

# ILLUMINATING INSIGHTS FROM UBER EXPENDITORY ANALYSIS

## INTRODUCTION

Uber is one of the well-known taxi companies around the whole globe. Its services can be offered in a number of the American cities, as well as in the European cities such as Rome, Minsk, Lisbon, Turin, etc. Uber is the company that offers a good work for drivers and high-quality services for passengers.

However, like any developing or developed company, Uber can be under a threat of some financial instabilities or organizational challenges.

## OVERVIEW

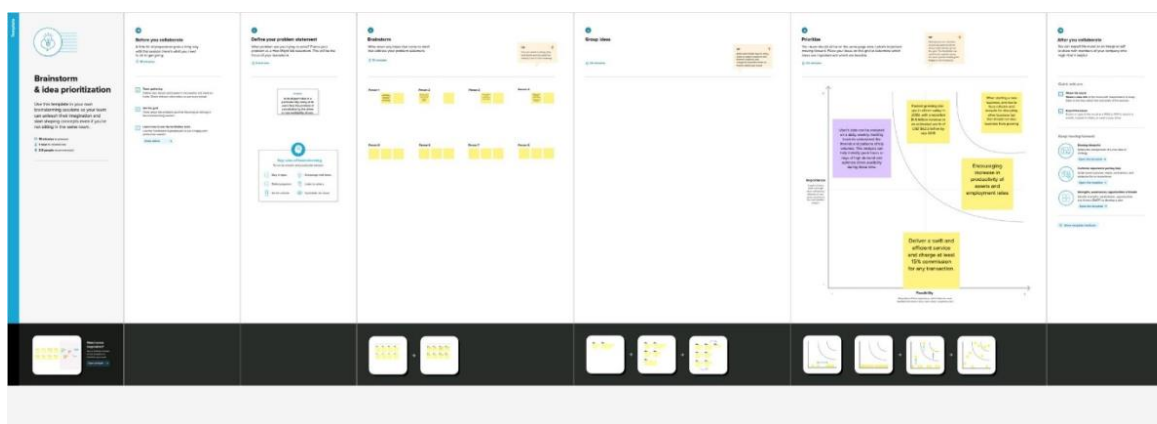
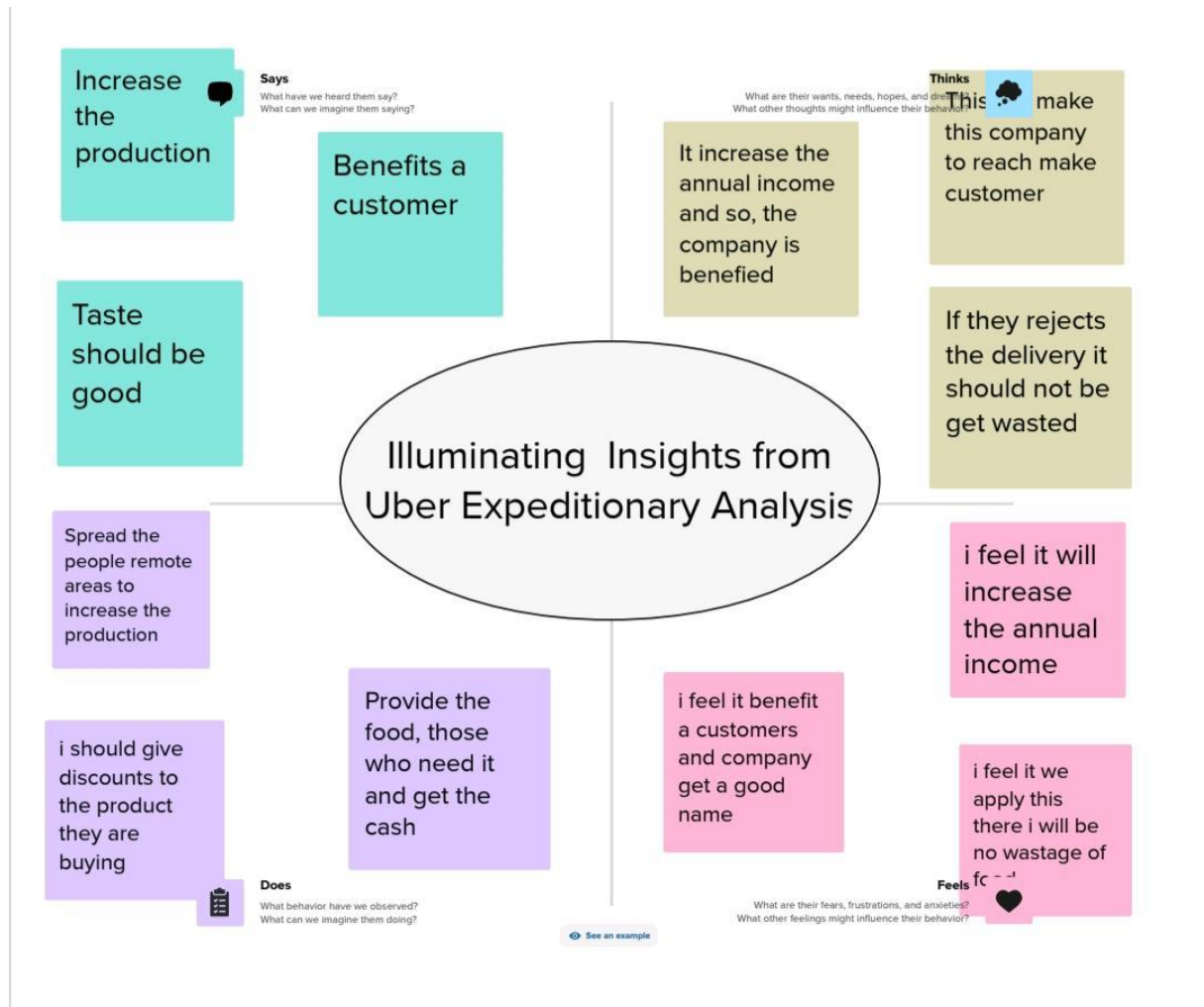
As a sprawling logistics company, Uber has already achieved a lot in the taxi industry . Despite numerous misunderstandings and the necessity to prove its appropriateness and correctness, Uber has survived. Its current situation has good prospects. Its founders admit the justification of the attempts made during the last six years. Now, they enjoy and use the benefits Uber offers.

