



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?



Persona's name
Short summary of the persona

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

Uber is a multinational transportation network company that operates a ride-hailing platform

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

Uber Driver Analysis refers to the Analyzing 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 analyzed 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

Before starting manipulating and analyzing data, the first thing you should do is to think about the purpose

Depending on how many data and features you have, the analysis could go to the infinite and beyond

Uber is the company behind the data for moving people and making deliveries hassle-free

Trips can be analyzed 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

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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?