UBER EXPEDITIONARY ANALYSIS

1) INTRODUTION

1.1 Overview

- Uber is a transportation network company that connects riders with drivers through a mobile app.
- Their projects often focus on improving the user experience, Driver support, Safety features, Efficient routing and sustainability initiatives.
- Uber drivers are individuals who partner with Uber, a ride-sharing platform, to provide transformation services to passengers using there own vehicles.

1.2 Purpose

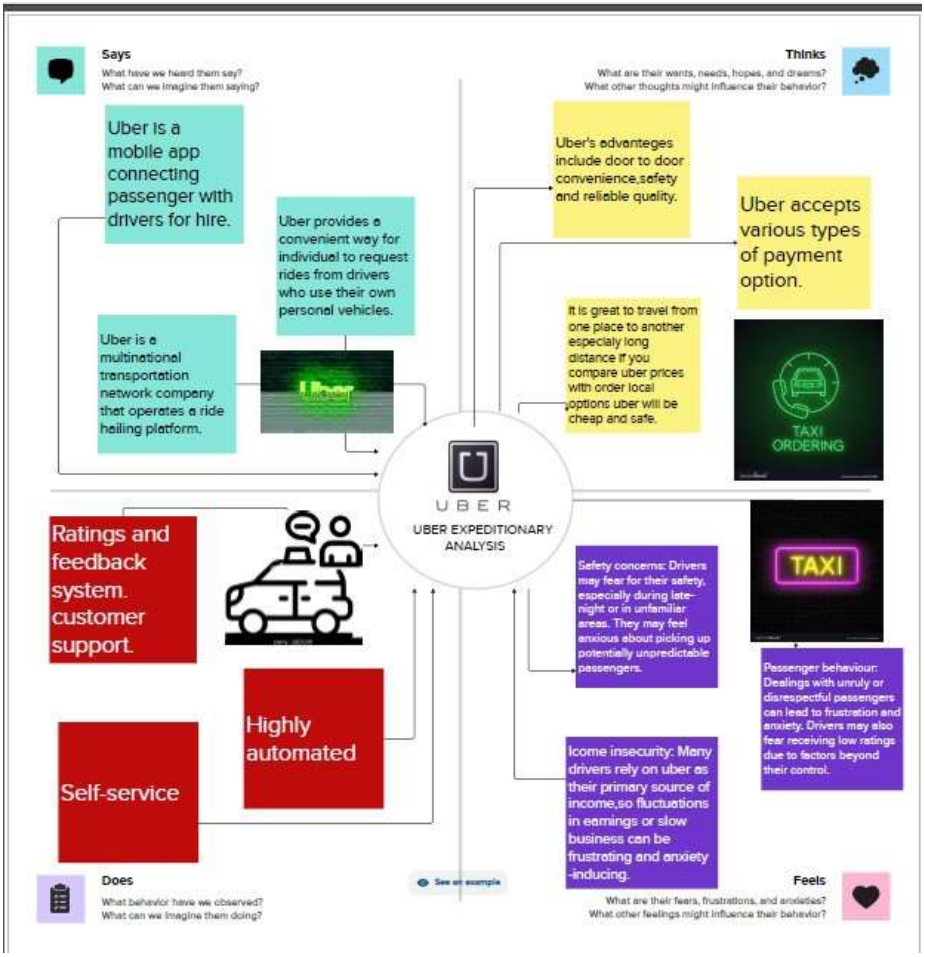
- Providing real-time navigation instructions, suggesting optimal routes and helping with traffic up updates.
- Assisting in communicating with customers, handling inquiries and addressing concerns in a clear and professional manner.
- Offering guidance on what to do in case of emergencies or providing contact information for relevant services.

