



"Uber User Insights: Understanding Customer's Journey"

UBER

Uber is a ride-hailing and transportation company that allows users to request and schedule rides, as well as track the progress of their driver in real-time.



Objectives

To analyze and understand the behavior, preferences, and patterns of customer who use Uber, providing valuable insights to enhance service offerings and customer experience.

Steps of Analysis



01

**Data
Cleaning**

02

**Exploratory Data
Analysis(EDA)**
-Univariate Analysis
-Bivariate Analysis

03

CONCLUSION

ABOUT DATASET

Our dataset is about a Uber's Customer, features about this datasets are:-

- It contains 1156 rows and 7 columns.
- Column names : START_DATE*,END_DATE*,CATEGORY*,START*,STOP*,MILES*,PURPOSE*
- First five rows of the dataset:-

	START_DATE*	END_DATE*	CATEGORY*	START*	STOP*	MILES*	PURPOSE*
0	1/1/2016 21:11	1/1/2016 21:17	Business	Fort Pierce	Fort Pierce	5.1	Meal/Entertain
1	1/2/2016 1:25	1/2/2016 1:37	Business	Fort Pierce	Fort Pierce	5.0	NaN
2	1/2/2016 20:25	1/2/2016 20:38	Business	Fort Pierce	Fort Pierce	4.8	Errand/Supplies
3	1/5/2016 17:31	1/5/2016 17:45	Business	Fort Pierce	Fort Pierce	4.7	Meeting
4	1/6/2016 14:42	1/6/2016 15:49	Business	Fort Pierce	West Palm Beach	63.7	Customer Visit

Data Sources:

The dataset was sourced from Kaggle. Here is the link:

<https://www.kaggle.com/datasets/bhanupratapbiswas/uber-data-analysis>

DATA CLEANING



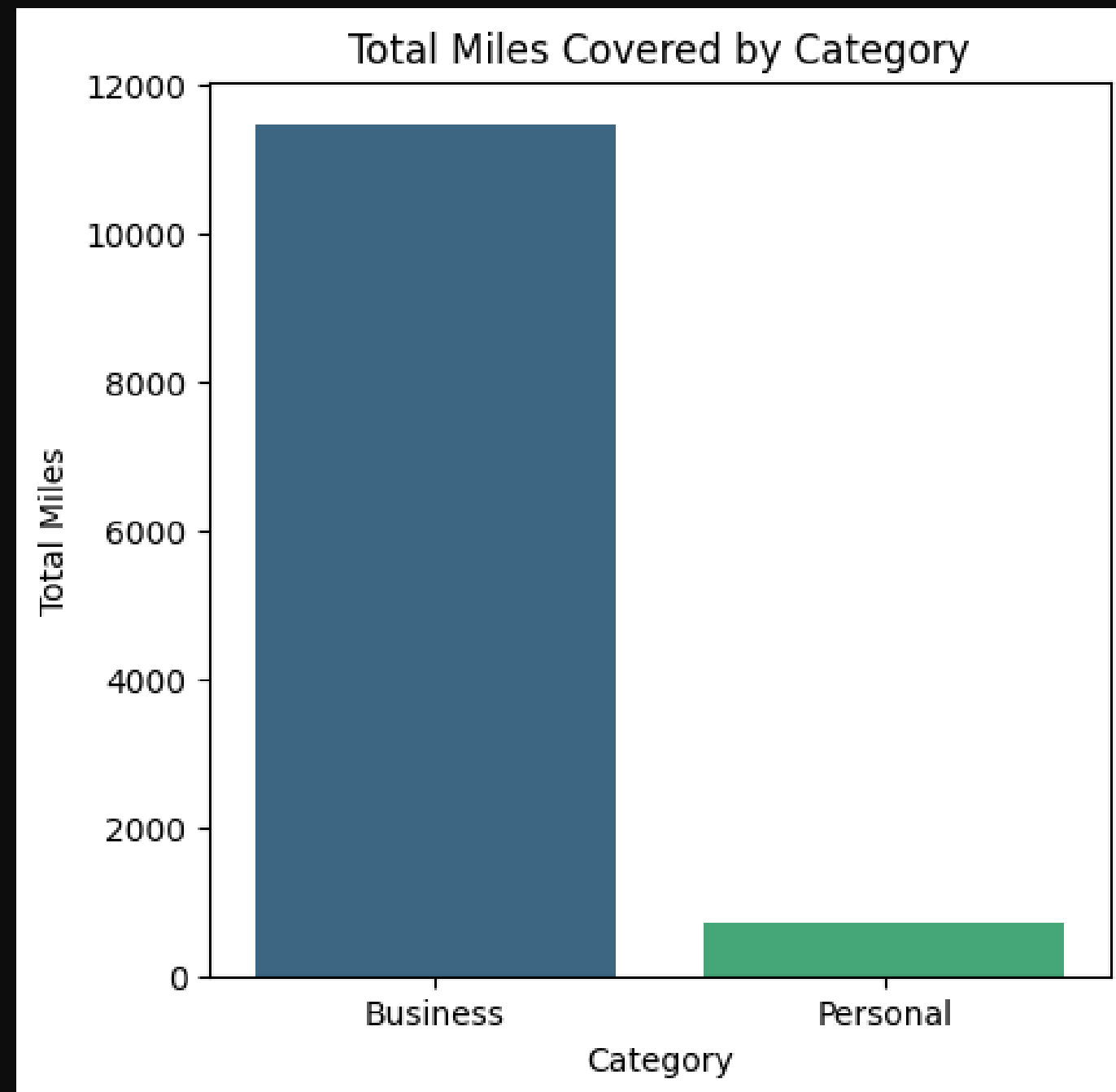
After loading the dataset, first step is to clean the data for making it suitable for further analysis. It includes:-

- **Identifying and Handling Missing Values:** Check for missing values in each column of the dataset. In our dataset, **PURPOSE* column** has around 55% missing values so it has been dropped.
- **Remove rows or columns which have duplicate entries.**
- **Data Type Conversion:** Convert data types of columns to the appropriate format (e.g., converting date columns to datetime format).
- **Standardization:** Standardize text fields by converting them to a consistent case (e.g., lowercase) and format to ensure uniformity.

