



ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS





**L.R.G.GOV'T ARTS
COLLEGE FOR WOMAN TIRUPUR
DEPARTMENT OF MATHEMATICS**

Course Nam; Data Analytics with Tableau

Academic year: 2023-2024

A project report entiled as

**‘Voyage Vista: Illuminating Insights
from Uber Expeditionary Analysis’**

Work done bY

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ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS

1.INTRODUCTION:

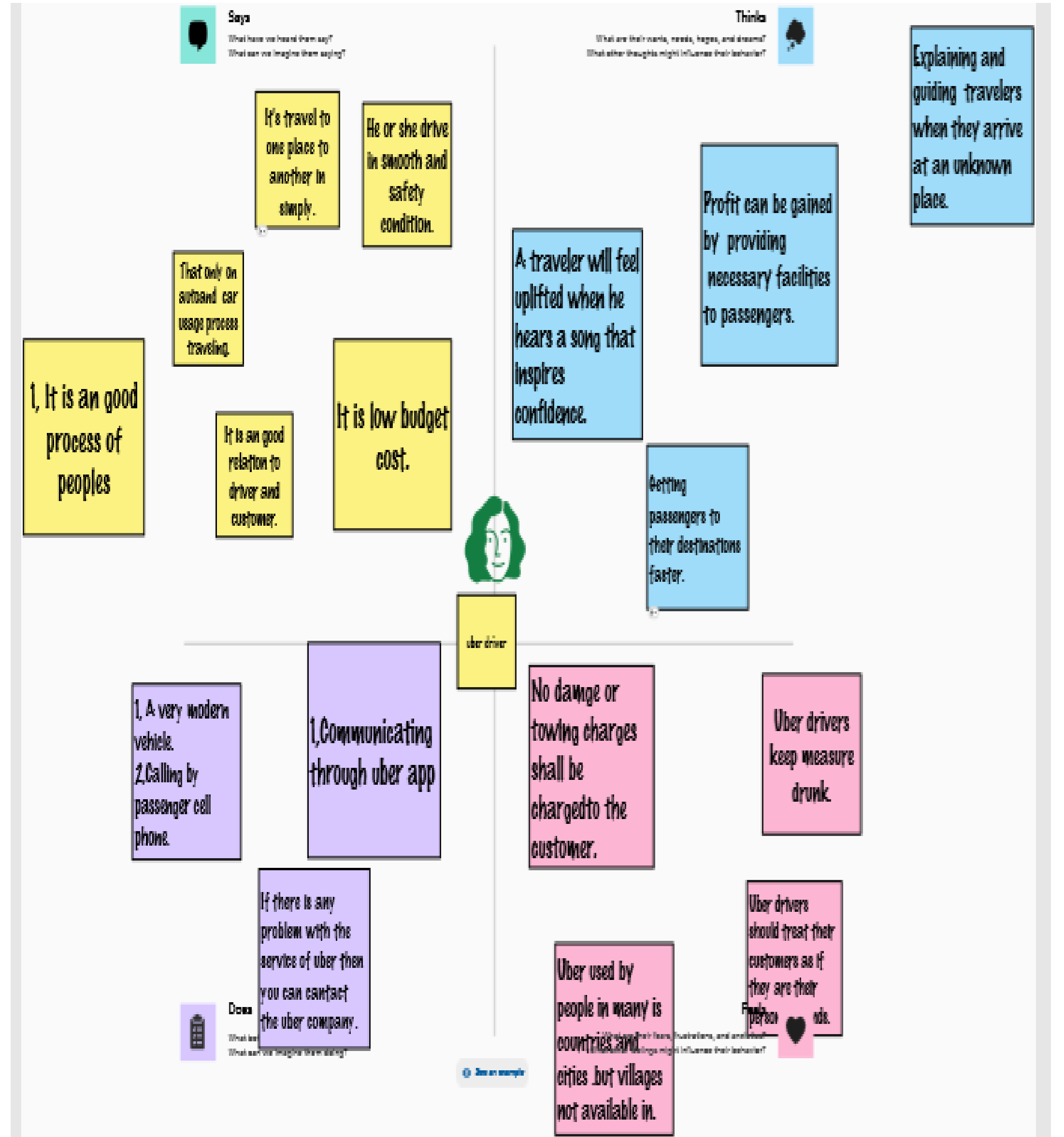
Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid. More specifically, Uber is a ridesharing company that hires independent contractors as drivers. It's one of many services today that contribute to the [sharing economy](#), supplying a means of connecting existing resources instead of providing the physical resources themselves.

The company was founded by Travis Kalanick and Garrett Camp in 2009, and is headquartered in San Francisco. The company has an estimated 110 million users worldwide

The drivers will have mental pain and agitation. If they create a festival to give them enthusiasm unity with uber company and its customers as their own company and work together with the company whole heartedly, uber company will build and become famous all over the world .uber company will be an unshakeable force.



2.PROBLEM DEFINITION AND DESIGN THINKING



2.2 Ideation & Brainstorming Mapping

[illegible]

Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

Uber operates without wasting time and changing drivers at night so accidents can be prevented. Uber makes the booking process easier and more people use it with lower fares, increasing its usage and thereby increasing profits.

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are less so.

⌚ 20 minutes

Monthly income expectations of uber drivers.

Uber drivers are afraid of being able to leave their families and finish their jobs.

Uber drives are afraid of getting sick from a full day's work.

