

Project report template

1.Introduction

1.1 Overview

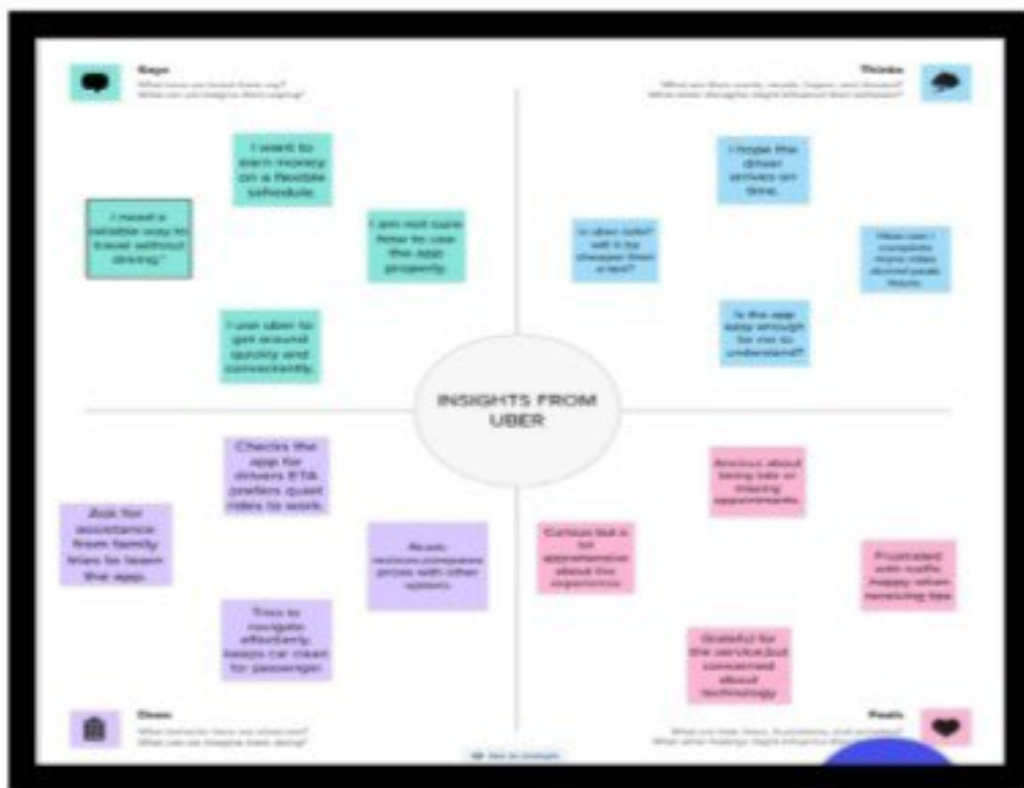
Data helps Uber navigate complex regulatory landscapes in various regions, ensuring compliance with local laws.

1.2 Purpose

Purpose is to analyze and manage operational costs effectively, improving profitability and sustainability.

