**PROJECT SYNOPSIS**

1. **Title: Uber Data Analysis using Python**
2. **Introduction:**

The Uber Data Analysis Project explores Uber's ride data to uncover trends and insights. The project begins with data preprocessing, followed by a comprehensive analysis of ride distribution across different time frames, including hours, days, and months. It also examines geographical patterns by mapping pickup locations.

1. **Objectives:**

The primary objectives of the project are:

1. To explore and understand the features of the Uber dataset.
2. To perform data preprocessing, including handling missing values and outliers.
3. To analyze the temporal patterns to understand customer behavior over time.
4. To assess the impact of external factors that influence ride demand.
5. To provide insights that could help Uber optimize operations, improve service, and enhance customer satisfaction.