

# PROJECT REPORT TEMPLATE

## 1. INTRODUCTION

### 1.1 Overview

Uber is a multinational transportation network company that operates a ride-hailing platform. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California. Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles.

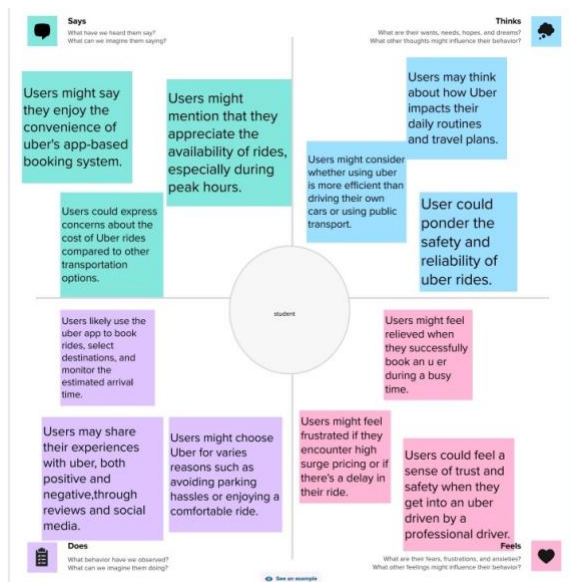
Uber Driver Analysis refers to the Analyzing the number of trips taken by Uber drivers can provide insights into their overall activity and the demand for rides in specific areas. Daily, Weekly, or Monthly Analysis: Uber's data can be analyzed on a daily, weekly, monthly basis to understand the trends and patterns of trip volumes. This analysis can help identify peak hours or days of high demand and optimize driver availability during those times. Trips can be analyzed based on geographic regions 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. The Major of our project is to use data Analyzing techniques to find unknown patterns in the Uber Drives dataset. The research is carried out on Uber drives data collected from the year 2016.

### 1.2 Purpose

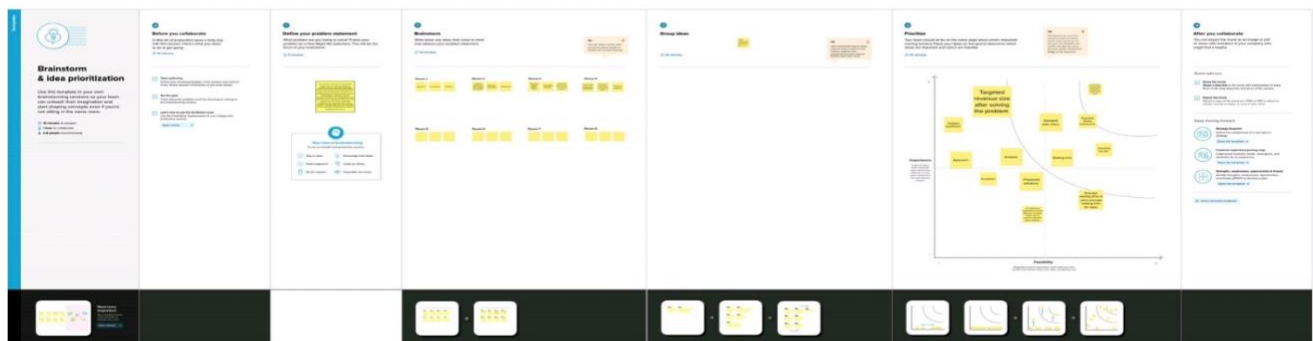
Uber's data can be analyzed on a daily, weekly, monthly basis to understand the trends and patterns of trip volumes. This analysis can help Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability. The Major of our project is to use data Analyzing techniques to find unknown patterns in the Uber Drives dataset. It also analyses external data like public transport routes to plan various services.

## 2. PROBLEM DEFINITION AND DESIGN THINKING

### 2.1 Empathy Map



## 2.2 Ideation & Brainstorming and Map



## 3. RESULT

### 3.1 Data Model

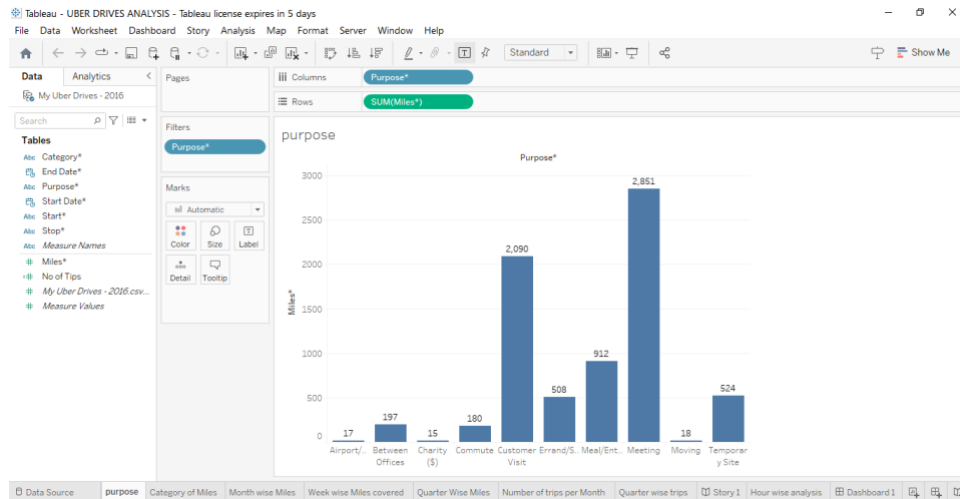
CATEGORY*	END_DATE*	PURPOSE*	START*	START_DATE*	STOP*	MILES*
Business	01/01/2016 21:17:00	Meal/ Entertain	Fort PIECE	01/01/2016 21:11:00	Fort Piece	5.10
Business	02/01/2016 01:37:00	Null	Fort PIECE	02/01/2016 01:25:00	Fort PIECE	5.00
Business	02/01/2016 20:38:00	Errand/ Supplies	Fort PIECE	02/01/2016 20:25:00	Fort PIECE	4.80