→

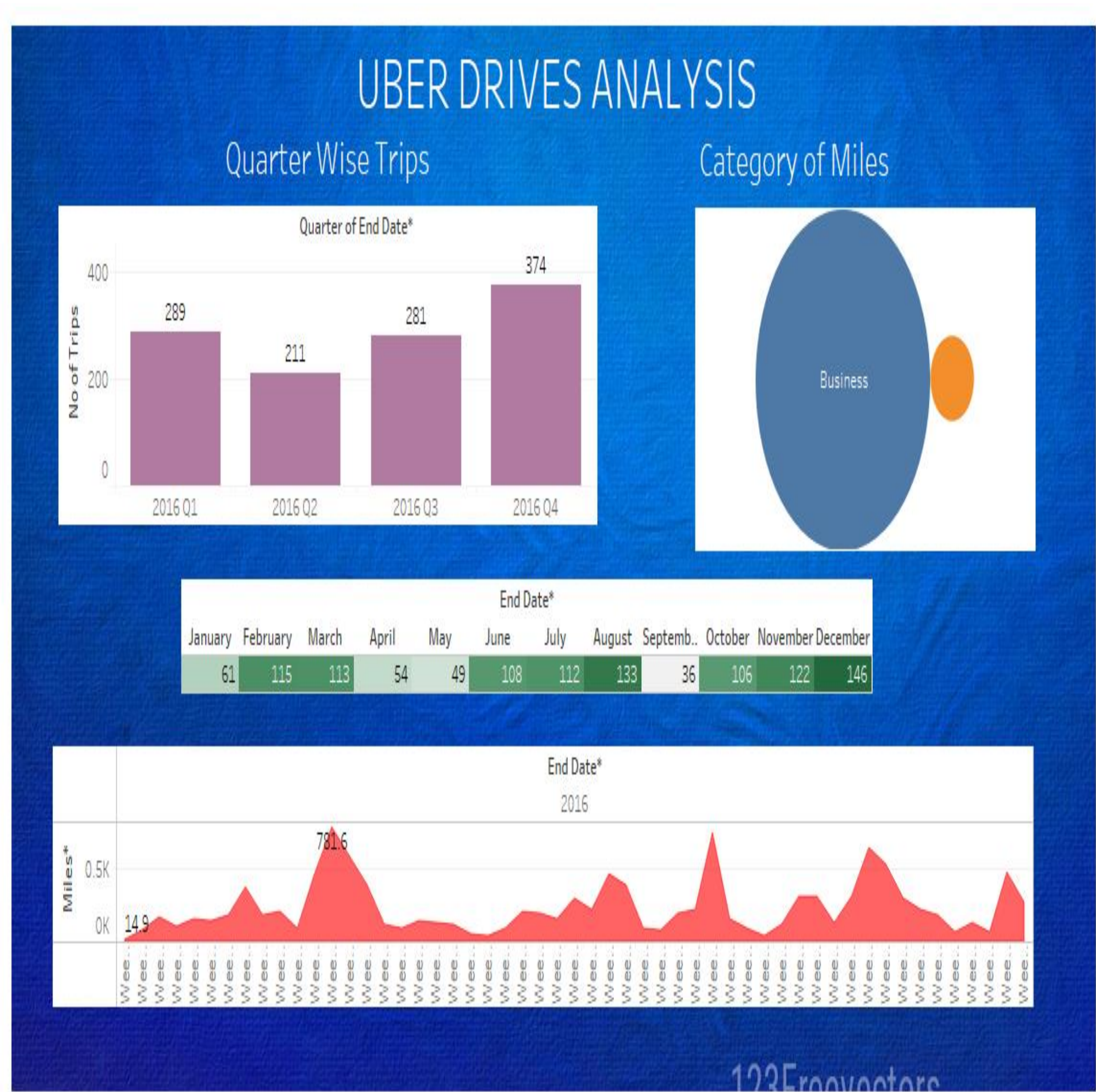
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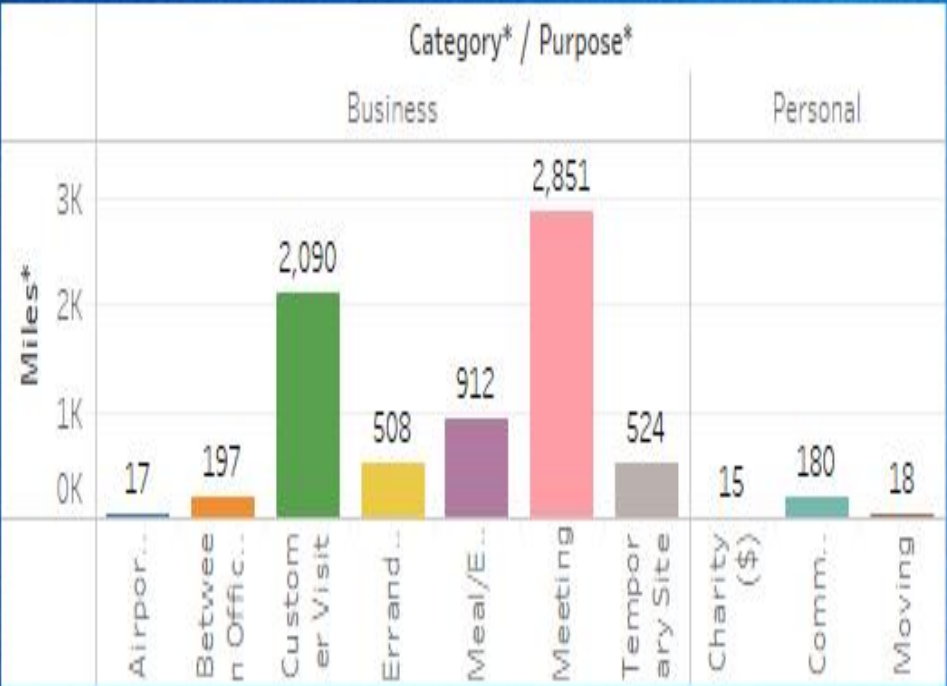
3.RESULT

