



***WELCOME***

***TO***

***SMARTINTERNZ***

**VOYAGE VISTA: ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS**

**III B SC MATHEMATICS**

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**UNDER THE GUIDENCE OF**

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# ***CONTENT OF THE THESIS***

- ***INTRODUCTION***
- ***PROBLEM DEFINIYION &DESING THINKING***
- ***RESULT***
- ***ADVANTAGES &DISADVANTAGES***
- ***APPLICATIONS***
- ***CONCLUTION***
- ***FUTURE SCOPE***
- ***APPENDIX***



## ❖ *INTRODUCTION*

### **1.1 OVERVIEW**

Uber Driver Analysis refers to the Analyzing the number of trips taken by Uber drivers can provide insights into their overall activity and the demand for rides in specific areas. 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. Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand. This analysis can help Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability. The Major of our project is to use data Analyzing techniques to find unknown patterns in the Uber Drives dataset. The research is carried out on Uber drives data collected from the year 2016.

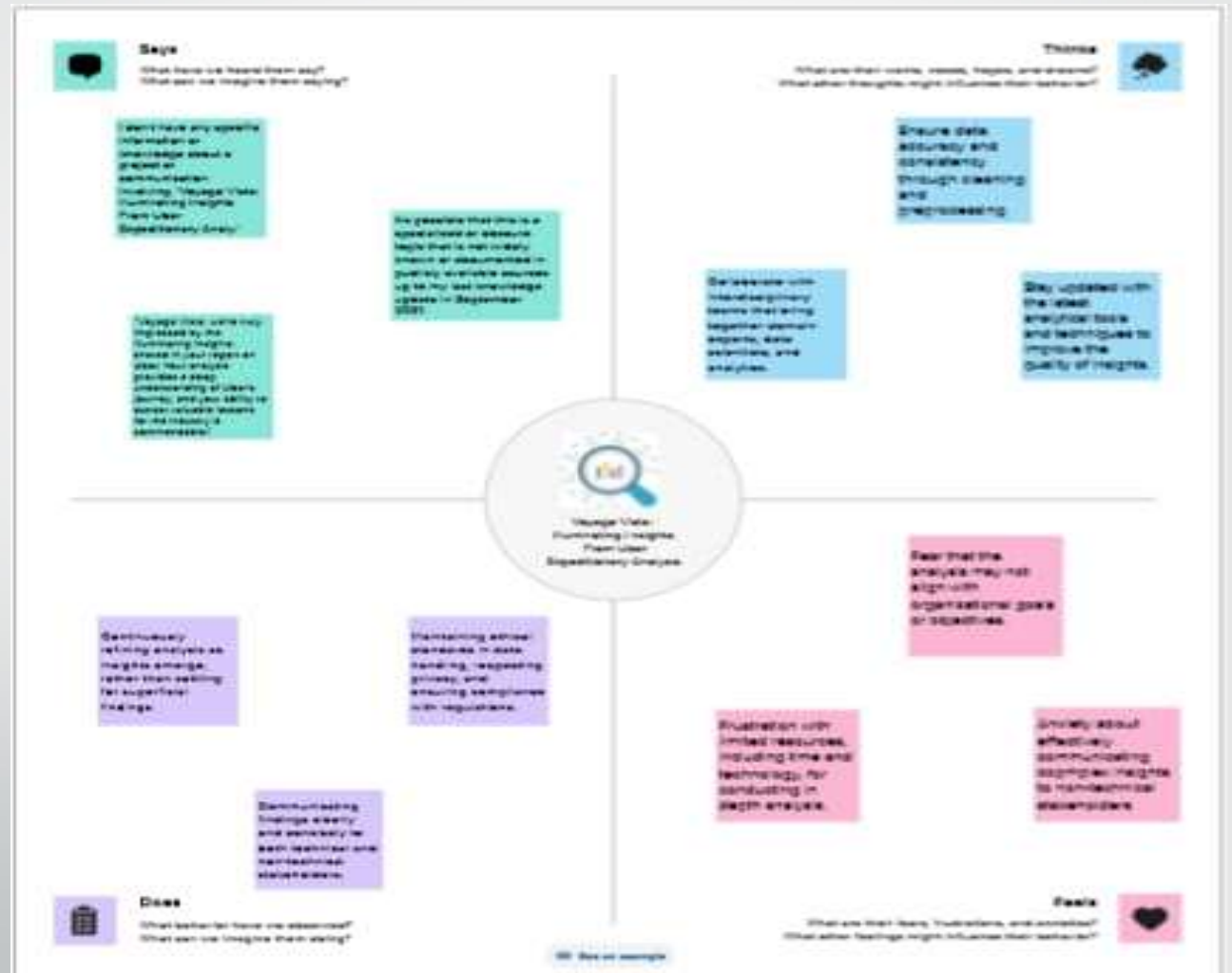


## ***1.2 PURPOSE***

- ❖ The purpose of "Voyage Vista: Illuminating Insights from Uber Expeditionary Analysis" is to delve into comprehensive analysis of Uber's operations, shedding light on critical patterns and trends, and deriving actionable insights. This study aims to leverage data-driven techniques to enhance our understanding of Uber's expeditionary operations, ultimately contributing to informed decision-making and operational optimization.

# ❖ PROBLEM DEFINITION & DESIGN THINKING

## 2.1 EMPATHY MAP



## 2.2 IDEATION & BRAINSTORMING MAP



### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-3 people recommended

#### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

#### Team gathering

Before you start brainstorming in the session and start an idea, have relevant information at your reach about:

#### Set the goal

Write down the problem you're looking to solving in the brainstorming session.

#### Learn how to use the facilitation tools

Use the Facilitation Tools for an in-app help and production session.

Open article

#### Define your problem statement

What problem are you trying to solve? Frame your problem as a Near-Might-Be statement. This will be the focus of your brainstorm.

10 minutes

