

Says

What have we heard them say? What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Thinks

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

Uber is a multinational transportation network

company that operates a ride-hailing platform

With initiatives like UberFresh for grocery deliveries

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

Timing is everything at Uber

direct cars to people and people to places

Voyage vista:
illuminating Insights
from Uber
Expeditionary

Analysis Ragavi.R

Uber lives or dies by data

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

Uber follows a supplier pick map matching algorithm were the customer

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

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

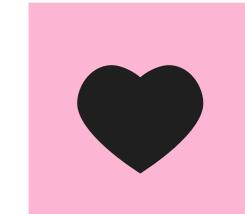
Uber has "eaten the world" in less an 5 years and is a remarkable

Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Feels

