

# PROJECT REPORT

## 1 INTRODUCTION

### 1.1 OVERVIEW

- The ride-sharing business revolutionized a business model that had been functioning in the same way for generations.
  - On a busy city street, a person in need of a ride stood on a street corner and waved down a taxi.
  - On quieter streets, or in towns without roving taxis, the person would phone a local car service and request a pickup.
  - Now, there's an app for that.
- E-hail services like Uber allow you to hire a driver using a smartphone from almost
- Any location at any time

### 1.2 PURPOSE THE USE OF THIS PROJECT

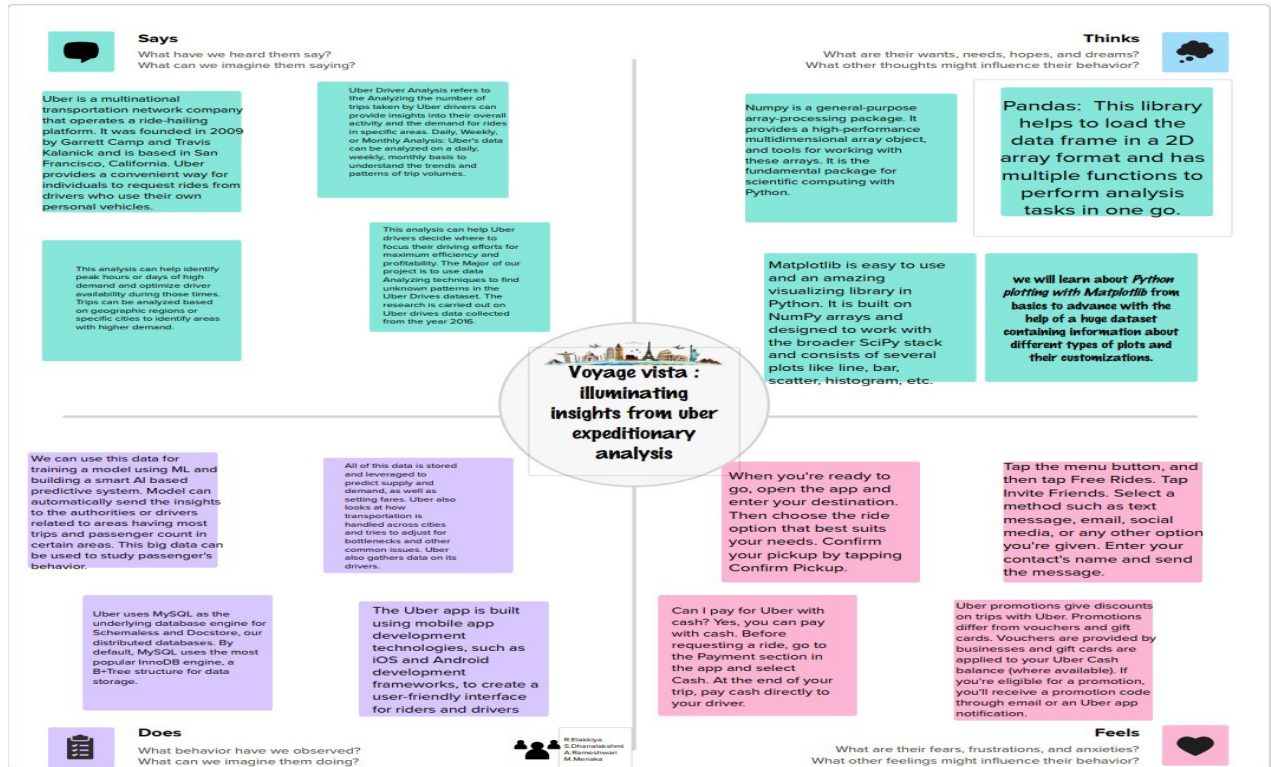
- This analysis can help identify peak hours or days of high demand and optimized driver availability during those times.
- Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand.

## 2 PROBLEM DEFINITION & DESIGN THINKING

### 2.1 EMPATHY MAP

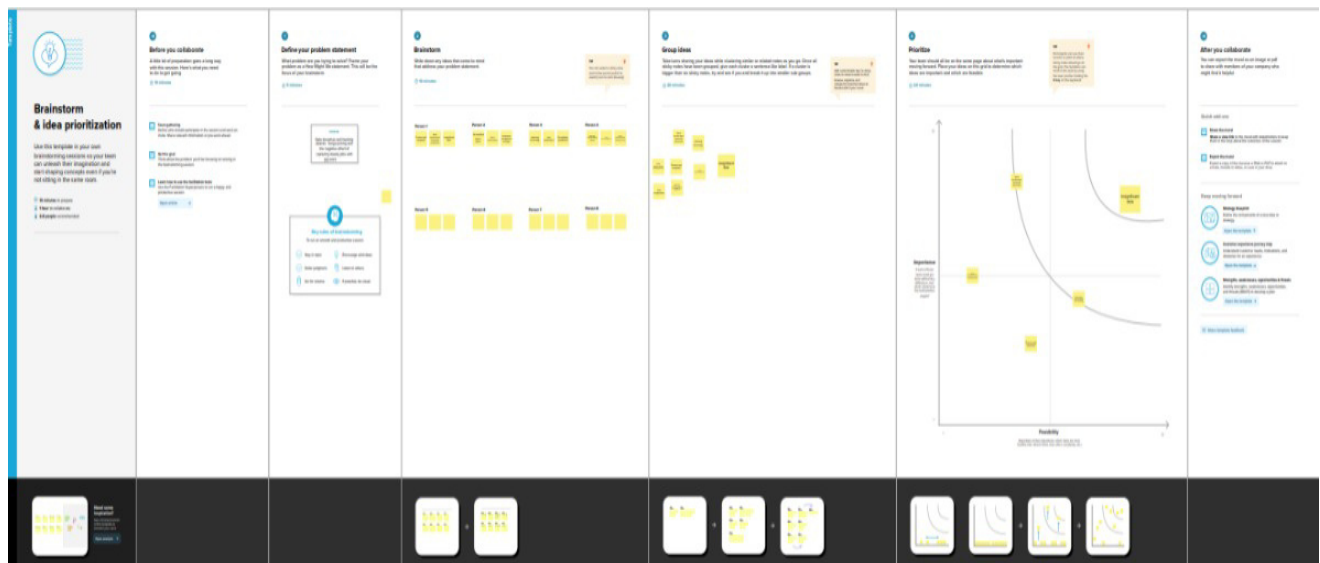
- Visualizing use attitudes and behaviors in an empathy map helps UX teams align on a deep understanding of end users.
- The mapping process also reveals any holes in existing user data.
- Empathy map have a does, feel, says, thinks, these are used to preparing an idea for our expenses

