Uber expeditionary Analysis

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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 sc rental, and public transportation integration.

- Uber works to improve mobility in cities by reducing traffic congestion, increas access to transportation for underserved communities, and promoting sustaina transportation options.

- Uber's ultimately goals to grow its business and become a profitable compan includes expanding into new markets, and increasing market share in existing markets.
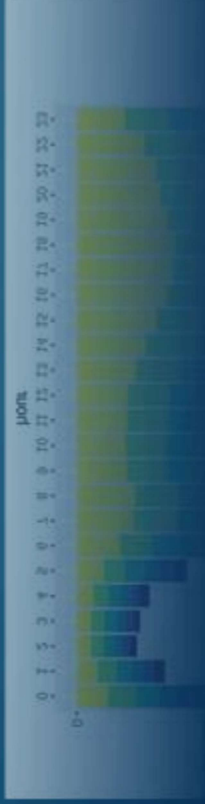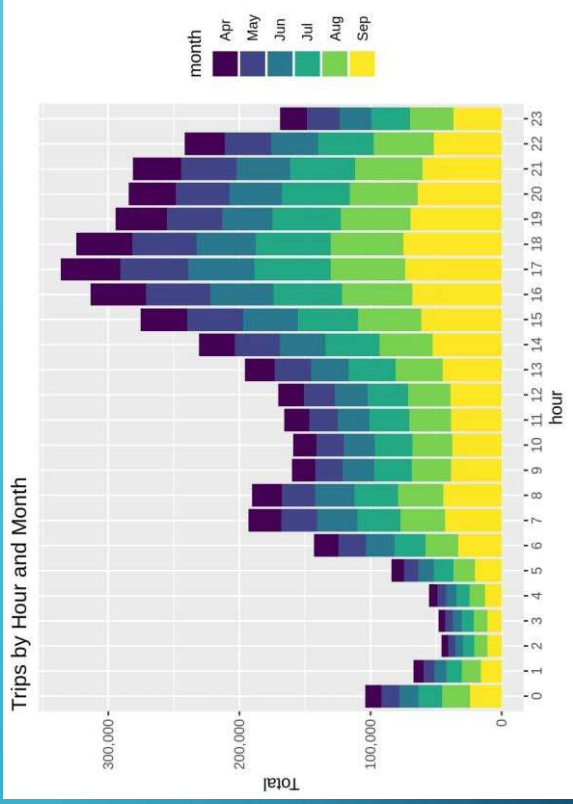
WHAT DOES THE UBER DO?

- Uber is transportation company with an app that allows passengers to book a ride and drivers to charge fares and get paid.