Business	05/01/2016 17:45:00	Meeting	Fort PIECE	05/01/2016 17:31:00	Fort PIECE	4.70
Business	06/01/2016 15:49:00	Customer Visit	Fort PIECE	06/01/2016 16:42:00	West Palm Beach	63.70
Business	...	...	...	...	...	...
Business	...	...	...	...	...	...
Business	...	...	...	...	...	...
Business	...	...	...	...	...	...
Business	31/12/2016 01:14:00	Meeting	Karachi	31/12/2016 01:07:00	Karachi	0.70
Business	31/12/2016 13:42:00	Temporary Site	Karachi	31/12/2016 13:24:00	Unknown Location	3.90
Business	31/12/2016 15:38:00	Meeting	Unknown Location	31/12/2016 15:03:00	Unknown Location	16.20
Business	31/12/2016 21:50:00	Temporary Site	Katunayake	31/12/2016 21:32:00	Gampaha	6.40
Business	31/12/2016 23:51:00	Temporary Site	Gampaha	31/12/2016 22:08:00	Ilukwatta	48.20

### 3.2 Activity and screenshots:-

Firstly create, Purpose sheet 1:-

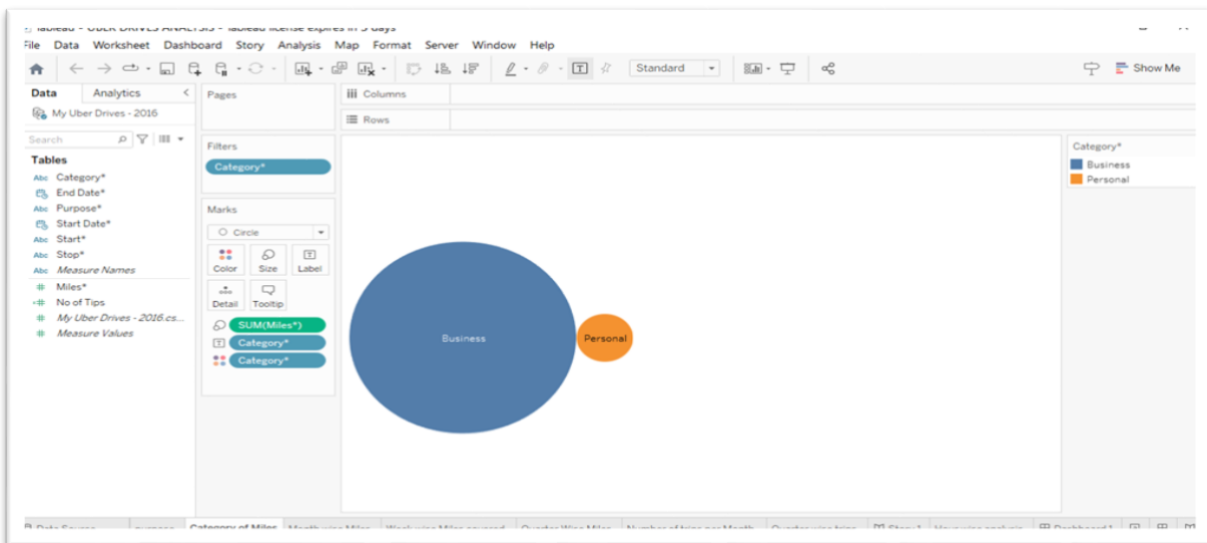
1. Go to set up, click sheet 1 and it is named as purpose
2. Then click create
3. Select purpose in columns and sum(miles\*) in rows



