



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 driver
analysisrefer to the
analyzing the
number of trips
taken by uber
drivers can
provide insights .

uber provides a
convenient way for
individuals to
request rides from
drivers who use their
own personal
vehicles.

Daily,the
weekly or
monthly
analysis.

ubers data can be analyzed
on a
daily,weekly,monthly,basis
to understand.

It was fouounded
in 2009 by
garrett camp
and travis
kalanick.

uber is a
multinational
transportation
network company
that oerates a ride
-hailing platform.

voyage vista
Illuminatig
Insights
From Uber
Expeditionar
y Analysis

the major of our
project is to use
data analyzing
techniques to find
unknown patterns in
the uber drivers
dataset.

the research is
carried out on
uber drivers data
collected from
the year 2016.

It is based
on sun
franciso and
califorina.

trips can be
analysed 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.

this analysis can
heip identify peak
hours or days of
high demand and
optimize driver
availability during
those times.



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?