



Says

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

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

This analysis can help identify peak hours or days of high demand and optimize driver availability during those times.

Uber was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California.

Uber provides a Convenient way for individuals to request rides from drivers who use their own personal vehicles.

Three keys to delight,
Speed
Convenience
Transparency.

Uber doesn't even need to ask you for an address. It knows where are you.

Customer and Employee retention: with competition on the rise, customer and Employee retention can prove to be a challenge for Uber.

Uber believes in doing our part to create a clean future for the planet.



Does

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



Thinks

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

The research is carried out on Uber drives data collected from the year 2016.

Uber brought the concept of Aggregator Business model to the world.

Uber Technologies is an American Transportation Conglomerate that mainly provides Taxi services where individuals can hail a Taxi in an app on their phone.

The major of our project is to use data Analyzing Techniques to find unknown patterns in the Uber drives data set.

Uber uses a mixture of Internal and External data to estimate fares.

Uber calculates fares automatically using street traffic data and GPS data.

It also analyses external data like public transports routes to plan various services.

Everyone knows Uber as a shared service for point-to-point transportation but not everyone knows Uber as a data and analytics company.



Feels

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