## PURPOSE

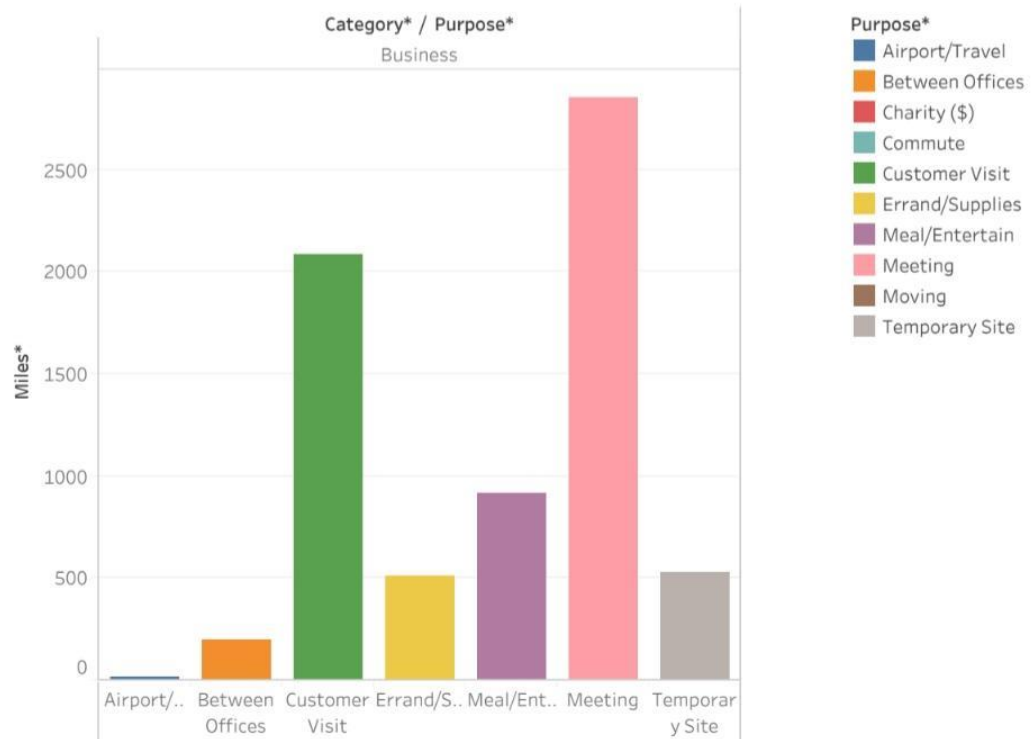
They are a tech company that connects the physical and digital worlds to help make movement happen at the tap of a button. Because we believe in a world where movement should be accessible. So you can move and earn safely.

