



NAAN MUDHALVAN

Project Based Experiential Learning

VOYAGE VISTA : ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS

Under the Guidance of

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Affiliated to Bharathidasan University, Tiruchirapalli

UGC Recognised by 2(f) and 12(B) Institution

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VOYAGE VISTA : ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS

Submitted by

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1.INTRODUCTION:

1.1 OVERVIEW:

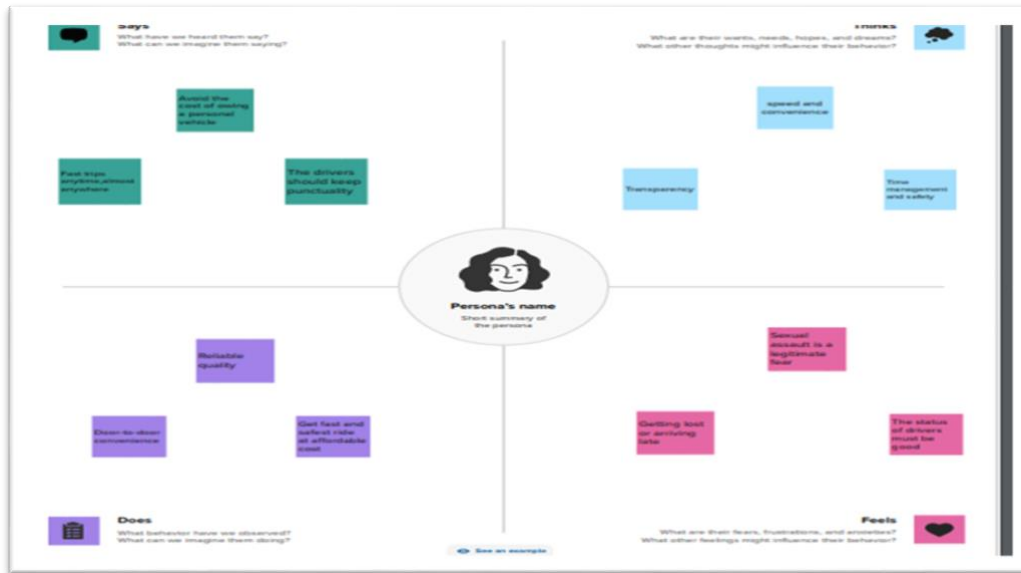
- Uber is a multinational transportation network company that operates a ride-hailing platform. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California.
- Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles.
- Uber Driver Analysis refers to the Analyzing the number of trips taken by Uber drivers can provide insights into their overall activity and the demand for rides in specific areas. Daily, Weekly, or Monthly Analysis: 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 Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability
- . The Major of our project is to use data Analyzing techniques to find unknown patterns in the Uber Drives dataset. The research is carried out on Uber drives data collected from the year 2016.

1.2 PURPOSE:

- The purpose of Uber,as a company,is to provide a convenient and efficient transportation and delivery platform.
- Uber's main mission is to make transportation as reliable as running water,everywhere,for everyone.
- They aim to achieve this by offering various services,including ride-sharing,food delivery,and freight transportation.
- Uber connects riders with drivers and couriers through their mobile app,providing a seamless way for people to get from one place to another and for businesses to deliver goods to customers.Ultimately,Uber's purpose is to enhance mobility and improve transportation options in urban and rural areas.

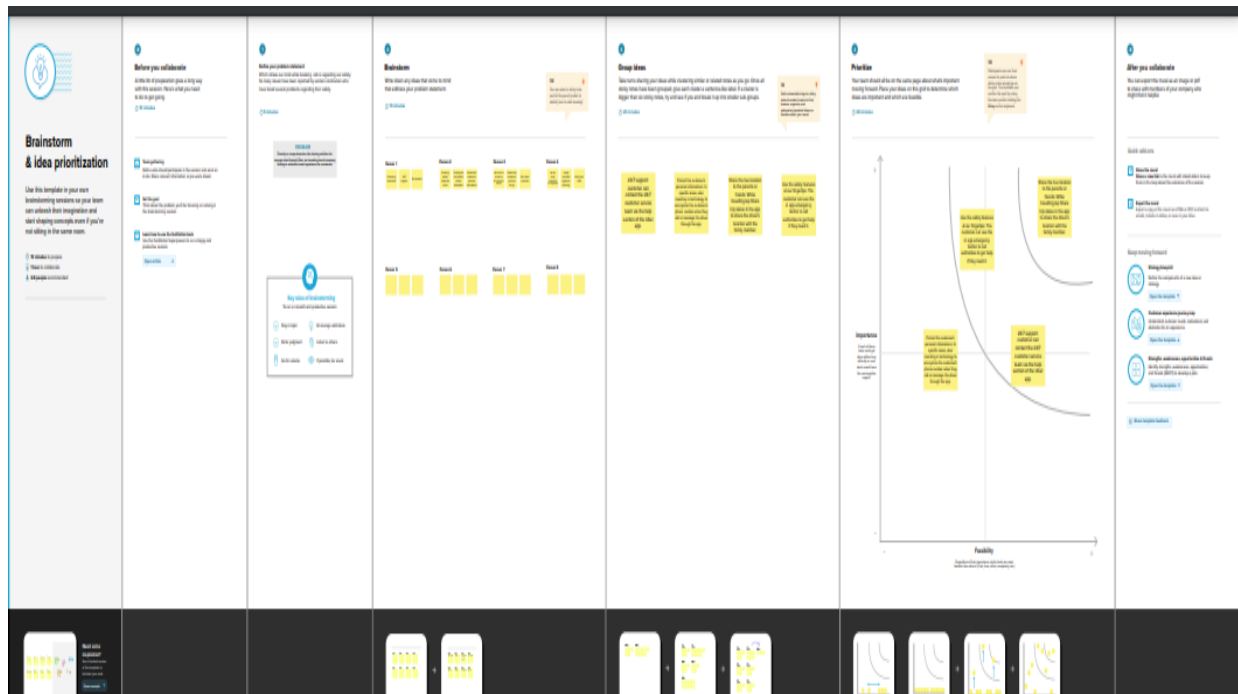
2.PROBLEMS DEFINITION & DESIGN THINKING:

2.1 EMPATHY MAP:



2.2

IDEATION & BRAINSTORMING MAP:



3. DATASET:

Microsoft Excel

Home Insert Page Layout Formulas Data Review View

Clipboard Font Alignment Number Styles Cells Editing

Document Recovery

Excel has recovered the following files. Save the ones you wish to keep.

Available files

- My Uber Drives - 2016 (version...)
Version created from the last ...
09:28 11 October 2023
- My Uber Drives - 2016.csv [O...]
Version created last time the ...
09:15 11 October 2023

Which file do I want to save?

