PROJECT REPORT

VOYAGE VISTS ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS

NM ID: NM2023TMID37113

1. INTRODUCTION

1.1 Overview

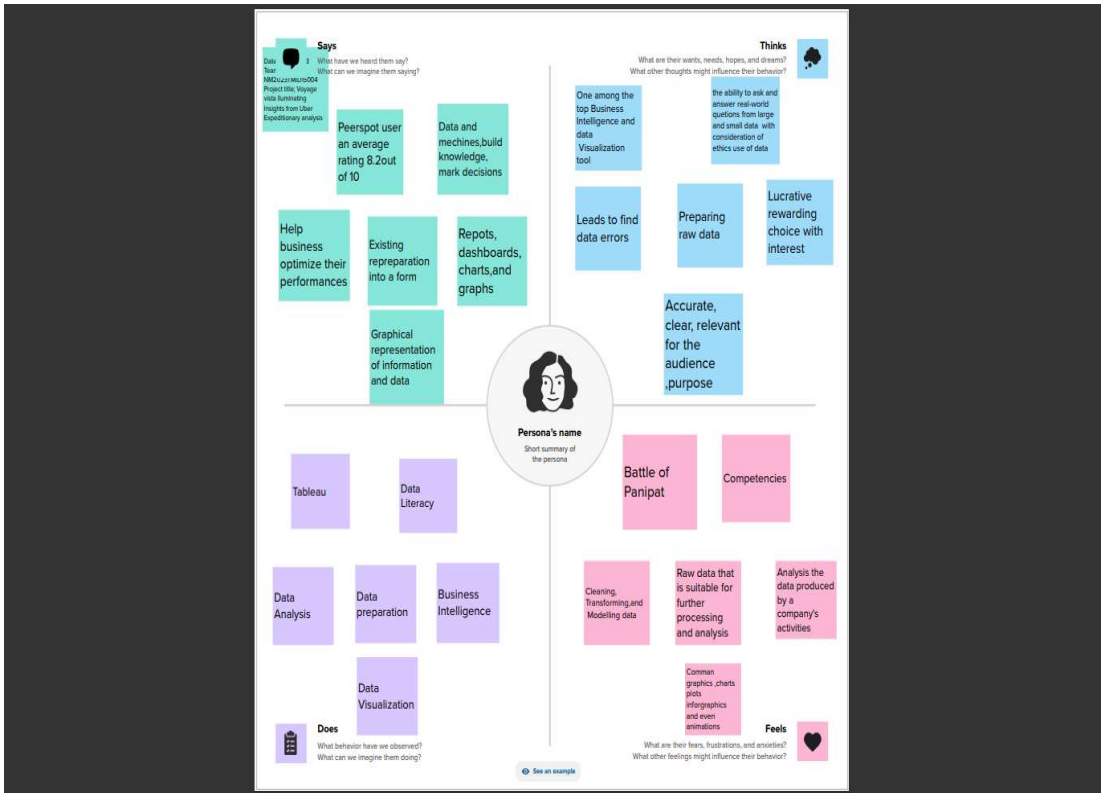
This analysis can be help identify peak hours or days of high demand and optimize driver availability during those times. Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand.

1.2 Purpose

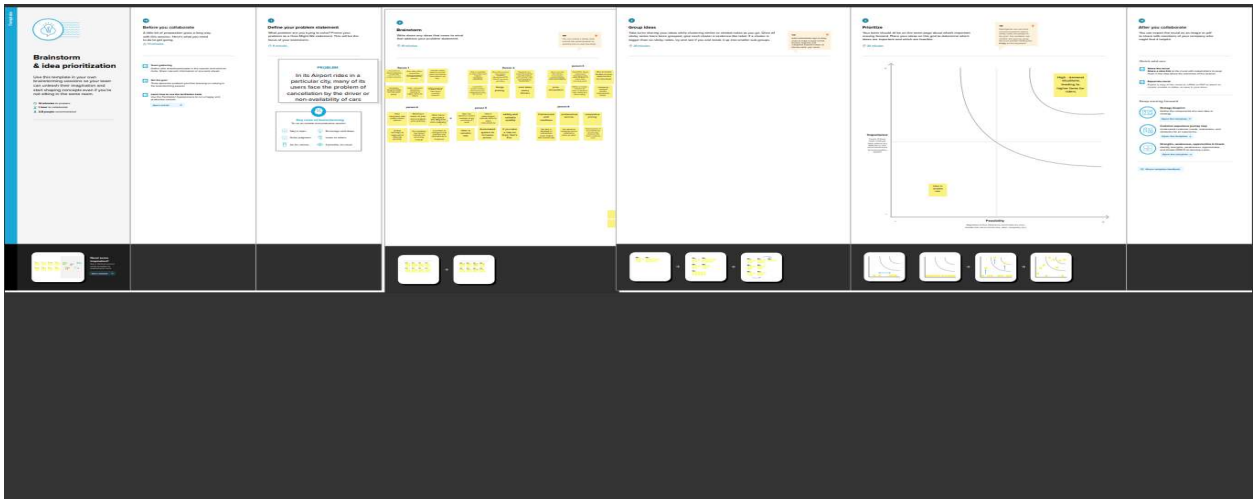
The purpose of dynamic, pricing, driver assignment, safety, fraud, customer experience etc .In this article, we will extensively explore a dataset of Uber rides