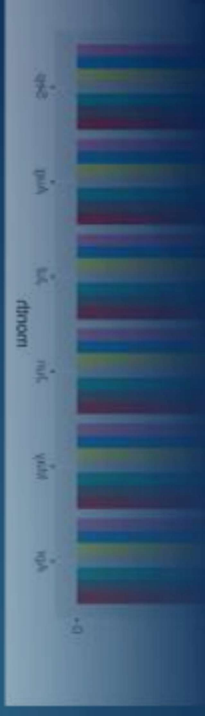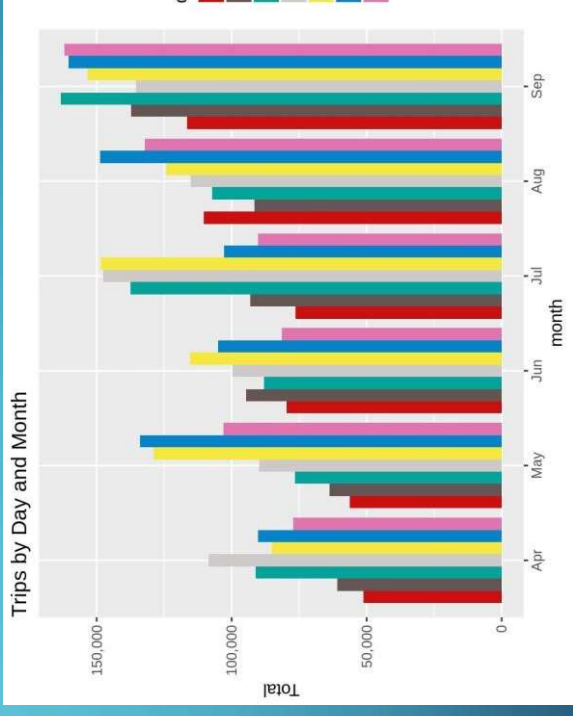- More specifically, Uber is a ride sharing company that hires independent contractors as drivers.