# EMPATHYMAP



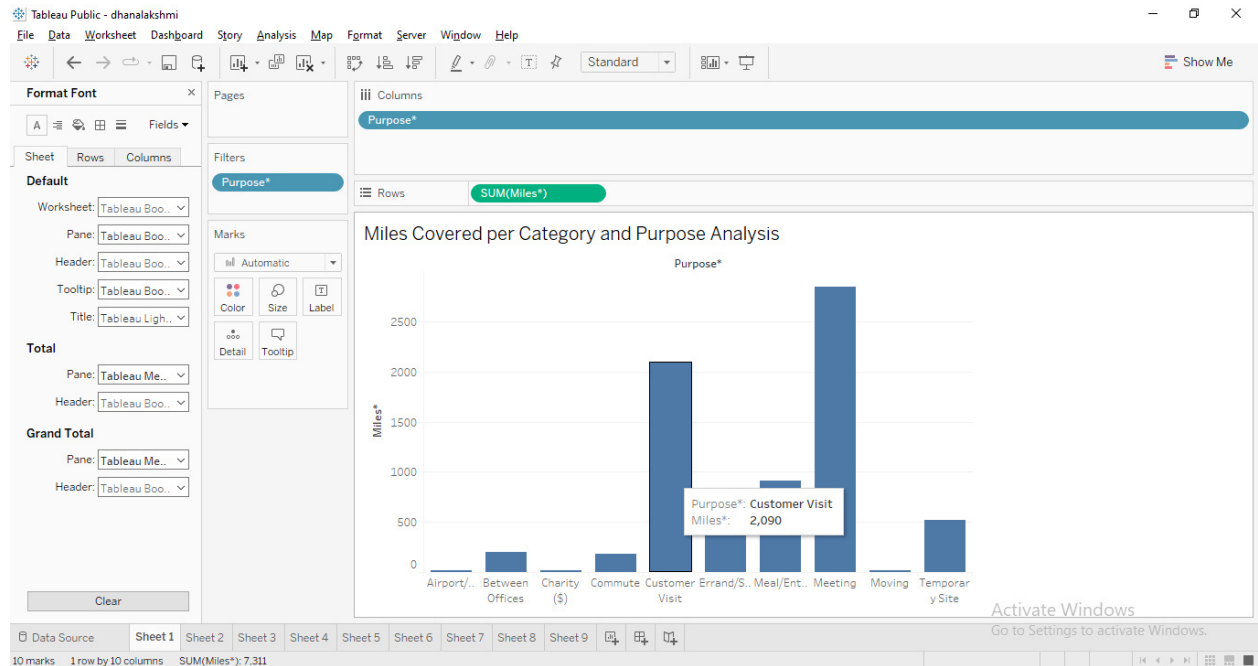
## 2.2 IDEATION & BRAINSTORMING MAP

□ Brainstorming and idea prioritization is used for Resulting and Scheduling your plans

