PROJECT REPORT TEMPLATE

1.INTRODUCTION

1.1 Overview

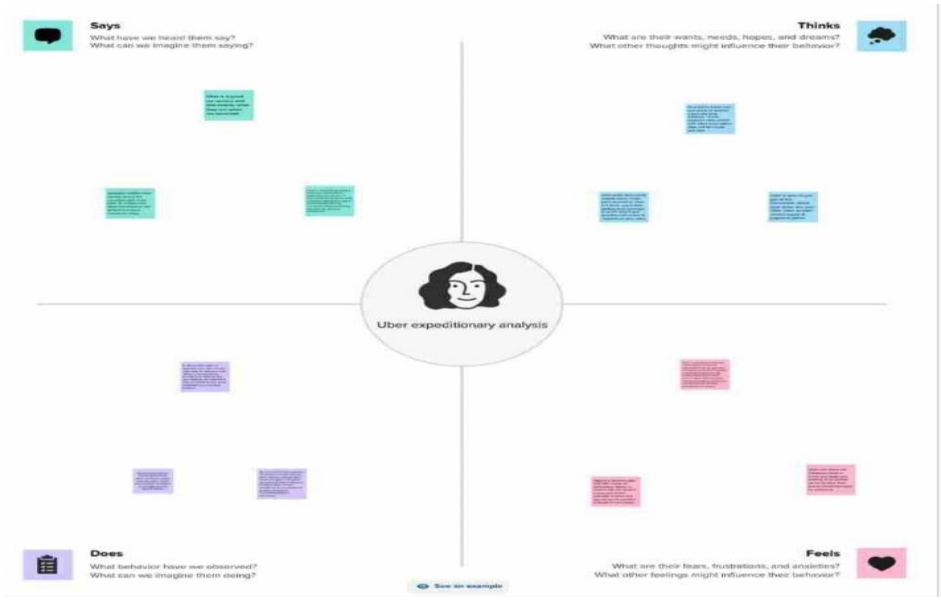
Uber is a multinational transportation network company that operates a ride-hailing platform. Uber provides a convenient way for individuals to request rides from drivers who use vehicles. Uber Driver Analysis refers to the Analyzing the number of trips taken by Uber Drivers can provide insights into their overall activity and demand for riders in specific areas. The research is carried out on Uber drives data collected from the year 2016.

1.2 Purpose

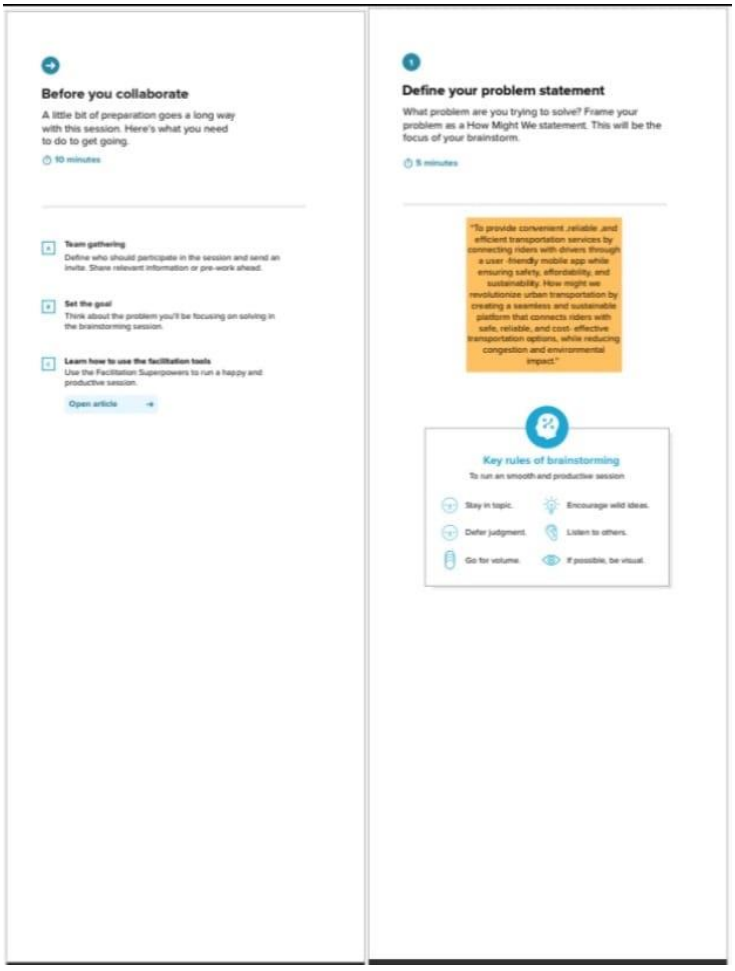
- Uber's data can be analyzed on a daily, weekly, monthly basis to understand the trends and patterns of trip volumes.
- This analysis can help identify peak hours or days of high demand and optimize driver availability during those times.
- Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand.
- The major of our project is to use data analyzing techniques to find unknown patterns in the Uber Drives dataset.

