



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?



Persona’s name
Short summary of the persona

Uber is a multinational transprotat

The typical machine learning project life cycle involves defining the problem, building a solution, and measuring the solution's impact on the business.

However, before getting started with any machine learning project, it is essential to realize how prevalent the exercise of **exploratory data analysis (EDA)** is in any machine learning project.

80% of a data scientist's job is to explore and understand raw data, generate insights by cleaning, wrangling, and analyzing it, and determine whether you can employ machine learning for a given business use case

If the EDA is absent or insufficient, the team's knowledge of the data is incomplete.

Without sufficient understanding of the data, calibration of analytical algorithms,

ML models, or creating a compelling product or solution becomes extremely unreliable (if not inapplicable in the real world).

It is clear how significant the manual study and analysis of data is for a data scientist and machine learning engineers, AI researchers, and data science students

The motivation, of course, extends to analysis of data from Uber rides as well – especially for Uber executives and consumers.

Now that our motivation for the Uber Data Analysis project using machine learning in Python is clear let's look at the publicly available Uber datasets for data analysis and prediction.

We will perform data analysis on two types of rider data from Uber

The first dataset contains information about the rides taken by one particular user

the second contains similar details about the rides taken by Uber users in two cities.



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?