UBER EXPENDITIONARY ANALYSIS

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1. INTRODUCTION

Uber provides a convenient way for individuals to request from drivers who use their own personal vehicles.Its Ride-sharing platform is the largest in the industry. This can be examined by the strengths, weaknesss, oppurtunities and threats to the uber business model.

OVERVIEW

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 data set. The research is carried out on Uber drives data collected from the year 2016.

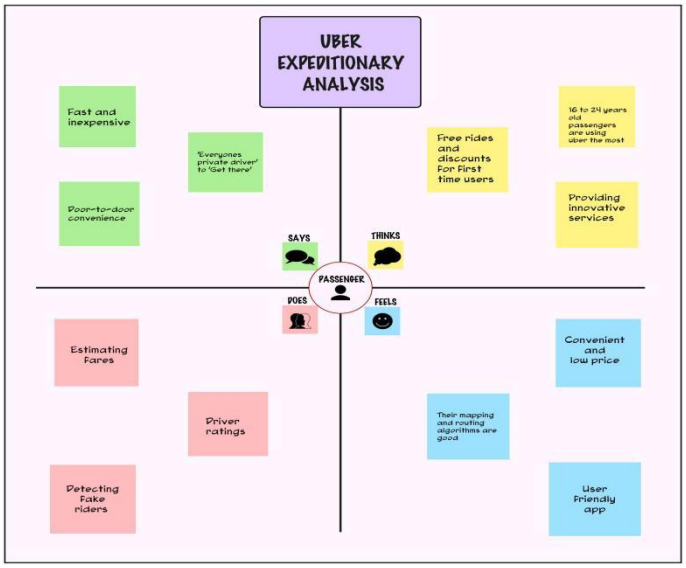
PURPOSE

This Analysis can help to identify peak hours or days of high demand and optimize of diver availability during those times. Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand of uber drives.

2. PROBLEM DEFINITION AND DESIGN THINKING

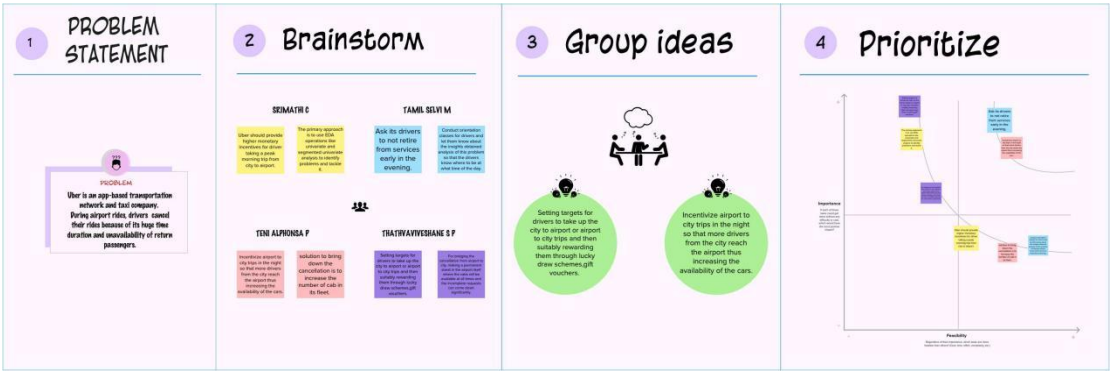
1. Empathy Map

These are four quadrants of empathy map which includes does, thinks, says and feels that all ask unique questions about how you can analyze the user's perspective and what they accomplish in their daily use.



