

Voyage Vista : Illuminating Insights from Uber Expeditionary Analysis

1.INTRODUCTION

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. UberFleet is an app for those managing squads of drivers.

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 Analysing 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 analysed 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 analysed 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 Analysing techniques to find unknown patterns in the Uber drivers dataset. The research is carried out on Uber drivers data collected from the year 2016.

1.1 Overview

1.1.1 Objectives:

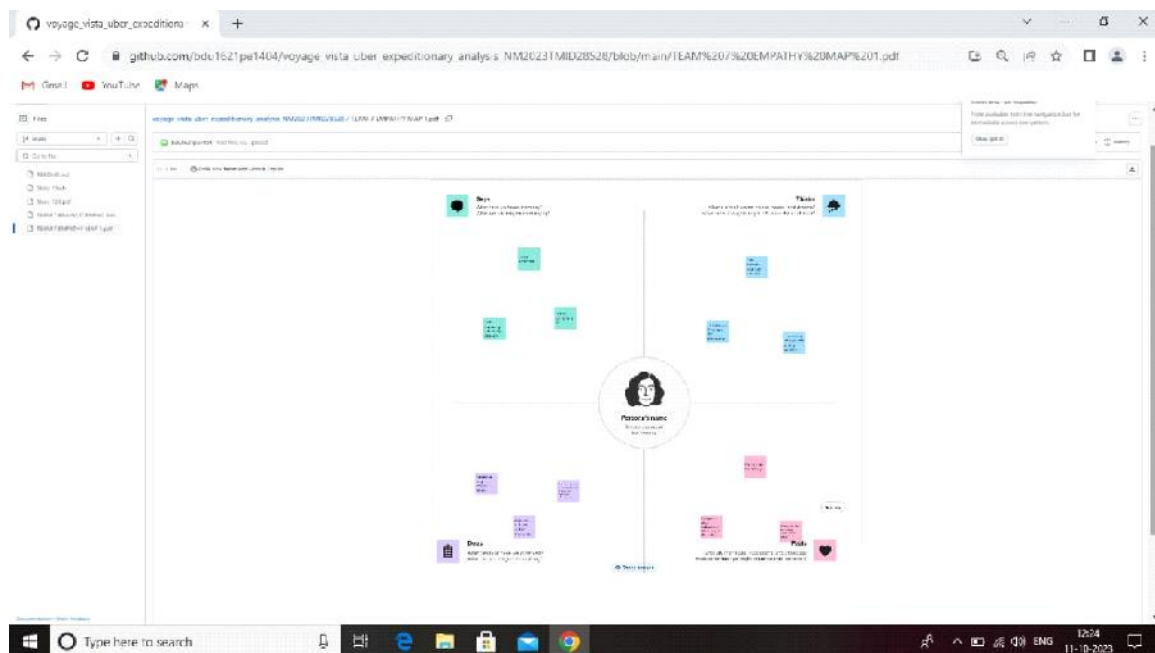
- Ø **Market Penetration Analysis:** Uber's penetration pricing strategy was based on leveraging technology to connect riders with drivers efficiently. By eliminating the need for traditional taxi dispatch systems, Uber was able to reduce costs and offer lower prices while still maintaining profitability.
- Ø **Customer Preferences:** They like speed, convenience and transparency, according to a new West Interactive Services survey on customer experience preferences.
- Ø **Economic Ramifications:** Effectively Uber works as a matching platform for passengers and drivers and makes money by taking a 10-20% cut from each ride. The drivers can work in their leisure time and have to maintain a good rating, which is given by passengers after each trip.
- Ø **Societal Changes:** A lot of things. It has misled drivers, broken local laws, and allegedly created a toxic working environment for women employees. Many promises have gone unmet. Along the way, Uber has earned a place as the most visible public face of the gig economy, and the promises and perils that represents.

