Illuminating Insights From Uber Expeditionary Analysis
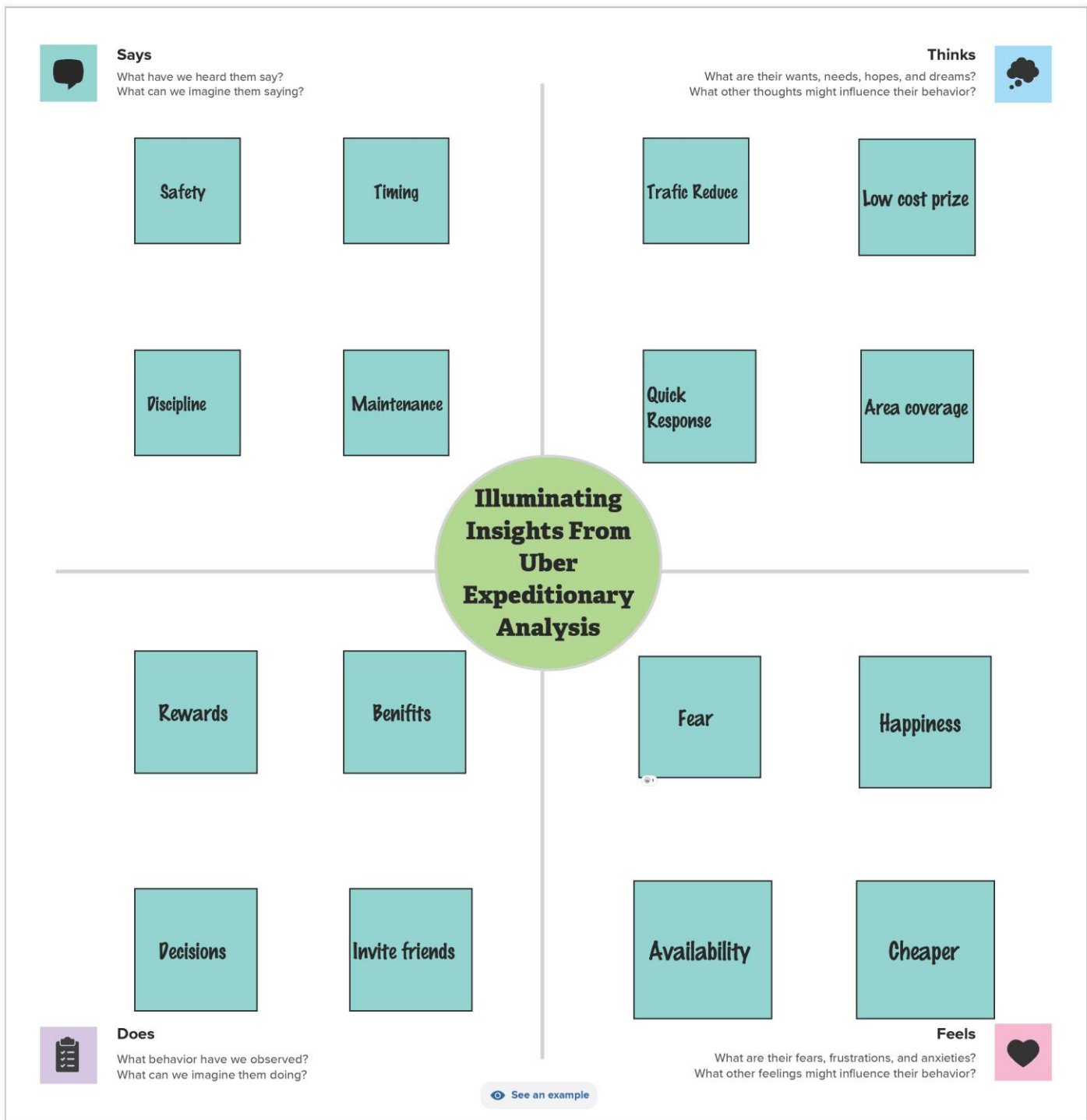
Overview

