UBER

Group 4

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01

Current Scenario

In NYC

How Many of You Faced This???

Driver's Not Happy with Uber

★★☆☆☆ ▼ **Driver - Partners are the reason Uber exist!**

Partner/Driver (Current Employee) – San Francisco Bay Area, CA – March 22, 2017

significantly. There's off season issues which means you'll need to drive more for the same pay. Be careful of the cars wear and tear. It adds up quickly. The company isn't driver centric, rather rider focused. The rating system feels like a constant job review with no way to rebuttal. Every trip ends only you rate your rider, however, the rider can rate you long after. Promotions have barroers and are tough to achieve unless you're fulltime or in a major city. Overall, proceed with caution and understand what you're doing.

- There are some complains from Uber drivers stating they are not Driver Centric.

- We are going to analyze the Uber data and provide some useful approaches for Uber to help their employees.

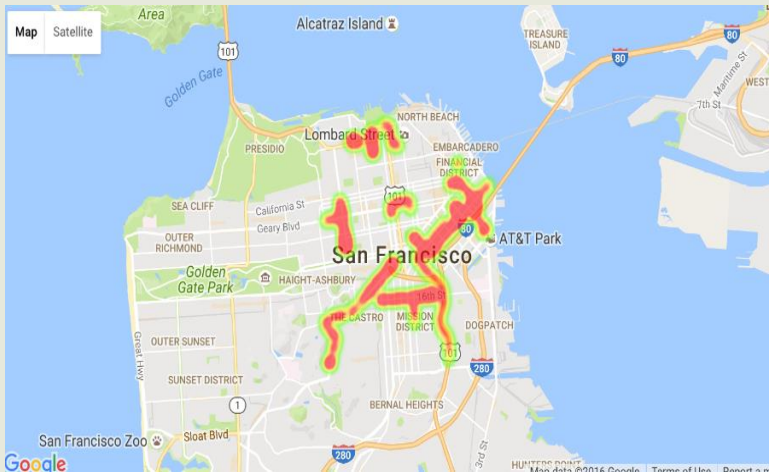# What can Uber Do??

02

Data collection

Analysis methods

Gmaps & Geopy

Gmaps: Gmaps is a plugin for including interactive Google maps in the IPython Notebook.

Geopy: Geopy makes it easy for Python developers to locate the coordinates of addresses, cities, countries, and landmarks across the globe using third-party geocoders and other data sources.
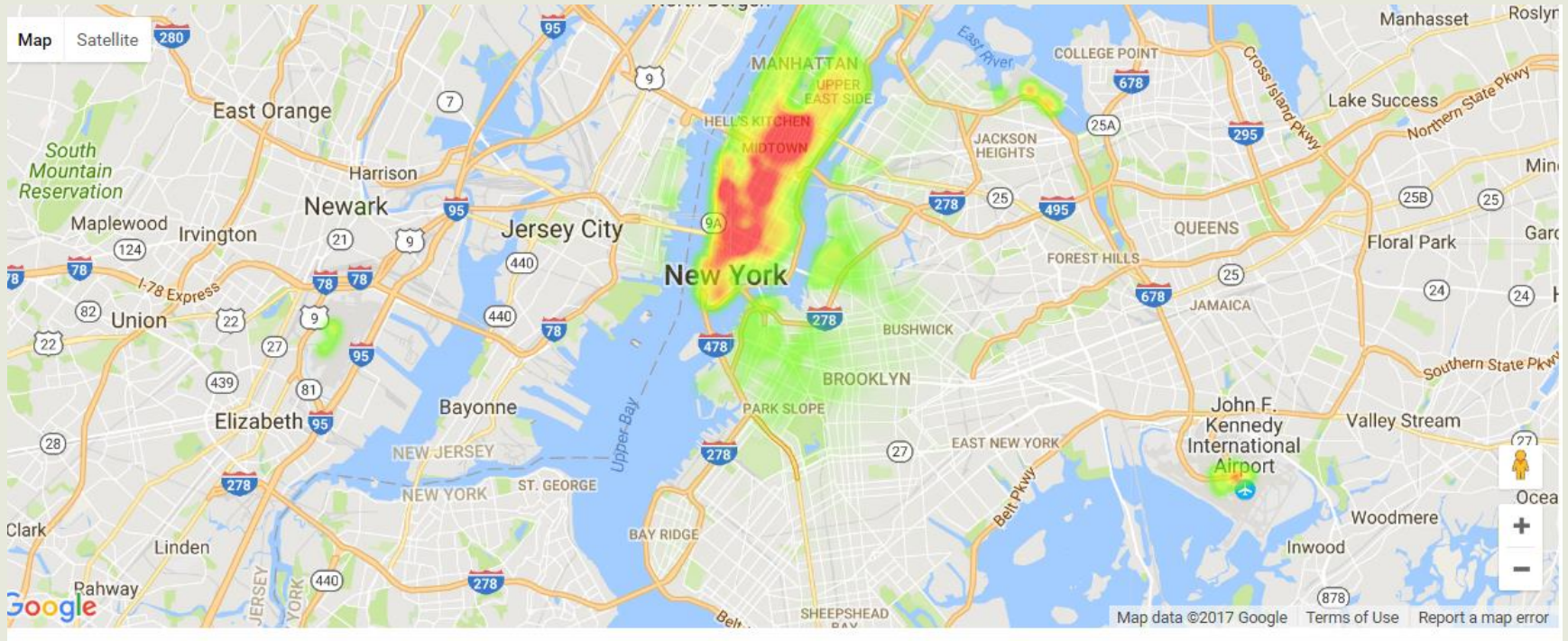
03

