VOYAGE VISTA: ILLUMINATING INSIGHTS FROM UBER EXPEDITONARY ANALYSIS

1.INTRODUCTION:

1.1 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.

1.2 PURPOSE:

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.

Driver Performance Evaluation: Determine the criteria for evaluating driver performance, such as customer ratings, completion rate, cancellation rate, average trip duration, and driver feedback. These metrics can help identify top-performing drivers and areas for improvement.

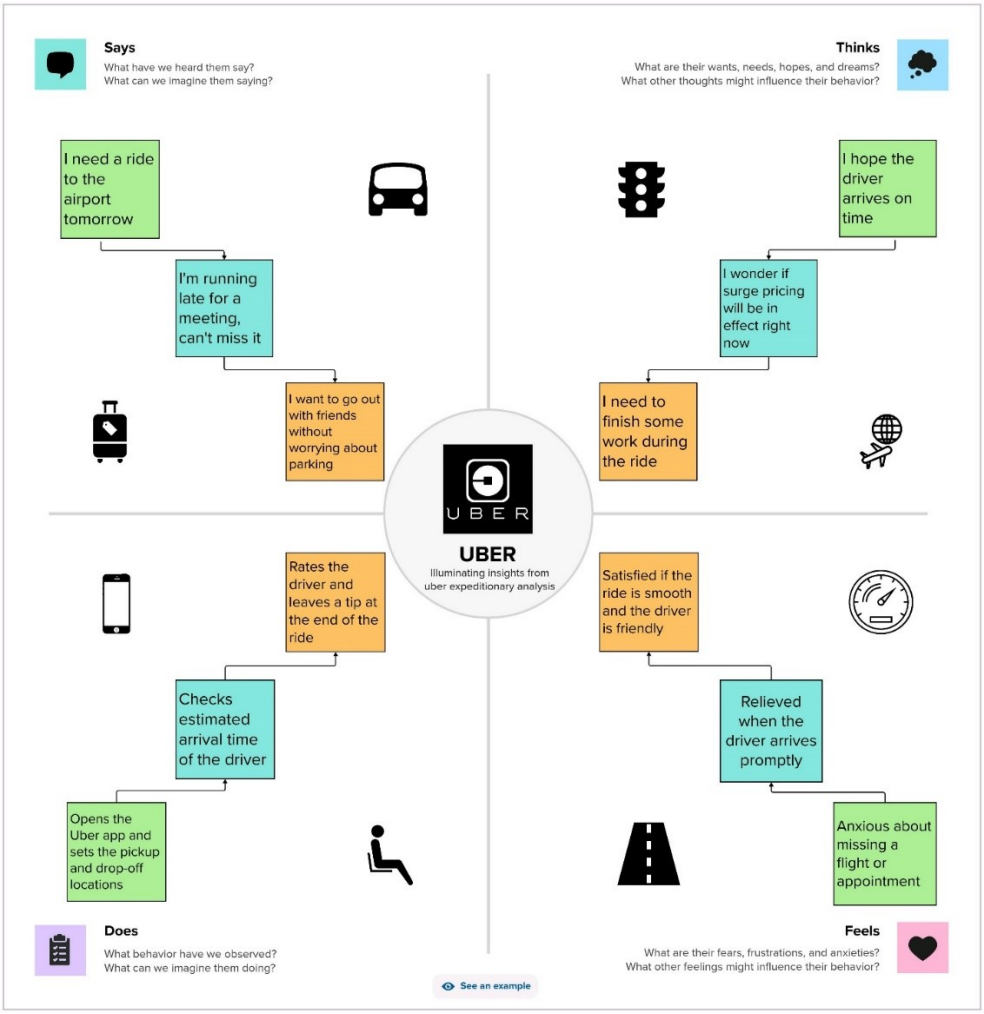
Efficiency Analysis: Assess driver efficiency by analyzing metrics such as average time spent waiting for passengers, average distance driven per trip, and idle time between trips. This analysis can help identify opportunities to optimize driver utilization and reduce downtime.

Supply and Demand Analysis: Understand the relationship between driver supply and passenger demand in different areas and at different times. Identify peak hours and high-demand areas to optimize driver allocation and increase customer satisfaction.