Dashboard 1

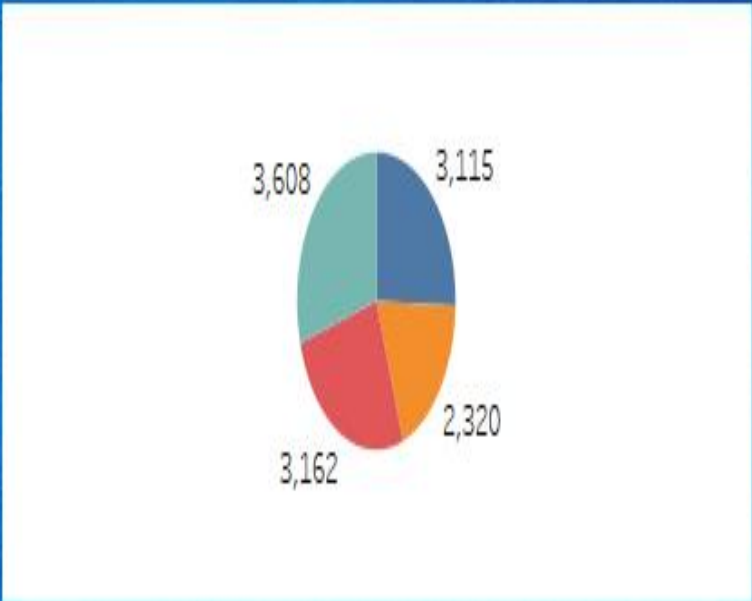


Dashboard 2

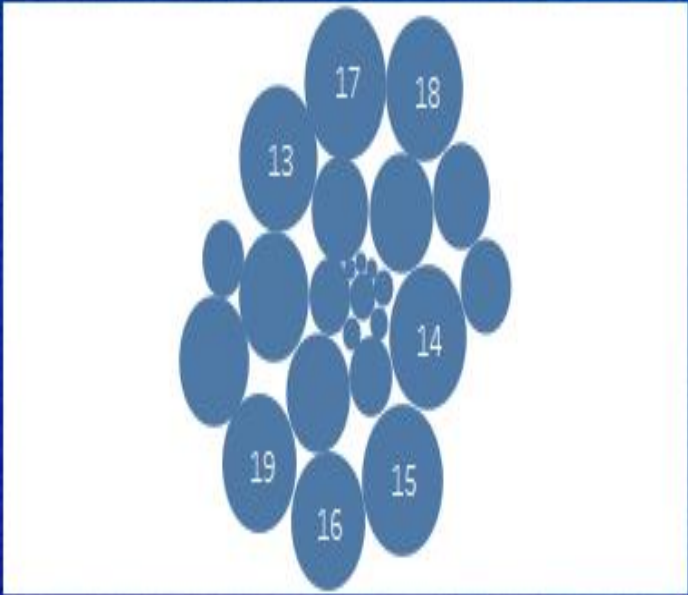
UBER DRIVES ANALYSIS



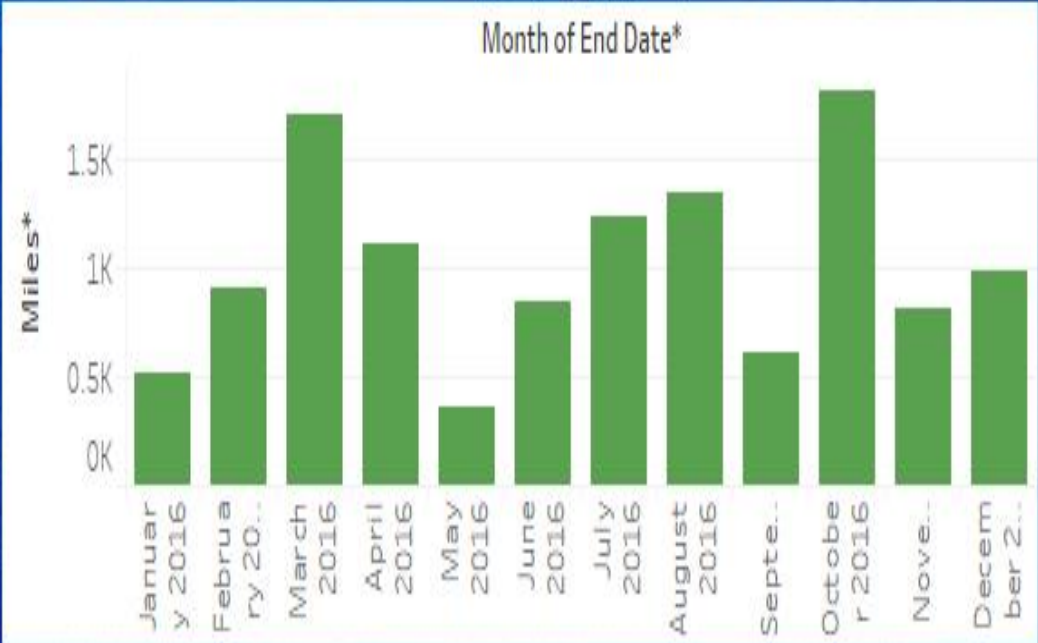
Quarter Wise Miles



Hour Wise Analysis



Month Wise Miles



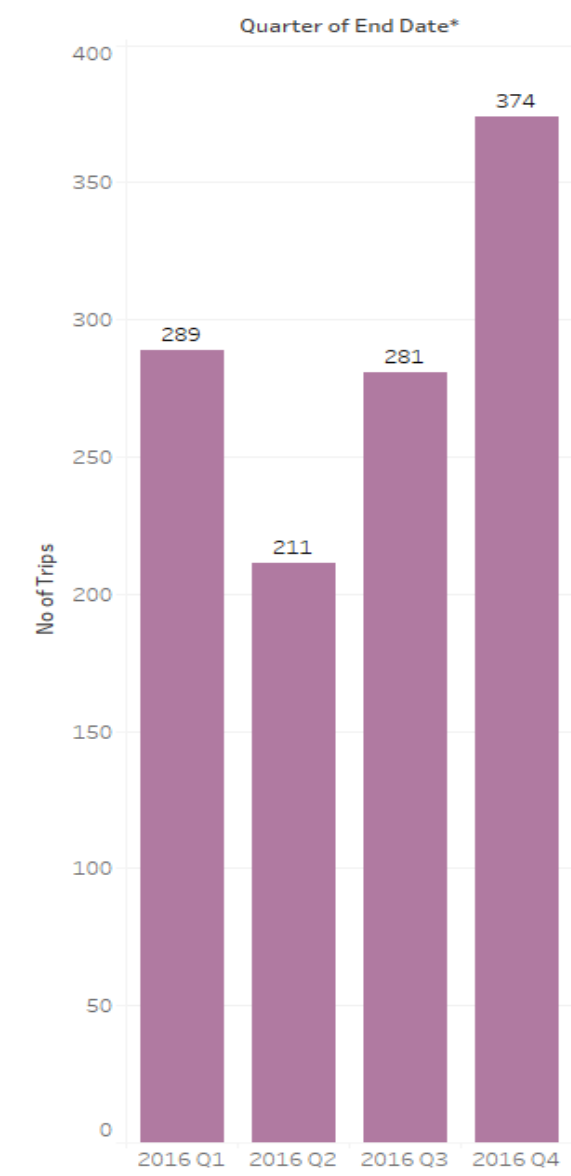
4.STORY

UBER TRIPS

In Q4 ,More Uber Trips have been

In December,More Trips have

Uber is busy from 3-7pm

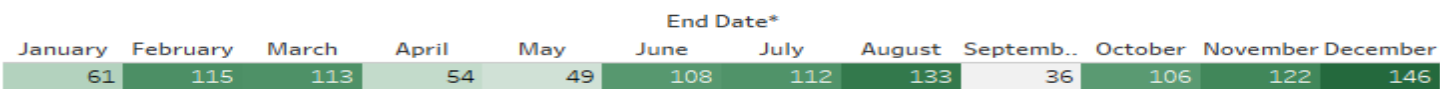


UBER TRIPS

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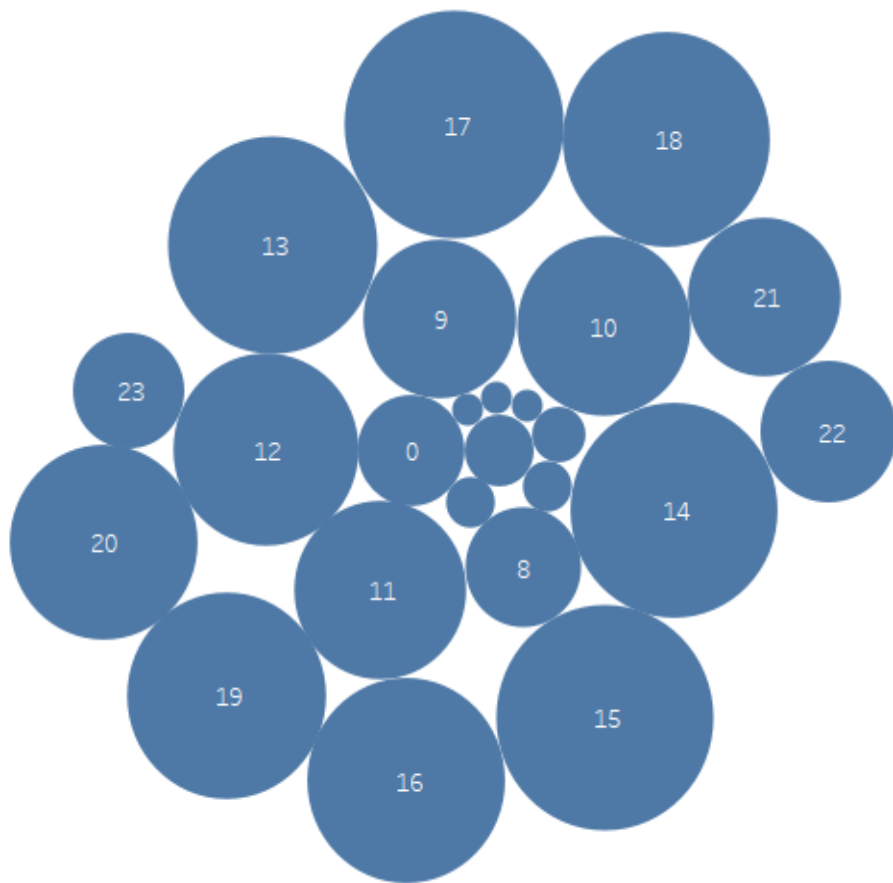