1.1.2 Methodology:

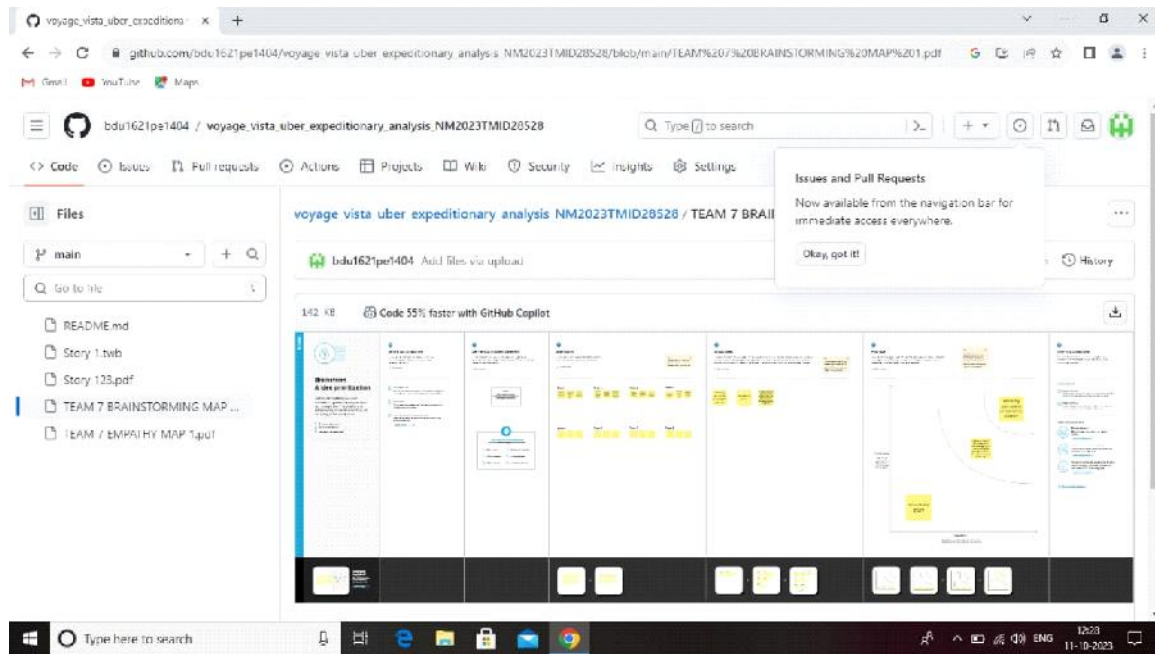
- **Data Collection:** Utilized diverse datasets encompassing door-to-door convenience, safety, and reliable quality consumer behavior, economic indicators, and societal trends in India.
- **Data Cleaning and Integration:** Processed and integrated datasets to create a unified and reliable data source for analysis in Tableau.
- **Data Analysis with Tableau:** Employed Tableau's robust analytics and visualization features to derive insights and create interactive dashboards.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



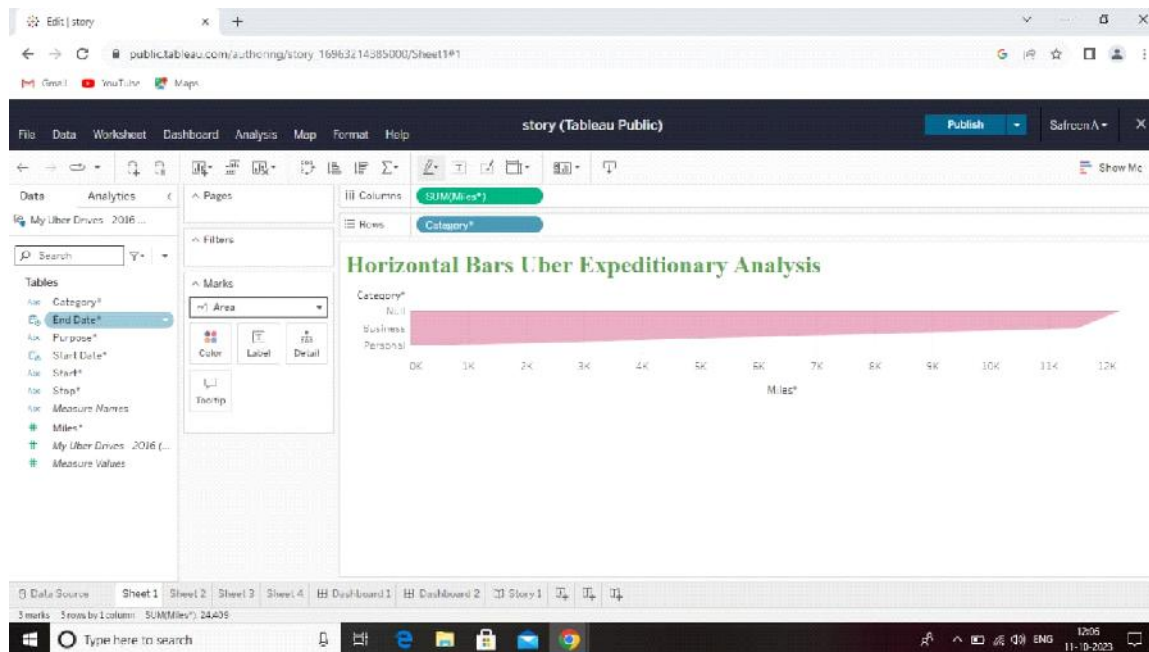
3. RESULT

Data visualization involves the creation of visual representations of data with the aim of facilitating the comprehension and exploration of information. The primary objective is to enhance the accessibility, intuitiveness, and interpretability of intricate datasets. Leveraging visual elements like charts, graphs, and maps, data visualizations serve as powerful tools to expedite the identification of patterns, trends, and outliers within the data, enabling individuals to swiftly discern insights embedded in the information.

