

FUNDAMENTALS OF DATA ANALYTICS WITH TABLEAU

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

NAAN MUDHALVAN PROJECT

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VOYAGE VISTA:ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS

INTRODUCTION:

Description of Projects:

Uber is a multinational transportation network company that operates a ride-hailing platform. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California. Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles. 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

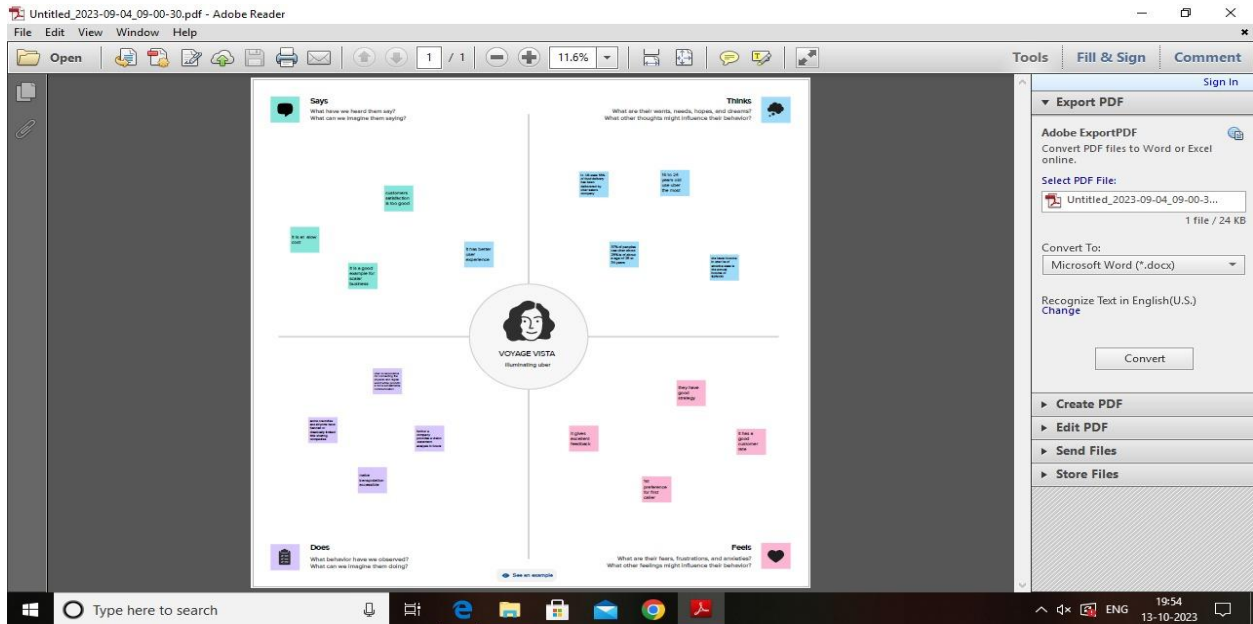
Uses:

It's use to analyses the details of Uber Drives expeditionary

PROBLEM DEFINITION & DESIGN THINKING

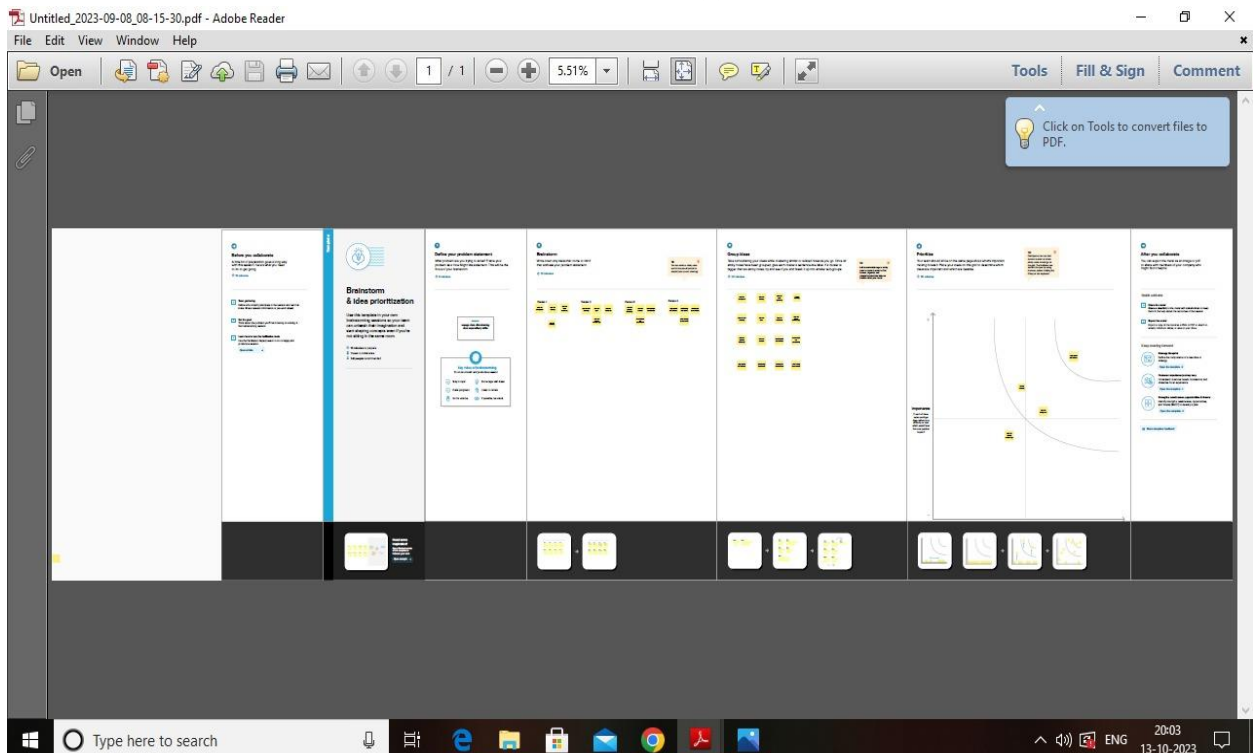
EMPATHY MAP:

First we make a empathy map for a group idea .To create a empathy map from mural web site and logic with email account and search the templates that you wanted to create.