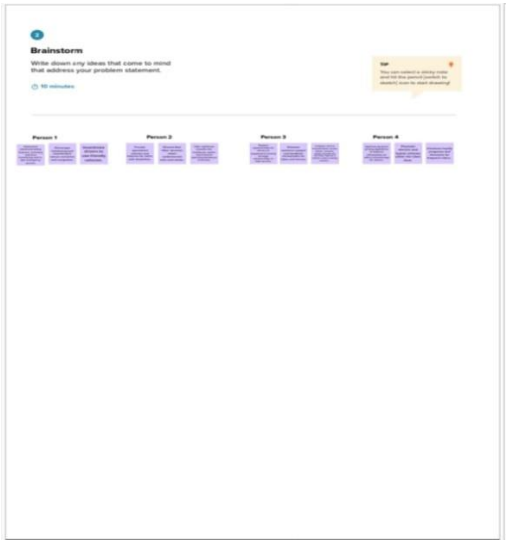
2. PROBLEM DEFINITION AND PROBLEM THINKING

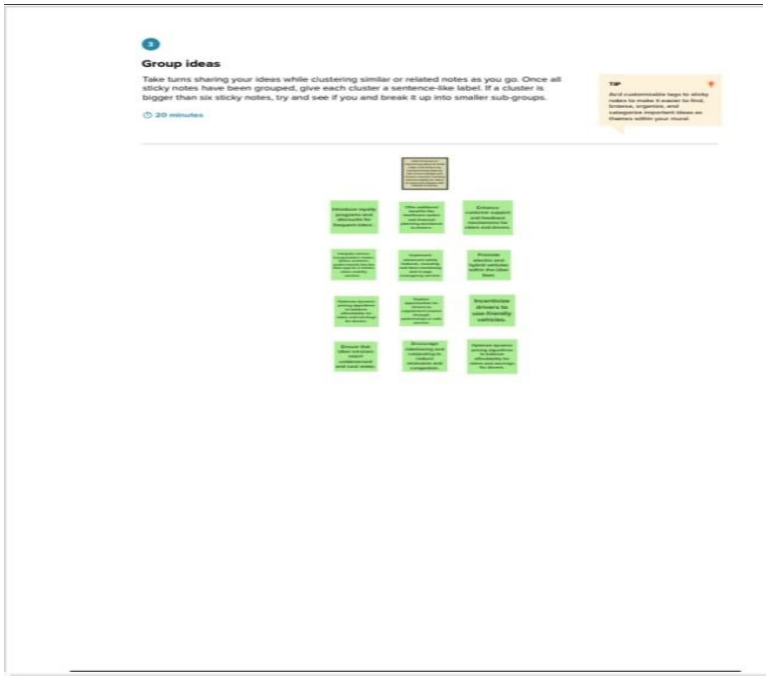
2.1 Empathy Map

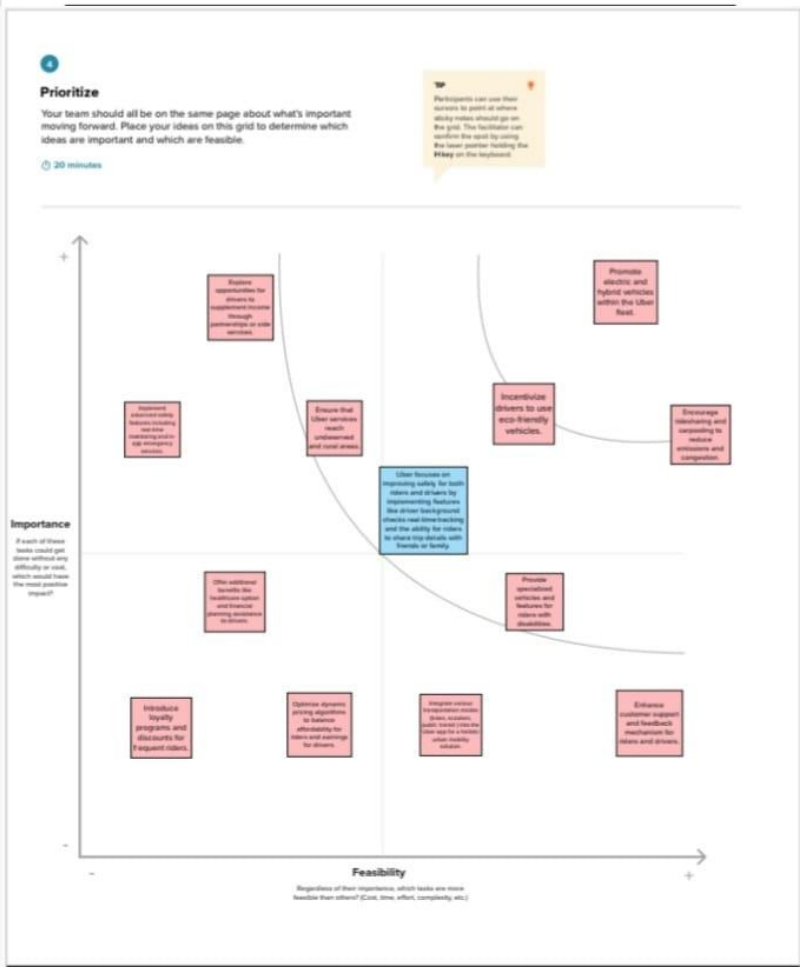

Says
What have we heard them say?
What can we imagine them saying?
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?
Uber expeditionary analysis
Does
What behavior have we observed?
What can we imagine them doing?
Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?
See an example

2.2 IDEA PRIORIZTION AND BRAINSTORMING MAP






3
Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.
20 minutes
TIP


4
Prioritize
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.
20 minutes
TIP
Promote electric and hybrid vehicles within the Uber fleet.
Incentivize drivers to use eco-friendly vehicles.
Encourage ridesharing and carpooling to reduce emissions and congestion.
Uber focuses on improving safety for both riders and drivers by implementing features like driver background checks real-time tracking and the ability for riders to share trip details with friends or family.
Provide specialized vehicles and features for riders with disabilities.
Introduce loyalty programs and discounts for frequent riders.
Enhance customer support and feedback mechanism for riders and drivers.
Importance
Feasibility
+
-