Close

My Uber Drives - 2016 (1)

	A	B	C	D	E	F	G	H	I	J	K	L
1	START_DATE*	END_DATE*	CATEGORY*	START*	STOP*	MILES*	PURPOSE*					
2	01-01-2016 21:11	01-01-2016 21:17	Business	Fort Pierce	Fort Pierce	5.1	Meal/Entertain					
3	02-01-2016 21:11	01-02-2016 01:37	Business	Fort Pierce	Fort Pierce	5						
4	03-01-2016 21:11	01-02-2016 20:38	Business	Fort Pierce	Fort Pierce	4.8	Errand/Supplies					
5	04-01-2016 21:11	01-05-2016 17:45	Business	Fort Pierce	Fort Pierce	4.7	Meeting					
6	05-01-2016 21:11	01-06-2016 15:49	Business	Fort Pierce	West Palm Beach	63.7	Customer Visit					
7	06-01-2016 21:11	01-06-2016 17:19	Business	West Palm Beach	West Palm Beach	4.3	Meal/Entertain					
8	07-01-2016 21:11	01-06-2016 17:35	Business	West Palm Beach	Palm Beach	7.1	Meeting					
9	08-01-2016 21:11	01-07-2016 13:33	Business	Cary	Cary	0.8	Meeting					
10	09-01-2016 21:11	01-10-2016 08:25	Business	Cary	Morrisville	8.3	Meeting					
11	10-01-2016 21:11	01-10-2016 12:44	Business	Jamaica	New York	16.5	Customer Visit					
12	11-01-2016 21:11	01-10-2016 15:51	Business	New York	Queens	10.8	Meeting					
13	12-01-2016 21:11	01-10-2016 18:53	Business	Elmhurst	New York	7.5	Meeting					
14	13-01-2016 21:11	01-10-2016 19:32	Business	Midtown	East Harlem	6.2	Meeting					
15	14-01-2016 21:11	01-11-2016 09:21	Business	East Harlem	NoMad	6.4	Temporary Site					
16	15-01-2016 21:11	01-11-2016 12:03	Business	Flatiron District	Midtown	1.6	Errand/Supplies					
17	16-01-2016 21:11	01-11-2016 13:46	Business	Midtown	Midtown East	1.7	Meal/Entertain					
18	17-01-2016 21:11	01-11-2016 14:43	Business	Midtown East	Midtown	1.9	Meal/Entertain					
19	18-01-2016 21:11	01-12-2016 12:49	Business	Midtown	Hudson Square	1.9	Meal/Entertain					
20	19-01-2016 21:11	01-12-2016 13:09	Business	Hudson Square	Lower Manhattan	4	Meal/Entertain					
21	20-01-2016 21:11	01-12-2016 14:56	Business	Lower Manhattan	Hudson Square	1.8	Errand/Supplies					
22	21-01-2016 21:11	01-12-2016 15:28	Business	Hudson Square	Hell's Kitchen	2.4	Customer Visit					
23	22-01-2016 21:11	01-12-2016 15:54	Business	Hell's Kitchen	Midtown	2	Errand/Supplies					

My Uber Drives - 2016 (1)

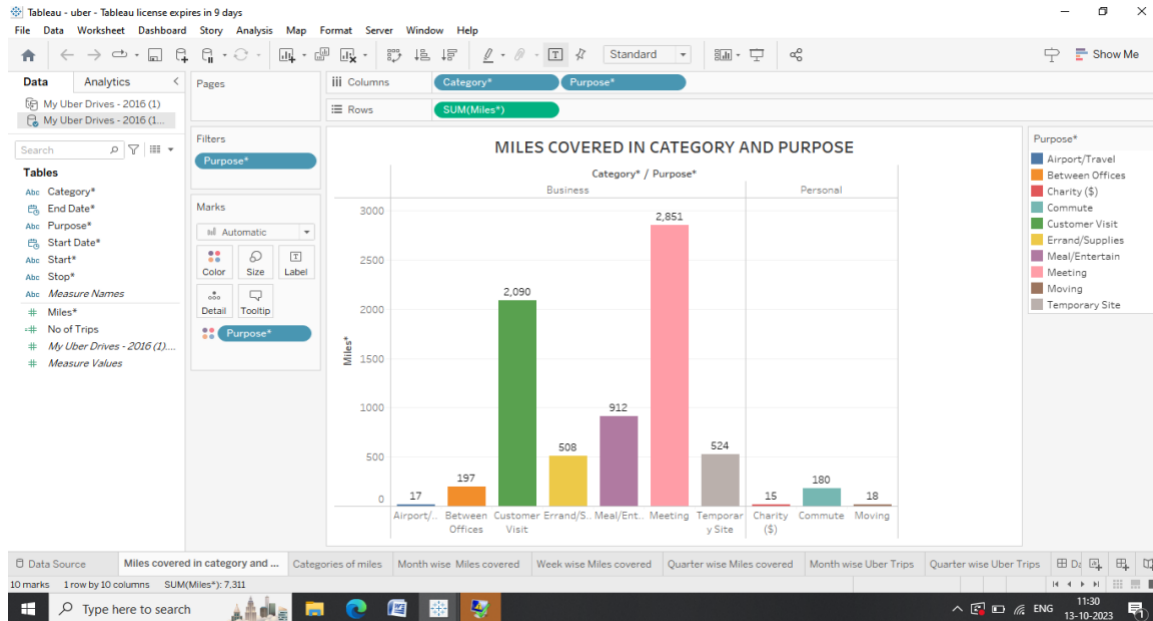
Ready

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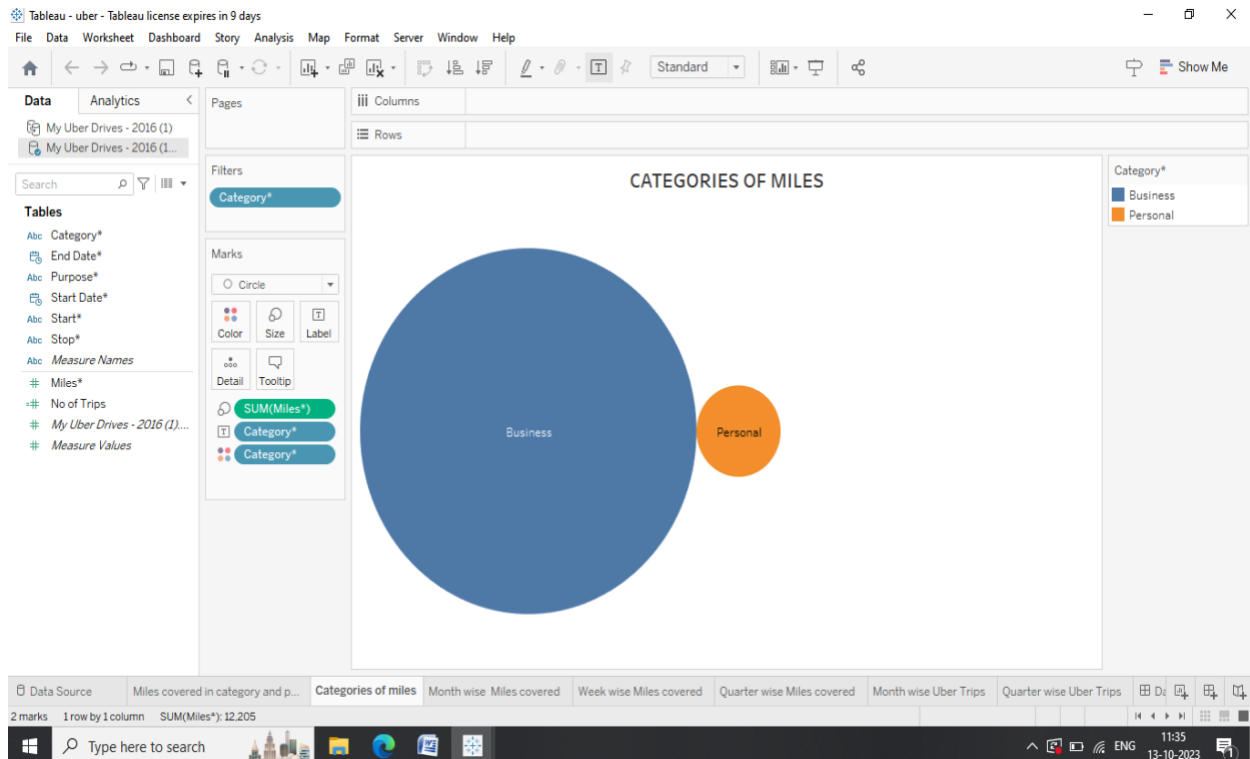
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4. VISUALIZATIONS:

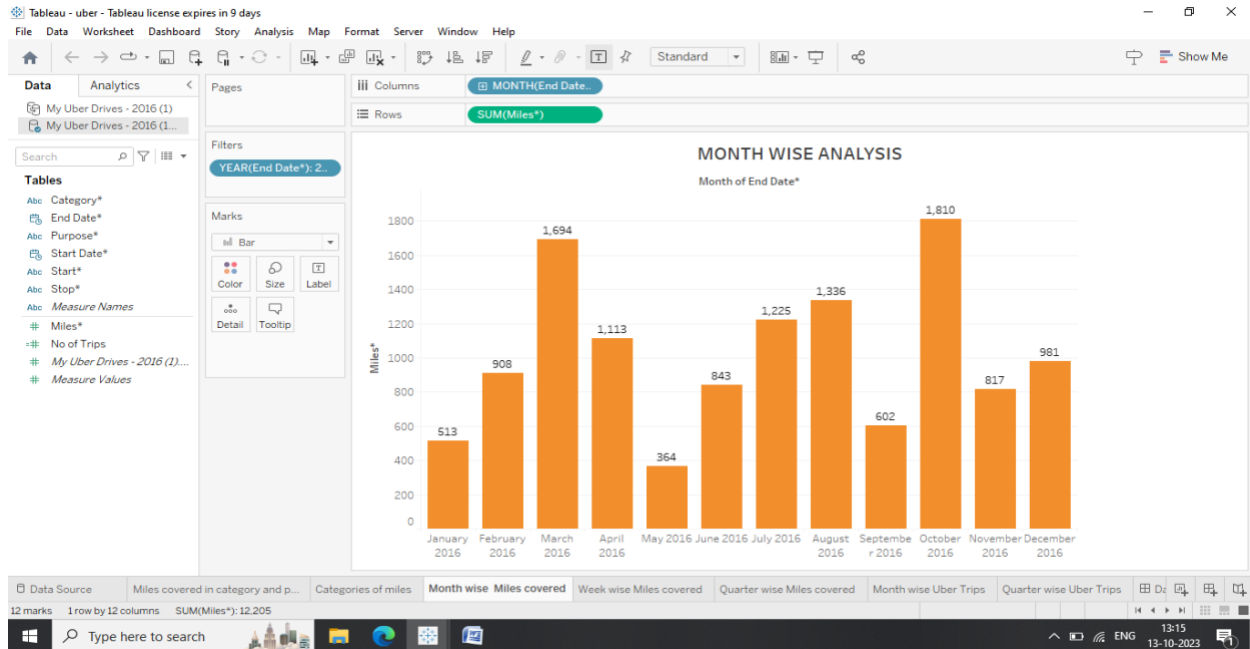
4.1 MILES COVERED IN CATEGORY AND PURPOSE:



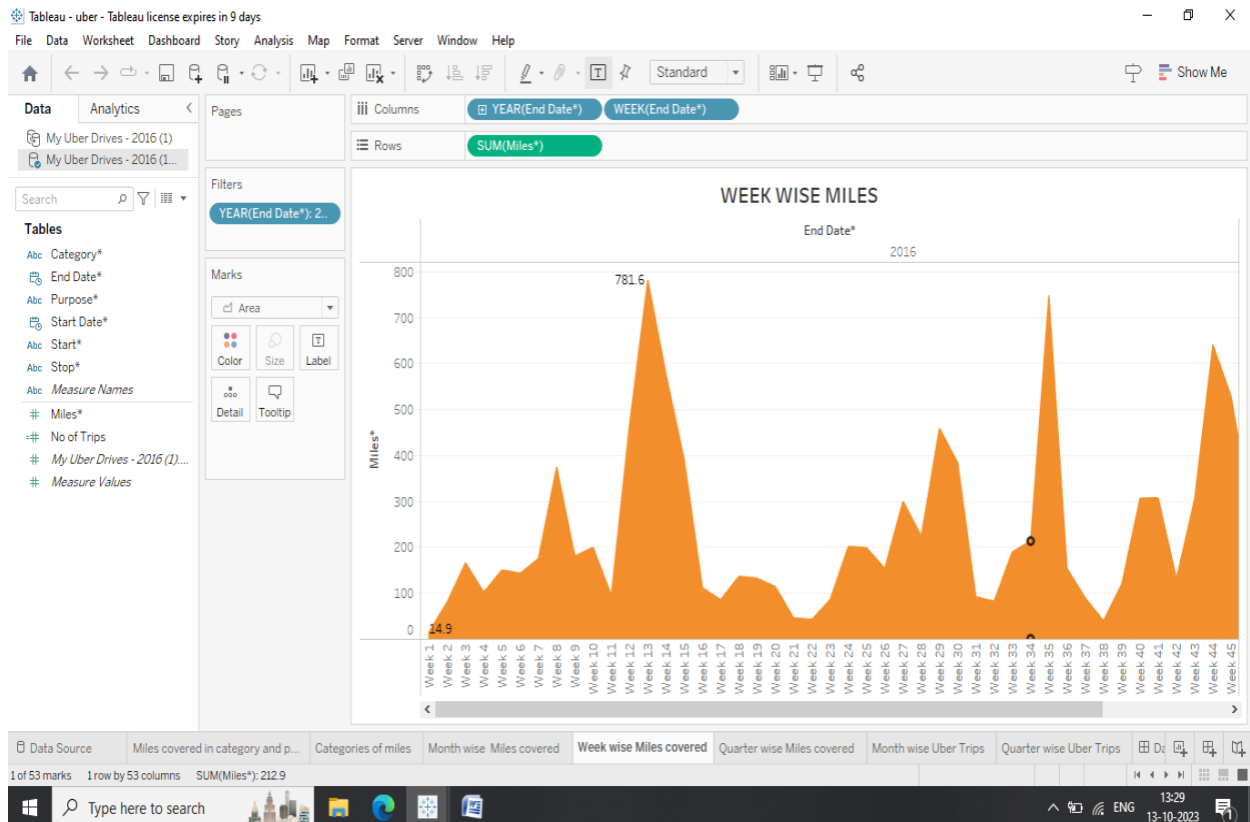
4.2 CATEGORIES OF MILES:



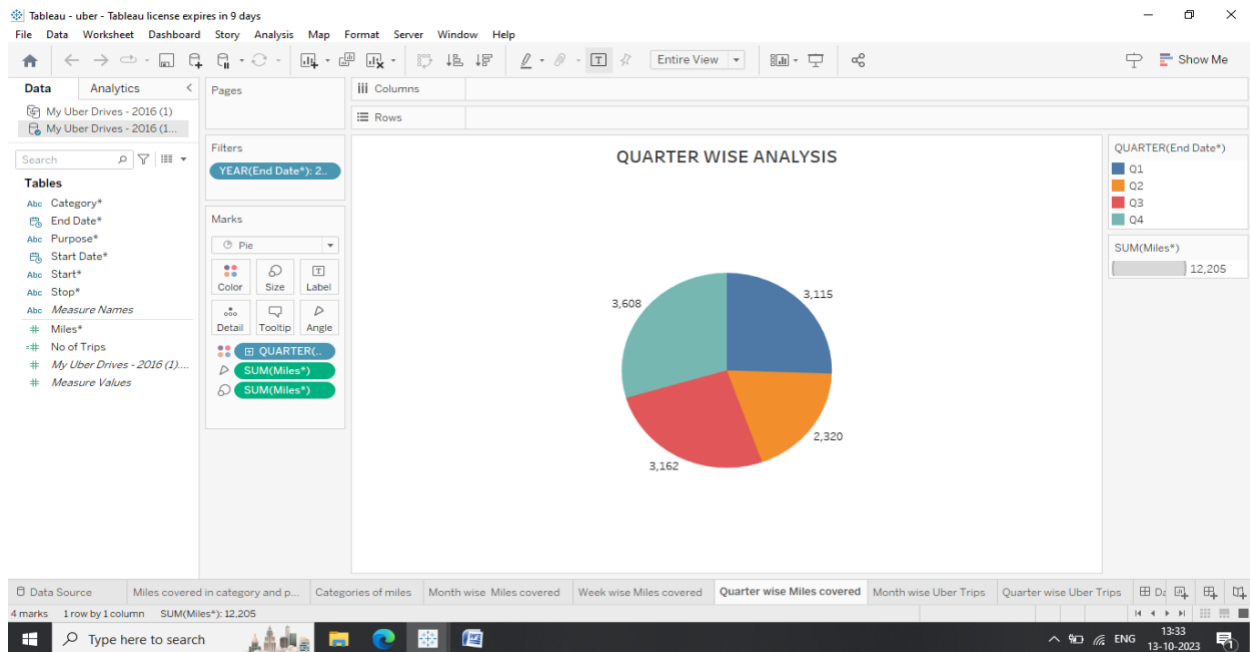
4.3 MONTH WISE ANALYSIS:



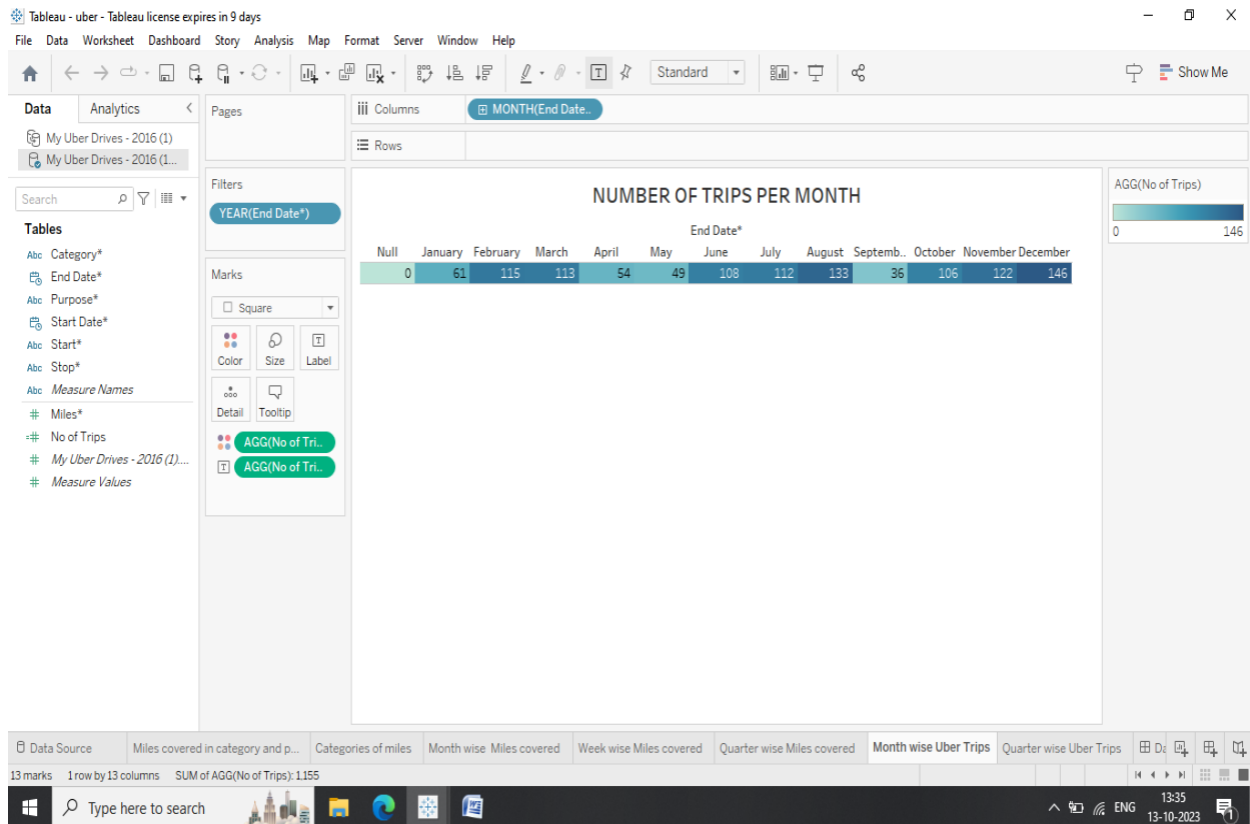
4.4 WEEK WISE MILES:



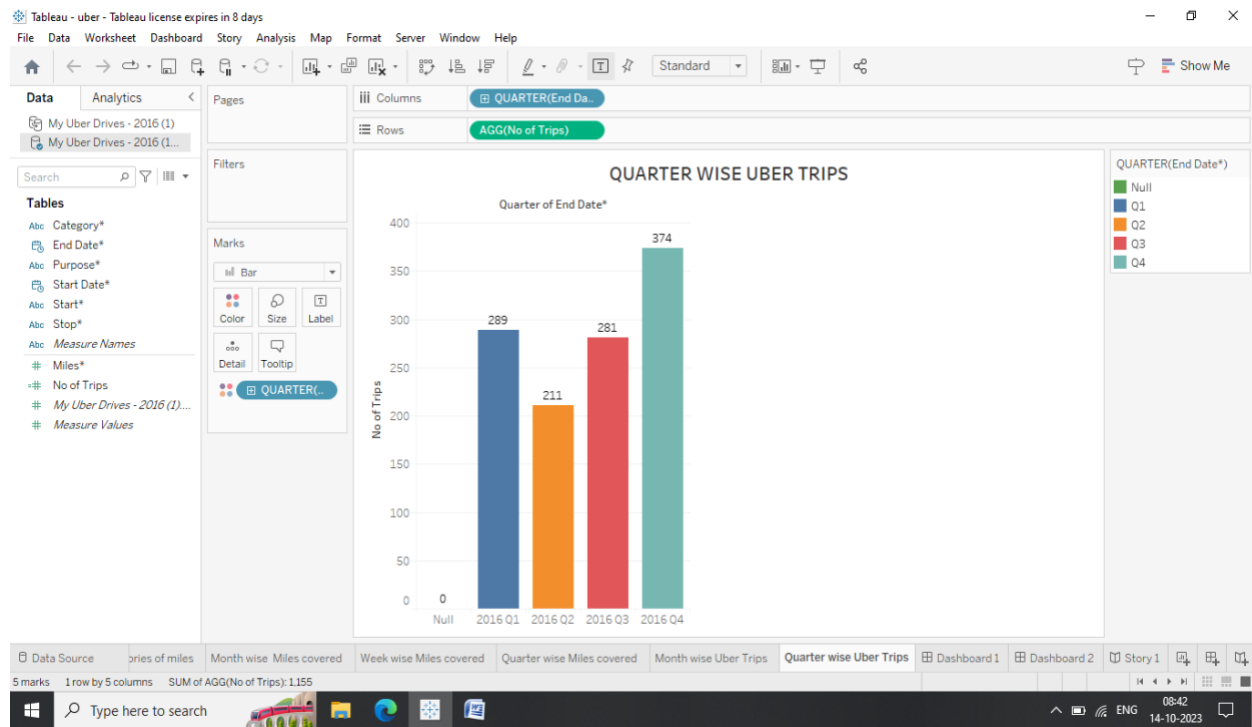
4.5 QUARTER WISE ANALYSIS:



4.6 NUMBER OF TRIPS PER MONTH:

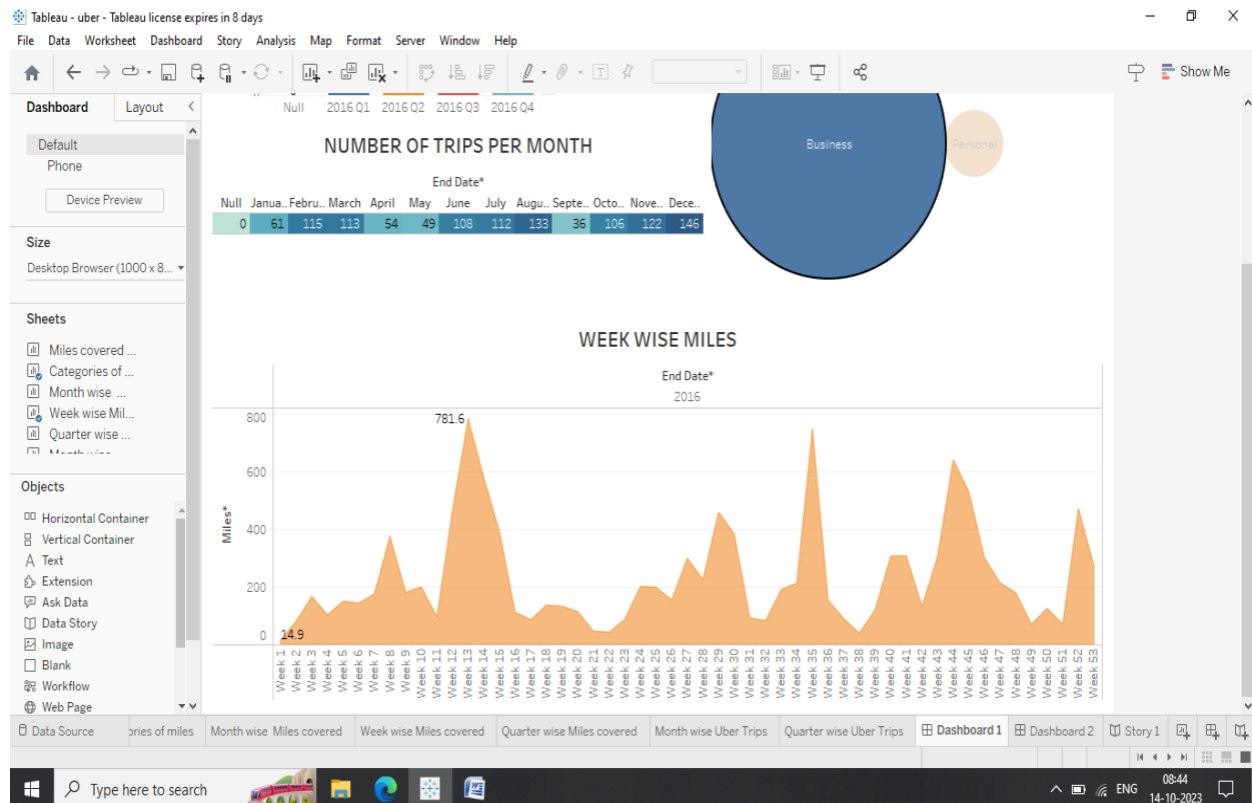
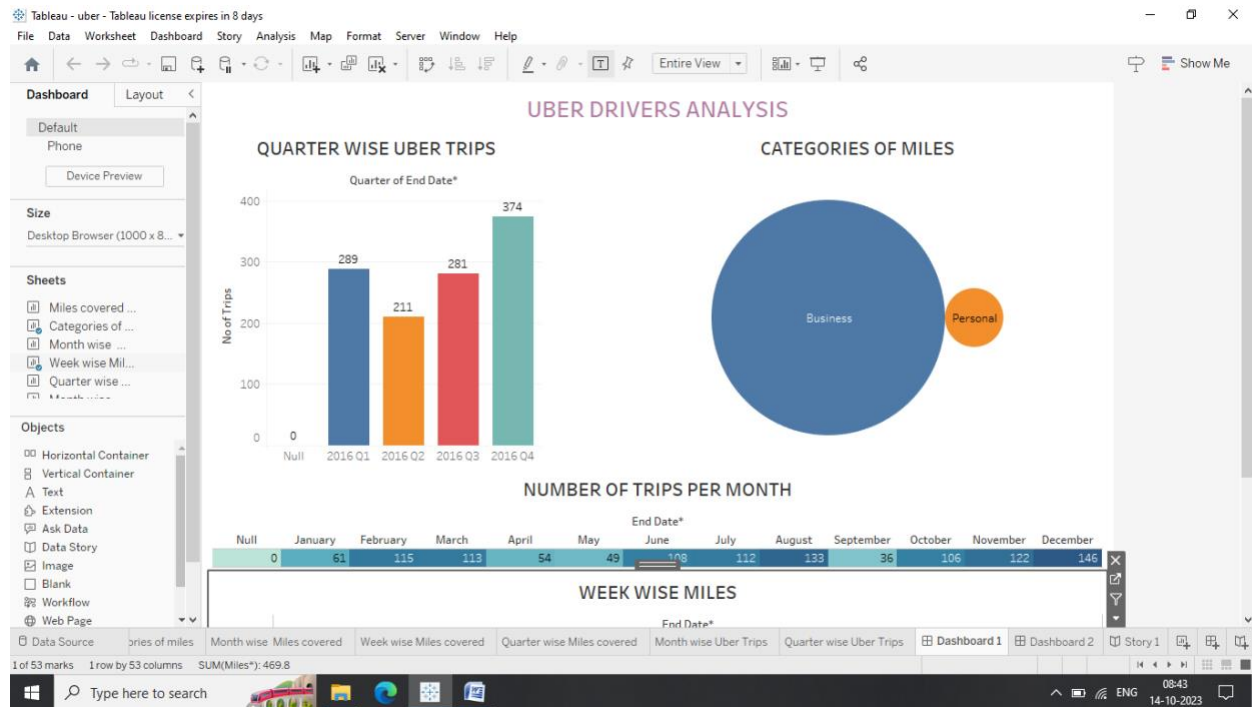