Click sheet 2:-

Click next sheet 2 and it is named as category of miles

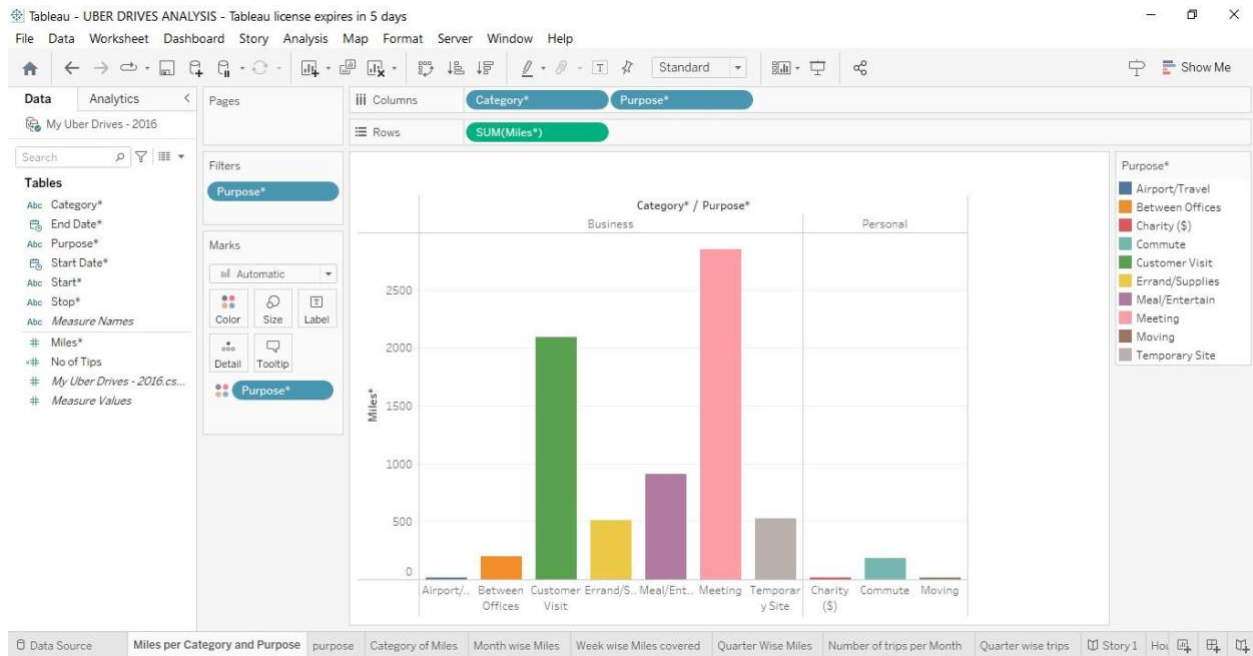
1. Go to set up
2. Drag up category in columns and sum(miles\*) in rows.
3. And use circle to identify the business and persons ratio.



Click sheet 3

1. Go to set up
2. Drag up category and purpose in columns and sum(miles\*) in rows.

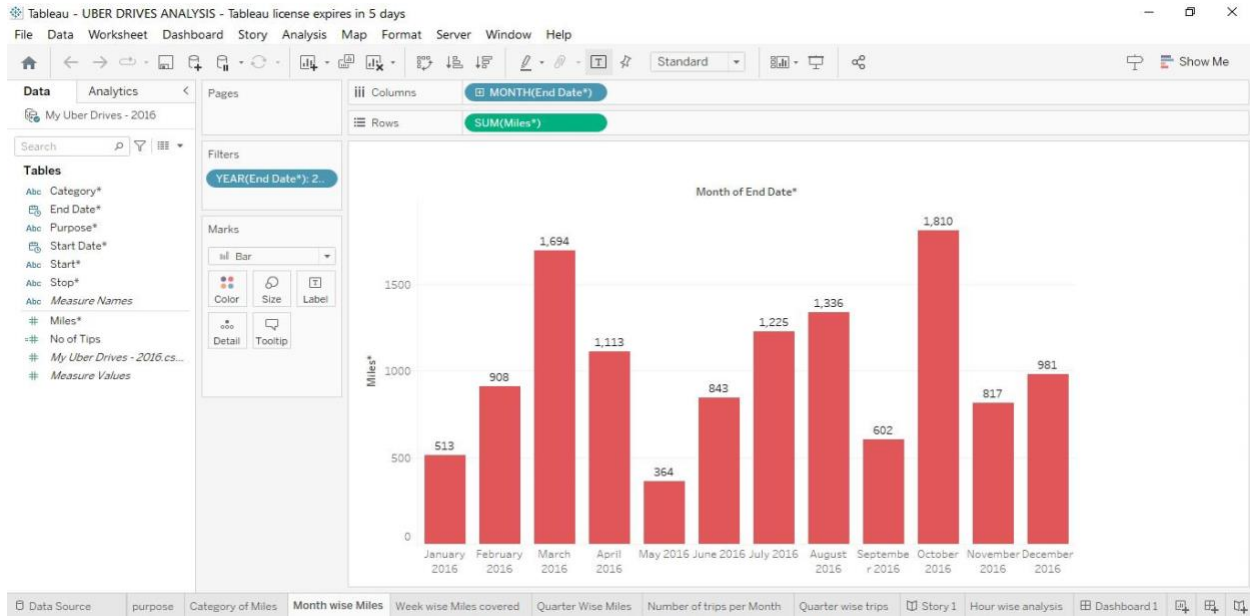
3. It is name as miles per category and purpose.