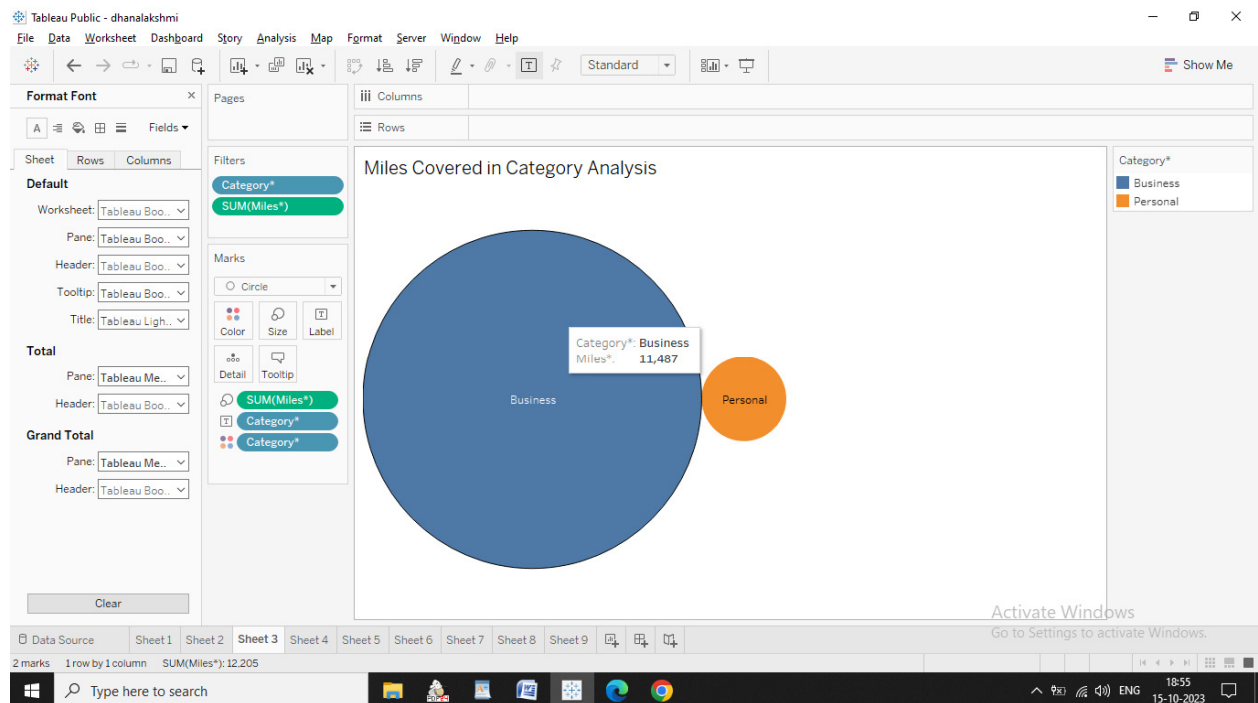


### 3 RESULT

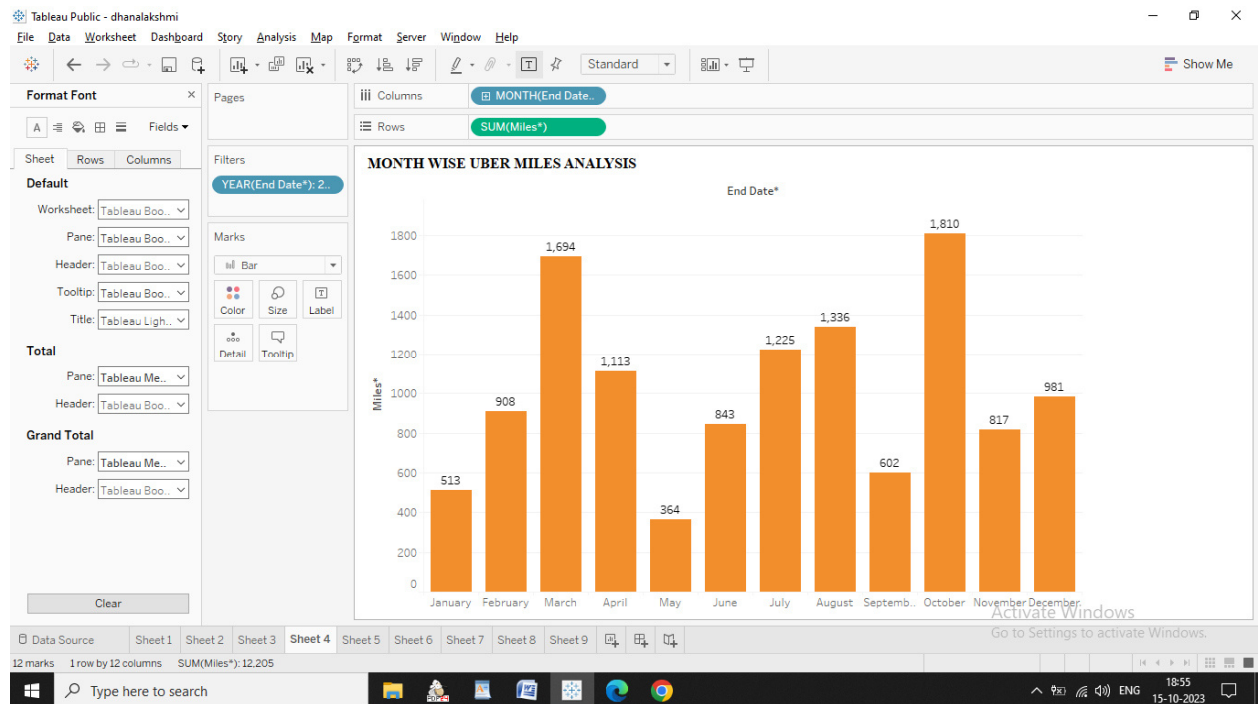
#### 3.1 MILES COVERED PER CATEGORY AND PURPOSE ANALYSIS



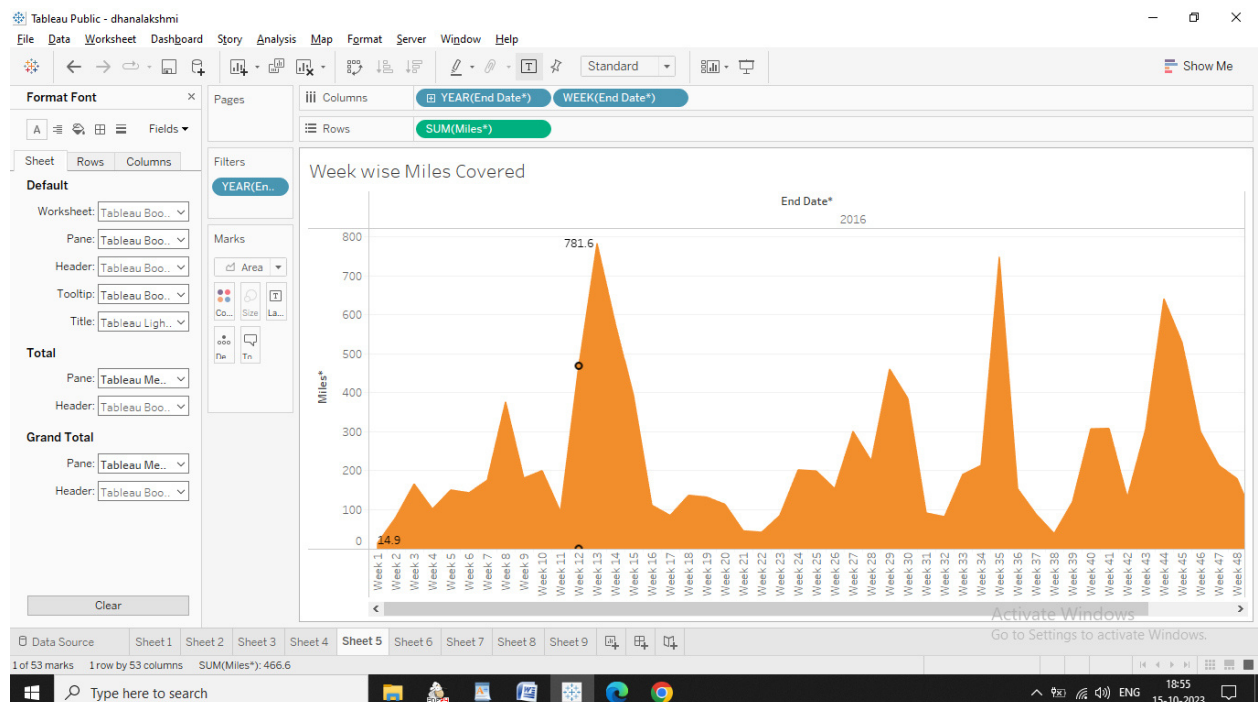
##### 3.1.1 MILES COVERED IN CATEGORY ANALYSIS