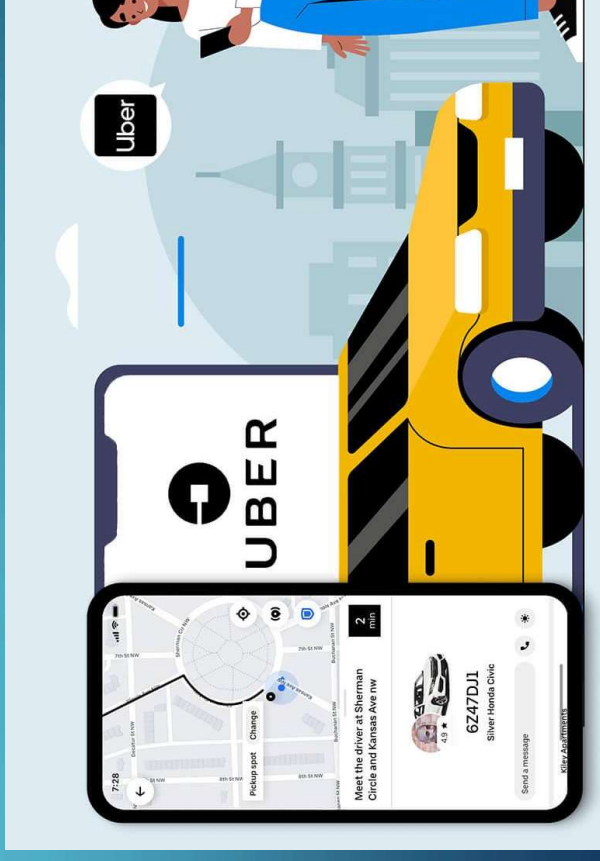
UBER DRIVES ANALYSIS IN GRAPH
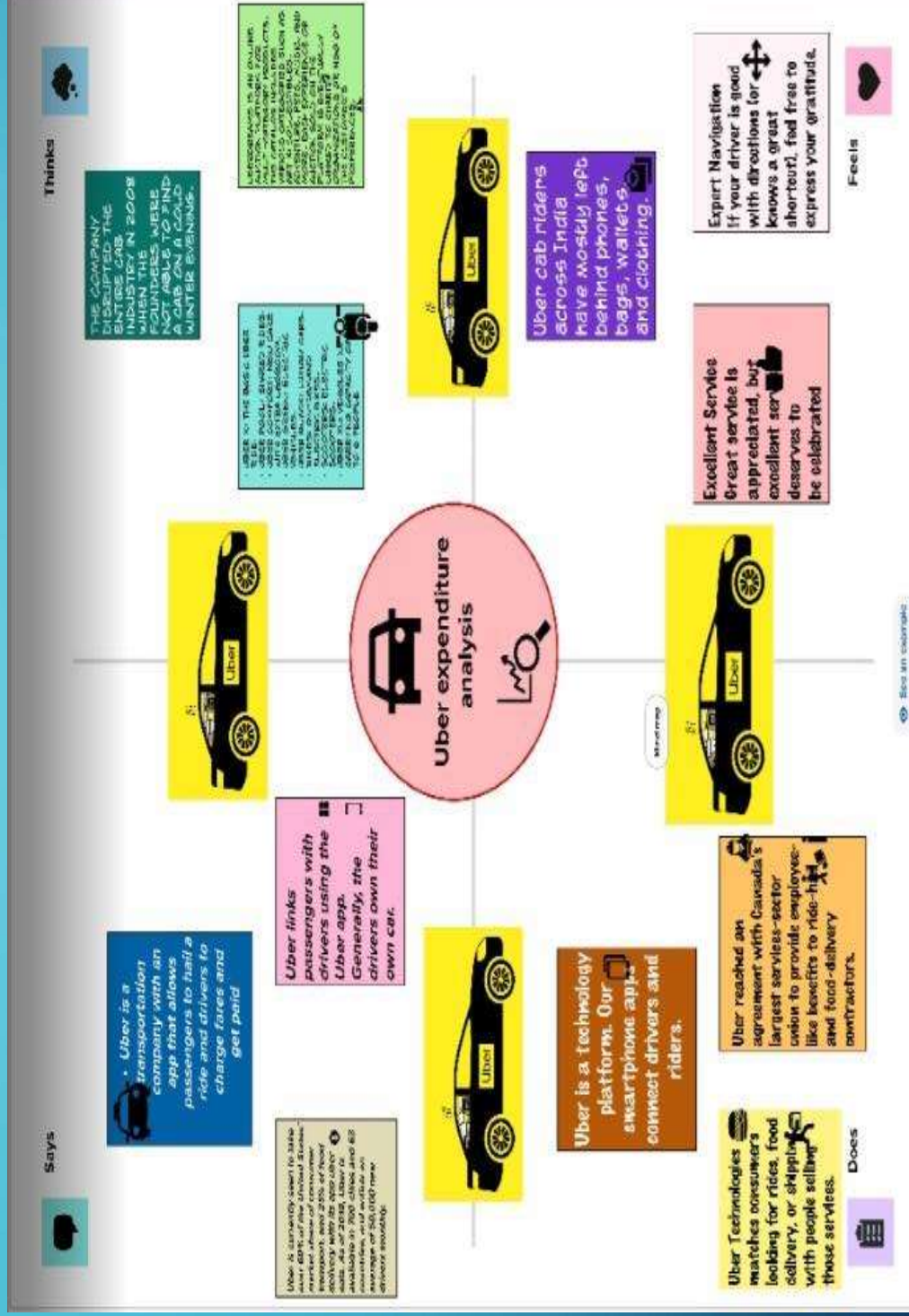
TRIPS BY HOUR AND MONTH

