

2023

Voyage Vista: Illuminating Insights From Uber Expeditionary Analysis



Team 12

Statistic Department, government arts
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10/21/2023

INTRODUCTION:

1.1 Overview:

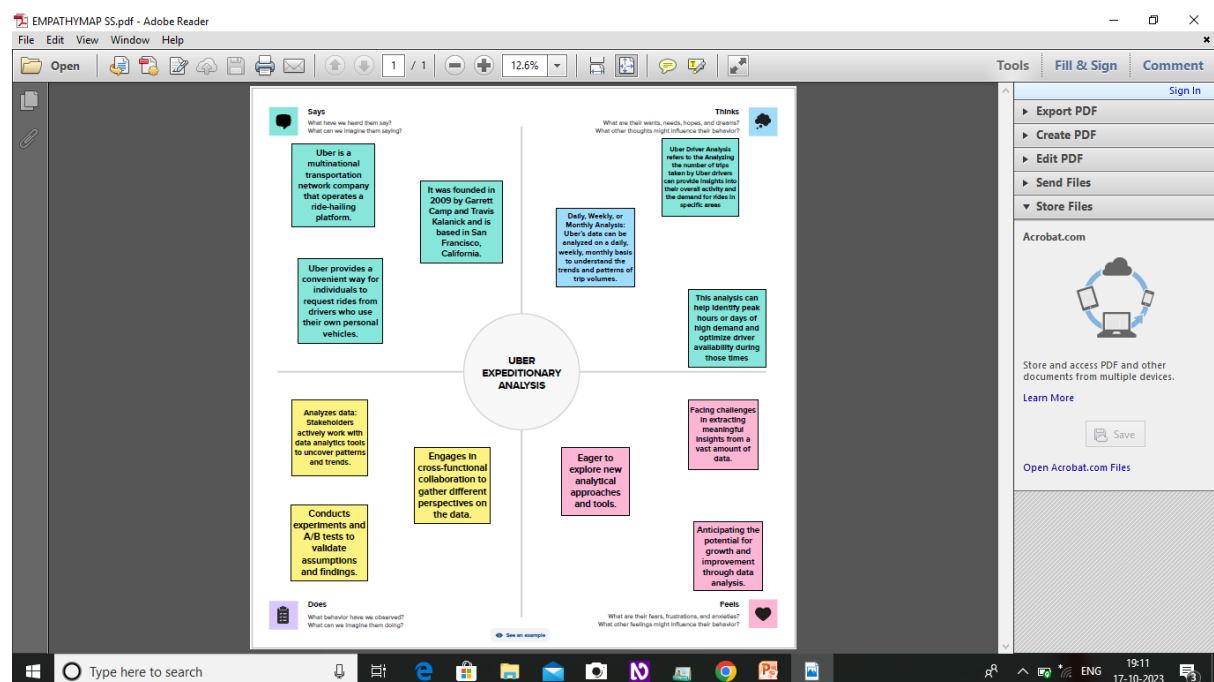
In this project we explain about illuminating Insights From Uber Expeditionary Analysis in this we can see the Uber Trips and analysis by the tableau and we have explain purpose in brainstorm and empathy map.

2.2 Purpose:

The purpose is to know and publish the situation of Uber Trips in week ,month in we can clearly understand the Dashboard and Story results.

PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map



The screenshot shows the Adobe Reader application window. The title bar at the top reads "BRAINSTORM.pdf - Adobe Reader". Below the title bar is a menu bar with "File", "Edit", "View", "Window", and "Help". A toolbar contains icons for opening files, saving, printing, and other functions. The main content area displays a PDF document titled "Brainstorm & idea prioritization". The document content includes several sections with text and diagrams. The right sidebar contains a "Tools" section with options like "Export PDF", "Create PDF", "Edit PDF", "Send Files", and "Store Files". The bottom status bar shows the time as 19:14 on 17-10-2023.

Brainstorm & idea prioritization

Brainstorming

Brainstorming is a group problem-solving technique. It is a group discussion that encourages the free flow of ideas and thoughts. It is a creative process that involves generating a large number of ideas and then selecting the best ones.

Idea prioritization

Idea prioritization is the process of selecting the best ideas from a large number of ideas. It is a critical step in the brainstorming process. It involves evaluating each idea based on its potential value and then selecting the top ideas.

Brainstorming techniques

There are several techniques for brainstorming. Some of the most common ones are:

- Free brainstorming: This is the simplest and most common technique. It involves generating ideas freely without any constraints.
- Structured brainstorming: This technique involves following a set of rules or guidelines to generate ideas.
- Brainwriting: This technique involves writing down ideas instead of saying them out loud.
- Brainstorming with constraints: This technique involves generating ideas within a specific set of constraints.

Idea prioritization techniques

There are several techniques for idea prioritization. Some of the most common ones are:

- Dot voting: This technique involves giving each idea a certain number of votes. The ideas with the most votes are the top ideas.
- Weighted scoring: This technique involves assigning a weight to each idea based on its potential value. The ideas with the highest scores are the top ideas.
- Brainstorming matrix: This technique involves creating a matrix to evaluate each idea based on different criteria.

Brainstorming and idea prioritization

Brainstorming and idea prioritization are two essential steps in the creative process. Brainstorming is the process of generating ideas, and idea prioritization is the process of selecting the best ideas. Together, they form a powerful tool for solving problems and creating new ideas.

Brainstorming and idea prioritization diagram

The diagram illustrates the relationship between brainstorming and idea prioritization. It shows that brainstorming leads to a large number of ideas, which are then evaluated and prioritized. The diagram also shows that idea prioritization leads to the selection of the best ideas, which are then implemented.

Brainstorming and idea prioritization flowchart

The flowchart shows the process of brainstorming and idea prioritization. It starts with "Brainstorming", which leads to "Idea generation". This leads to "Idea evaluation", which leads to "Idea prioritization". Finally, this leads to "Idea implementation".

Brainstorming and idea prioritization checklist

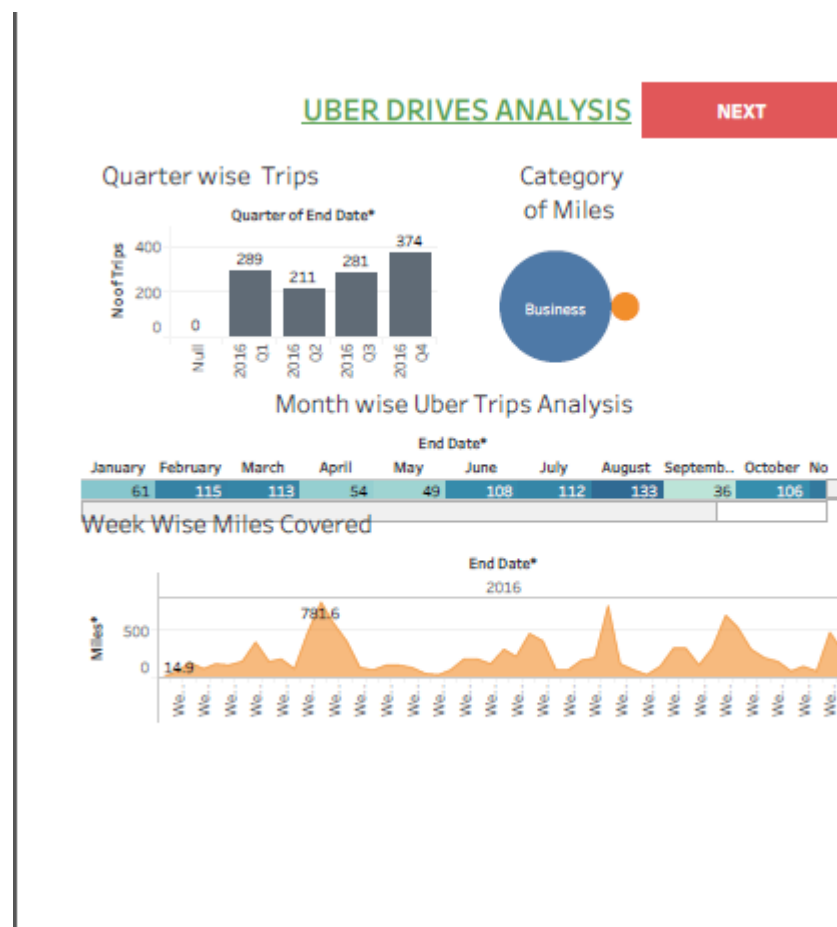
The checklist provides a set of questions to help guide the brainstorming and idea prioritization process. The questions are:

- What is the problem we are trying to solve?
- What are the constraints of the problem?
- What are the goals of the brainstorming session?
- What are the rules of the brainstorming session?
- How will we evaluate the ideas?
- How will we prioritize the ideas?
- How will we implement the ideas?