2. Brainstorming

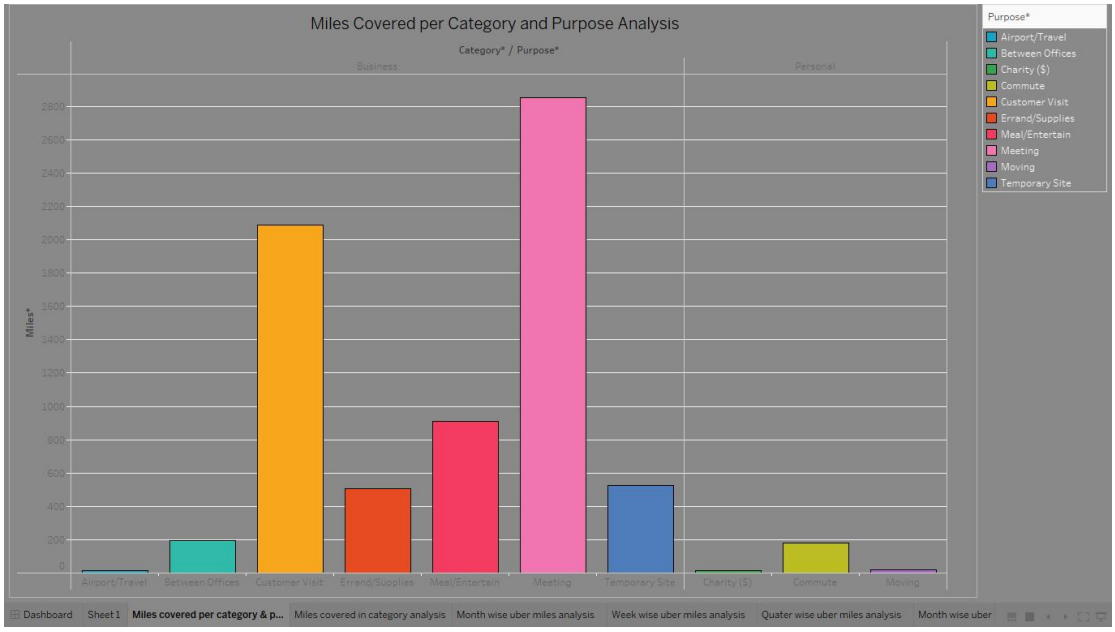
In this brainstorming we have prioritize some ideas to reach maximum miles and number of trips by uber drives.



3.RESULT

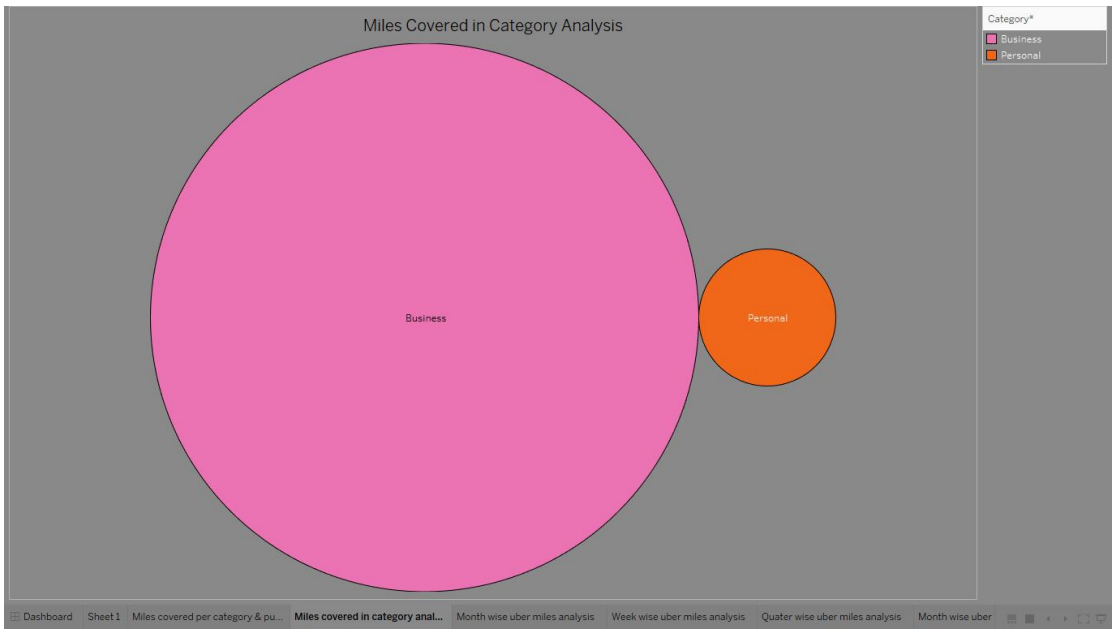
1.Miles Covered per Category and Purpose Analysis

Uber covered maximum miles for the purpose of meeting than the other categories in the year 2016.