#### PROBLEM

Uber is a global transportation technology company that has revolutionized our attitudes of how from its own drivers worldwide. To optimize its services and explore new opportunities, Uber needs extensive insights from this data. The challenge is to design an exploratory analysis project that leverages Uber's data to determine whether insights improve operational efficiency or identify new market opportunities.

#### Key rules of brainstorming

To run successful and productive session:

- Keep it simple
- Encourage criticism
- Make judgment
- Listen to others
- Go for volume
- Remember the goal

#### Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Person 1 Person 2 Person 3 Person 4

- Investigate the impact of regulatory changes on Uber's market position.
- Analyze the impact of regulatory changes on Uber's operations and business model.
- Analyze how Uber leverages data and machine learning for route optimization and pricing.
- Analyze Uber's environmental impact through data on ride-sharing emissions.
- Research the competitive landscape in various markets where Uber operates.
- Investigate factors influencing Uber's financial performance, such as pricing models and cost structures.
- Examine Uber's technological advancements, such as autonomous vehicles and AI-driven services.
- Analyze the impact of external factors (e.g., economic downturns) on Uber's financials.
- Analyze the effectiveness of safety features like background checks, in-app emergency services, and driver ratings.

#### Group ideas

Take turns sharing your ideas while clustering similar or related ideas as you go. Once all sticky notes have been grouped, give each cluster a sentence like "Uber is bigger than six sticky notes, try and use it you and break it up into smaller sub-groups."

10 minutes

#### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

10 minutes



#### After you collaborate

You can export the results on an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

#### Share the idea

Share a sticky note in the board with collaborators to keep track of the progress of the outcome of the session.

#### Export the idea

Export a copy of the board as a PDF or CSV to share with others, or use it to create a presentation.

Keep moving forward

#### Manage session

Define the components of a session or a step.

#### Session template

Customize session templates, materials, and resources for an experience.

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## ❖ ADVANTAGES & DISADVANTAGES

### *ADVANTAGES TO Illuminating Insights from Uber Expeditionary Analysis*

- ❖ Insights
- ❖ Optimization
- ❖ Efficiency
- ❖ Data-Driven
- ❖ Informed Decisions

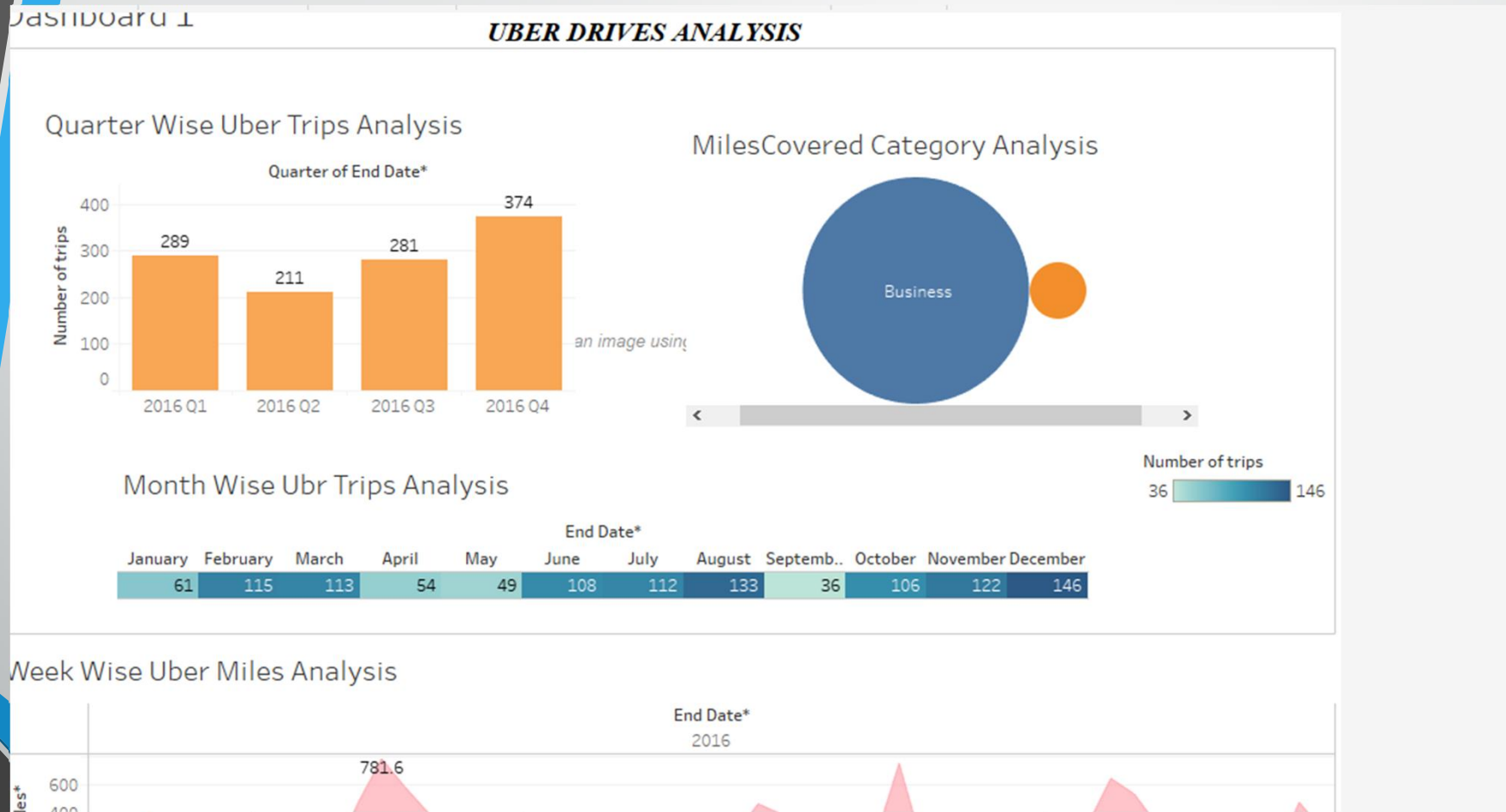
### *DISADVANTAGES TO Illuminating Insights from Uber Expeditionary Analysis*

- ❖ *Privacy*
- ❖ *Data Security*
- ❖ *Bias*
- ❖ *Complexity*
- ❖ *Resource-Intensive*