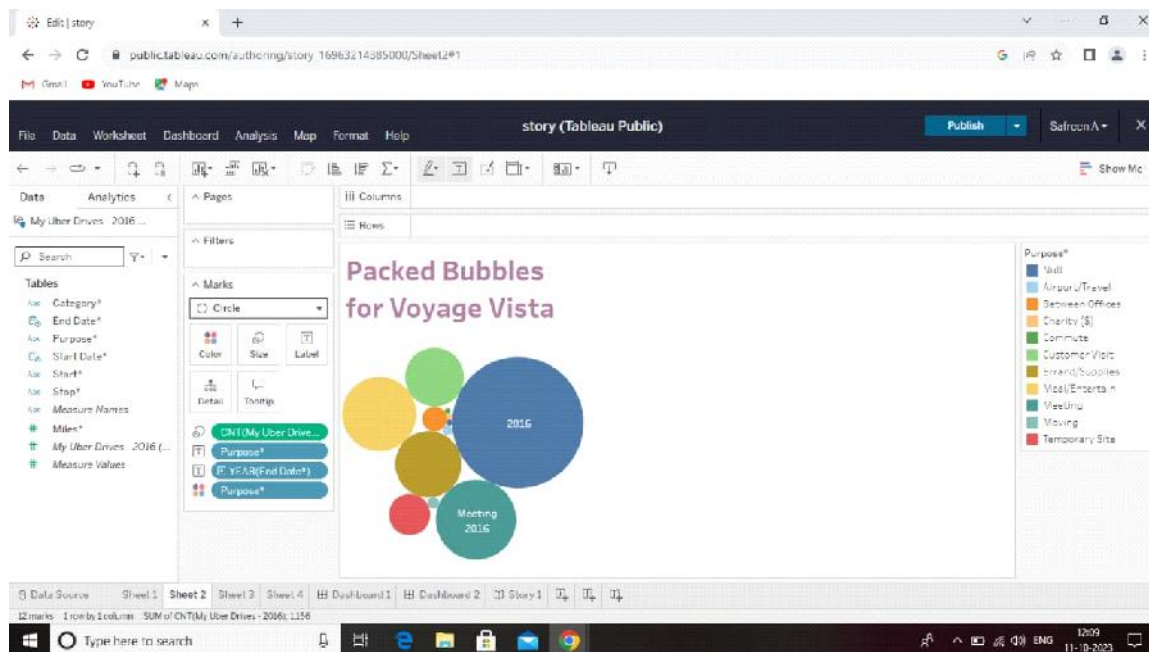
3.1 Visualizations

A given dataset possesses the potential for a diverse array of distinctive visual representations. Various common visualization types, such as bar charts, line charts, heat maps, scatter plots, pie charts, maps, among others, are valuable tools for scrutinizing the performance and efficiency of a project. These visual tools serve multiple purposes, including performance comparison, temporal change tracking, and illustrating the distribution and relationships between different variables within the dataset.

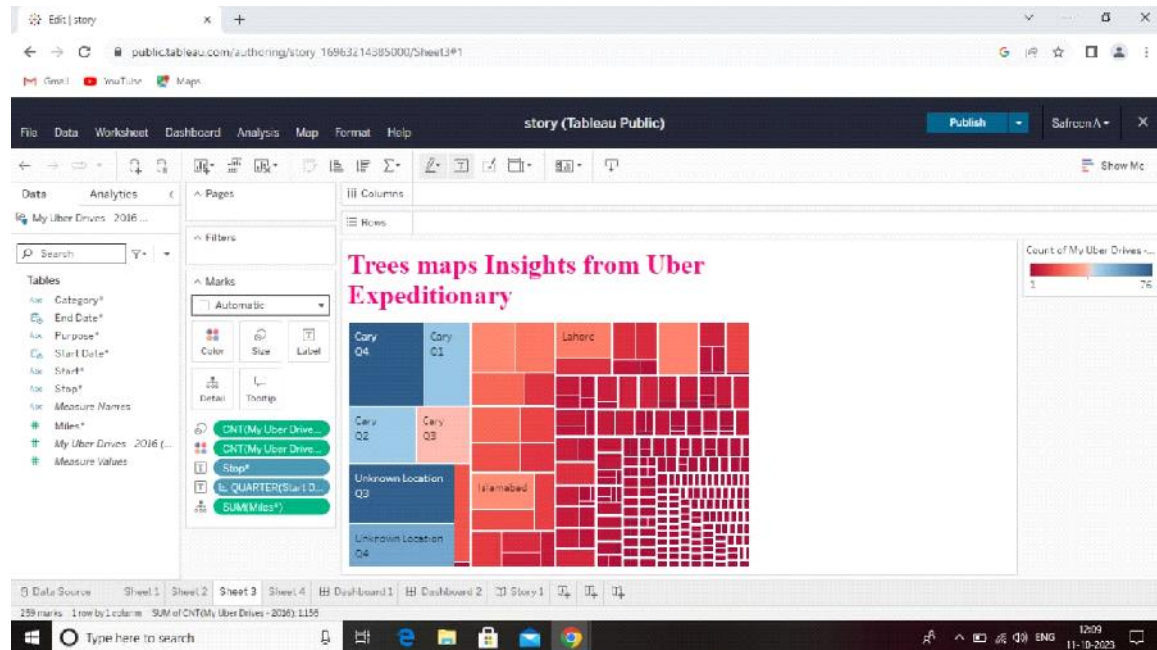
Horizontal Bars Uber Expeditionary Analysis



