



Says

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



Thinks

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



Feels

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



Does

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

[See an example](#)



Persona's name
Illuminating insights
From uber
expeditionnary
analysis

Uber is a multinational transportation network company that operates a ridehailing platform.

Uber Driver Analysis refers to the Analyzing the number of trips taken by Uber drivers can provide insights into their overall activity.

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

And the demand for rides in specific areas.

Uber's data can be analyzed on a daily, weekly, monthly basis to undestand the trends and patterns of trip volumes.

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

This analysis can help identify peak hours of 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.

The Major of our project is to use data Analyzing techniques to find unknown patterns in the Uber Drives dataset.

Illustrating what's happening behind the scenes while customers are waiting. They making customers feel they are making continuous progress toward their goal.

Uber's data can be analyzed on a daily, weekly, monthly basis to understand the trends and patterns of trip volume.

This analysis can help Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability.