UBER EXPEDITINARY ANALYSIS

INTRODUCTION:

1. Over view

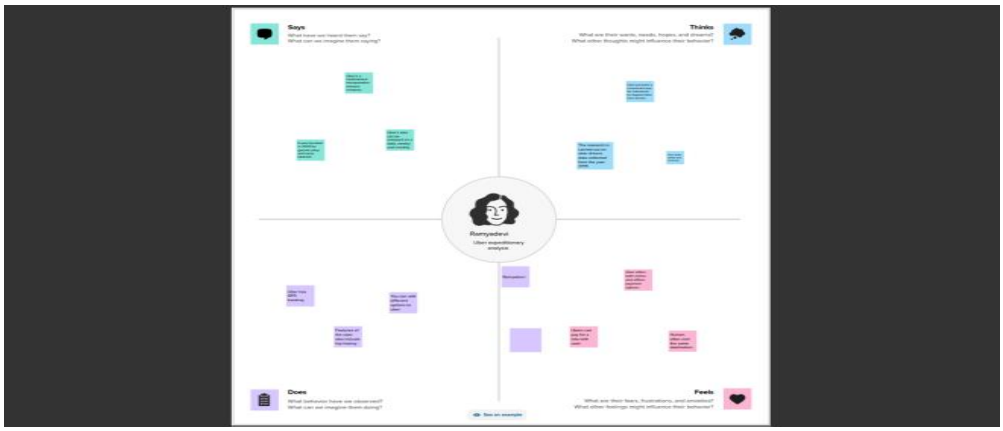
Commonly known as uber , was a ride – sharing company and offers vehicles for hire, food delivery (uber eats), package delivery, couriers, freight transportation and through a partnership with lime, electric bicycle and motorized scooter rental. It was founded in 2009.

2. Purpose

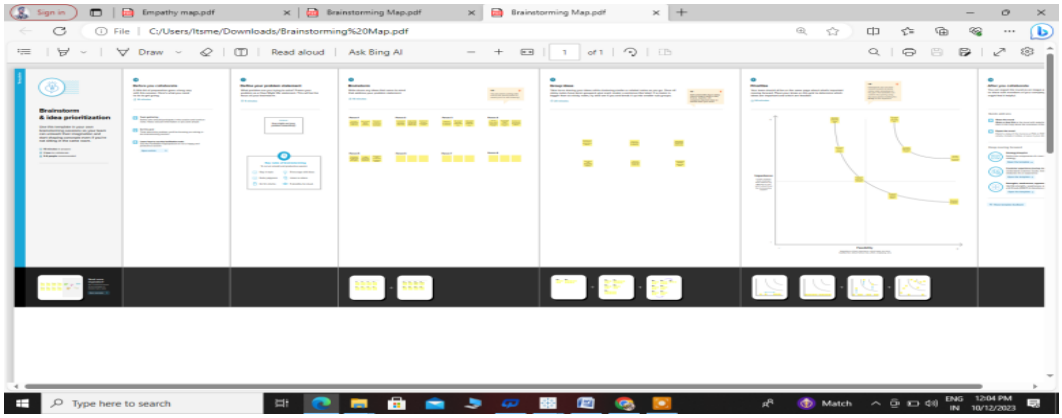
Provides ride-hailing services, food delivery, and freight transport. If is headquartered in San Francisco and operates in approximately 70 countries and 10,500 cities worldwide.

Problem definition & design thinking:

Empathy map

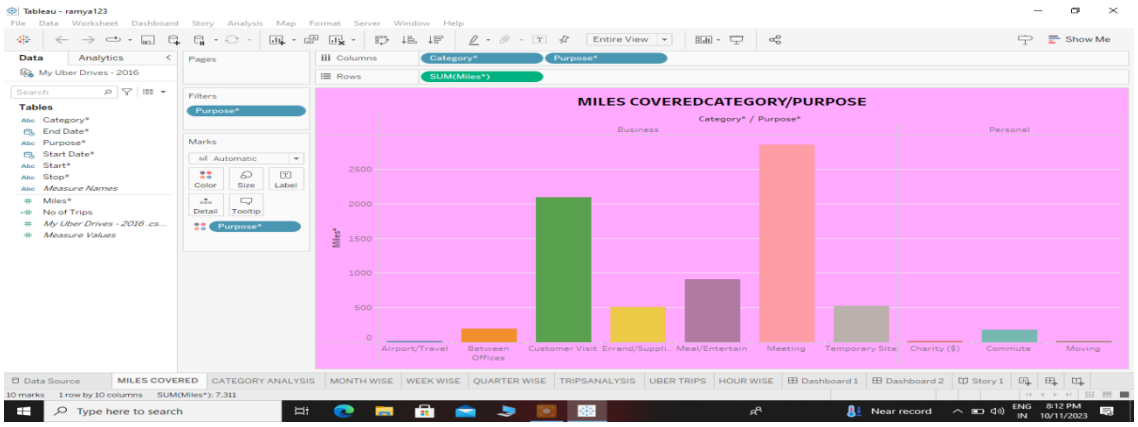


Brainstorm map

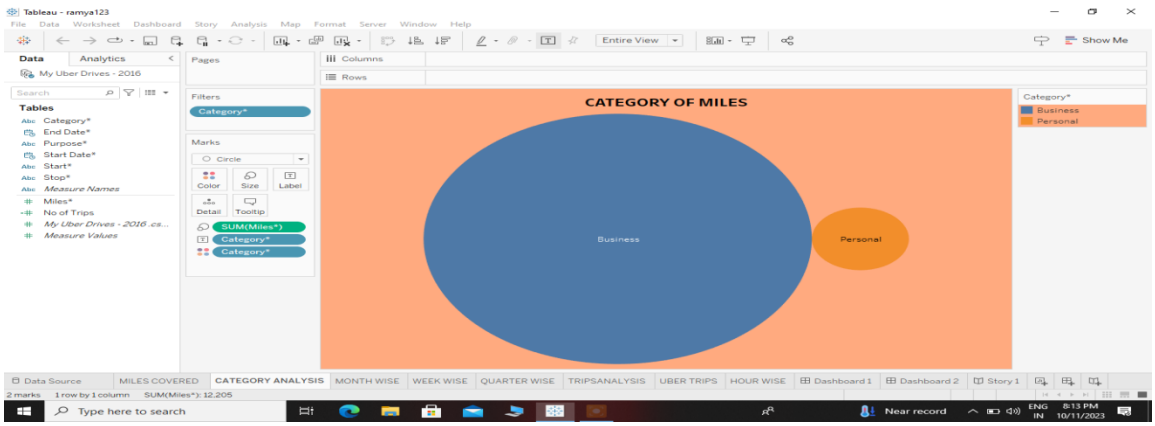


Result [Final finding output]:

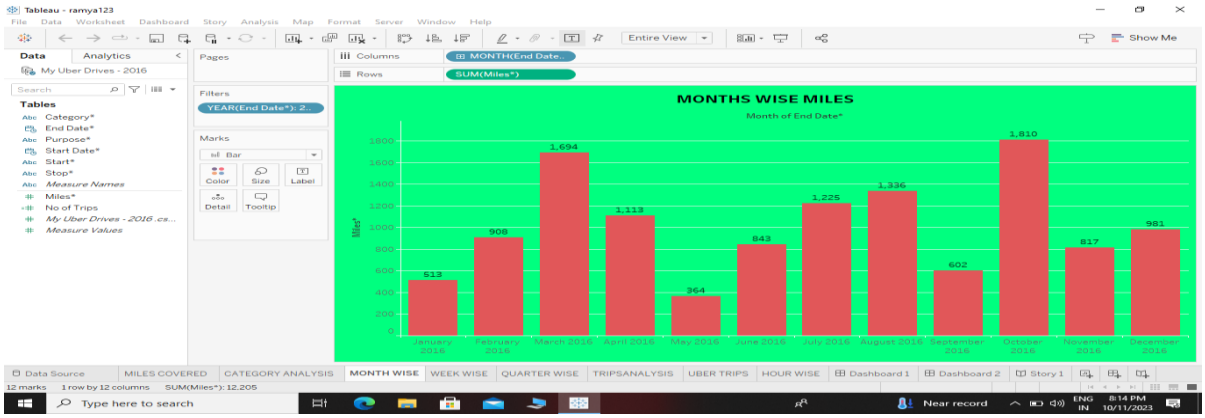
Miles covered:



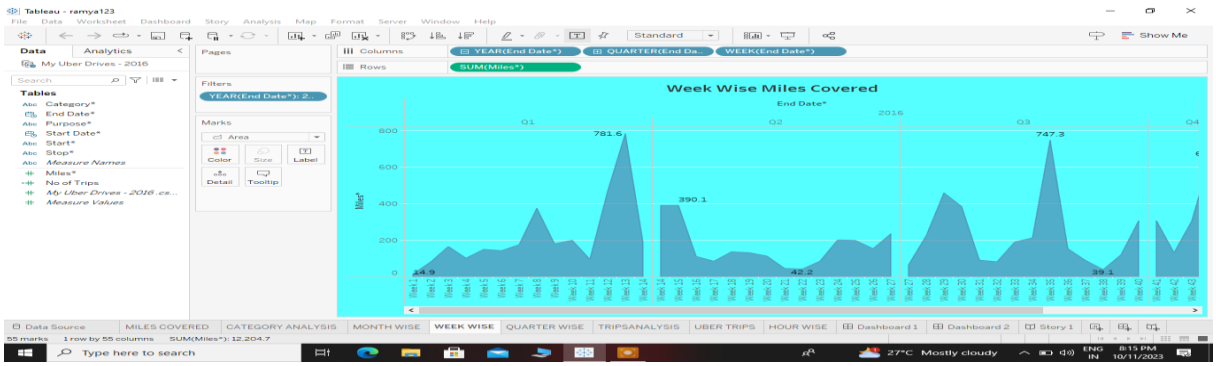
Category analysis



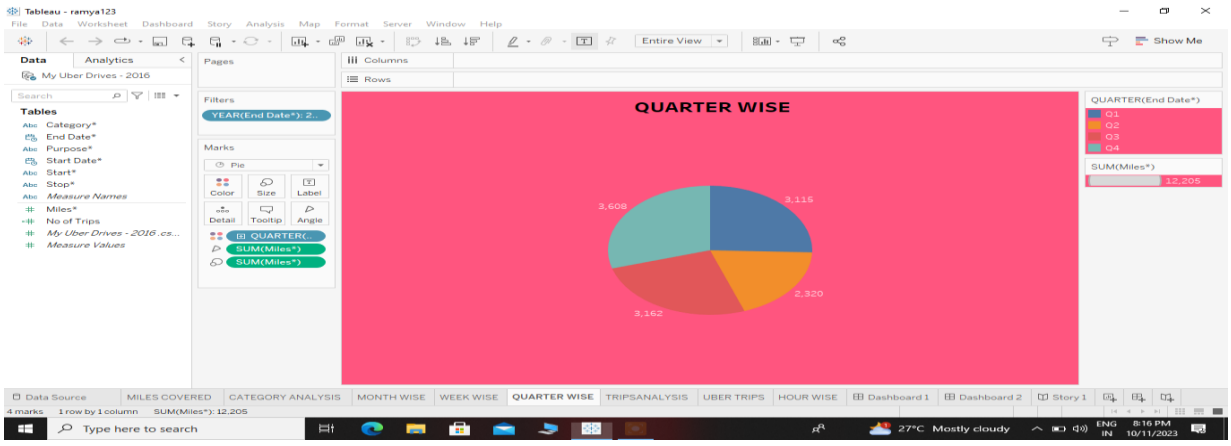
Month wise



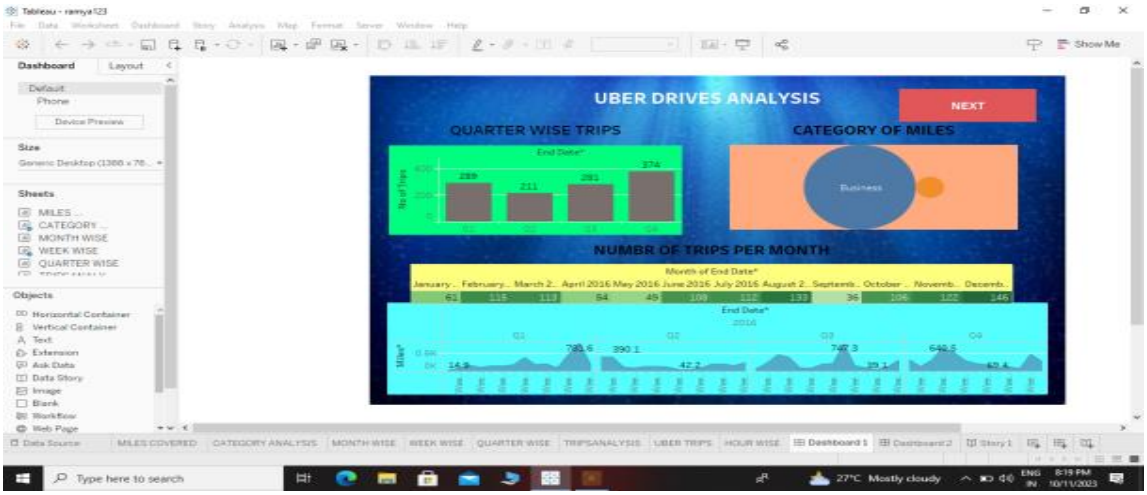
Week wise



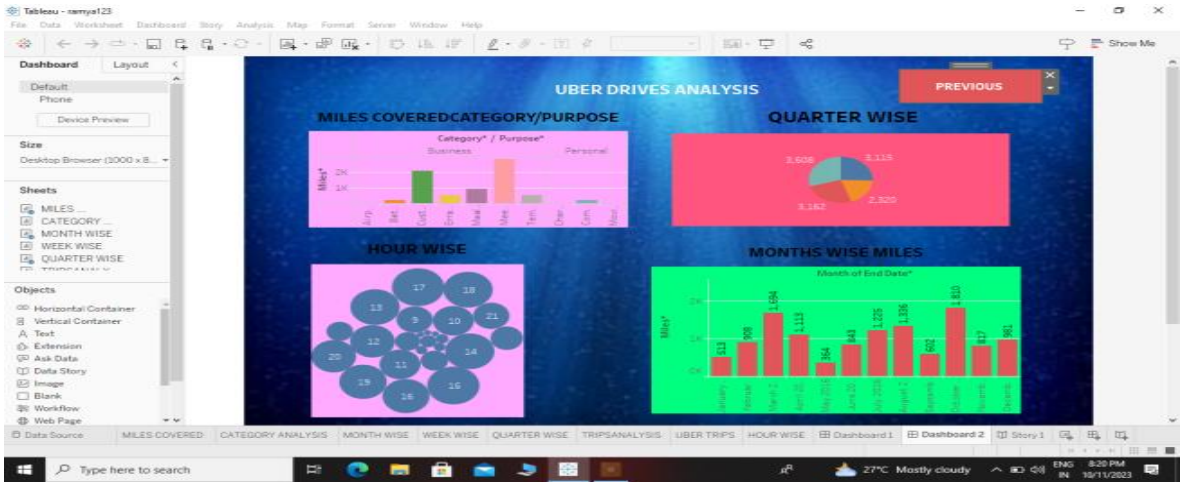
Quarter wise



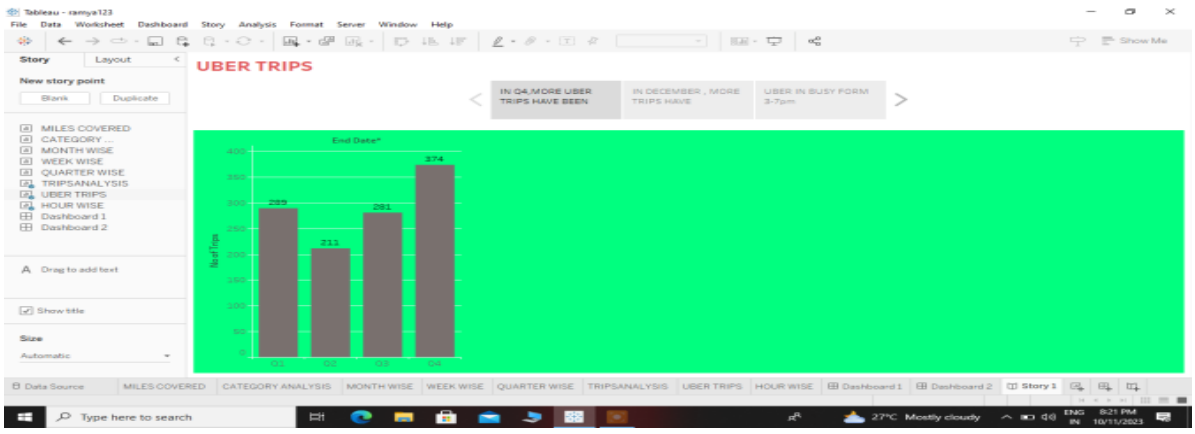
Dashboard 1



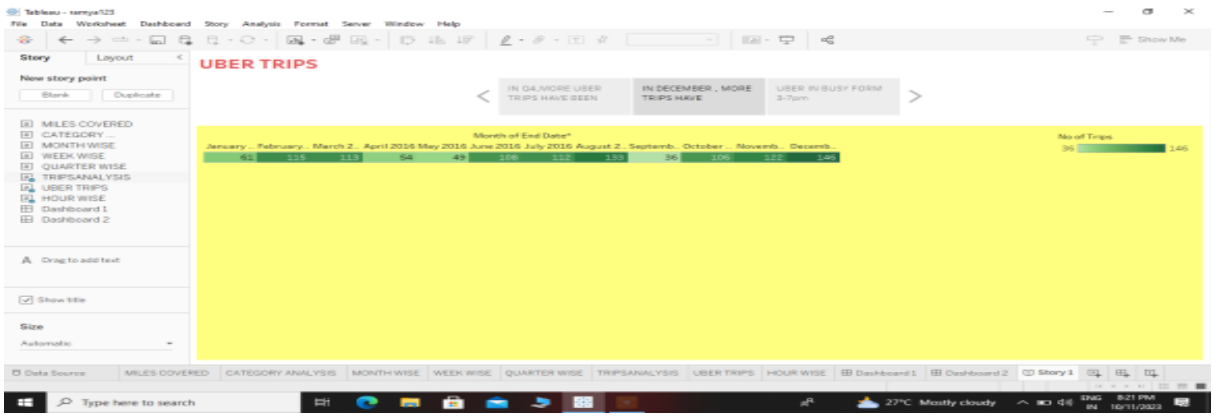
Dash board 2



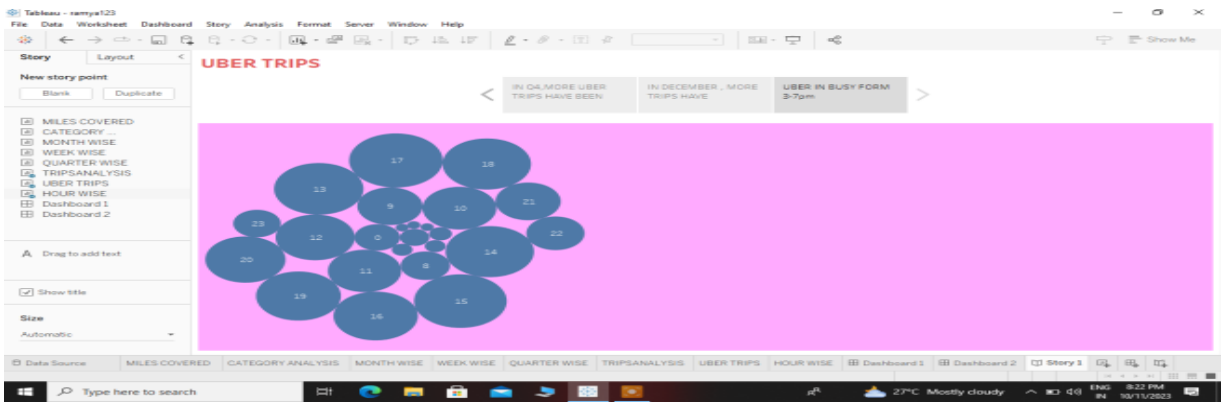
Story 1



Story 2



Story 3



Advantages & Disadvantages:

Ride – sharing services like uber have disrupted the taxi and limo industry, uber has become a prime example of the gig economy at work. Uber advances include door-of –door convenience, safety and reliable quality.

Disadvantages:

Uber advantages include door-to-door convenience. Safety and reliable quality. Uber disadvantages include its surge pricing and the negative effects of replace steady jobs with gig work.

Application:

Request a ride from 600+ avid ports and in 10,000+ cities around the world. The uber app is a great way to make your travel plans stress- free. Request a ride on demand or schedule one ahead of time. Find a RIDE to almost ANY WHERE.

Conclusion:

We visualize the data by drawing various plots. Due to which we understand that we don't have any data for taxi's price also the price variations of other cabs and different types of weather. Other value doubt plots show the type and amount of data the data set.

Future scope:

We can use this data for training a model using ML and building a smart. AI based predictive system. Model can automatically send the insights to the authorities or drivers related to areas having most trips and passengers count in certain areas. This big data can be used to study passenger's behavior.