And many more...

EXPLORATORY DATA ANALYSIS (EDA)

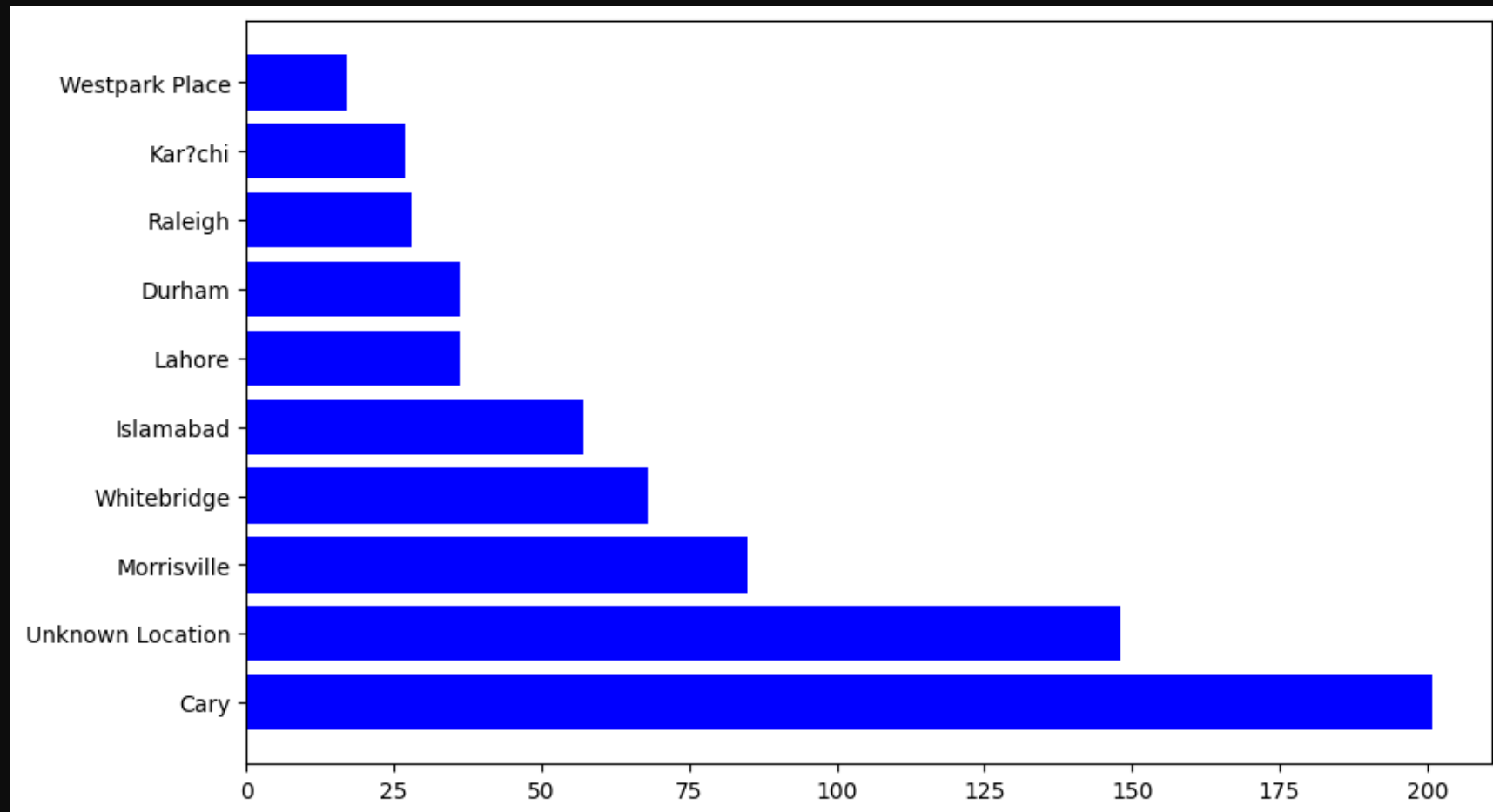
UNIVARIATE ANALYSIS : Univariate analysis explores each variable in a data set, separately.



*User mainly uses Uber cabs for its Business purposes .

