ILLUMINATING INSIGHTS FROM UBEREXPEDITIONARY ANALYSIS

Project work submitted by

Roll No:C21UG105STA014 **Name** : S.Nishanth

C21UG105STA017 A.Poovarasan

C21UG105STA019 Y.Raja

C21UG105STA021 G.Sabari

Under the Guidance of

Dr .M. GOVINDHAN, M.Sc., Ph.D

Guest Lecturer

DEPARTMENT OF STATISTICS

GOVERNMENT ARTS COLLEGE

DHARMAPURI -636 705

(Affiliated to Periyar University, Salem)

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1.INTRODUCTION

1.1 OVERVIEW

It offers services through its technology platforms such as mobile applications and websites.
Uber connects riders with drivers or independent ride solution providers.

1.2 PURPOSE

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.

1.3 ADVANTAGES & DISADVANTAGE

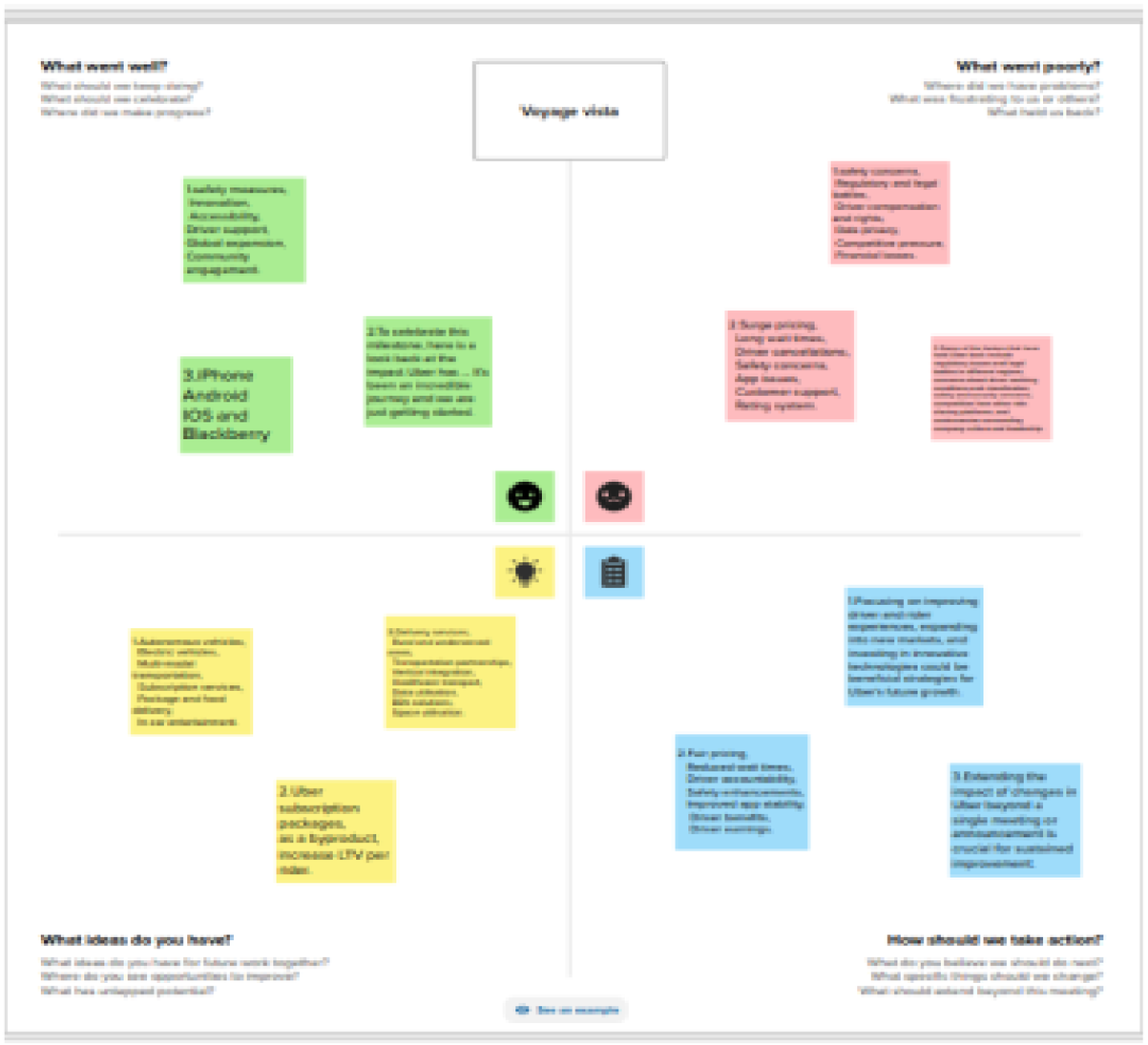
- Uber provides a convenient way to request a ride via a mobile app, eliminating the need to hail a taxi or wait for public transportation.
- Uber operates in many cities worldwide, making it accessible in urban and suburban areas where taxis may be scarce.
- In many cases, Uber can be more cost-effective than traditional taxi services, especially for longer rides.
- During high-demand periods, Uber may implement surge pricing, leading to higher fares than usual.
- Uber has faced regulatory challenges and legal issues in some regions, leading to bans or restrictions in certain areas.

1. 4 APPLICATIONS

Uber’s application extends beyond ride-hailing.it has expanded into food delivery (Uber Eats), freight logistics (Uber Freight), and autonomous vehicle development. The platform can also be used for last-mile transportation in public transit systems.