Click sheet 4:-

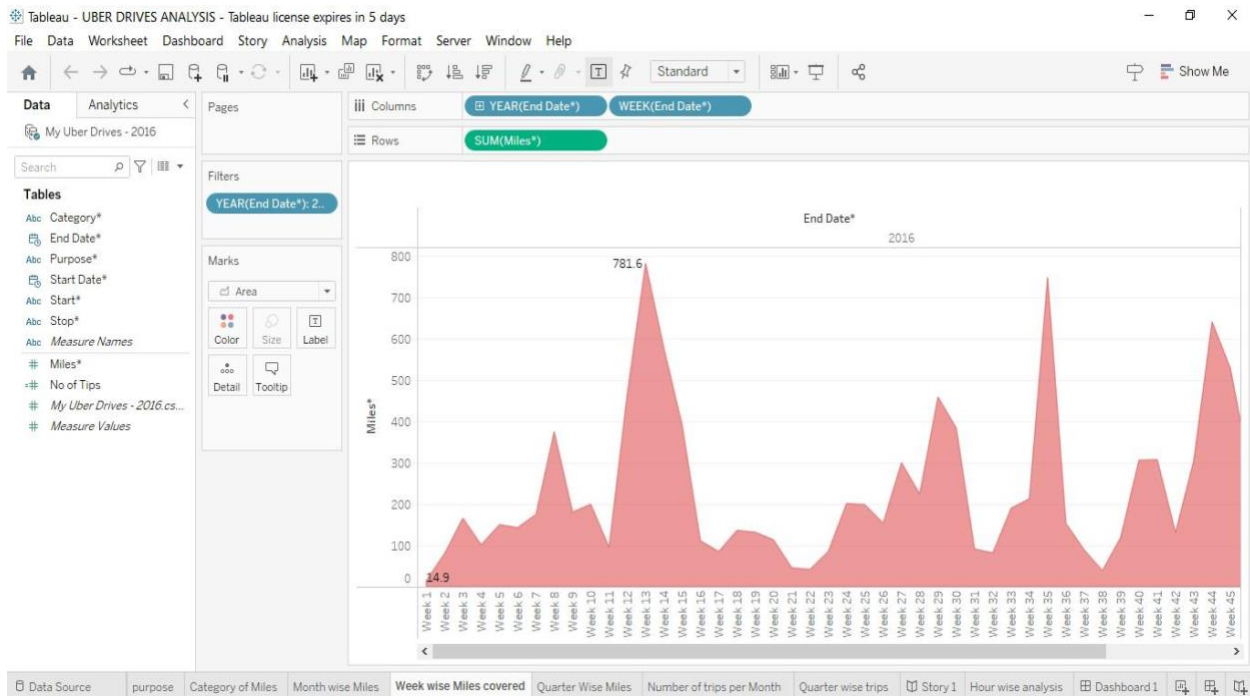
1. Go to set up
2. Drag month (end date\*) in columns and sum (miles\*) in rows.

3. it is named as month wise miles.



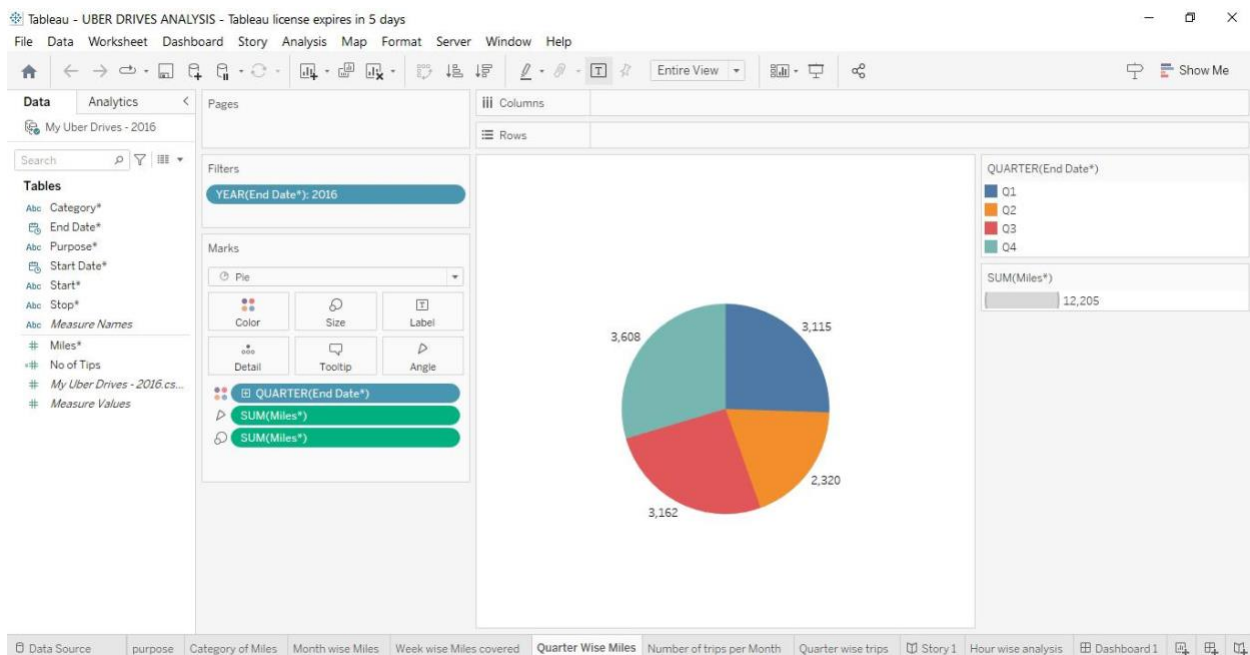
Click sheet 5:-

1. Select sheet 5 to create week wise miles covered.
2. Select year (end dates) and use filter for week wise observation in Columns and sum(miles\*) in rows.
3. Then go to new worksheet 6.