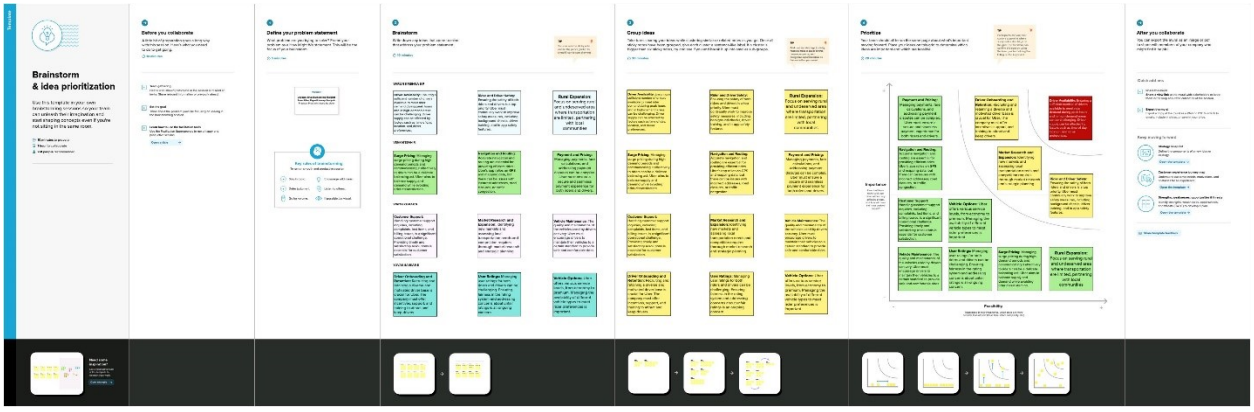
Route Optimization: Analyze driver routes and identify patterns to optimize navigation and reduce travel time. By analyzing historical trip data and using mapping algorithms, you can suggest more efficient routes to drivers, enhancing their performance and reducing fuel costs.

2.PROBLEM DEFINITION AND DESIGN THINKING:

2.1 EMPATHY MAP

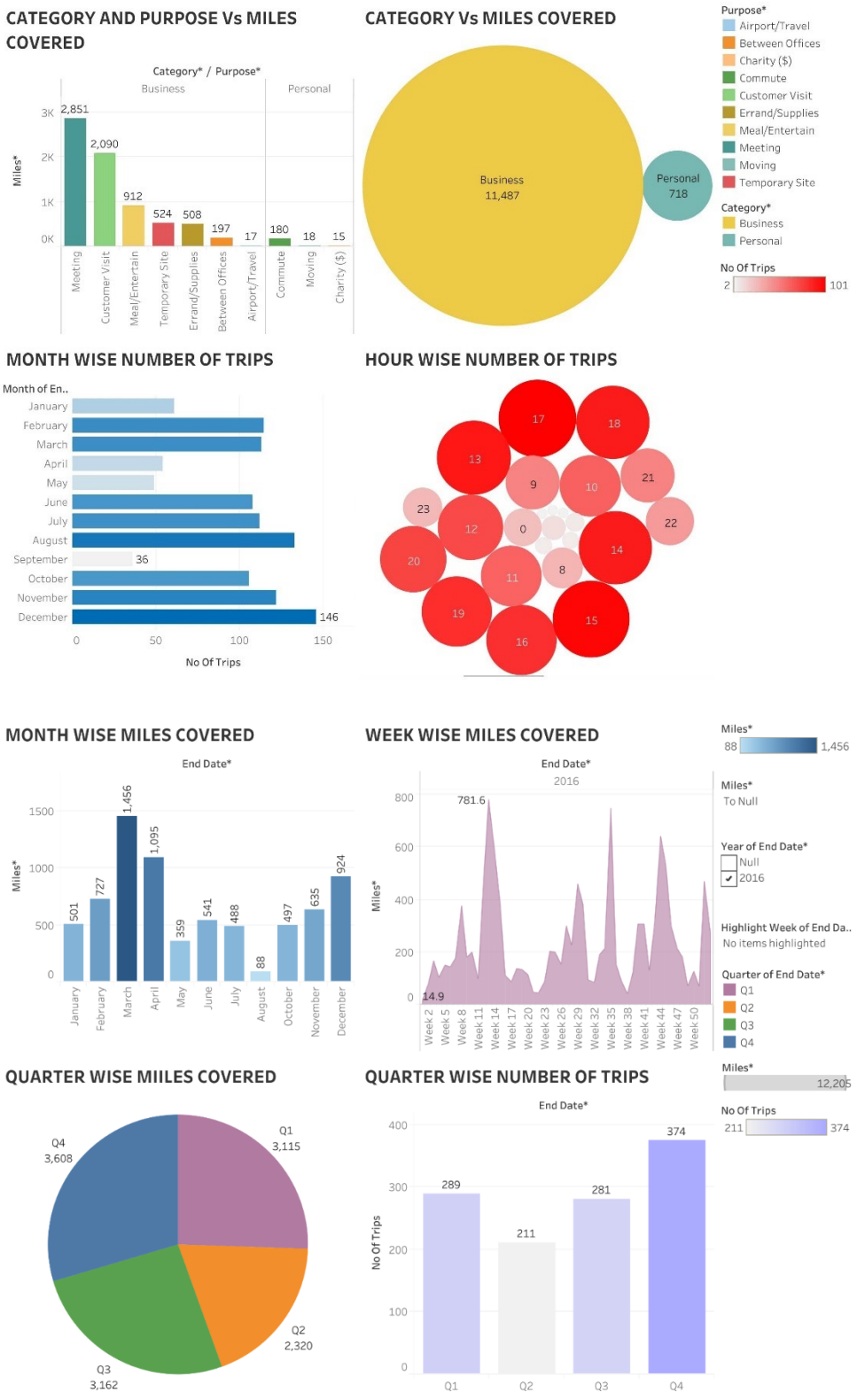


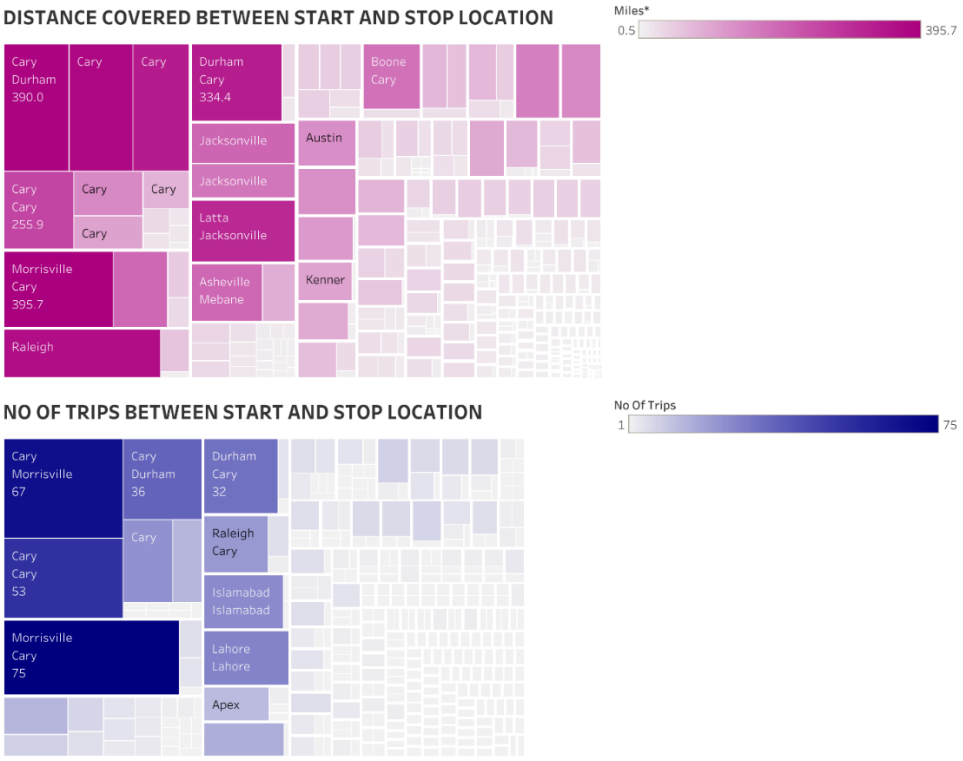
2.2 IDEATION AND BRAINSTORMING MAP:



3. RESULT:

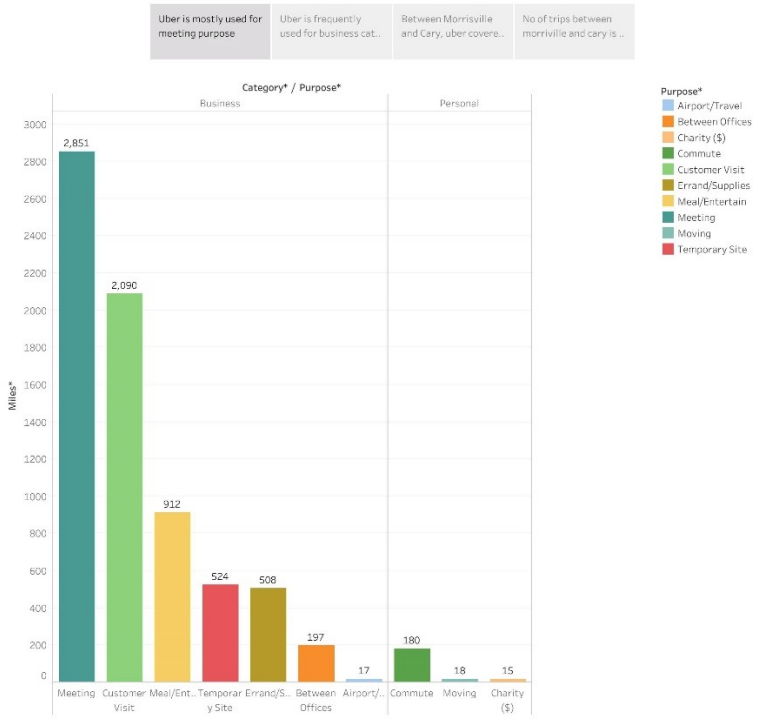
DASHBOARD





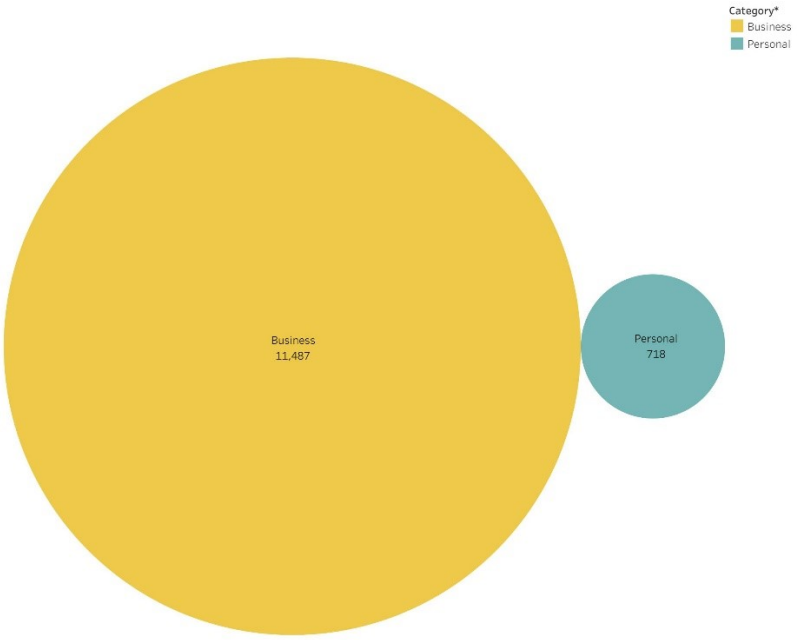
STORY

Uber trips analysis



Uber trips analysis

Uber is mostly used for meeting purpose | **Uber is frequently used for business cat..** | Between Morrisville and Cary, uber covere.. | No of trips between morriville and cary is ..