4.7 QUARTER WISE UBER TRIPS:

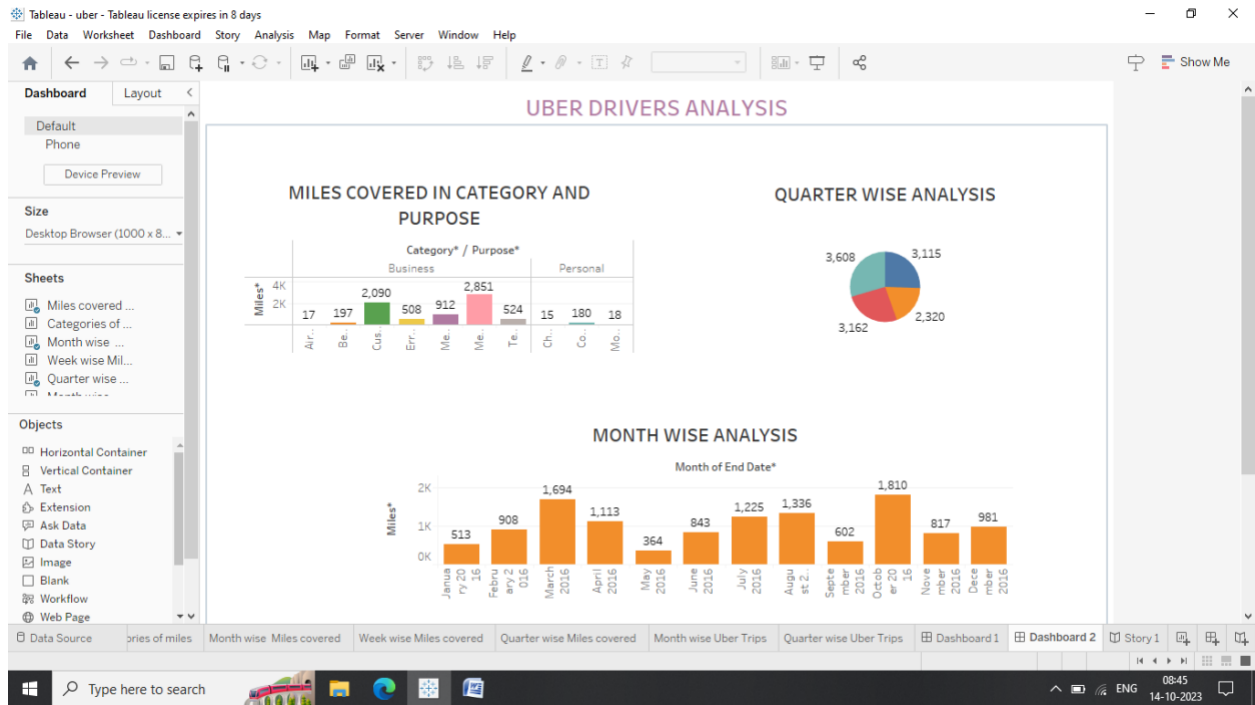


5. RESULT:

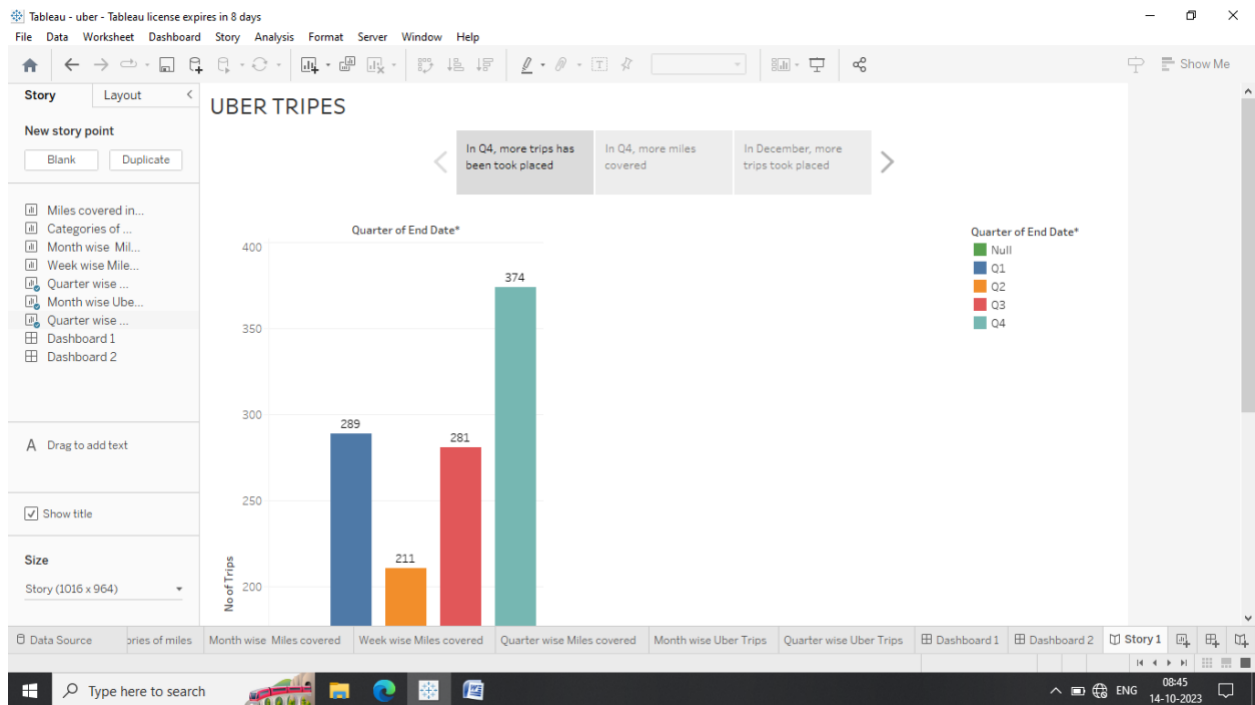
5.1 DASHBOARD 1:

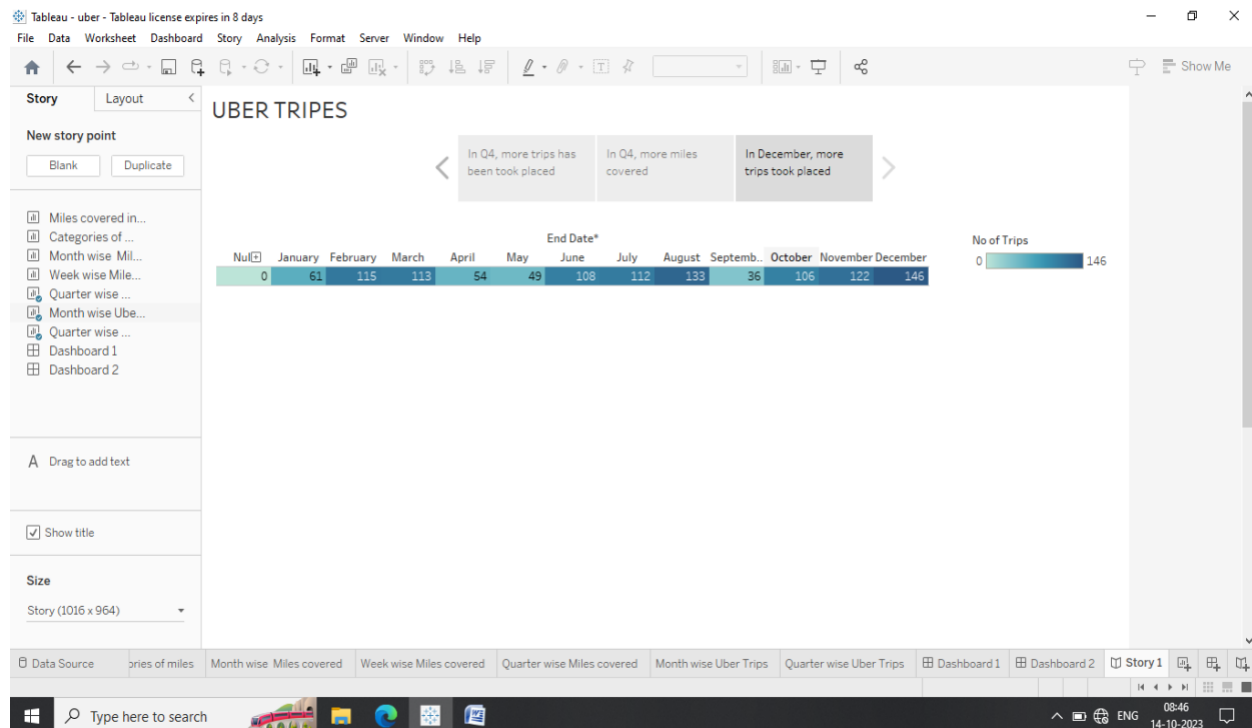
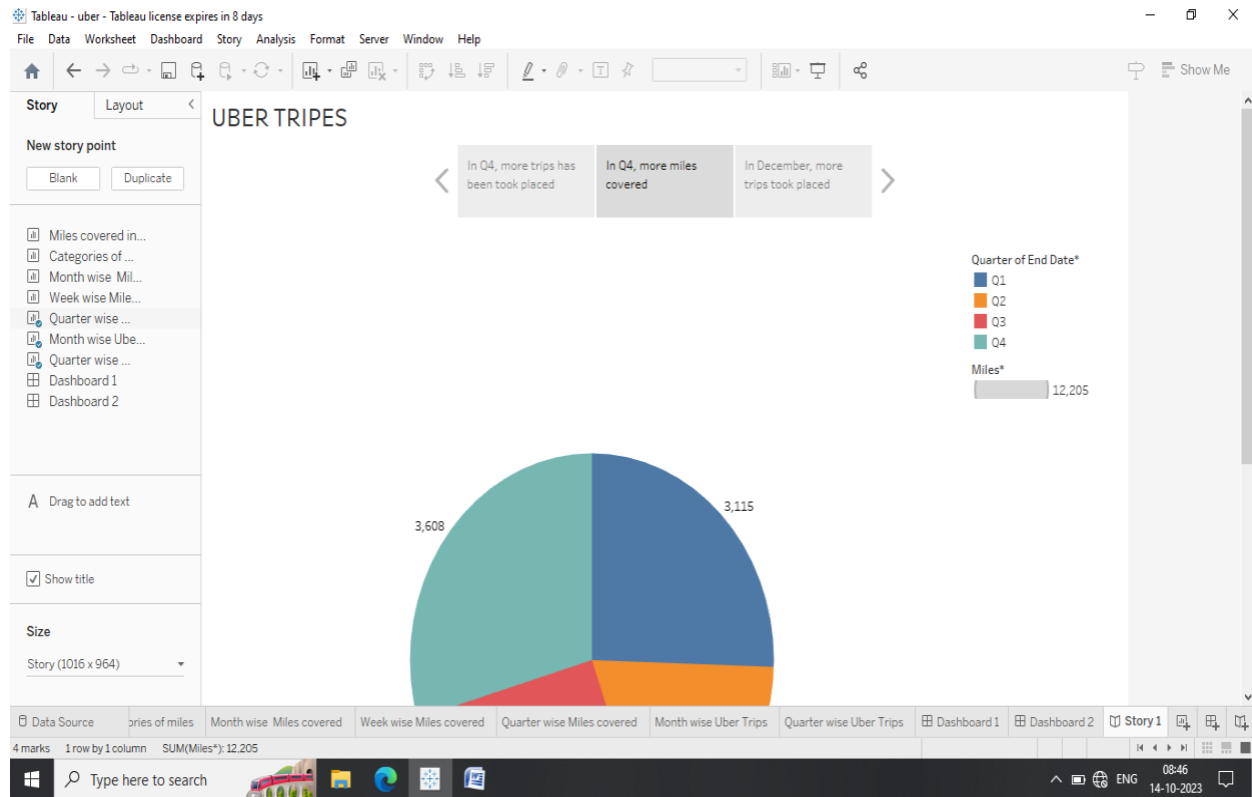


