

# ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS

SUBMITTED BY

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## ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS

### 1. INTRODUCTION

#### 1.1 OVERVIEW

##### Project Description

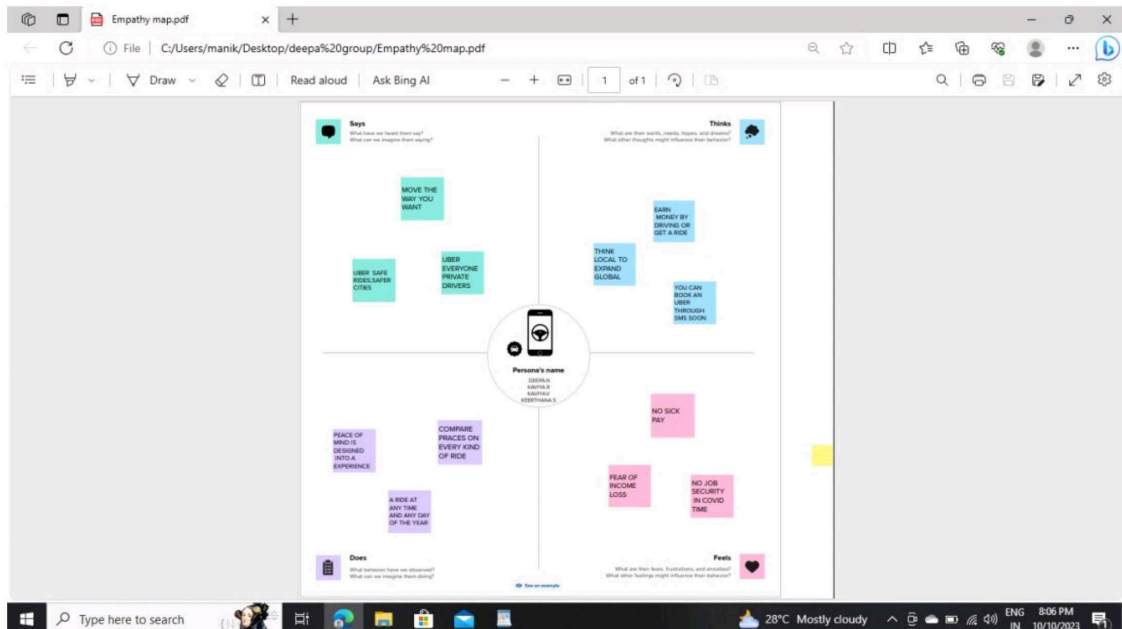
Uber is a multinational transportation network company that operates a ride-hailing platform. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California. Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand. Current project is carried out using data analyzing techniques on Uber drivers data collected from the year 2016.

#### 1.2 Purpose

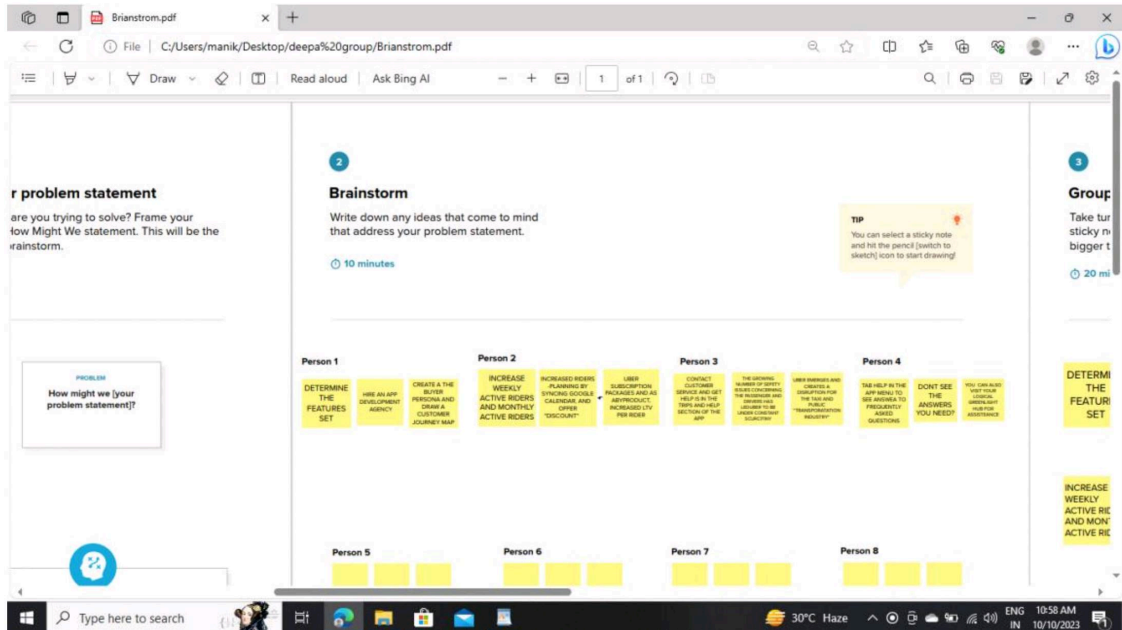
Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid. More specifically, Uber is a ridesharing company that hires independent contractors as drivers.