2. PROBLEM DEFINITION & DESIGN THINKING

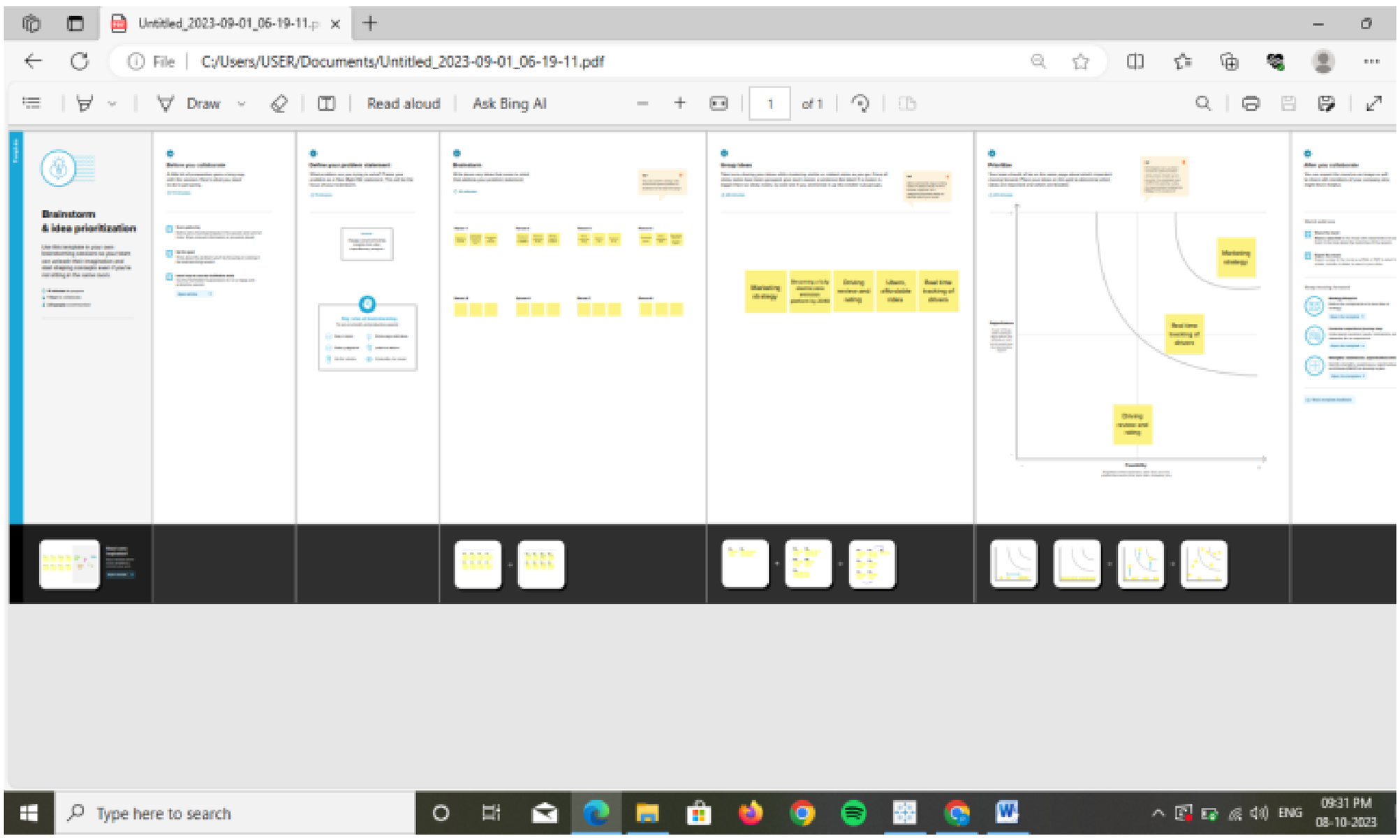
Fig.1: Empathy map



DISCUSSION:

Empathy map is used to know the advantages and disadvantages of uber company and to know how the uber company is running.

Fig.2: Ideation & Brainstorming map

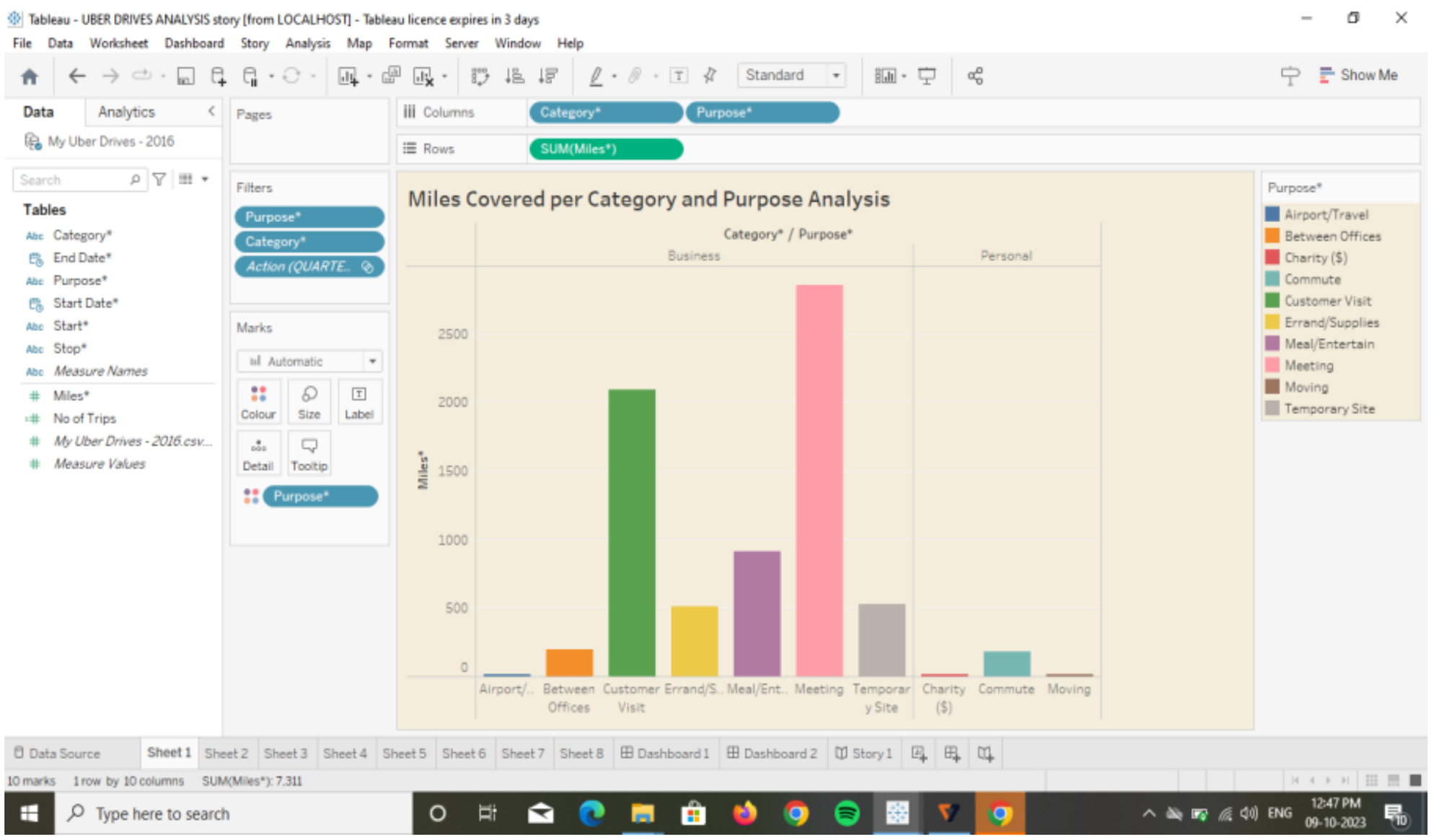


DISCUSSION:

Brain stroming is used to note the impotant points of empathy map. Marketing strategy and real time tracking of drivers.