3.RESULT

3.1 DATA MODEL

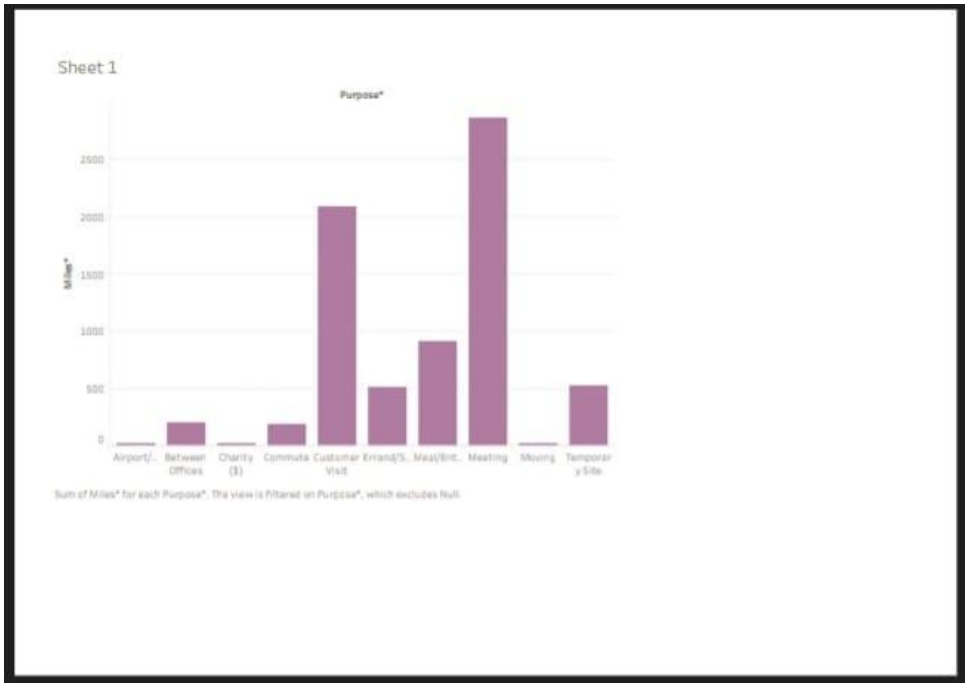
CATEGORY*	END_DATE*	PURPOSE*	START*	START_DATE*	STOP*	MILES*
Business	01/01/2016 21:17:00	Meal/ Entertain	Fort PIECE	01/01/2016 21:11:00	Fort Piece	5.10
Business	02/01/2016 01:37:00	Null	Fort PIECE	02/01/2016 01:25:00	Fort PIECE	5.00
Business	02/01/2016 20:38:00	Errand/ Supplies	Fort PIECE	02/01/2016 20:25:00	Fort PIECE	4.80

Business	05/01/2016 17:45:00	Meeting	Fort PIECE	05/01/2016 17:31:00	Fort PIECE	4.70
Business	06/01/2016 15:49:00	Customer Visit	Fort PIECE	06/01/2016 16:42:00	West Palm Beach	63.70
Business	…	…	…	…	…	…
Business	…	…	…	…	…	…
Business	…	…	…	…	…	…
Business	…	…	…	…	…	…
Business	31/12/2016 01:14:00	Meeting	Karachi	31/12/2016 01:07:00	Karachi	0.70
Business	31/12/2016 13:42:00	Temporary Site	Karachi	31/12/2016 13:24:00	Unknown Location	3.90
Business	31/12/2016 15:38:00	Meeting	Unknown Location	31/12/2016 15:03:00	Unknown Location	16.20
Business	31/12/2016 21:50:00	Temporary Site	Katunayake	31/12/2016 21:32:00	Gampaha	6.40
Business	31/12/2016 23:51:00	Temporary Site	Gampaha	31/12/2016 22:08:00	Ilukwatta	48.20

3.2 Activity and screenshots : -

Firstly create, Purpose sheet 1: -

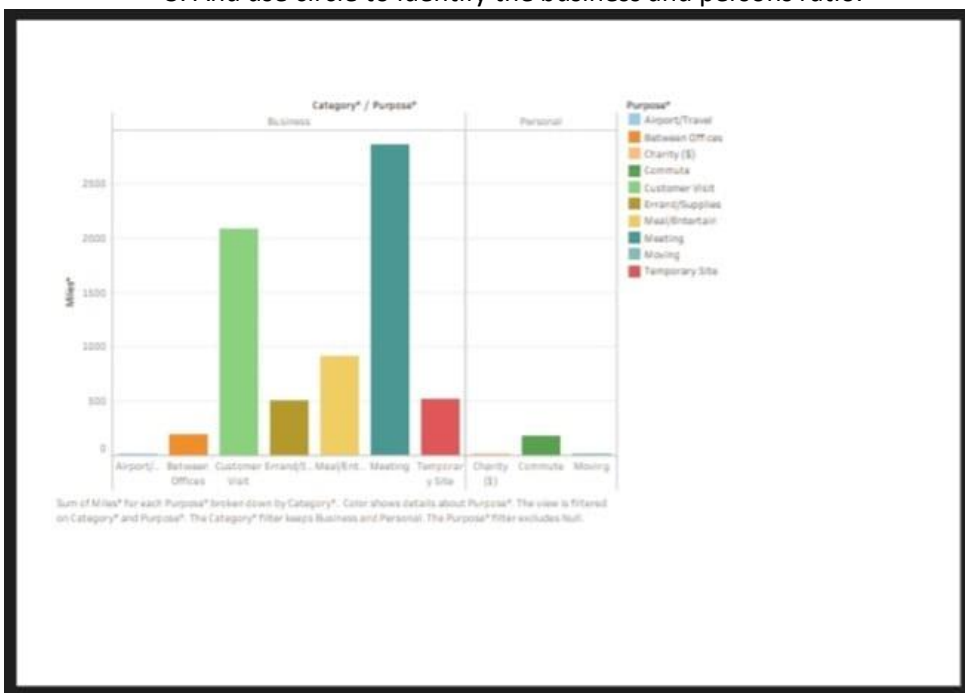
1. Go to set up, click sheet 1 and it is named as purpose
2. Then click create
3. Select purpose in columns and sum(miles*) in rows