### 2. PROBLEM DEFINITION & DESIGN THINKING

#### 2.1 EMPATHY MAP

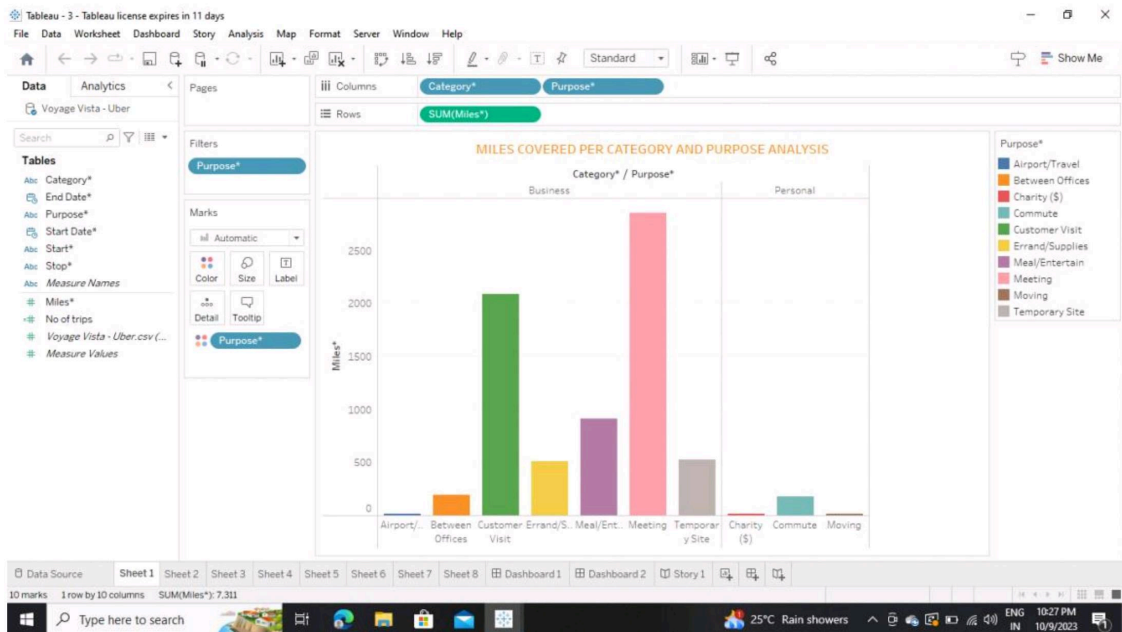


#### 2.2 IDEATION & BRAINSTORMING MAP

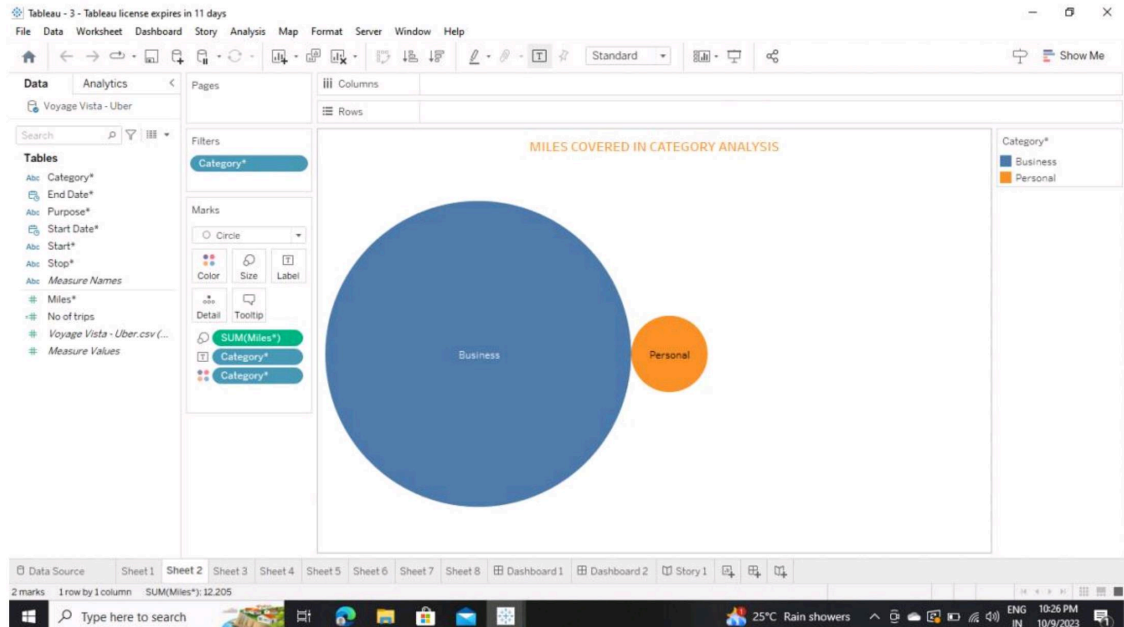