2) PROBLEM DEFINITION & DESIGN THINKING

UBER EXPEDITIONARY ANALYSIS

2.1 Empathy Map

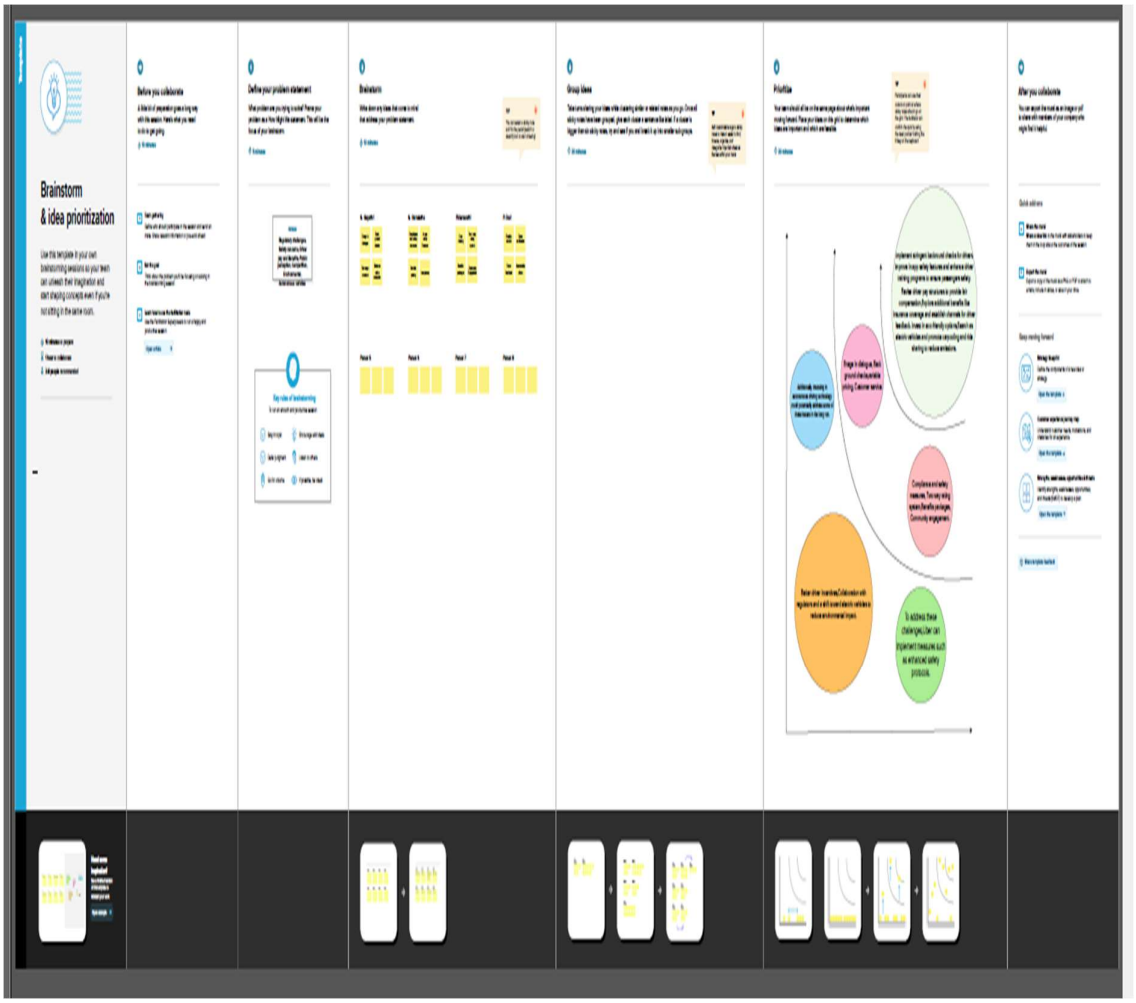
- Uber drivers face challenges related to safety corners , passengers behavior. Navigating through traffic and managing their earnings.
- These challenges can impact there overall well-being , job satisfaction and the quality of service they provide to passengers.



UBER EXPEDITIONARY ANALYSIS

2.2 Ideation & Brainstorming Map

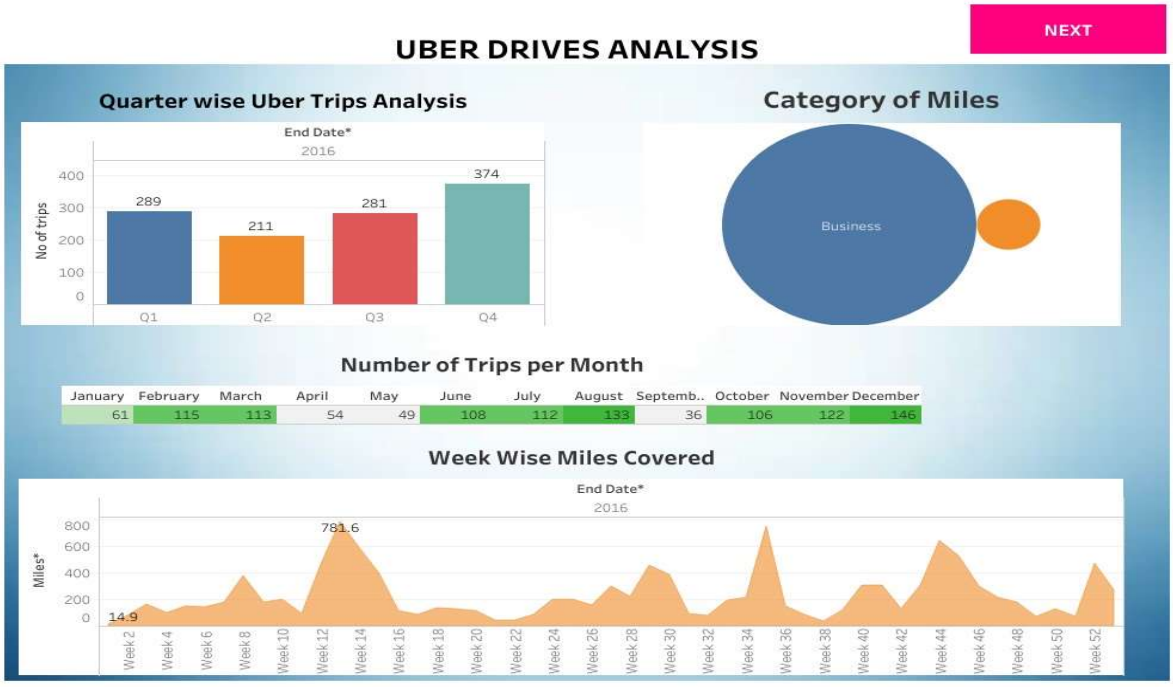
- Uber drivers often face challenges in navigating optimal routes, managing ride requests efficiently and providing exceptional customer service.
- To address these issues, we aim to develop a digital Brainstorming Map tailored for Uber drivers .