Trips by Hour and Month

TRIPS BY DAY AND MONTH

Trips by Day and Month

EMPATHY MAP

BRAINSTORM PRIORITIZATION IDEA

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 are a mind map

- One's you have generator some can evaluate and organize the narrow dim your focus.

UBER DRIVES ANALYSIS

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
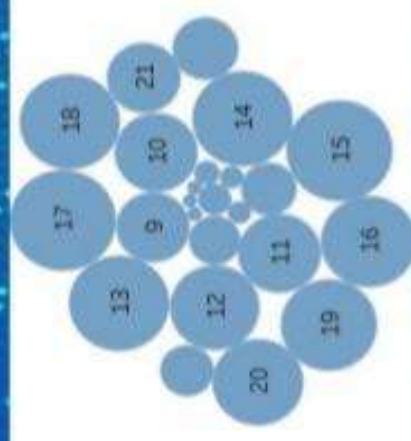
DASHBOARD PRESENTATION

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
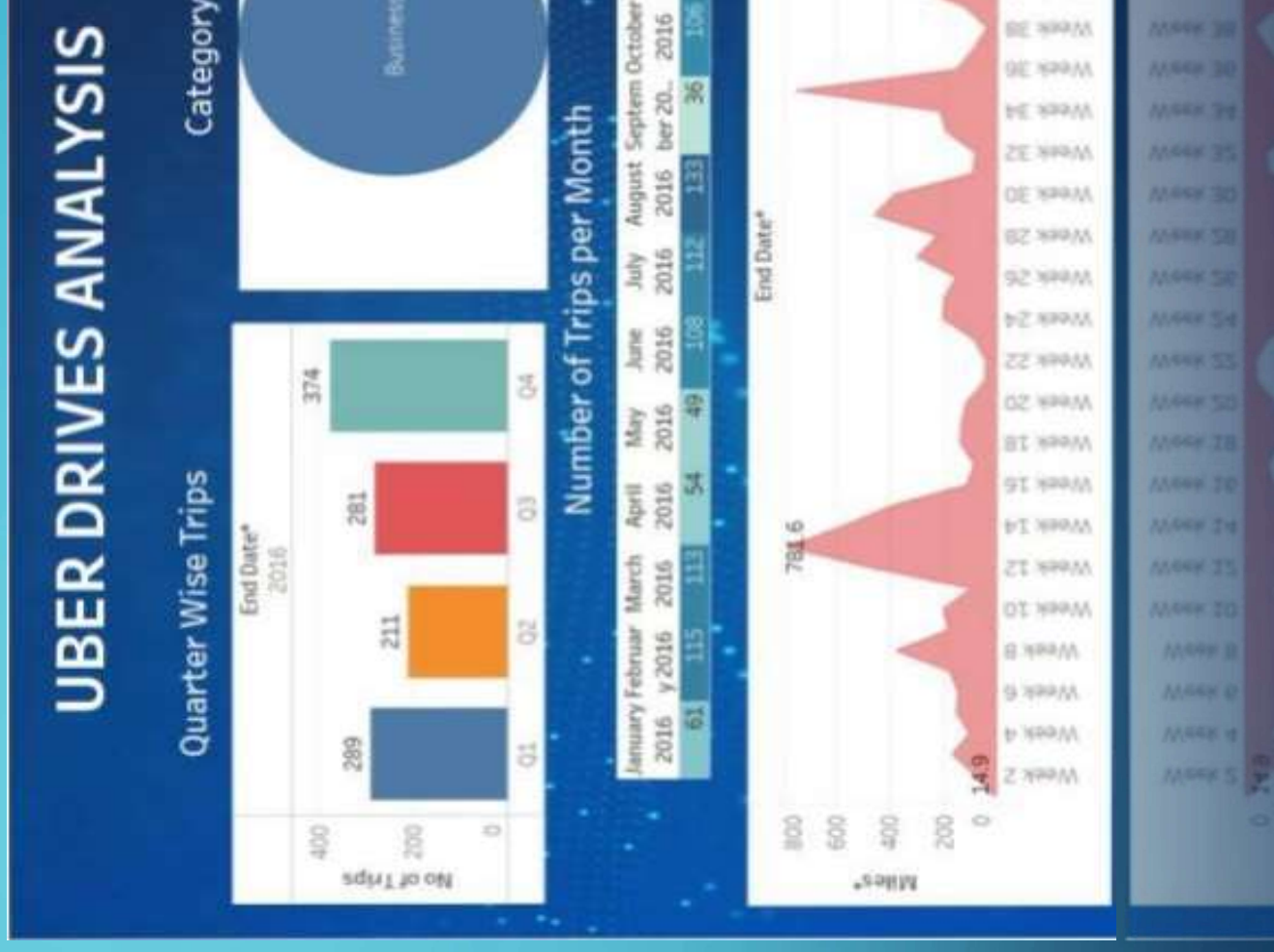
ADVANTAGES:

- Uber offers flexibility to customers simply needed to turn the application any time whenever they want the service and book th

- With the introduction of personal transportation services like Ube 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 facilitie their customers

DISADVANTAGES:

- One of the disadvantages of Uber it's variable rate

- Uber increases price in different

- Uber use automatically system to increase prices based on supply a
demand

- For instance, if you take a ride on new year eve, or any other occasi
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 foun 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 ve

- They have also been investing in other transportation option such as public transit and air transportation

- Additionally, they have been expanding their food delivery service, Uber eats.

Thank you