## RESULT

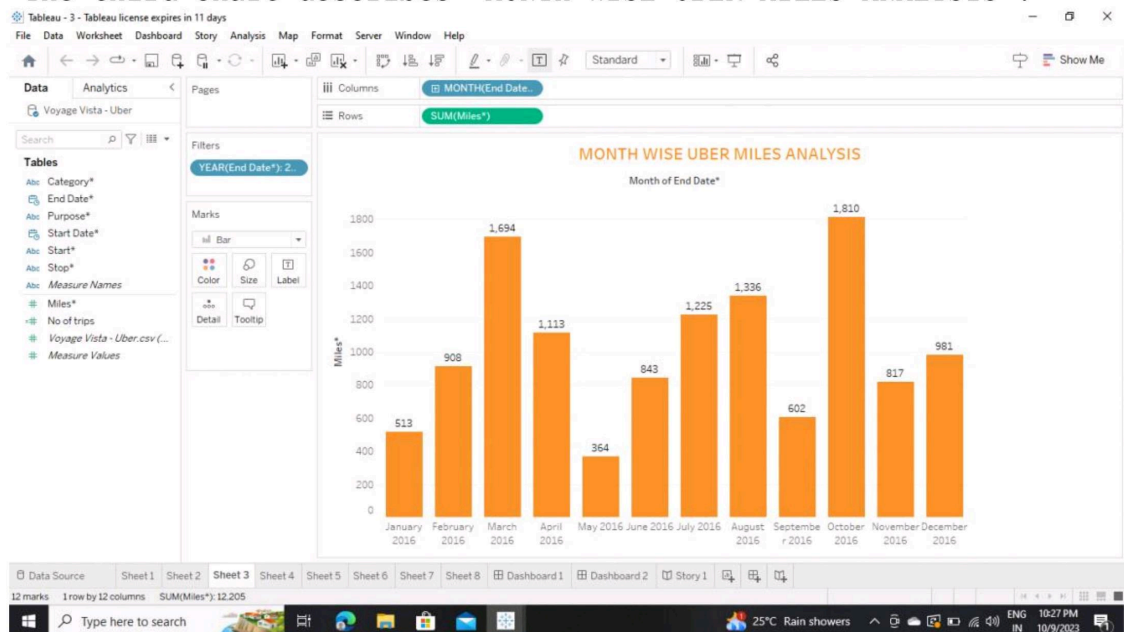
The first visualization explains the "MILES COVERED BY PER CATEGORY AND PURPOSE ANALYSIS"