Click sheet 2:-

Click next sheet 2 and it is named as category of miles

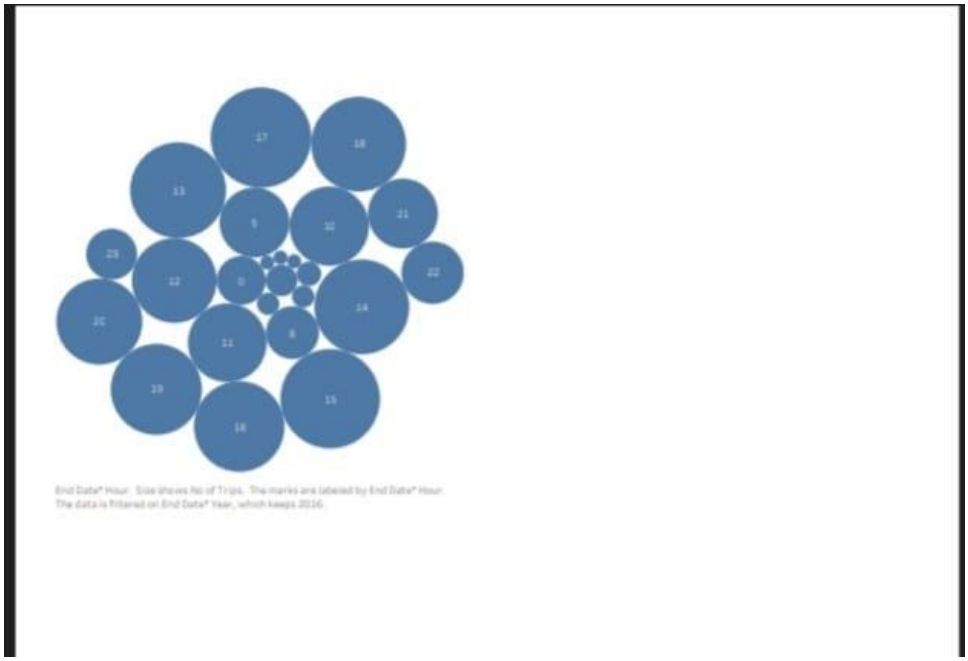
1. Go to set up
2. Drag up category in columns and sum(miles*) in rows.
3. And use circle to identify the business and persons ratio.



Click sheet 3

1. Go to set up
2. Drag up category and purpose in columns and sum(miles*) in rows.

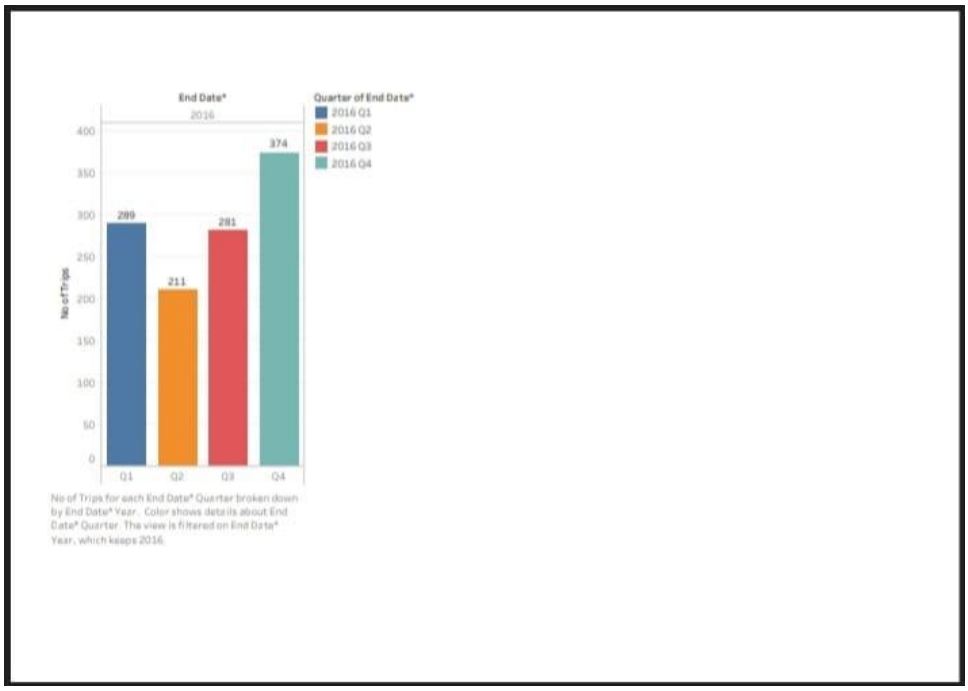
3. It is named as miles per category and purpose.