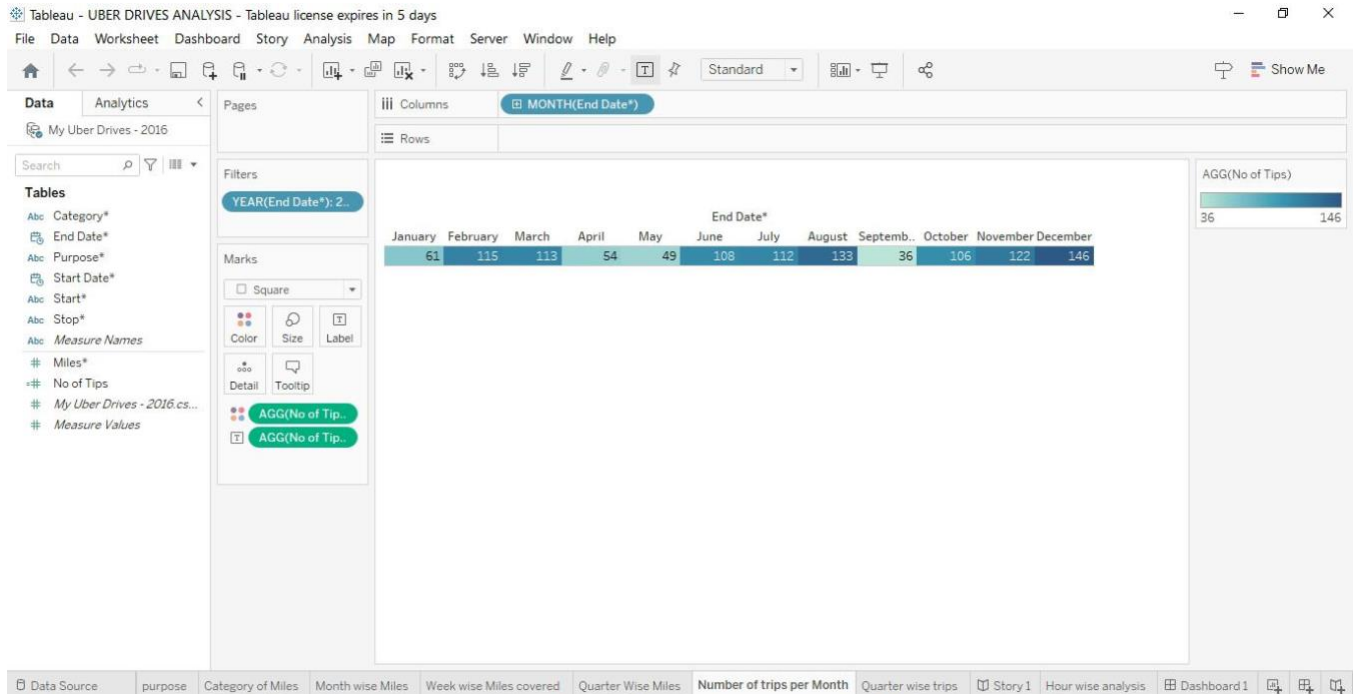
Click sheet 6 :-

1. Go to sheet 6 to produce quarter wise miles
2. Year(end dates ) and use filter to get quarter wise miles and sum (miles\*) in rows
3. And use pie chart and various colors to show the ratios .