Uber is a global provider of transportation networks and a platform for ride-hailing services. Its headquarters are in San Francisco, California, and it was established in 2009 by Garrett Camp and Travis Kalanick. Uber offers people a practical way to make requests. Rides provided by drivers who operate their own automobiles. Uber Driver Analysis is the study of the number of journeys that Uber drivers have taken.
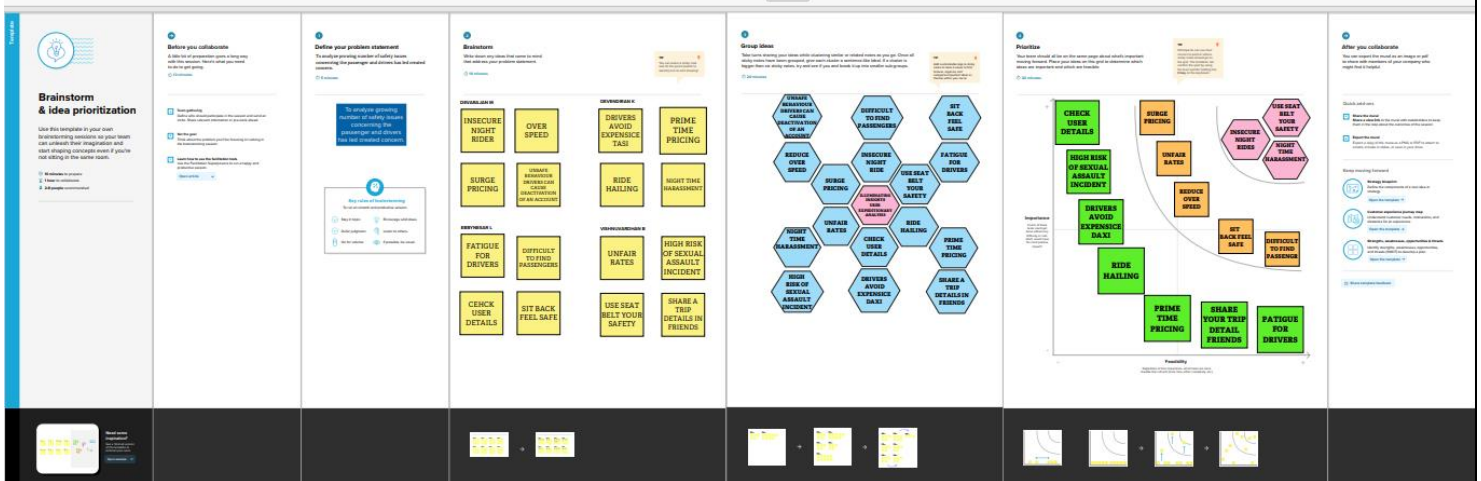
Purpose

The purpose of Uber analysis is to understand the strengths, weaknesses, opportunities, and threats of Uber as a business and as a platform. Uber analysis can help to evaluate Uber's performance, identify its competitive advantages and disadvantages, and explore its potential for growth and innovation. Uber analysis can also help to examine the social, economic, and environmental impacts of Uber's services on various stakeholders, such as drivers, customers, regulators, and competitors.

EMPATHY MAP

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?

