

# ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS

## TEAM

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# INTRODUCTION

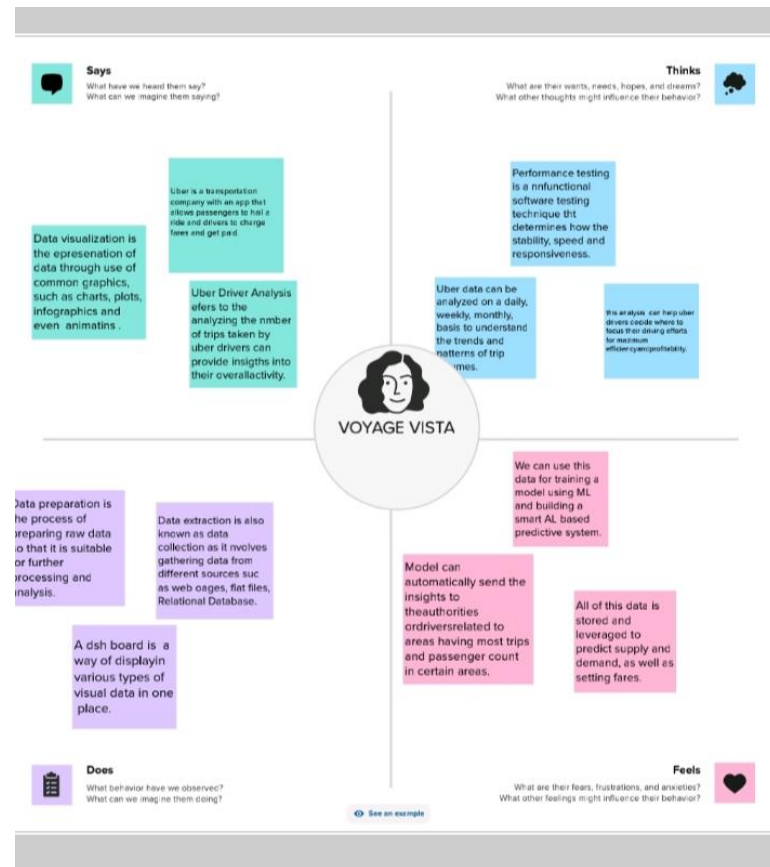
## OVERVIEW

- Uber's data can be analyzed on a daily, weekly, monthly basis to understand the trends and patterns of trip volumes. This analysis can help identify peak hours or days of high demand and optimize driver availability during those times.

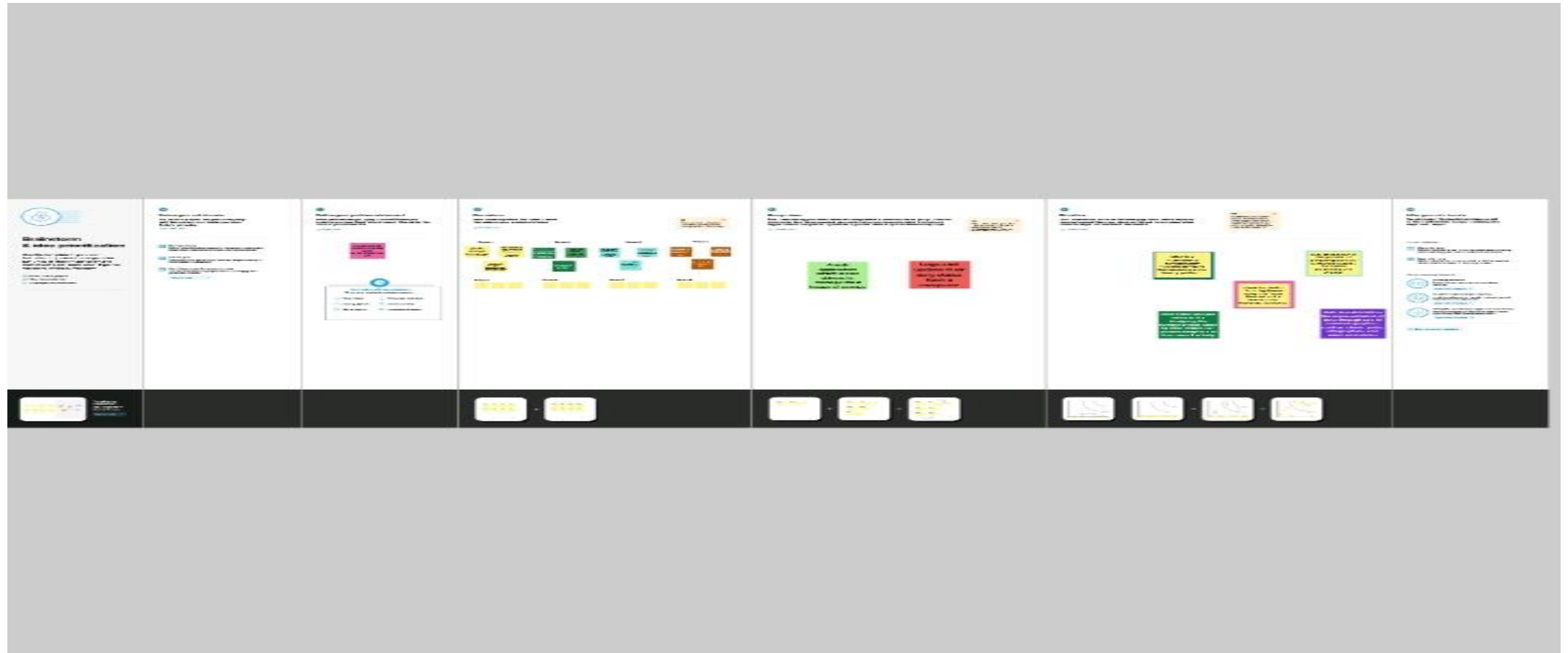
## PURPOSE

- Trips can be analyzed based on geographic region 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.