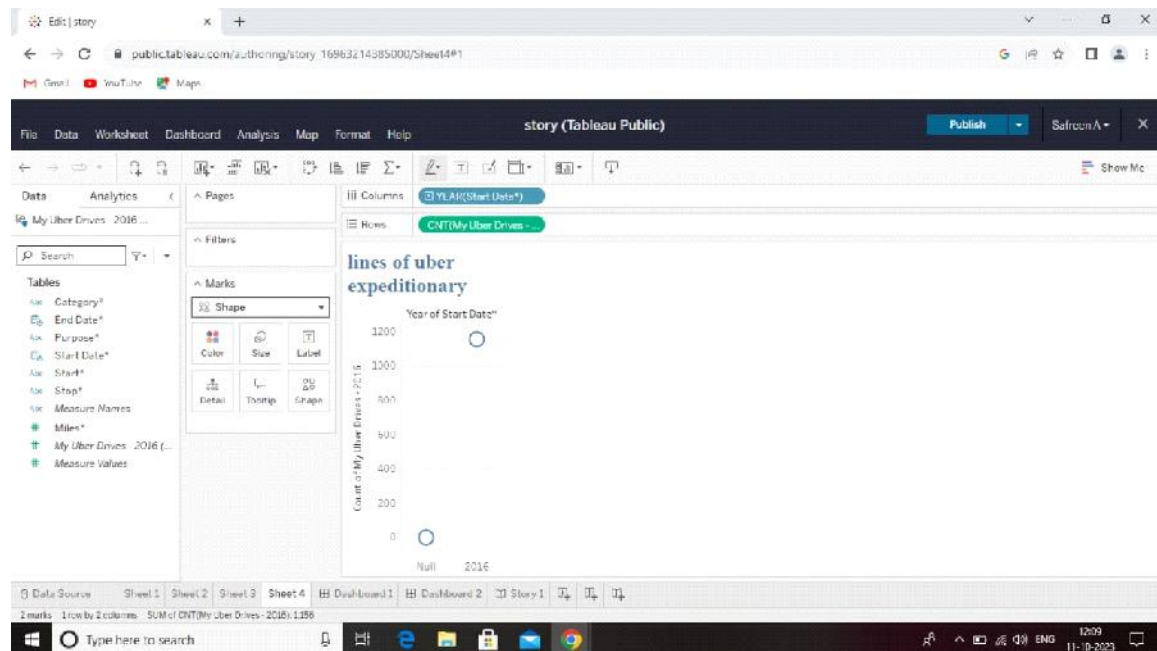
Packed Bubbles for voyage Vista



Trees maps Insights from Uber Expeditionary