Data analysis

Data analysis

Parameters We considered

- Specific time period – 10 p.m.

- Distance Between Pickup and Drop-off locations

- Number of Average Passengers

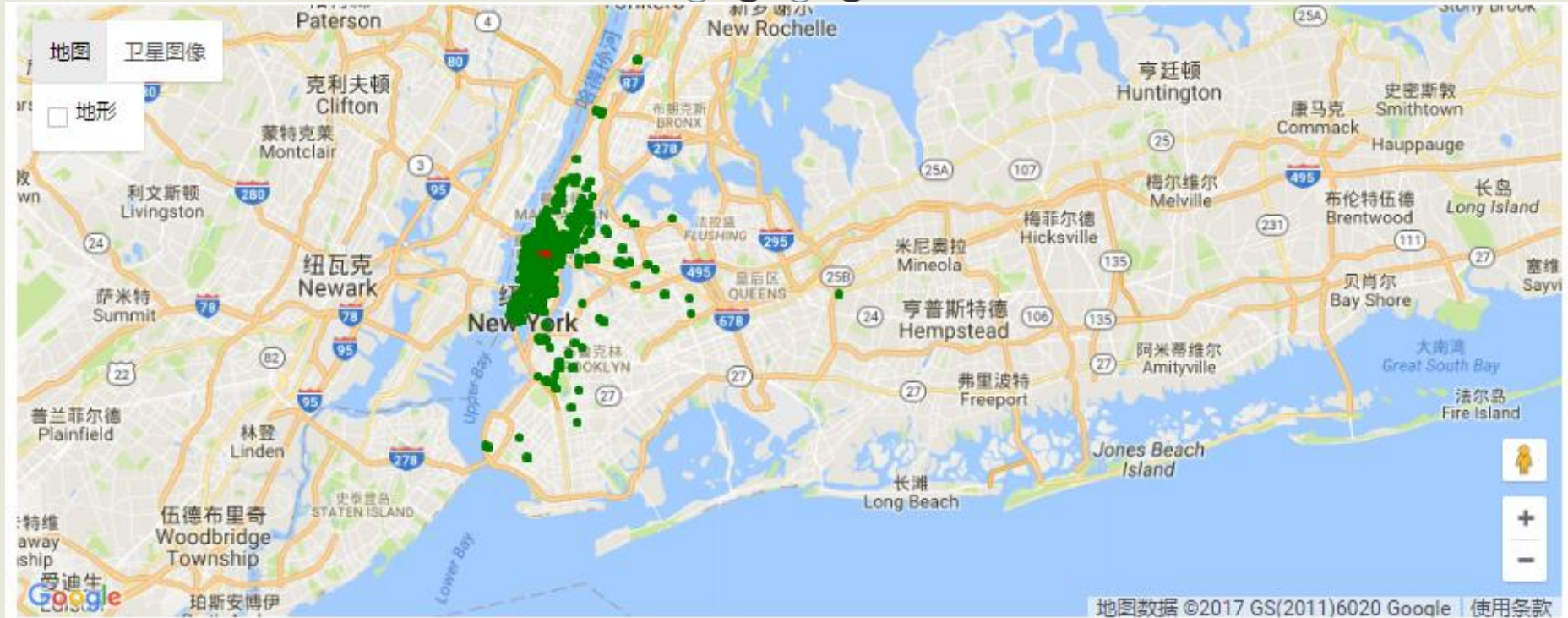- Total Fares & Tips

Places We considered

Times Square NYC

(40.75689985, -73.9860337539674)
3160 pick-ups near Times Square, Diamond District, Manhattan, New York County, NYC, New York, 10036
between 0:00 to 1:00

average passenger number of the selected pick-ups is 1.78734177215

average trip distance of the selected pick-ups is 2.73740506329

average tip amount earned in the selected pick-ups is 1.0340221519

average total earnings in the selected pick-ups is 14.0204936709

Korea Town NYC

(40.7480278, -73.9869397919493)
4548 pick-ups near Korea Town, Manhattan, New York County, NYC, New York, 10123,
between 22:00 to 23:00
average passenger number of the selected pick-ups is 1.79221635884
average trip distance of the selected pick-ups is 2.51447889182
average tip amount earned in the selected pick-ups is 1.46788918206
average total earnings in the selected pick-ups is 14.0989270009