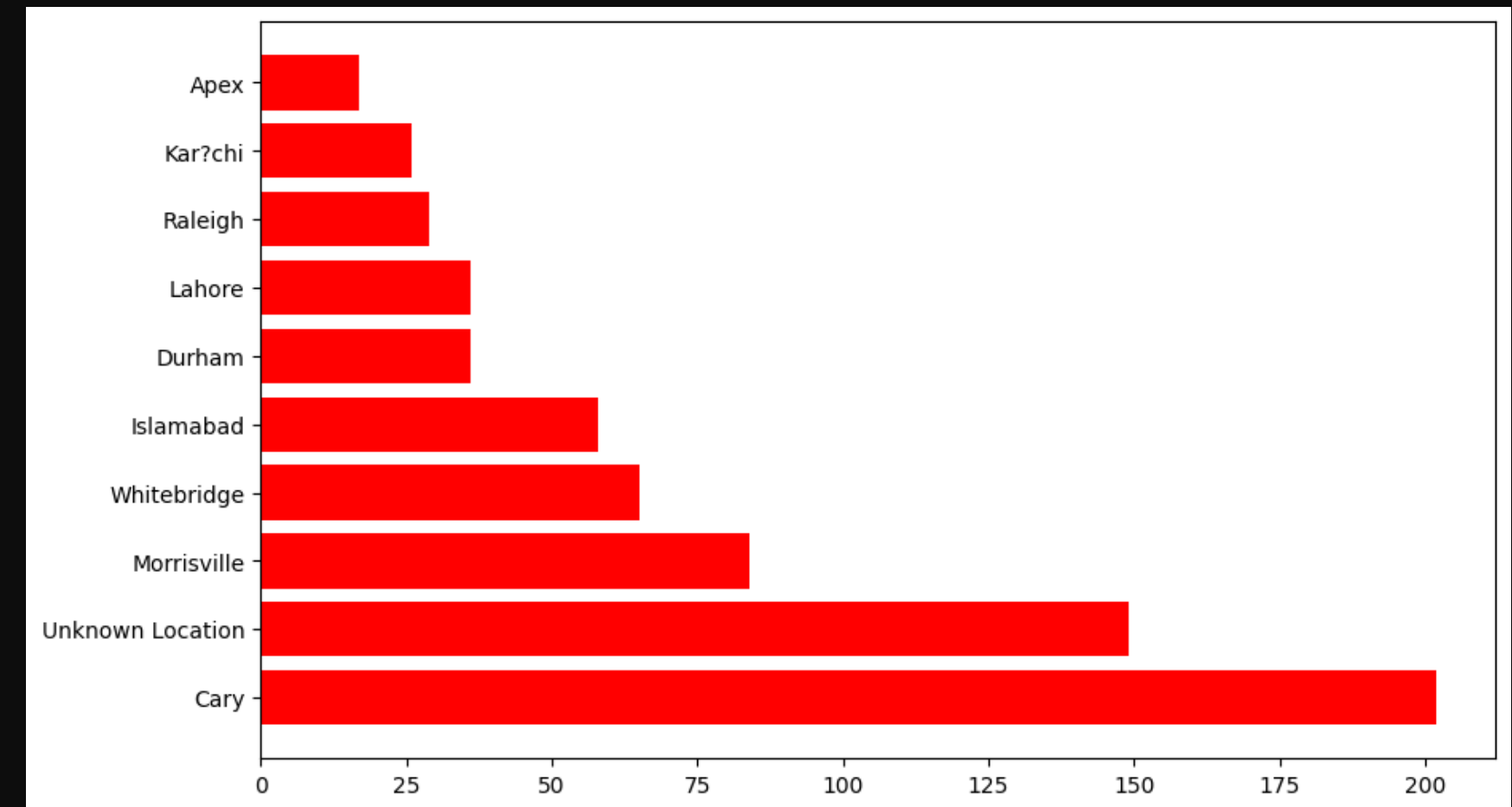
EXPLORATORY DATA ANALYSIS (EDA)

There are 177 unique starting points



Cary is the most popular
Starting point for this user

There are 188 unique Stop points.

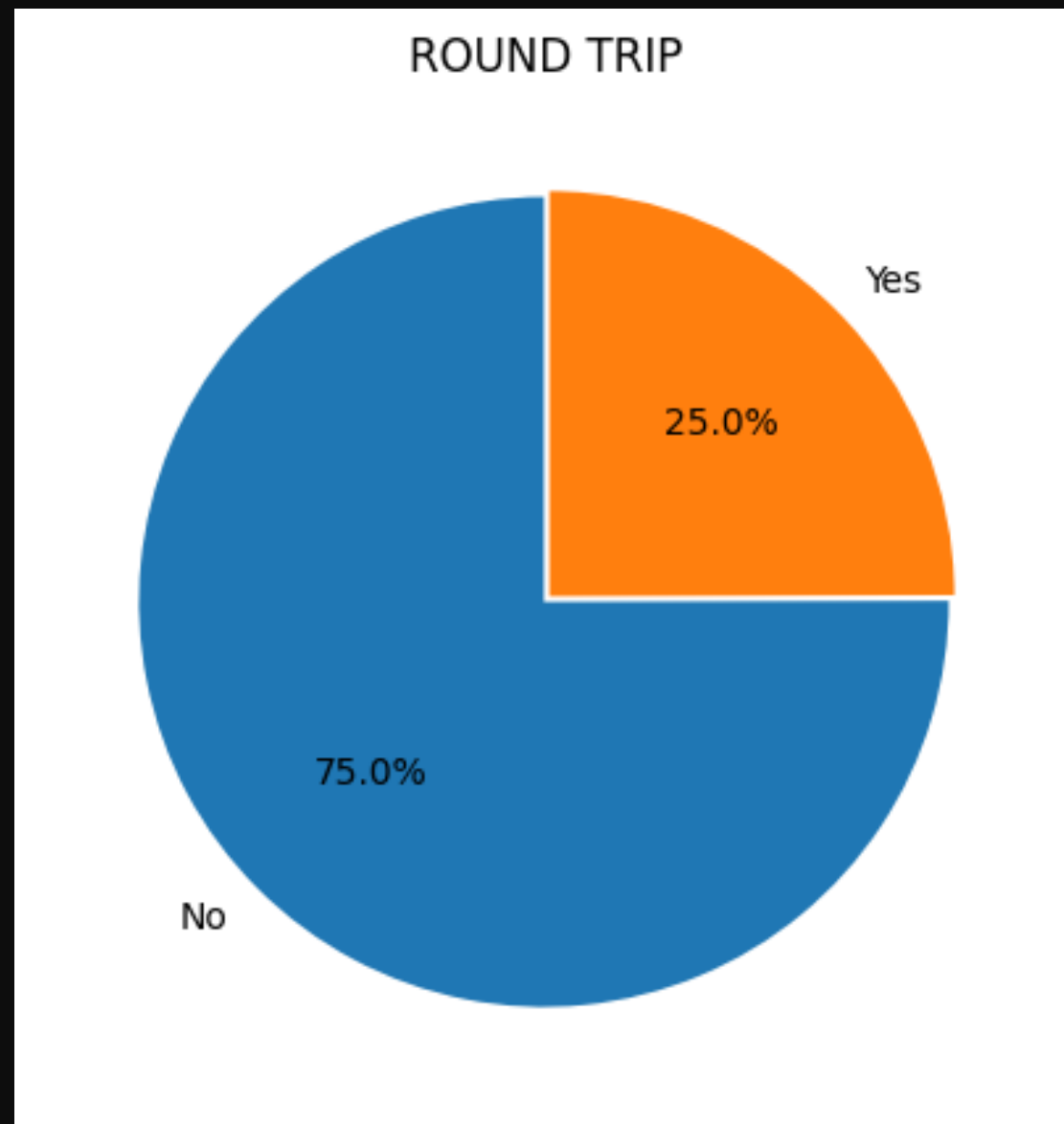


Cary is the most Stopping
point for this user

*Since the starting and stopping point of the user is Cary May be user home is in Cary.