## Empathy map

## Brainstorming

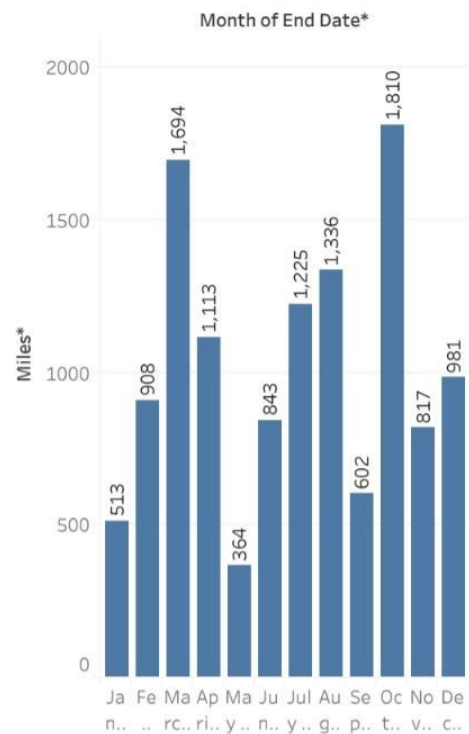


## Miles travelled -purpose



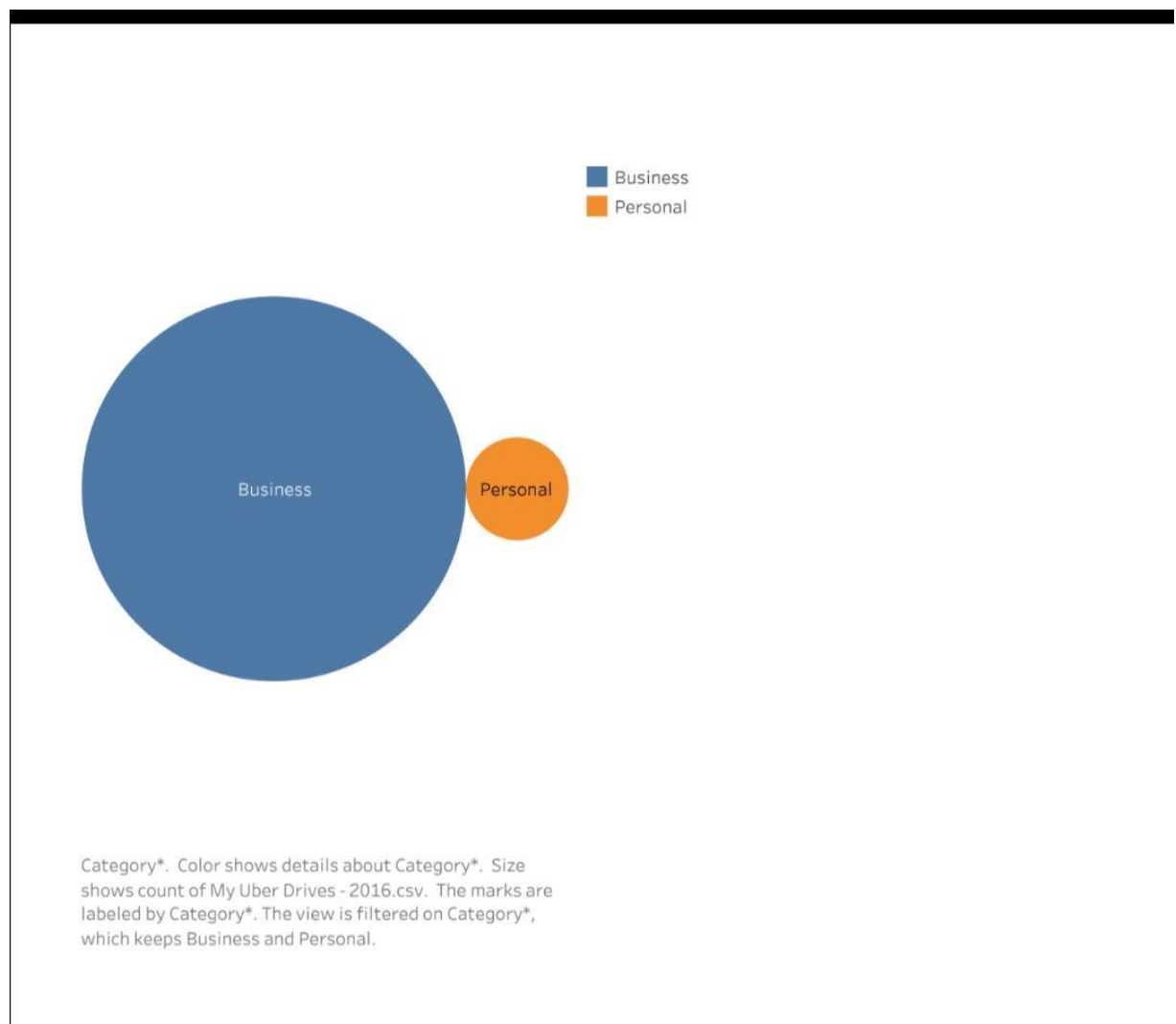
miles travelled by month