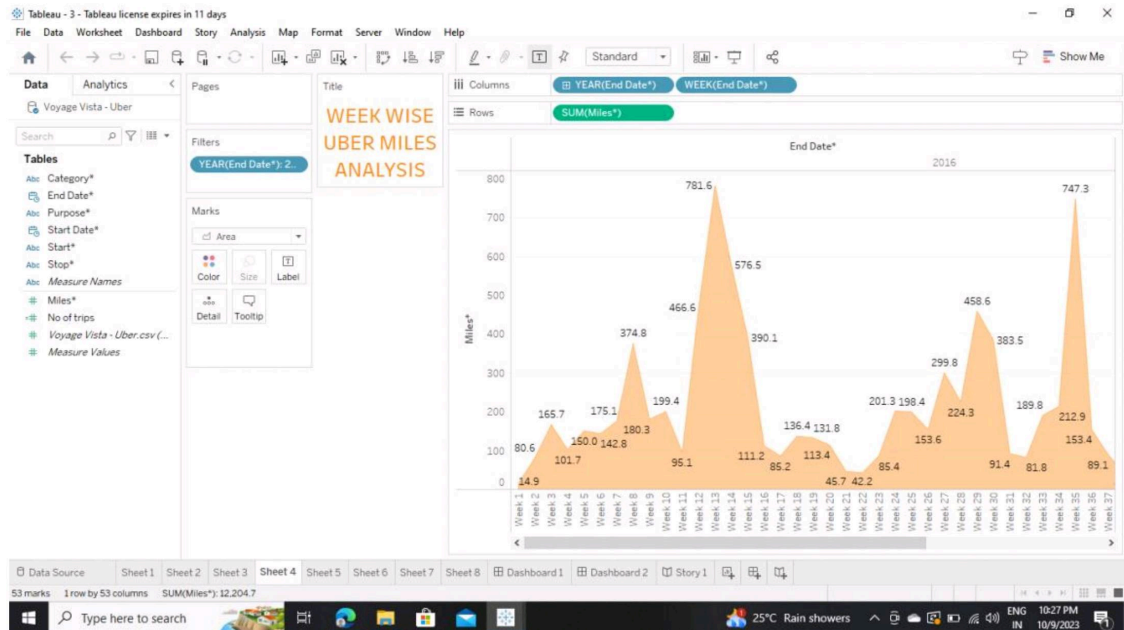
Second chart gives the visualization of "MILES COVERED IN CATEGORY ANALYSIS"



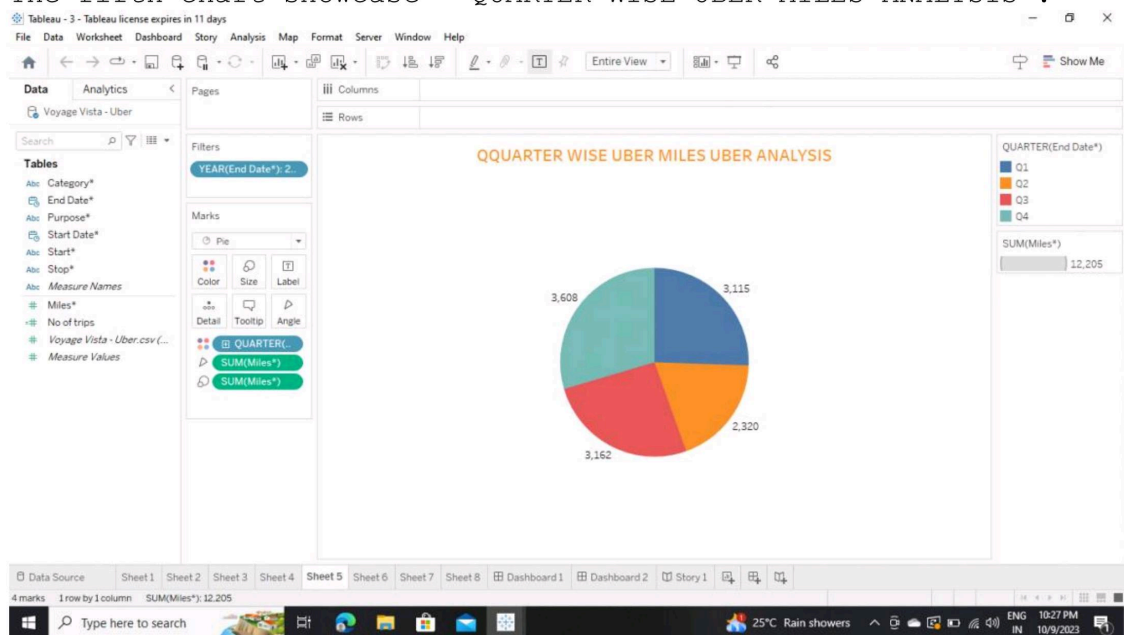
The third chart describes "MONTH WISE UBER MILES ANALYSIS".



The forth chart gives the "WEEK WISE UBER ANALYSIS".

