



Says

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



Thinks

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

"I want to maximize my earnings."

"Is it worth driving during certain hours?"

"I need to know when and where the highest demand for rides is."

"I'm concerned about my safety while driving."

"I wonder if there's a way to choose more profitable routes."

"I wonder if there's a way to choose more profitable routes."



"Illuminating Insights from Uber Expeditionary Analysis" is a project focused on analyzing Uber driver data collected since 2016. The analysis aims to provide valuable information, including peak ride-demand hours, high-demand geographic areas, and driver optimization strategies. Through the use of data analysis techniques and tools like Tableau, the project seeks to uncover hidden patterns and trends in the dataset. Ultimately, the goal is to improve the overall efficiency and profitability of Uber drivers while enhancing the ride experience for passengers.

Access to clean and well-structured data.

Tools for data analysis and visualization (e.g., Tableau).

Frustrated during low-demand hours.

Assurance of data security and compliance.

Anxious about traffic or road conditions.

Satisfied when I have a steady stream of riders.



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?