I’m so hungry!

Let me order an uber. I mean uber eats. How did uber even get to start food delivery?

Or how did Amazon get into cloud computing? Different products for different markets. Has it ever occurred to you? What could be the common denominator between a taxi and food delivery, or between ecommerce and cloud computing?

You might think they took a chance at those markets. They did take a chance, but an informed chance.

For the case of Uber, many users mentioned arriving late at a restaurant because of uber delays. In their data, they noticed a significant portion of their users only took an uber to go get some food, they had a network of drivers, so they opted to make an informed decision to go into the food delivery business.

The most important thing here is information. If you cannot get some information from your data, you cannot make informed decisions, what you will make in this case will be a gamble. Uber could hire their data scientists to provide data insight, but, can you? Can you afford the salary of a data scientist for a year? Will your investors agree to let you spend their money like that?

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So, do you think there is a potential in the data that you have? Give us a shot and let us answer that. There definitely is!