3. STATISTICS ANALYSIS

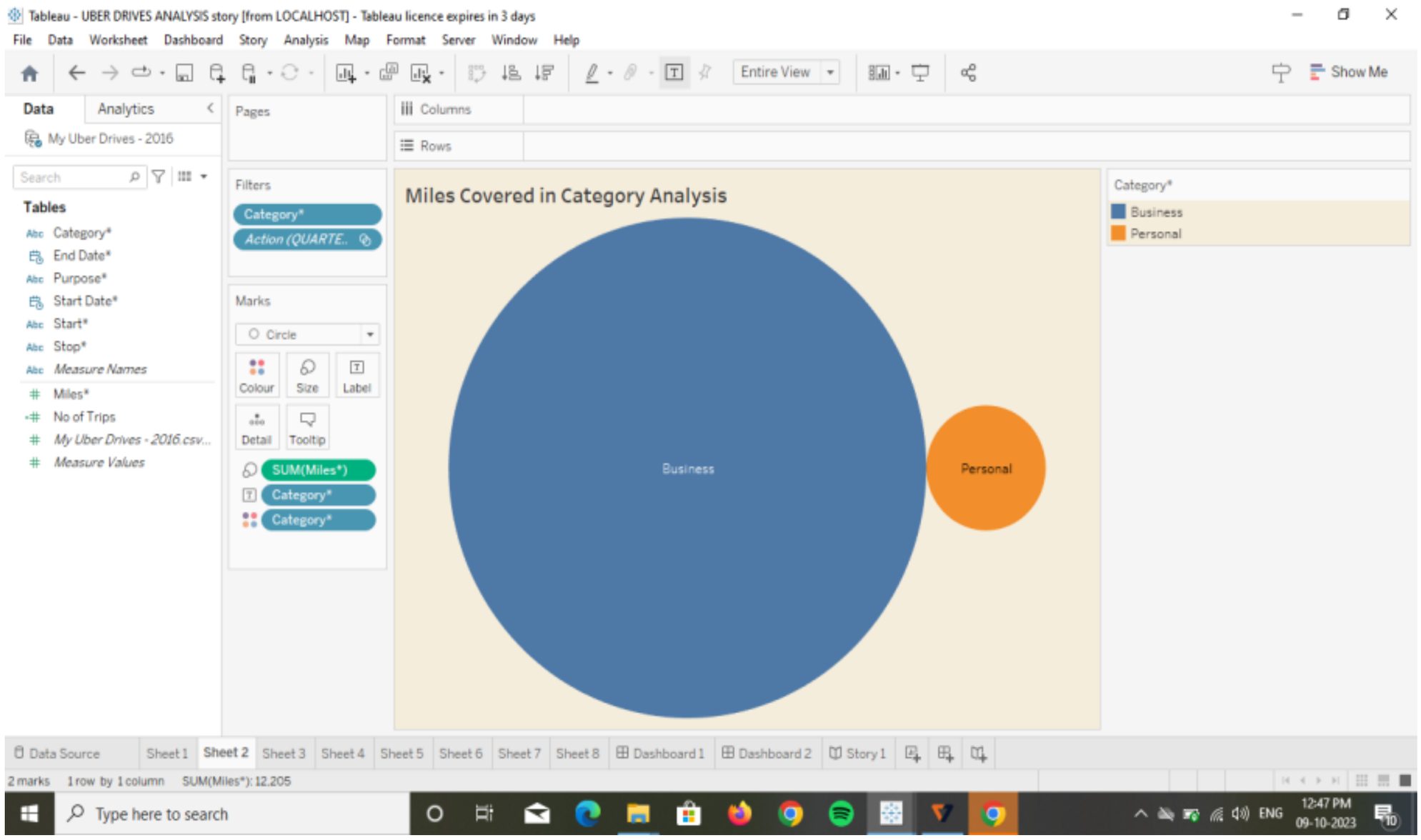
Fig.3: Miles covered per catagory and purpose Analysis



DISCUSSION:

This sheet represented the category and purpose wise miles covered. Using this sheet in the business category meeting (2851) and customer visit (2090) have the most miles covered. Airport/Travel(17)and charity($) (15) are low miles covered in business and personal category.