UBER TRIPS

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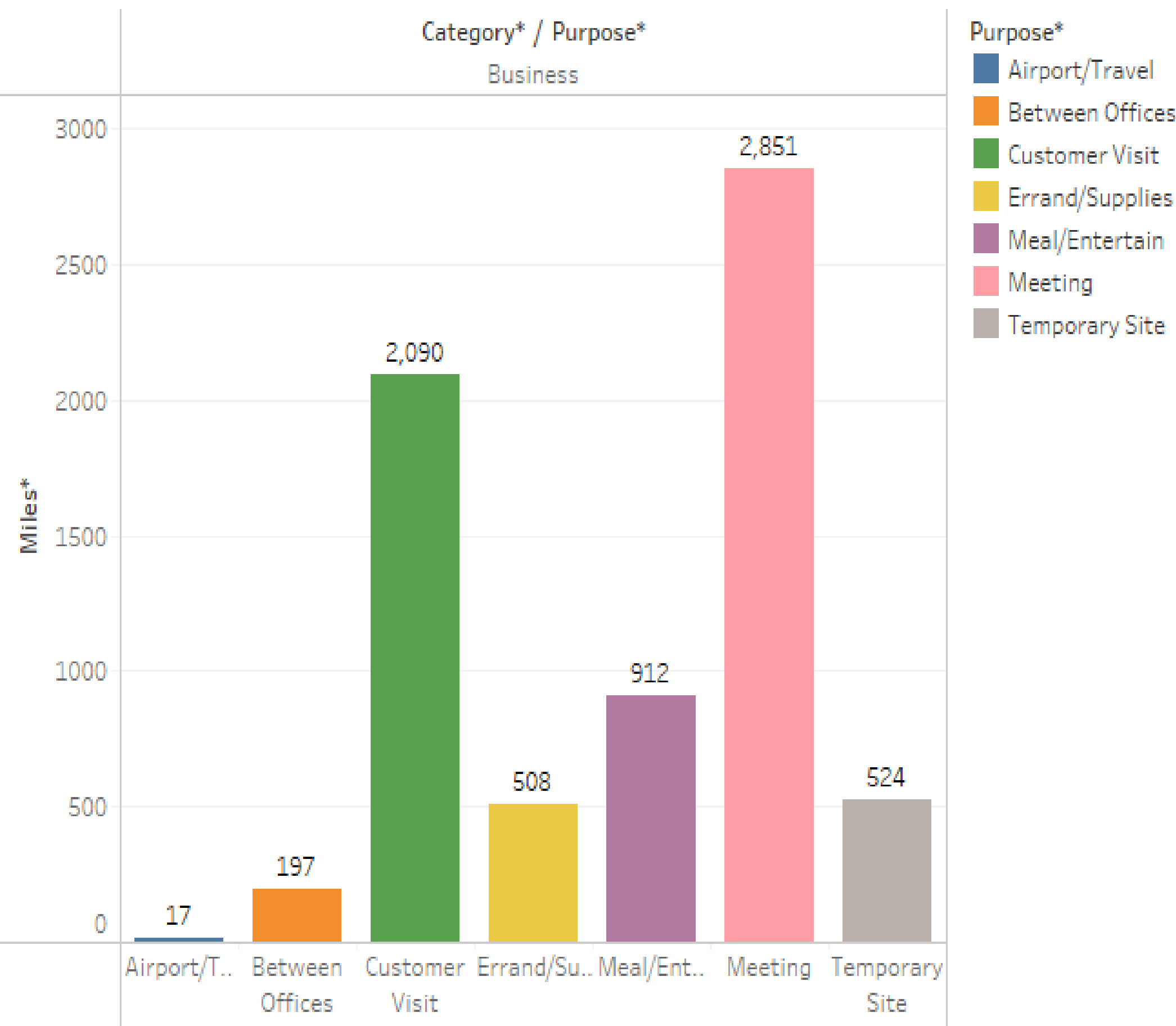
In December,More
Trips have