Click sheet 4:-

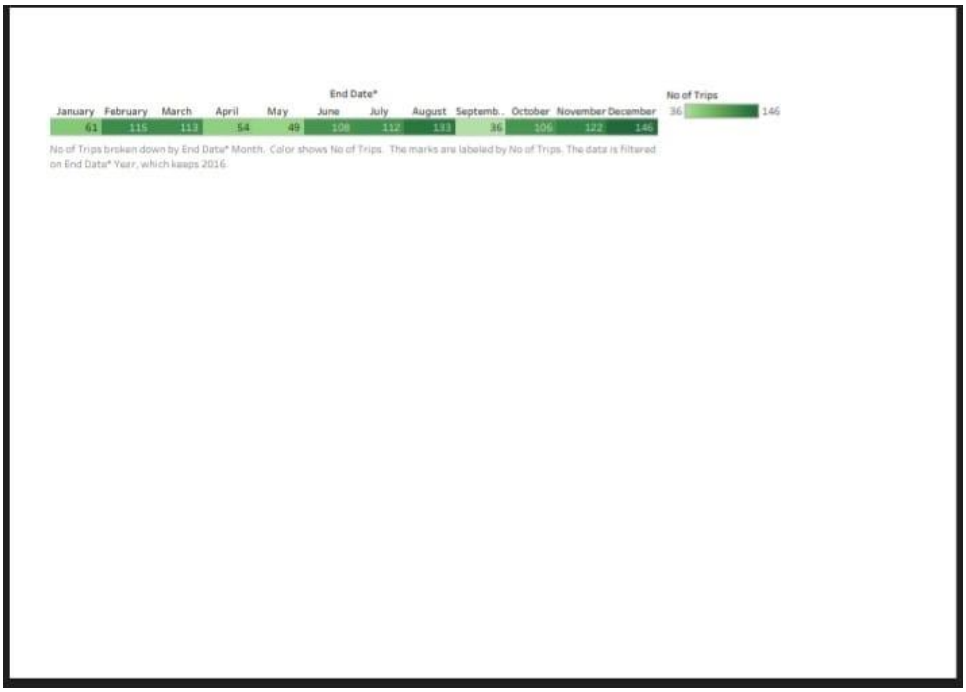
1. Go to set up
2. Drag month (end date*) in columns and sum (miles*) in rows.

3. It is named as month wise miles.



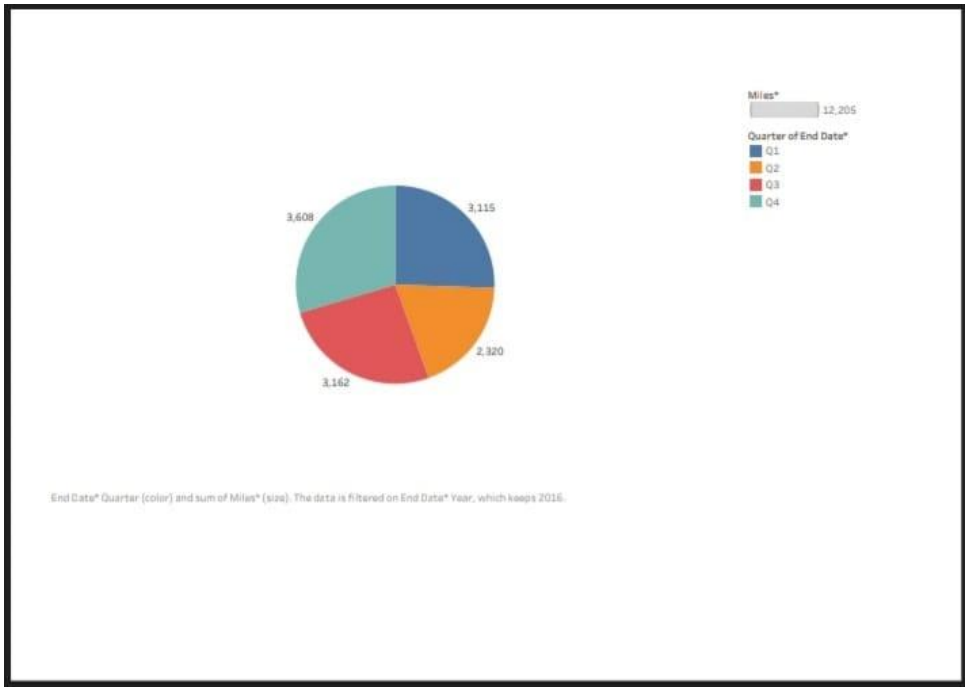
Click sheet 5:-

1. Select sheet 5 to create week wise miles covered.
2. Select year (end dates) and use filter for week wise observation in Columns and sum(miles*) in rows.
3. Then go to new worksheet 6.



