<u>VOYAGE VISTA : ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS</u>

1. INTRODUCTION

1.1 OVERVIEW :

Uber is a multinational transportation network company that operates a ride-hailing platform. It provides a convenient way for individuals to request rides from drives who use their own personal vehicles. Uber driver analysis refers to the analyzing the uber number of trips taken by Uber drivers can provide insights into their overall activity and the demand for rides in specific areas. Daily, weekly or monthly analysis: Uber's data can be analyzed on a daily, weekly, monthly basis to understand the trends and patterns of trips volumes. This analysis can help identify peak hours or days of high demand and optimize driver availability during those times. Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand.
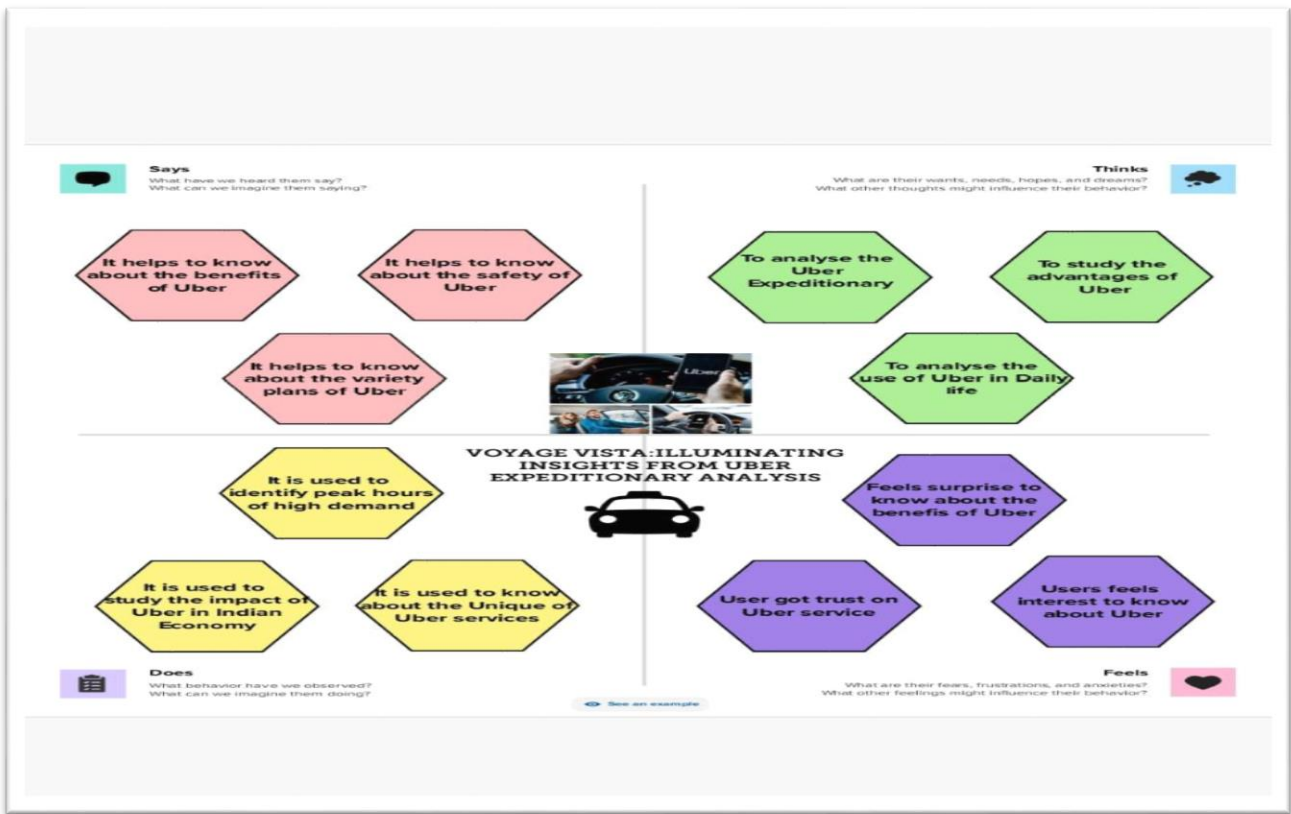
This analysis can help uber drivers decided where to focus their driving efforts for maximimum efficiency and profitability. The major of our project is to use data analyzing techniques to find unknown patterns in the uber drives dataset. The research is carried out on uber drives data collected from the year 2016.
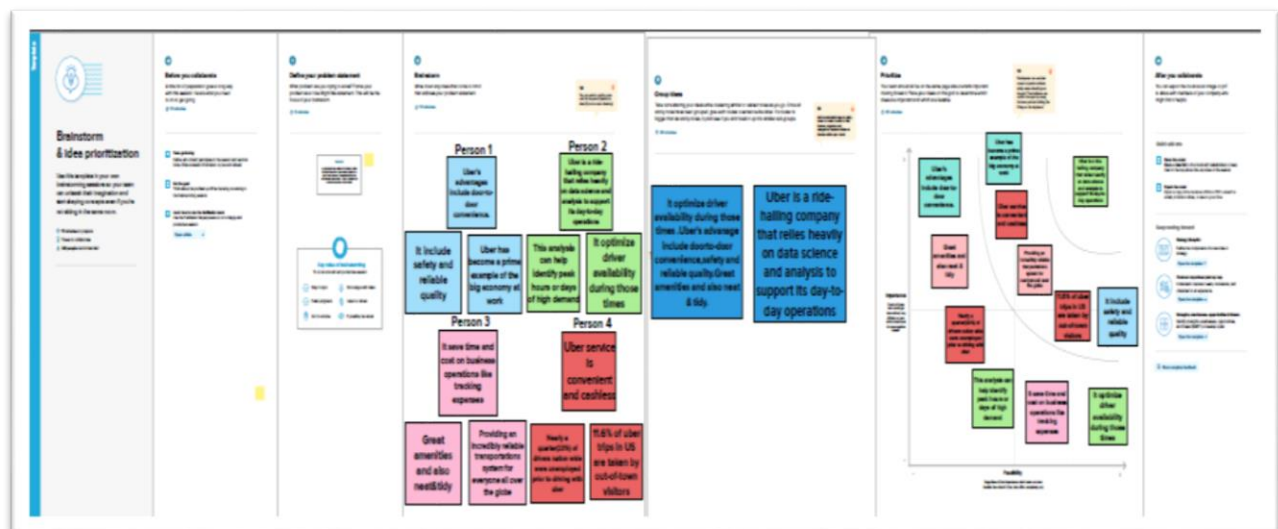
1.2 PURPOSE :