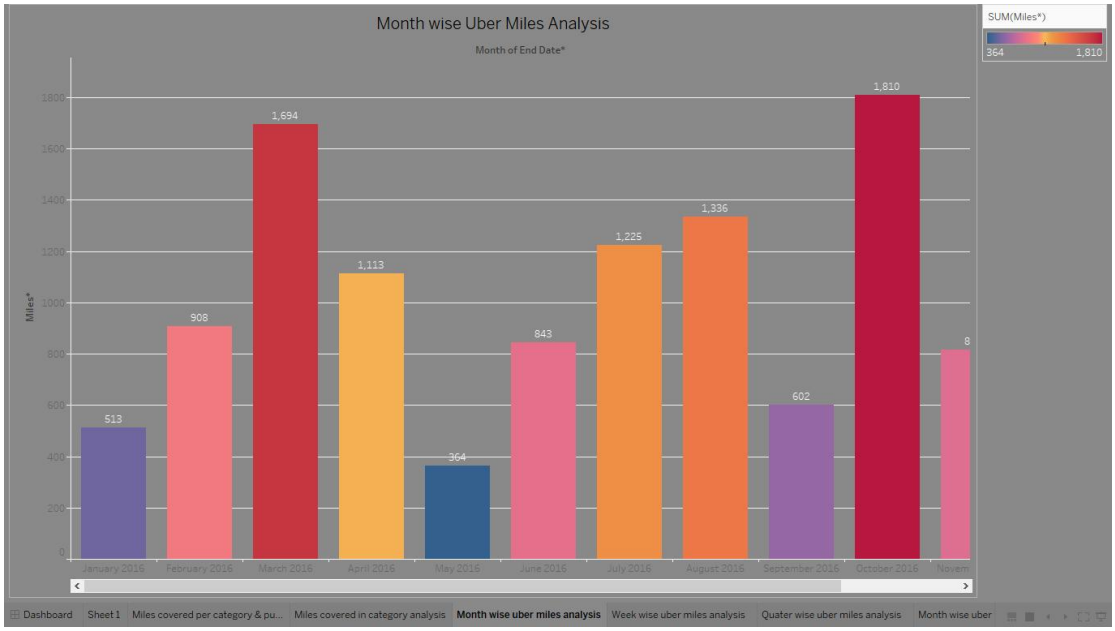
2. Miles Covered in Category Analysis

Uber spends their most of the rides in business category than the personal category of the year 2016.