EXPLORATORY DATA ANALYSIS (EDA)

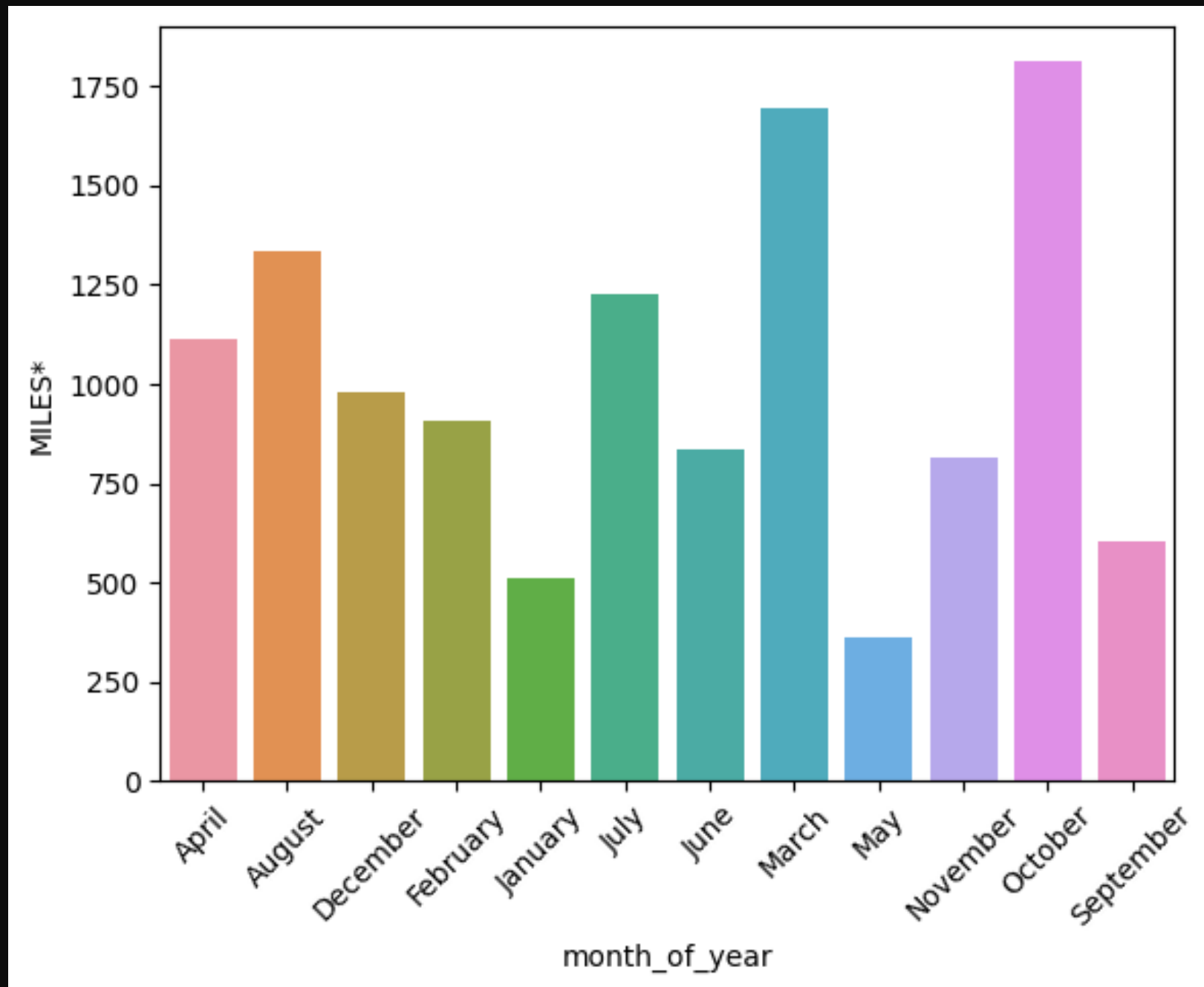
MULTIVARIATE ANALYSIS : Multivariate analysis (MVA) involves evaluating multiple variables (more than two) to identify any possible association among them.