# EMPATHY MAP

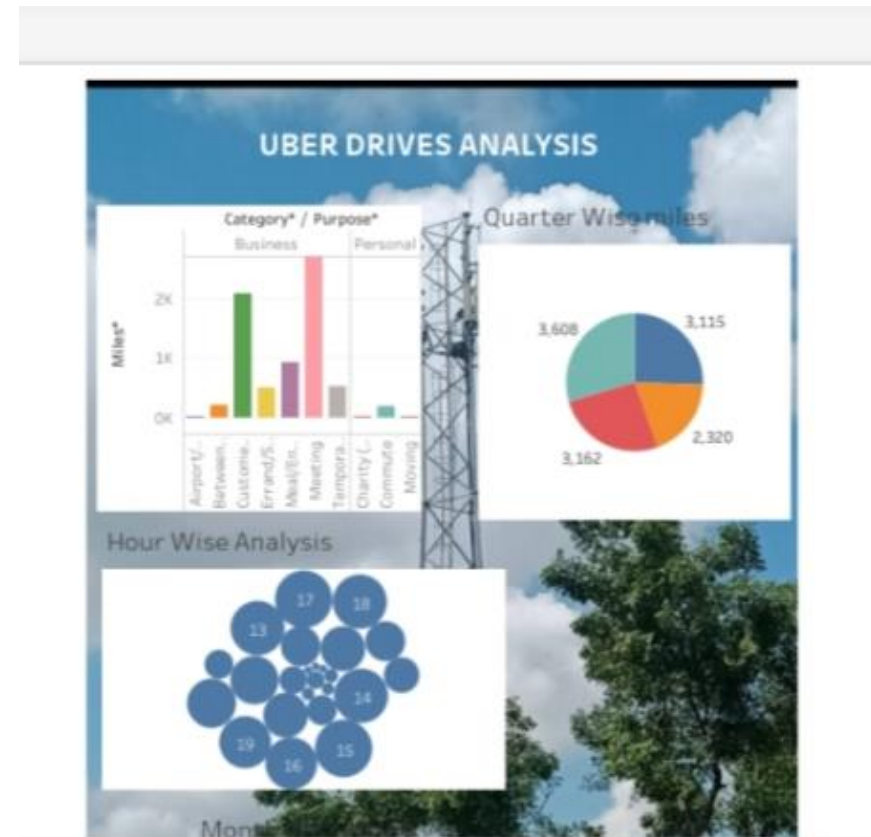


# IDEATION AND BRAINSTORMING MAP

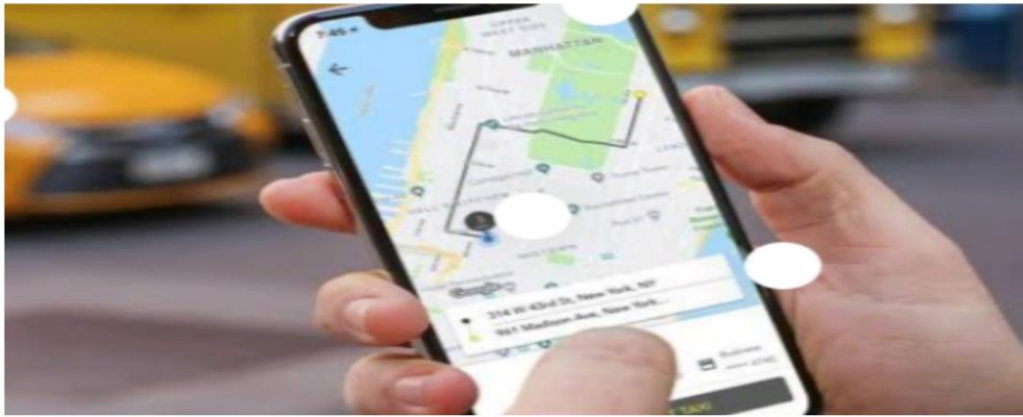


# RESULT

- Uber is ride-hailing company that relies heavily on data science and analysis to support its day-to-day operations and provide hassle-free rides and deliveries to customers.
- Safe driving, communication, time management, and customer service.
- The return On Assets of UBER(-1.10%) is worse than 78.95% of its industry peers.



# UBER DRIVES ANALYSIS



# ADVANTAGES AND DISADVANTAGES

- Door-to-door convenience, safety, and reliable quality.
- Drivers for Uber and its competitors use their own cars.
- The riders input their destinations into the app and the drivers use navigational software to get there.
- 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.

# CONCLUSION

Support data also helps us improve our operational processes, such as improving our knowledge base, managing workforce allocation, training the support staff, etc.