5.2 DASHBOARD 2:



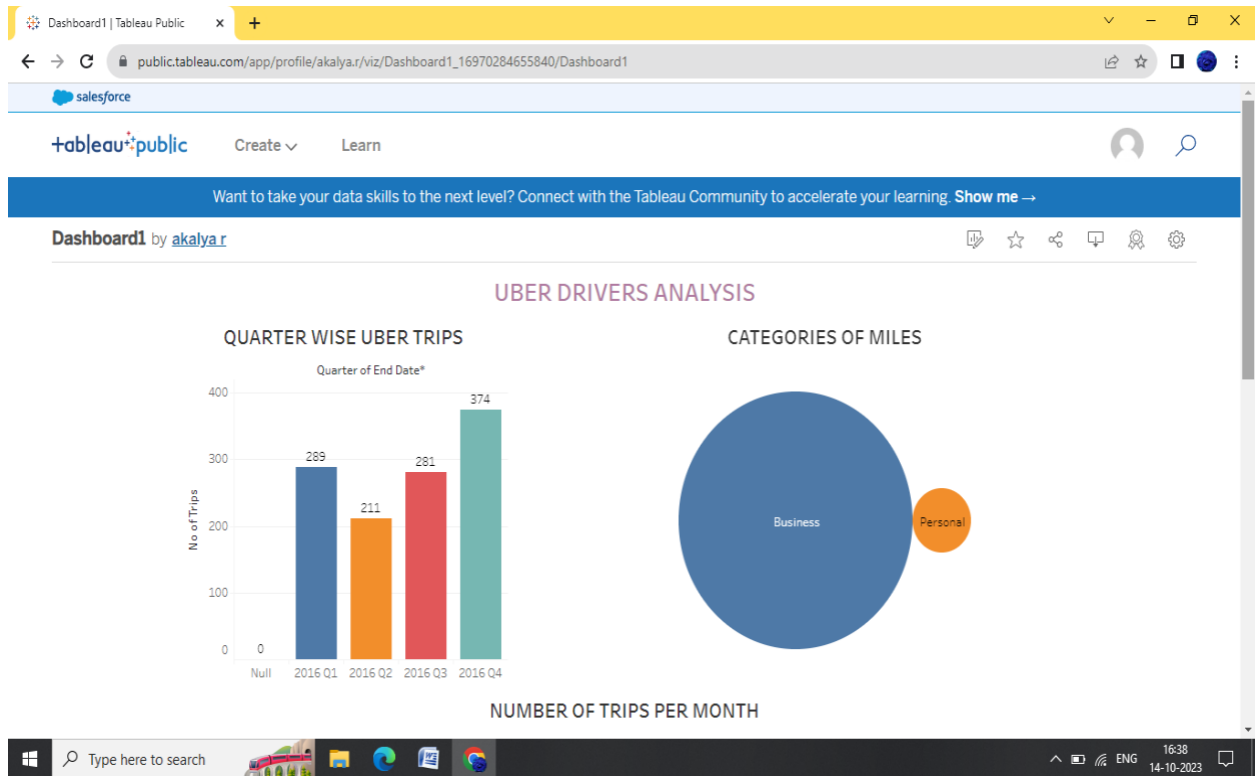
5.3 STORY:



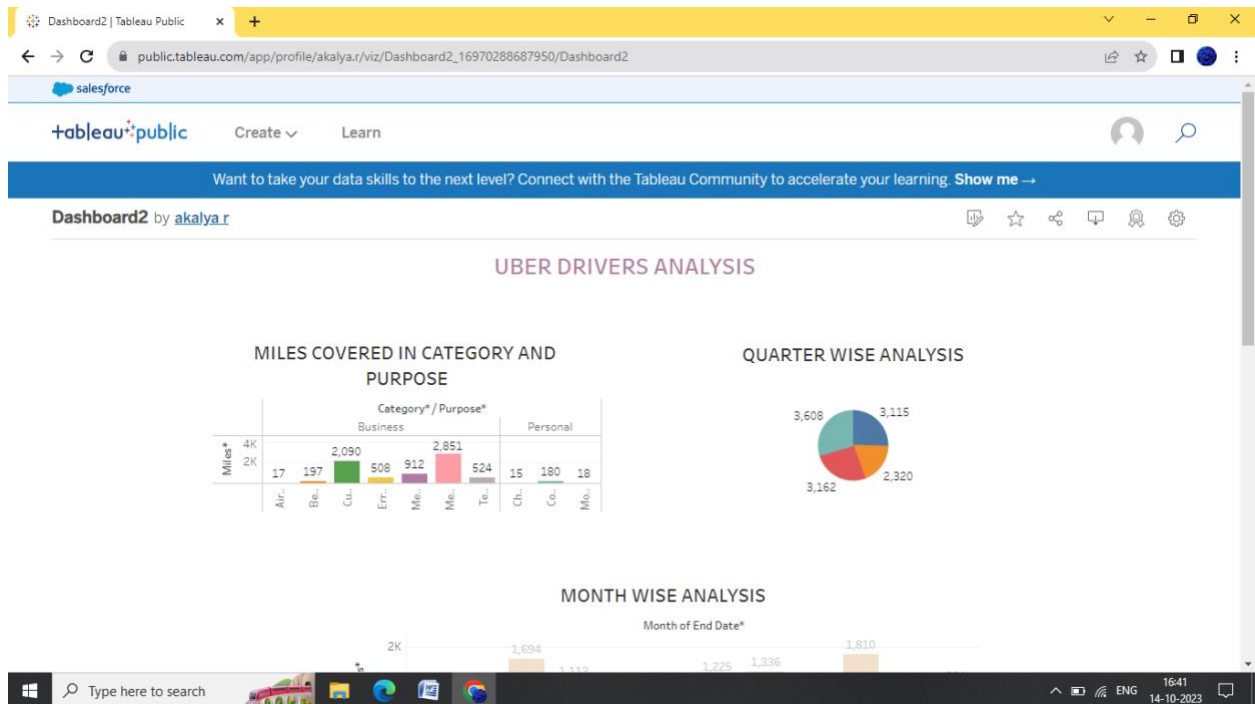


6. PUBLICATION IN TABLEAU PUBLIC:

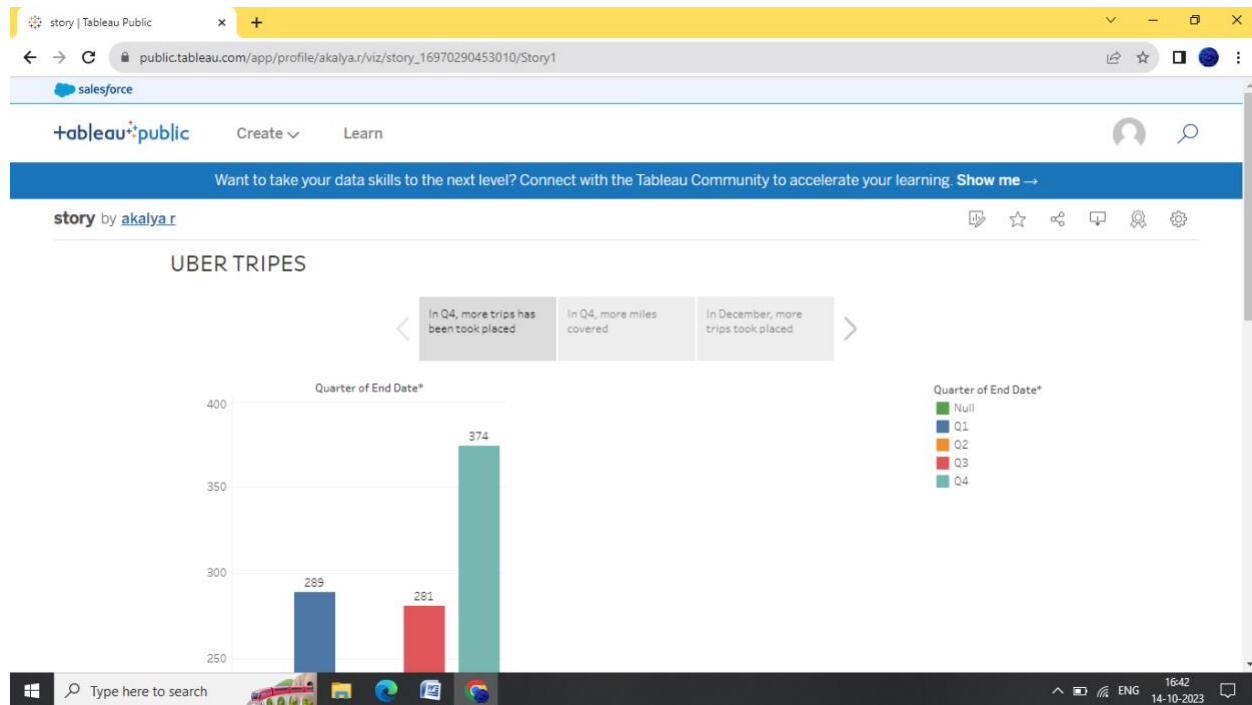
6.1 PUBLICATION OF DASHBOARD 1:



6.2 PUBLICATION OF DASHBOARD 2:



6.3 PUBLICATION OF STORY:



7. ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

- **Convenience:** Uber provides a convenient way for riders to request and pay for rides using a mobile app. It eliminates the need to hail a taxi on the street or wait in long lines for a traditional cab.
- **Variety of Services:** Uber offers a range of services, including UberX (standard rides), UberPOOL (shared rides), UberXL (larger vehicles), UberBlack (premium rides), and more, allowing riders to choose the level of service that suits their needs.
- **Driver Flexibility:** Uber offers a flexible work option for drivers who can choose their own hours and work as independent contractors.
- **Cashless Payments:** Payments are processed electronically through the app, eliminating the need for cash and making transactions more convenient and secure.
- **Cost-Effective:** In many cases, Uber can be more cost-effective than traditional taxis. The pricing is transparent, and riders can see the fare estimate before they request a ride.

- **Feedback System:** Uber's rating system allows riders to provide feedback on their experience, which helps maintain high service standards and allows riders to make informed decisions about which drivers to choose.

DISADVANTAGES:

- **Safety Concerns:** There have been numerous reports of safety issues involving Uber drivers and passengers. Incidents of assault, harassment, and even criminal activity have occurred during Uber rides.
- **Regulatory and Legal Issues:** Uber has faced legal battles and regulatory challenges in many cities and countries. Some governments have banned or heavily regulated the service due to concerns about safety, fair competition with traditional taxis, and tax compliance.
- **Lack of Employee Benefits:** Uber drivers are classified as independent contractors rather than employees, which means they don't receive benefits like health insurance, paid time off, or retirement contributions. This has led to debates about labor rights and gig economy workers.
- **Unpredictable Ratings System:** The rating system can be stressful for drivers, as low ratings can lead to deactivation. Some drivers may resort to pleasing passengers at all costs to maintain high ratings, potentially compromising safety or other factors.
- **Inconsistent Quality:** The quality of Uber rides can vary widely. Factors such as the vehicle's cleanliness, the driver's professionalism, and the driving skills can be inconsistent.
- **Accessibility Issues:** Uber may not be accessible to all individuals, especially those without a smartphone or internet access. Additionally, accessibility features for individuals with disabilities can be lacking.
- **Market Competition:** The aggressive expansion of Uber has led to a decline in traditional taxi services and even some public transportation systems. This can have implications for employment in the taxi industry and potentially reduce transportation options in some areas.

8. APPLICATIONS:

- **Ride-Sharing:** Uber's primary service is ride-sharing, where drivers use their personal vehicles to provide transportation to passengers. Users can request rides through the Uber app, and drivers pick them up and drop them off at their desired locations.

- **Uber Eats:** Uber Eats is a food delivery service that allows users to order food from local restaurants and have it delivered to their doorstep. It has become particularly popular, especially in urban areas.
- **Uber for Business:** This service is designed for companies to manage their employee transportation needs. It provides businesses with tools to manage and pay for employee rides, helping to streamline travel and expenses.
- **Uber Health:** Uber Health is a service designed for healthcare providers, allowing them to arrange transportation for patients who may have difficulty getting to and from medical appointments. It ensures patients have access to reliable transportation for their healthcare needs.
- **Uber Rewards:** Uber Rewards is a loyalty program that allows users to earn points for every eligible dollar spent on Uber and Uber Eats. These points can be redeemed for various rewards.
- **Uber Bike and Scooter:** In some cities, Uber offers bike-sharing and scooter-sharing services. Users can rent bikes or electric scooters to travel short distances conveniently.

9. CONCLUSION:

- Uber revolutionized the traditional taxi industry by introducing a user-friendly mobile app that allowed individuals to book rides from private drivers. This innovation transformed the way people think about transportation.
- Uber rapidly expanded its services to numerous countries and cities, becoming one of the most recognizable ride-sharing companies worldwide.

10. FUTURE SCOPE:

- Uber was investing heavily in autonomous vehicle technology. The future of self-driving cars was expected to revolutionize the ride-sharing industry. If Uber successfully deployed autonomous vehicles, it could reduce labor costs and improve the efficiency and availability of rides.
- Uber Eats, Uber's food delivery service, had seen significant growth. The company was likely to continue expanding its food delivery services, potentially integrating them with ride-sharing for a seamless user experience.

