



PERIYAR UNIVERSITY

101-ARIGNAR ANNA GOVERNMENT ARTS
COLLEGE, ATTUR

DEPARTMENT OF MATHEMATICS

III-BSc Mathematics (2023-2024)

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LAVANYA B	1EAD43438EBEE51A31447AD647260C21
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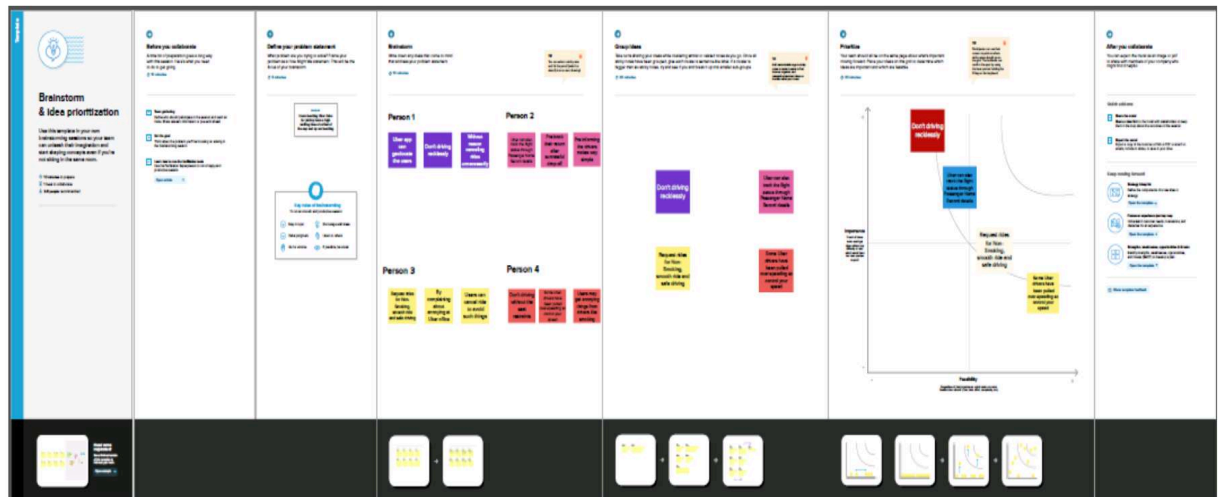
PROJECT TITLE	Voyage Vista : Illuminating Insights From Uber Expeditionary Analysis
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1) Introduction:

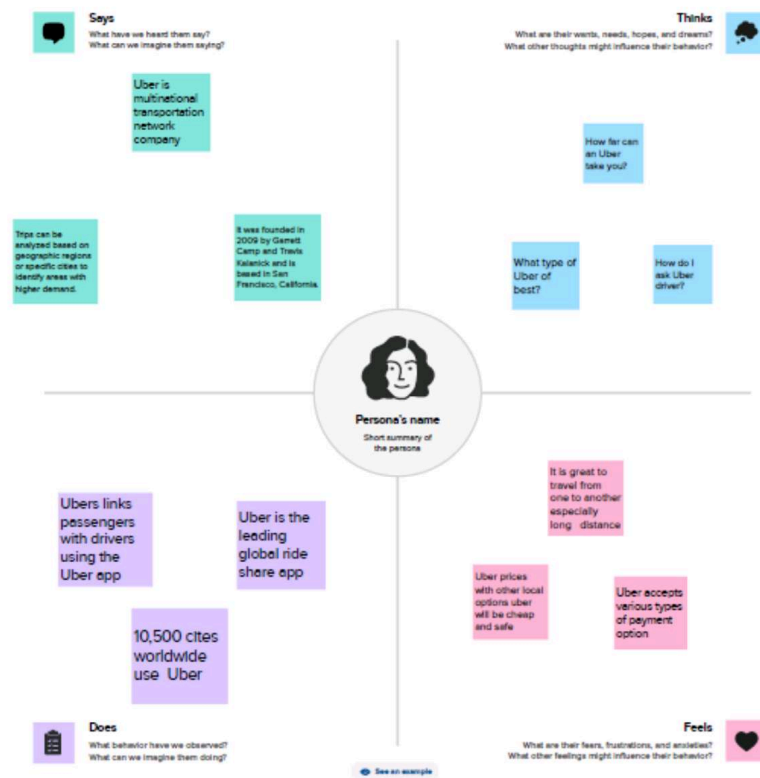
- Uber is a multinational transportation network company that operates a ride-hailing platform.
- It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California.
- Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles.
- Uber Driver Analysis refers to the Analyzing the 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 trip 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 decide where to focus their driving efforts for maximum 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.