2. Problem definition and design thinking

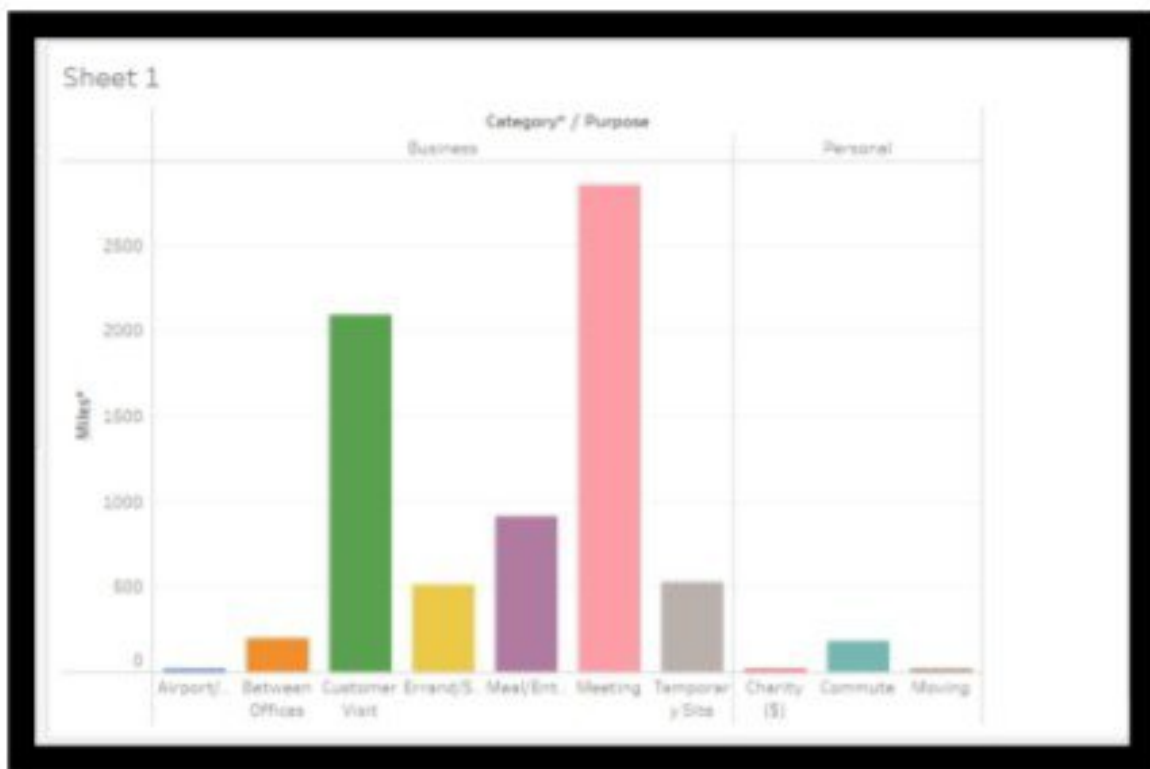
2.1 Empathy map



2.2 Ideation and Brainstorming map



3.Result

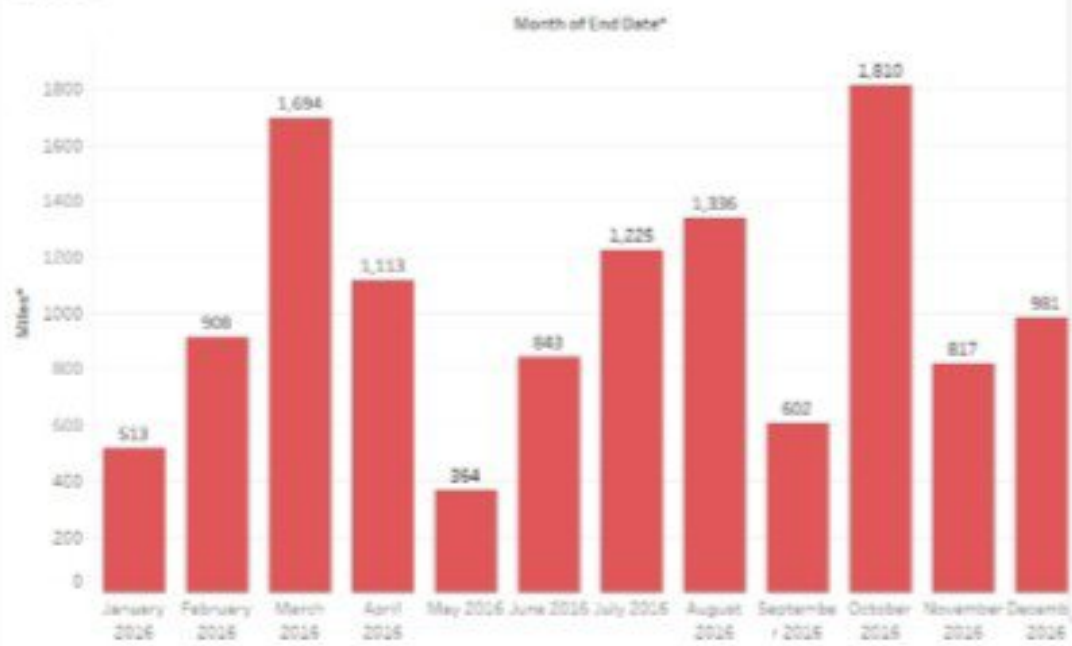


Sheet 2

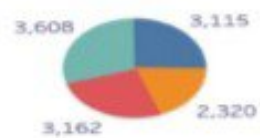
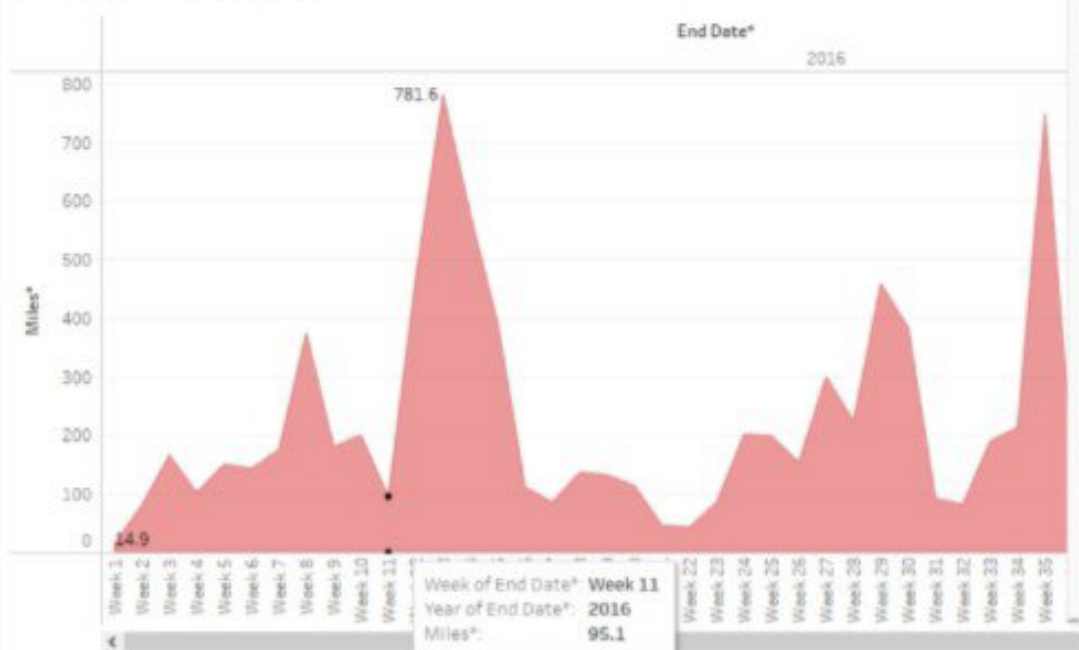


Category* - Color shows detail about Category*. Size shows sum of total*. The number is labeled by Category*. The value is calculated by Category*, which is calculated by total.

Sheet 3



Week wise Miles covered

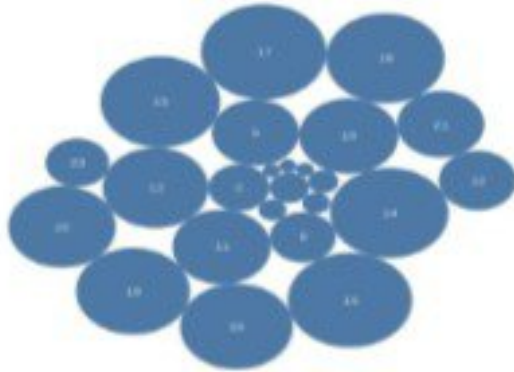


End Date* (Quarter) and sum of Miles* (sum). The view is filtered on End Date* Quarter, which has multiple members selected.



End Date*												No of Trips
January 2016	February 2016	March 2016	April 2016	May 2016	June 2016	July 2016	August 2016	September 2016	October 2016	November 2016	December 2016	
81	110	113	54	49	101	117	115	96	106	107	108	

Sheet 9



End Date* Year: Some shared use of Trips. This chart was taken by End Date* Year. The data is filtered by End Date* Year, up to the date 2015.