Out of total trips :-

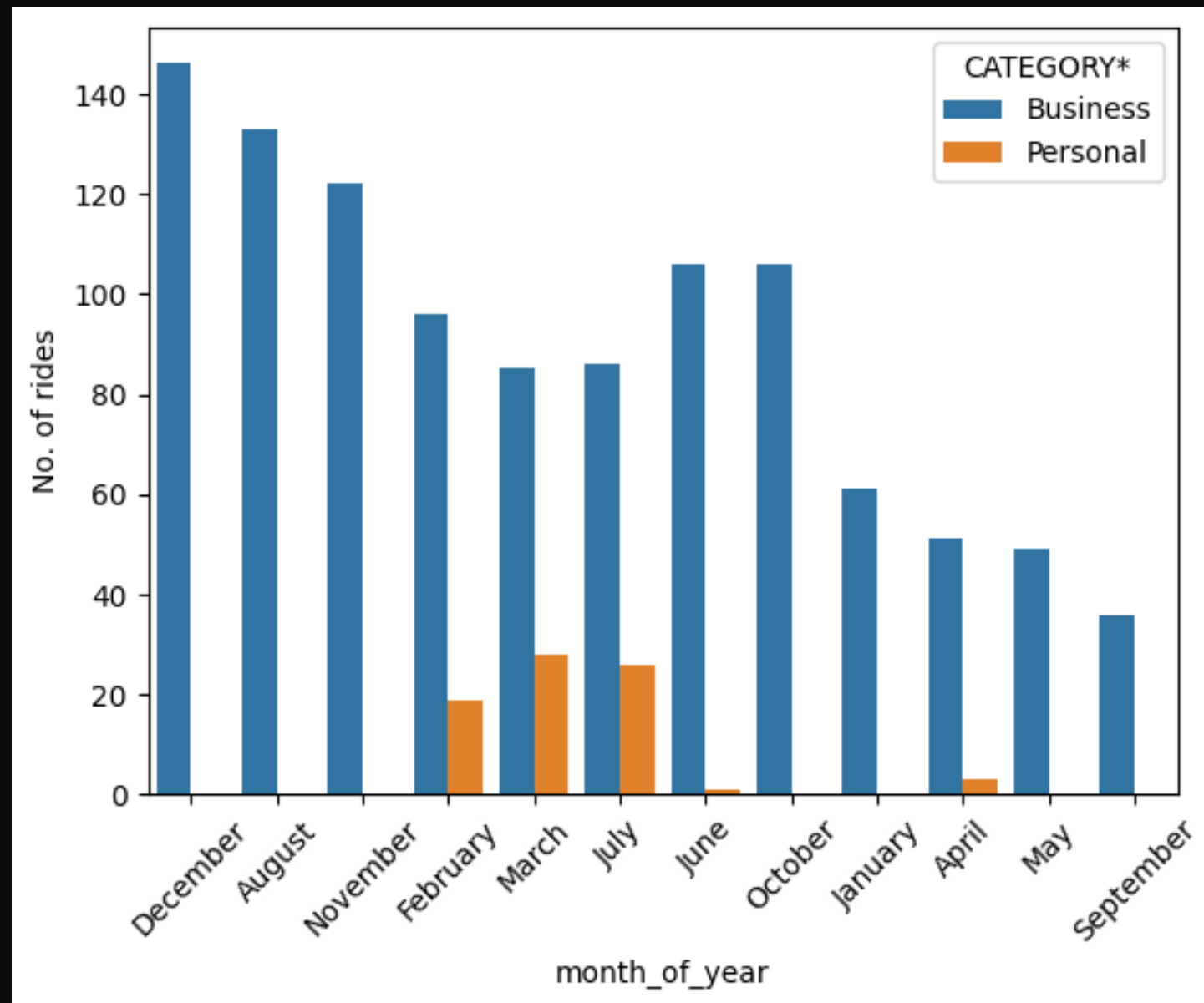
- 25% of trips are round trips
- 75% of trips are one-way

EXPLORATORY DATA ANALYSIS (EDA)



*Maximum distance travelled by user with uber is in the month of October and march while minimum in May .

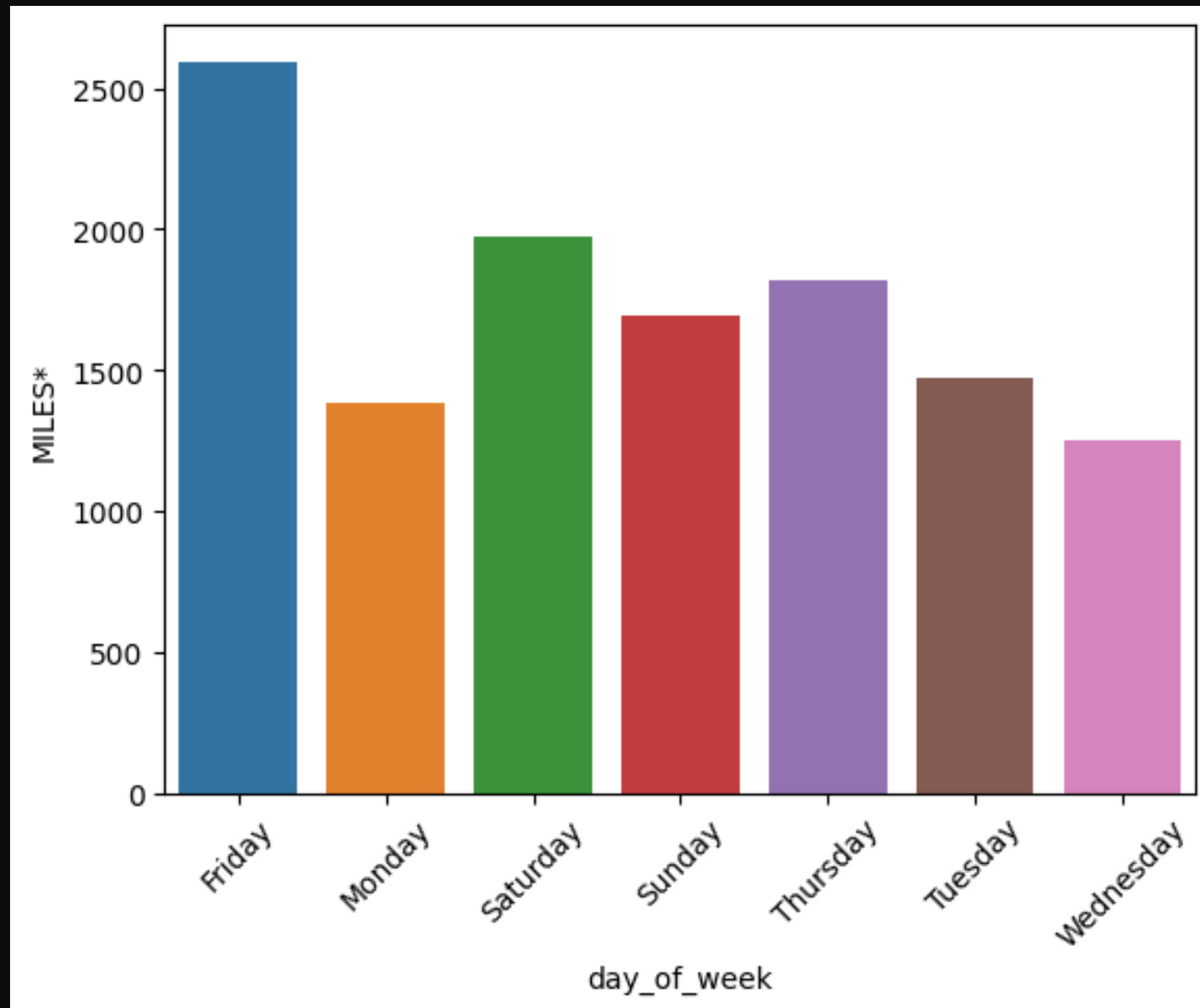
EXPLORATORY DATA ANALYSIS (EDA)