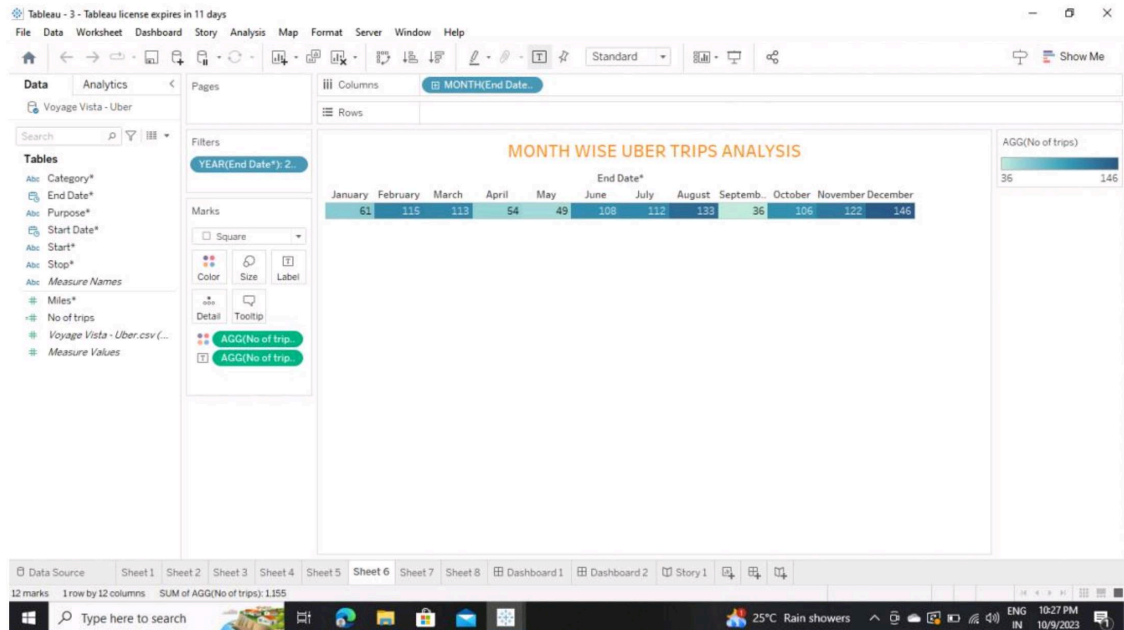


The fifth chart showcase "QUARTER WISE UBER MILES ANALYSIS".

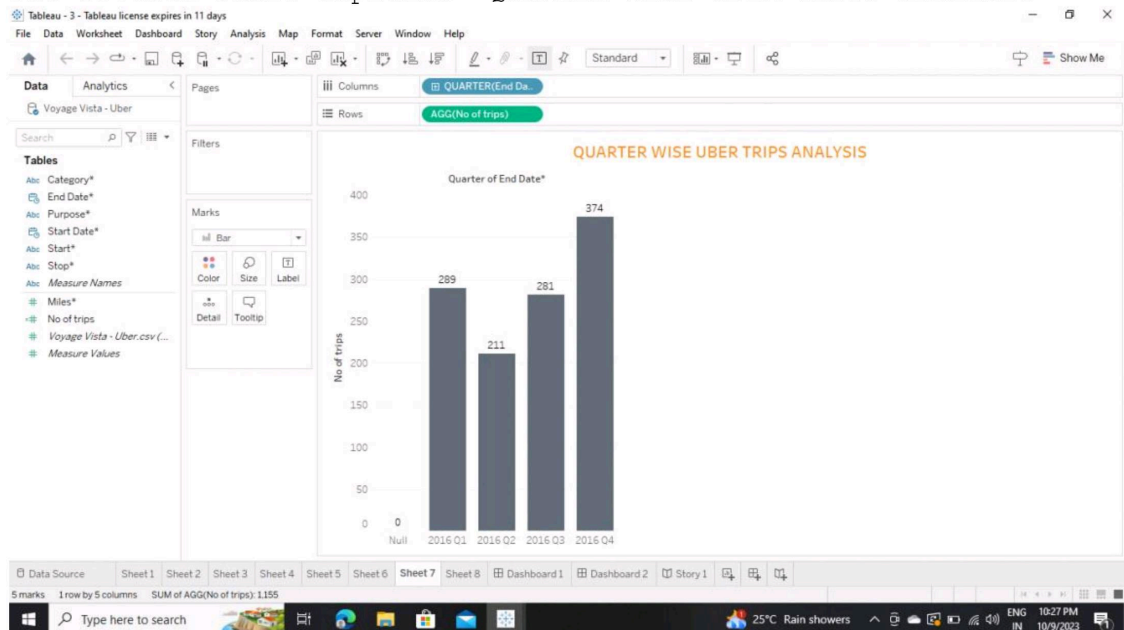


The sixth chart shows "MONTH WISE UBER TRIPS ANALYSIS" (ie., January month to December. In December more no one of uber trips have been taken.

