

# **Voyage Vista : Illuminating Insights from** **Uber Expeditionary Analysis.**

## 1. 1 OVERVIEW:

A brief description about your project:

The Uber is a car taxi company. They given the task for every travelling drivers to deliver the products, or as a travelling agency to receive the passengers and import them in needed final area to visit. They working for the people by giving the transport vehicle. To go their final spot. They going to visit. As a data analyst we are made a graph and by using the tableau software.

## 1.2 PURPOSE:

The primary purpose of a data analyst is to collect, process, and analyze data to provide valuable insights and support decision-making within an organization. Here are some key purposes and responsibilities of a data analyst:

**Data Collection:** Data analysts are responsible for gathering data from various sources, which can include databases, spreadsheets, surveys, and more.

**Data Cleaning:** Raw data is often messy and may contain errors or inconsistencies. Data analysts clean and preprocess the data to ensure its accuracy and reliability.

**Data Analysis:** Once the data is prepared, data analysts use statistical and analytical tools to identify trends, patterns, and insights within the data. They may also create data visualizations to make the findings more accessible.

**Report Generation:** Data analysts create reports and dashboards that summarize their findings. These reports often include actionable recommendations for decision-makers.

**Decision Support:** The insights provided by data analysts help organizations make informed decisions. These decisions can relate to areas like marketing strategies, product development, resource allocation, and more.

**Monitoring and Optimization:** Data analysts often monitor key performance indicators (KPIs) to assess the impact of decisions and track progress toward goals. They may also suggest optimizations based on ongoing data analysis.

**Data Quality Assurance:** Data analysts are responsible for ensuring data quality, which includes maintaining data integrity, consistency, and security.

**Predictive Analytics:** In some cases, data analysts use historical data to build predictive models that can forecast future trends or outcomes.

**A/B Testing:** Data analysts are involved in designing and analyzing A/B tests to evaluate the impact of changes or experiments, particularly in marketing and product development.

**Customer Insights:** Data analysts often analyze customer data to gain insights into customer behavior, preferences, and feedback. This information can be used to improve customer satisfaction and retention.

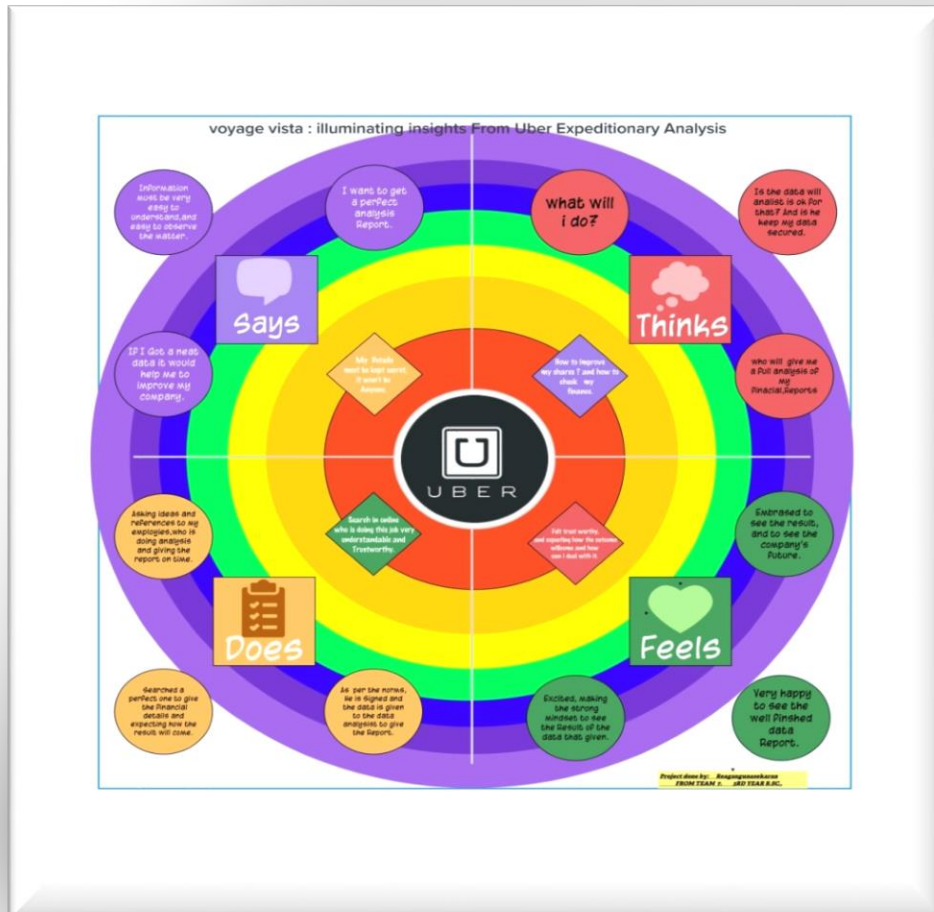
**Compliance and Privacy:** Data analysts must be aware of data privacy regulations and ensure that data handling and analysis are compliant with applicable laws.

**Continuous Learning:** The field of data analysis is dynamic, with new tools and techniques constantly emerging. Data analysts must stay updated and continue to develop their skills.

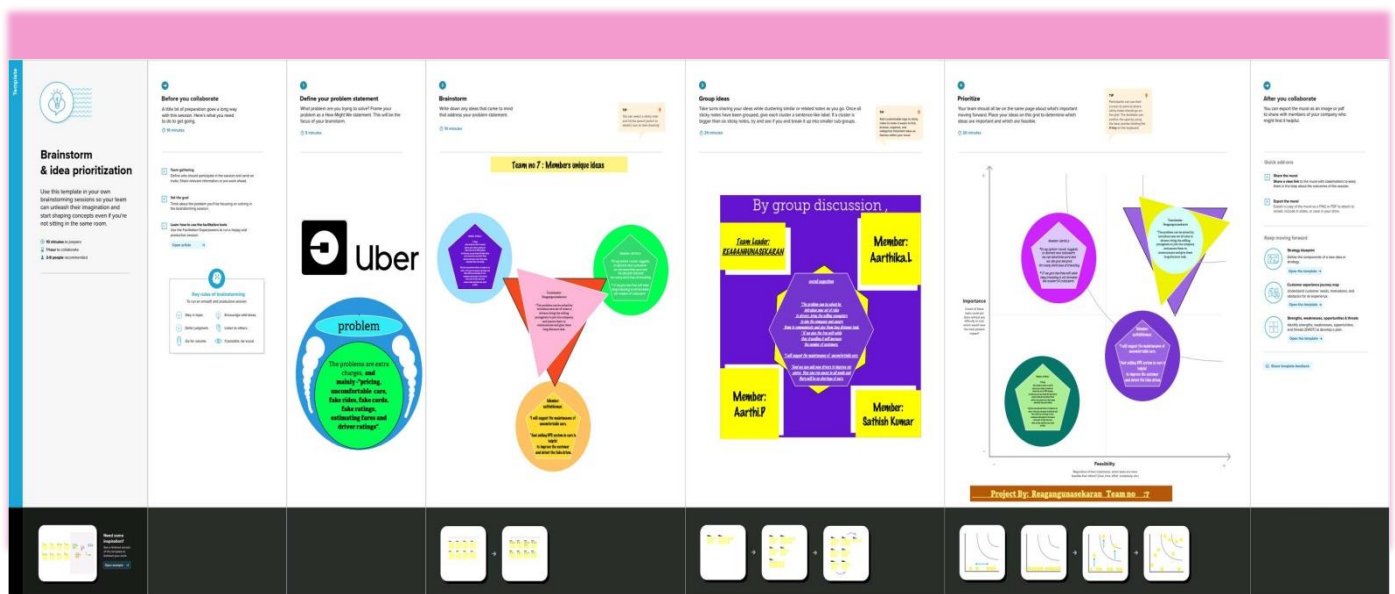
Overall, data analysts play a crucial role in turning data into actionable insights that can drive business decisions and strategies. They help organizations leverage their data assets for competitive advantage, improved efficiency, and better decision-making

## 2. PROBLEM DEFINITION & DESIGN THINKING:

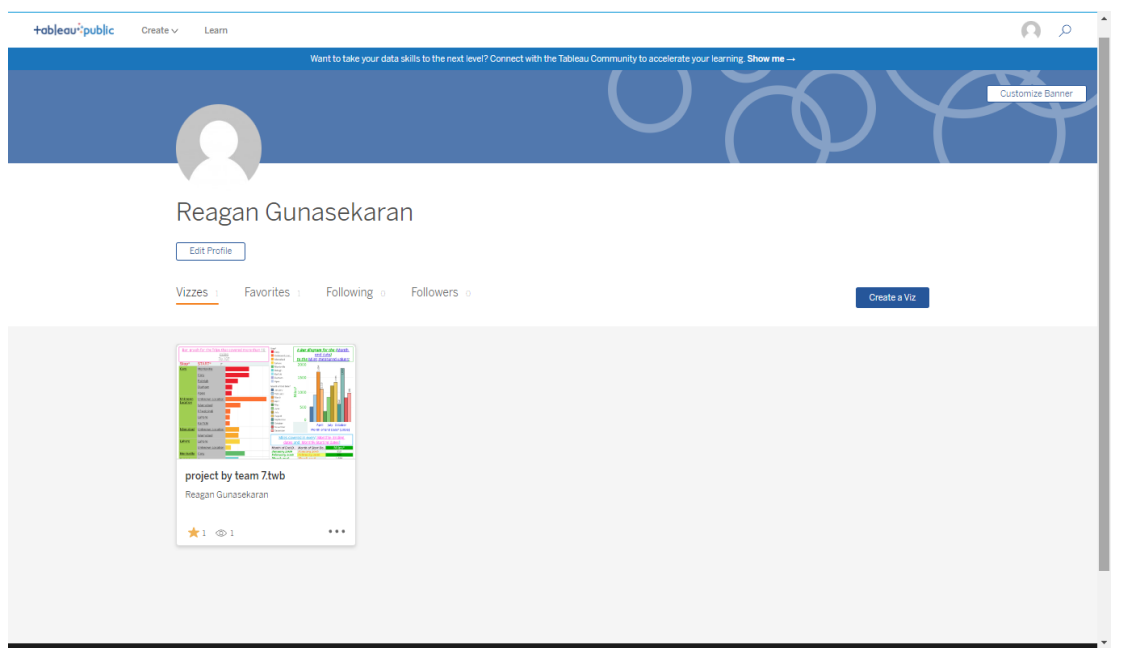
### 2.1 EMPATHY MAP:

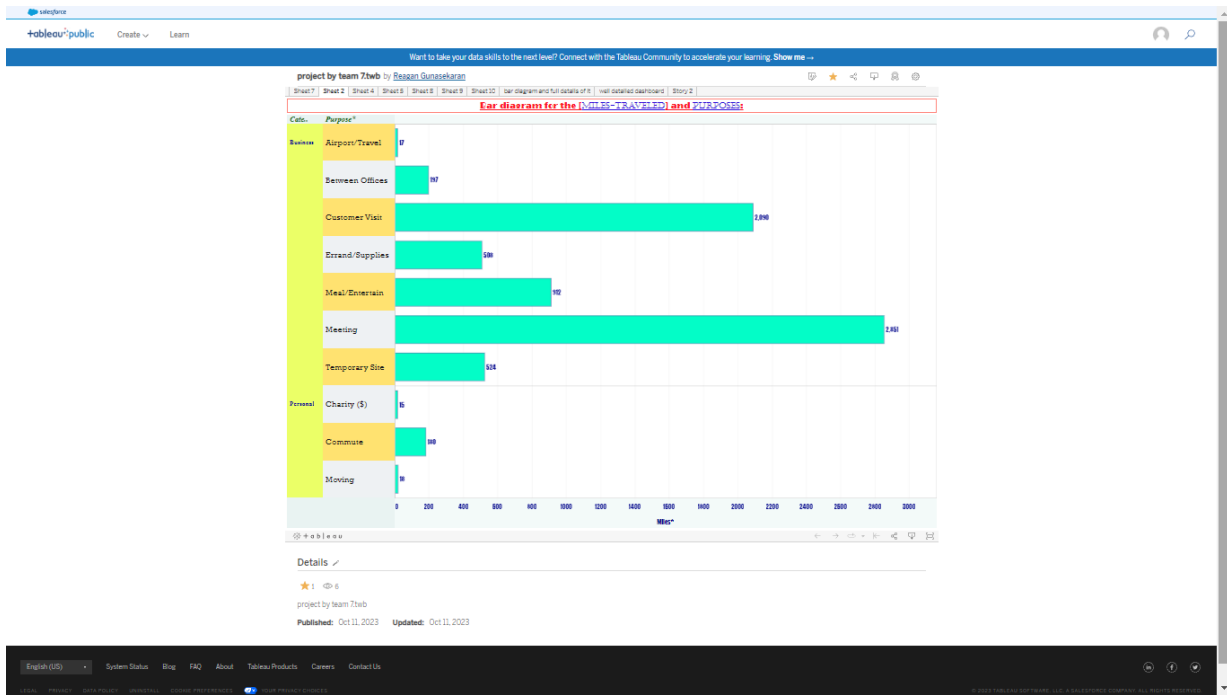
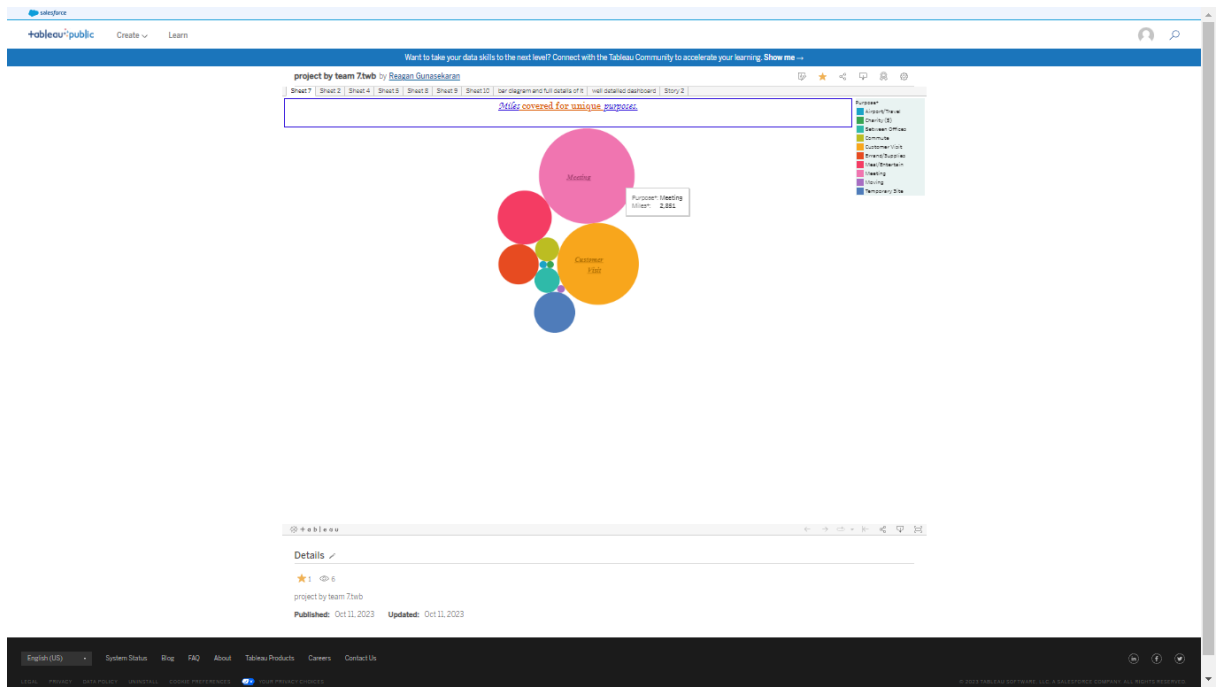


## 2.2 IDEATION & BRAINSTORMING:



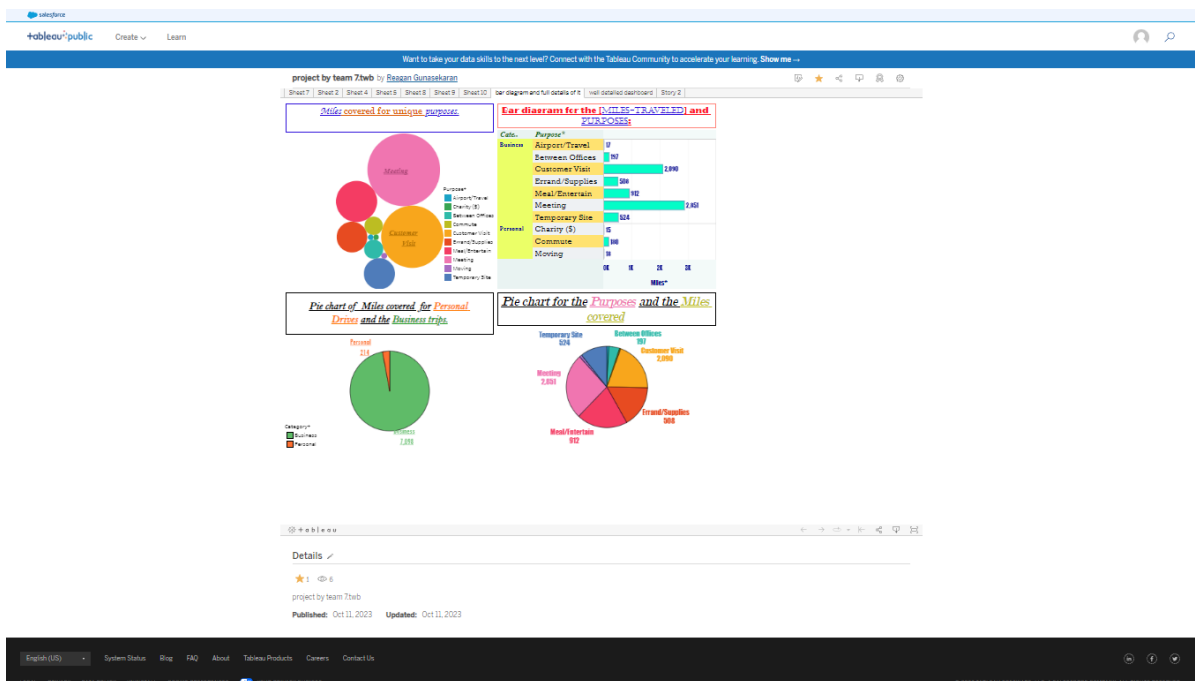
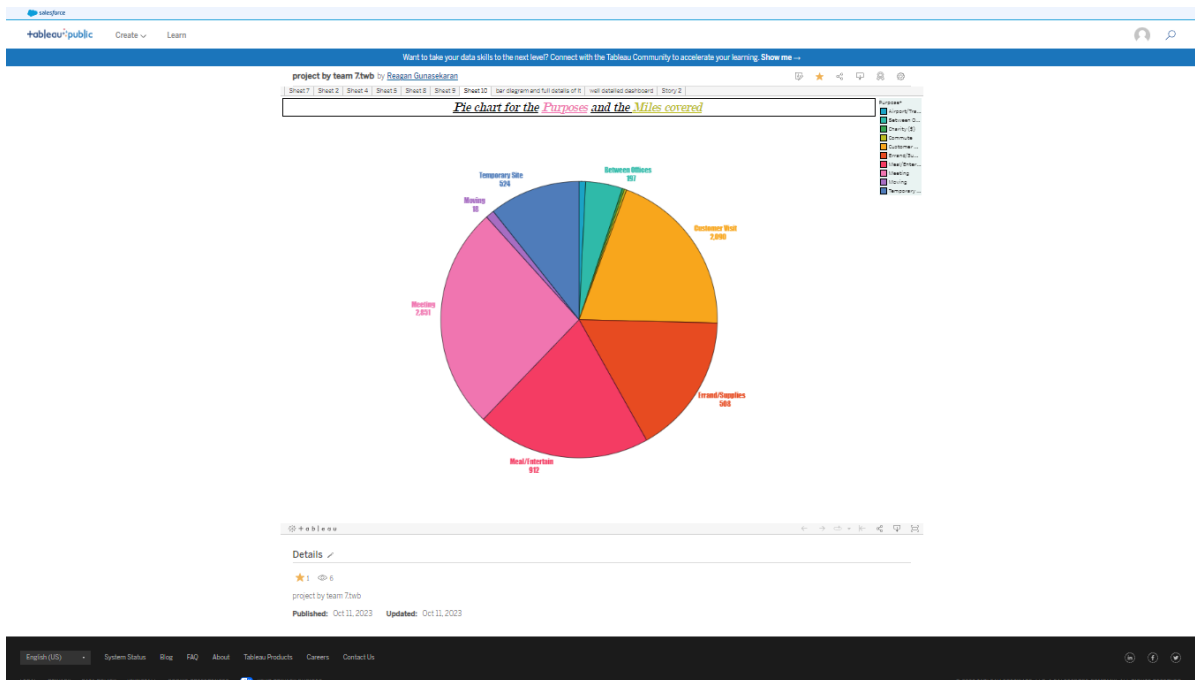
## 3. RESULT:



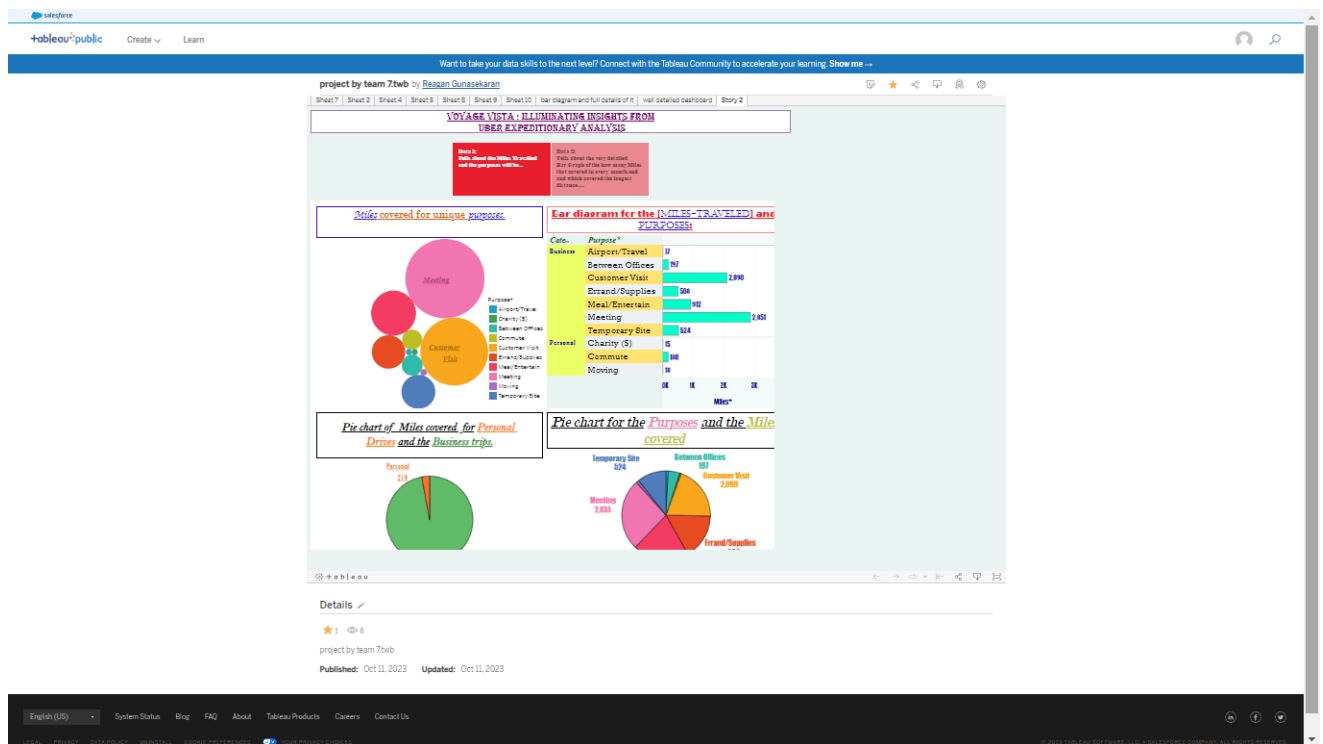
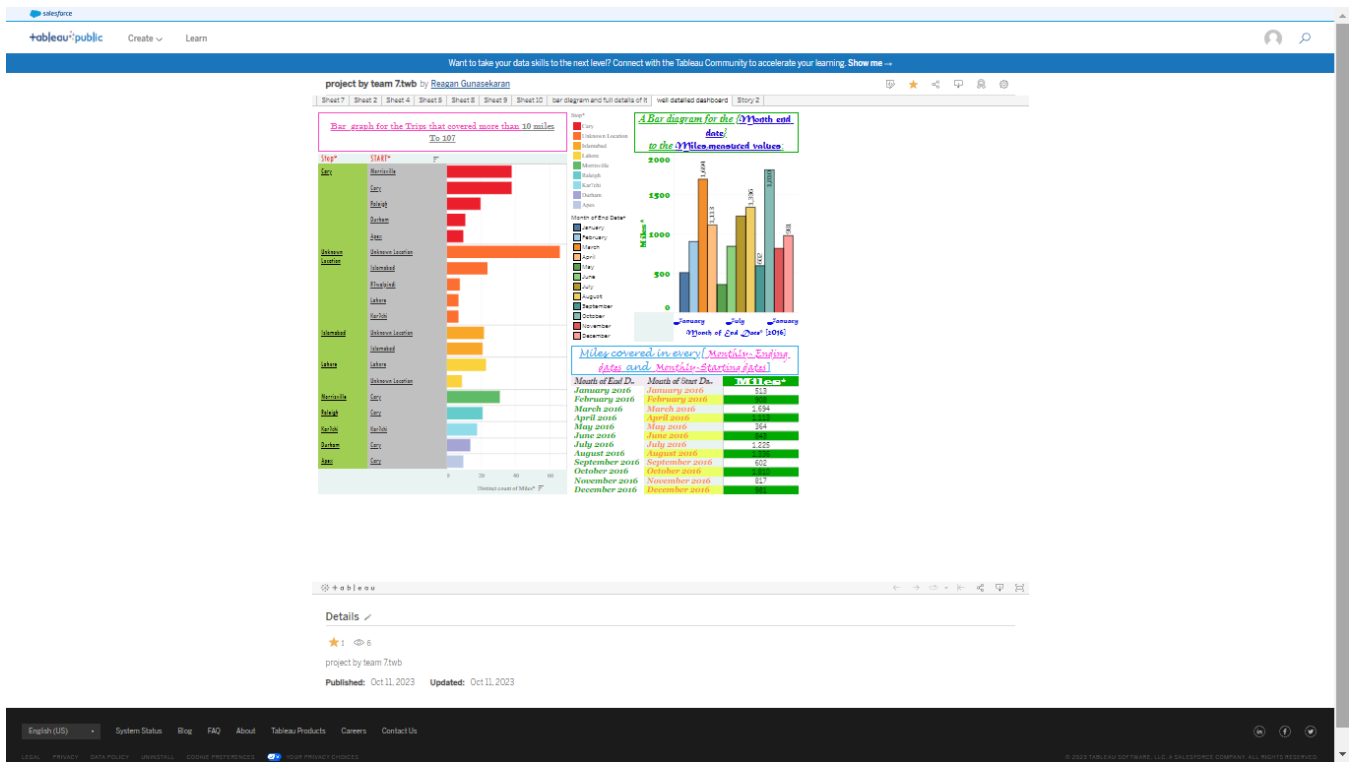