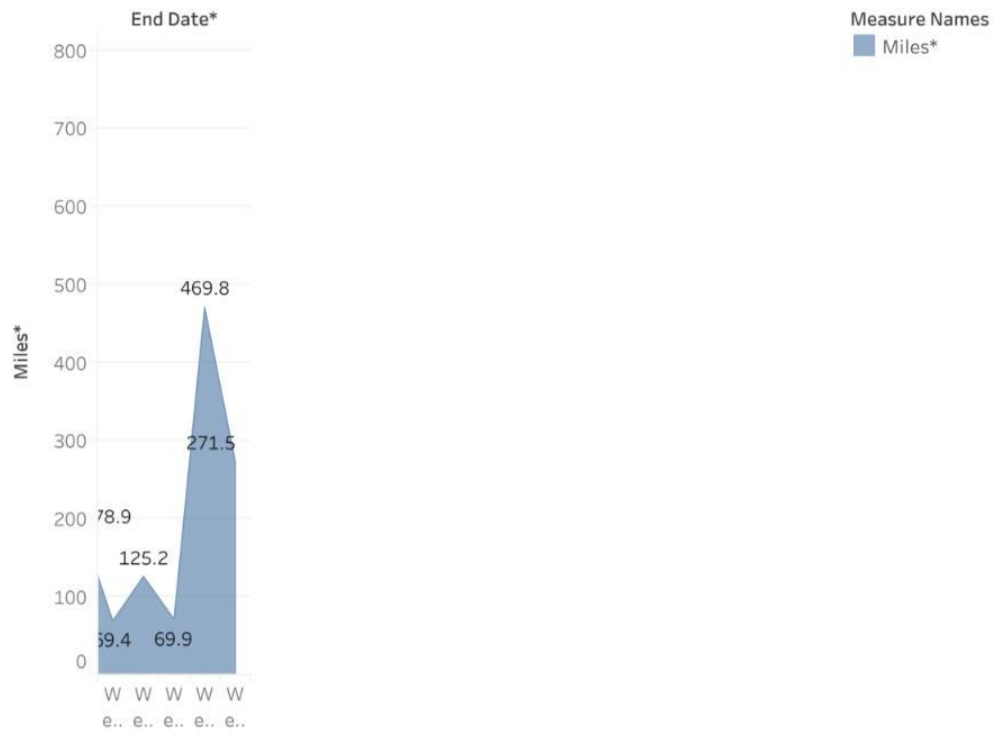
category



Sum of Miles\* for each End Date\* Month. The data is filtered on End Date\* Year, which keeps 2016.