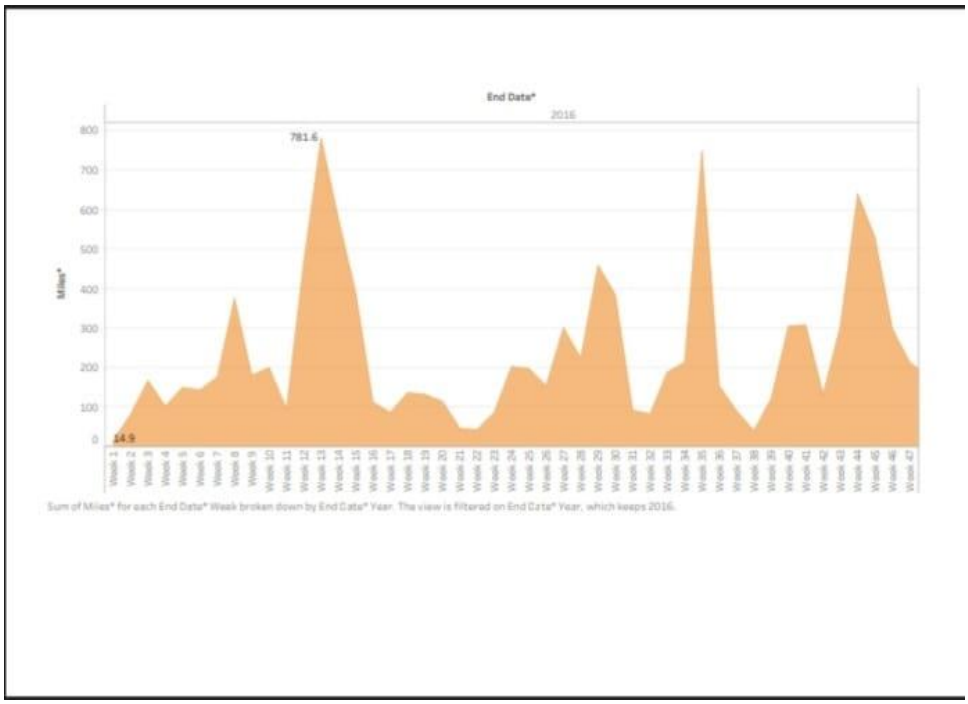
Click sheet 6 :-

1. Go to sheet 6 to produce quarter wise miles
2. Year (end dates) and use filter to get quarter wise miles and sum (miles*) in rows
3. And use pie chart and various colors to show the ratios.