Broadway Theatre NYC

(40.76339815, -73.983354945067)
3309 pick-ups near Broadway Theatre, 1681, Broadway, Diamond District, Manhattan, New York County, NYC, erica
between 22:00 to 23:00
average passenger number of the selected pick-ups is 1.73375642188
average trip distance of the selected pick-ups is 2.61787851315
average tip amount earned in the selected pick-ups is 1.54615896041
average total earnings in the selected pick-ups is 15.0386461167
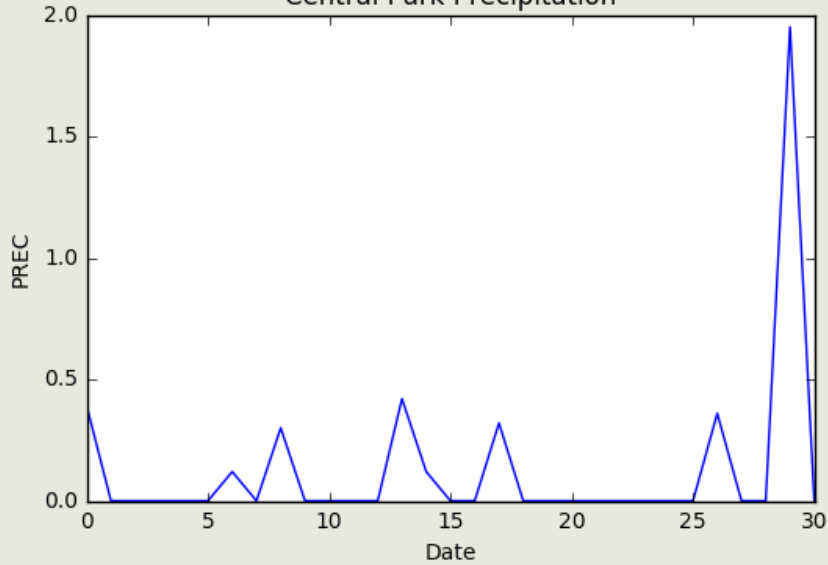
Weather Conditions
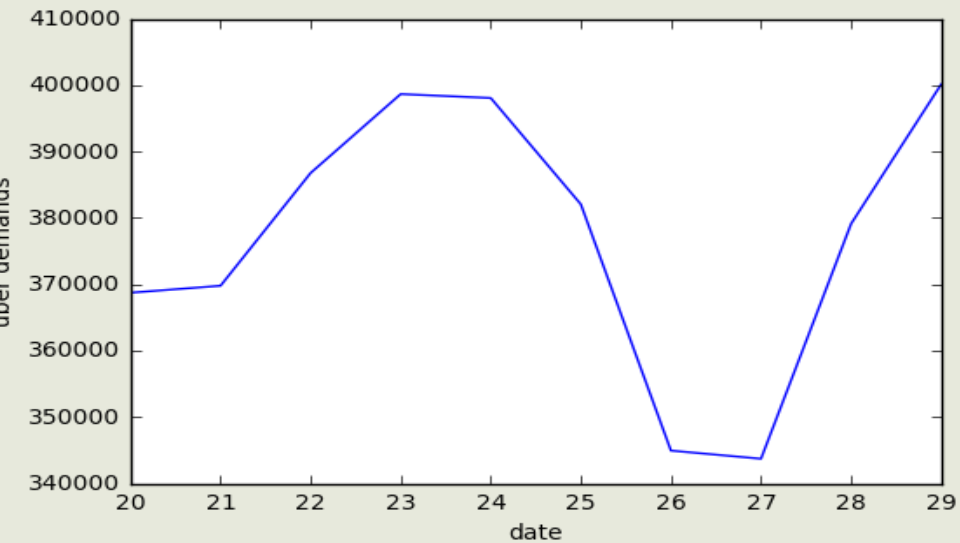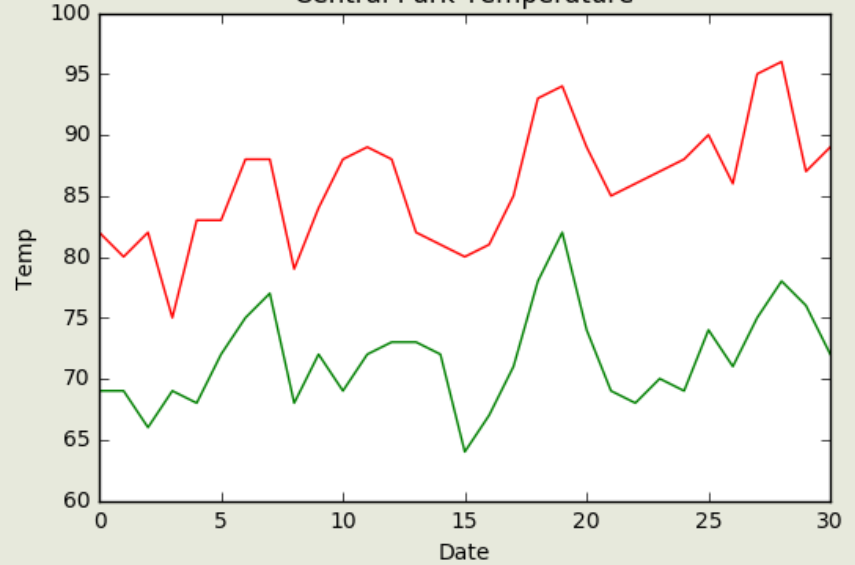

July 20th 2015

July 29th 2015

Weather Conditions

04

Limitation

Limitation

Data limitation: We only got data about weather, but we don't know some other things that affect Green, Yellow taxi and Uber services, like the holidays and festivals.

The data about Uber and taxi is too large and Hard to analyze entire dataset so we only analyzed a few days data and it can be baised.

Only location data is available which limits our analysis i.e only latitude and longitude not entire address.

In future we can collect the holiday and festival data and even some big events happening in New York.

05

Conclusion

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We analyzed the Uber data and found during a specific time period the demand for Uber rides are higher in some areas.

Our analysis can help Uber to properly manage their resources to cope up with the demands at specific time.

Uber can also share this analysis with drivers and help them earn better if they accept a certain drive.

It can help cope up the Surge Pricing Issue.

Q&A