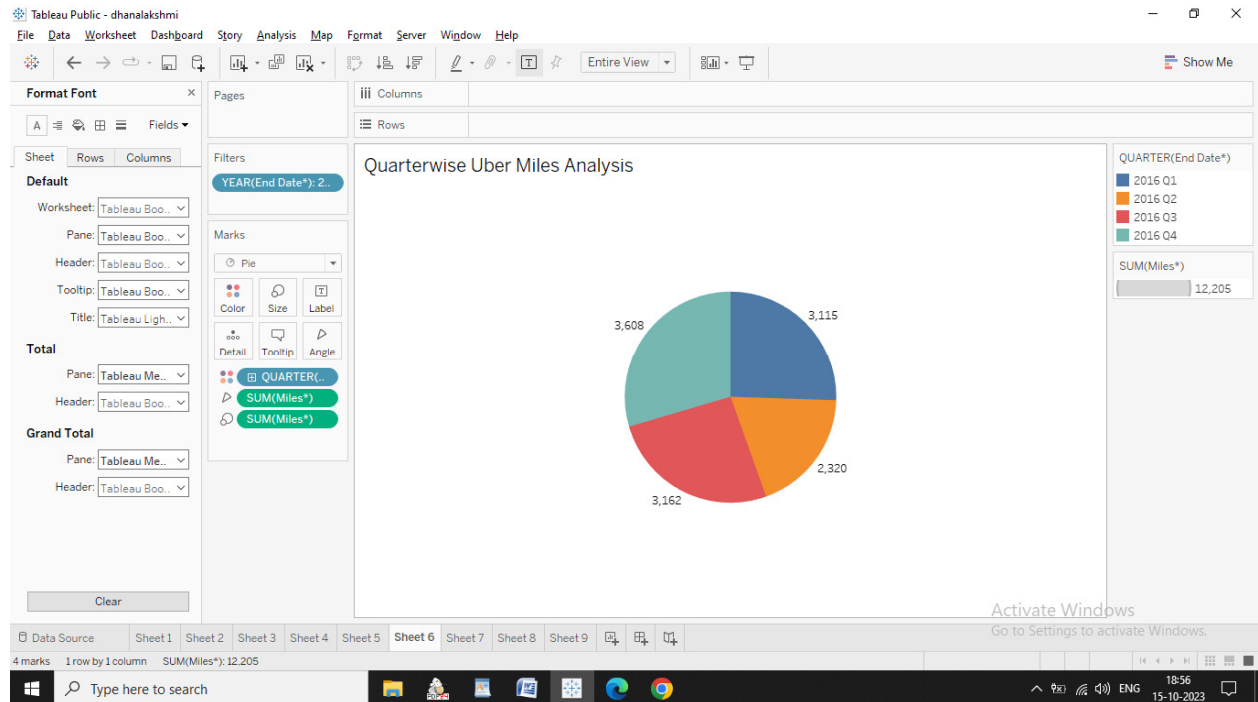
### 3.1.2 MONTH WISE UBER MILES ANALYSIS