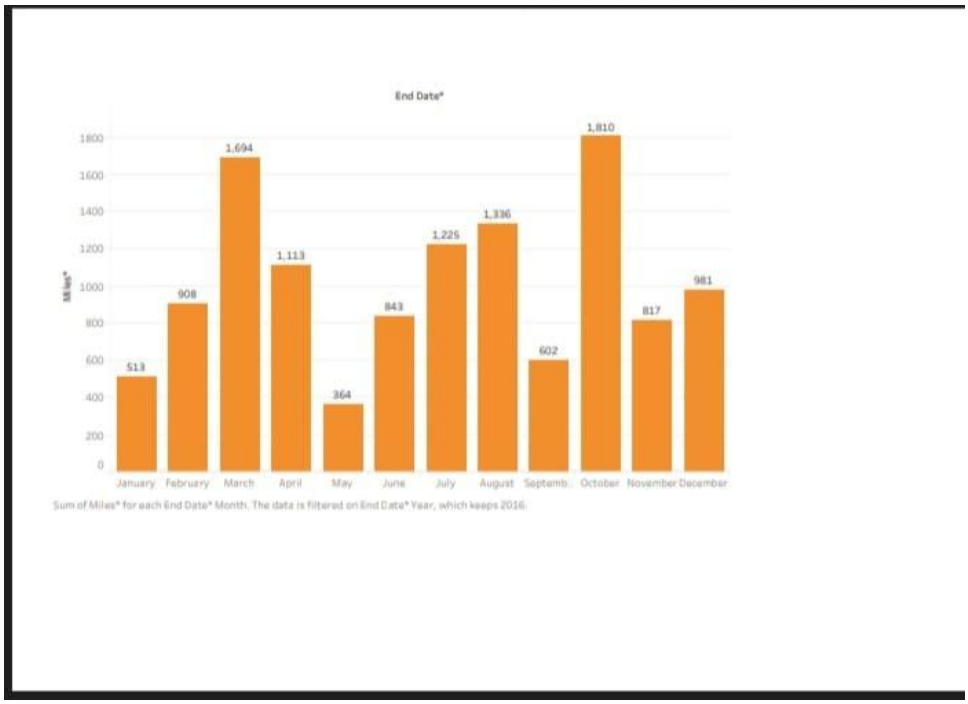
Click sheet 7:-

1. Drag yearly end date in columns and add some filters.
2. Drag AGG (number of tips) in rows
3. Add some colors.



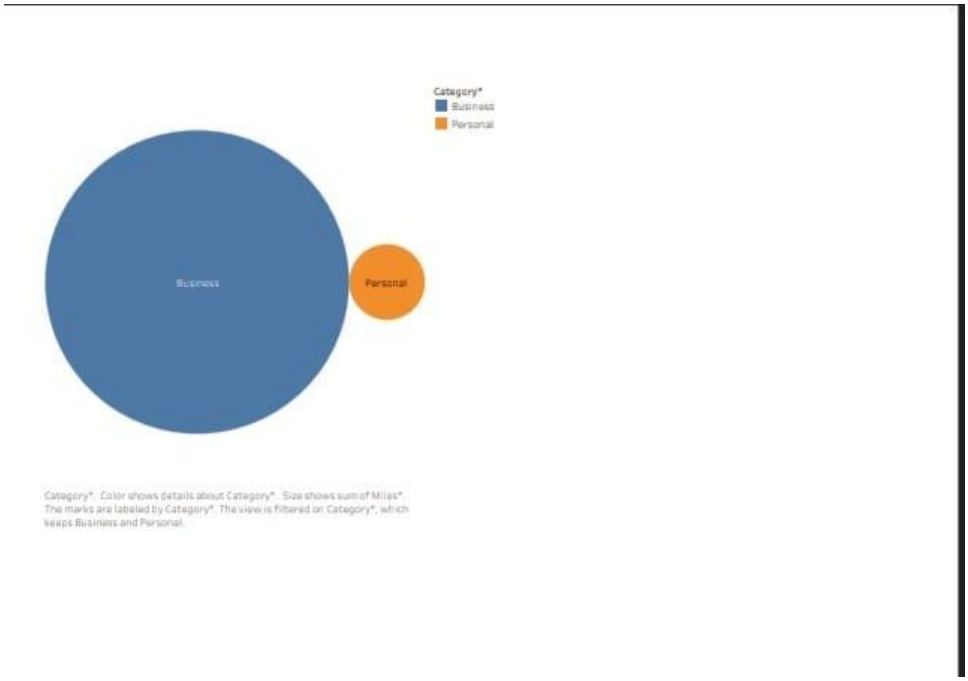
Click sheet 8:-

1. Click the new sheet to create quarterly wise trips.
2. In this sheet we must have to drag quarter end date in columns
3. And AGG (No. Of trips) in rows.
4. Use bar diagram to predict the quarter wise trips.


End Date*
Miles*
1800
1600
1400
1200
1000
800
600
400
200
0
513
908
1,694
1,113
364
843
1,225
1,336
602
1,810
817
981
January
February
March
April
May
June
July
August
Septemb..
October
November
December
Sum of Miles* for each End Date* Month. The data is filtered on End Date* Year, which keeps 2016.

Click sheet 9:-

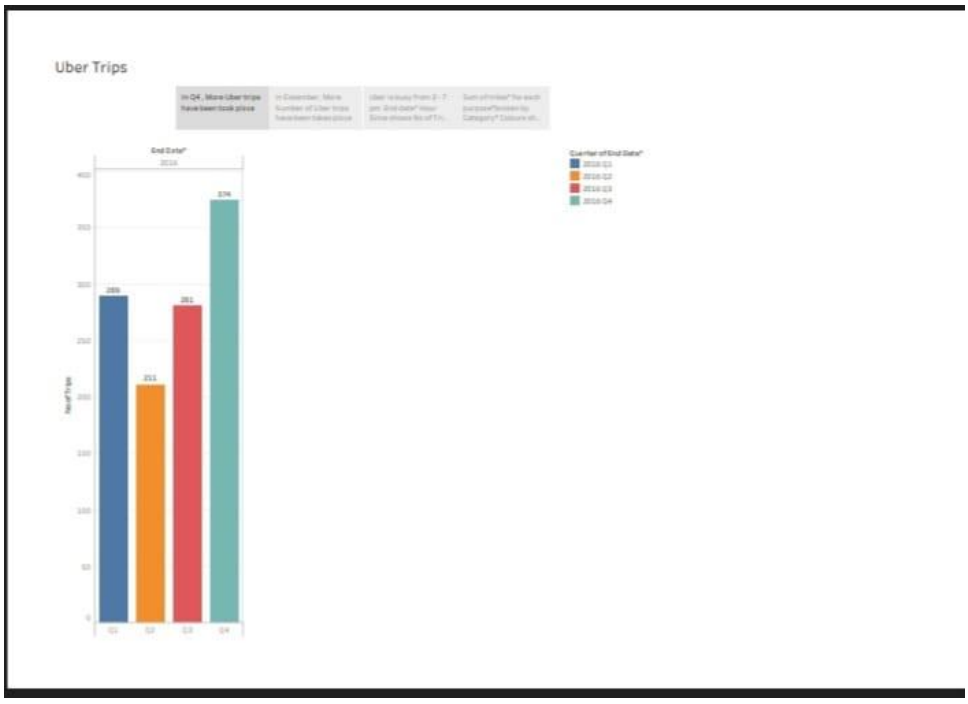
1. Click the next sheet to prepare the analysis for hours wise analysis.
2. We use bubble 🌩 for the representation.