**Increased Earnings During Peak Times:** Uber often implements surge pricing during high-demand periods, which can significantly increase driver earnings during events, holidays, or busy times.

**Driver Incentives:** Uber may offer various incentives, promotions, and bonuses to encourage drivers to complete a certain number of trips or work during specific hours. These incentives can boost earnings.

**Variety of Services:** Uber offers various services, such as UberX, Uber Eats, Uber Pool, and more. Drivers can choose the type of service they want to provide based on their preferences and vehicle eligibility.

**Driving Experience:** Some individuals enjoy driving and find being an Uber driver a way to do what they like while making money.

**Social Interaction:** Uber drivers often meet and interact with a diverse range of passengers, making it a socially engaging job.

**GPS Navigation:** The Uber app provides GPS navigation, making it easier for drivers to navigate unfamiliar areas and find passengers quickly.

**Insurance Coverage:** Uber typically provides insurance coverage for drivers and passengers during trips, offering a level of security in case of accidents or incidents.

**Driver Ratings:** Uber drivers receive passenger ratings, which can help them improve their service and maintain a good reputation. High ratings can lead to more business.

While there are advantages to being an Uber driver, it's important to note that the job also comes with challenges and considerations, such as vehicle maintenance costs, fluctuating earnings, and potential regulatory changes. Drivers should carefully assess their individual circumstances and preferences before deciding to become an Uber driver

#### 4.2 Disadvantages:

While being an Uber driver offers various advantages, it also comes with a range of disadvantages and challenges that drivers should consider before entering the ridesharing industry. Here are some of the key disadvantages of being an Uber driver:

**Income Variability:** Uber drivers do not have a fixed income. Earnings can fluctuate greatly depending on factors like demand, location, and time of day. Drivers may experience seasonal or daily variations in income.

**Wear and Tear on the Vehicle:** Driving for Uber can accelerate the wear and tear on a vehicle, leading to increased maintenance and repair costs. These expenses can eat into a driver's earnings.

**Vehicle Depreciation:** The more a vehicle is used for ridesharing, the faster it depreciates. This can impact the long-term value of the vehicle.

**Insurance Costs:** While Uber provides some insurance coverage during trips, drivers may need to purchase additional insurance to ensure adequate coverage, which can be costly.

**Fuel Costs:** Gasoline expenses can be a significant portion of a driver's income, especially in areas with long commute times or heavy traffic.

**Safety Concerns:** Uber drivers sometimes encounter challenging or potentially dangerous situations when dealing with passengers or driving in certain areas.

**Regulatory Issues:** Ridesharing services like Uber often face regulatory challenges and changes in laws and requirements that may impact drivers' ability to work or earnings.

