

## Says

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

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



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.



The research is carried out on Uber drives data collected from the year 2016.

These metrics can help identify top-performing drivers and areas for improvement.



The business requirements of Uber analysis refer to the specific objectives and goals that Uber seeks to achieve.



Understand the relationship between driver supply and passenger demand at different times.

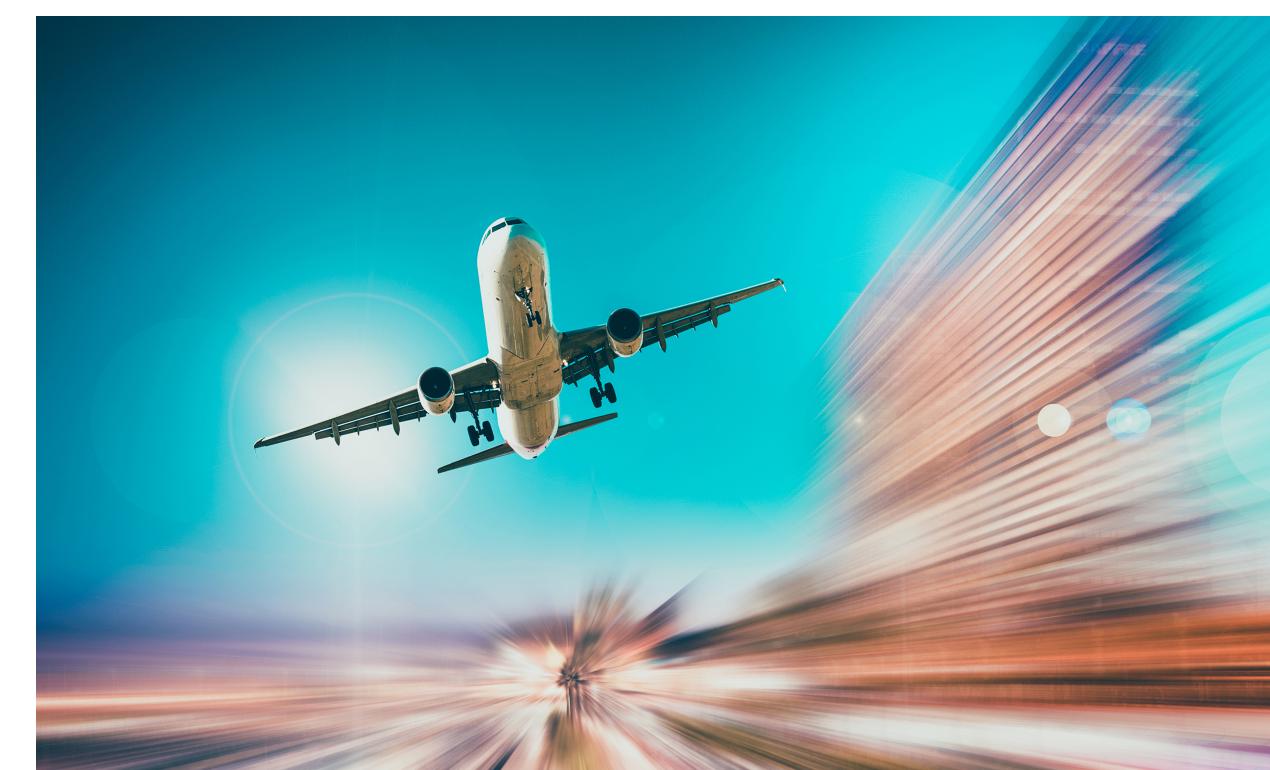


Identify peak hours and high-demand areas to optimize driver allocation and increase customer satisfaction.

Analyze driver routes and identify patterns to optimize navigation and reduce travel time.



Assess driver efficiency by analyzing metrics such as average time spent waiting for passengers, average distance driven per trip, and idle time between trips.



It involves gaining a clear and comprehensive understanding of the problem at hand, its context, scope, and objectives.

problem Understanding, also known as problem Definition or problem identification is the initial and critical phase of any data analysis or problem-solving process.



The major of our project is to use data Analysis techniques to find unknown patterns in the uber Drives dataset.

## Does

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



[See an example](#)

## 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?