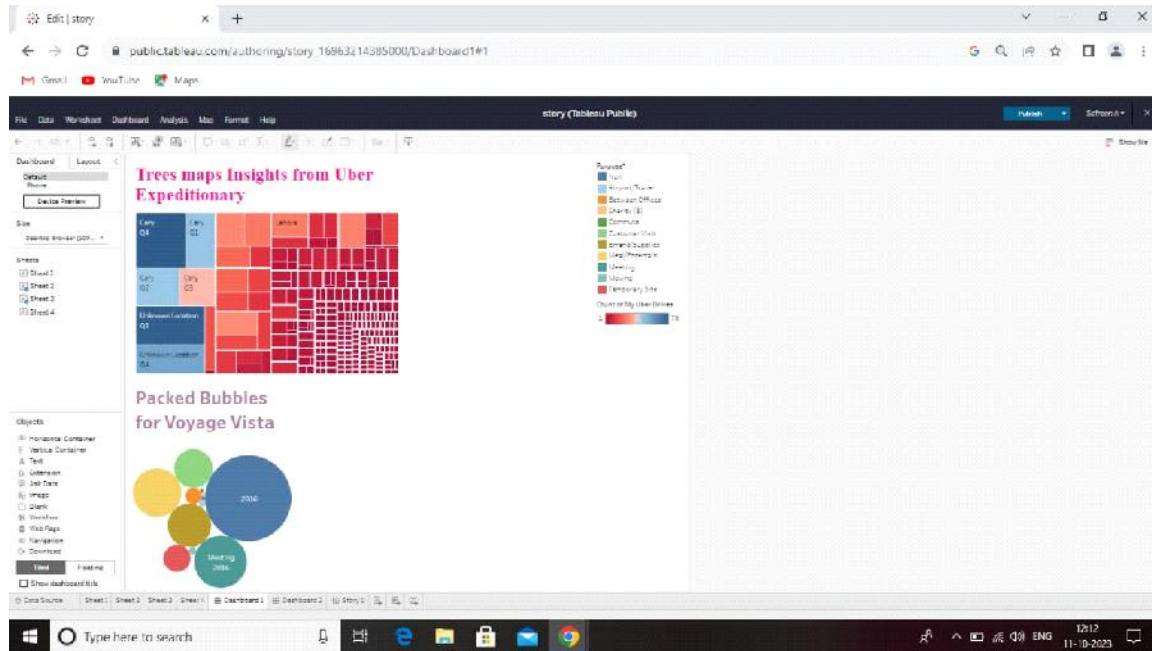


Lines of Uber expeditionary

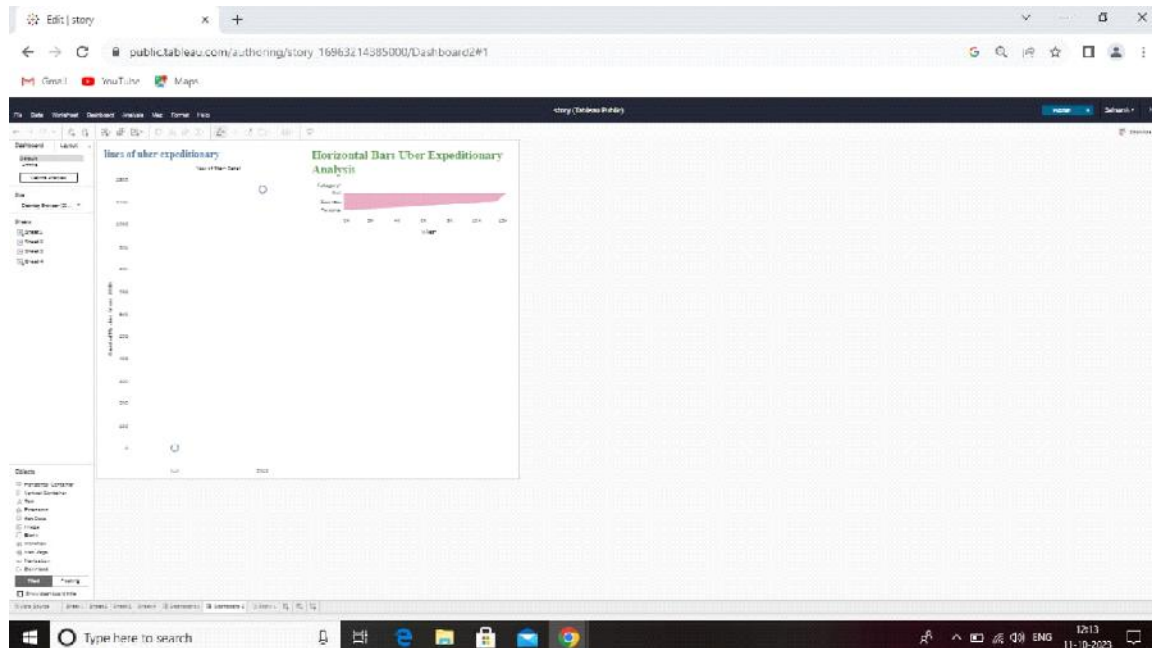