**Passenger Behavior:** Dealing with unruly or disrespectful passengers can be stressful and challenging for Uber drivers.

**Ratings Pressure:** Maintaining a high passenger rating is crucial for ongoing success, and some drivers may find the pressure to maintain good ratings stressful.

**Rideshare Commission:** Uber takes a percentage of each fare as a service fee, reducing the driver's overall earnings.

**Competition:** In many markets, there is a high level of competition among rideshare drivers, which can lead to decreased demand and earnings.

**Lack of Benefits:** Uber drivers are considered independent contractors, which means they do not receive employee benefits like health insurance, retirement plans, or paid time off.

**Income Taxes:** As independent contractors, Uber drivers are responsible for paying self-employment taxes and must handle their tax reporting and withholdings.

**Long Hours:** Some drivers may need to work long hours to meet their income goals, which can lead to fatigue and stress.

**Lack of Job Security:** Uber drivers do not have the same job security as traditional employees. Their earnings can be impacted by factors beyond their control.

It's important for anyone considering becoming an Uber driver to carefully weigh these disadvantages against the advantages and assess whether the job aligns with their financial goals, lifestyle, and risk tolerance. Additionally, local regulations and market conditions can vary, so drivers should research and understand the specific factors that affect their area

## 5. APPLICATIONS:

Uber drivers use the Uber app to connect with passengers and provide transportation services. The application of the Uber driver includes various functions and features that enable them to perform their job efficiently. Here are some key applications of the Uber driver app:

**Accepting and Managing Ride Requests:** The primary function of the app is to receive and accept ride requests from passengers. When a passenger requests a ride, nearby drivers are notified through the app and can choose to accept or decline the request.

**Navigation and GPS:** The app provides GPS navigation to help drivers reach the passenger's pickup location and then navigate to the destination. This ensures efficient and accurate routing.

**Communication:** The app allows drivers to communicate with passengers through in-app messaging or phone calls. This is useful for clarifying details or coordinating pickups.

**Trip Information:** Drivers can access detailed trip information, including the passenger's name, pickup location, destination, and estimated time of arrival. This information helps drivers provide a smooth and safe experience.

**Real-Time Earnings:** Drivers can track their earnings in real time, including the fare for each trip, any tips received, and the cumulative earnings for the day or week.

**Driver Ratings:** Drivers can view their passenger ratings and feedback to assess their performance and make improvements if necessary.

**In-App Support:** The app includes a support feature that allows drivers to report issues, seek assistance, or ask questions related to their trips or account.

The Uber driver app is designed to streamline the process of connecting drivers with passengers and managing the logistics of providing transportation services. It plays a central role in the day-to-day operations of Uber drivers and helps them efficiently navigate and earn income within the ridesharing platform.

## 6. CONCLUSION:

In the above discussion, we have tried to give you the details about marketing insight and its importance. One of the most important benefits of marketing insights we learned is that it will strengthen the relationship between marketers and customers by providing the details needed to solve marketing problems and assist with marketing policy.

Understanding customer behavior and attitudes are essential to developing effective marketing strategies.

If you need help conducting marketing insights research, contact the Question Pro team of experts. Question Pro can help you navigate the process and make the most of your data.

## 7. FUTURE SCOPE:

Travel agency insights reveal your innovation's true target market or lack thereof. Key market insights can cause your UBER innovation to take a new, completely unforeseen route. Maybe your investment is a great idea — maybe it's not. Or, maybe it's a great idea for a different Travel agency.

Most all futures of uber are registered with the Commodity Futures

## 8. APPENDIX:

A Source Code

Dashboard 1 Link:

[https://public.tableau.com/shared/7ZYBHNJT4?:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/shared/7ZYBHNJT4?:display_count=n&:origin=viz_share_link)

Dashboard 2 Link:

[https://public.tableau.com/views/projectbyteam7\\_twb/welldetaileddashboard?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/projectbyteam7_twb/welldetaileddashboard?:language=en-US&:display_count=n&:origin=viz_share_link)

Storyboard Link:

[https://public.tableau.com/views/projectbyteam7\\_twb/Story2?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/projectbyteam7_twb/Story2?:language=en-US&:display_count=n&:origin=viz_share_link)

Project Presentation Video Link:

[https://drive.google.com/file/d/1lph45V3dY5fwyvcpgcP5IqePYhQB\\_vDm/view?usp=sharing](https://drive.google.com/file/d/1lph45V3dY5fwyvcpgcP5IqePYhQB_vDm/view?usp=sharing)