Safety

Timing

Trafic Reduce

Low cost prize

Discipline

Maintenance

Quick Response

Area coverage

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Rewards

Benifits

Fear

Happiness

Decisions

Invite friends

Availability

Cheaper

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?
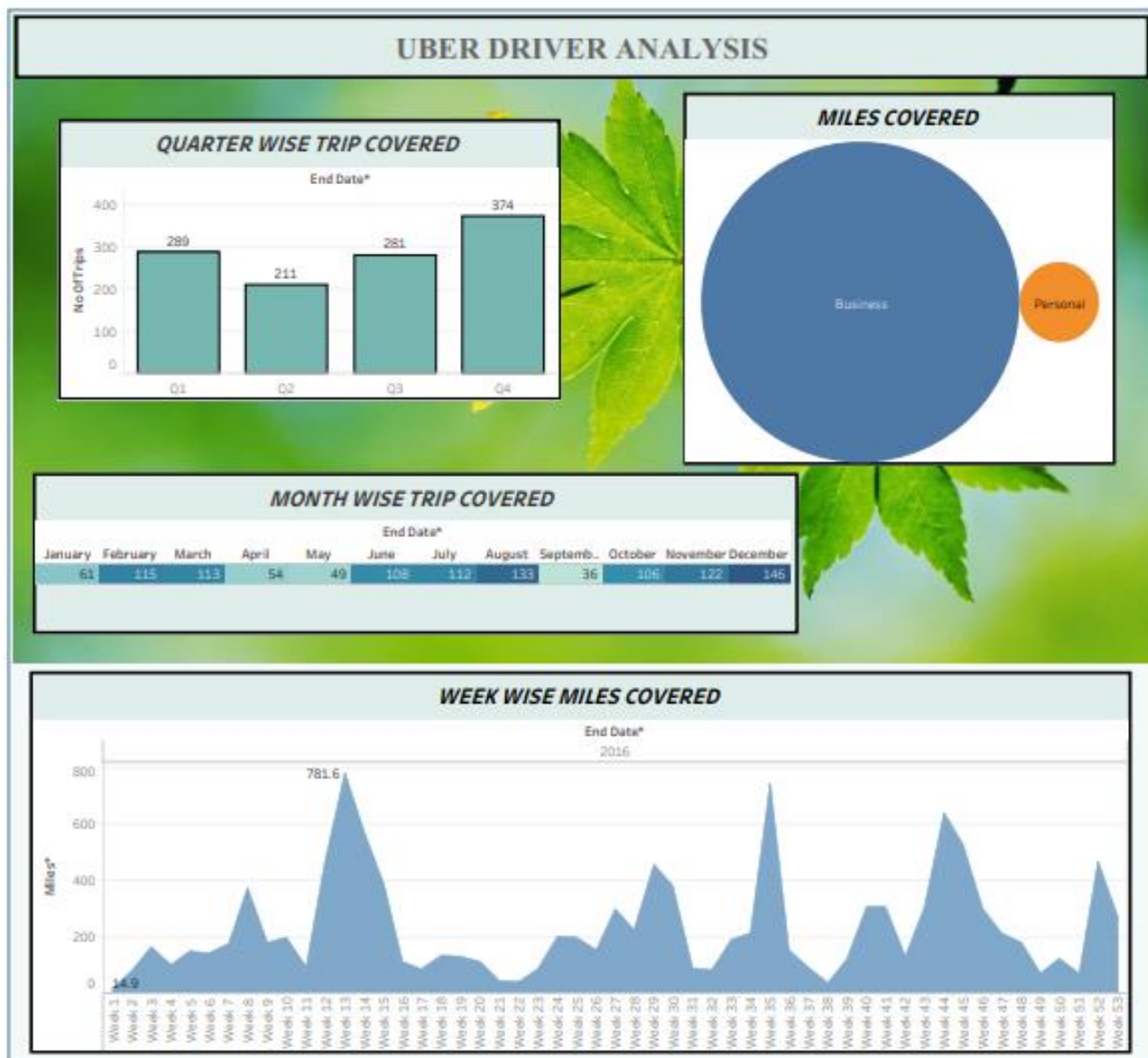
See an example

BRAISTROMAN MAP

RESULT

Uber faces many challenges and controversies regarding its business model, such as worker rights, safety, competitive practices, and legal issues. It has a net loss of $9.1 billion in 2022 despite generating a revenue of $31.9 billion.
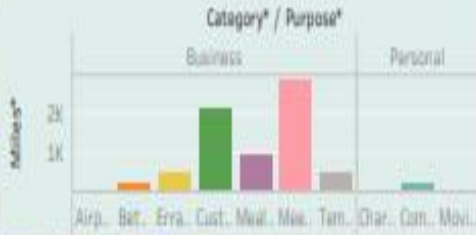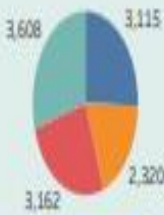
DASHBOARD

UBER DRIVER ANALYSIS

QUARTER WISE TRIP COVERED

End Date*

Quarter	No Of Trips
Q1	289
Q2	211
Q3	281
Q4	374

MILES COVERED

Business
Personal

MONTH WISE TRIP COVERED

End Date*

January	February	March	April	May	June	July	August	Septemb..	October	November	December
61	115	113	54	49	108	112	133	36	106	122	146

WEEK WISE MILES COVERED

End Date*
2016

781.6

14.9

UBER DRIVER ANALYSIS

MONTH WISE UBER MILES

End Date*

Miles*: 513, 908, 1,694, 1,113, 364, 843, 1,225, 1,336, 602, 1,810, 817, 981

(Jan., Feb., Mar., Apr., May, June, July, Aug., Se., Oc., No., De.)