Uber is busy from
3-7pm



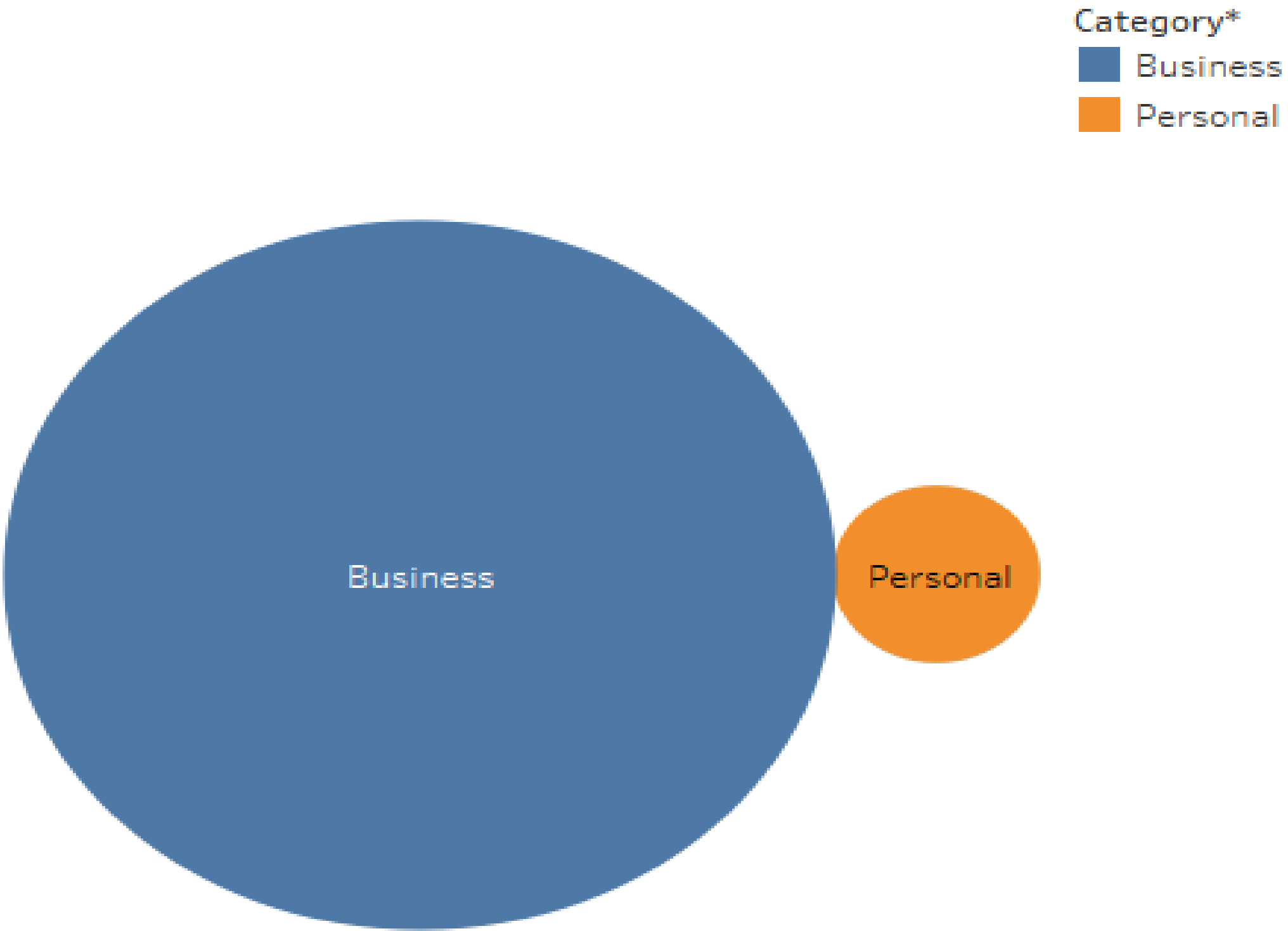
5.VISUALIZATIONS

1.Miles Covered Per Category and Purpose Analysis



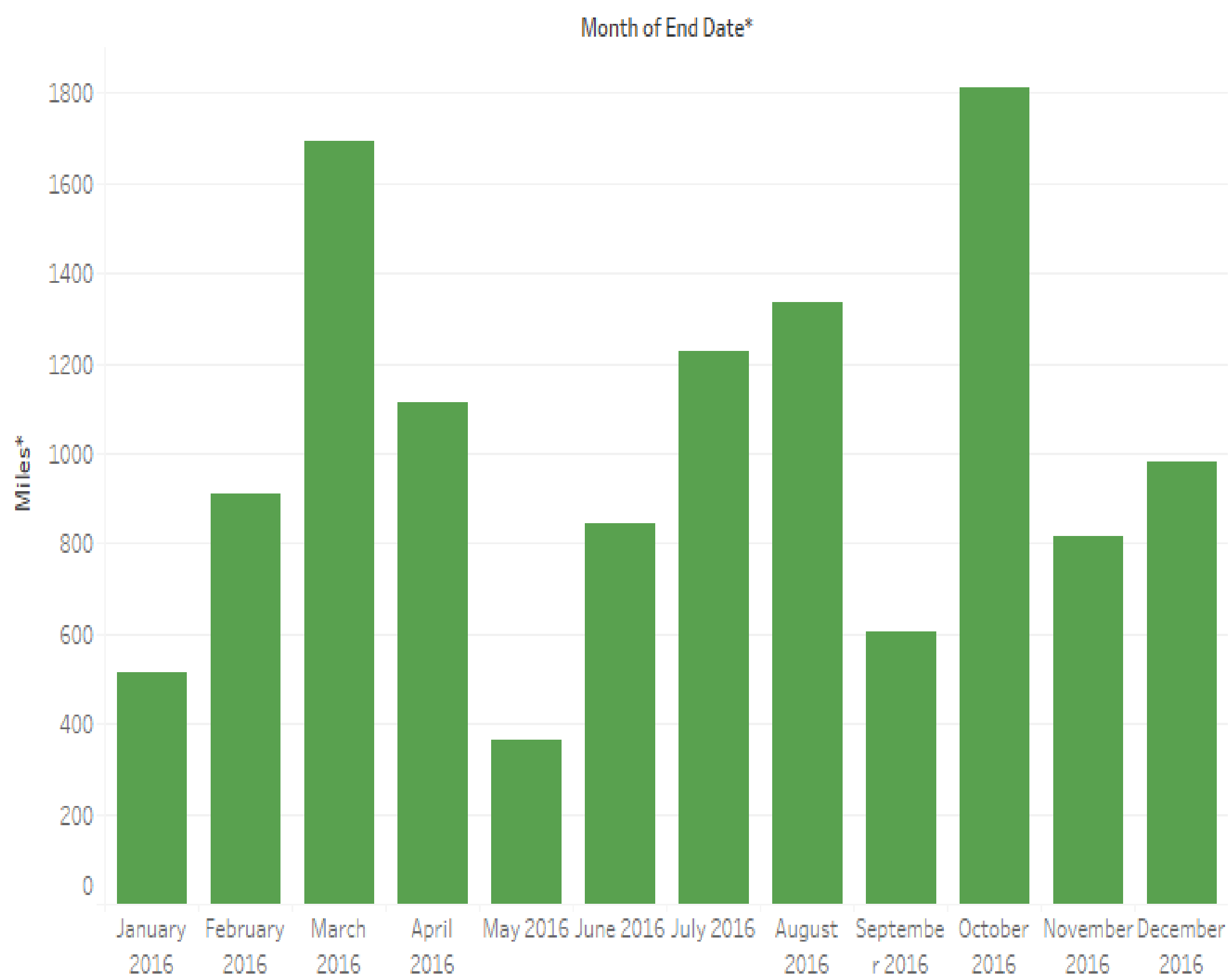
Sum of Miles* for each Purpose* broken down by Category*. Color shows details about Purpose*. The view is filtered on Category* and Purpose*. The Category* filter keeps Business. The Purpose* filter excludes Null.

