Voyage Vista: Illuminating Insights From Uber Expeditionary Analysis

1 INTRODUCTION

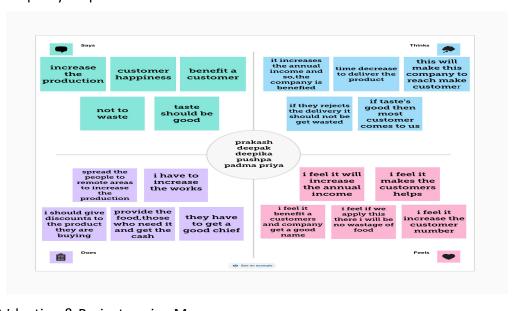
1.1 Overview

Uber is a ride-hailing company that relies heavily on data science and analysis to support its day-to-day operations and provide hassle-free rides and deliveries to customers. Data science is a critical component of Uber's operations, and the company invests heavily in its data science and technology capabilities. Some of the key use cases of data science in Uber include -dynamic pricing, driver assignment, safety, fraud, customer experience, etc. In this article, we will extensively explore a dataset of Uber rides.

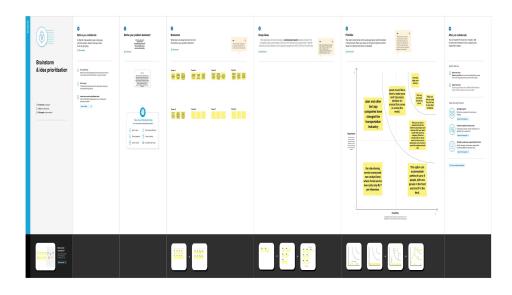
Daily, Weekly, or Monthly Analysis: Uber's data can be analyzed on a daily, weekly, monthly basis to understand the trends and patterns of trip volumes. This analysis can help identify peak hours or days of high demand and optimize driver availability during those times.

2 Problem Definition & Design Thinking

2.1 Empathy Map

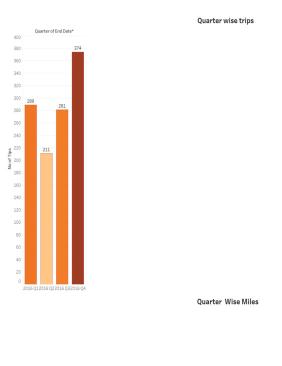


2.2 Ideation & Brainstorming Map

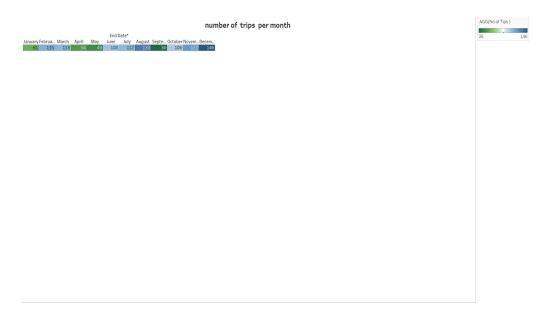


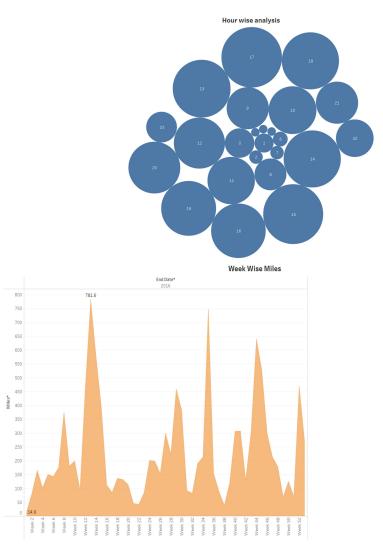
3 RESULT

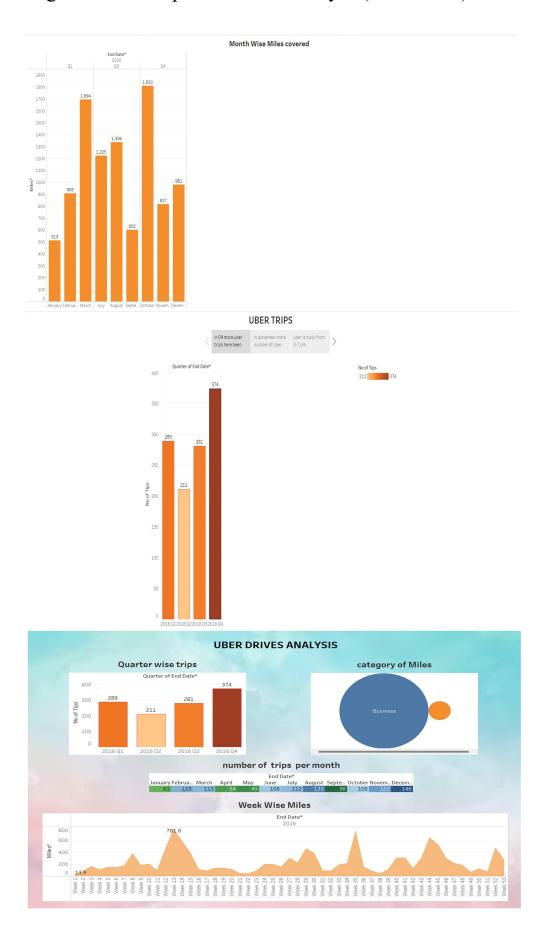
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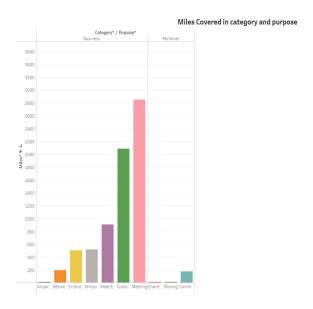






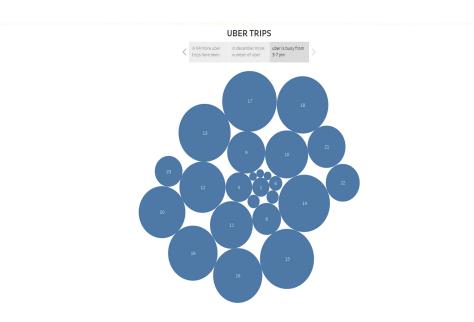








Illuminating Insights from uber expeditionary analysis



5 ADVANTAGES & DISADVANTAGES

door-to-door convenience, safety, and reliable quality.

ADVANTAGES

- 1. Uber's advantages include door-to-door convenience, safety, and reliable quality.
- Uber's strategy is to create such an extensive network that leads to a liquidity network effect. Large driver supply—> Lower wait times and fares—> More riders—> Higher earning potential for drivers—> More drivers.
- 3. provide assured facilities at the desired location point through the mobile applications.
- 4. Uber attracted their target audience by offering free rides and discounts to first-time users.
- 5. Introduction. Competitive advantage is the ability of a firm to produce Goods or Services of better value or better prices than its competitors. Customers are therefore attracted to such a firm, which then enjoys higher sales, profits and longevity.
- 6. to provide transportation as reliable as running water, everywhere, for everyone.

Disadvantages

surge pricing and the negative effects of replacing steady jobs with gig work.

6 APPLICATIONS

More than people Like Uber , because it is safety and comfortable feeling.

7 CONCLUSION

The rating system helps ensure the comfort and safety of the Uber experience. When you rate your driver, we use this as feedback to let them know what they are doing well, as well as what they might want to improve.

8 FUTURE SCOPE

We can use this data for training a model using ML and building a smart AI based predictive system.

9 APPENDIX

https://public.tableau.com/app/profile/angel.a4225