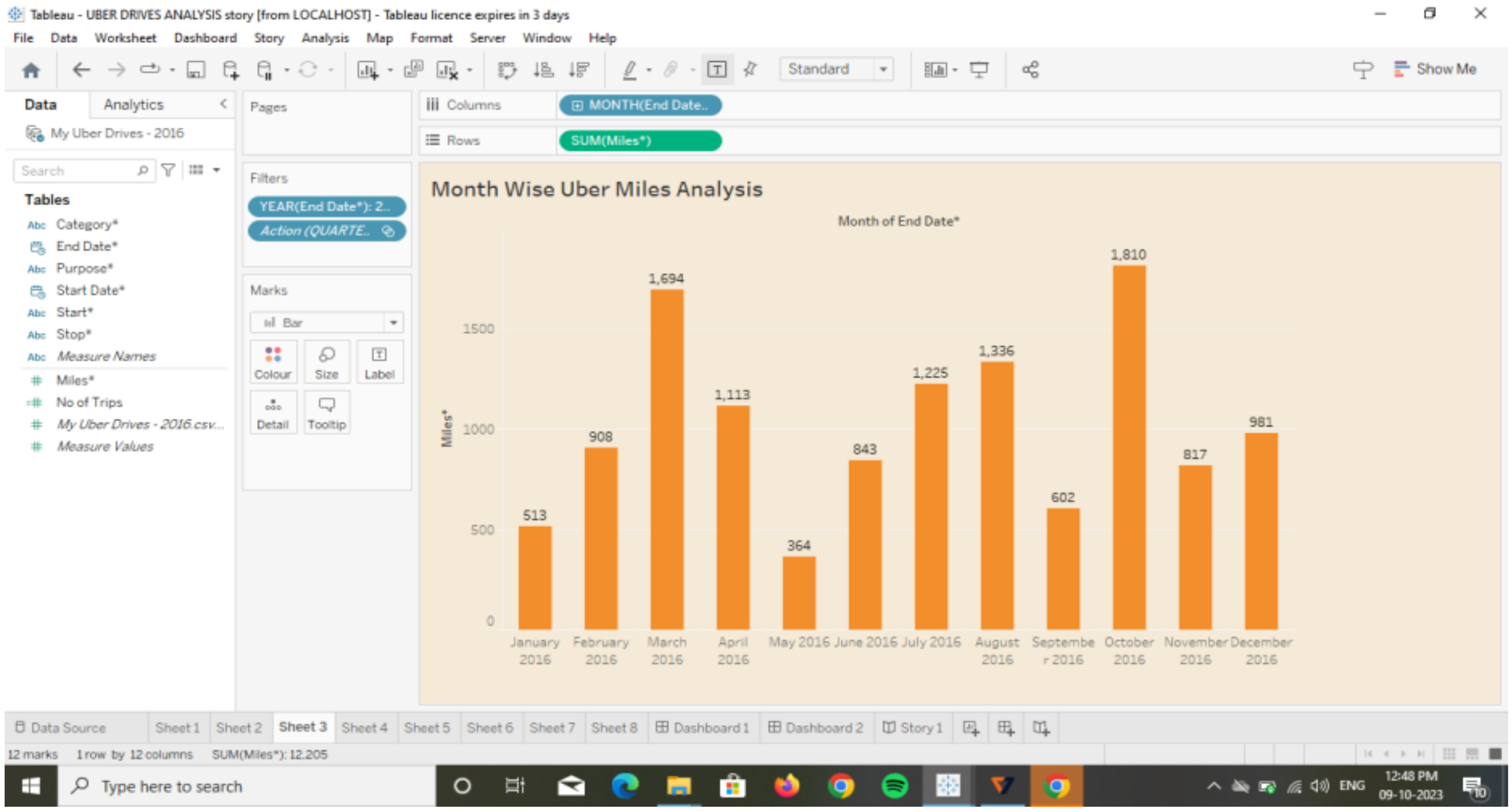
Fig.4: Miles covered in category analysis



DISCUSSION:

The purpose of uber is mostly used for business or for the personal purpose. Most of the people used in business purpose. Personal usage is very low.

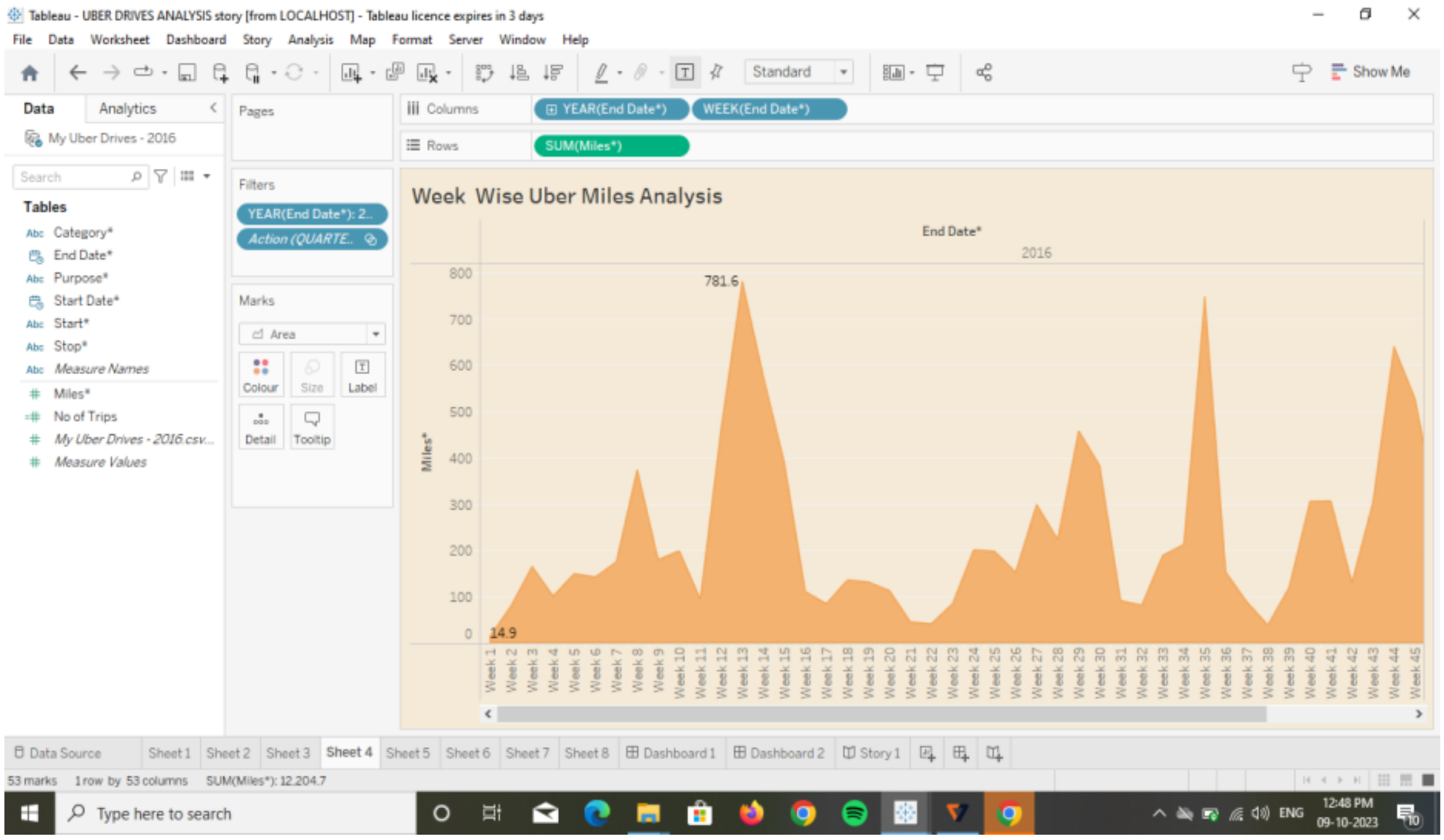
Fig.5: Month wise Uber miles analysis



DISCUSSION :

Month wise how many miles the uber cars reached. In the month of October(1810) it reached very high miles. In the month of may(364) it reached very low miles.