*User books uber most in the month of December and least in month of September.

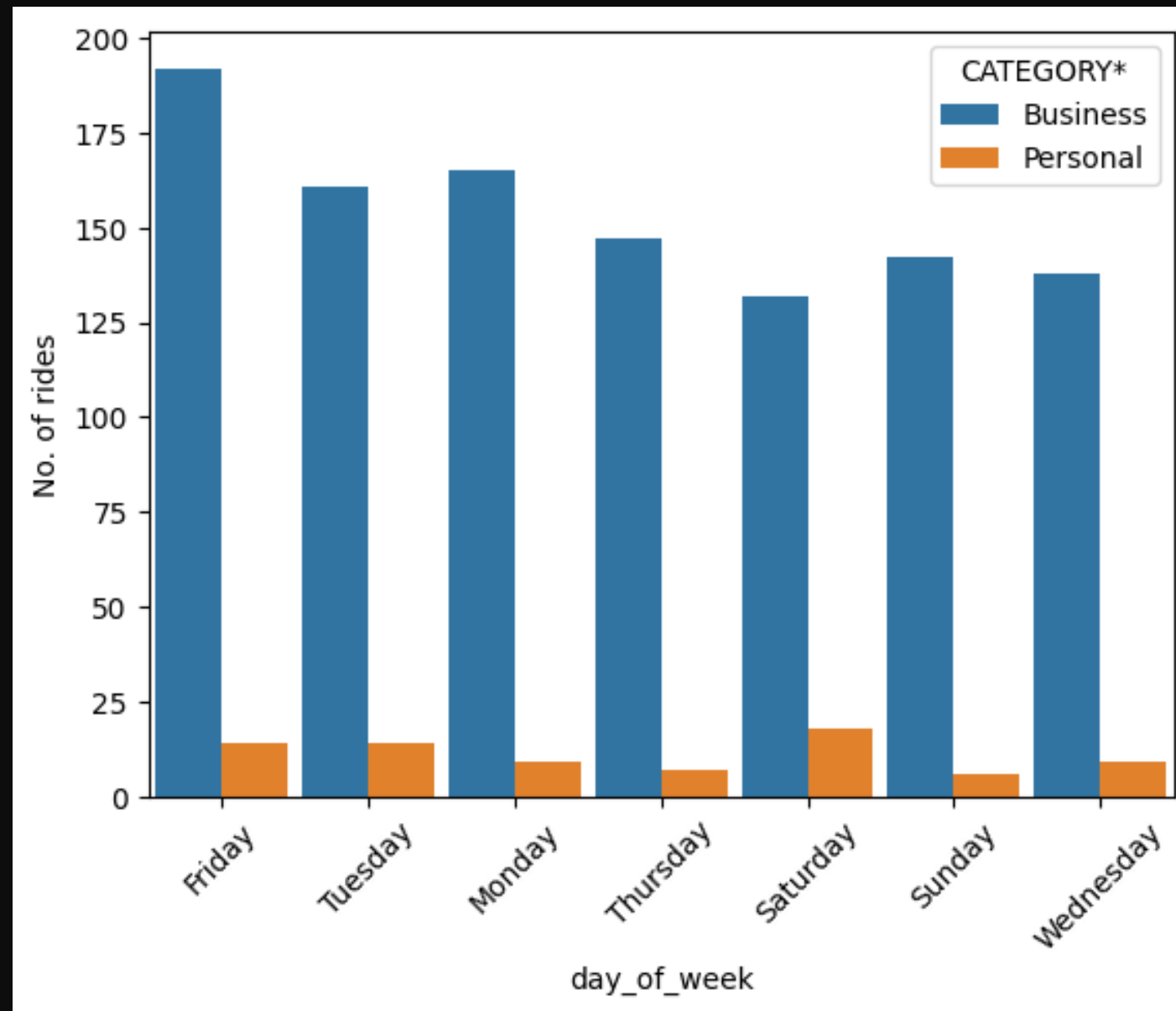
*Uber Ride was used at Feb, Mar, Jul, Jun & Apr for personal trips.

EXPLORATORY DATA ANALYSIS (EDA)



*Maximum distance travelled by user with uber is on the day of Friday while minimum on Wednesday.