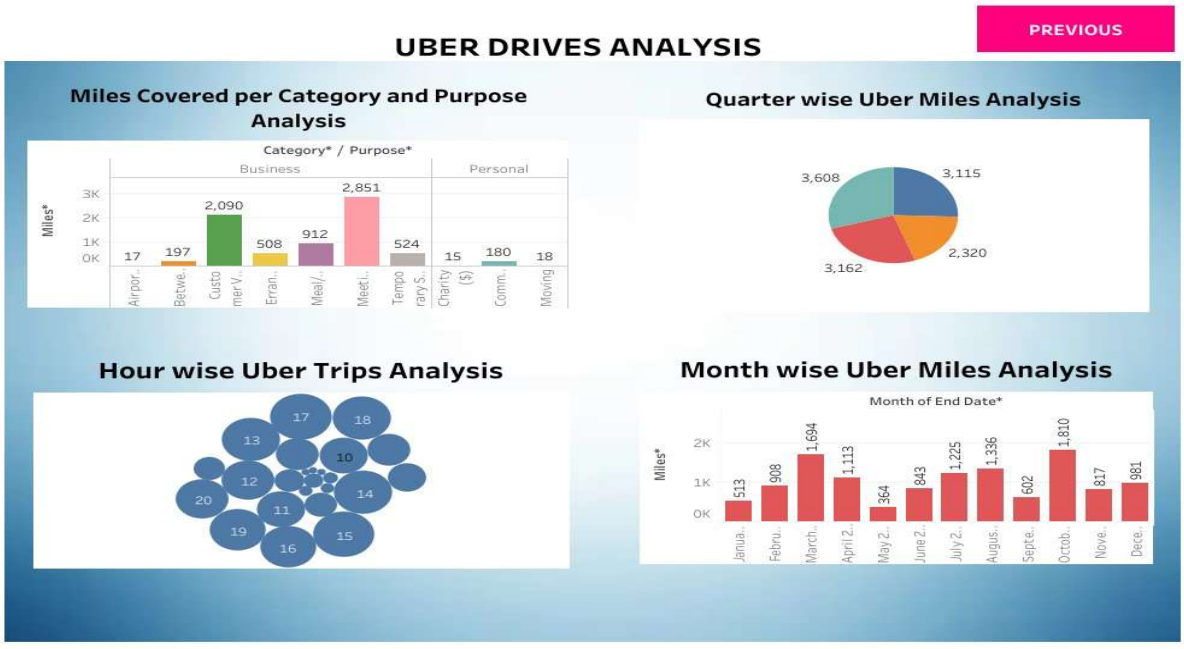


UBER EXPEDITIONARY ANALYSIS

3) RESULT

♦ Dashboard and Story





UBER EXPEDITIONARY ANALYSIS

1. Miles covered in category and purpose analysis

UBER MILES

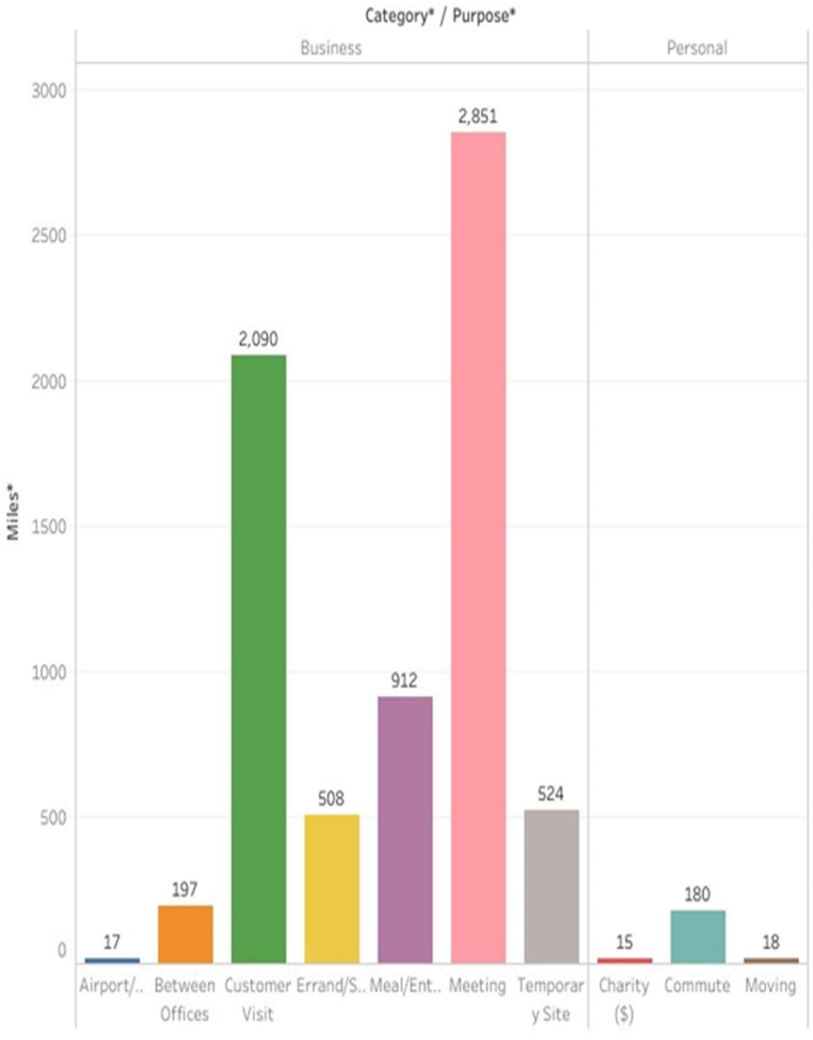
Gather data on miles covered, categorizing them based on various factors like transportation mode (car, public transit, walking, etc.) and purpose (communting, leisure, errands, etc.)

Analyze the distribution of miles across different transporatation categories to understand preferences and usage patterns.