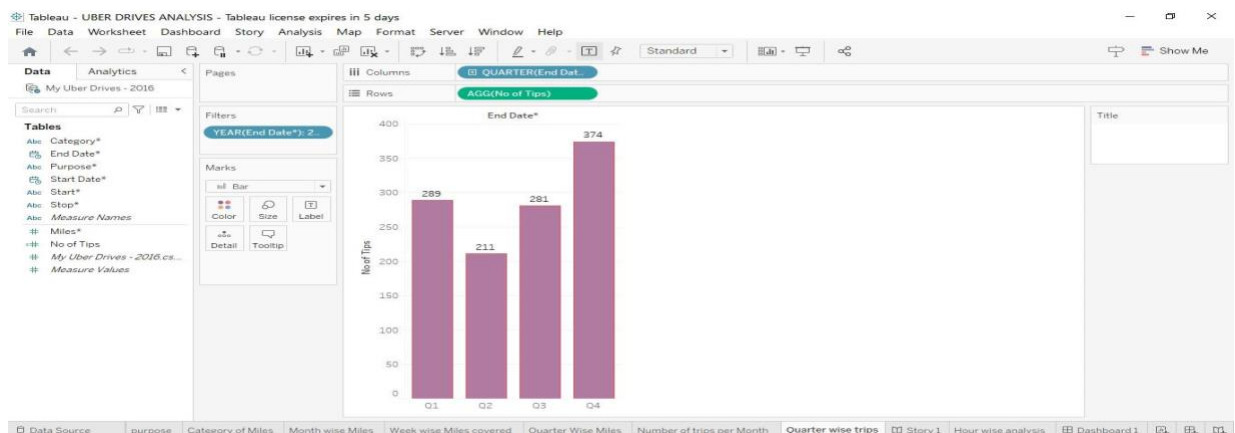
Click sheet 7:-

1. Drag yearly end date in columns and add some filters.
2. Drag AGG(number of tips ) in rows
3. Add some colors.




Click sheet 8:-

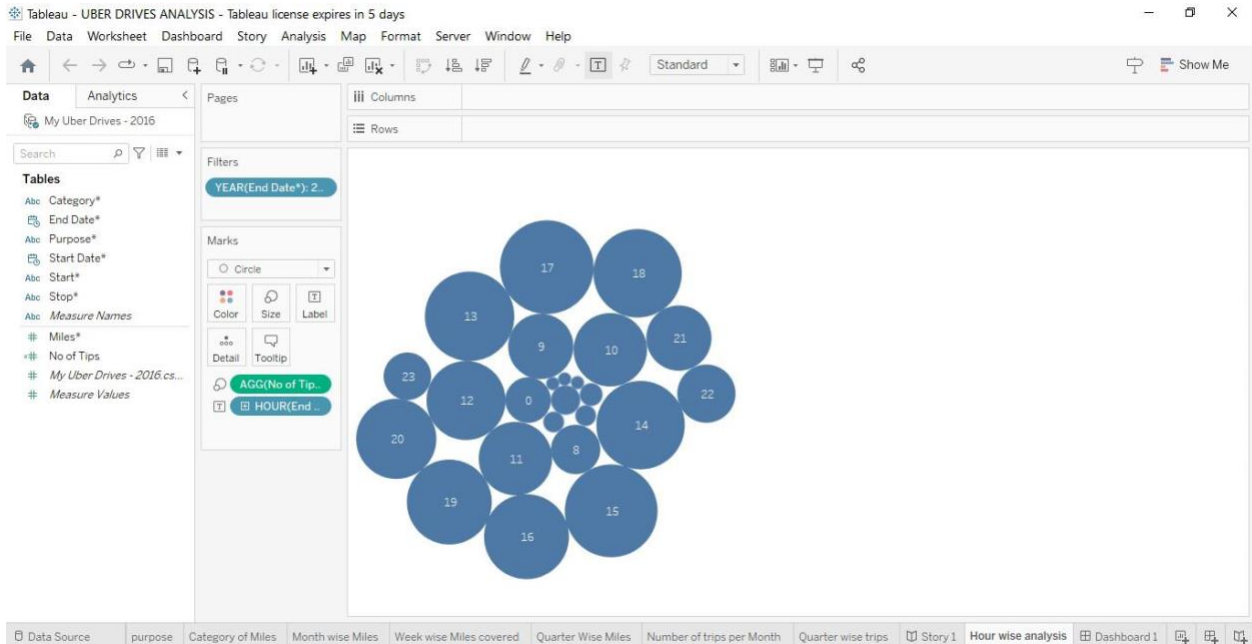
1. Click new sheet to create quarterly wise trips.
2. In this sheet we have to drag quarter end date in columns
3. And AGG(No. Of trips) in rows.
4. Use bar diagram to predict the quarterly wise trips.





Click sheet 9:-

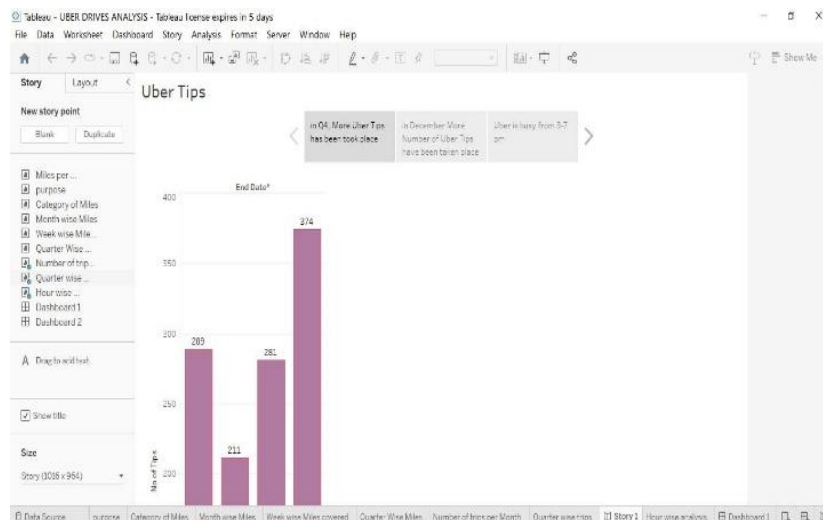
1. Click next sheet to prepare the analysis for hours wise analysis.
2. We use bubble  for the representation.

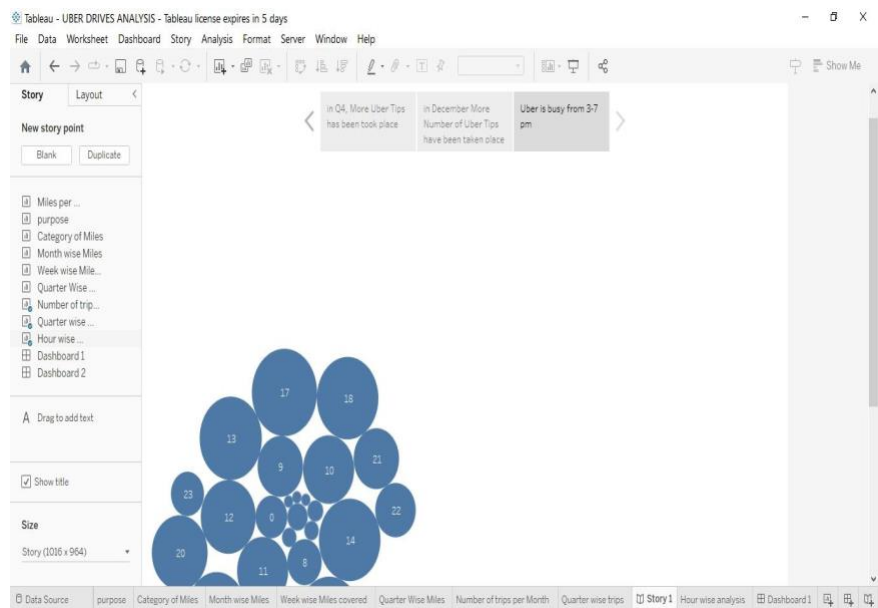
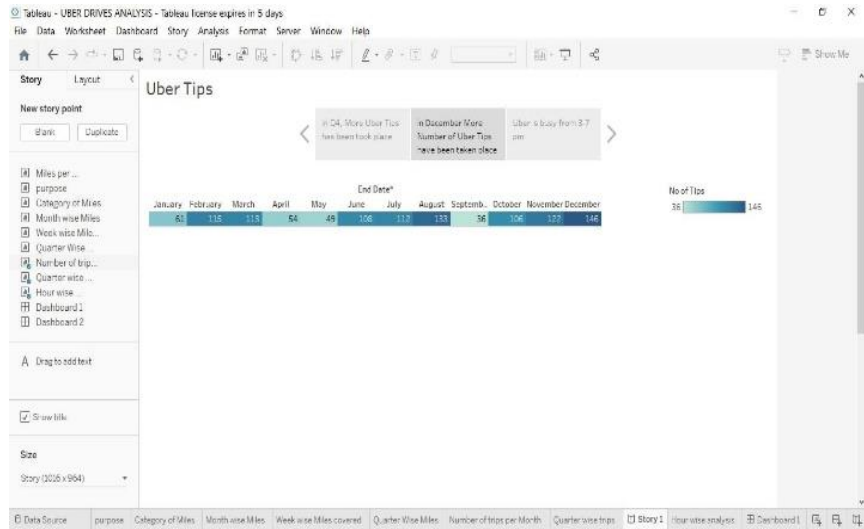