2 Mles Covered in Category Analysis



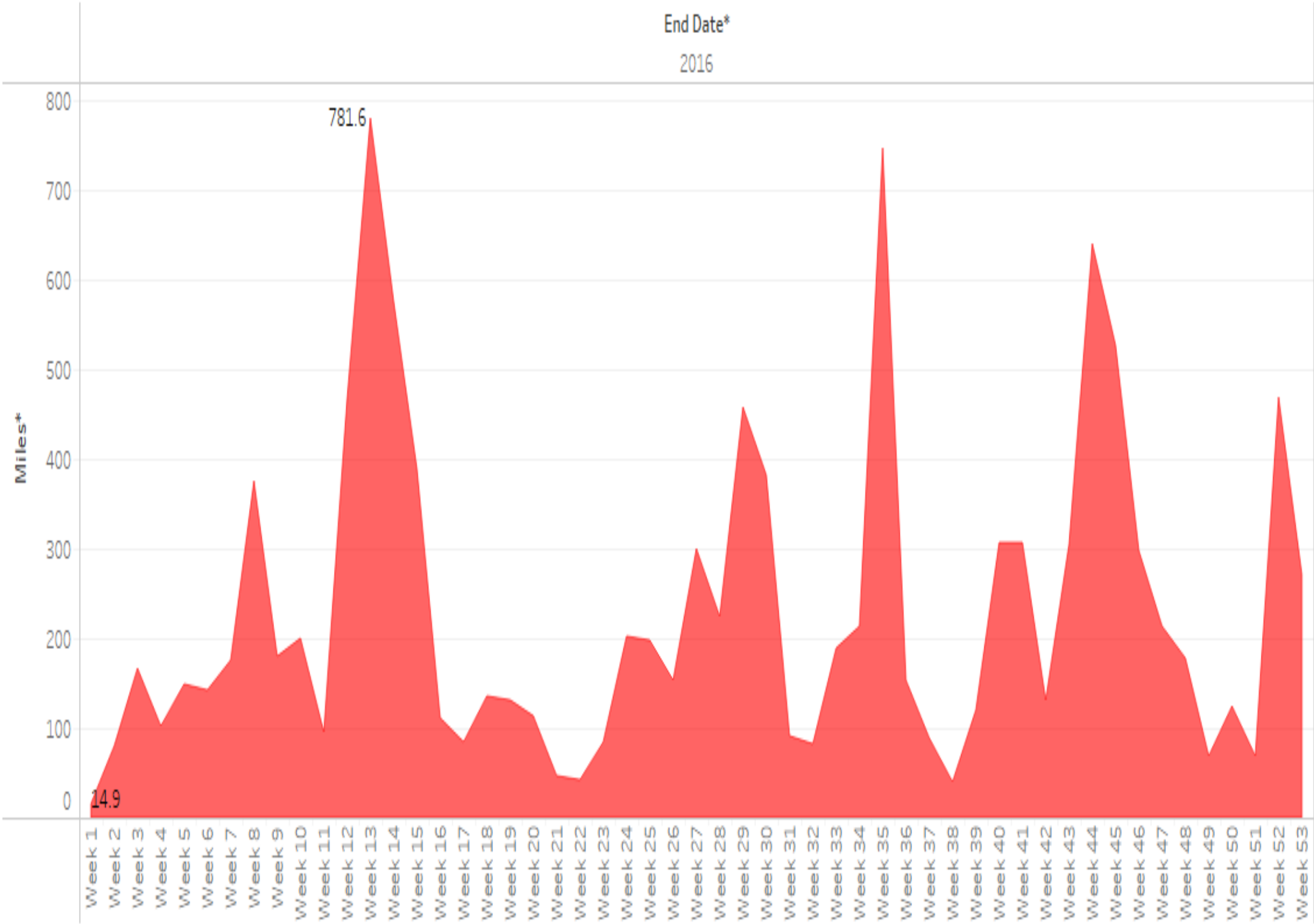
Category*. Color shows details about Category*. Size shows sum of Miles*. The marks are labeled by Category*. The view is filtered on Category*, which keeps Business and Personal.

3. Month Wise Uber Miles Analysis



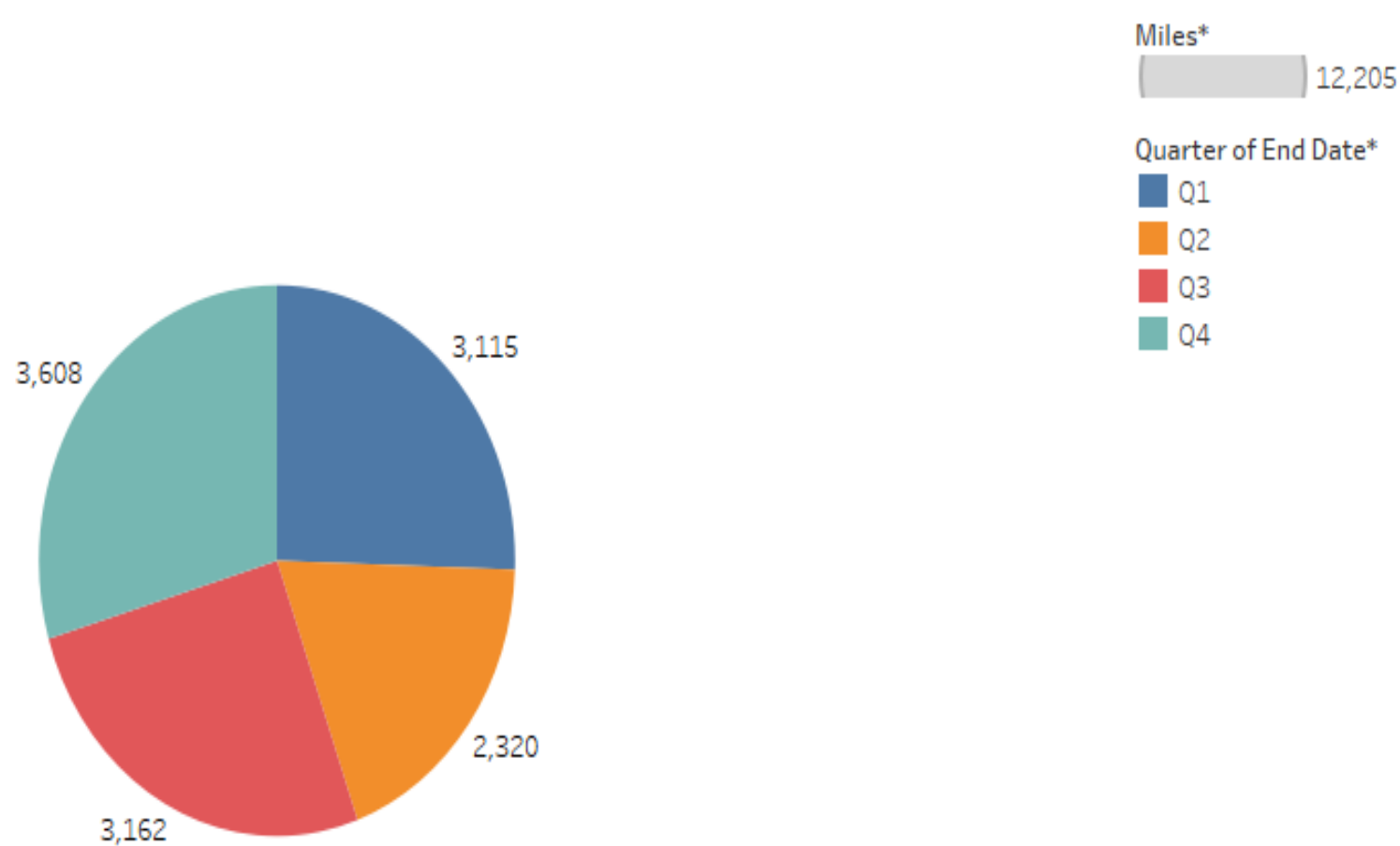
Sum of Miles* for each End Date* Month. The data is filtered on End Date* Year, which keeps 2016.

