



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?



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?

Voyage Vista
:Illuminating
Insights from
Uber
Expeditionary
Analysis

Data science is
an integral part
of Uber’s
products and
philosophy

Uber follows a
supplier pick
map matching
algorithm where
the customer

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

Uber if they use
your data to
book a
restaurant for a
romantic dinner

Uber Technologies,
Inc is an American
transportation
conglomerate
that mainly
provides ride

With
initiatives like
UberFresh for
grocery
deliveries

Uber has “eaten
the world” in
less than 5
years and is a
remarkable

1 billion Uber trips
and 160,000+
people
driving for Uber
across 449 cities
in 66 countries

Uber lives
or dies by
data

Timing is
everything
at Uber

direct cars to
people and
people to
places

Given a pickup
location, drop
off location
and time of the
day