## Miles travelled by week

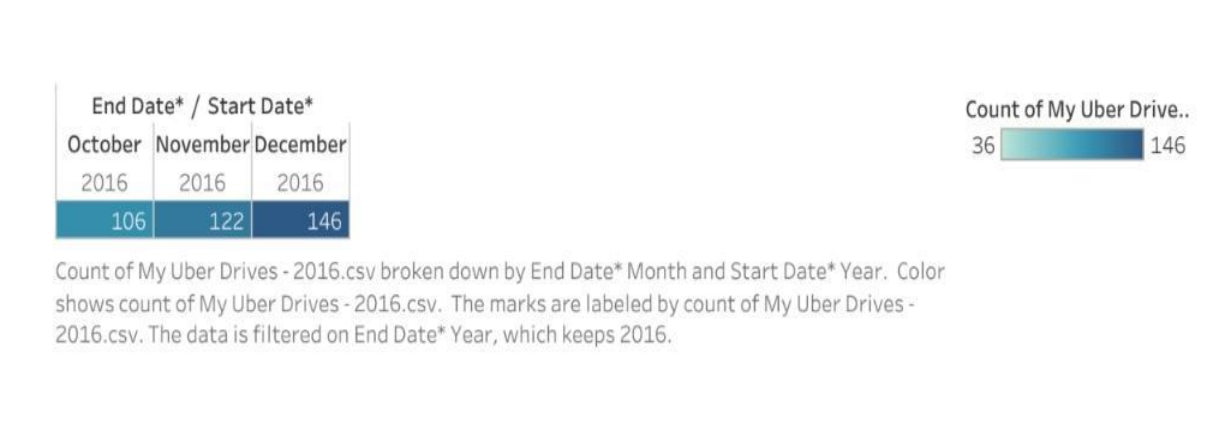
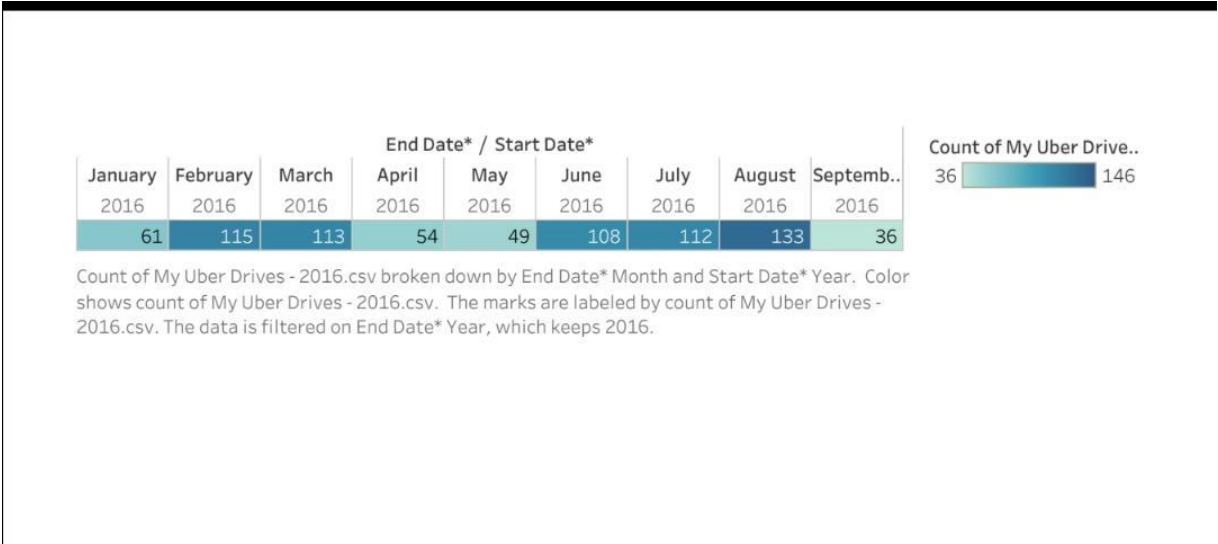




Miles\* for each End Date\* Week. Color shows details about Miles\*. The marks are labeled by Miles\*. The data is filtered on End Date\* Year, which keeps 2016.