4. Week Wise Uber Miles Analysis



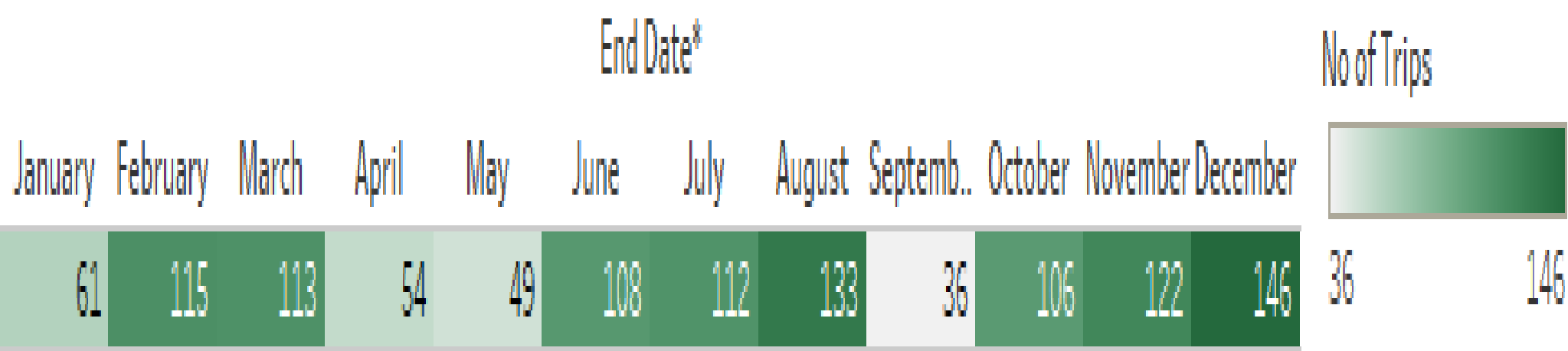
Sum of Miles* for each End Date* Week broken down by End Date* Year. The view is filtered on End Date* Year, which keeps 2016.

5. Quarter wise uber Miles Analysis



End Date* Quarter (color) and sum of Miles* (size). The data is filtered on End Date* Year, which keeps 2016.

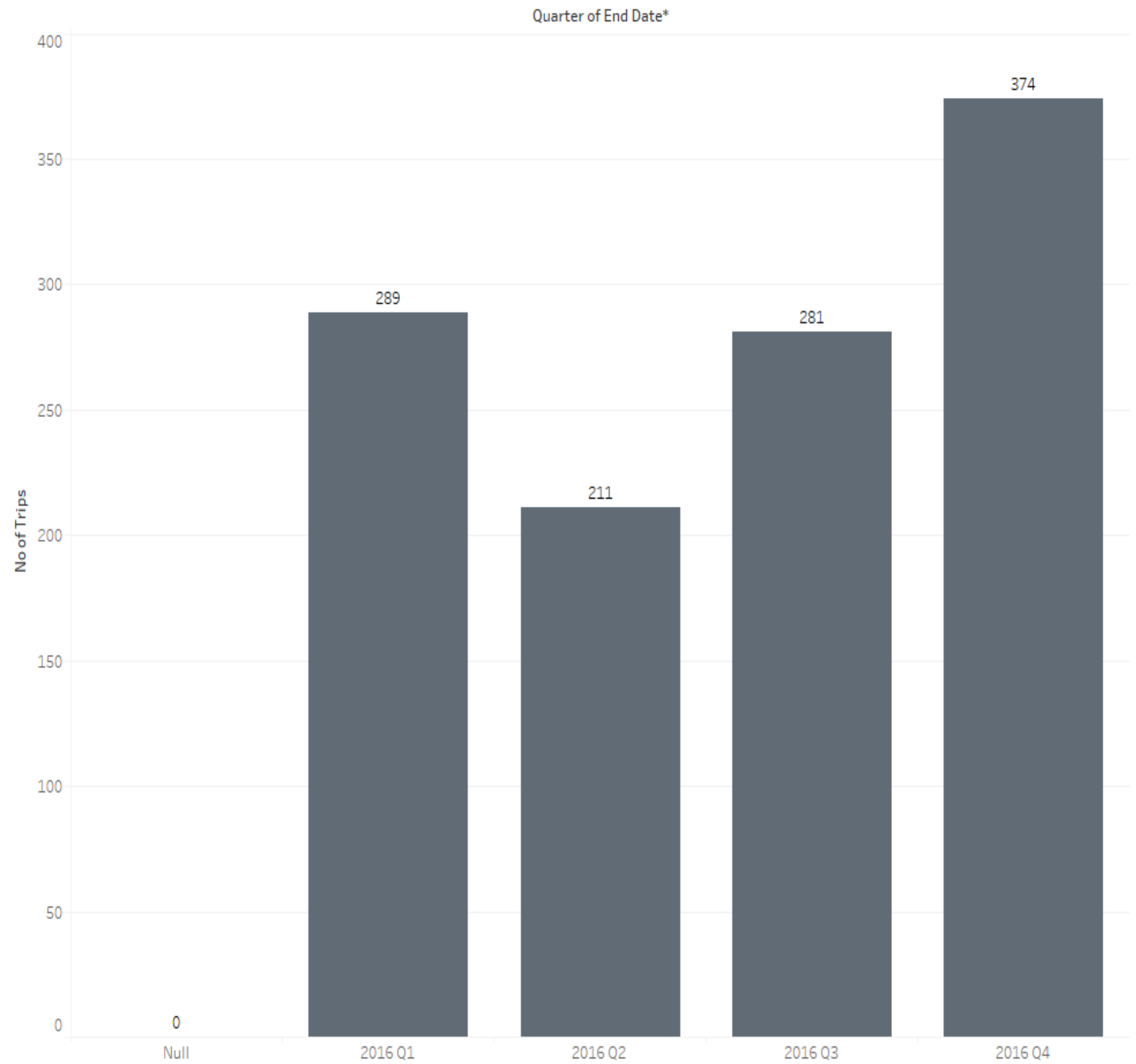
6.Month Wise Uber Trips Analysis



No of Trips broken down by End Date* Month. Color shows No of Trips. The marks are labeled by No of Trips. The data is filtered on End Date* Year, which keeps 2016.