Break down the miles covered based on the purpose of the trip (e.g., work, personal, social), identifying the most commo..

Analyzing miles covered in a category involves assessing key metrics such as total distance, average distance per item, trends over time, geographical distribution, and correlation with other variables. Understanding patterns and insights from these aspects can inform decision-making and optimize strategies within the specific category.

For a month-wise Uber miles analysis, essential points include tracking total miles per month, identifying peak usage months, analysing trends in miles over time, assessing seasonal variations, considering external factors like events or holidays affecting ride demand, and examining patterns to optimize operational strategies and pricing during specific months.



UBER EXPEDITIONARY ANALYSIS

2. Miles covered in category analysis

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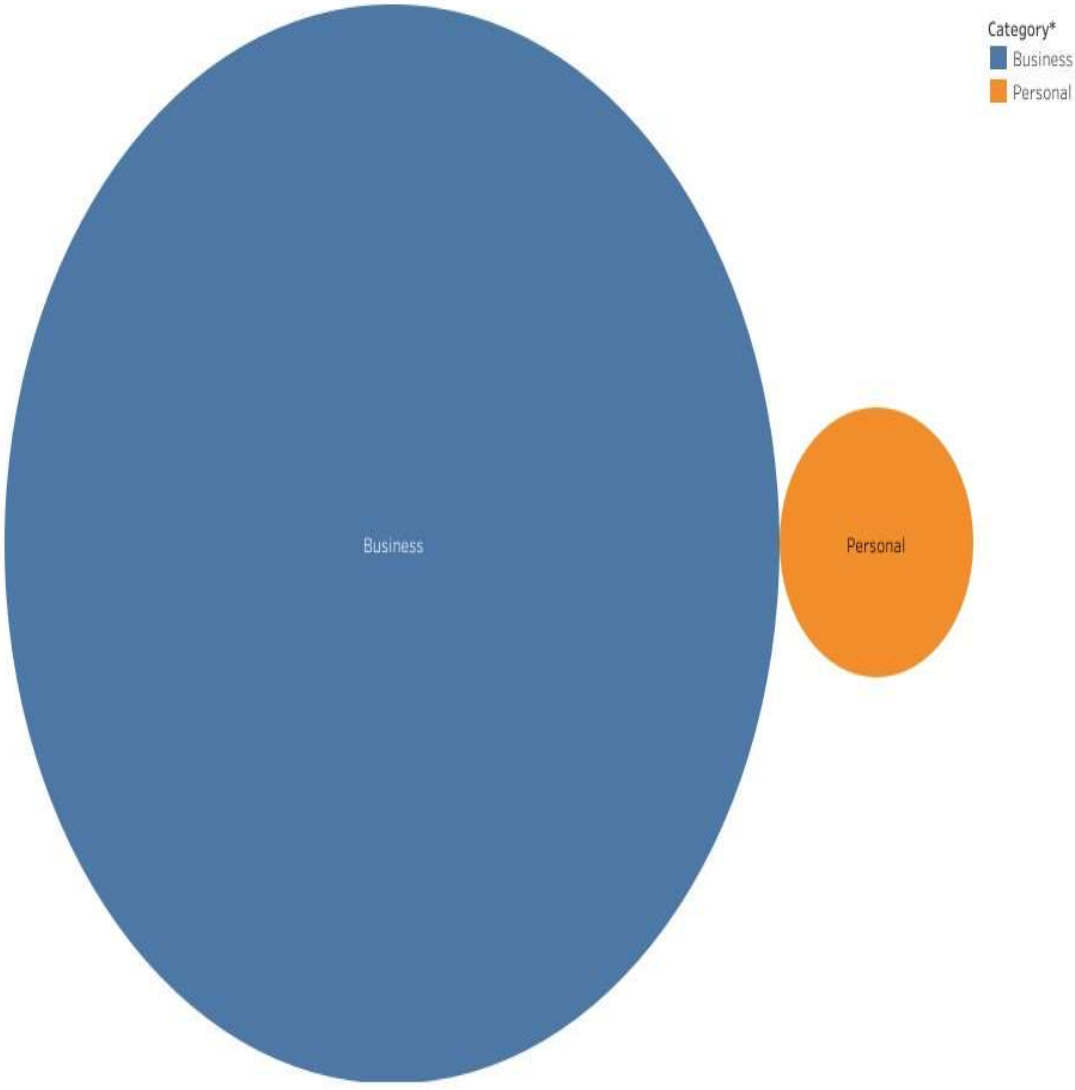

