**Project Initialization and Planning Phase**

| Date | 15 December 2024 |
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| Team ID | 17 |
| Project Name | VoyageVista: Illuminating Insights from Uber Expeditionary Analytics Using Tableau |
| Maximum Marks | 3 Marks |

**Define Problem Statements (Customer Problem Statement Template):**

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| --- | --- | --- | --- | --- | --- |
| **Problem**  **Statement (PS)** | **I am**  **(Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A frequent ride-hailing user. | Book a ride quickly and conveniently during peak hours. | Rides are often unavailable, and wait times are too long. | The demand is high, and the system doesn't optimize availability well. | Frustrated and inconvenienced. |
| PS-2 | A cost-conscious passenger. | Plan affordable travel without worrying about surge pricing. | The fares suddenly spike due to high demand or unclear pricing mechanisms | I cannot predict or manage my expenses effectively | Annoyed and anxious about ride costs |
| PS-3 | A safety-conscious rider. | Feel secure and comfortable while using ride-hailing services. | Some drivers exhibit unprofessional behavior, or safety measures seem inadequate. | Safety is my top priority, and inconsistent standards compromise trust | Unsafe and hesitant to use the service again |
| PS-4 | A regional user | Access reliable rides in my area, even during off-peak hours. | Ride availability and driver allocation are inconsistent in less populated areas. | The service feels unreliable outside main city hubs. | Disappointed and inconvenienced. |