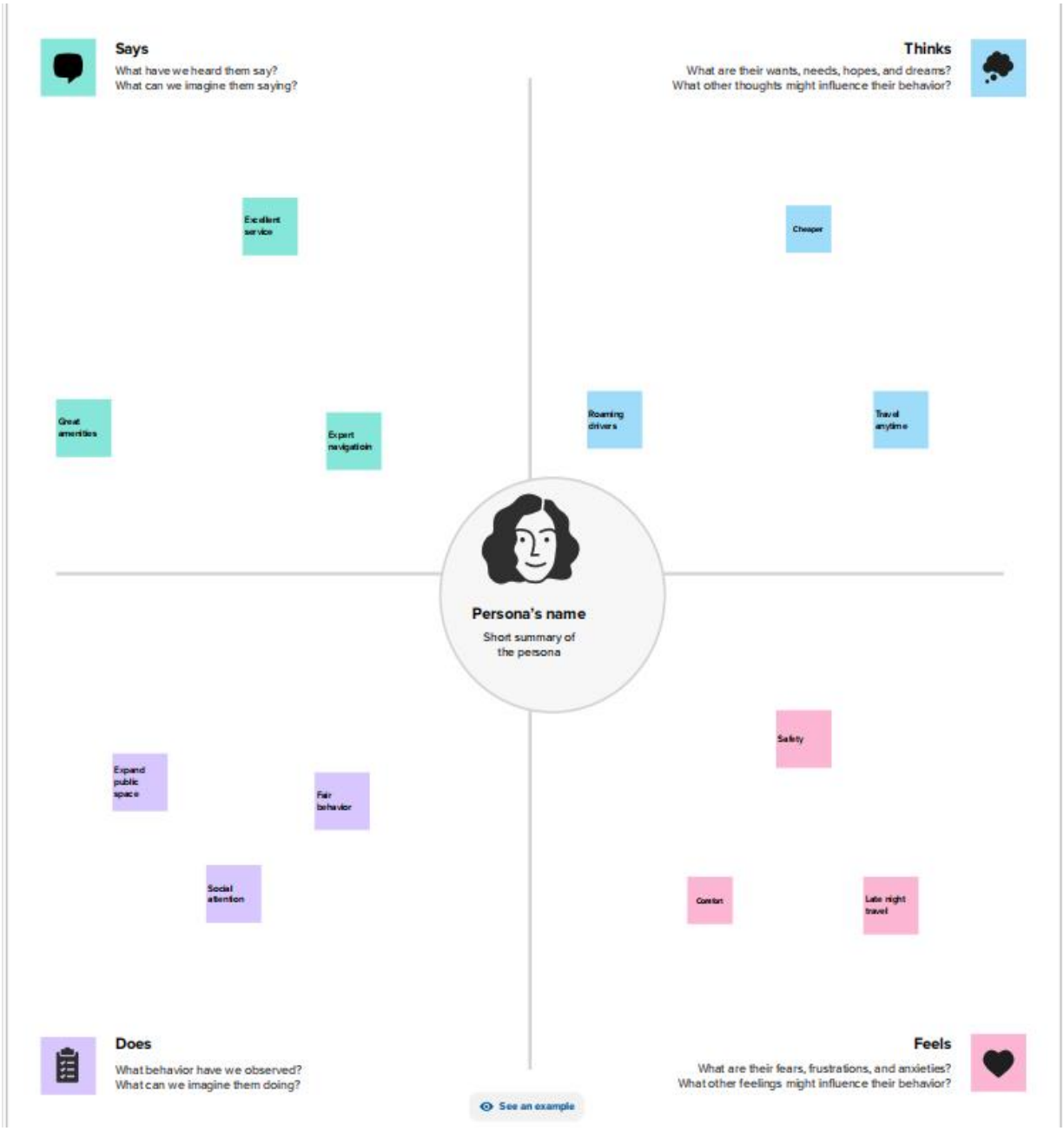
Uber is a multinational transportation network company that operates a ride-hailing platform. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California. Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles.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