EXPLORATORY DATA ANALYSIS (EDA)



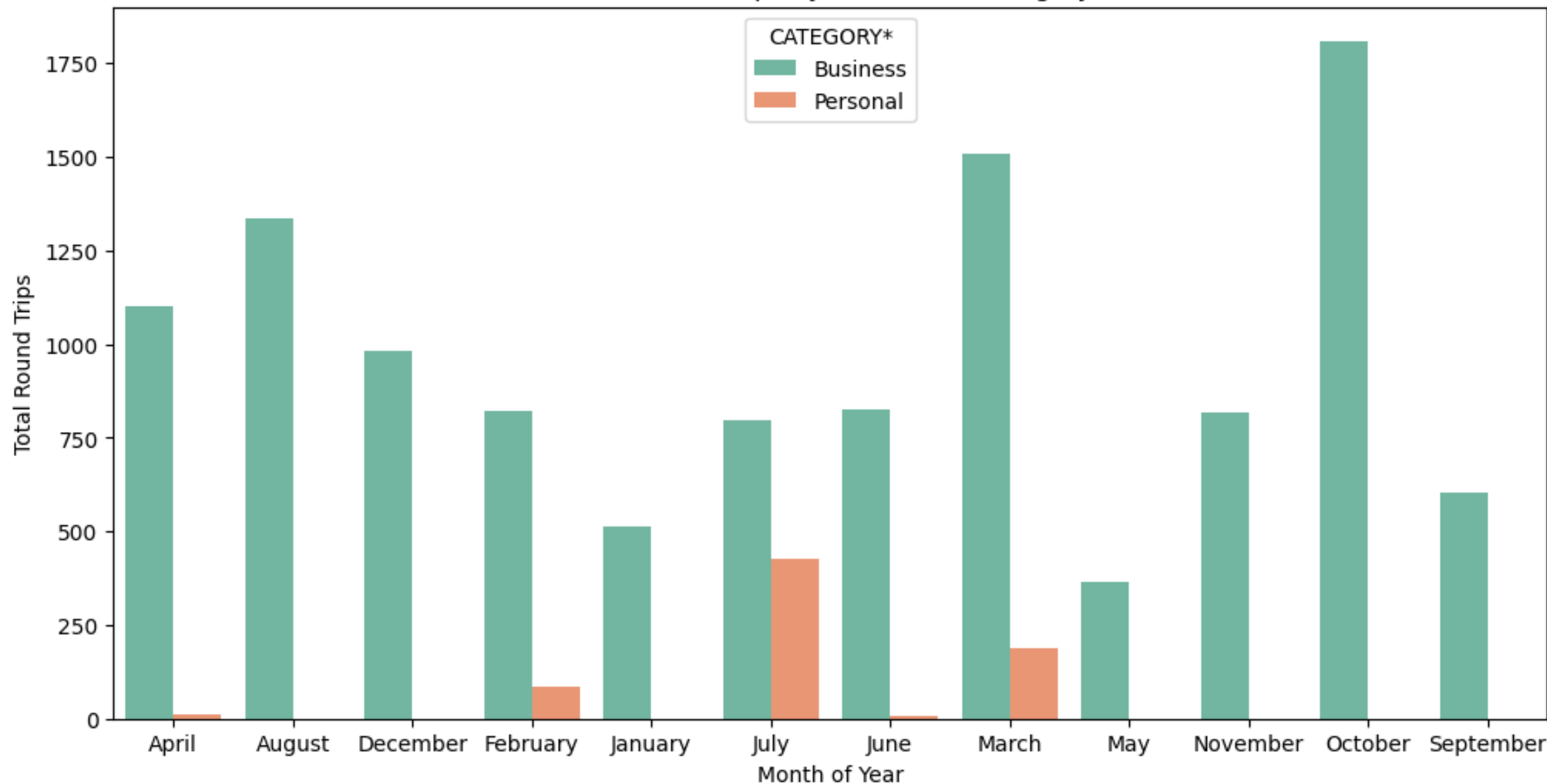
*User books uber most of the time on Friday and least on Wednesday and Sunday.

EXPLORATORY DATA ANALYSIS (EDA)

*The maximum number of round trips for business purposes was made in October, while the minimum was in May.

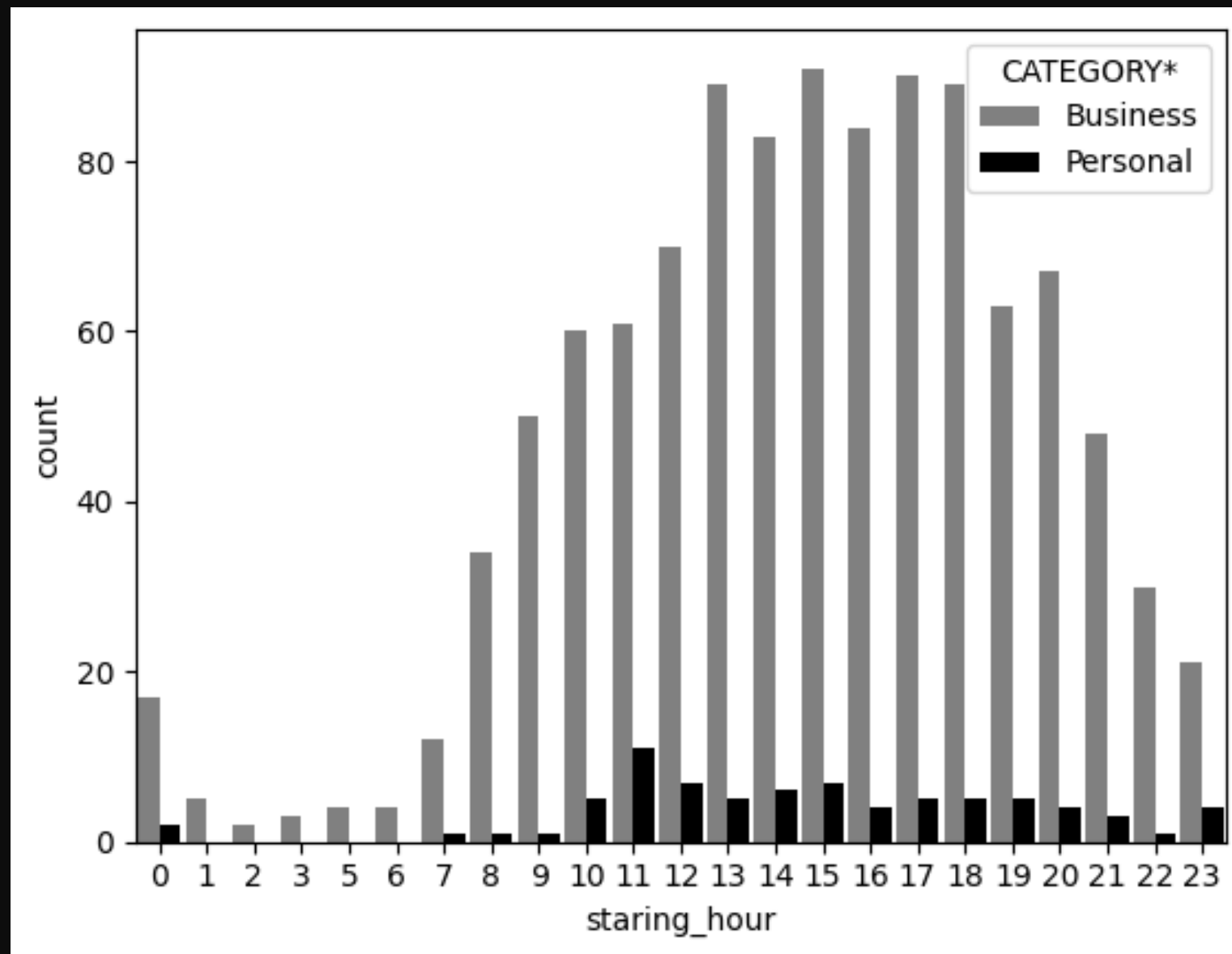
Since the user rarely uses Uber for personal purposes, the number of round trips for personal use is already minimal.

