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Fundamentals of Data Analytics with Tableau – Smart Bridge

Voyage Vista: Illuminating from Uber Expenditionary Analysis

1. INTRODUCTION

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Uber uses a mixture of internal and external data to estimate fares. Uber calculates fares automatically using street traffic data, GPS data and its own algorithms that make alterations based on the time of the journey. It also analyses external data like public transport routes to plan various services.

1.1 OVERVIEW

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Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid. More specifically, Uber is a ridesharing company that hires independent contractors as drivers.
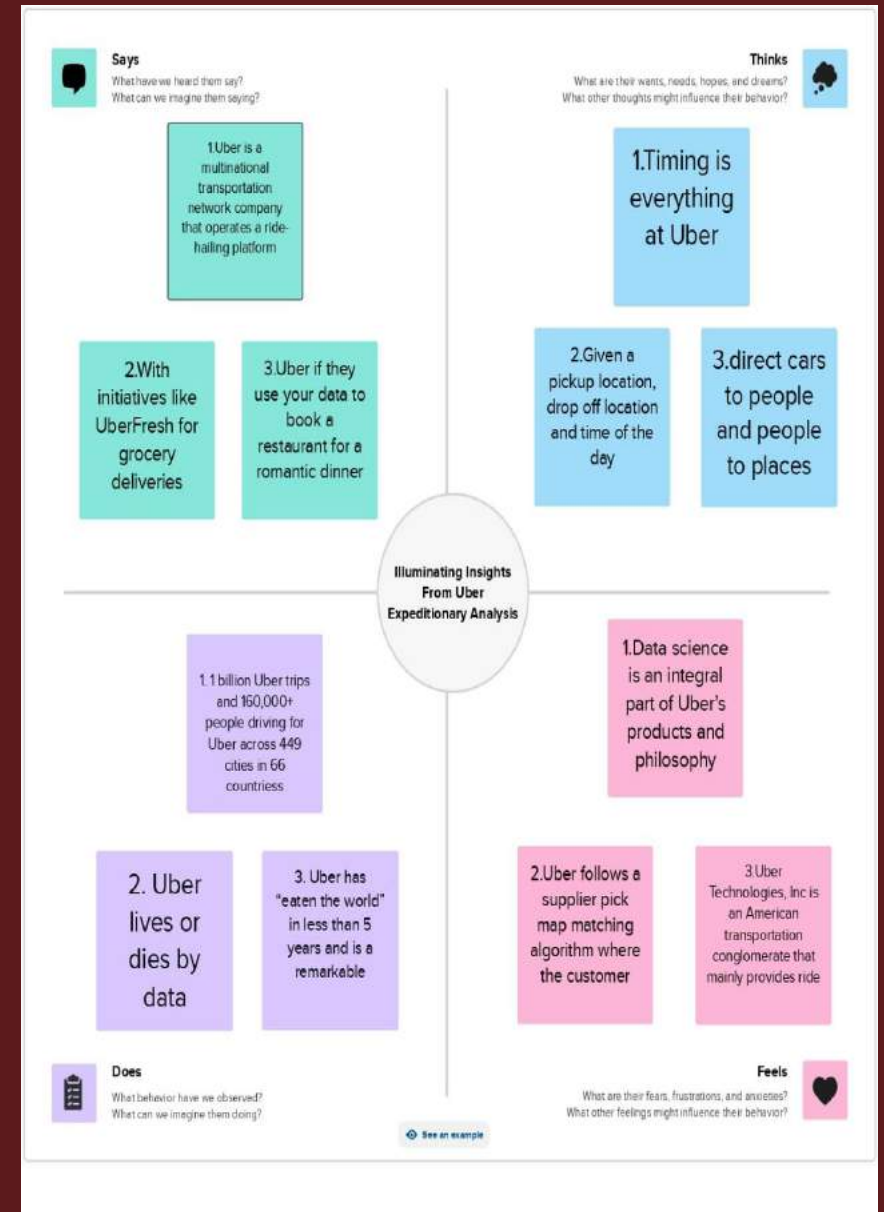
1.2 PURPOSE

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Uber links passengers with drivers using the Uber app. Generally, the drivers own their own car. The company does also offer rental or lease on cars through third party partners like Hertz, Get Around and Fair.

2. PROBLEM DEFINITION AND THINKING

2.1 EMPATHY MAP

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

1. Uber is a multinational transportation network company that operates a ride-hailing platform

2. With initiatives like UberFresh for grocery deliveries

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

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

1. Timing is everything at Uber

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

3. direct cars to people and people to places

Illuminating Insights From Uber Expeditionary Analysis

1. 1 billion Uber trips and 160,000+ people driving for Uber across 449 cities in 66 countriess

1. Data science is an integral part of Uber's products and philosophy

2. Uber lives or dies by data

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

2. Uber follows a supplier pick map matching algorithm where the customer

3. Uber Technologies, Inc is an American transportation conglomerate that mainly provides ride

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?