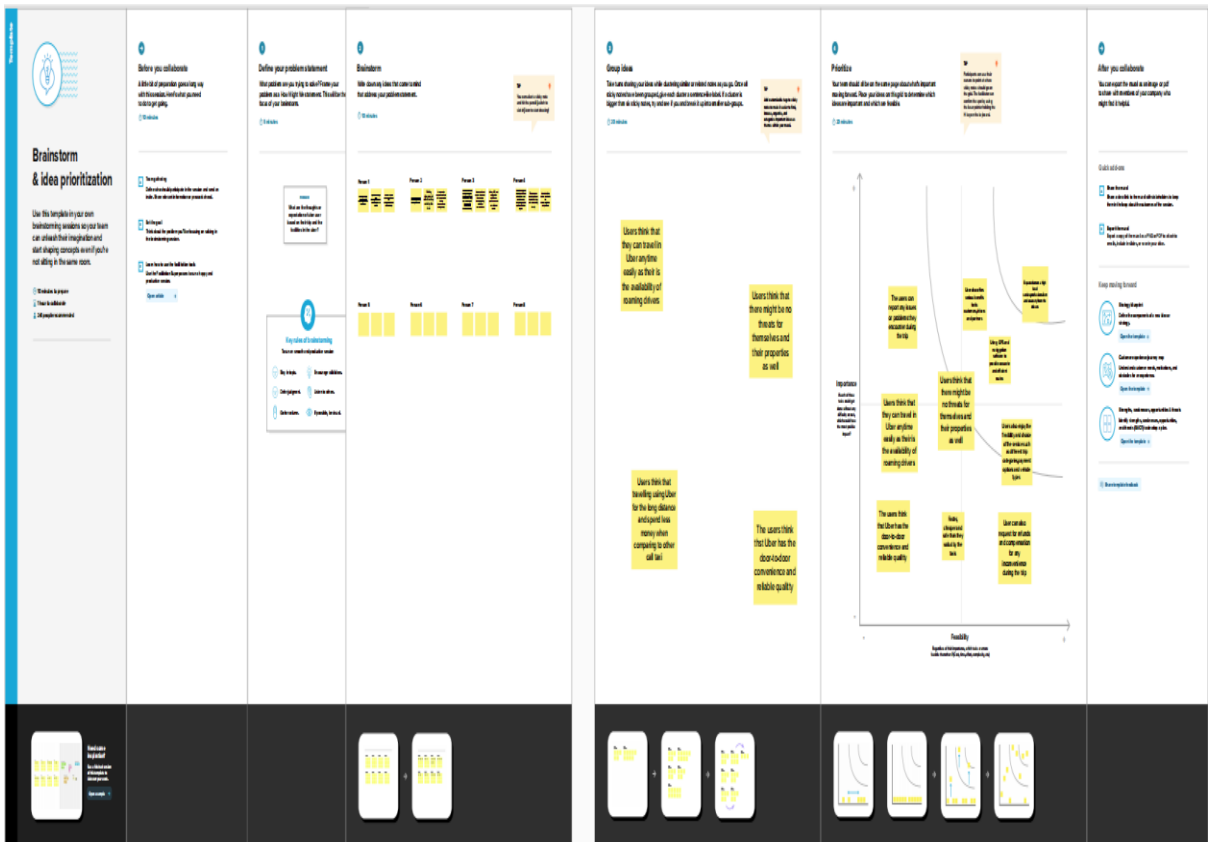
The purpose of Voyage Vista Illuminating Insights from Uber Expeditionary Analysis Project is to use data analysis techniques to find unknown patterns in the Uber drives data collected from the year 2016.

