



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Uber is a multinational transporation network company that operates a ride-hailing platform

Timing is everything at Uber

With initatives like UberFresh for grocery deliveries

Uber if they use your data to book a restaurant for a romantic dinner

Given a pickup location, drop off location and time of the day

direct cars to people and people to places

billion uber trips and 160,000 people

uber lives or dies by data

Data science is an integral part of uber's products and philosophy

Uber has "eaten the world" in less than 5 years and is a remarkable

Uber follows a supplier pick map matching algorithm where the customer

Uber technologies, Inc is an American transporation