3.2 Dashboard

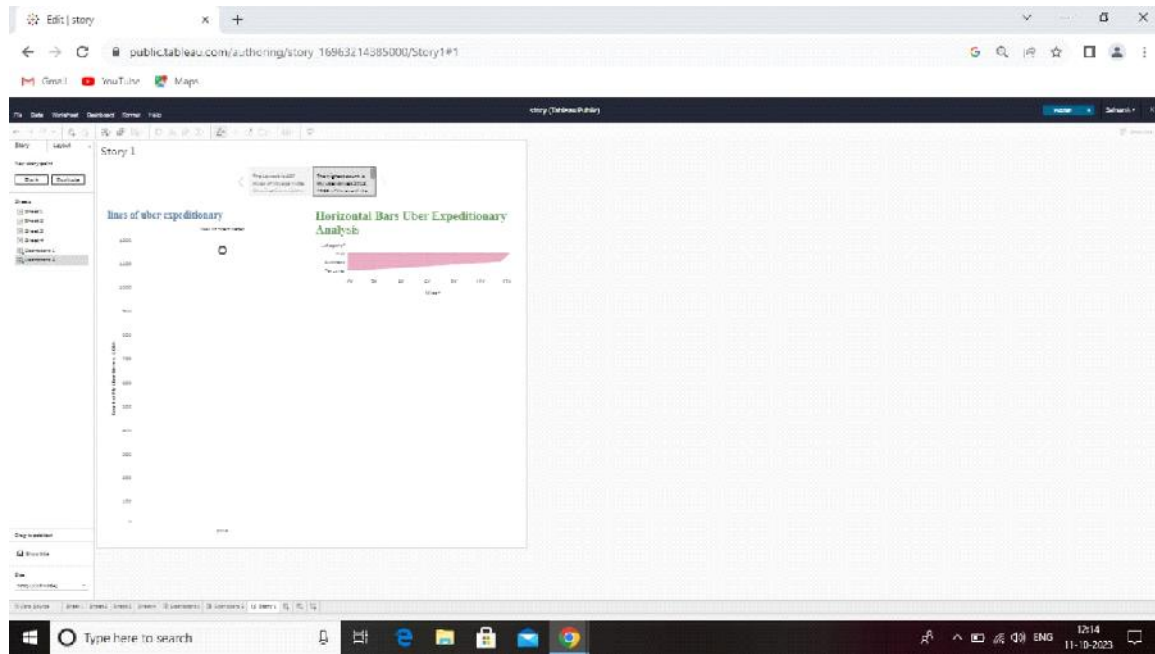
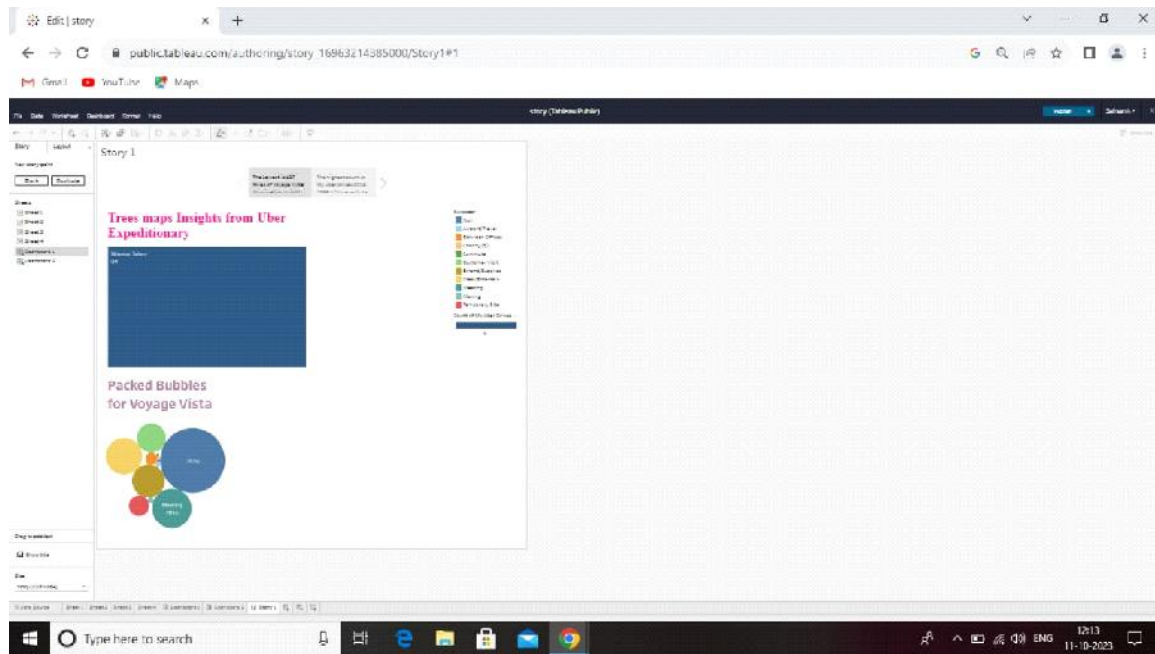
Dashboard 1