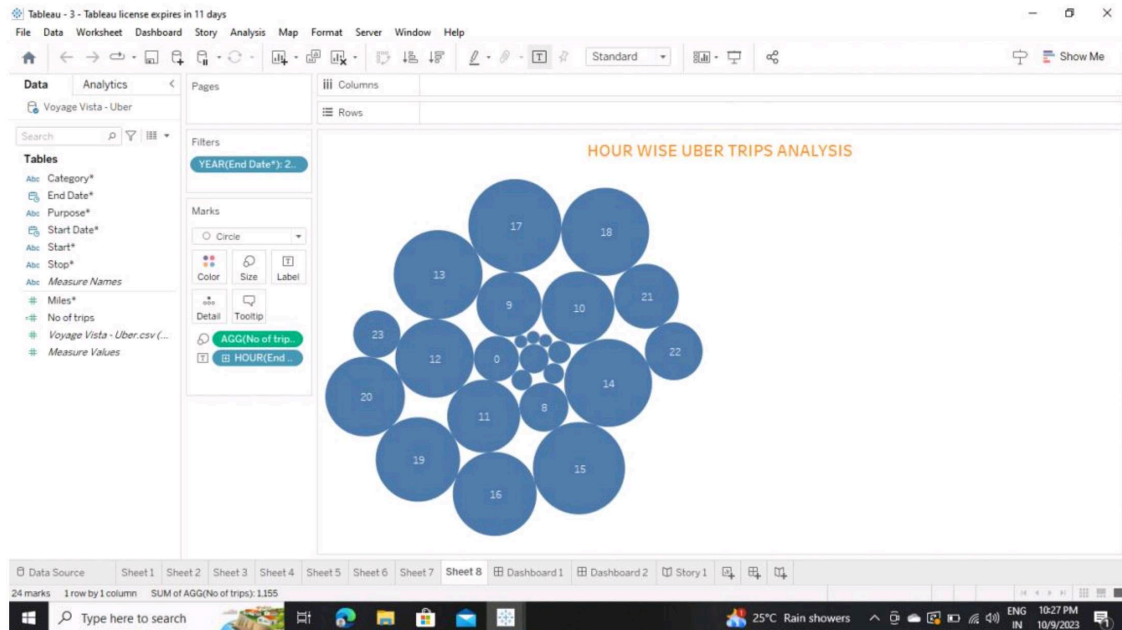




The seventh chart explains "QUARTER WISE UBER TRIPS ANALYSIS"



The 8th chart in "HOUR WISE UBER TRIPS ANALYSIS" and its contain trips analysis. uber is busy from 3-7 pm.



#### 4 . ADVANTANGES AND DISADVANTANGES

##### ADVANTANGES

1. Ease of booking .
2. Clean comfortable cars.
3. Pricing is usually cheaper than radio cabs in Calcutta.
4. Map-based navigation helpful on unfamiliar routes.

##### DISADVANTANGES

- 1 No advance booking .
- 2 ETA can be inaccurate given traffic conditions.
- 3 Halts of chores can prove costly .
- 4 Additional stops may result in higher fares

##### APPLICATION

MARKETING:Taxi booking app develop and solution.

PRODUCT DEVELOPMENT: Uber is a huge company and and has a UX research team to market research for product development .

CUSTOMER EXPERIENCE : Uber customers service for fastest support .

SALES: 31.88 us dollars.

MARKETING EXPANSION : Uber willingness to take risk and risk and enter new market .

SUPPLY CHAIN: Completely demand driven .

DIGITAL PRESENCE: Users digital promotional tools to educate and engaged customer.

BRAND PERCEPTION: Consumers of an choose Nike products for their preseved quality ,style and association athleticism.

RISK: Theft assault, sexual assault and auto accident.

## 6 CONCLUSION

Uber is succesful because it found some very specific needs that were not being met by traditional taxis or car service.

## 7 FUTURE SCOPE

Uber has developed sharing air transporation -planned for 2023 beetween suburbs and cities,and utimately within cities.