The main purpose of uber is used to identify peak hours of high demand. It is used to study the impact of uber in Indian economy. Uber helps to know about the benefits & safety of uber.It's great to travel from one place to another especially long distances. Uber providing an incredibly reliable transportation system for everyone all over the globe.The main purpose is to analyzing the number of trips taken by uber drivers can provide insights into their overall activity.

DEFINITION & DESIGN THINKING :

2.1 EMPATHY MAP

Says — What have we heard them say? What can we imagine them saying?
- It helps to know about the benefits of Uber
- It helps to know about the safety of Uber
- It helps to know about the variety plans of Uber

Thinks — What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?
- To analyse the Uber Expeditionary
- To study the advantages of Uber
- To analyse the use of Uber in Daily life

Does — What behavior have we observed? What can we imagine them doing?
- It is used to identify peak hours of high demand
- It is used to study the impact of Uber in Indian Economy
- It is used to know about the Unique of Uber services

Feels — What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?
- Feels surprise to know about the benefis of Uber
- User got trust on Uber service
- Users feels interest to know about Uber

VOYAGE VISTA:ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS

2.2 IDEATION & BRAINSTORMINGMAP
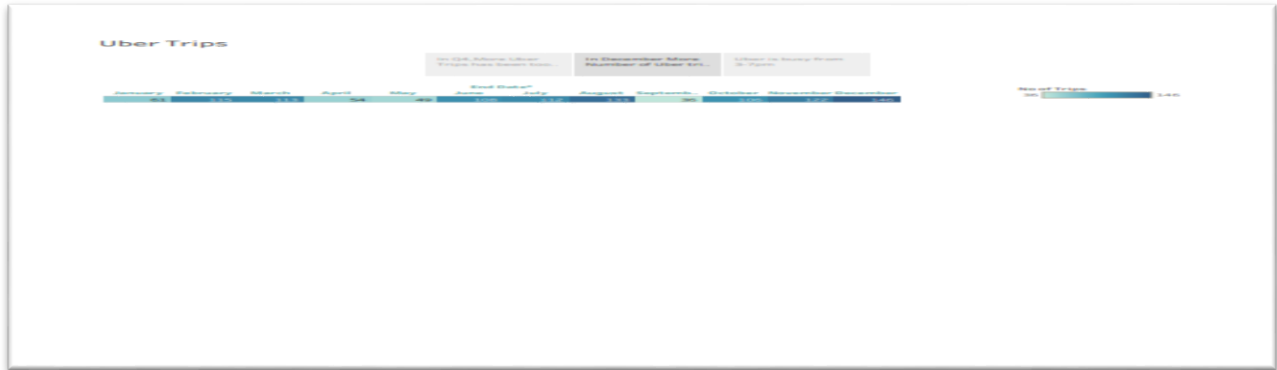
3.RESULT

DASHBOARD 1

DASHBOARD 2

STORY

4.ADVANTAGES:

- ➢ Keep passenger safety and comfort front of mind
- ➢ Fast trips any time, almost anywhere
- ➢ Great amenities and also neat & tidy

DISADVANTAGES:

- ➢ Uber is surge pricing
- ➢ One of the disadvantages of Uber is it variable rate
- ➢ Price competition

5. APPLICATIONS:

It helps to know about the variety plans of uber. It is a great way to make your travel plans stress-free. Uber has been a major source of travel for people living in urban areas. To analyse the use of uber expeditionary in daily life .It was able to create the better uber experience than its competitors. It helps to know about the benefits & safety of uber.

6. CONCLUSION :

The conclusion of this project is first to create the empathy map and also the brainstorming map. In empathy map,what would like users feel,says,think,does about the uber expeditionary analysis. Next,collect the data collection then connect dataset with tableau. Prepare the data visualization ,process of creating graphical representation of data. To create the graph for miles covered per category & purpose analysis, month wise uber miles analysie, week wise, quarter wise and various miles are created.Next,created the dashboard is graphical user interface that displays information and data in an organized easy to read format. Finally create the story is a way of preparing data & analysis in a narrative format, with the global of making the information more engaging and easier to understand.

7. FUTURE SCOPE :

In future scope, all the disadvantages are rectified. Use the app to enter your preferred destination anytime before or during the ride has been introduced soon in future .