Dashboard 2



3.3 Story

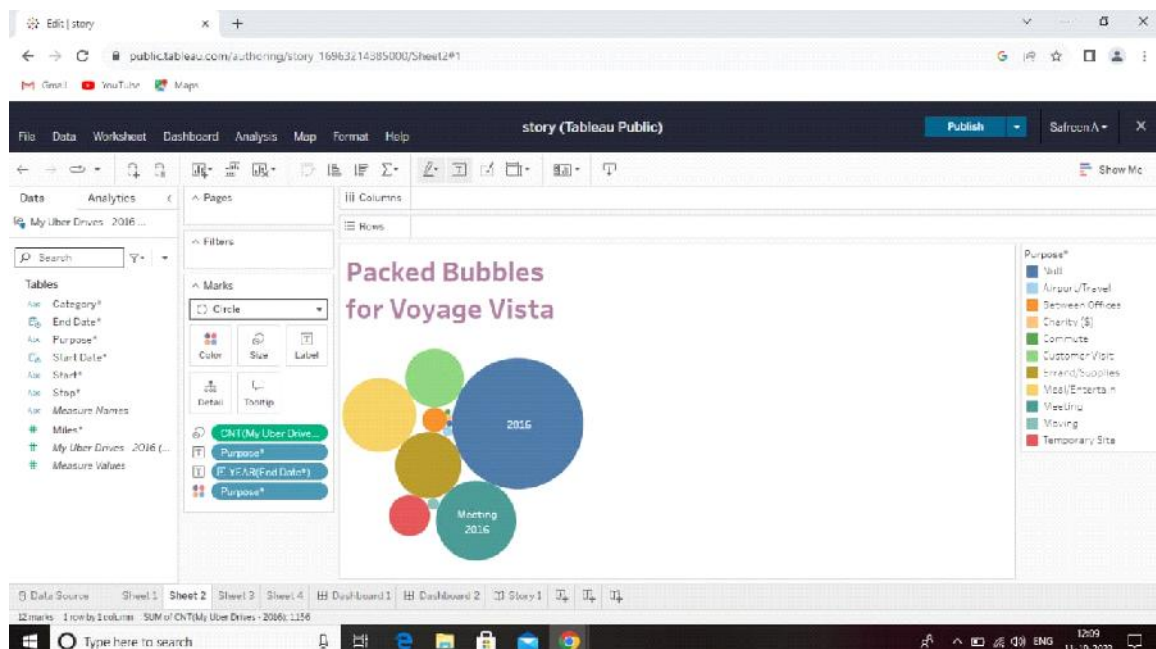
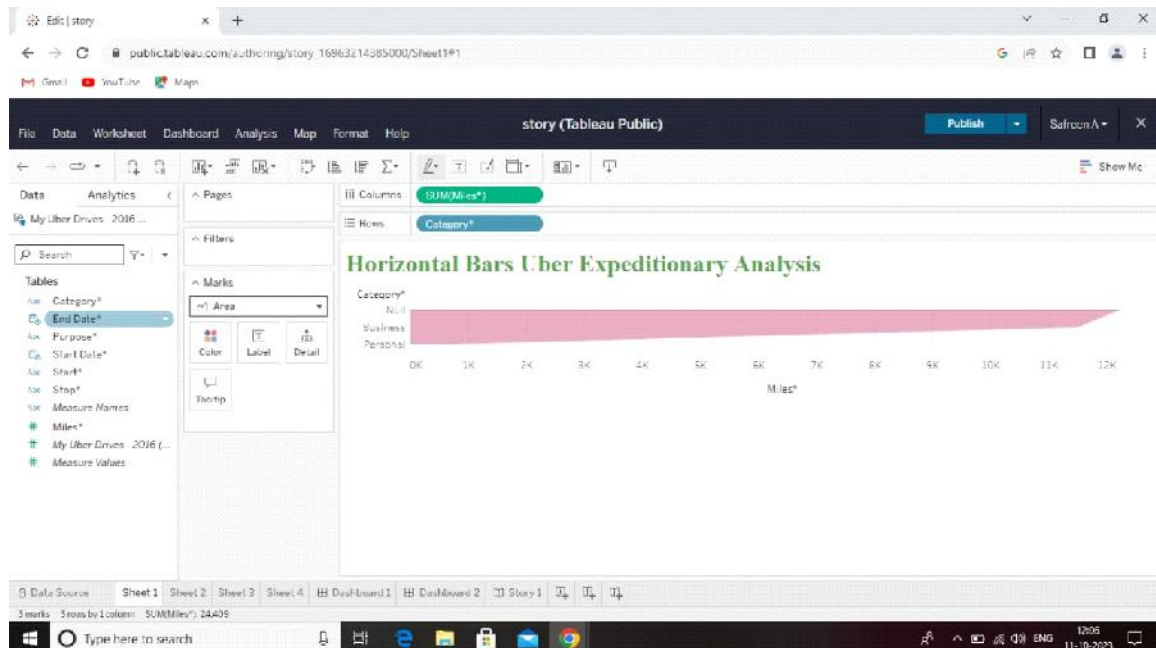