UBER DRIVES ANALYSIS

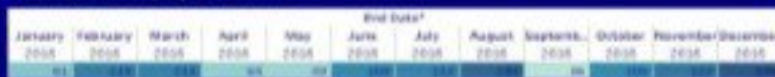
Quarter wise Trips



Category of Miles



Number of Trips per Month



Week wise Miles covered



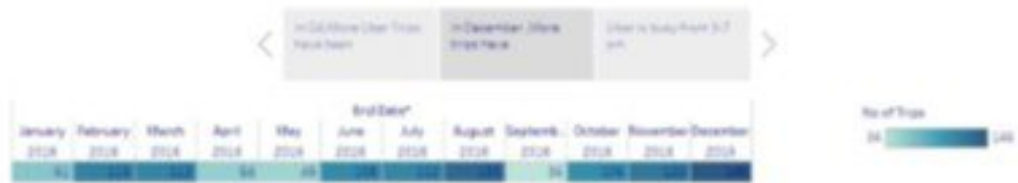
Category* / Purpose	Count
Strategy (Business)	17
Business (Business)	100
Culture (Business)	2,000
Branding (Business)	440
About It (Business)	312
Marketing (Business)	2,653
Reports (Business)	124
Strategy (Personal)	5
Graduate (Personal)	100
Marketing (Personal)	18

Number of Children	Probability
0	0.100
1	0.200
2	0.300
3	0.400

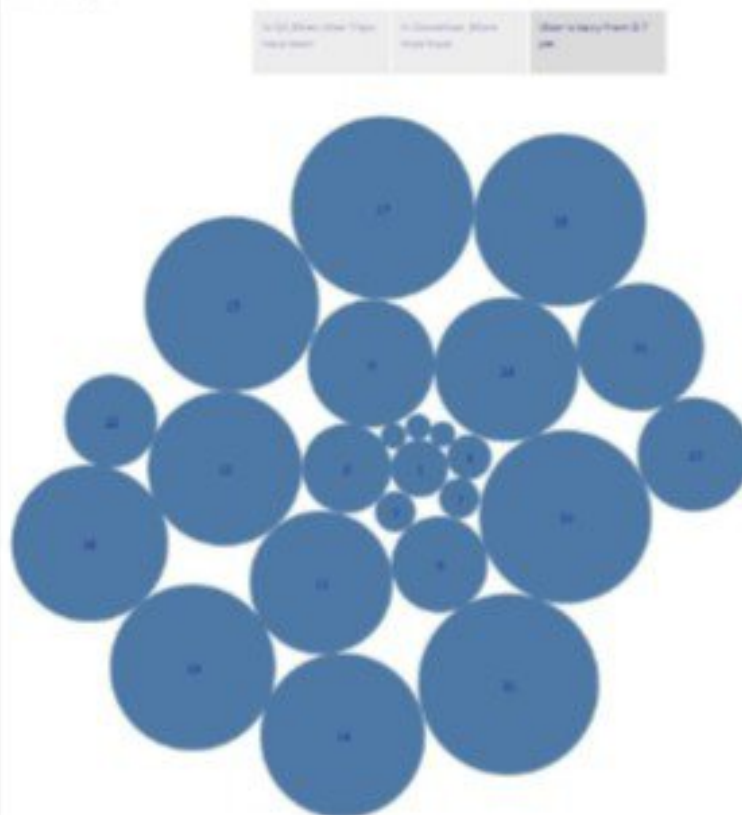
Month	New Cases
January 2020	115
February 2020	10
March 2020	1,044
April 2020	1,113
May 2020	104
June 2020	1,042
July 2020	1,175
August 2020	1,106
September 2020	1,042
October 2020	1,042
November 2020	1,042

Quarter of the Year	Number of flights
2019 Q1	280
2019 Q2	220
2019 Q3	260
2020 Q4	370

Uber Trips



Uber Trips



4. Advantage and disadvantage

Advantage:

Data -driven insights can inform Uber's expansion plans helping them identify new markets and opportunities for growth.

Disadvantage:

Concerns have been raised about how Uber collect and use custom data including location, information and trip history .

5. Application

Uber can use data insights to enhance the user experience by tailoring promotions recommendation and services based on individual preferences and behaviours .

6. Conclusion

In Conclusion , insights derived from analyzing Uber's extensive data have Played a significant role in shaping the company's operation and strategy.

7. Future scope

In future, continuously improving cost management by identifying inefficiencies and reducing operational expenses

8. Apendix

A. Source code

[https://public .tableau.com /app/profile / abinaya.m1327/vizzes](https://public.tableau.com/app/profile/abinaya.m1327/vizzes)|