quarters of miles by Y

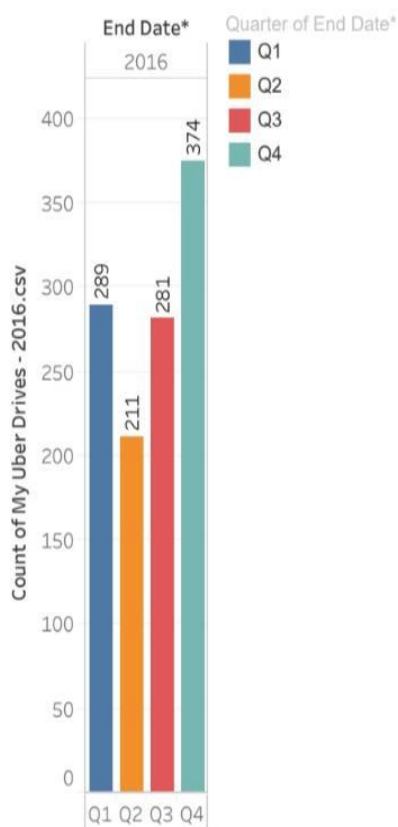
trips per month



Quarters of miles by month



Uber working hour

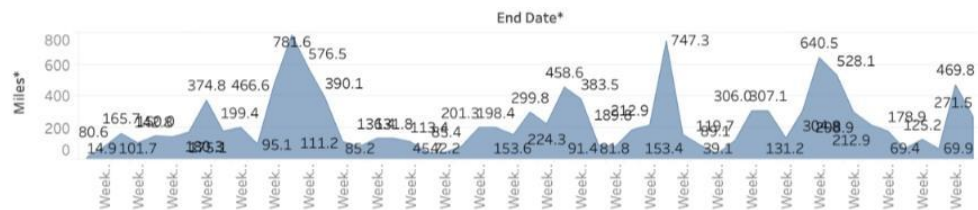


Count of My Uber Drives - 2016.csv for each End Date\* Quarter broken down by End Date\* Year. Color shows details about End Date\* Quarter. The view is filtered on End Date\* Year, which keeps 2016.