2) Problem Definition and Design Thinking:

2.1) Brainstorming:



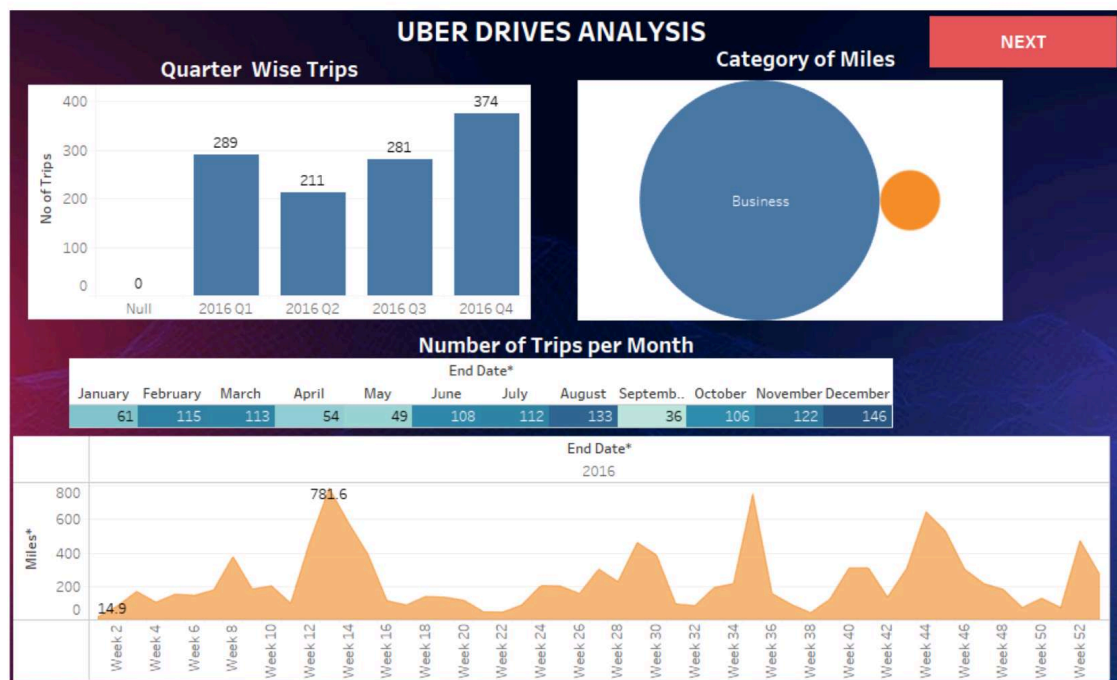
2.2) Empathy Map:



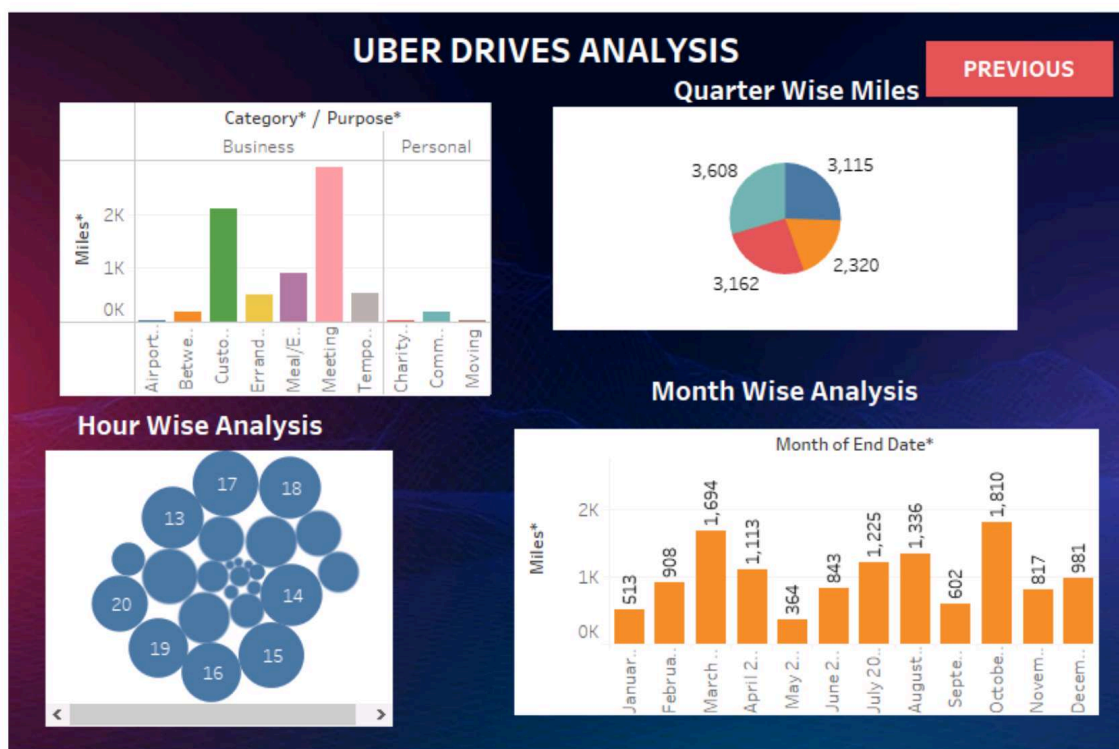
3) Result:

3.1) Dashboard:

3.1.1) Dashboard 1:

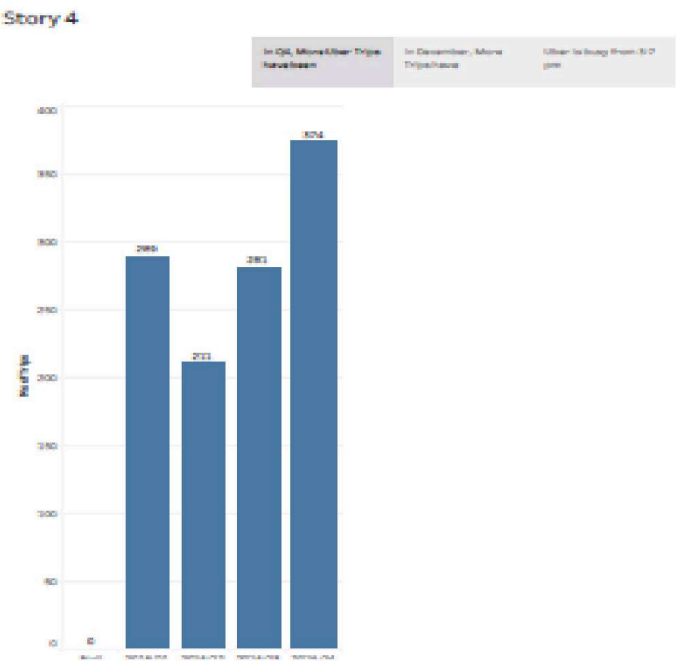


3.1.2) Dashboard 2:

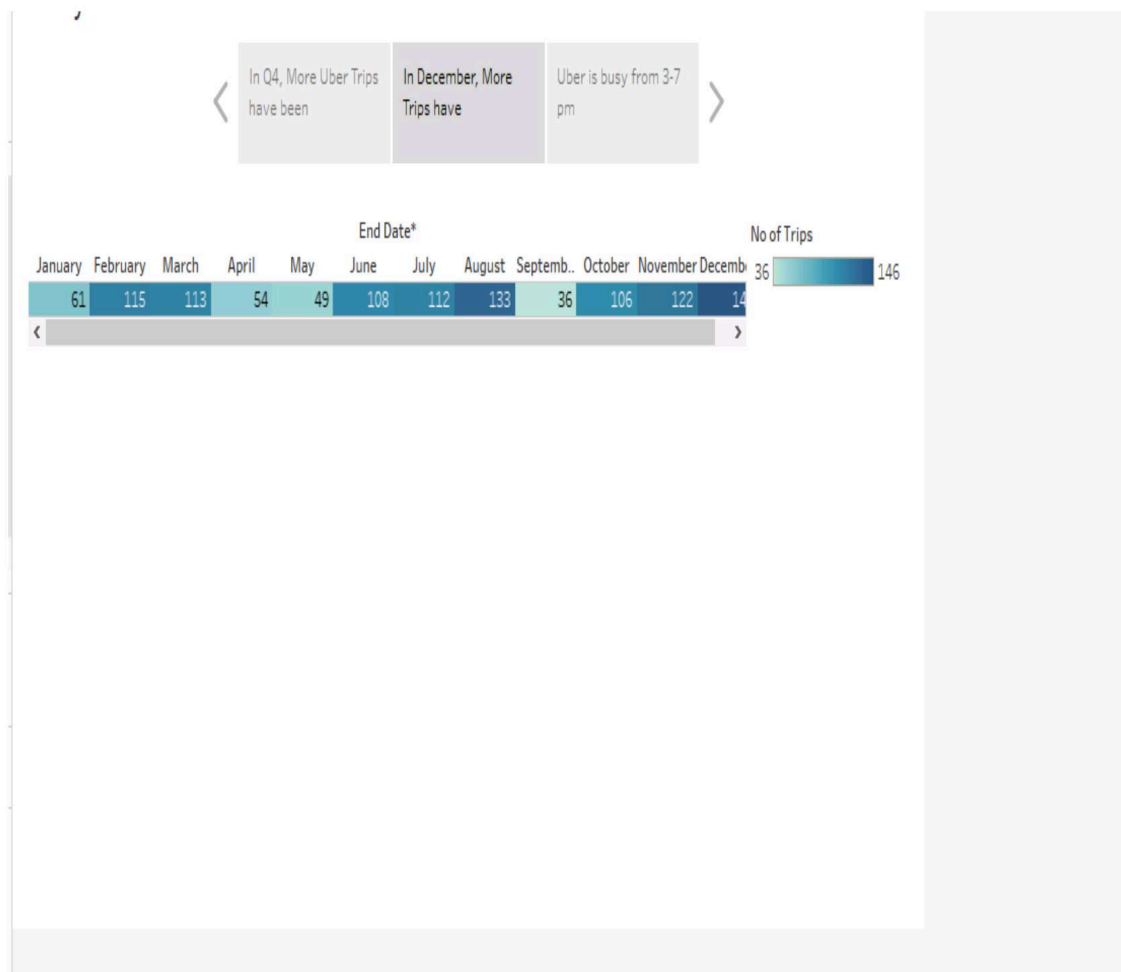


3.2) Story

3.2.1) Story



3.2.2) Story



3.2.3) Story:

Story 4

In Q4, More Uber Trips Have Been	In December, More Trips Have	Uber is Duty from 3-7 pm
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4) Advantages and Disadvantages:

4.1) Advantages of Uber:

Uber through E-hail has hired drivers easily and fast. Proprietary software in the app locates drivers circling nearby cheapest carpooling luxury wheels. The price is fixed.

- **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 driver.

- **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 competitors.

- **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.

But uber always show you the estimated fare before starting the ride.

- **Safer and Flexible**

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) Disadvantages of Uber:

Drivers are not assured of minimum pay to maintain their own vehicles. This topic is growing controversial in many cities because New York City mandated a \$17.22 minimum wage for drivers.

- **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.

- **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.

- **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:

- Uber **links passengers with drivers using the Uber app**. Generally, the drivers own their own car. The company does also offer rental or lease on cars through third party partners like Hertz, Get Around and Fair. Uber Fleet is an app for those managing squads of drivers.
- The **United States** remains at the summit of the most popular countries among non-domestic Uber users. Mexico and Canada complete the top three, followed by Portugal, Spain, France and the UK. Europe remains a popular destination for Uber users, with five European countries in the top 10.
- The company has **over 131 million monthly active users** and 6 million active drivers and couriers worldwide and facilitates an average of 25 million trips per day. It has facilitated 42 billion trips since its inception in 2010 and is the largest ridesharing company in the United States.
- Uber is a transportation company with an app that **allows passengers to hail a ride and drivers to charge fares and get paid**. More specifically, Uber is a ridesharing company that hires independent contractors as drivers.

6) Conclusion:

- In general, the example offered by Uber can be used by many developing companies.
- Nowadays, it is not a difficult task to create an organization and introduce some new, unusual services.
- However, it is always challenging to gain a good reputation, prove the quality of the services, and create appropriate working conditions.
- Uber is the company with a complicated history. Still, its founders had made something that was impossible: they survived sabotages, strikes, and discontents of the governments of different countries around the whole world.
- The necessity to provide people with good services at affordable prices is urgent nowadays. Not all people are able to use the quality they want. Uber opens new perspectives and possibilities.
- However, its attempts to cooperate with big cities only are not enough to become one of the best. It is necessary to make more improvements and encourage changes.
- Drivers are eager to work at different places. Uber can provide drivers with jobs and citizens with transportation services.
- The factors for success and challenges discussed in the current paper show that Uber has all chances to succeed in international marketing.
- The only thing that the company has to do is to continue developing and thinking about its employees.

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