RESULT

DASHBOARD



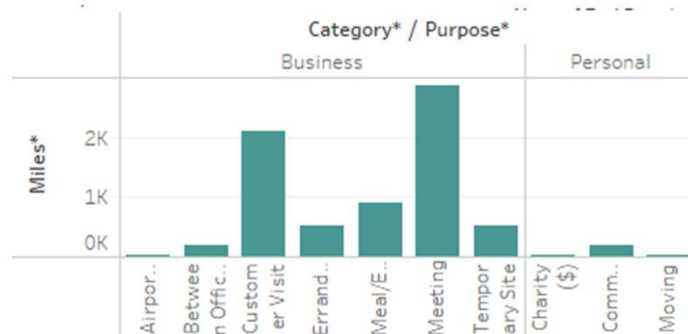
RESULT

DASHBOARD

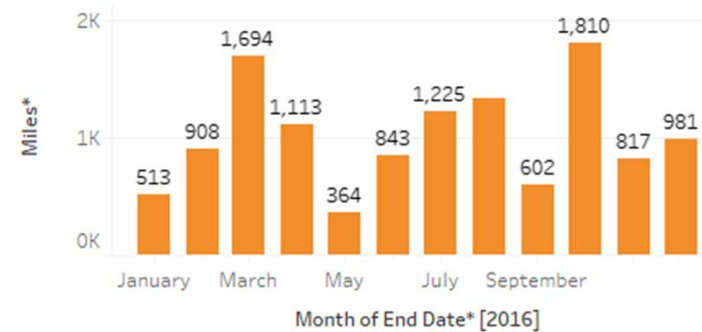
Dashboard 2

### UBER DRIVES ANALYSIS

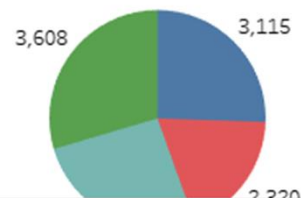
Miles Covered per Category and Purpos



Month Wise Uber Miles Analysis

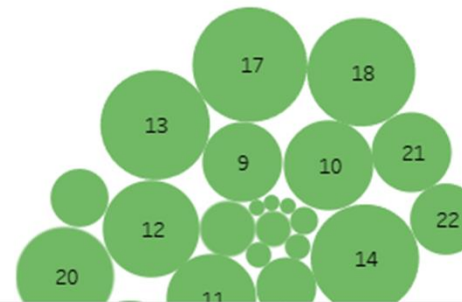


Quarter Wise Uber Miles Analysis



Hour Wise Uber Trips

Choose an image using the object menu.



Miles Analysis

Quarter Wise Uber Miles Analysis

Month Wise Ubr Trips Analysis

Quarter Wise Uber Trips Analysis

Hour Wise Uber Trips Analysis

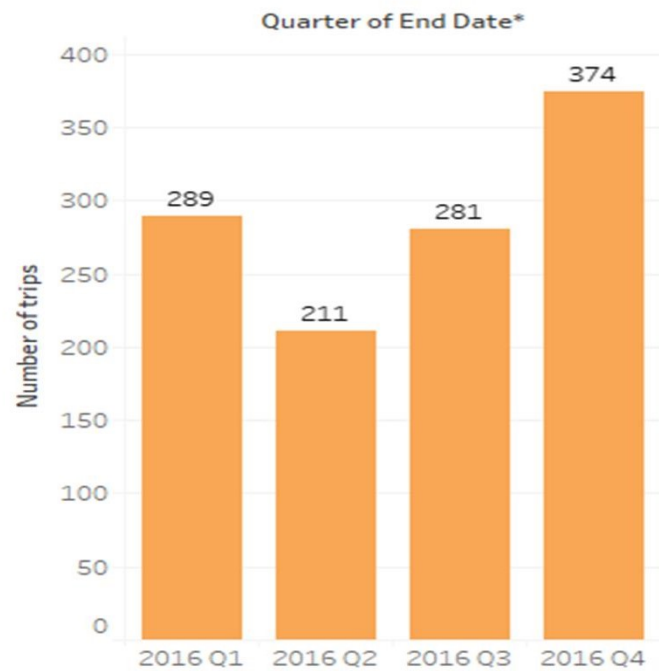
Dashboard 1

Dashboard 2

# STORY 1.1

## Story 1

< In Q4 More Uber Trips have been In December, More Trips have Uber is busy from 3-7 pm >