UBER EXPEDITIONARY ANALYSIS

3. Month wise uber miles analysis

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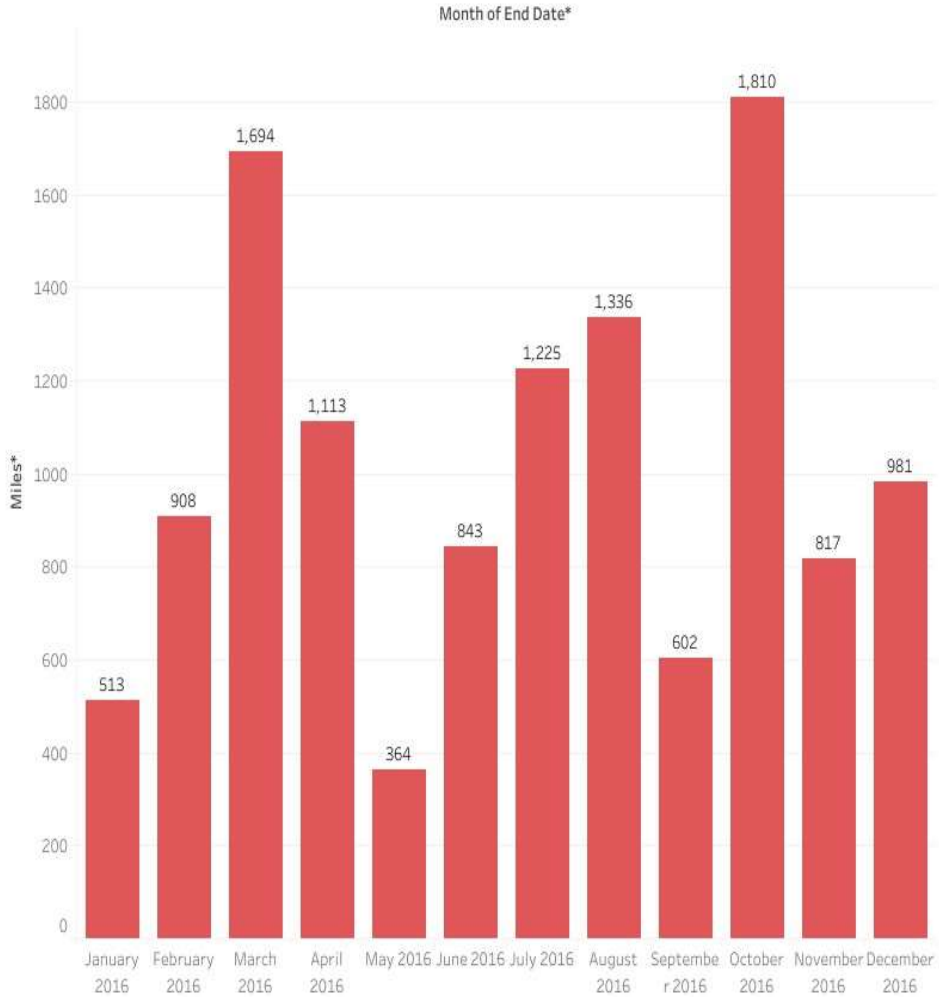
In a week-wise Uber miles analysis, important points involve monitoring and comparing weekly milage, identifying peak usage days or weekends, analysing patterns of weekday versus weekend usage, considering promotional activities and their impact on weekly mileage, and utilizing this data to tailor marketing strategies and driver allocation for optimal efficiency.