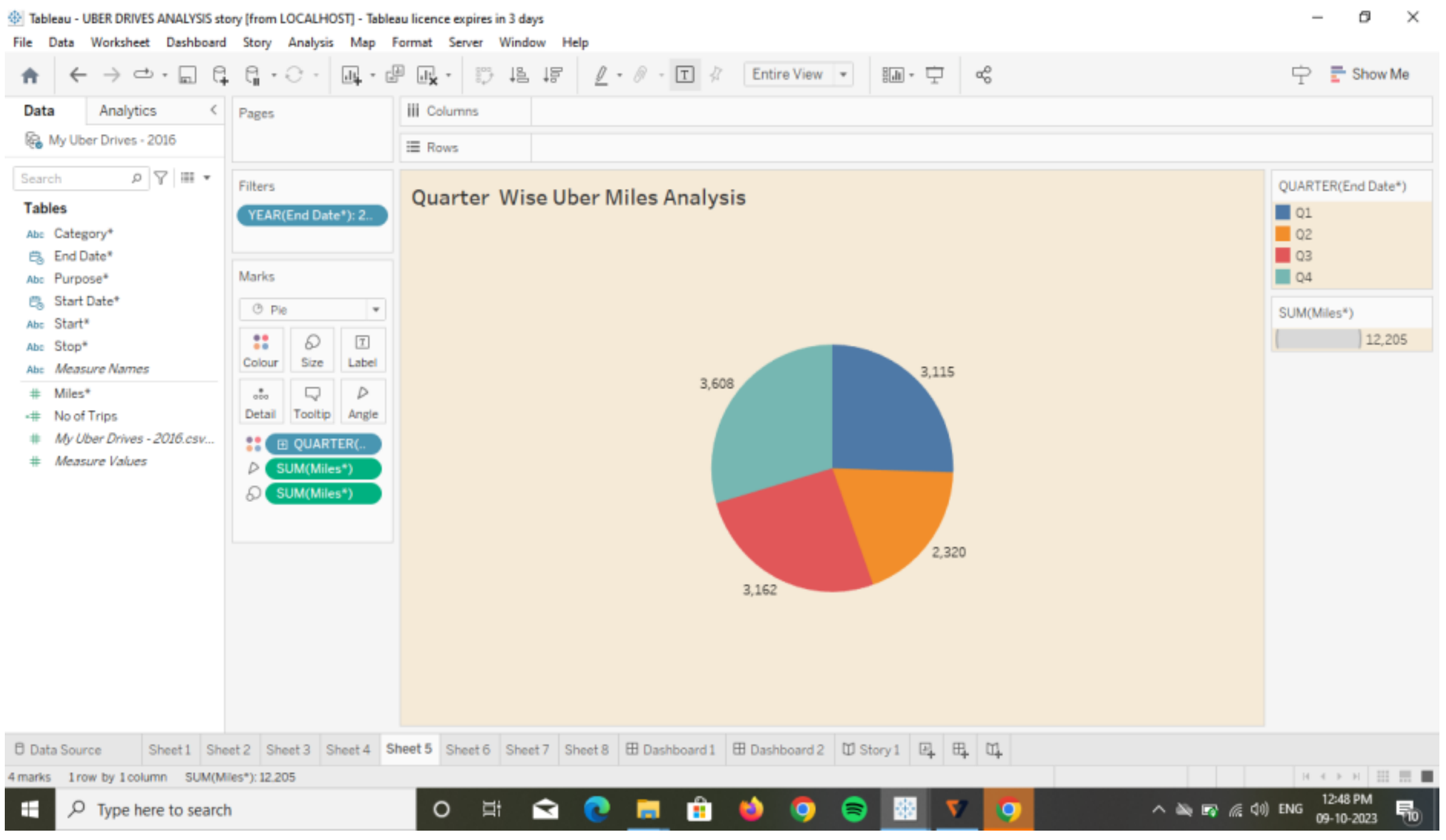
Fig.6: Week wise Uber miles analysis



DISCUSSION:

Weekly travelled in miles analyze, 1 to 3 weeks is low miles and 43 to 45 weeks is very high miles that the time to customer booked uber cars mostly so the travelling of miles covered.