Story :-

Uber tips , in this story we add,

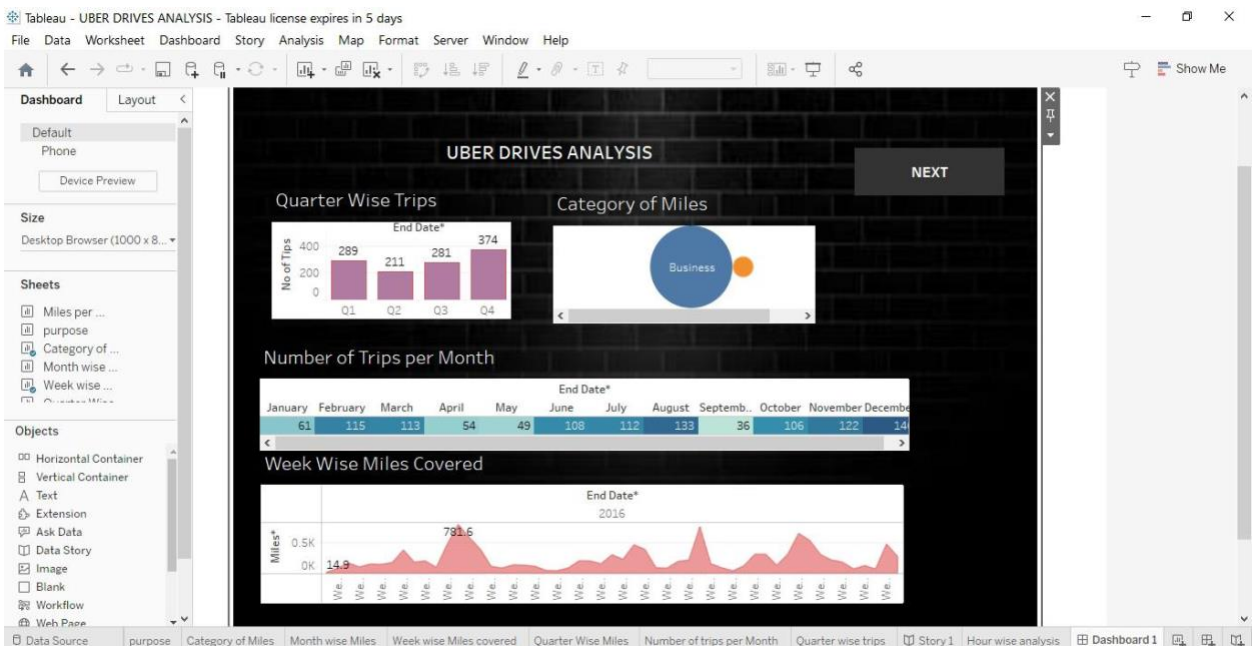
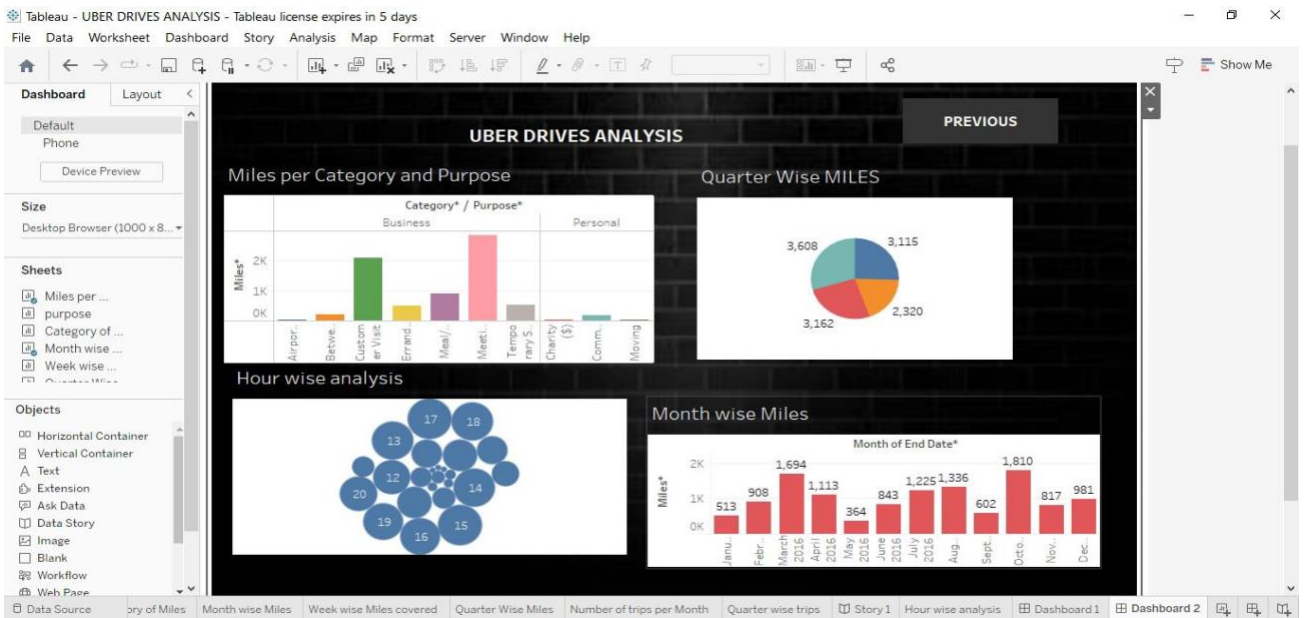
- Number of trips per month.
- Quarter wise trips.
- Hour wise analysis.





