



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 is a multinational transportation network company that operates a ride-hailing platform

data preparation is usually a stage that requires lots of work around data formatting .

Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles

This analysis can help identify peak hours or days of high demand and optimize driver availability during those times.

Exploratory data analysis is not a trivial task it requires lots of work and patience. However it is surely a powerful tool if correctly applied to your business context

Guiding all coding effects to a specific objectives and also highlighting important insights



Persona's name
Short summary of the persona

I decided to remove the column fare_currency, since all my trips happened inside a single country

Insight statement: A succinct expression of what has been learned based on facts

Before starting manipulating and analyzing data.

Insight source: A reference to the data or evidence that supports the insight, such as user interviews, surveys, analytics, etc

Uber drivers can provides insights into their overall activity and the demand for rides in specifics areas.

Insight level: A rating of the impact and urgency of the insight, such as high, medium, or low



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?