



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?



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?

Creating Dashboard

Analysing Uber

Story Using Tableau

PROJECT DESCRIPTION  
Uber is a multinational transportation network company that was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California. It offers a convenient way for individuals to request rides from drivers who use their own personal vehicles.

CREATING DASHBOARD  
7 Steps to create dashboard  
1.Import the necessary data into Excel  
2.Set up your workbook  
3.Add new data to a table  
4.Data analysis  
5.Determine the visuals  
6.Create your Excel dashboard  
7.Customize your dashboard

STORY USING TABLEAU  
In essence a tableau story narrates key insights to answer a data question via a series of logically connected visuals



PROJECT FLOW  
Define problem/objective  
1.Data understanding  
2.Data Extraction  
3.Data Preparation  
4>Data visualization  
5.Dashboard  
6.Story  
7.Performance Testing  
8.Feedback  
9.Report Generation & Documentation

DATA COLLECTION METHODS  
Some common data collection methods include  
1.Surveys  
2.Interviews  
3.Observations  
4.Focus groups  
5.Experiments  
6.Secondary data analysis

HOW UBER COLLECT THEIR DATA  
Their data is collected in a Hadoop data lake and it uses spark and hadoop to process the data then data comes from a range of data types and databases like RDBMS, data lakes, IoT data, and the event messaging system, Apache Kafka.

GOOD DASHBOARD TABLEAU  
What makes a good dashboard is by avoid displaying the same information in different chart types to make them look good. Those two can be combined into one chart.

UBER USE DATA VISUALIZATION  
The data is stored into the database for supply and demand algorithm analysis

CORE FEATURES OF SELF-SERVICE DATA PREPARATION TOOLS  
Data discovery and profiling  
>Catalog and metadata > Data structuring and modeling > Data transformation > Data curation > Enrichment > Collaboration > Data discovery and profiling



Does

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



Feels

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