

# Uber expeditionary Analysis

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The background of the slide is a photograph of a modern glass skyscraper. The Uber logo, in its characteristic white 3D font, is mounted on one of the glass panels. The sky is visible through the glass, and the building's structure is reflected on the surrounding panes.

Uber

# OVERVIEW

- Expanding transportation options
- Improving mobility
- Growing the company
- Safety measure
- Joyful journey
- Online booking

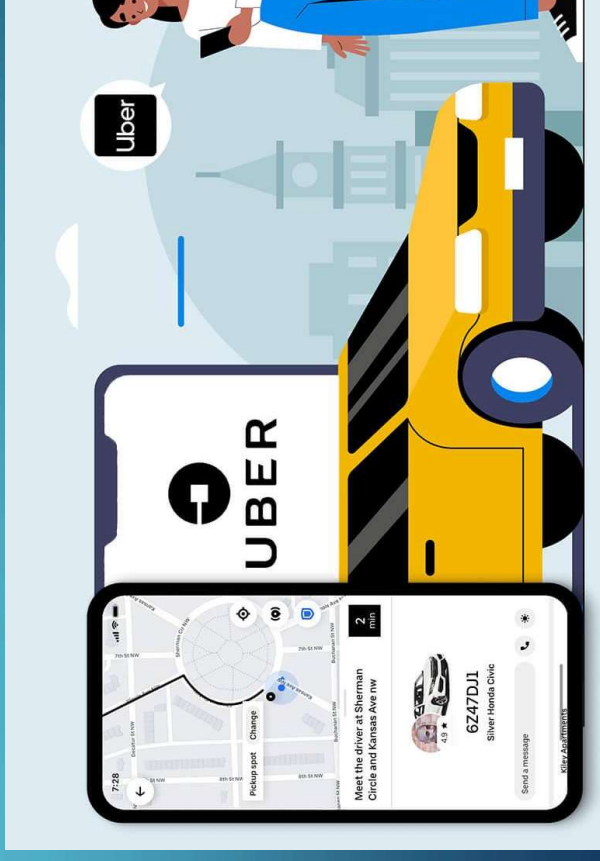


# MAIN OBJECTIVE OF UBER

- Uber aims to make transportation more accessible and convenient for people the world by providing a range of services, such as ride-hailing, bike, and scooter rental, and public transportation integration.
- Uber works to improve mobility in cities by reducing traffic congestion, increasing access to transportation for underserved communities, and promoting sustainable transportation options.
- Uber's ultimately goals to grow its business and become a profitable company includes expanding into new markets, and increasing market share in existing markets.

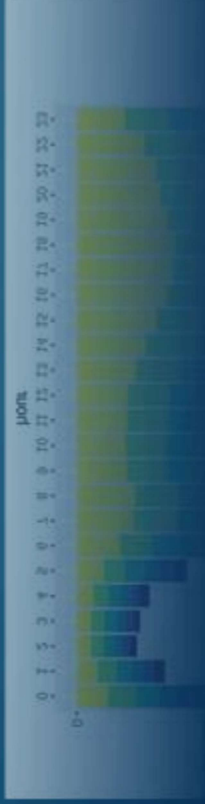
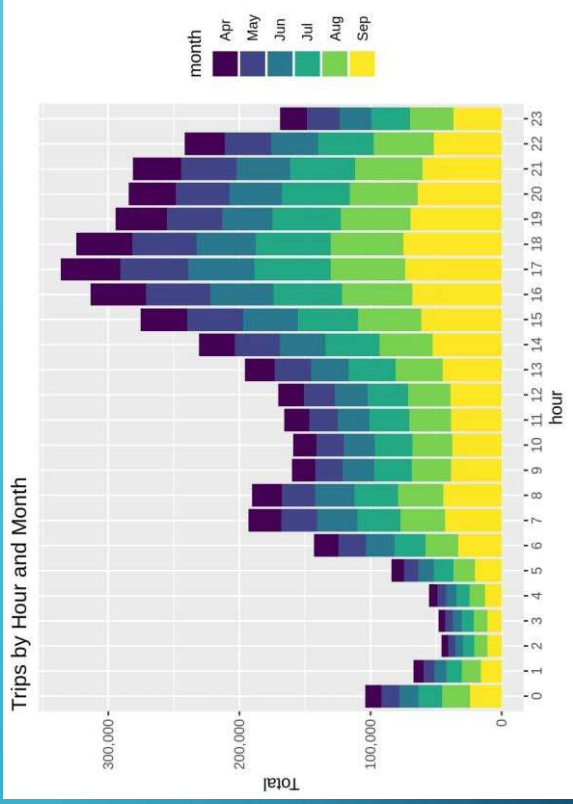
# WHAT DOES THE UBER DO?

- Uber is transportation company with an app that allows passengers to book a ride and drivers to charge fares and get paid.
- More specifically, Uber is a ride sharing company that hires independent contractors as drivers.

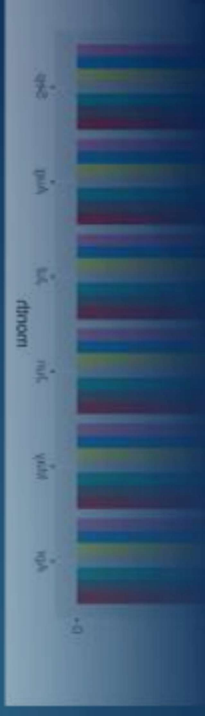
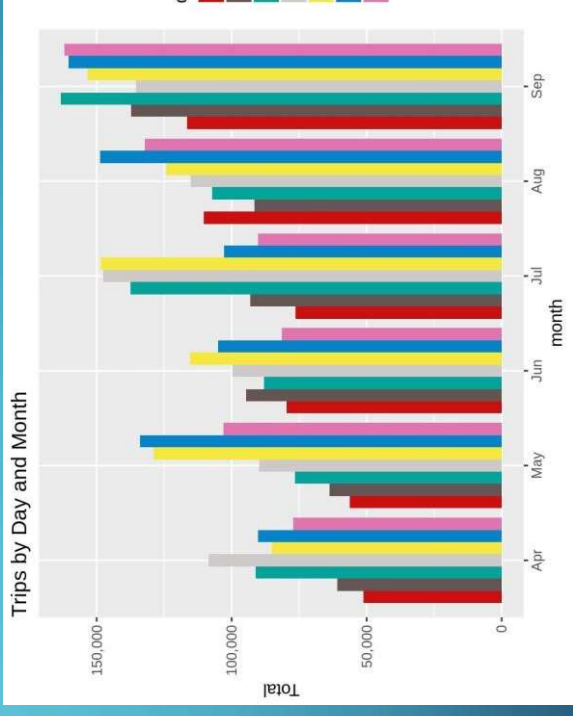


# UBER DRIVES ANALYSIS IN GRAPH

## TRIPS BY HOUR AND MONTH

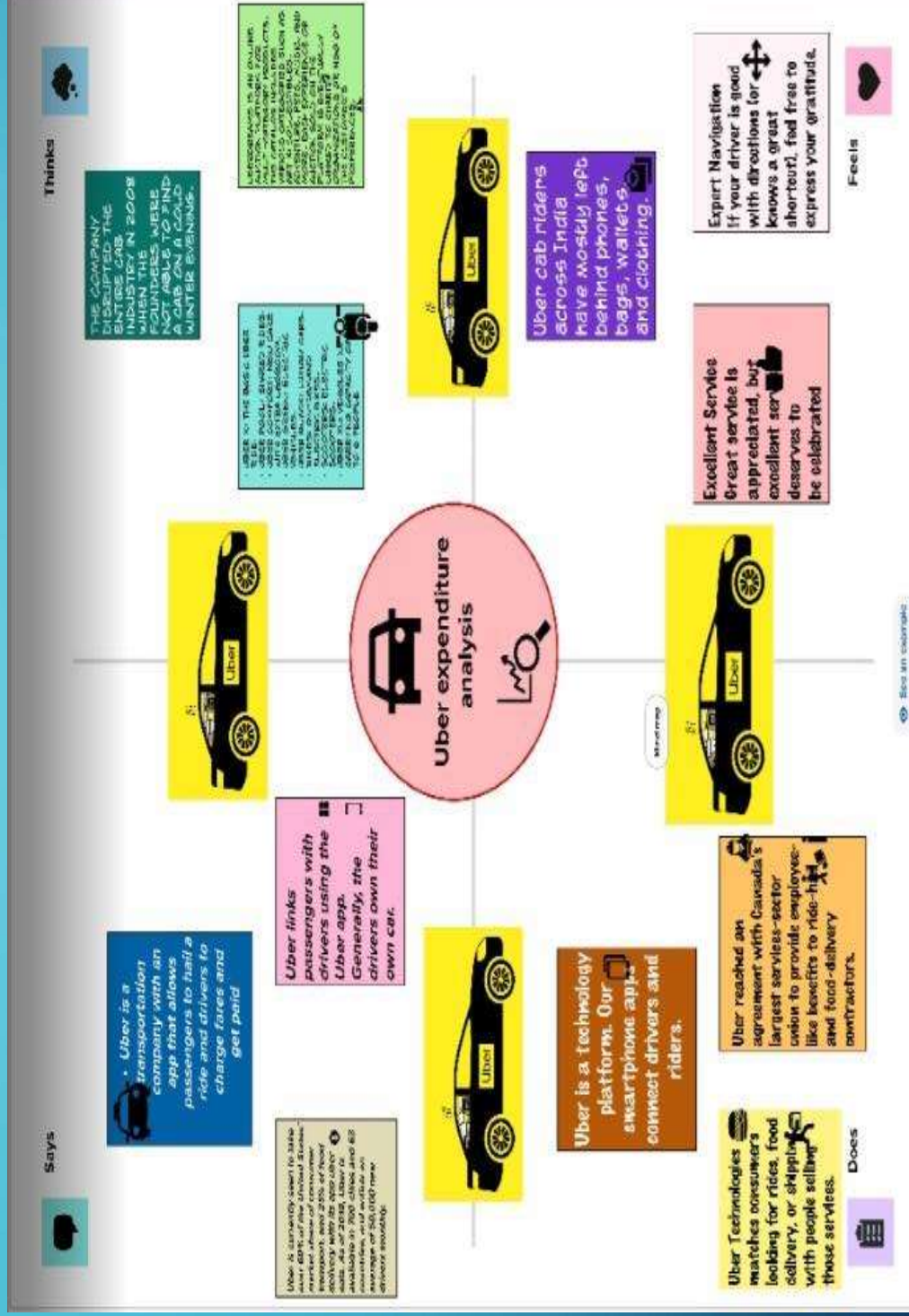


## TRIPS BY DAY AND MONTH





# EMPATHY MAP



# BRAINSTORM PRIORITIZATION IDEA

**Define your problem statement**

What problem are you trying to solve? Frame your problem as a clear, specific statement. This is for the benefit of your stakeholders.

**Brainstorm**

Write down any ideas that come to mind. Don't edit your problem statement.

**Person 1**

- The demand side of this activity involves riders who want to book a cab home after their flight.
- Users looking for rides for getting home a high number of times at the end of the day and on a regular basis.
- Address a need of users who are looking for a cab home after their flight.

**Person 2**

- To avoid delays, users want to book a cab home after their flight.
- For GPS tracking, users want to see the location of the cab home after their flight.
- New features like a cab home button in the app.

**Person 3**

- Users can get a cab home after their flight.
- Users can get a cab home after their flight.
- Users can get a cab home after their flight.

**Person 4**

- Users can get a cab home after their flight.
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**Feasibility**

Research on the feasibility of the idea. This is for the benefit of your stakeholders.

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# PROBLEM DEFINITION AND DESIGN THINKING

## EMPATHY MAP

- An empathy map is a tool used in design thinking to build an emotional representation of a user or the customer
- It's versatility activity that may be used to generate new product ideas as well as better understand exciting Ones.

## BRAINSTORM

- Brainstorming is a way of generating and organizing your thinking
- It can take shape as a simple outline or a mind map
- One's you have generator sort can evaluate and organize the narrow down your focus.



# RESULTS

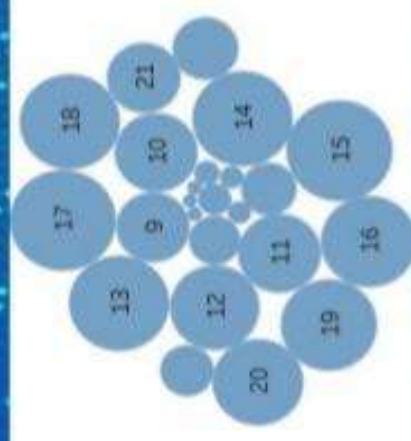
With the help of  
tableau can easily take  
over all the output

Many work can be  
done by tableau app  
such as dashboard,  
story and visualization