UBER EXPEDITIONARY ANALYSIS

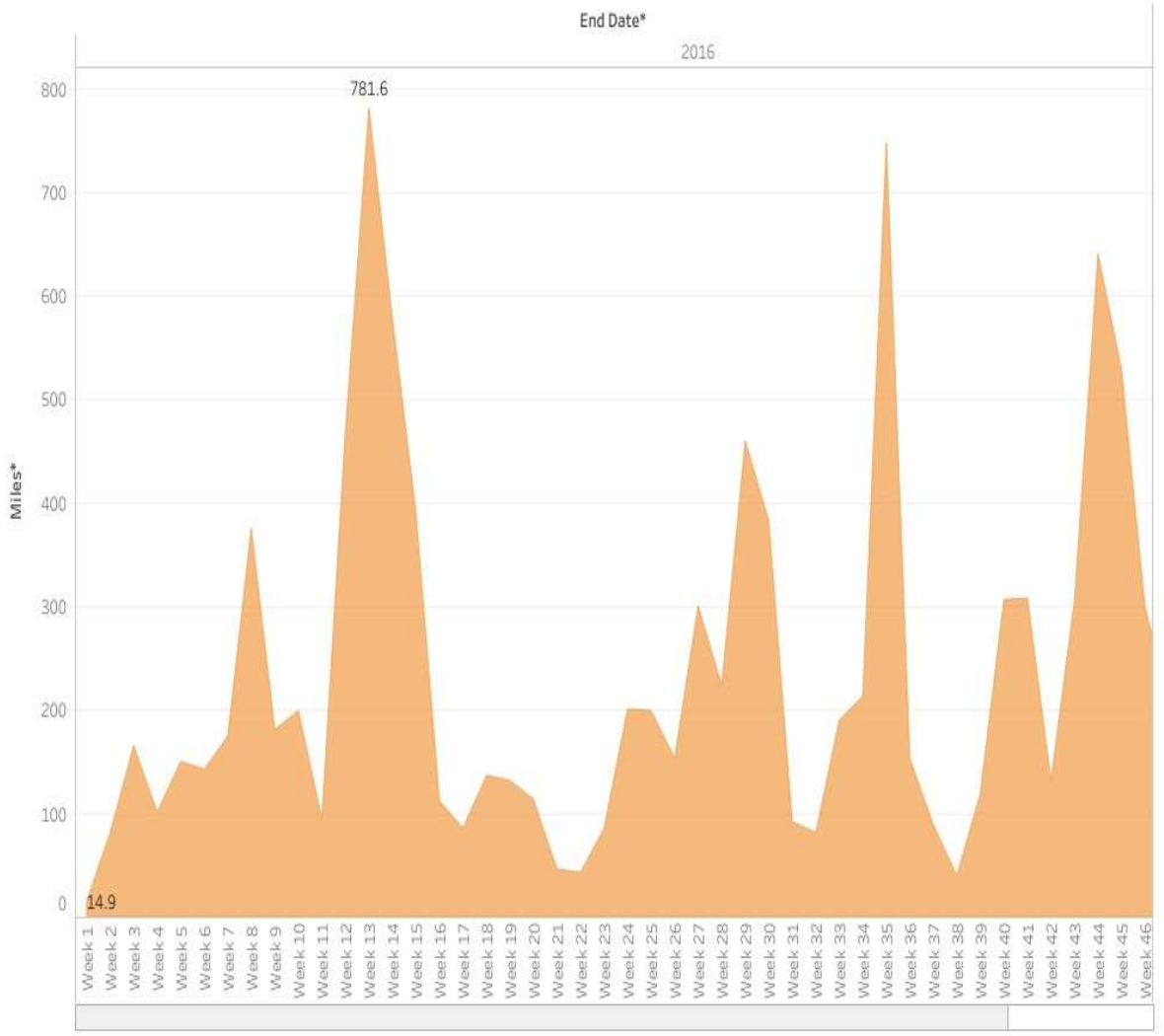
4. Week wise uber miles analysis

UBER MILES

For a month-wise Uber miles analysis, essential points include tracking total miles per month, identifying peak usage months, analysing trends in miles over time, assessing seasonal variations, considering external factors like events or holidays affecting ride demand, and examining patterns to optimize operational strategies and pricing during specific months.

In a week-wise Uber miles analysis, important points involve monitoring and comparing weekly milage, identifying peak usage days or weekends, analysing patterns of weekday versus weekend usage, considering promotional activities and their impact on weekly mileage, and utilizing this data to tailor marketing strategies and driver allocation for optimal efficiency.

Conducting a quarter-wise Uber miles analysis entails tracking total miles per quarter, comparing performance across different quarters, identifying trends or fluctuation in ride demand. Analysing seasonality effects on usage, evaluating the impact of any promotional campaigns during specific quarters and using insights to make informed decisions about resource allocation, pricing, and marketing efforts.



UBER EXPEDITIONARY ANALYSIS

5. Quarter wise uber miles analysis

UBER MILES

For a month-wise Uber miles analysis, essential points include tracking total miles per month, identifying peak usage months, analysing trends in miles over time, assessing seasonal variations, considering external factors like events or holidays affecting ride demand, and examining patterns to optimize operational strategies and pricing during specific months.

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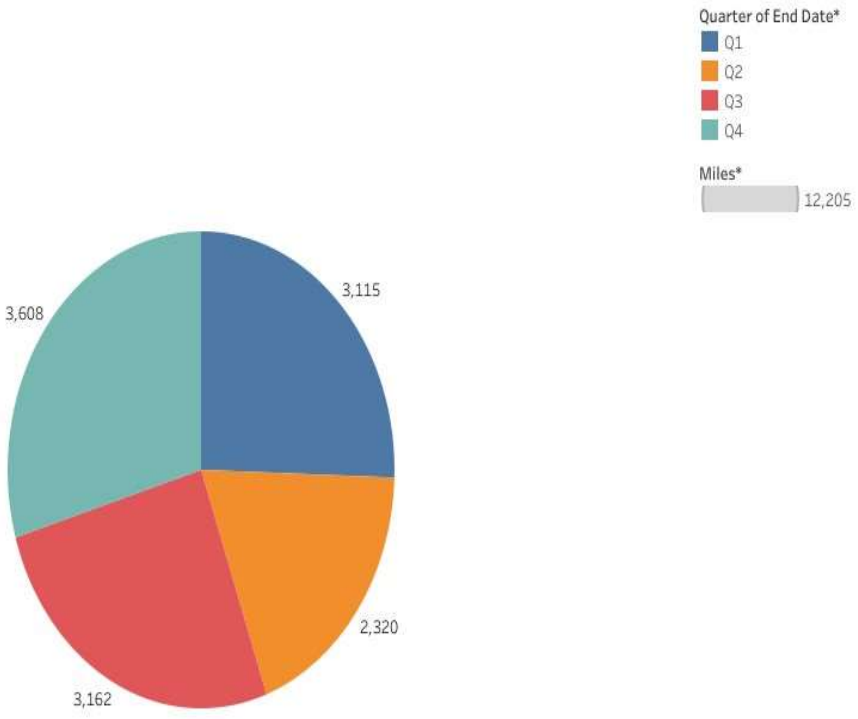
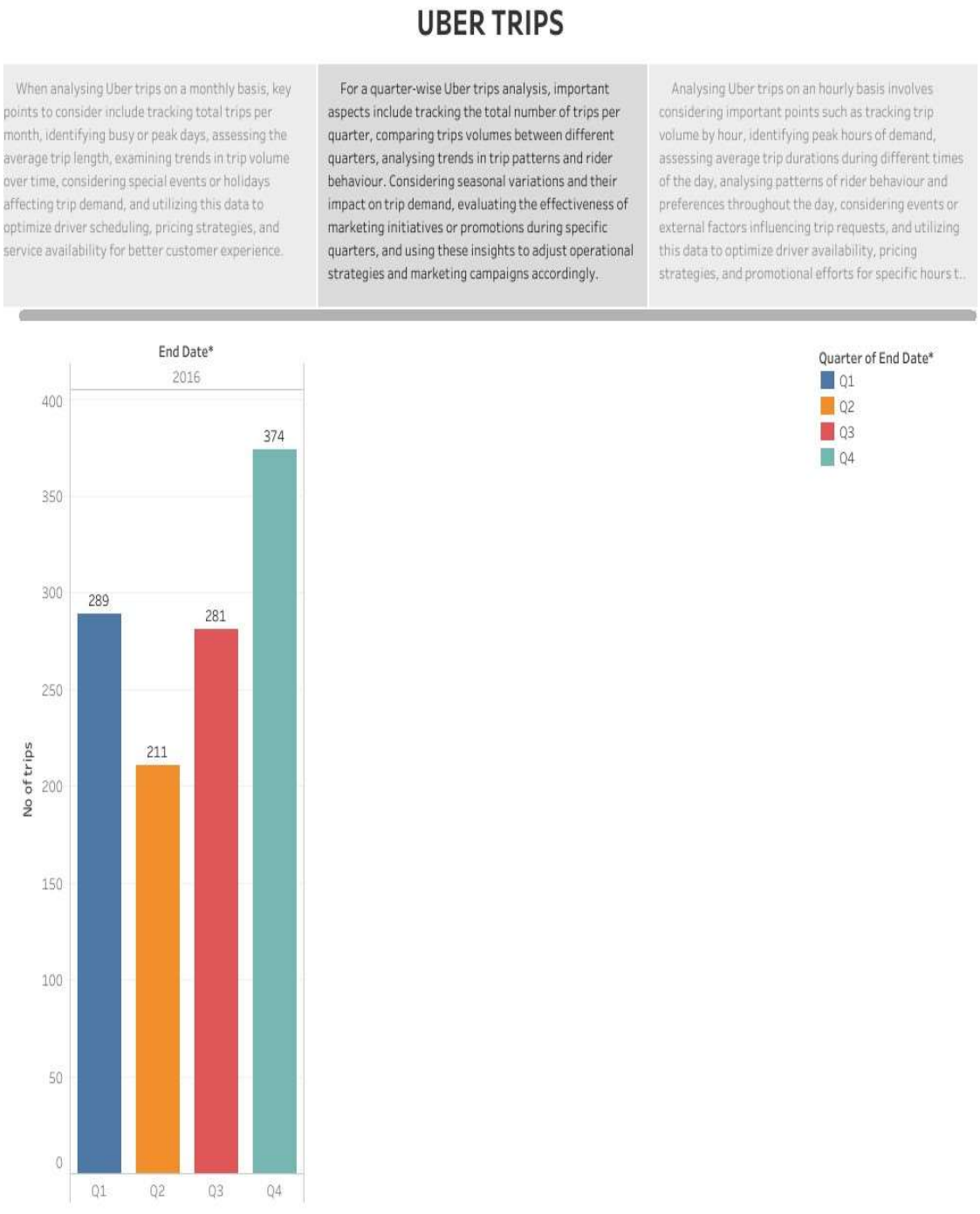