Total Round Trips by Month and Category

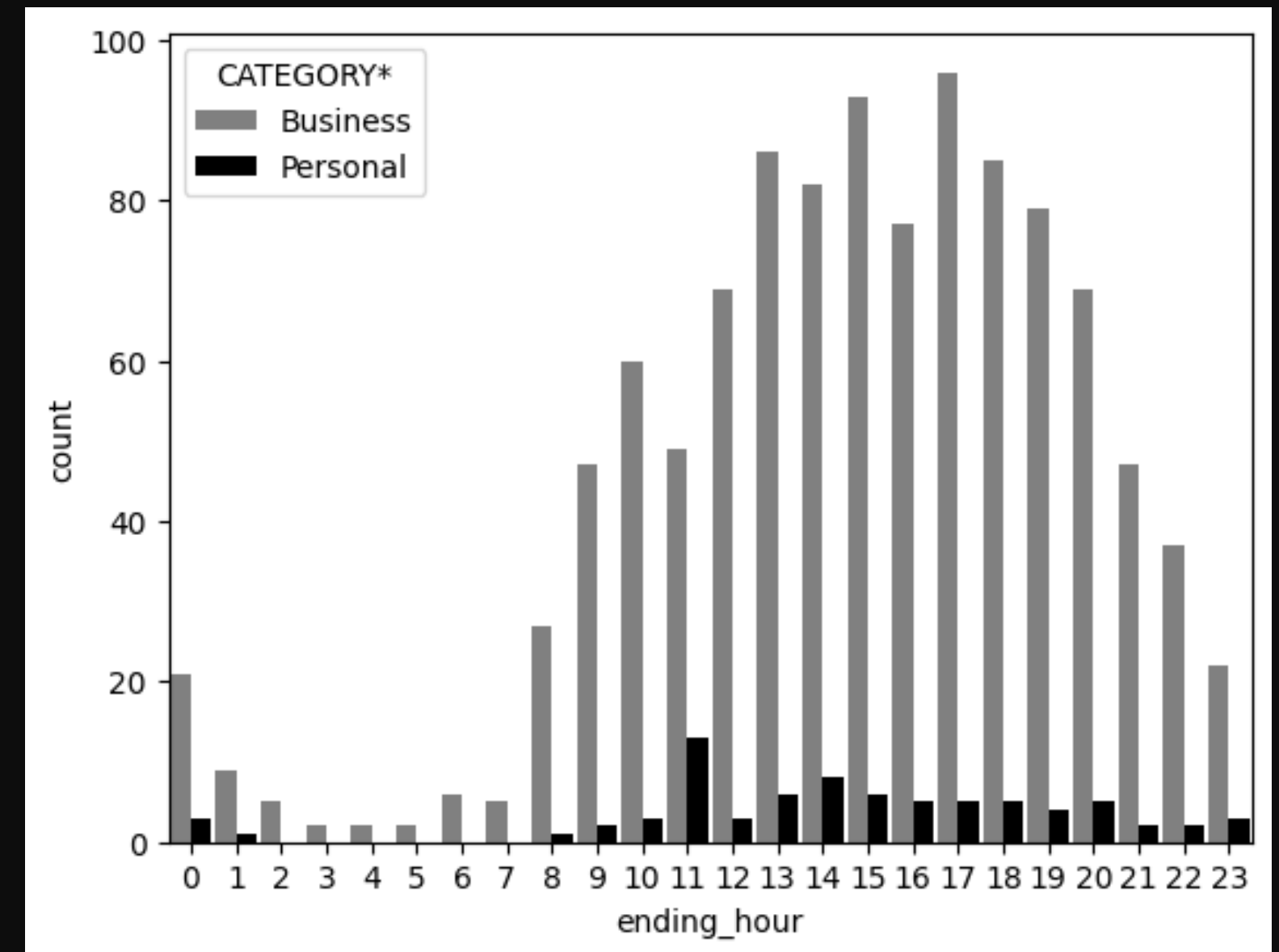


EXPLORATORY DATA ANALYSIS (EDA)

Arriving Hours



Reaching Hours



*Maximim number of trips were on Evening & at noon.

CONCLUSIONS

- User mainly uses Uber cabs for its Business purposes
- Cary is the most popular Starting point for this user
- Cary is the most Stopping point for this user
- Out of total trips :-25% of trips are round trips while 75% of trips are one-way
- Maximum distance travelled by user with uber is in the month of October and march while minimum in May
- User books uber most in the month of December and least in month of September.
- Uber Ride was used at Feb,Mar,Jul,Jun & Apr for personal trips.

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THANK YOU