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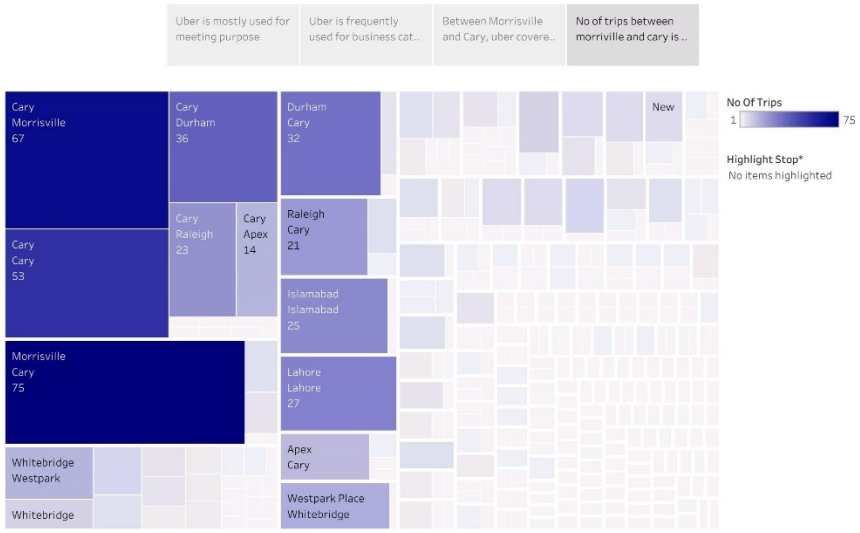

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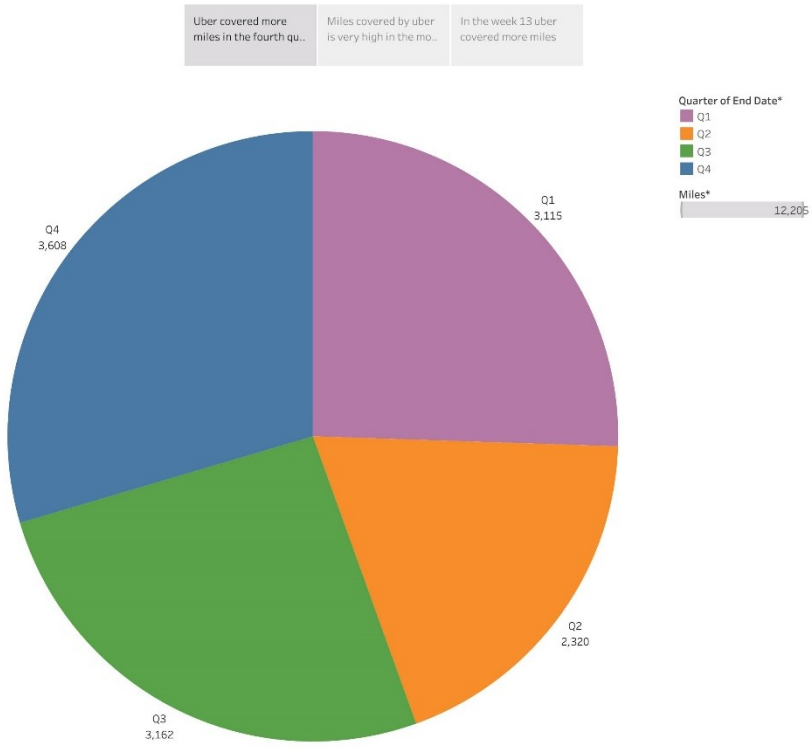
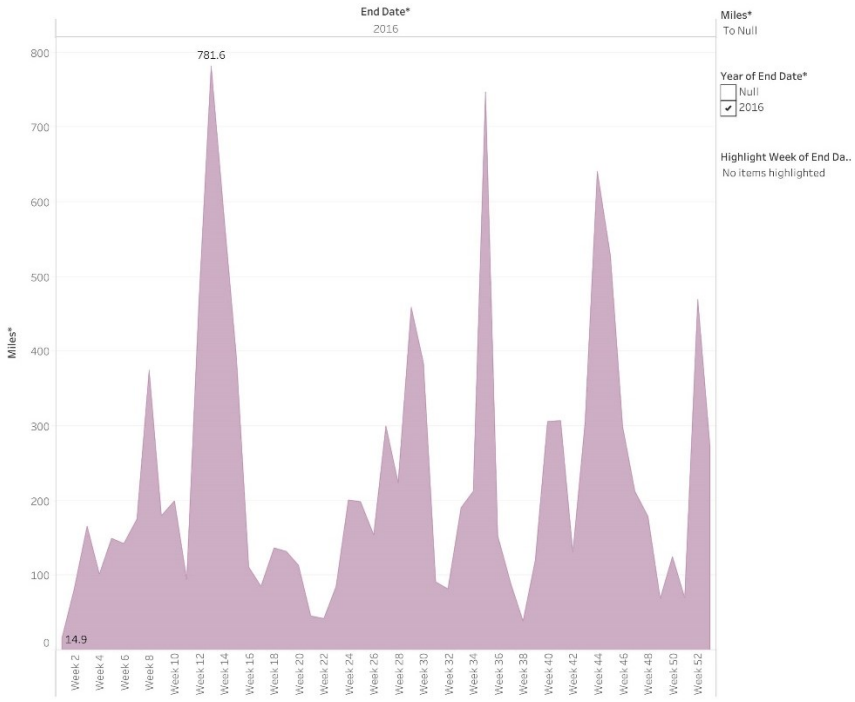