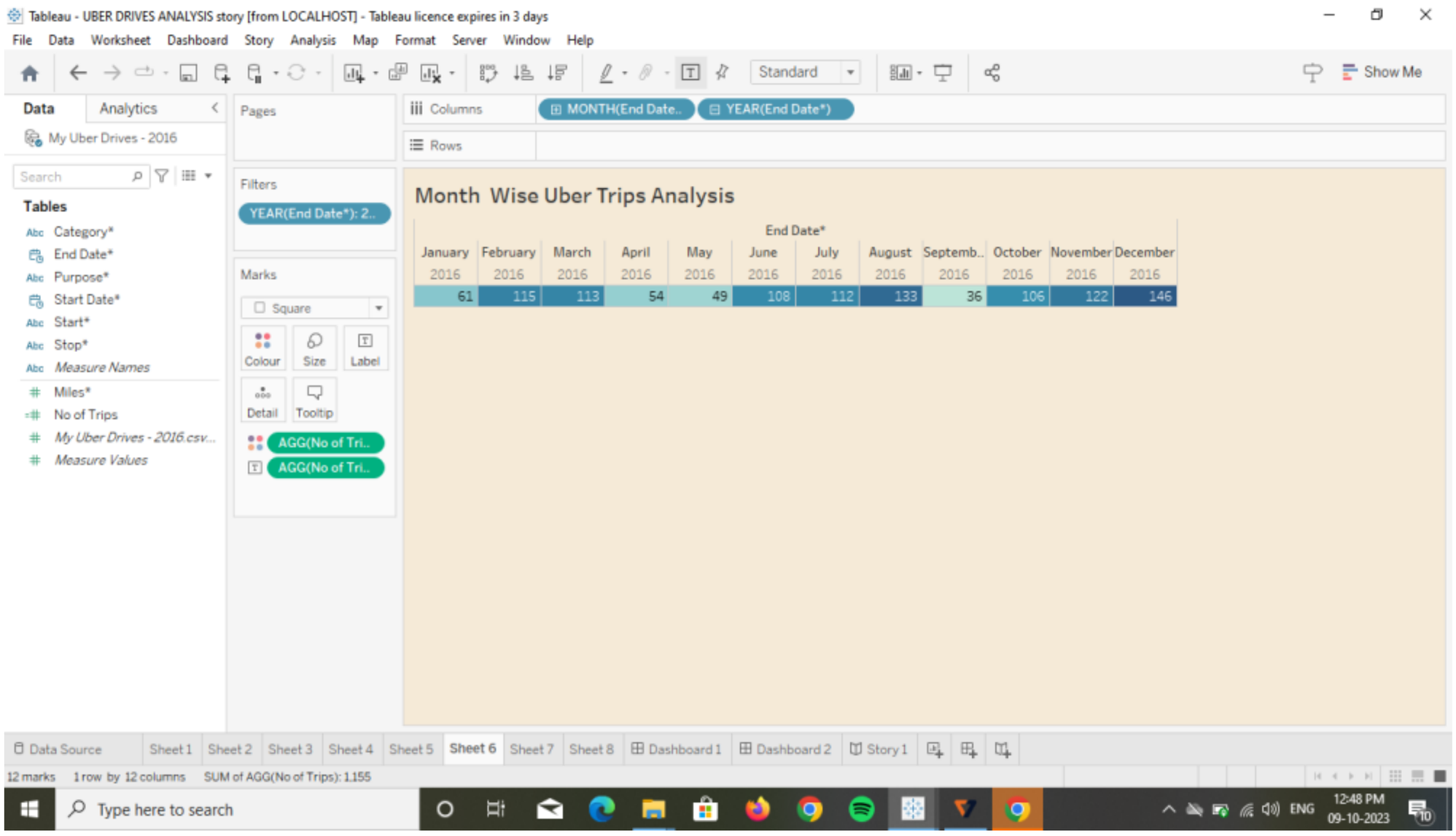
Fig.7 : Quarter wise Uber miles analysis



DISCUSSION:

Miles are convert in four type per year. High-3608 miles and the low-2320 miles. These are the high and low value of miles in this four type.

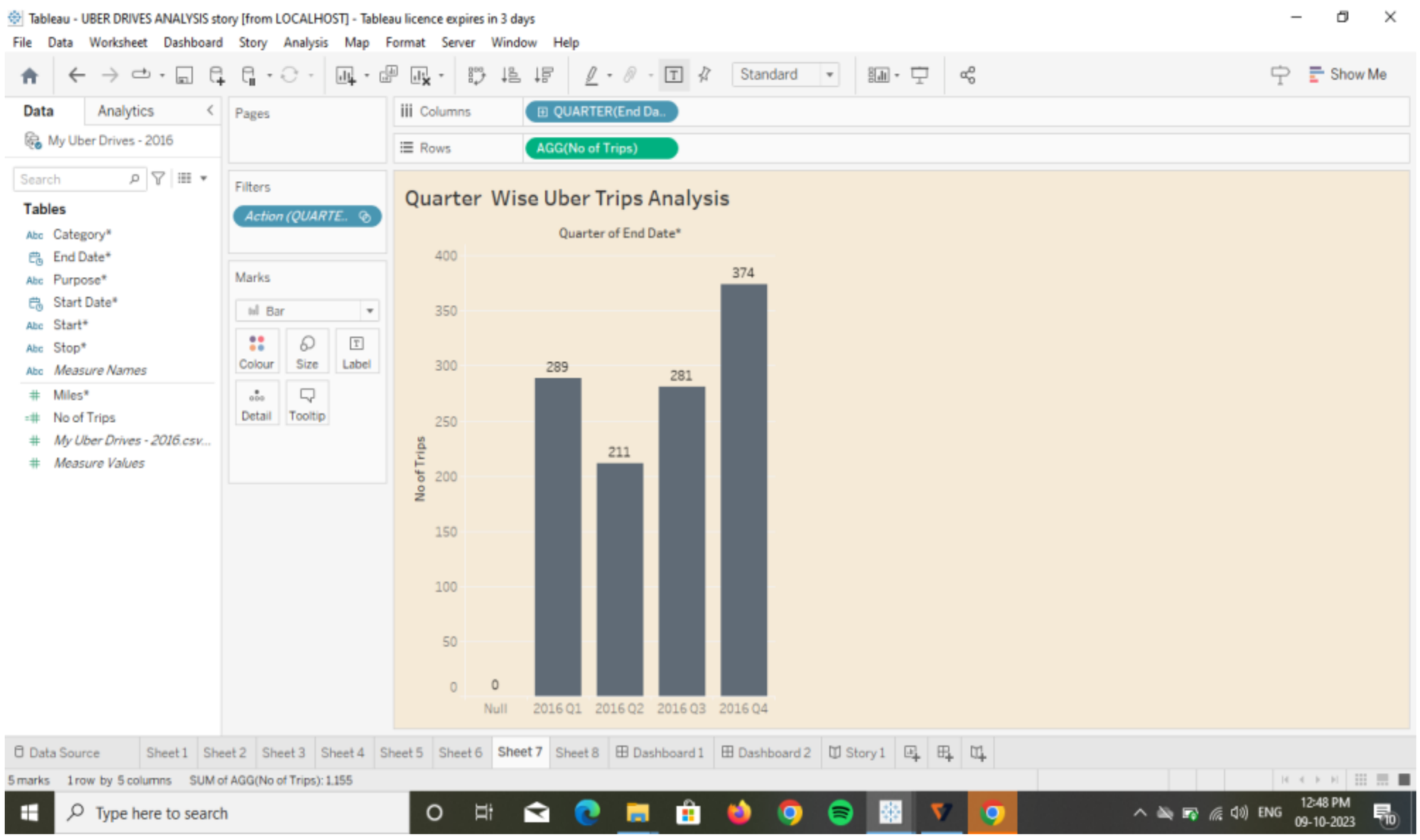
Fig.8 : Month wise Uber trips analysis



DISCUSSION:

Very low at the month of September. In this month has only 36 trips. High trips are 146 in December. September month is low trips and December month is highest trips have.