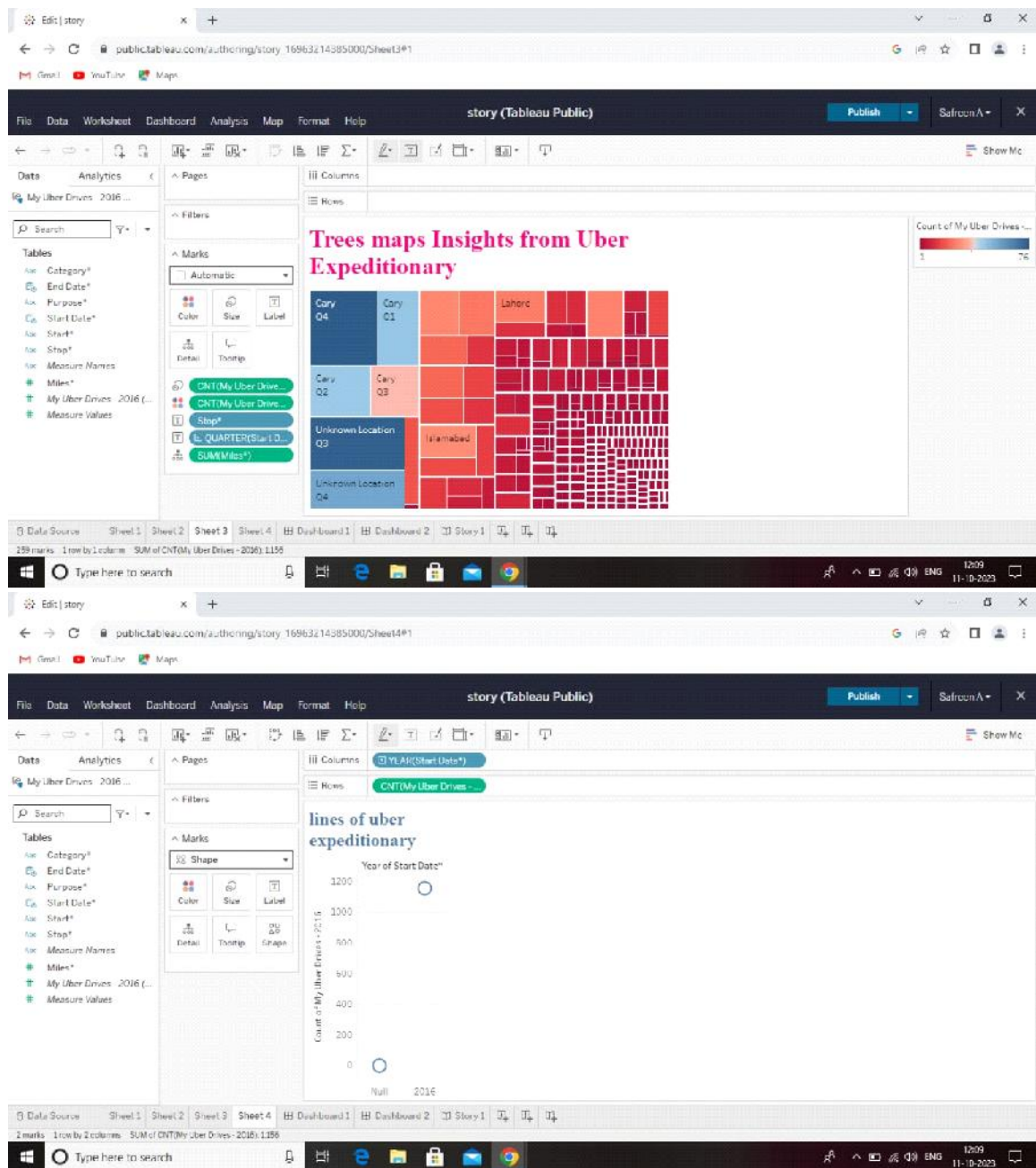
34 Performance Testing

Amount of Data Rendered to Tableau:

The volume of data presented in Tableau is directly influenced by the dimensions of the dataset.

Utilization of Data Filters:





No of Visualizations/ Graphs:

1. *Horizontal Bars Uber Expeditionary Analysis*
2. *Packed Bubbles for voyage Vista*
3. *Trees maps Insights from Uber Expeditionary*
4. *Lines of Uber expeditionary*

4. ADVANTAGES & DISADVANTAGES

4.1 Advantages

- Uber's advantages include door-to-door convenience, safety, and reliable quality
- A cab will be highly accommodating to your demands, and you will be able to arrange it around them
- It gives you the freedom to go anytime and anywhere you desire
- Similarly, unlike the bus or train, they would not have to make frequent stops to pick up additional passengers.
- Ola and Uber offered passengers AC and non AC taxi services at cheaper prices as per their requirement.
- These taxi services provide assured facilities at the desired location point through the mobile applications.
- It provides the much needed comfort with cheap fare.

4.2 Disadvantages

- Uber disadvantage include its surge pricing and the negative effects of replacing steady job with gig work
- With the foundation to build the most intelligent company on the planet by completely solving problems for riders
- Big data and Data Science are at the heart of everything Uber does-surge pricing, better detecting fake rides, fake cards, fake ratings, estimating fares and driver ratings.
- The company has disrupted taxicab businesses and allegedly caused an increase in traffic congestion
- Ridesharing companies are regulated in many jurisdictions and the Uber platform is not available in several countries where the company is not able or willing to comply with local regulations.

5. APPLICATIONS

Marketing Strategy Refinement: Offer insights for refining Uber marketing strategy in India based on customer preferences and market penetration.

Innovation Focus: Guide Uber in focusing on innovations aligned with Indian consumer preferences and societal changes.

Economic Partnership Opportunities: Identify potential economic partnership opportunities for Uber within the Indian tech ecosystem.

6. CONCLUSION

The study reveals the customer satisfaction about the cab service, the factors they give importance in selection of the service provider, comfort, convenience, service quality and customer care rendered. This will help the service provider at an important input to understand about the customer satisfaction about their service, and to what extent they are with us by utilizing our services. The finding depicts the exact replica customer's mindset and level of satisfaction towards the service provider operating the call taxi in the market appropriate suggestion were provided considering the facts and feasibility, if the market players take these outcomes into account and act it sure to create full satisfaction rather delight the customer and the market base. This will also help the service provider fulfill the customer expectation that fetch us the goodwill and develop their brand image in the market

7. FUTURE SCOPE

Set up 9 years ago, the company has grown impressively and now operates in about 632 cities across 78 countries. Having 75 million active users, Uber manages 15 million rides daily. The company expects by 2021, around 539.49 million users will use its taxi services. 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.