2. PROBLEM DEFINITION & DESIGN THINKING

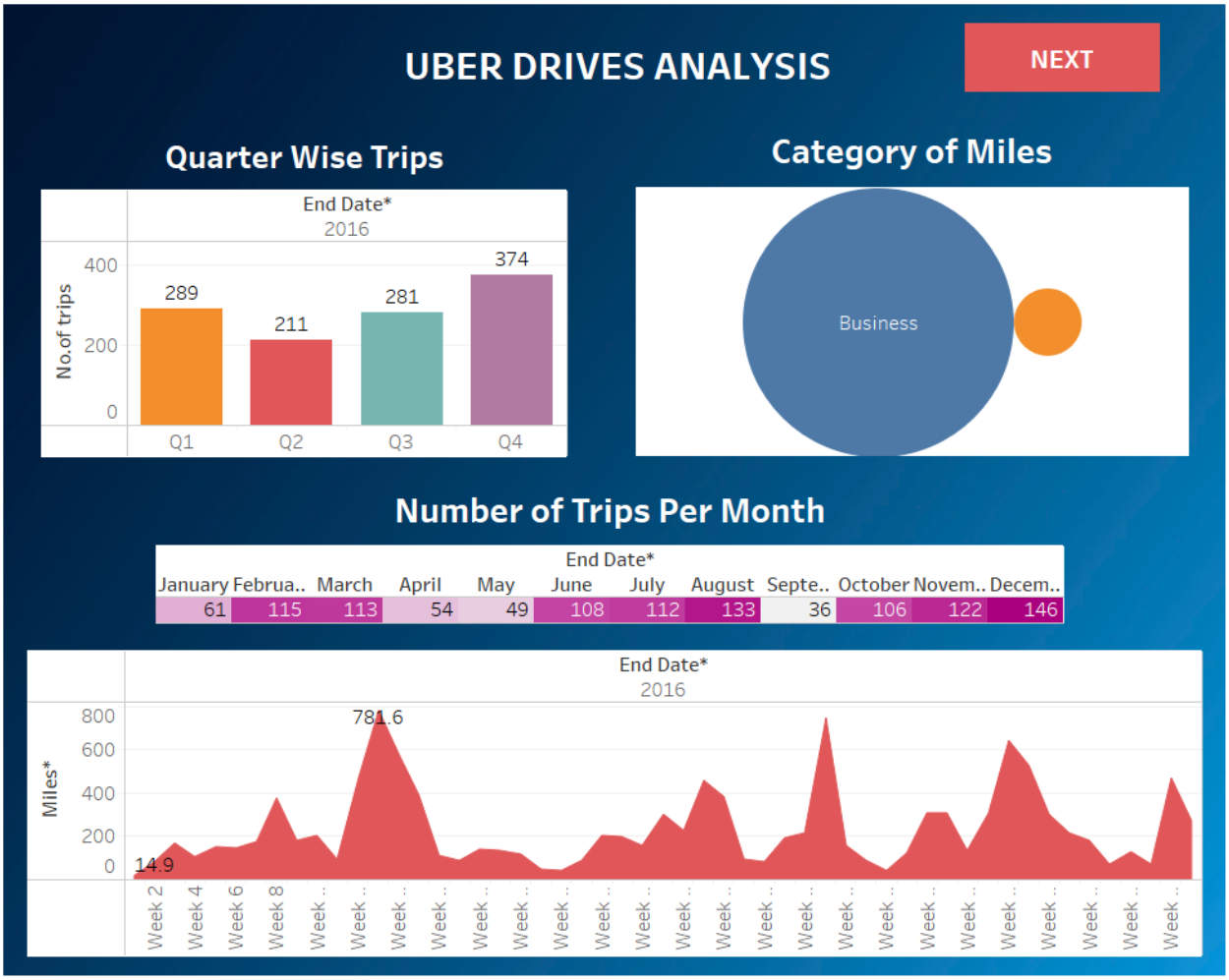
2.1 Empathy Map



2.2 Ideation & Brainstorming Map

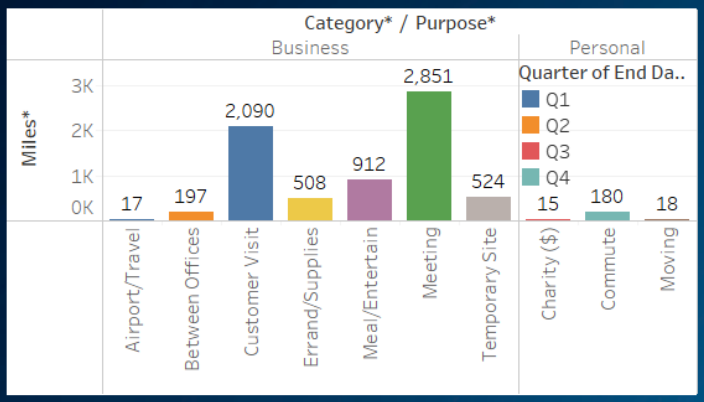


3 . RESULT

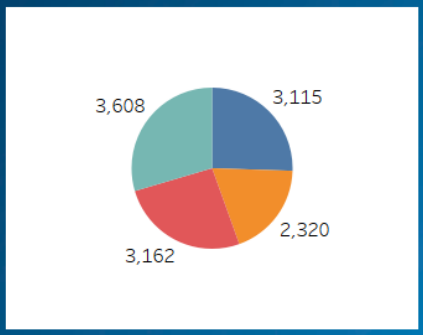

UBER DRIVES ANALYSIS
NEXT
Quarter Wise Trips
End Date*
2016
No.of trips
400
200
0
289
211
281
374
Q1
Q2
Q3
Q4
Category of Miles
Business
Number of Trips Per Month
End Date*
January Februa.. March April May June July August Septe.. October Novem.. Decem..
61 115 113 54 49 108 112 133 36 106 122 146
End Date*
2016
Miles*
800
600
400
200
0
781.6
14.9
Week 2
Week 4
Week 6
Week 8