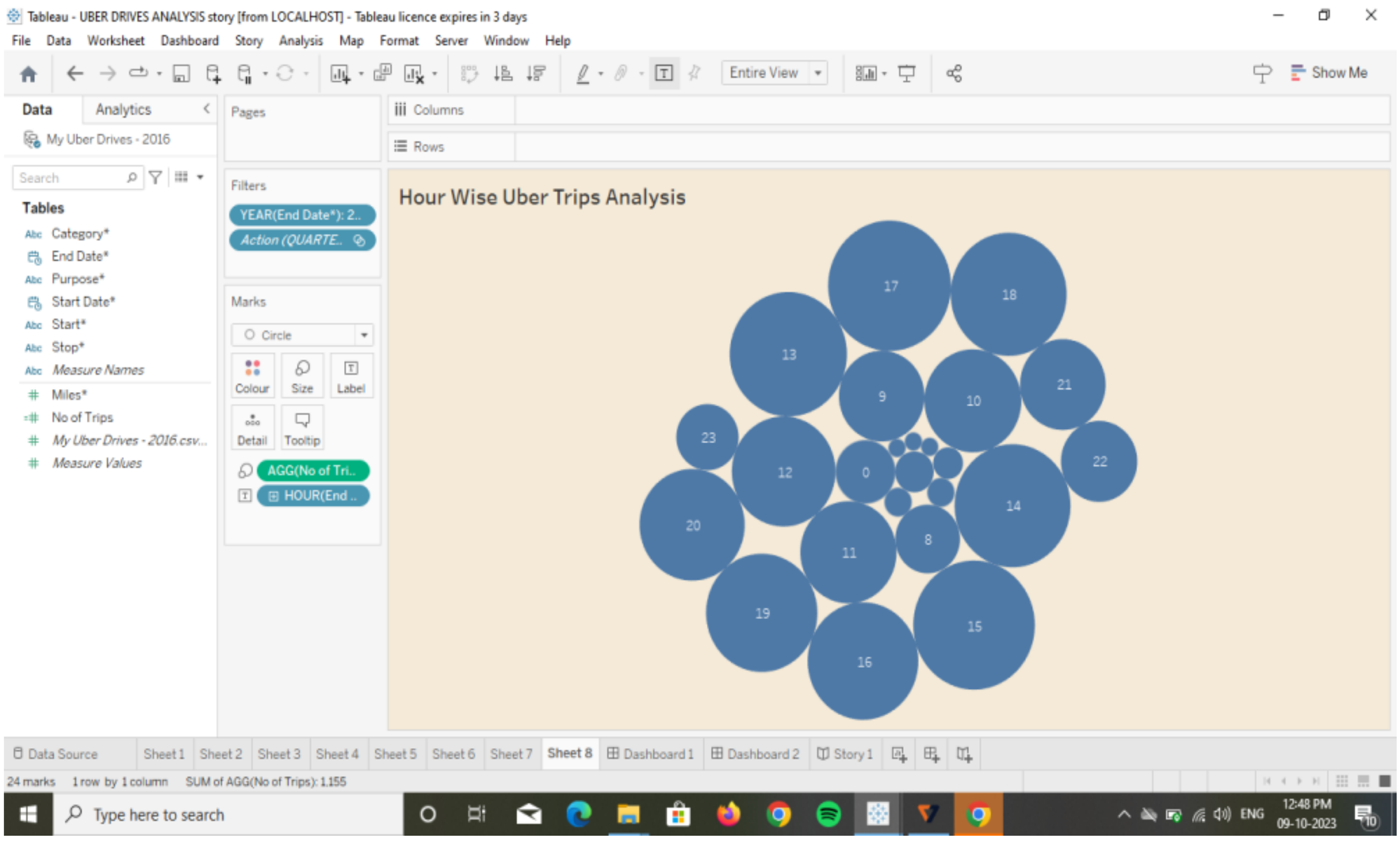
Fig.9: Quater wise Uber trips analysis



DISCUSSION:

Already we see in the sheet 6 quarters of end data of per year like that now we see for month wise. Month wise very low at 211 miles and high is 374 miles.