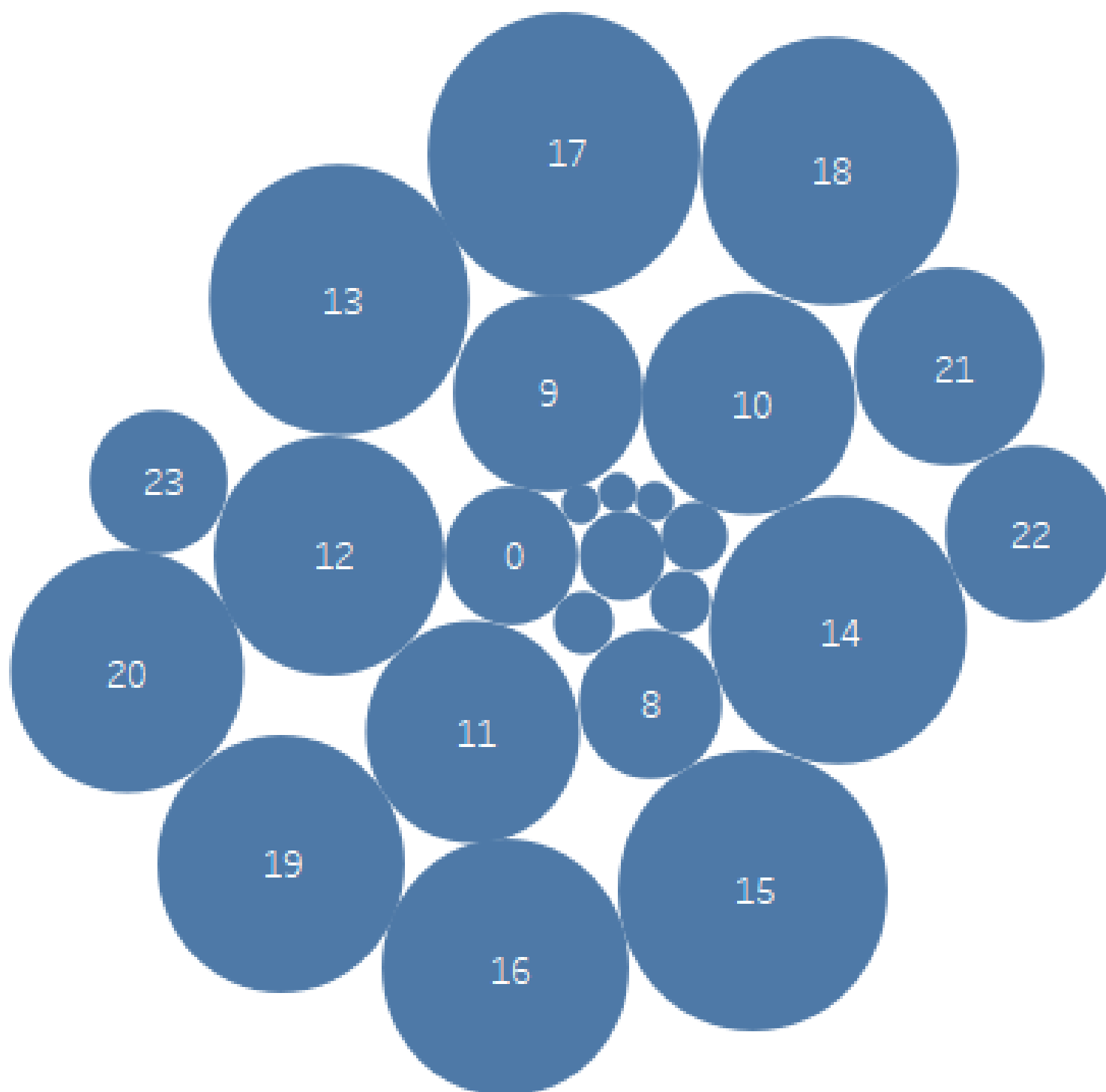
7.Quarter Wise Uber Trips Analysis

Sheet 1



No of Trips for each End Date* Quarter.

8.Hour Wise Uber Analysis



End Date* Hour. Size shows No of Trips. The marks are labeled by End Date* Hour. The data is filtered on End Date* Year, which keeps 2016.

6. ADVANTAGES AND DISADVANTAGES

6.1 ADVANTAGES

- ❖ Drivers help us to reach the place at that earliest so they earn money and so they earn money and lead a happy life.
- ❖ Uber operators without wasting time by changing drivers. So that accidents can be prevented.
- ❖ Uber through E-hail has hired drivers easily and fast. Proprietary software in the app locates drivers circling nearby cheapest carpooling luxury wheels. The price is fixed.
- ❖ At peak time, the price could be double or more. This means too costly during rush hour.
- ❖ Although this benefits uber by increasing the supply of drivers. Drivers can be motivated to earn at this time.

❖ This means how many taxis are available (supply) and how many customers want to ride(demand).



6.2.DISADVANTAGES

- ❖ If help the family the people in that family will find the comfort of the uber company and the family situation and will spread to all kinds of people and the popularity of the uber company will increase.
- ❖ Without it help by publishing the uber company's activities they will spread world wide and gain huge popularity among the people uber Vehicle should be in the districts of every state.
- ❖ Some Uber drivers say they Struggle to earn minimum wage, drivers have to pay the cost of fuel, maintenance, and repairs from their own pocket.

- ❖ In that, the income of uber company will Decrease it does not meet the immediate need Of the people due to not going to rural areas.



7.APPLICATIONS

Uber 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.

Request a ride from 600+airports and in 10,000+ cities around the world, the upper app is a great way to make your travel plans stress-free. Request a ride on demand or schedule on ahead of time.

Uber is a technology company whose mission is to reimagine the way world moves for the better.

Our technology helps us develop and maintain multisided platforms that match consumers looking for rides and independent providers of ride services, as well as with other forms of transportation, including public transit, bikes, and scooters.

8.conclusion

We explained the solution to the driver's pains, family situations and uber Company's problems and presented the ways make profit in the right way. Uber company profit. This activity will lead to benefit on a global scale by adopting the appropriate strategies to get and get good reception among the people.

If the strength of unity between uber company and drivers is high, not only the monthly income for the pain

Passengers but also if he finds out the situation of the family and understands the help they need and develops unity among them through the emotions of the employees, they will work wholeheartedly and increase the income for uber company.

9.FUTURE SCOPE

The on-demand industry is expected to grow with the four following prior Values, including speed, comfort, Perfection and quality in what they Deliver. As well as, the growth of the on-demand industry provides numerous benefits for startups.

The benefits of the on-demand Industry are highly efficient and also helps in scaling the business to greater heights. It has come up with many awesome features that will help you to

attain your on-demand goal and also provide you some unique experience that meets all your requirements.

Hence, many startups are interested in expanding their business using on-demand ideas, so we can expect a bright future for the On-demand industry.



10.APPENDIX

Dashboard 1

<https://public.tableau.com/app/profile/mahalakshmi.ganeshamoorthi/viz/UberdriverAnalysis/Dashboard1>

Dashboard

2:https://public.tableau.com/app/profile/mahalakshmi.ganeshamoorthi/viz/uberdrivesanalysis_16970025848460/Dashboard2

Story

1;https://public.tableau.com/app/profile/mahalakshmi.ganeshamoorthi/viz/book10_16970162929320/Story1

Visualisa-

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Visualisation

2;<https://public.tableau.com/app/profile/mahalakshmi.ganeshamoorthi/viz/Milescoveredpercategoryandpurposeanalysis/Sheet1>

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Visualisation

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Video demonstration

link;[https://drive.google.com/file/d/1-](https://drive.google.com/file/d/1-G_U2db3fGPWbret0TVb68AsrF7pUM1s/view?usp=drivesdk)

[G_U2db3fGPWbret0TVb68AsrF7pUM1s/view?usp=drivesdk](https://drive.google.com/file/d/1-G_U2db3fGPWbret0TVb68AsrF7pUM1s/view?usp=drivesdk)