UBER DRIVES ANALYSIS

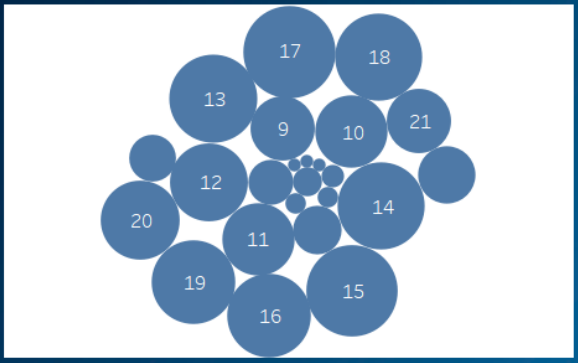
PREVIOUS



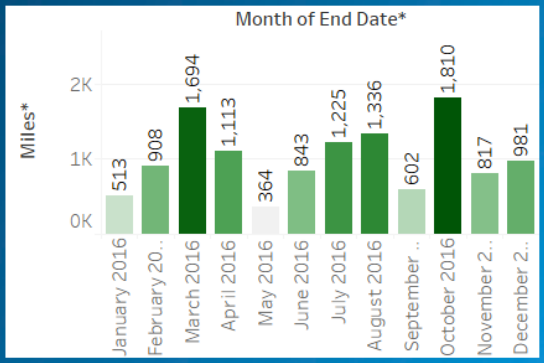
Quarter Wise Miles



Hour Wise Analysis

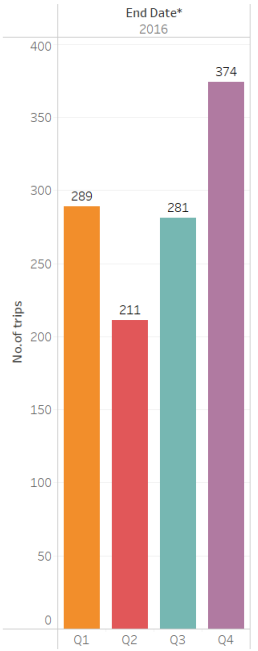


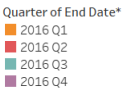
Month Wise Miles

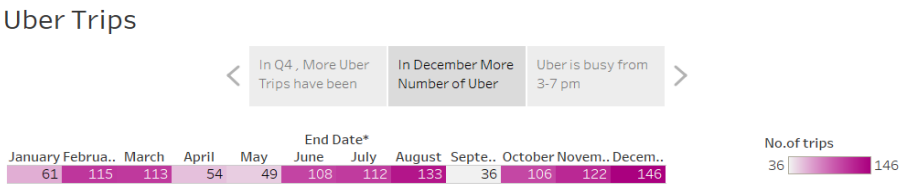


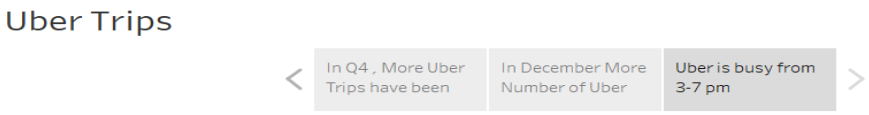
Uber Trips

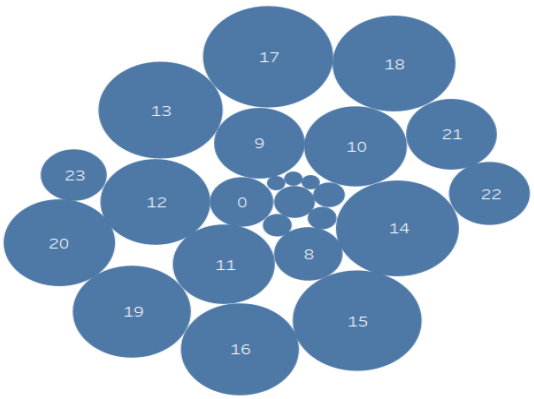
In Q4 , More Uber Trips have been | In December More Number of Uber | Uber is busy from 3-7 pm











4. ADVANTAGES & DISADVANTAGES

Some of the advantages and disadvantages of Voyages Vista are:

Advantages:

The project can help Uber drivers and managers to understand the trends and patterns of trip volumes on a daily, weekly, or monthly basis. This can help optimize driver availability and profitability during peak hours or days of high demand.

The project can also help identify the geographic regions or specific cities with higher demand for Uber rides. This can help Uber drivers decide where to focus their driving efforts for maximum efficiency.

The project can showcase the skills and creativity of the team members who use Tableau to create an interactive and informative dashboard and story. The project can also demonstrate the ability to use data analysis techniques such as descriptive statistics, data cleaning, data visualization, etc.

Disadvantages:

The project may face some challenges in finding reliable and accurate data sources for Uber drives. The data may be incomplete, inconsistent, or outdated, which can affect the quality of the analysis and the results.

The project may also face some ethical issues in using Uber data without proper consent or authorization. The data may contain sensitive or personal information about the drivers or the passengers, which may raise privacy or security concerns.