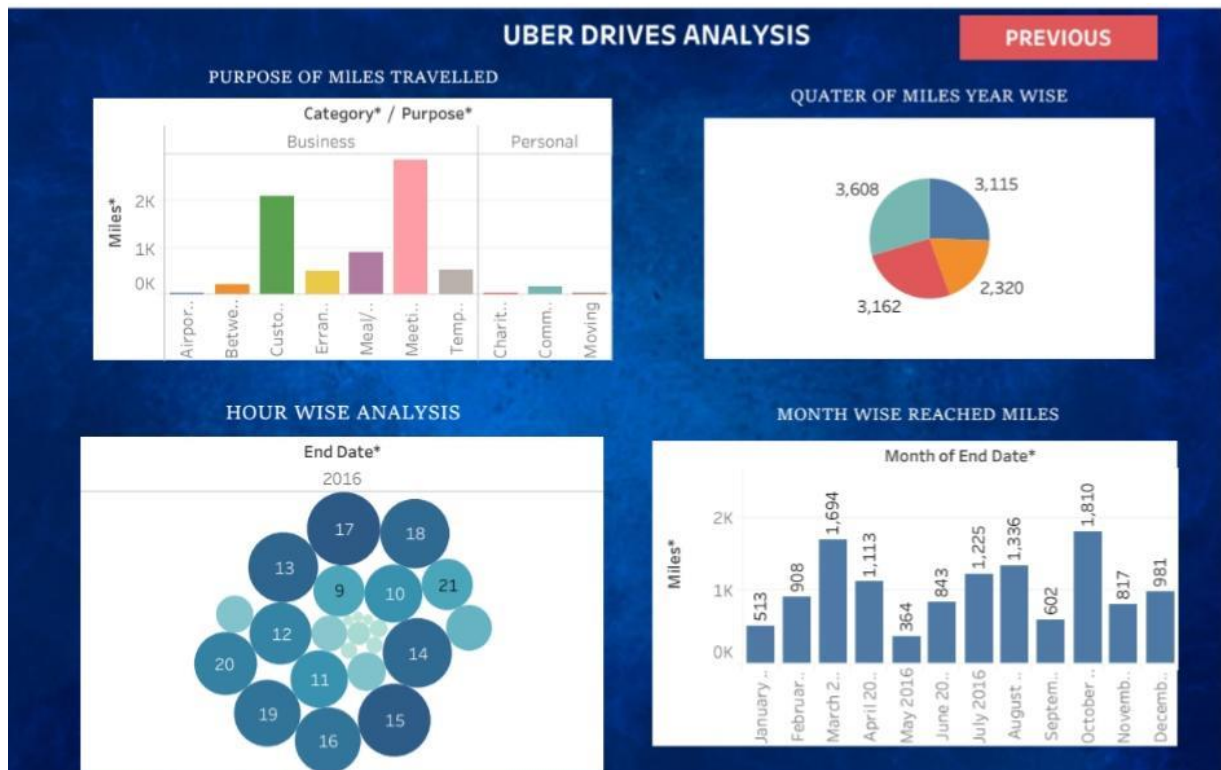


NEXT

End Date* / Start Date*											
January 2016	February 2016	March 2016	April 2016	May 2016	June 2016	July 2016	August 2016	Septemb... 2016	October 2016	November 2016	December 2016
61	115	113	54	49	108	112	133	36	106	122	146



## DASHBOARD 1



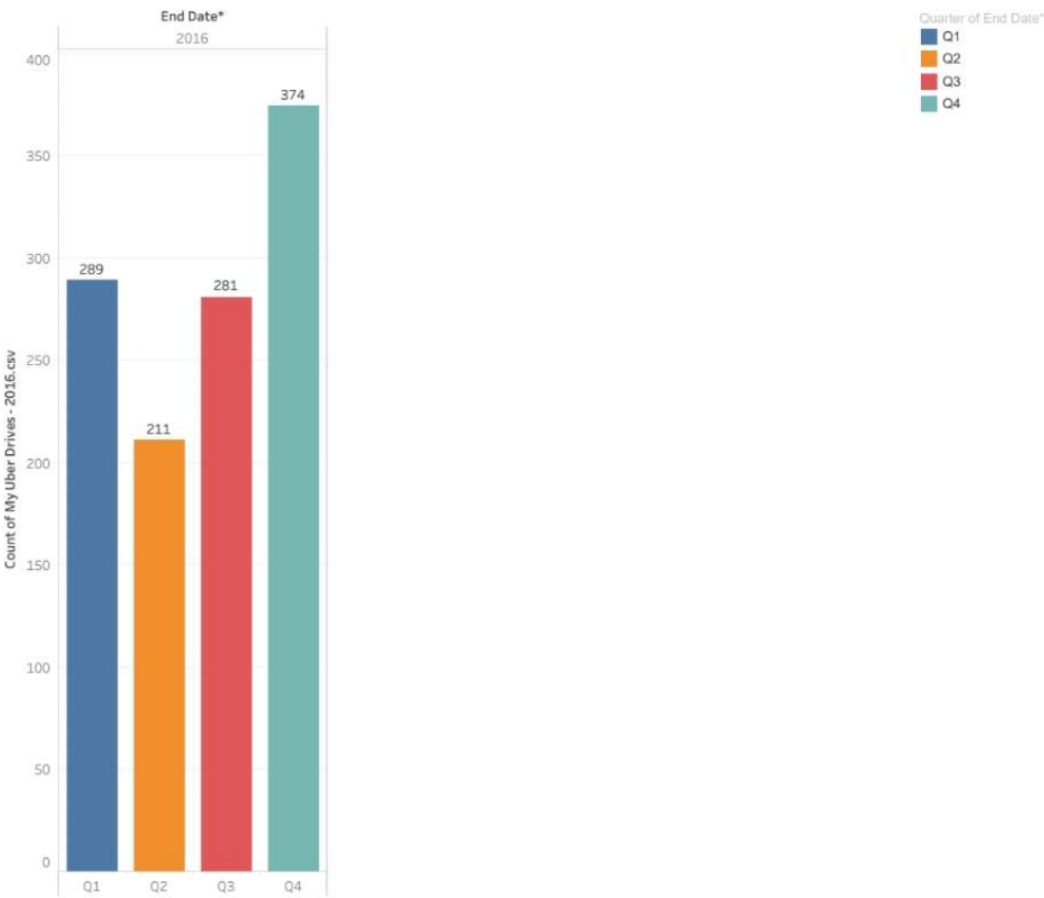
DASHBOARD 2

UBER TRIPS

In Q4 More uber trips has been took place.

In December more number of uber trips have been taken place.