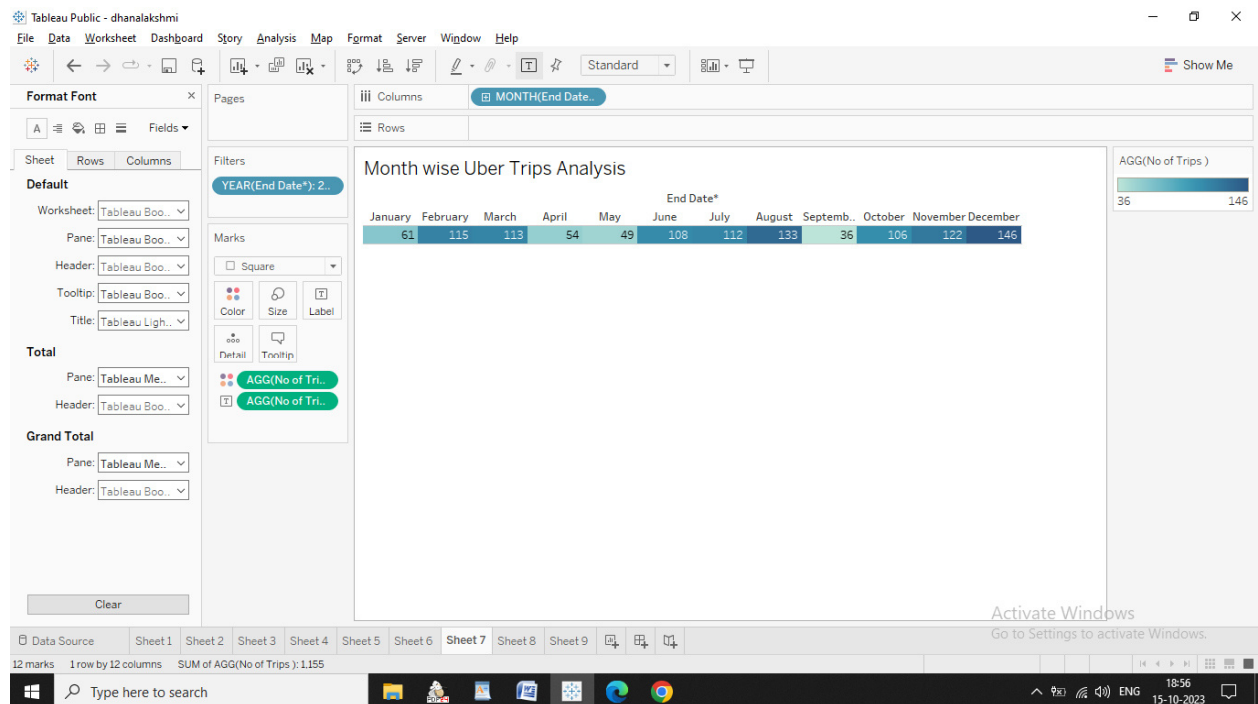
### 3.1.3 WEEK WISE MILES COVERED



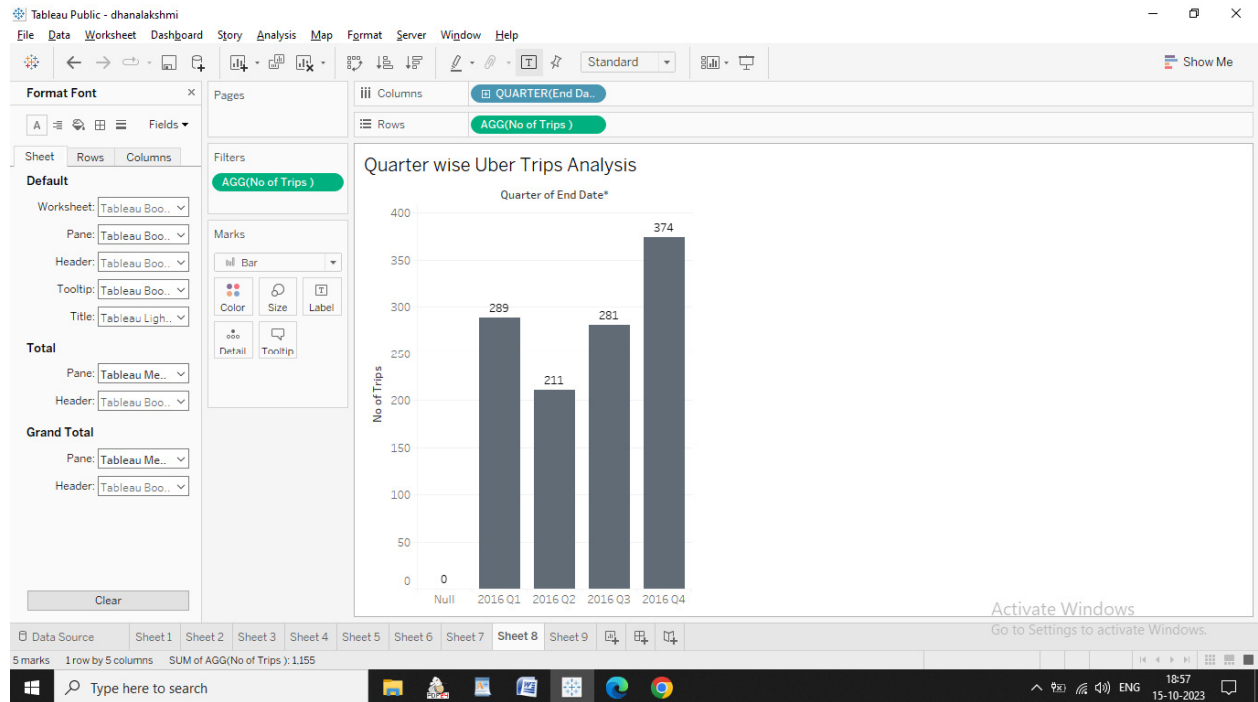
### 3.1.4 QUARTERWISE UBER MILES ANALYSIS



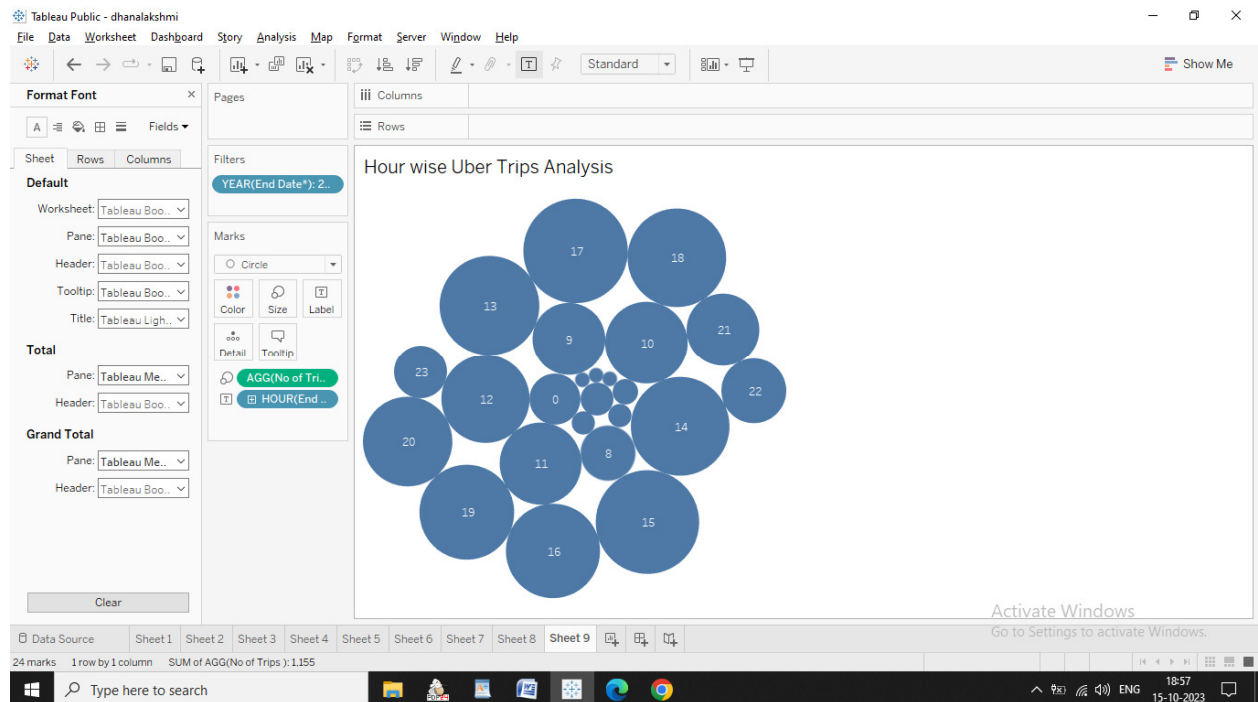
### 3.1.5 MONTH WISE UBER TRIPS ANALYSIS