The project may have some limitations in generalizing the findings or insights from the analysis. The data may not be representative of the entire population of Uber drivers or users, and may vary depending on the location, time period, or other factors.

5. APPLICATIONS

The application of Uber's exploratory analysis is to analyze and gain insights from the data collected by Uber. This analysis helps Uber in various ways, such as improving driver efficiency, optimizing routes, predicting demand, and enhancing the overall customer experience. By analyzing data on ride patterns, customer preferences, and driver behavior, Uber can make data-driven decisions to improve its services and operations. This analysis is crucial for Uber to stay competitive and provide a seamless and efficient transportation experience for its users.

6. CONCLUSION

Based on the work and findings in Uber's exploratory analysis, the conclusion is that this analysis is highly valuable for optimizing operations, improving the customer experience, and making data-driven decisions. By analyzing data on ride patterns, customer preferences, and driver behavior, Uber can enhance driver efficiency, optimize routes, predict demand, and provide a seamless transportation service. The application of exploratory analysis in Uber plays a crucial role in staying competitive and continuously improving the overall experience for both drivers and riders.

7. FUTURE SCOPE

The future scope of Uber's exploratory analysis is promising. By leveraging data to gain insights and make data-driven decisions, Uber can continue to enhance its operations, optimize routes, improve customer experiences, and make strategic business decisions. With advancements in technology and data analytics, Uber can further refine its services, identify new opportunities, and enhance its overall efficiency and effectiveness.