## UBER DRIVES ANALYSIS



### Hour wise Analysis



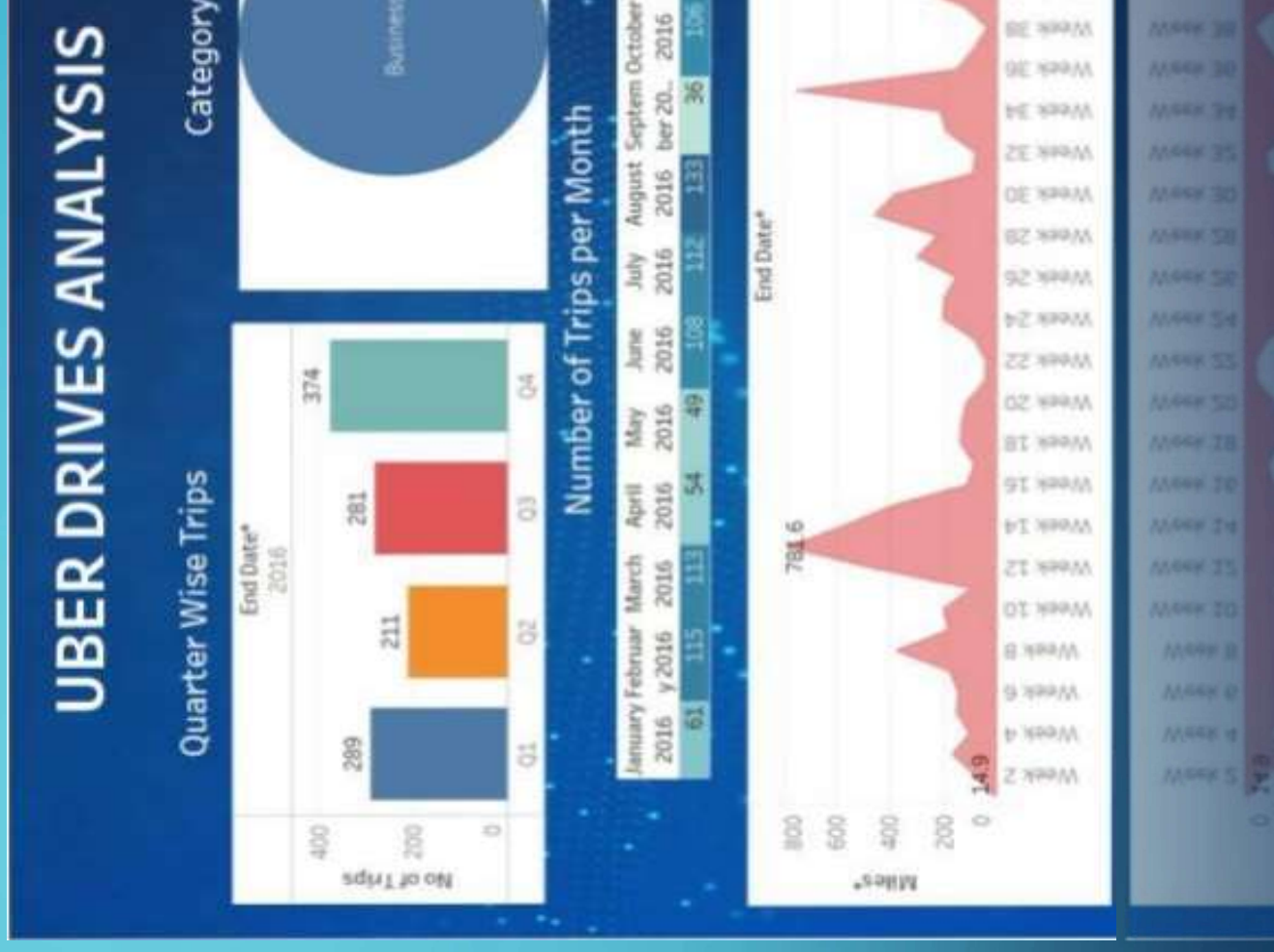
### Month W



# DASHBOARD PRESENTATION

In tableau app can get all facilities to give the user and easily find all the data

In this image shown the topics of quarter wise trips, number of trips per month



# ADVANTAGES:

- Uber offers flexibility to customers simply needed to turn the application any time whenever they want the service and book the
- With the introduction of personal transportation services like Uber can easily book a taxi via your smartphone from any areas
- The best part of choosing passengers service focus on making travelling comfortable and safe for it's passengers.
- Uber has support customer for safety measures and good facilities their customers

# DISADVANTAGES:

- One of the disadvantages of Uber is its variable rate
- Uber increases price in different
- Uber use automatically system to increase prices based on supply and demand
- For instance, if you take a ride on new year eve, or any other occasion doubled or sometimes even normal rate

# APPLICATIONS:

**Book a ride for now or later**

**Real-time tracking of drivers**

**Real-time ride tracking sharing**

**Split the fare**

**Multiple payment options**

**Uber eats also started this company**





# CONCLUSION

Uber can be used by many developing companies. It is always challenging to gain a good reputation, prove the quality of the service and the create, appropriate working conditions

Uber is the company with a complicated history. Still, it is four has made something that was impossibly they survived sabot strikes and discontents of the government of different country around the whole world.

# FUTURE SCOPE

- However, as of 2021, Uber has been expanding its service to include electric bike and scooters, as well as autonomous vehicles
- They have also been investing in other transportation options such as public transit and air transportation
- Additionally, they have been expanding their food delivery service, Uber eats.

# Thank you