### 3.1.6 QUARTER WISE UBER TRIPS ANALYSIS



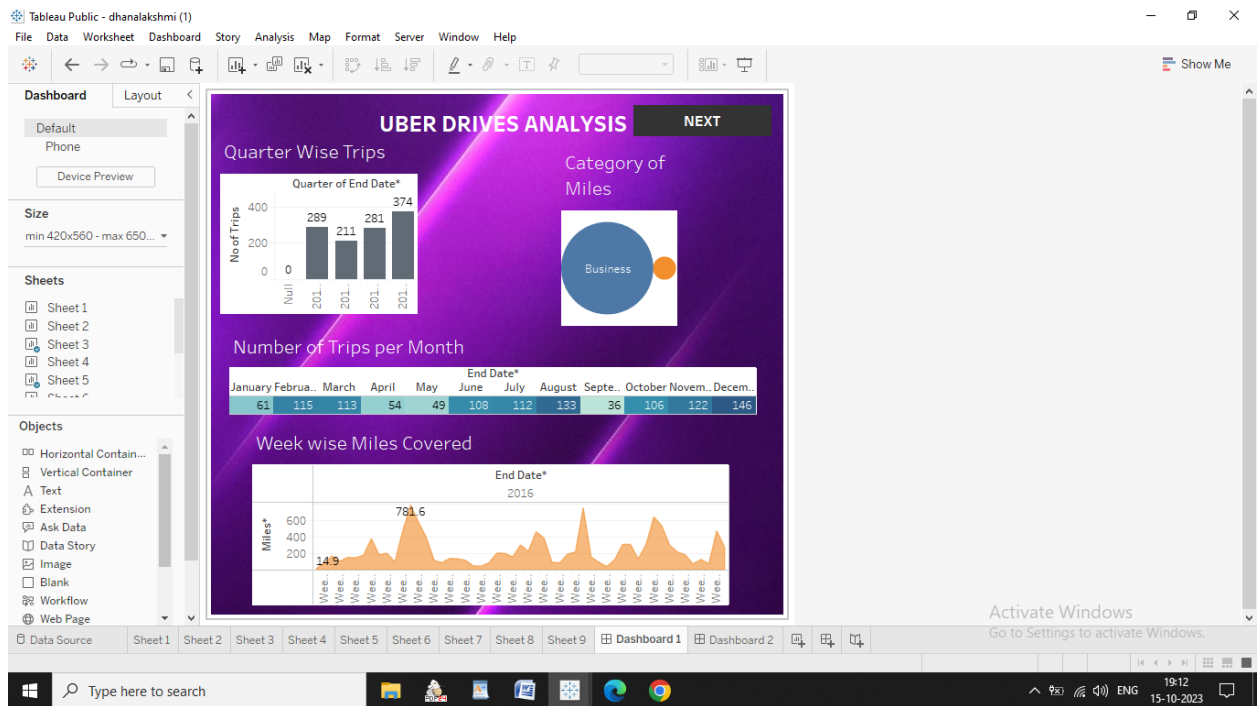
### 3.1.7 HOUR WISE UBER TRIPS ANALYSIS



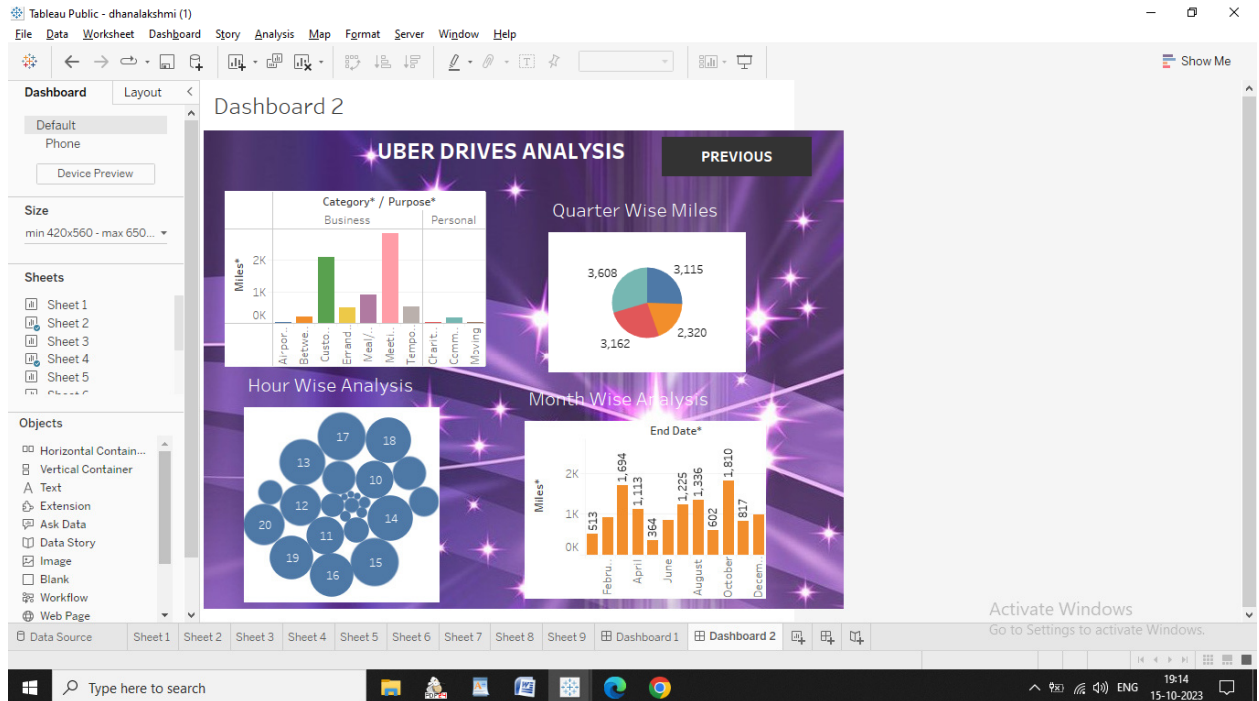
These are the Visualizations provides the output of our ideas