Brainstorming and idea prioritization summary

Brainstorming and idea prioritization are two essential steps in the creative process. Brainstorming is the process of generating ideas, and idea prioritization is the process of selecting the best ideas. Together, they form a powerful tool for solving problems and creating new ideas.

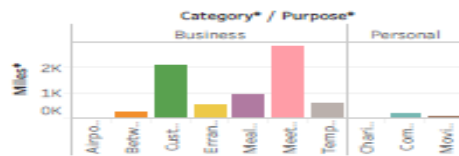
Dashboard 1



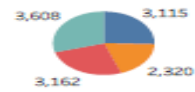
UBER DRIVES ANALYSIS

[PREVIOUS](#)

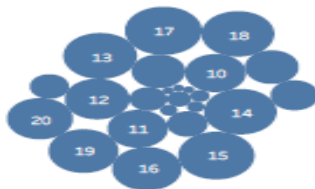
Category and Purpose



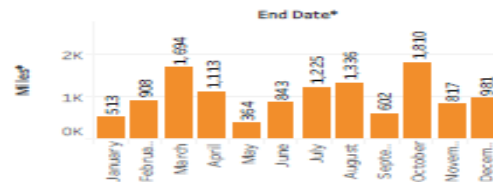
Quarter wise Miles



Hour wise Analysis



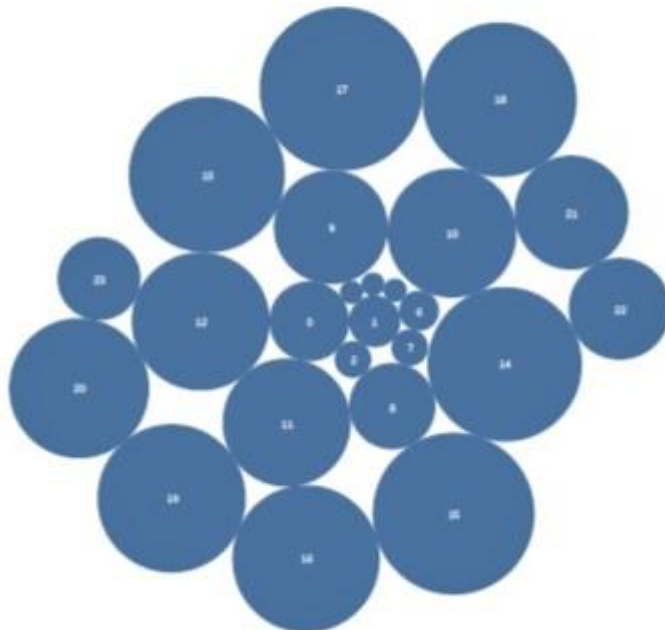
Month wise Miles



Story

UBER TRIPS

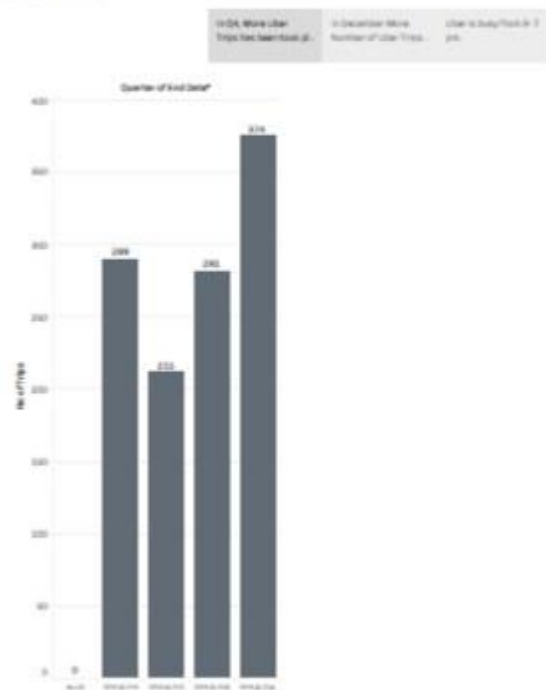
In Q4, More Uber Trips has been took pl. In December More Number of Uber Trips... Uber is busy from 3-7 pm.



UBER TRIPS



UBER TRIPS



Conclusion

This data and analysis can be used by Uber for internal discussion, and also can be used by companies similar to Uber, as it tells companies when drives are most needed at the airports and when drivers are most needed at the airports and when drives are most needed to bring people to airports from cities. The data and analysis can also provide insights for drivers.