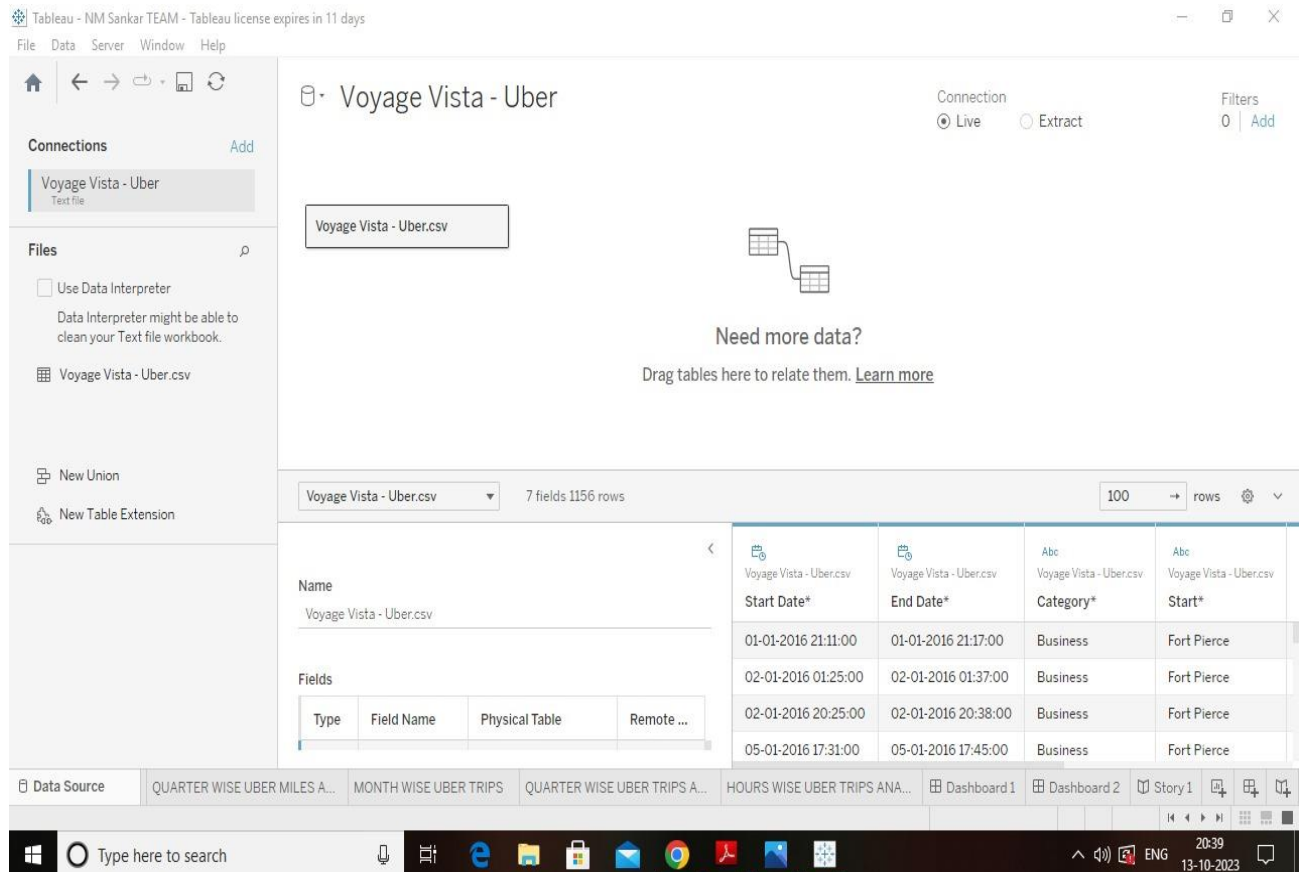
BRAINSTORMING MAP:

Then make a brainstorm map with mural website. I brainstorm we discussed the define problem and understand the problem. First we have defined what are the problems and types in the question box. Then it is a group idea and write in the box as person1, person2 and person 3. Now three person give different idea for the same problem. Take best three idea and type in last box.



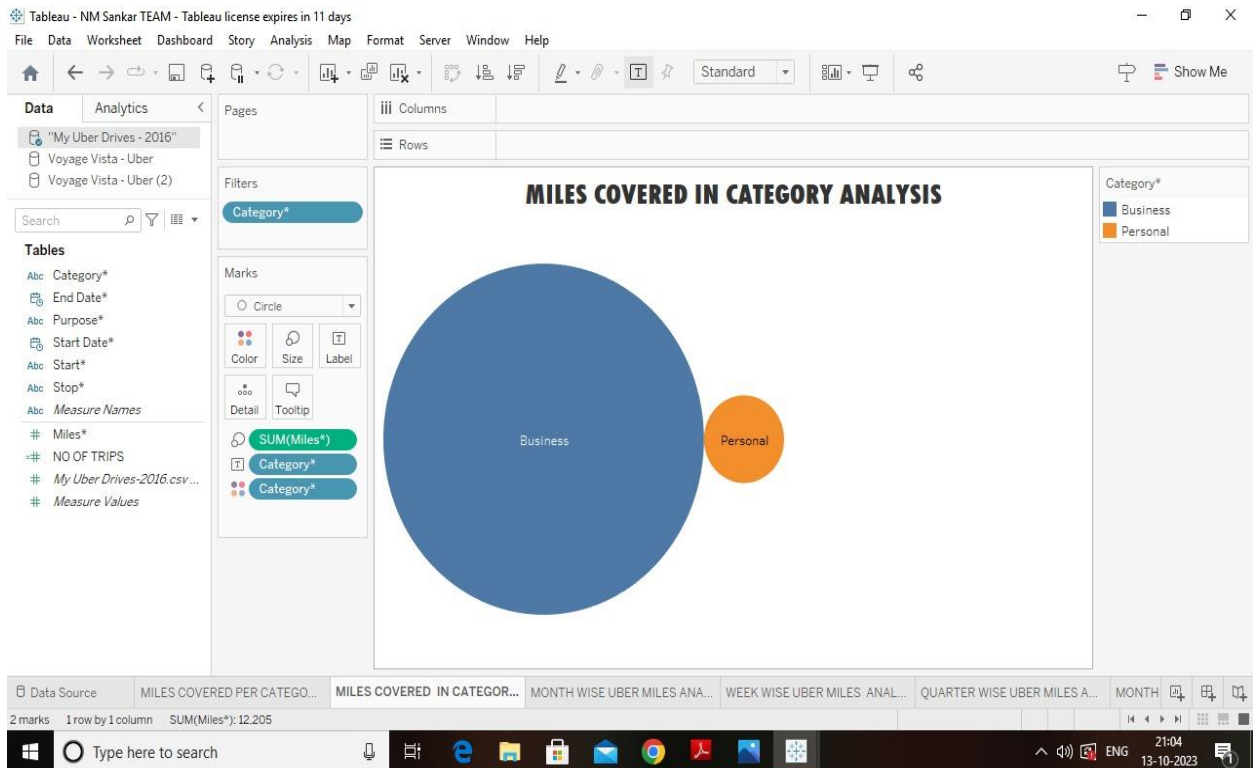
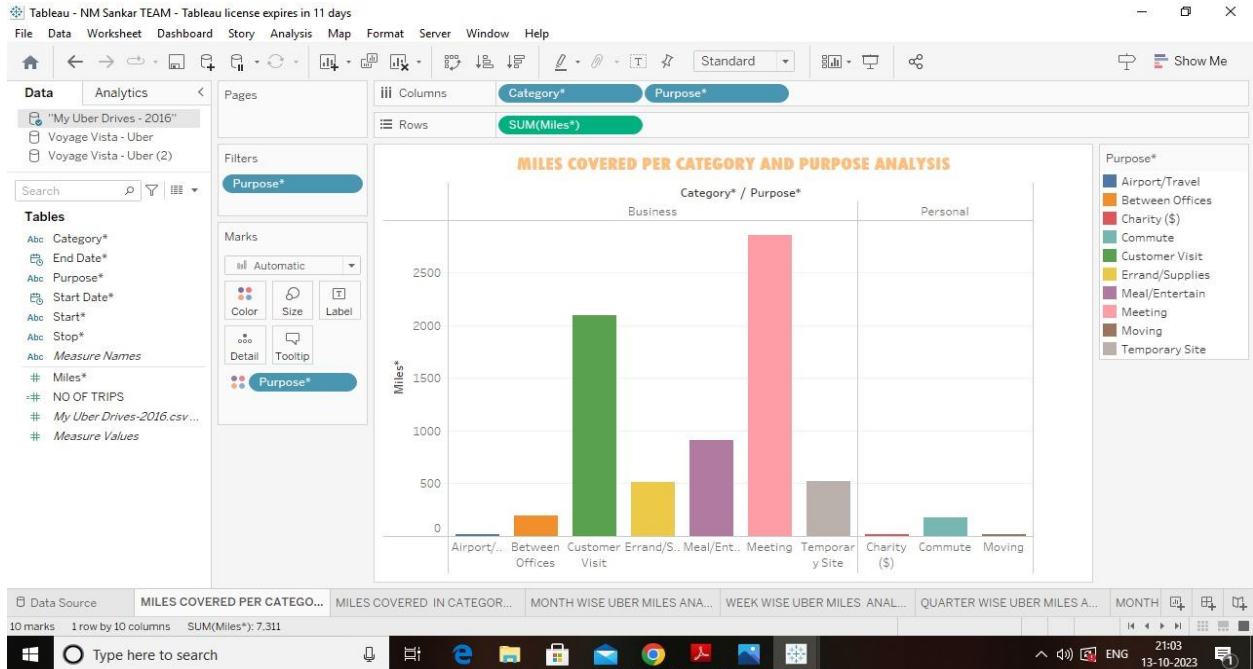
PROCEDURE FOR TABLEAU PROJECT:

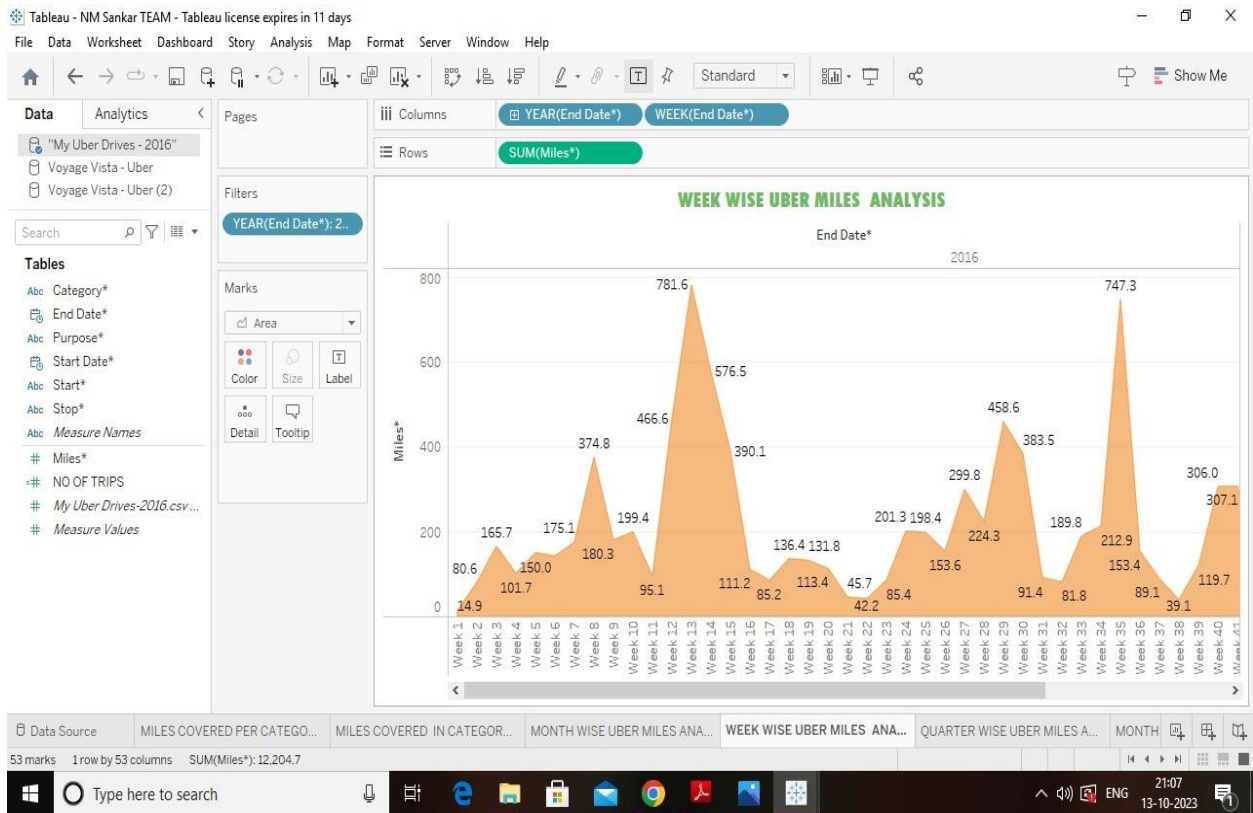
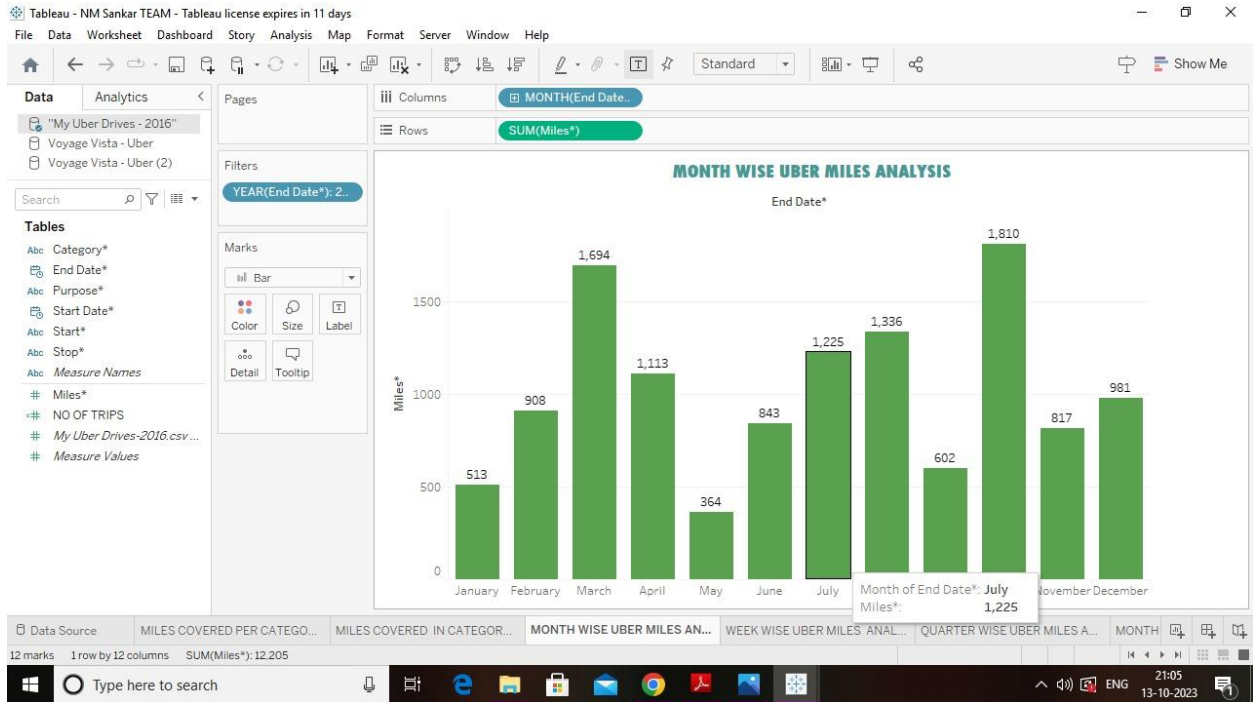
Before opening the tableau desktop we had download the dataset for your project .after download the dataset we open the tableau desktop After opening the selected link connect to data, select the “more” option and select the dataset. It opens in the data source, now we arranged the data and select the “extract” option for the better performance for you analysis

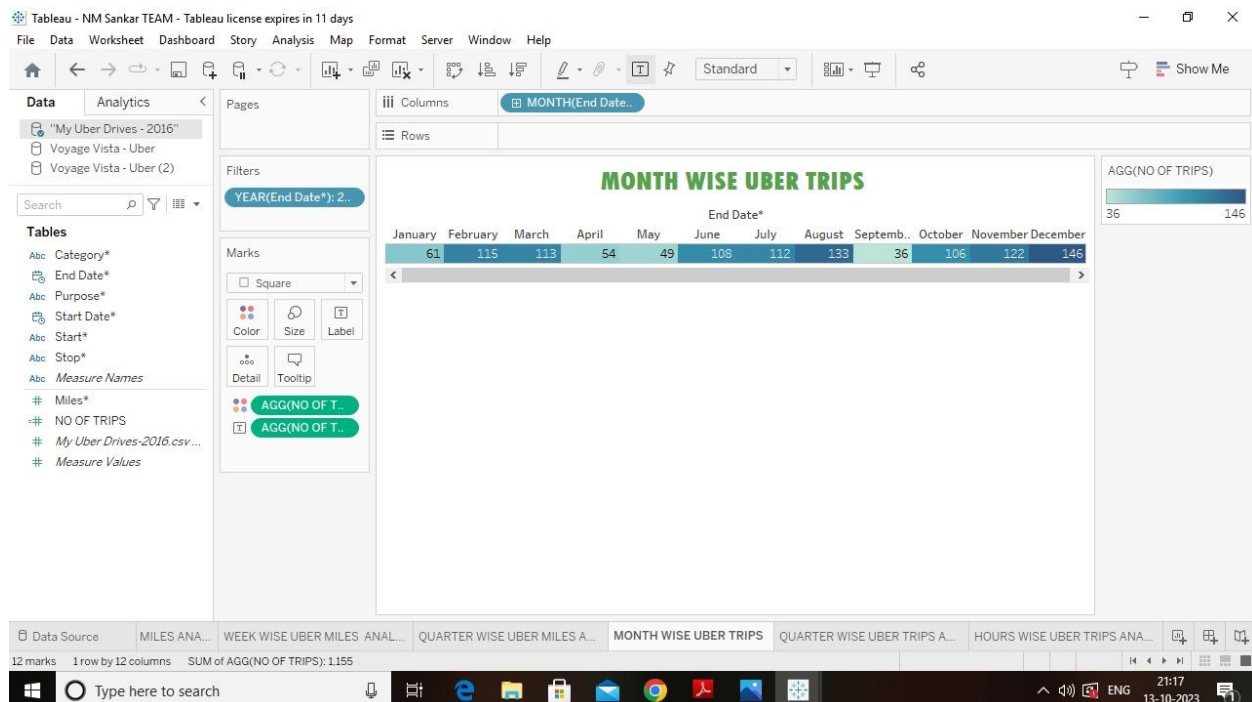
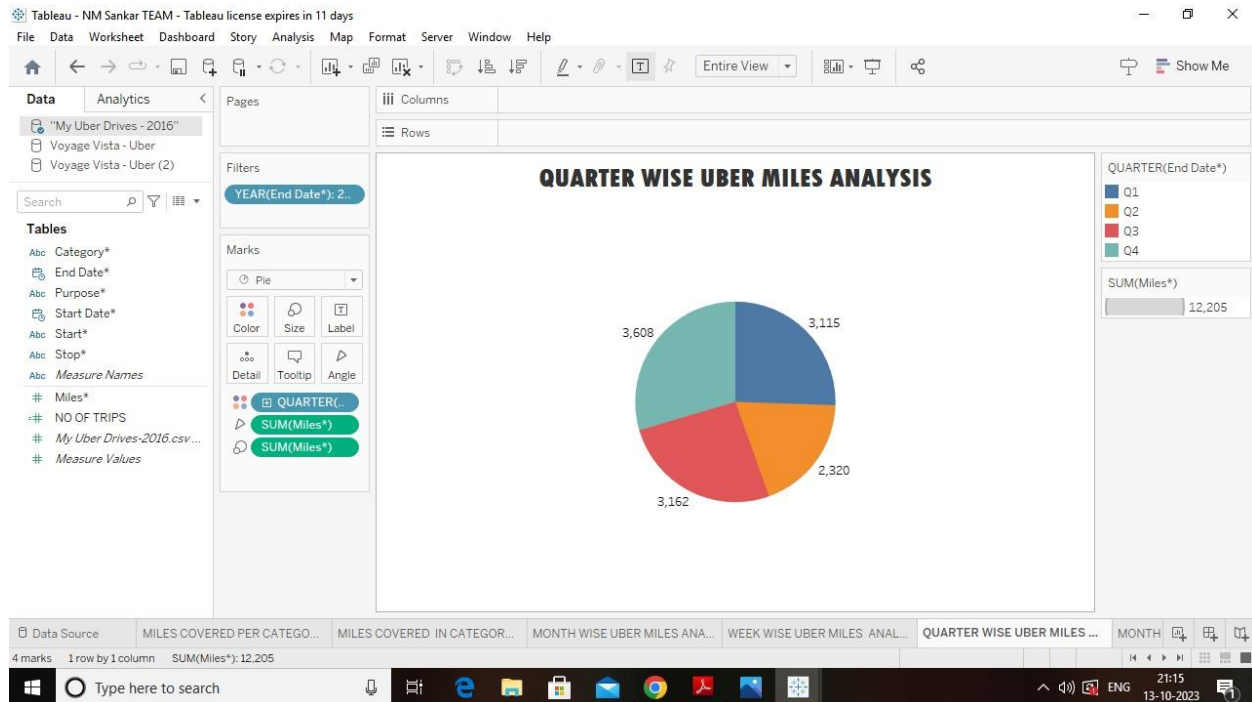


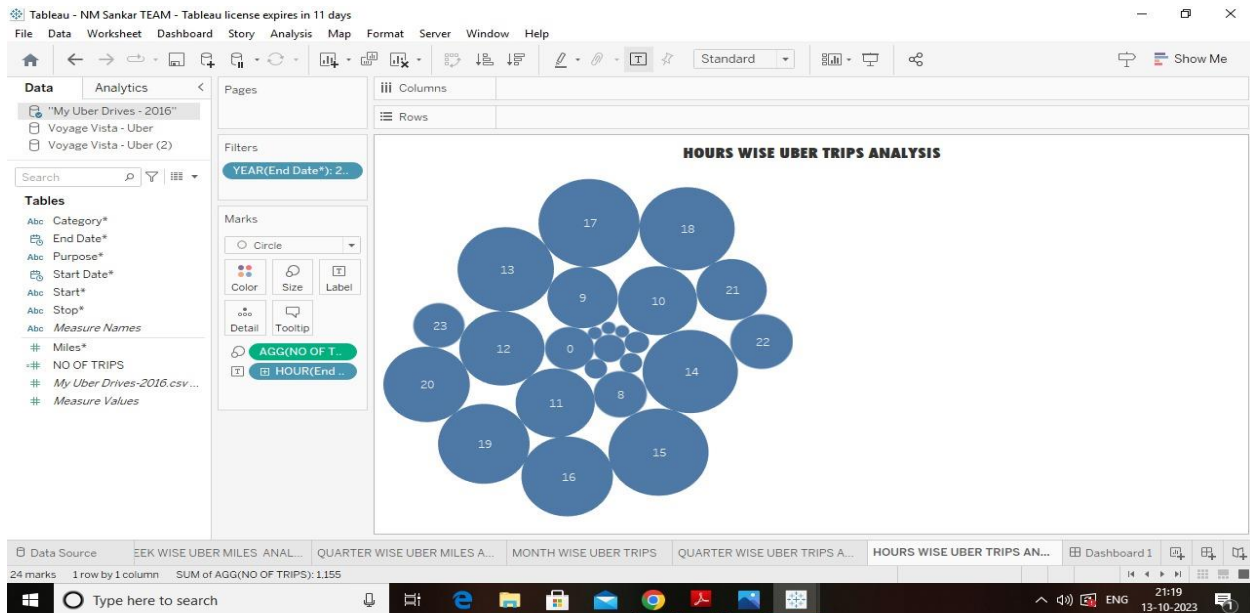
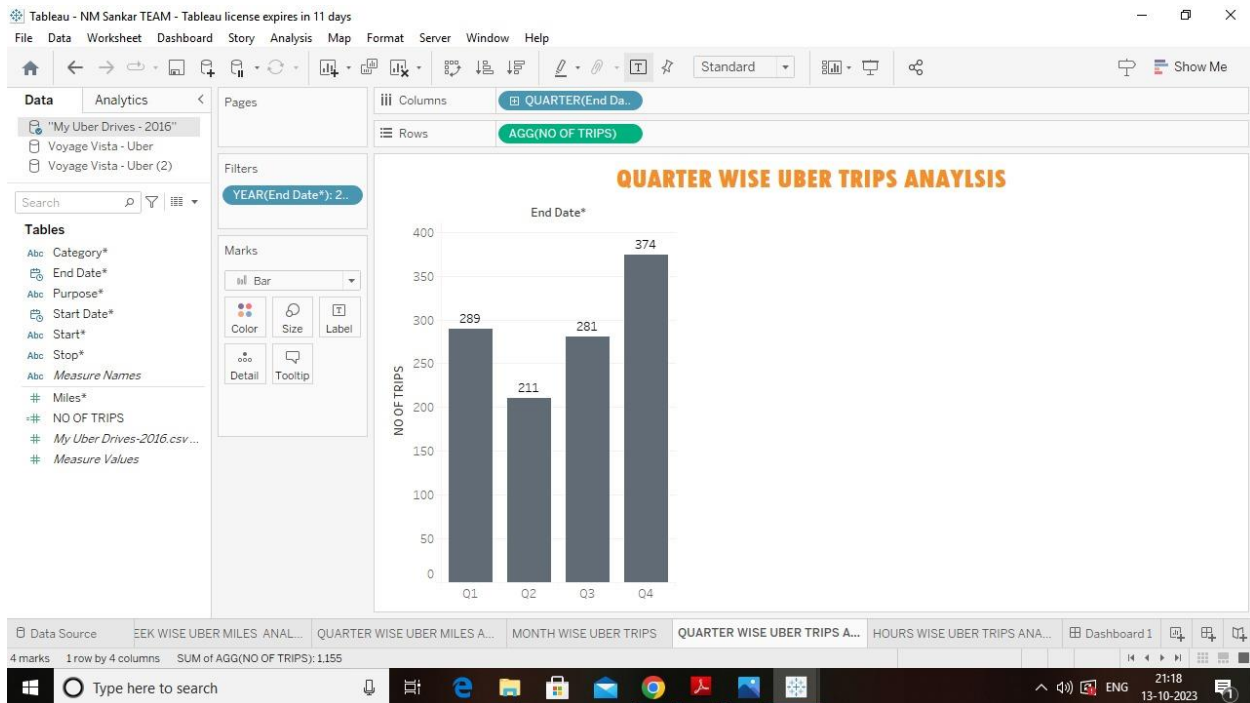
We have arranged our project in the miles covered per category is first, miles covered category is second, month wise Uber miles analysis is third, week wise Uber miles analysis is fourth, quarter wise Uber miles analysis is fifth, month wise Uber trips is sixth, quarter wise Uber trips analysis Seventh, hours wise Uber trips analysis is final.