CATEGORY AND PURPOSE ANALYSIS

Category* / Purpose*

Business | Personal

Miles*

(Airp., Bet., Erra., Cust., Meal., Mee., Tem. | Char., Com., Movi.)

HOUR WISE TRIP COVERED

QUARTER WISE MILES COVERED

3,608   3,115

3,162   2,320

Purpose*
- Airport/Travel
- Between Offices
- Charity ($)
- Errand/Supplies
- Commute
- Customer Visit
- Meal/Entertain
- Meeting
- Moving
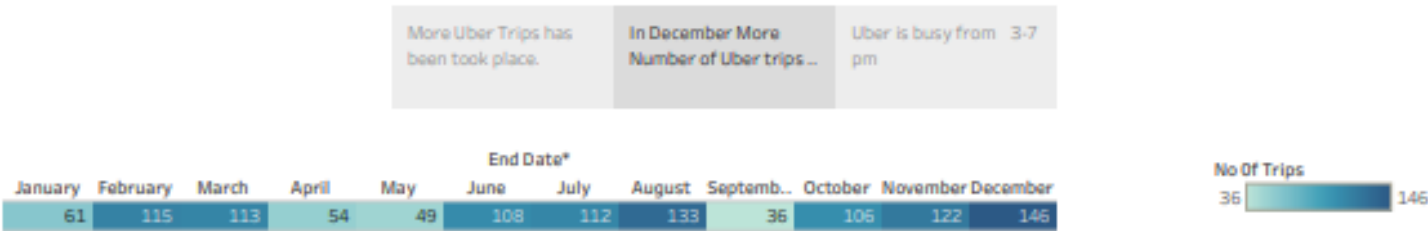- Temporary Site