2. Problem Definition & Design Thinking

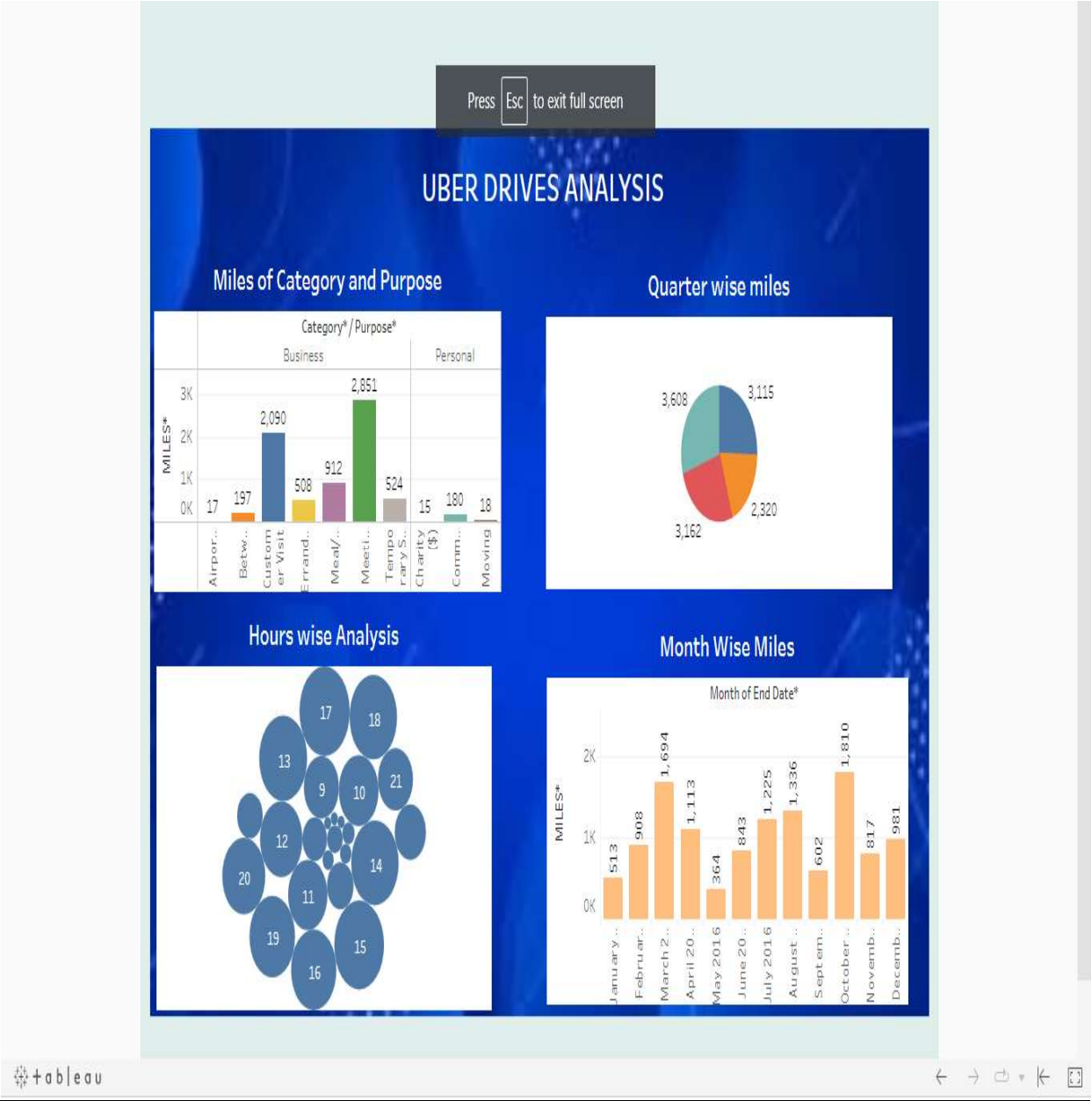
2.1 Empathy map

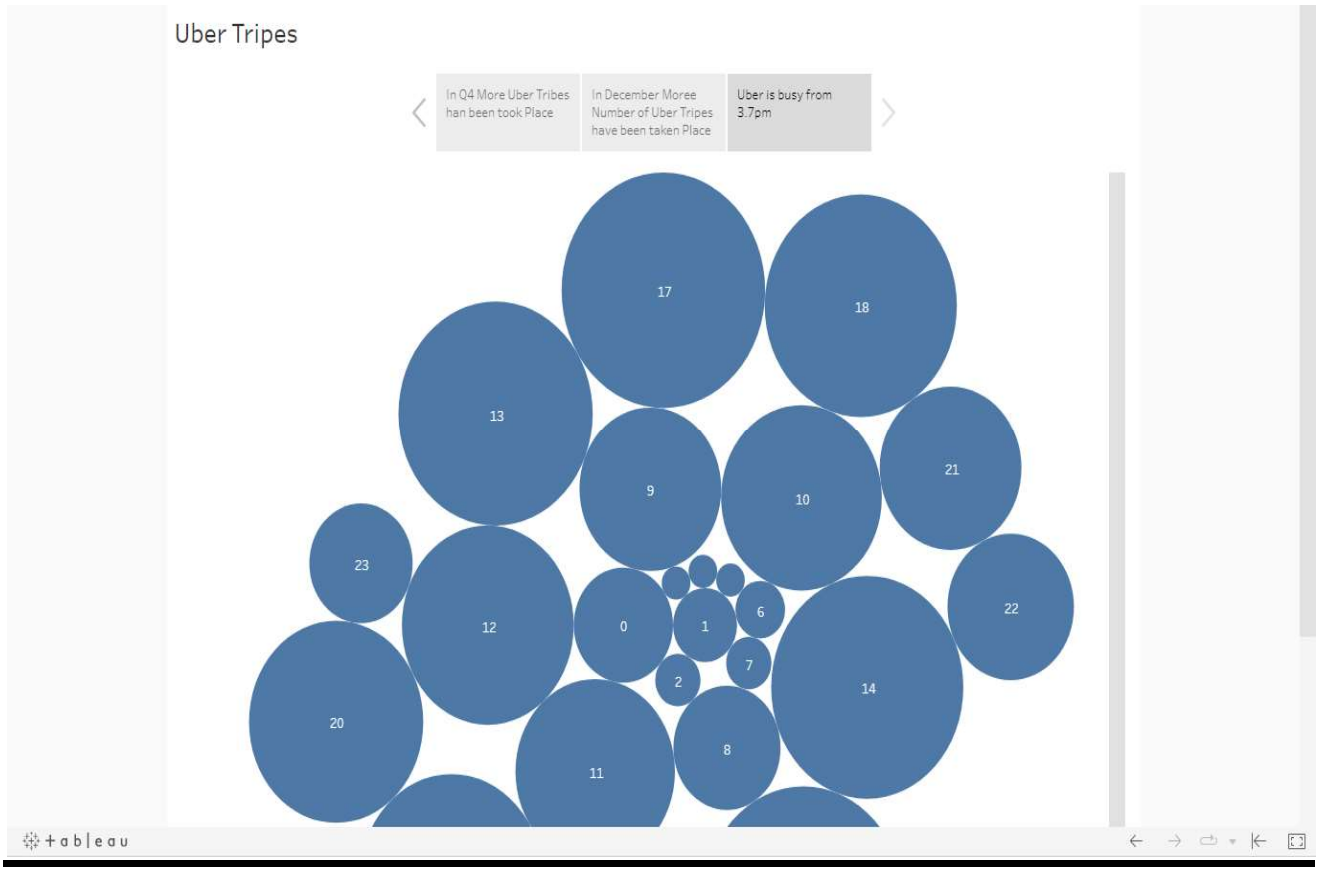


2.2 Ideation &Brainstorming map



3. RESULT


Press Esc to exit full screen
UBER DRIVES ANALYSIS
Miles of Category and Purpose
Category* / Purpose*
Business
Personal
MILES*
3K
2K
1K
0K
17
197
2,090
508
912
2,851
524
15
180
18
Airpor..
Betw...
Custom er Visit
Errand..
Meal/..
Meeti...
Tempo rary S..
Charity ($)
Comm..
Moving
Quarter wise miles
3,608
3,115
2,320
3,162
Hours wise Analysis
17
18
13
9
10
21
12
20
14
11
19
15
16
Month Wise Miles
Month of End Date*
MILES*
2K
1K
0K
513
908
1,694
1,113
364
843
1,225
1,336
602
1,810
817
981
January ..
Februar..
March 2..
April 20..
May 2016
June 20..
July 2016
August ..
Septem..
October ..
Novemb..
Decemb..
tableau



4. ADVANTAGES & DISADVANTAGES

Advantages

- Door-to-door convenience, safety, and reliable quality.
- The customers use as their payment method on the uber platform
- Uber might charge to upfront price of a trip before a trip is completed
- Allowing the company to attract investors as well as low-interest loans.

Disadvantages

- Surge pricing and the negative effects of replacing steady jobs with gig work.
- Safety is a major concern for Uber both in terms of rider safety and driver safety
- The company has faced criticism for not doing enough to protect riders and drivers, and has made a number of changes to its policies and procedures in response to these concerns.
- Mistakenly charged drivers commissions based on pretax earnings as opposed to after tax earnings.

5. APPLICATION

1. Define target markets for your Uber app alternative.
2. Research and pick your ride-sharing app business model.
3. Ride-sharing app MVP development.
4. Marketing and user acquisition.
5. Further development and growth.
6. Fraud prevention.

6. CONCLUSION

Overall, the cancellation rate was 17.9% (given the cancellation of RIDERS and DRIVERS). Covid affected

all kinds of services as discussed above Uber made changes in their services. High prices also, affect the cancellation of service so, they should lower their services, so they should lower their prices in such conditions.

7. FUTURE SCOPE

Scopes grant permission to various API endpoints for your app. When requesting an access token to use on behalf of a user, your application will specify which scopes it needs and these will be shown to the user during the OAuth flow. It’s best to limit the scopes you need to the bare minimum so that users can feel confident with your app and the amount of data it can access.