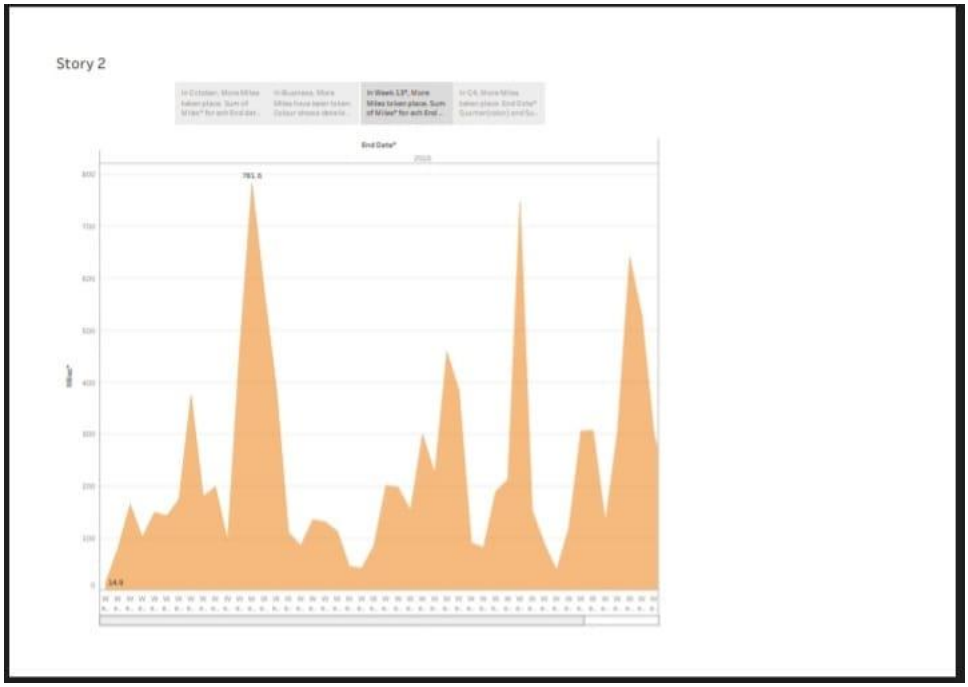


Story :-

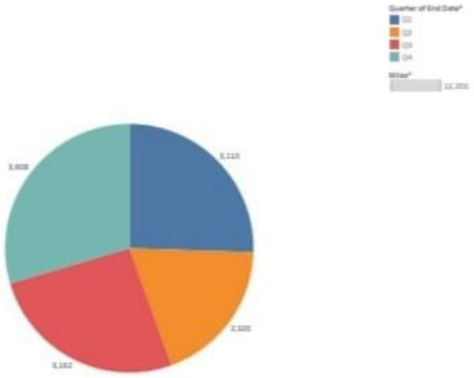
Uber tips, in this story we add,

- Number of trips per month.
- Quarter wise trips.
- Hour wise analysis.

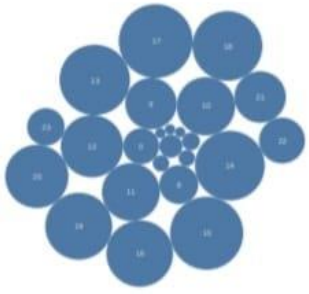

Uber Trips
In Q4, More Uber trips have been took place
In December, More Number of Uber trips have been taken place
Uber is busy from 2 - 7 pm. 'End date' Hour. Since choose No of Tr...
Sum of Miles' for each purpose' Review by Category' Colours wh...
End Date'
2016
289
211
281
374
Num of Trips
Q1
Q2
Q3
Q4
Count of End Date'
2016 Q1
2016 Q2
2016 Q3
2016 Q4


Story 2
In October, More Miles taken place. Sum of Miles' for ach End dat...
In Business, More Miles have been taken. Colour shows store in ...
In Week 13', More Miles taken place. Sum of Miles' for ach End ...
In Q4, More Miles taken place. End Date' Quarter (color) and Su...
End Date'
2016
781.5
14.9
Miles'

Story 2



Uber Trips

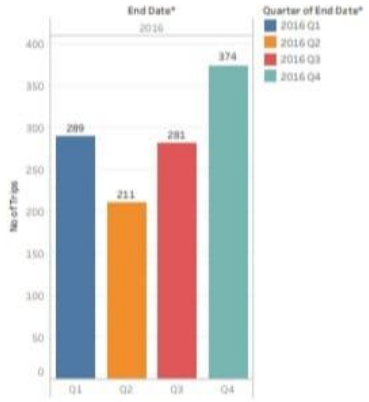


End Date*

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

No of Trips: 36 – 146

No of Trips broken down by End Date* Month. Color shows No of Trips. The marks are labeled by No of Trips. The data is filtered on End Date* Year, which keeps 2016.



No of Trips 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.

Dashboard :-

Merge all sheets to produce dashboards .

4.ADVANTAGES AND DISADVANTAGE:-

4.1 Advantages

- Convenience
- Cost
- Real- time tracking
- Cashless Transactions
- Driver Ratings
- Accessibility
- Effective Transportation

4.2 Disadvantages

- Surge Pricing
- Driver concerns
- Safety Concerns
- Market Monopoly
- Legal and Regulatory issues
- Driver job insecurities

5. APPLICATIONS

- Service Quality Enhancement
- Safety Improvements
- Operational Efficiency
- Driver Incentives and Retention
- User Experience Optimization
- Market Expansion Strategy
- Policy Adherence and Compliance
- Innovation and Technology Integration
- Environmental Sustainability Measures
- Competition Strategy
- Legal and Regulatory Compliance

6. CONCLUSION

In conclusion, Uber driver analysis is a multifaceted process that involves a comprehensive examination of various metrics and data points related to driver performance, safety, operational efficiency, economic viability, and user experience. This analysis is crucial for Uber to make informed decisions, optimize its services, and address the evolving needs for drivers and passengers. By leveraging insights from driver analysis, Uber can enhance safety measures and foster a positive environment for both drivers and riders.

The analysis contributes to the optimization of routes, the development of driver incentive programs, and the integration of new technologies to ensure a competitive edge in the ridesharing market. The emphasis on sustainability measures reflects Ubers commitment to addressing environmental concerns.

In essence, Ubers commitment to data-driven decision- making through driver analysis not only enhances the performance and efficiency of its platform but also contributes to the overall success, safety, and sustainability of the ridesharing ecosystem.

7. FUTURE SCOPE

The on-demand industry is expected to grow with the four following prior values, including speed, comfort, perfection, and quality in what they deliver. As well as the growth of the on-demand industry, it provides numerous benefits for startups.

The benefits of the on-demand industry are highly efficient and help in scaling the business to greater heights. It has come up with many awesome features that will help you to attain your on-demand goal and provide you with some unique experience that meets all your requirements.

Hence, many startups are interested in expanding their business using on-demand ideas. So, we can expect a bright future for the on-demand industry.