## 3.2DASHBOARD 1



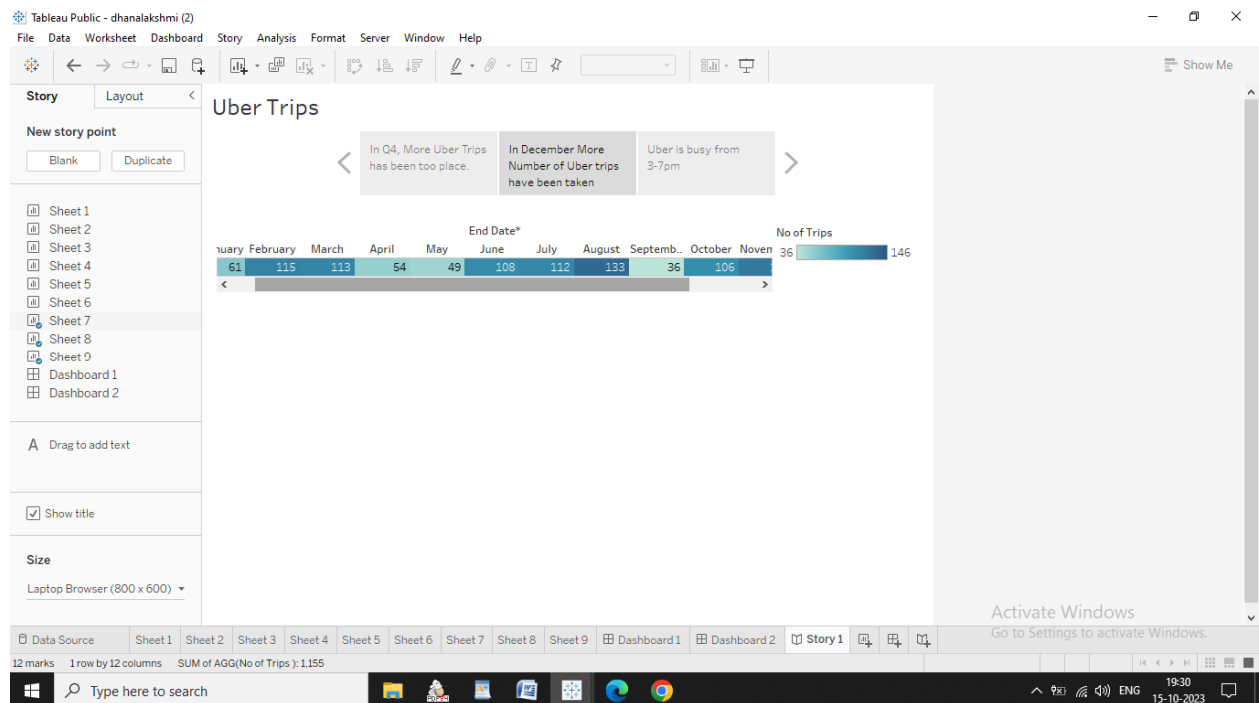
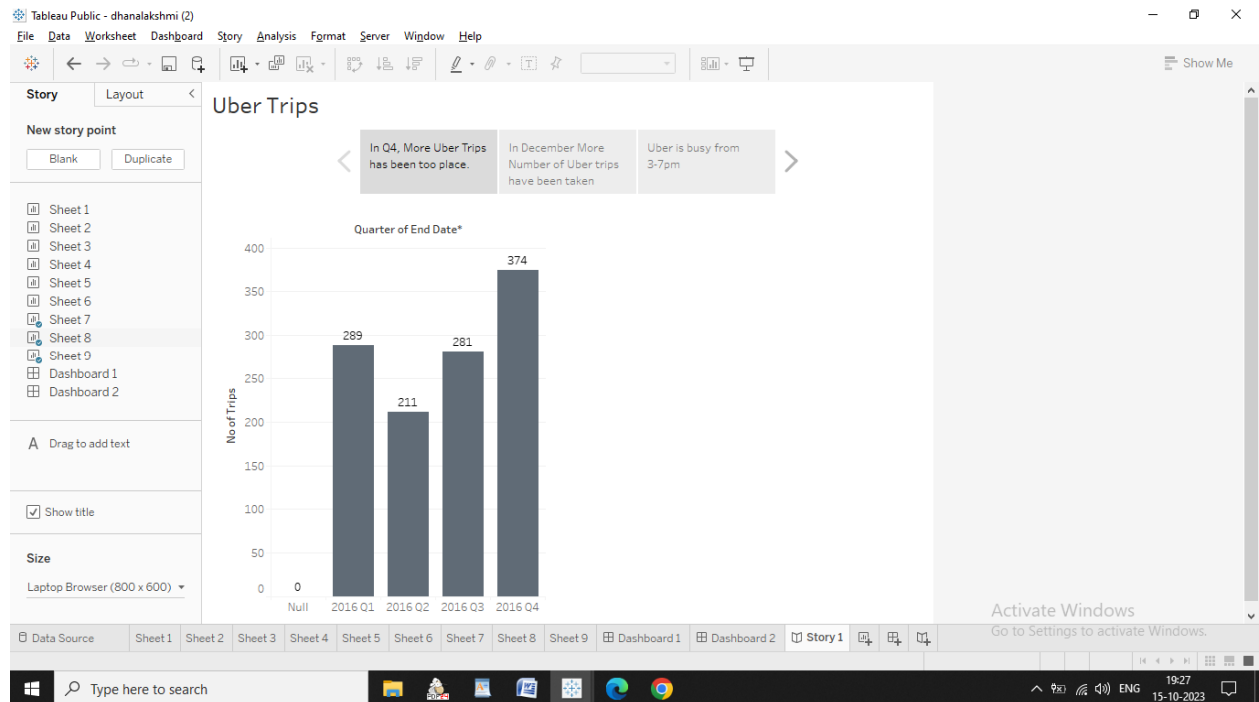
### 3.2.1 DASHBOARD 2



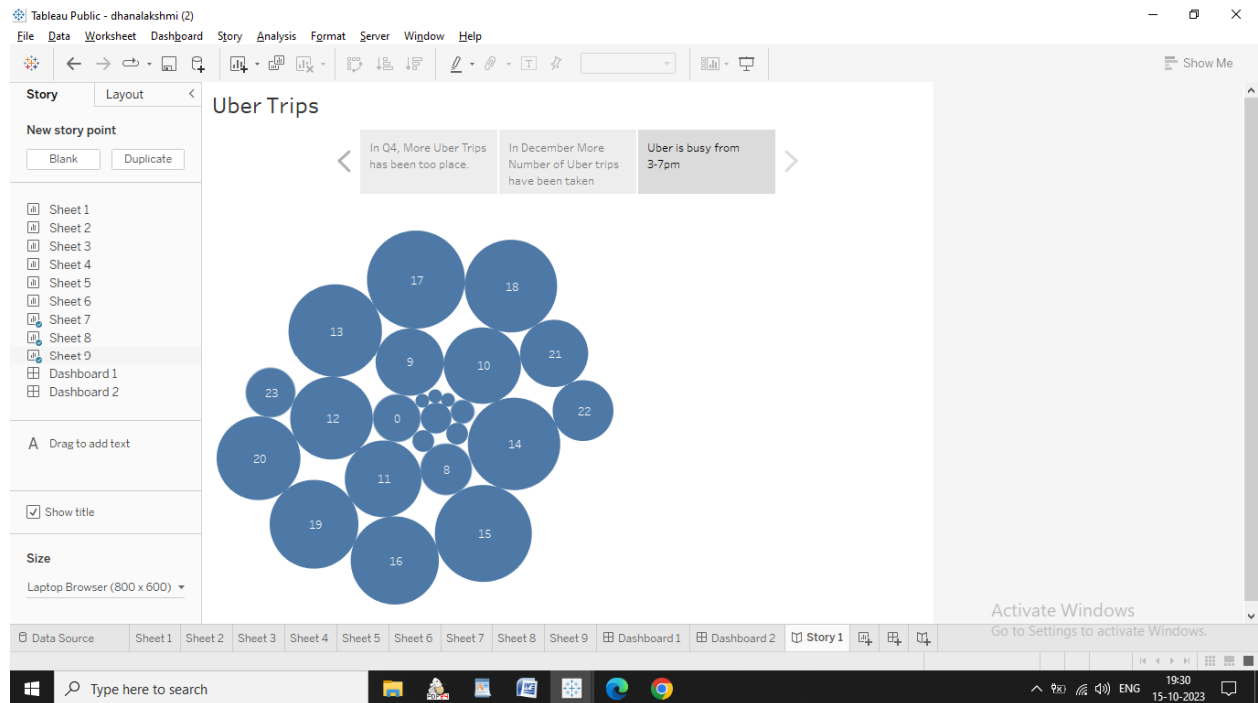
These are the Dashboards used for consolidate to out ideas with our Visualizations.