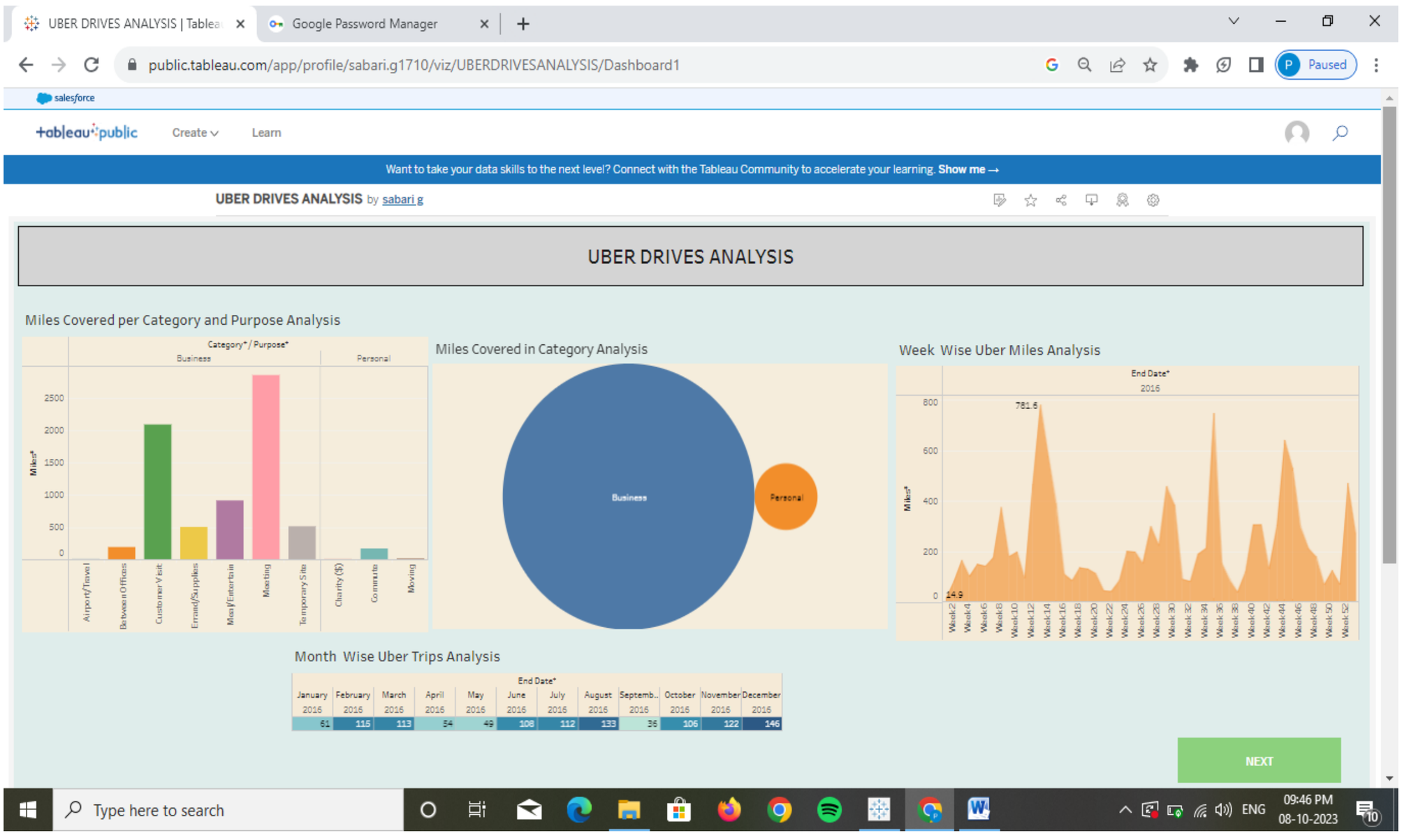
Fig.10: Hour wise Uber trips analysis

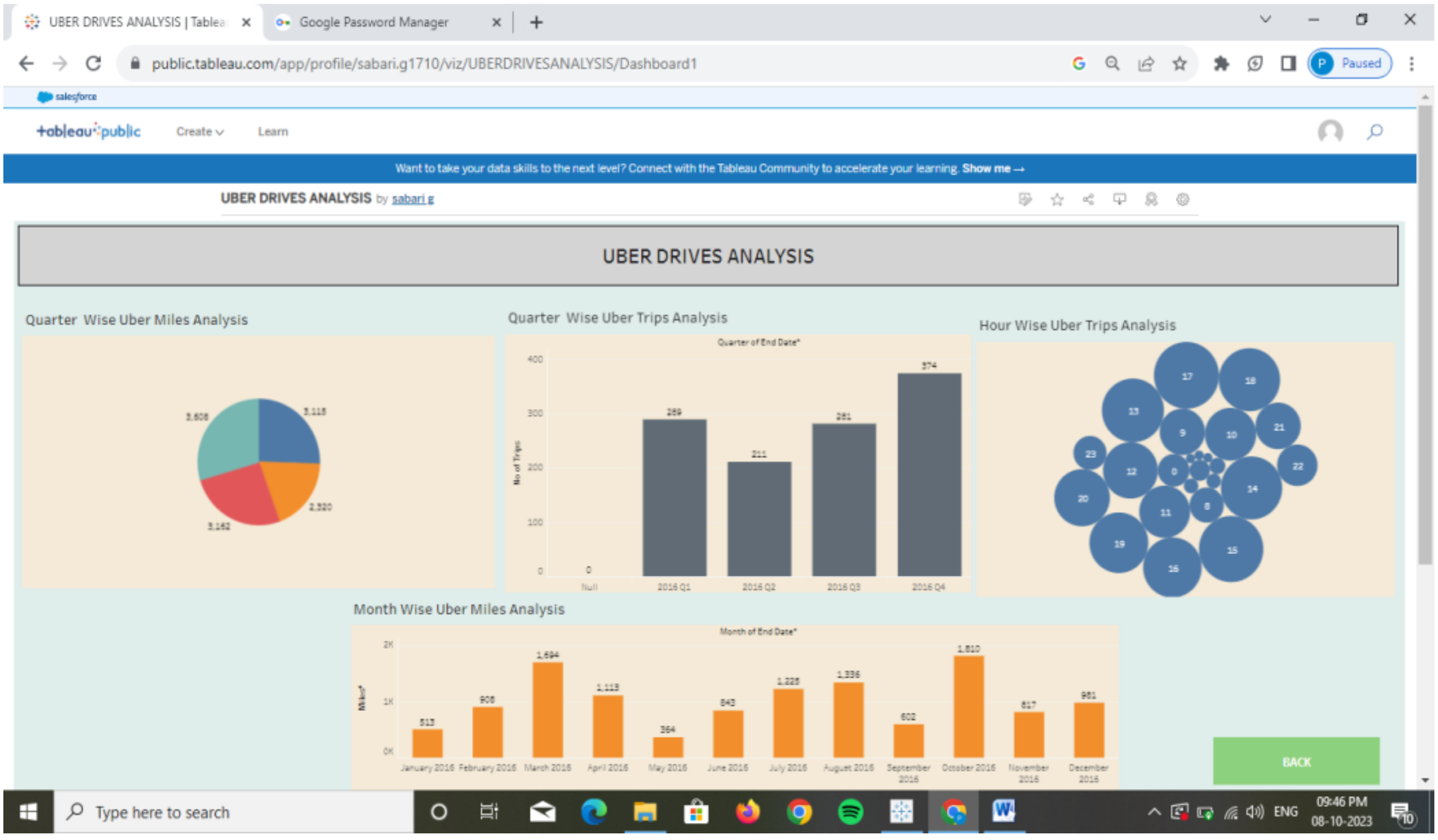


DISCUSSION:

In this sheet we see that the uber is the 24 hours working company. Uber is busy from 3-7pm. In the time of 3-7pm Customer booked the trips mostly.

Fig.11: Uber drivers analysis Dashboard





DISCUSSION:

The dashboard is an easy to use platform. Built to help businesses move and feed their most valuable assets the employees. A dashboard is a way of displaying various types of visual data in one place.

4. CONCLUSION

Uber has transformed the transportation and delivery industries, offering unparalleled convenience and flexibility. However, it's not without its challenges, including safety concerns and regulatory hurdles. Nevertheless, it continues to innovate and expand its services, aiming to provide accessible and affordable transportation options to more people.

5. FUTURE SCOPE

- Uber can further invest in electric and autonomous vehicles to reduce its carbon footprint and enhance safety.
- Ongoing enhancements in safety features and driver screening can help build trust among users.
- Expanding to new cities and countries offers growth opportunities, but it also involves adapting to diverse regulations and market dynamics.