We have made 8 analysis sheets .The next bargraph is show the latitude and longitude.



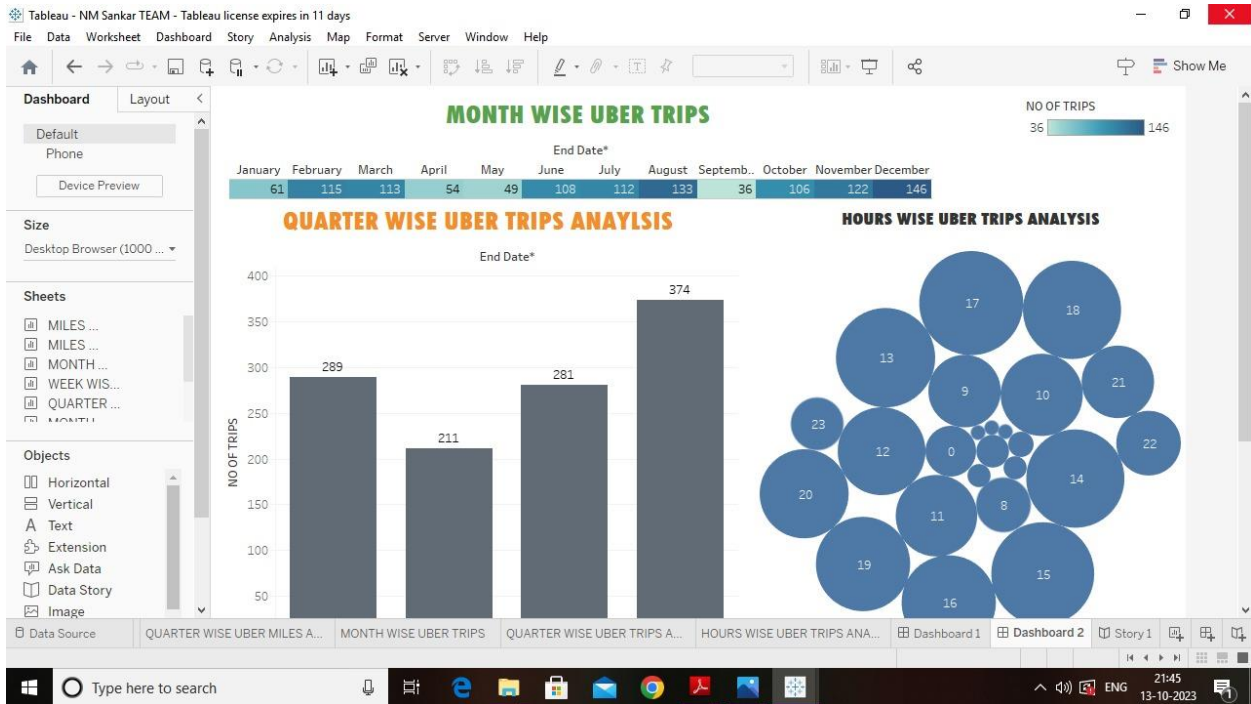
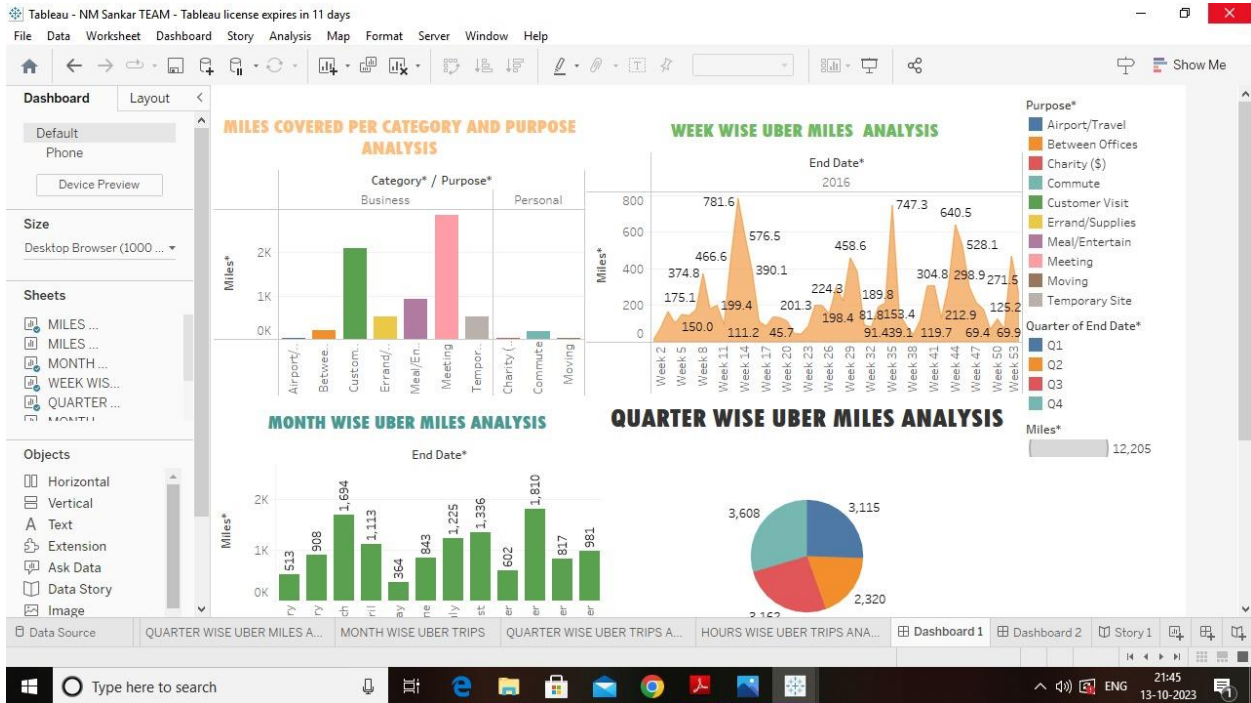