Uber is busy from 3-7pm



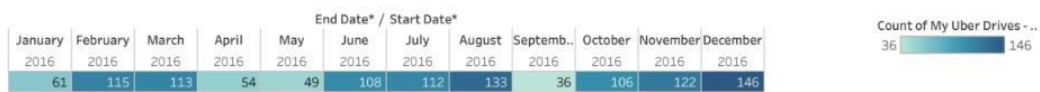
STORY 1

UBER TRIPS

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STORY 2

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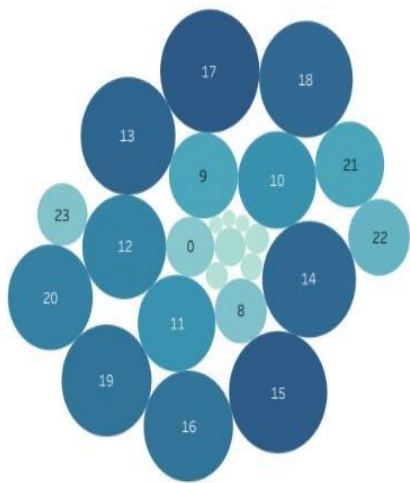
Uber is busy from  
3-7pm

End Date\*

2016

Count of My Uber Drives - ...

2 101



## Advantages and Disadvantage of uber

Uber through E-hail has hired drivers easily and fast. Proprietary software in the app locates drivers circling nearby cheapest carpooling luxury wheels. The price is fixed.

- **Convenient and Cashless**

Instead of chasing a taxi on a street, or calling and waiting, app users can book a ride from any location and it arrives in minutes.

Passenger's credit or debit card is linked to the taxi app account, no cash changes hands.

After the completion of the ride, A receipt is sent via email, and some links to options for rating and tipping the driver.

- **Professional Service**

Drivers for Uber may use their own cars and bike. Drivers get incentives to keep their taxis clean and well-maintained.

The cheapest options for taxis are late-model compact cars and bikes.

The riders need to insert their destinations into the app, and the drivers use the taxi app navigational features to reach the rider which is provided by the taxi app development company.

The driver talks in a polite and well-spoken manner. Drivers don't get your destination details before picking you up.

A driver with a low rating will force a driver out of Uber or its competitors.

How to Make an App Like Uber and Ola

- **Competitive Pricing**

Uber is less expensive than other taxi services, but not always. Longer trips are always cheaper by Uber but short rides can be expensive.

The price model for Uber and other taxi apps can have higher booking prices due to busy times of the day.

It is impossible to come up with a fixed price for an uber ride. Its costing plans vary from one city to another and from one country to another.

But uber always show you the estimated fare before starting the ride.

- **Safer and Flexible**

Safety is crucial for both passengers and drivers. This is what Uber is good at it. It is one of the major advantages of Uber.

The riders are registered their identities and their payment channels. Cashless transactions also make it safer, a driver and rider don't need to carry cash.

Disadvantages of Uber

Drivers are not assured of minimum pay to maintain their own vehicles. This topic is growing controversial in many cities because New York City mandated a \$17.22 minimum wage for drivers.



- **Surge Pricing**

“Surge pricing” or “rush time pricing” is not fixed in uber. It’s a free market principle of raising prices according to supply and demand.

This means how many taxis are available (supply) and how many customers want to ride(demand).

This automated system sometimes shows differences in pricing between any two same points.

At peak times, the price could be double or more. This means too costly during rush hour.

Although this benefits uber by increasing the supply of drivers. Drivers can be motivated to earn at this time.

- **Low Fares Worry Drivers**

Some Uber drivers say they struggle to earn minimum wage. Drivers have to pay the cost of fuel, maintenance, and repairs from their own pocket.

With competition from other taxi apps, the earnings of drivers can be driven downward.

This indicates that they need to work for longer hours to earn a certain income.

- **Price Competition**

Uber and other taxi-hailing companies are engaged in an intensive fight to provide the most affordable service.

They are competing with traditional taxi services for both customers and drivers. This has led to low earnings for taxi drivers.

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## key take ways

- Ride-sharing services like Uber have disrupted the taxi and limo industry,
- Uber has become a prime example of the gig economy at work.
- Uber's advantages include door-to-door convenience, safety, and reliable quality.
- Uber's disadvantages include its surge pricing and the negative effects of replacing steady jobs with gig work.

## Conclusion

Clearly, Uber and its competitors such as Lyft have dramatically changed the personal transportation industry, with a mix of both benefits and drawbacks for customers and drivers.