



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?



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.

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.

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

This analysis can help identify peak hours or days of high demand and optimize driver availability during those times

Analyzes data: Stakeholders actively work with data analytics tools to uncover patterns and trends.

Conducts experiments and A/B tests to validate assumptions and findings.

Engages in cross-functional collaboration to gather different perspectives on the data.

Eager to explore new analytical approaches and tools.

Facing challenges in extracting meaningful insights from a vast amount of data.

Anticipating the potential for growth and improvement through data analysis.



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?