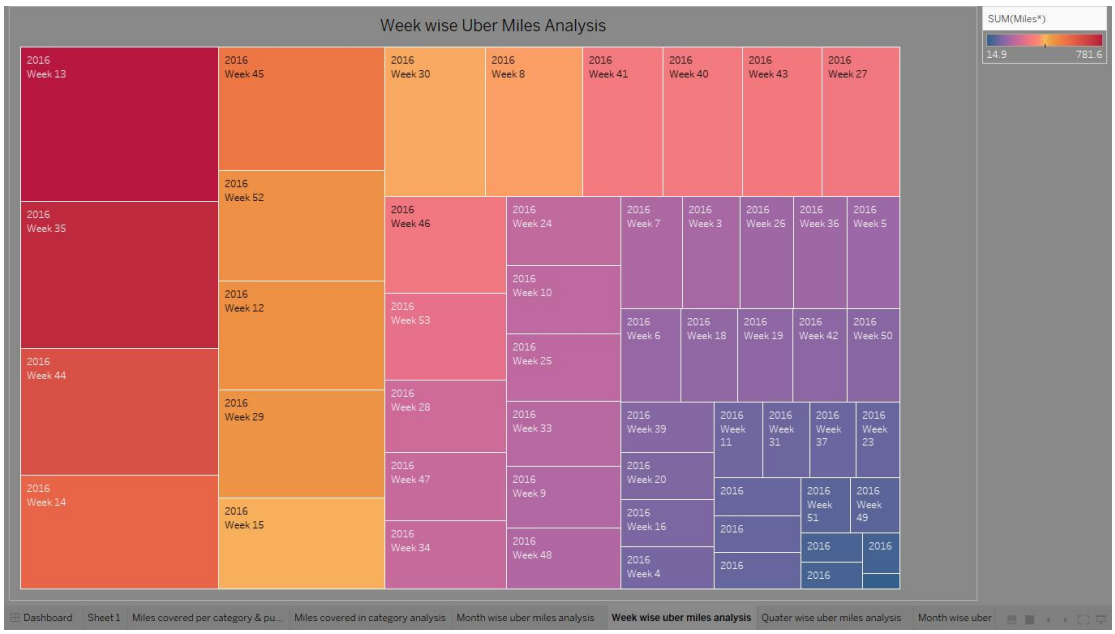
3. Month wise Uber Miles Analysis

Uber reached a maximum miles in the month of october than the other months of the year 2016.



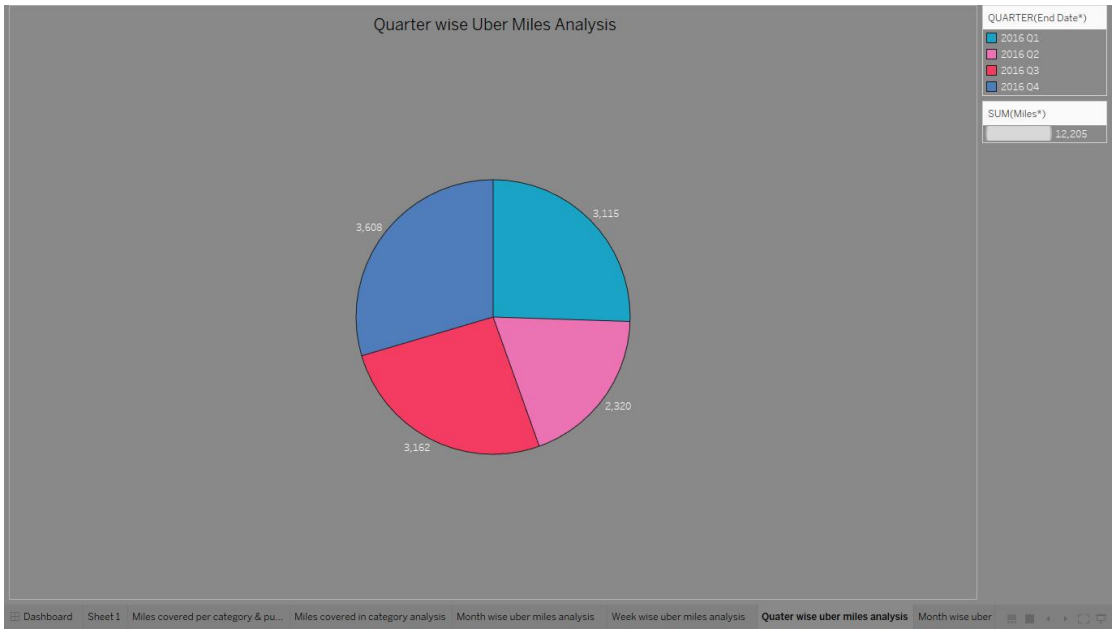
4. Week wise Uber Miles Analysis

Number of rides done in the week 13 and week 35 is more than the other weeks of the year 2016.