Dashboard :-

Merge all sheets to produce dashboards .



## ADVANTAGES AND DISADVANTAGE:-

- Uber's advantages include door-to-door convenience, safety, and reliable quality.
- Uber's disadvantages include its surge pricing and the negative effects of replacing steady jobs with gig work.

## APPLICATIONS :-

- You can use Uber's cities map to see if your city or a nearby city offers Uber in your area.
- Use the price estimator tool to see if Uber is available in your pickup or destination locations.
- Use the app to see if you can book a ride.

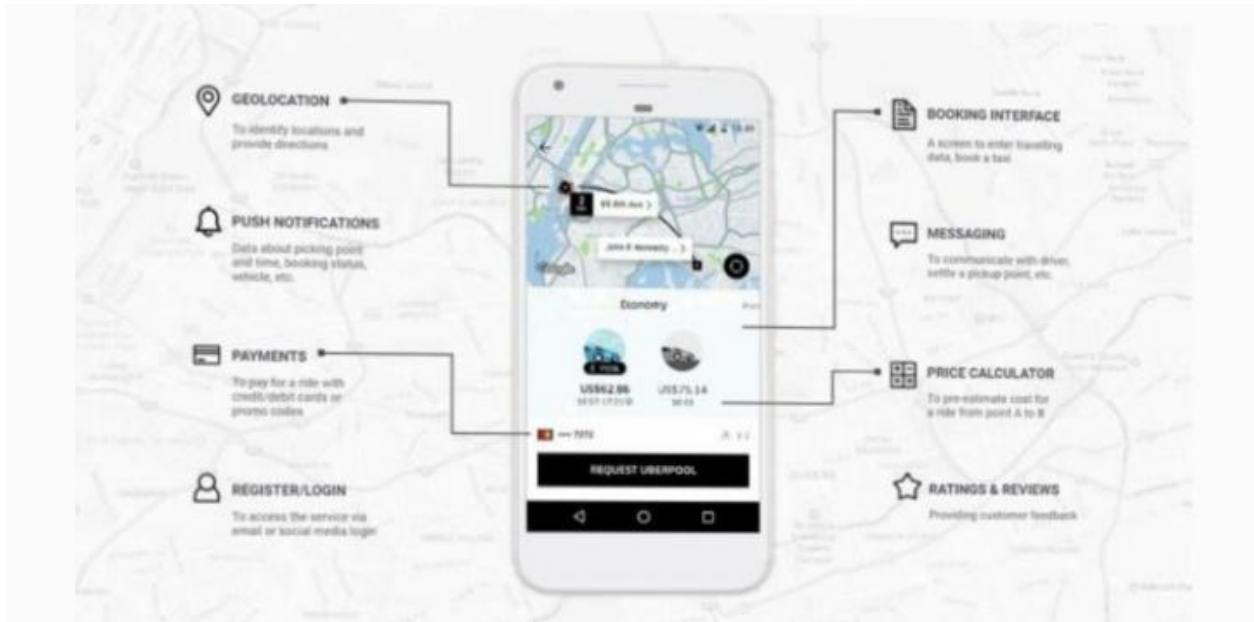
## CONCLUSION :-

This is an analyzing technique to find unknown patterns in the Uber drives data set. Uber's data can be analyzed on a daily, weekly, monthly basis to understand the trends and patterns of trips volumes. This analysis can help Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability.

It contains totally 12 sheets, and it clearly explains the purpose, category of miles, month wise miles, week wise miles covered, quarter wise miles, number of trips per month, quarter wise trips, hour wise analysis. We combine these sheets to create dashboards and story.

Conclusion of the analysis is to find where to focus their driving efforts.

## FUTURE SCOPE :-



The on-demand industry is expected to grow with the four following prior values, including speed, comfort, perfection, and quality in what they deliver. As well as, the growth of the on-demand industry provides numerous benefits for startups.

The benefits of the on-demand industry are highly efficient and also helps in scaling the business to greater heights. It has come up with many awesome features that will help you to attain your on-demand goal and also provide you some unique experience that meets all your requirements.

Hence, many startups are interested in expanding their business using on-demand ideas. So, we can expect a bright future for the on-demand industry.