Quarter of End Date*
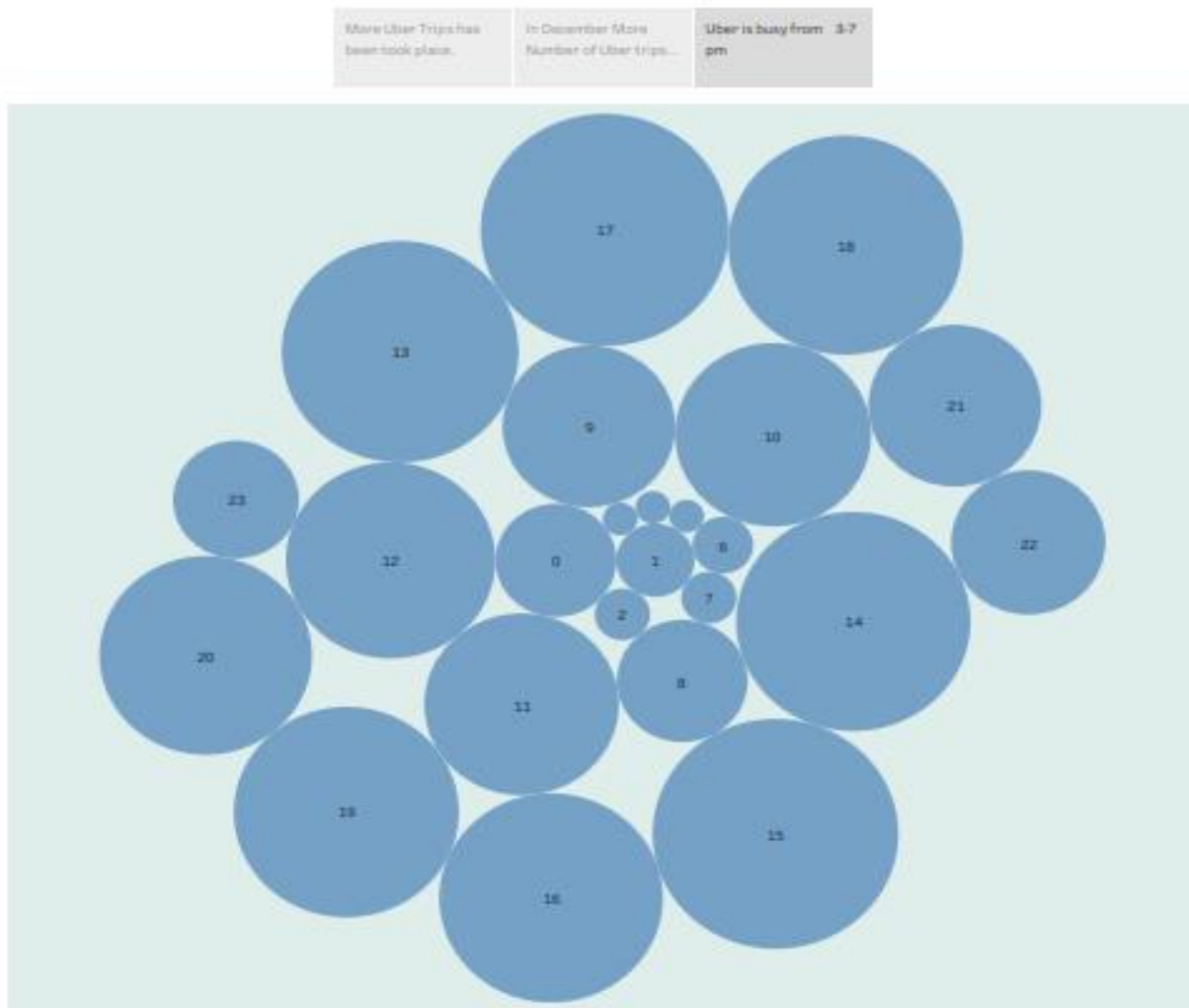- Q1
- Q2
- Q3
- Q4

Miles*

123

UBER TRIPS

More Uber Trips has been took place.	In December More Number of Uber trips ...	Uber is busy from 3-7 pm

End Date*

Measure Names
■ No Of Trips

Q1	Q2	Q3	Q4
289	211	281	374

UBER TRIPS

More Uber Trips has been took place.	In December More Number of Uber trips ...	Uber is busy from 3-7 pm

End Date*

No Of Trips
36 — 146

January	February	March	April	May	June	July	August	Septemb...	October	November	December
61	115	113	54	49	108	112	133	36	106	122	146

UBER TRIPS

ADVANTAGES

- ❖ Easy of booking.
- ❖ Mab based navigation,helpful on ungamiliar routes.
- ❖ Pricing Usually cheaper than radio cash in Calcutta.
- ❖ Option of sharing link allowing another person to track the car,useful for single travellers at night.
- ❖ One time registration allows a uber to access Uber in every city where the service is offered.

DISADVANTAGES

- ❖ No advance booking. Hence difficult to tank on Uber before important appointments or with a flight or train to catch.
- ❖ Expected time of arrival can be too long wherever the fleet is relatively small.
- ❖ ETA can be inaccurate, given traffic conditions.
- ❖ Halts for chores can prove costly. Additional stops may result in higher fares.

APPLICATIONS

- ❖ Dynamic Pricing
- ❖ Driver assignment
- ❖ Safety
- ❖ Customer experiences

CONCLUSION

The published dash board and relevent stories of the Uber drive analysis in the webpage helps to improve the uber caps in the future generation.

FUTURE SCOPE

- ❖ Offering more incentives and rewards for drivers who perform well or complete certain milestones.
- ❖ Providing more training and support for drivers who face difficulties or challenges.
- ❖ Creating more opportunities for drivers to interact with each other and share

their experiences.

❖ Giving more flexibility and autonomy for drivers to choose their schedules, routes, and fares.

❖ Improving the communication and transparency between Uber and its drivers.

LINK

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