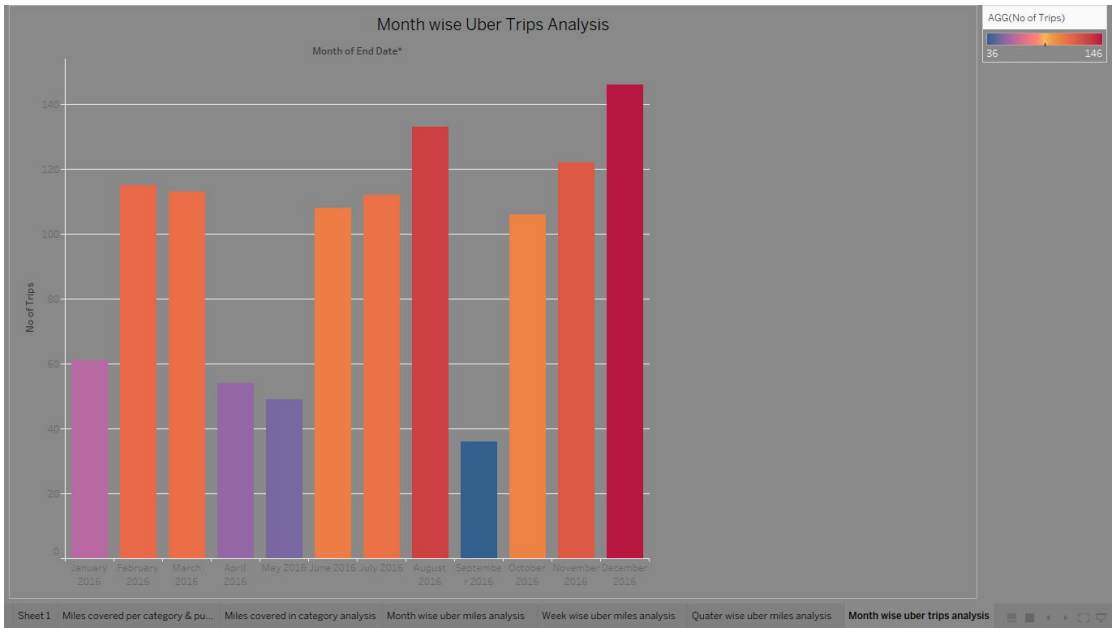
5.Quarter wise Uber Miles Analysis

Uber covered the maximum miles in the quarter 4 than the other three quarters of the year 2016.



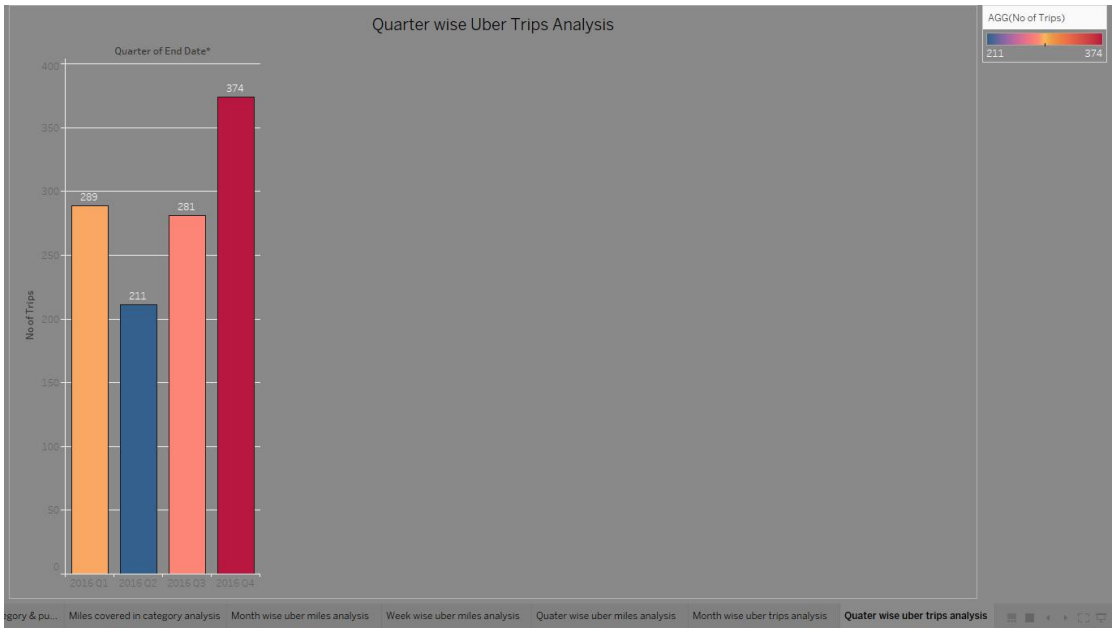
6. Month Wise Uber Trips Analysis

The number of rides in the month of December is maximum than the other months of the year 2016.