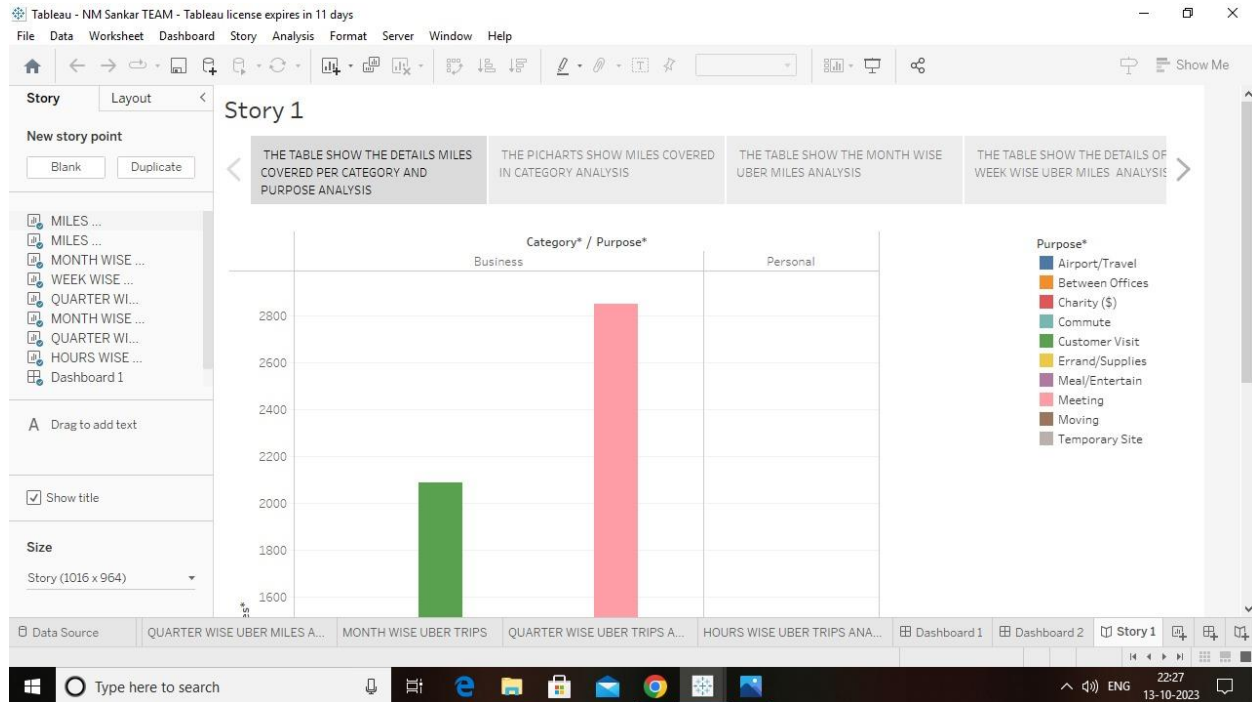


After finishing the analysis data, add a dashboard. In the dashboard we can combine more sheets in double dashboards. The dashboard contain the combine of sheets that we created.

Result:



We created a story in a tableau desktop:



Advantages:

- Convenient and Cashless.
- Professional Service.
- Competitive Pricing.
- Safety and Flexibility for Drivers.
- Controversial Labor Practices.
- Surge Pricing.
- Impact of Price Competition.

Disadvantages:

Uber's disadvantages include its surge pricing and the negative effects of replacing steady jobs with gig work.

Applications:

- Uber's app also lets users see a map that displays all the potential drivers in the area
- It's easy to request an Uber ride without the app, and it's just as fast and efficient as the app.

Conclusion:

The tableau desktop is very useful to analyse the large number of data in one screen. We have learned how to analyse the data, how to visualize the data and how to create a dashboard and story.

Our project is Voyage Vista Illuminating Insights from Expeditionary Analysis and has 8 sheets, 2 dashboards and 1 story.

Future scope:

Uber believes in doing our part to create a clean future for the planet. That's why in 2020 we announced commitments to make Uber an emission-free mobility platform by 2040 globally, with 100% of rides taking place in zero-emission vehicles, on public transit, or with micro mobility like bikes or scooters.