See an example

2.2.BRAINSTROMING

3. ADVANTAGES AND DISADVANTAGES
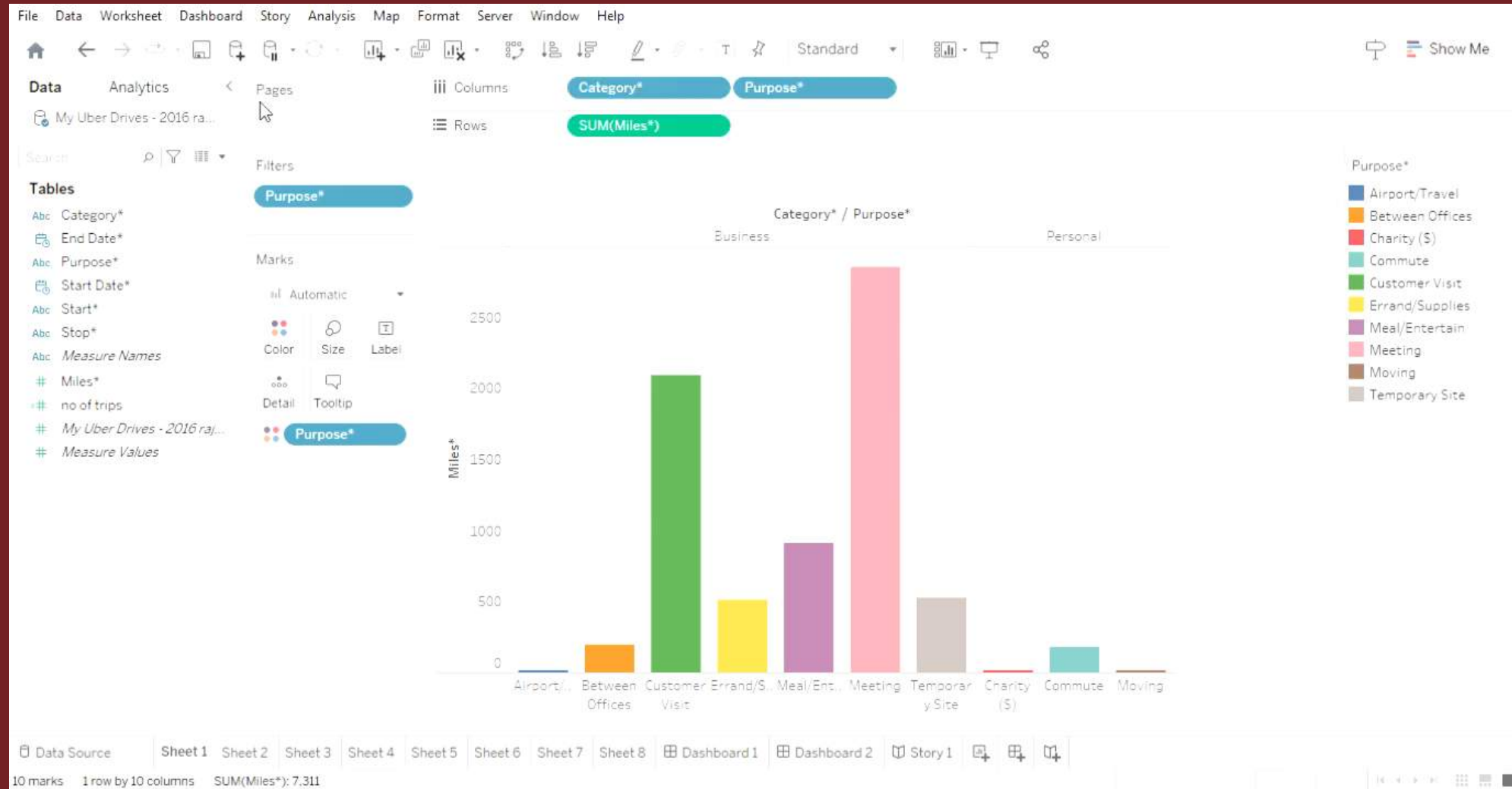
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ADVANTAGE

We offer comprehensive healthcare, monthly well-being reimbursements, and assistance programs that connect you to resources. We provide generous paid vacation, sick leave, local holidays, and voting days off.

3. ADVANTAGES AND DISADVANTAGES

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DISADVANTAGE

The pros of being an Uber driver include having the freedom to pick your hours, meeting new people, and earning some income, while the cons Include competing for rides, paying for gas and car maintenance, and possible negative reviews.

4. UBER SHEET

5.APPLICATION

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Uber's Driver app, your resource on the road. The Driver app is easy to use and provides you with information to help you make decisions and get ahead. We collaborated with drivers and delivery people around the world to build it.

6.CONCLUSOIN

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Uber Technologies, Inc. (commonly referred to as Uber) provides ride-hailing services, food delivery, and freight transport. It is headquartered in San Francisco and operates in approximately 70 countries and 10,500 cities worldwide.

7.FUTURE SCOPE

Uber is investing $800 million worldwide to subsidize the switch to EVs. It says it will be fully electric in U.S. and Canadian cities by 2030 and half electric, in aggregate miles driven, across seven of the largest European cities by 2025. It plans to go all-electric in cities everywhere else by 2040.

THANK YOU