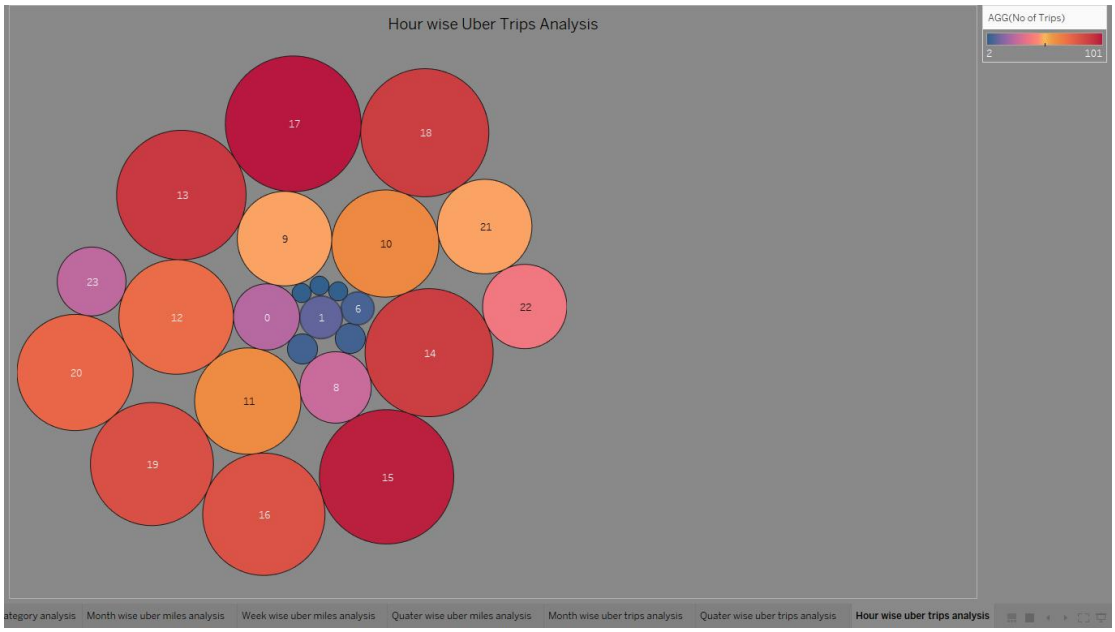
7. Quarter Wise Uber Trips Analysis

In the year 2016, the number of rides reached a maximum in the quarter 4 than the other three quarters.



8. Hour wise Uber Trips Analysis

Uber is busy on the time of 1 pm to 6 pm every day in the year 2016.



2. ADVANTAGES

1. Uber's advantages include door-to-door convenience,safety and reliable quality.
2. With cheap prices and readily available cars at any time, customers get into the habit of taking a car for very short distances.
3. Uber customers typically get where they are going faster or cheaper than they would by taxis.

DISADVANTAGES

1. The price model for uber and other taxi apps can have higher booking prices due to busy times of the day.
2. Uber may not be accessible to everyone, particularly those without Smartphone or internet access.

5. APPLICATIONS

This Analysis can be applied in the areas of high demand of ubers.

6. CONCLUSION

From the entire work of the project we can conclude that the peak hours or days of high demand and optimize diver availability during those times.

7. FUTURE SCOPE

We can use this data for training a model for using ML and building a Smart AI based predictive system. Model can automatically send the insights to the authorities or drivers related to areas having most trips and passenger count in certain areas. This big data can be used to study passenger's behaviour.