## 3.3 STORY

### 3.3.1 STORY







These are the Stories used for Next step of our Consolidation and ready to move our business process to Next level

## 4 ADVANTAGES & DIS ADVANTAGES

### 4.1ADVANTAGES

#### 4.1.1 CONVENIENT AND CASHLESS

- Instead of chasing a taxi on a street, or calling and waiting, app users can book a ride from any location and it arrives in minutes.
- Passenger's credit or debit card is linked to the taxi app account, no cash changes hands.
- After the completion of the ride, A receipt is sent via email, and some links to options for rating and tipping the drive

### **4.1.2 PROFESSIONAL SERVICE**

- Drivers for Uber may use their own cars and bike. Drivers get incentives to keep their taxis clean and well-maintained
- The cheapest options for taxis are late-model compact cars and bikes..
- The riders need to insert their destinations into the app, and the drivers use the taxi app navigational features to reach the rider which is provided by the taxi app development company.
- The driver talks in a polite and well-spoken manner. Drivers don't get your destination details before picking you up
- A driver with a low rating will force a driver out of Uber or its competitor

### **4.1.3 COMPETITIVE PRICING**

- Uber is less expensive than other taxi services, but not always. Longer trips are always cheaper by Uber but short rides can be expensive.
- The price model for Uber and other taxi apps can have higher booking prices due to busy times of the day.
- It is impossible to come up with a fixed price for an uber ride. Its costing plans vary from one city to another and from one country to another.

### **4.1.4 SAFE RIDINGS**

- But uber always show you the estimated fare before starting the ride.
- Safety is crucial for both passengers and drivers. This is what Uber is good at it. It is one of the major advantages of Uber.
- The riders are registered their identities and their payment channels. Cashless transactions also make it safer, a driver and rider don't need to carry cash.

## **4.2 DIS ADVANTAGES**

### **4.2.1 SURGE PRICING**

- “Surge pricing” or “rush time pricing” is not fixed in uber. It’s a free market principle of raising prices according to supply and demand.
- This means how many taxis are available (supply) and how many customers want to ride(demand).
- This automated system sometimes shows differences in pricing between any two same points.
- At peak times, the price could be double or more. This means too costly during rush hour.
- Although this benefits uber by increasing the supply of drivers. Drivers can be motivated to earn at this time.

### **4.2.2 LOW FARES WORRY DRIVERS**

- Some Uber drivers say they struggle to earn minimum wage. Drivers have to pay the cost of fuel, maintenance, and repairs from their own pocket.
- With competition from other taxi apps, the earnings of drivers can be driven downward.
- This indicates that they need to work for longer hours to earn a certain income.

### **4.2.3 PRICE COMPETITION**

- Uber and other taxi-hailing companies are engaged in an intensive fight to provide the most affordable service.
- They are competing with traditional taxi services for both customers and drivers. This has led to low earnings for taxi drivers.

## 5 APPLICATIONS

- Every ride booked on Uber gives their team a large amount of information, including the riders booking preferences, pickup, and drop-off trends, availability of drivers in the area, traffic patterns, ride ETA, duration, speed, weather factors, and more.
- Uber uses this data to train a multitude of machine learning algorithms like the ones discussed in this blog for various purposes.
- Some popular uses include calculating a competitive fare to maximize profits (using predictive modelling algorithms), estimating surge prices (using a model called "Geosurge"), tuning the requirements of drivers in a particular region, catching fake rides, and fake drivers, and estimating ride info like ETA.

## 6 CONCLUTIONS

- Driver Performance Evaluation: Determine the criteria for evaluating driver performance,
- such as customer ratings, completion rate, cancellation rate, average trip duration, and driver feedback.
- These metrics can help identify top-performing drivers and areas for improvement
- A literature survey conducted by students exploring YouTube channels would typically involve researching existing studies, academic papers, and publications related to the topic
- Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes and generate insights from the data.
- Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on

specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete.

- Data visualization is the process of creating graphical representations of data in order to help people understand and explore information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret
- The number of unique visualizations that can be created with a given dataset. Some common types of visualizations that can be used to analyze the performance and efficiency of a project include bar charts, line charts, heat maps, scatter plots, pie charts, Maps etc.
- A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format
- Dashboards are often used to provide real-time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries
- The responsiveness and design of a dashboard for Data-Driven insights on YouTube channels Analysis is crucial to ensure that the information is easily understandable and actionable
- Key considerations for designing a responsive and effective dashboard include user-centered design, clear and concise information, interactivity, data-driven approach, accessibility, customization, and security. The goal is to create a dashboard that is user-friendly, interactive, and data-driven, providing actionable insights
- A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications

- The number of scenes in a storyboard for Data-Driven insights on YouTube channels  
Analysis will depend on the complexity of the analysis and the specific insights that are trying to be conveyed
- Bar graph showing Purpose of Uber with Miles covered
- Bubble chart showing distribution of Miles with Category.
- Bar graph showing Quarter with Number of Trips
- Highlight Table shows Month with Number of Trips
- Bar graph showing Month with Miles
- Publishing helps us to track and monitor key performance metrics, to communicate results and progress. help a publisher stay informed, make better decisions, and communicate their performance to others.

## **7 FUTURE SCOPE**

- Uber plans to have its U.S. fleet and all drivers go electric by 2030 or be taken off the platform
- The company says it will invest \$800 million to help drivers pay for EVs, and partnerships with Ford and Hertz can help
- The overall value of the global ridesharing market is expected to reach \$218 billion by 2025, a promising market for Uber's growth.
- Uber finally turned an operating profit, reporting \$326 million in Q2 compared to an operating loss of \$713 million a year earlier