Uber trips analysis

Uber covered more miles in the fourth qu..

Miles covered by uber is very high in the mo..

In the week 13 uber covered more miles

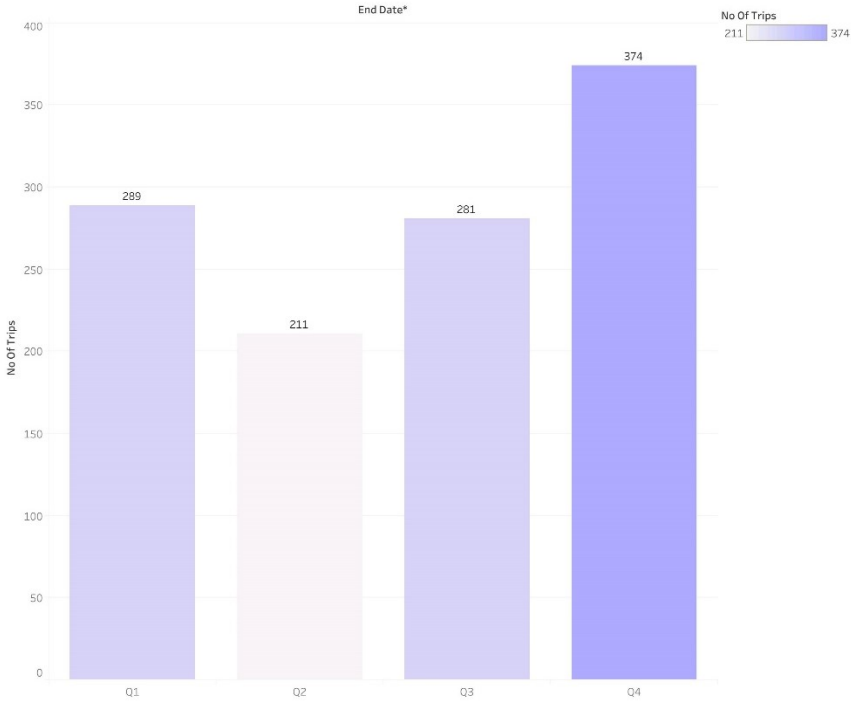


Uber trips analysis

In the fourth quarter Q4 Uber has more no. ..

Number of trips in the december is high

Uber is busy in 3pm to 7pm



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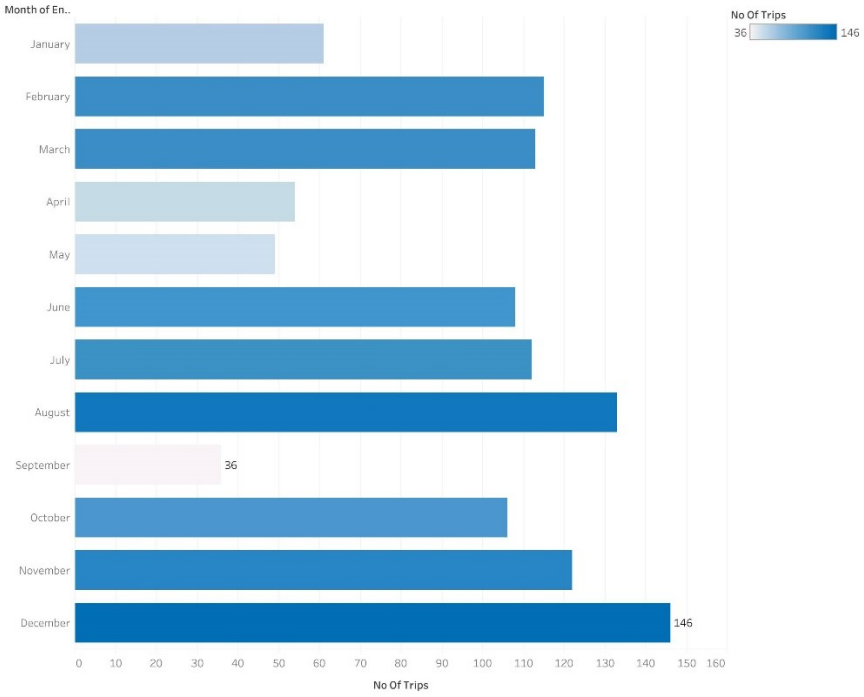