UBER EXPEDITIONARY ANALYSIS

6. Month wise uber trips analysis

UBER EXPEDITIONARY ANALYSIS

7. Quarter wise uber trips analysis



UBER EXPEDITIONARY ANALYSIS

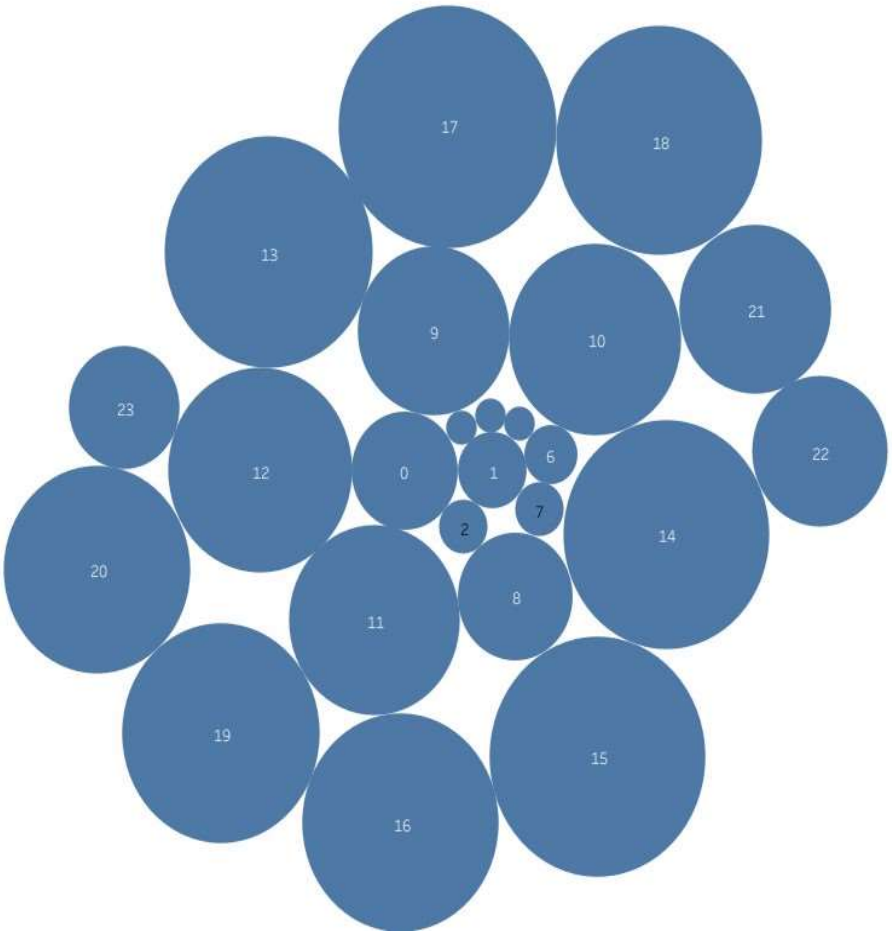
8. Hour wise uber trips analysis

UBER TRIPS

When analysing Uber trips on a monthly basis, key points to consider include tracking total trips per month, identifying busy or peak days, assessing the average trip length, examining trends in trip volume over time, considering special events or holidays affecting trip demand, and utilizing this data to optimize driver scheduling, pricing strategies, and service availability for better customer experience.

