



Says

What have we heard them say?
What can we imagine them saying?



Thinks

Uber is a multinational transportation network company that operates a ridehailing platform. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California.

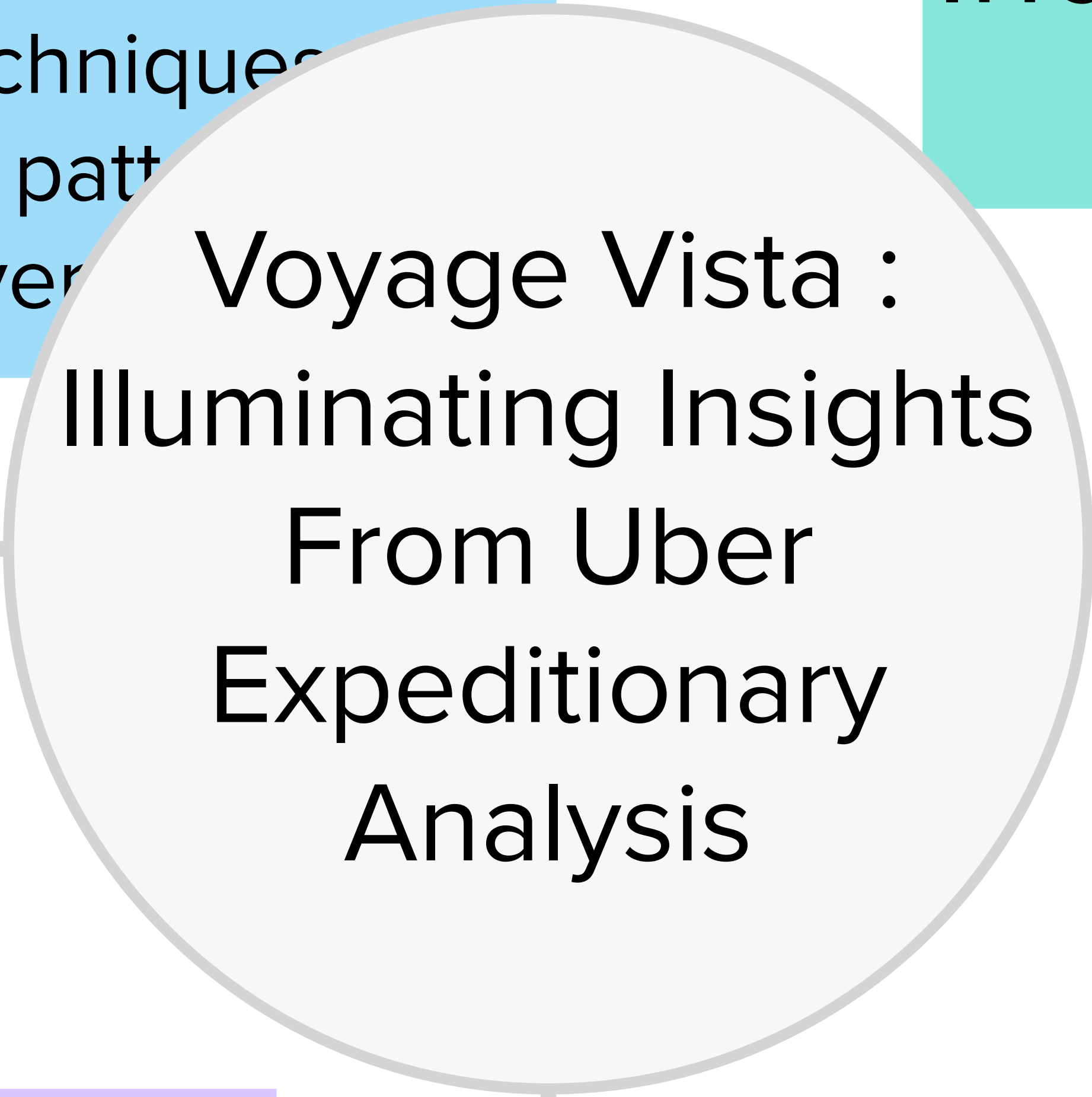
Introduction of the project

While the concept of cab/taxi has existed in India for a long time, the advent of internet and advancement in the field of technology is playing a role in transforming the way people travel on a daily basis.

This analysis can help Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability. The major goal of our project is to use data analyzing techniques to find unknown patterns in the Uber driver data.

The Cab/Taxi industry in India

Data Analysis of Uber



Detecting fake rides

The flexibility and lower cost

Decrease fears

Trust issues

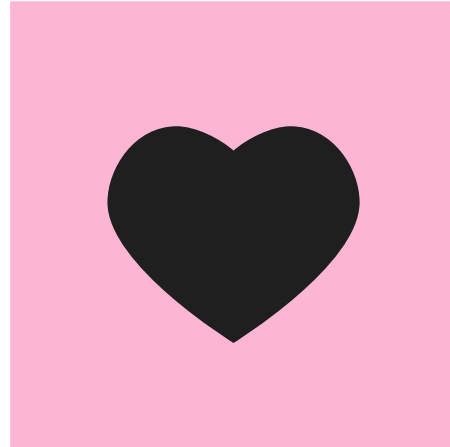
Fear

Safety



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?

See an example