Quarter Wise Uber Miles Analysis

Month Wise Ubr Trips Analysis

Quarter Wise Uber Trips Analysis

Hour Wise Uber Trips Analysis

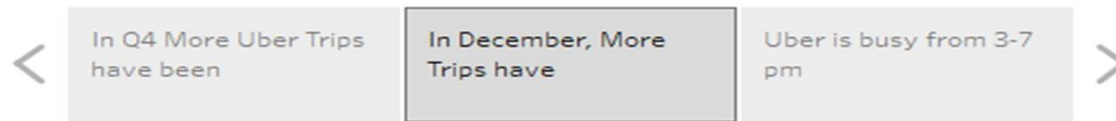
Dashboard 1

Dashboard

## STORY 1.2



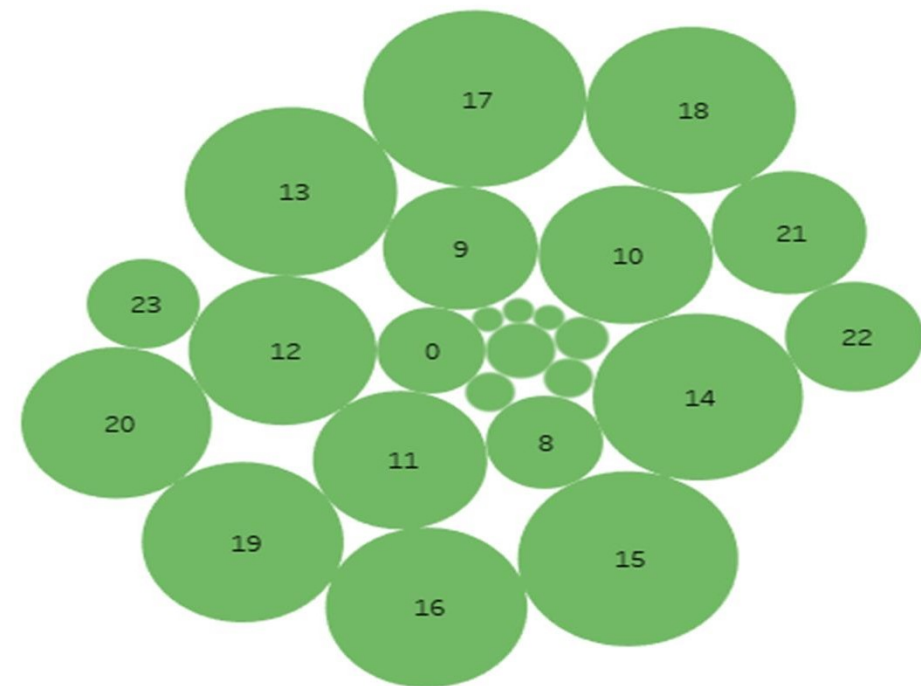
### Story 1



## STORY 1.3

### Story 1

< In Q4 More Uber Trips have been In December, More Trips have Uber is busy from 3-7 pm >





## ***APPLICATIONS***

The applications of "Voyage Vista: Illuminating Insights from Uber Expeditionary Analysis" include optimizing driver deployments, improving ride-hailing service reliability, and enhancing urban transportation efficiency based on data-derived insights.



## ***CONCLUSION***

In conclusion, "Voyage Vista: Illuminating Insights from Uber Expeditionary Analysis" illuminates valuable patterns in Uber's data, providing a foundation for data-informed decisions to enhance efficiency, profitability, and the overall ride-hailing experience.

## ***FUTURE SCOPE***

- ❖ *The future scope of "Voyage Vista: Illuminating Insights from Uber Expeditionary Analysis" lies in harnessing advanced analytics and machine learning techniques to further refine and automate decision-making processes within the ride-hailing industry, paving the way for greater precision and innovation in urban transportation solutions.*





**Thank you**