For a quarter-wise Uber trips analysis, important aspects include tracking the total number of trips per quarter, comparing trips volumes between different quarters, analysing trends in trip patterns and rider behaviour. Considering seasonal variations and their impact on trip demand, evaluating the effectiveness of marketing initiatives or promotions during specific quarters, and using these insights to adjust operational strategies and marketing campaigns accordingly.

Analysing Uber trips on an hourly basis involves considering important points such as tracking trip volume by hour, identifying peak hours of demand, assessing average trip durations during different times of the day, analysing patterns of rider behaviour and preferences throughout the day, considering events or external factors influencing trip requests, and utilizing this data to optimize driver availability, pricing strategies, and promotional efforts for specific hours t..



UBER EXPEDITIONARY ANALYSIS

4) ADVANTAGES & DISADVANTAGES

a. Advantages

- Uber allows drivers to choose their own working hours, Making it easy to balance work with personal commitments.
- Drivers have the potential to earn a competitive income, especially during peak times or in busy areas.
- Becoming an Uber driver is relatively easy and doesn't require a significant investment or special skills.
- Option of sharing link allowing another person to track the car, useful for single travellers at night.
- One time registration allows a user to access Uber in every city where the service is offered.

b. Disadvantages

- Earnings can fluctuate based on demand, location and time of day, leading to inconsistent income.
- Drivers are responsible for vehicle maintenance, fuel, insurance and

depreciation which can significantly impact their earnings.

- There have been incidents of assault or theft involving Uber driver, highlighting potential safety risks.
- Halts for chores can prove costly. Additional stops may result in higher fares.
- No advance booking. Hence difficult to bank on Uber before important appointments or with flight or train to catch.

5) APPLICATIONS

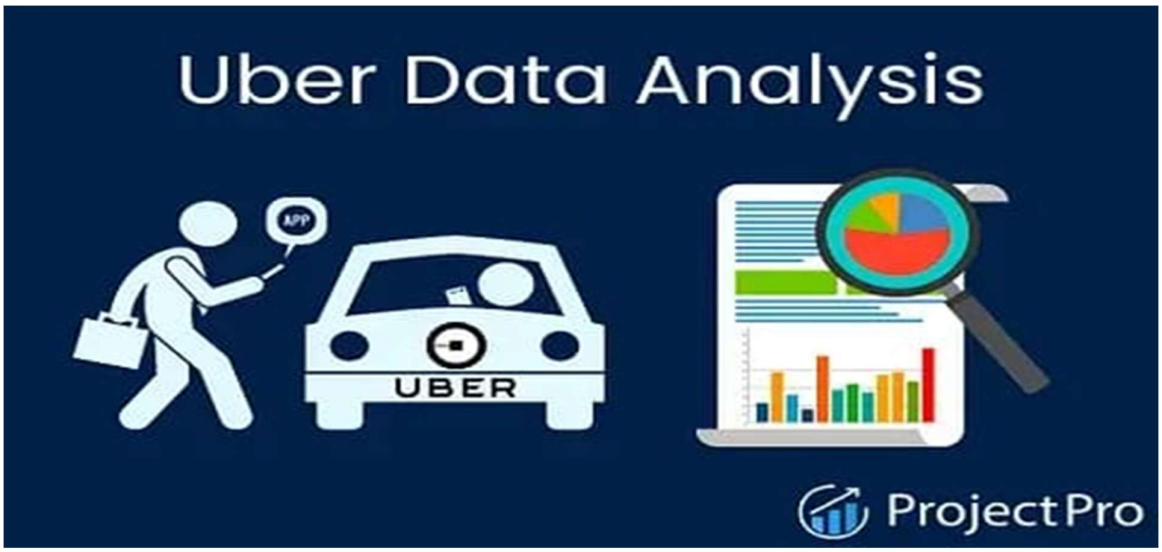
- Uber drivers often convenient and on-demand transportation services to passengers from one location to another, whether it's a short trip within a city or a longer journey.
- During events, concerts, sports games, or other gatherings, Uber is a popular choice for getting to and from the venue without the hassle of parking.
- Passengers use Uber for transportation to special events such as weddings, partes or celebrations, providing a stylish and convenient option.
- Business travelers often rely on Uber for transportation to meetings, conferences and other work-related events.

UBER EXPEDITIONARY ANALYSIS

- Uber servers as a reliable means of transportation for those traveling to and from medical appointments or healthcare facilities.

6) CONCLUSION

- In this project I have explained about the topic "UBER EXPEDITIONARY ANALYSIS" by providing full details on it. This project also emphasizes on main ideas related to the topic.
- I took the ideas and researched about this topic from the websites and some books which are mentioned in the bibliography. I wish this project will be a useful and the knowledgeable one.



UBER EXPEDITIONARY ANALYSIS

7) FUTURE SCOPE

- In the future, Uber could explore autonomous vehicles to enhance efficiency and reduce costs.
- Additionally, integrating advanced route optimization algorithms and sustainable transportation options could further expand their scope.
- Improved user interfaces and personalized experiences might also contribute to a more user-friendly platform.

UBER EXPEDITIONARY ANALYSIS