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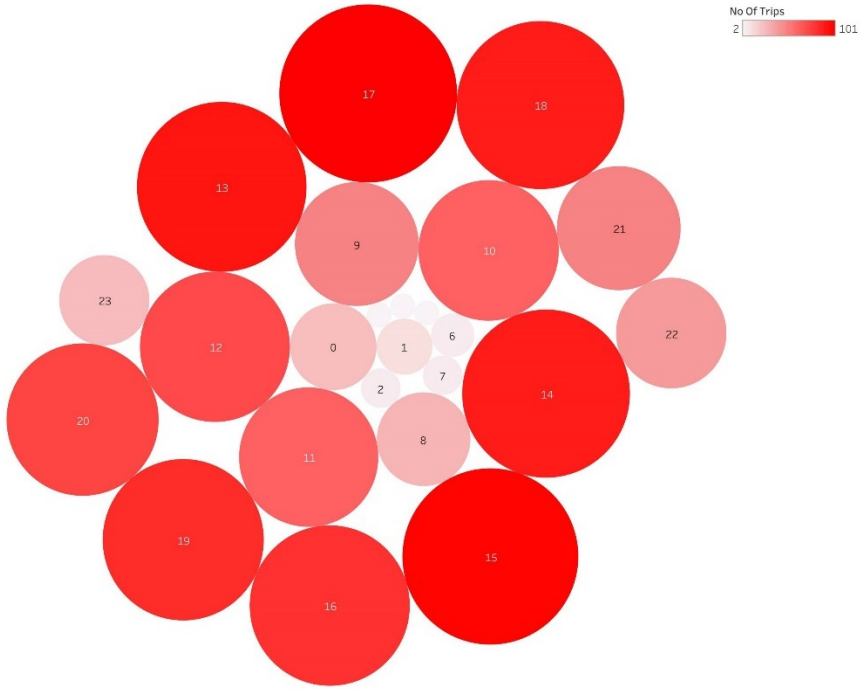

4. ADVANTAGES AND DISADVANTAGES:

ADVANTAGES:

- This visualizations enable us to see when people frequently uses the uber services
- It helps to show where the peak times occurs
- It shows that which route is more profitable
- It helps us to identify the opportunities of drivers
- It improves customers satisfaction and build more reputation to uber

DISADVANTAGES:

- For personal purpose, people does not use the uber services frequently
- At some instants the number of trips is very low
- This data analysis is only valid for the particular region
- This result cannot be used for all regions

5. APPLICATIONS:

- This analysis can be applied to provide a well organized uber services
- It enables the drivers to where and when should they wanted to be focused
- This analysis may bring Uber to be a more profitable company
- This analysis identifies the pattern to optimize the navigation and reduces travel time
- It identifies the peak time and high demand areas to optimize driver allocation and increases customer satisfaction

6. CONCLUSION:

It gives the valuable insights to improve the Uber company which is the top leading multinational transportation network. This analysis helps Uber drivers to decide where to focus their driving efforts for maximum efficiency and profitability. It found the unknown pattern in the Uber driver dataset collected from the year 2016

7. FUTURESCOPE:

- To provide a customer satisfactory driving experiences
- To get more profit by knowing the busy places and peak hours
- To expand the Uber driving services to more profitable areas

8. APPENDIX:

DATASET- https://www.kaggle.com/code/mohamed08/exploratory-data-analysis-for-uber-trips/input

TABLEAU PUBLIC- https://public.tableau.com/app/profile/varun.krishna.s.p/vizzes

GITHUB-
https://github.com/Varunkrishnasp/Voyage_vista_illuminating_insights_from_uber_expeditionary_ANALYSIS_NM2023TMID12050