

1.INTRODUCTION

1.1 OVERVIEW

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. 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. 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. The Major of our project is to use data Analyzing techniques to find unknown patterns in the Uber Drives dataset. The research is carried out on Uber drives data collected from the year 2016.

1.2 PURPOSE

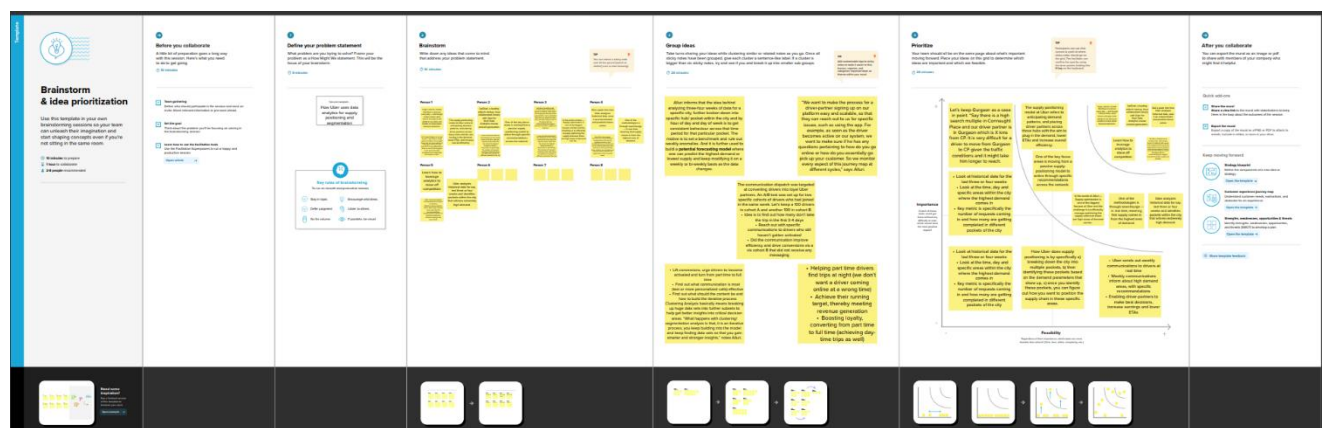
Business requirements

Driver Performance Evaluation: Determine the criteria for evaluating driver performance, such as customer ratings, completion rate, cancellation rate, average trip duration, and driver feedback. These metrics can help identify top-performing drivers and areas for improvement. **Efficiency Analysis:** Assess driver efficiency by analyzing metrics such as average time spent waiting for passengers, average distance driven per trip, and idle time between trips. This analysis can help identify opportunities to optimize driver utilization and reduce downtime. **Supply and Demand Analysis:** Understand the relationship between driver supply and passenger demand in different areas and at different times. Identify peak hours and high demand areas to optimize driver allocation and increase customer satisfaction. **Route Optimization:** Analyze driver routes and identify patterns to optimize navigation and reduce travel time. By analyzing historical trip data and using mapping algorithms, you can suggest more efficient routes to drivers, enhancing their performance and reducing fuel costs.

Literature Survey

A literature survey conducted by students exploring YouTube channels would typically involve researching existing studies, academic papers, and publications related to the topic

2.1 BRAINSTORMING

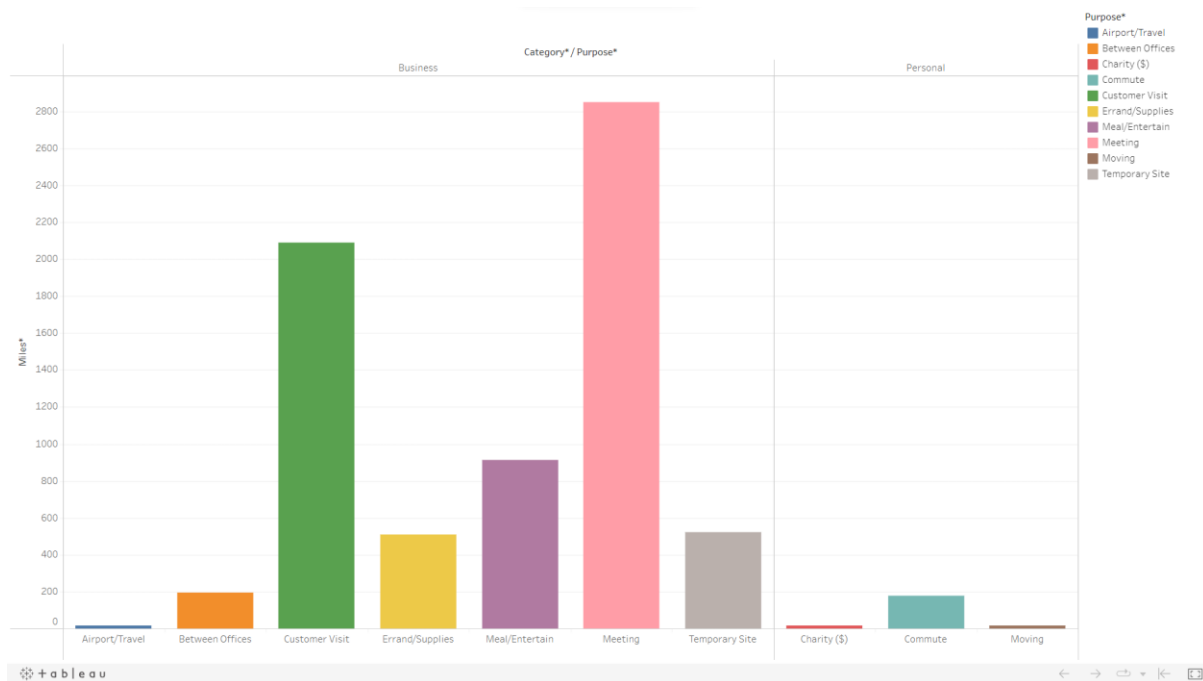


2.2 EMPATHY MAP



3.RESULT

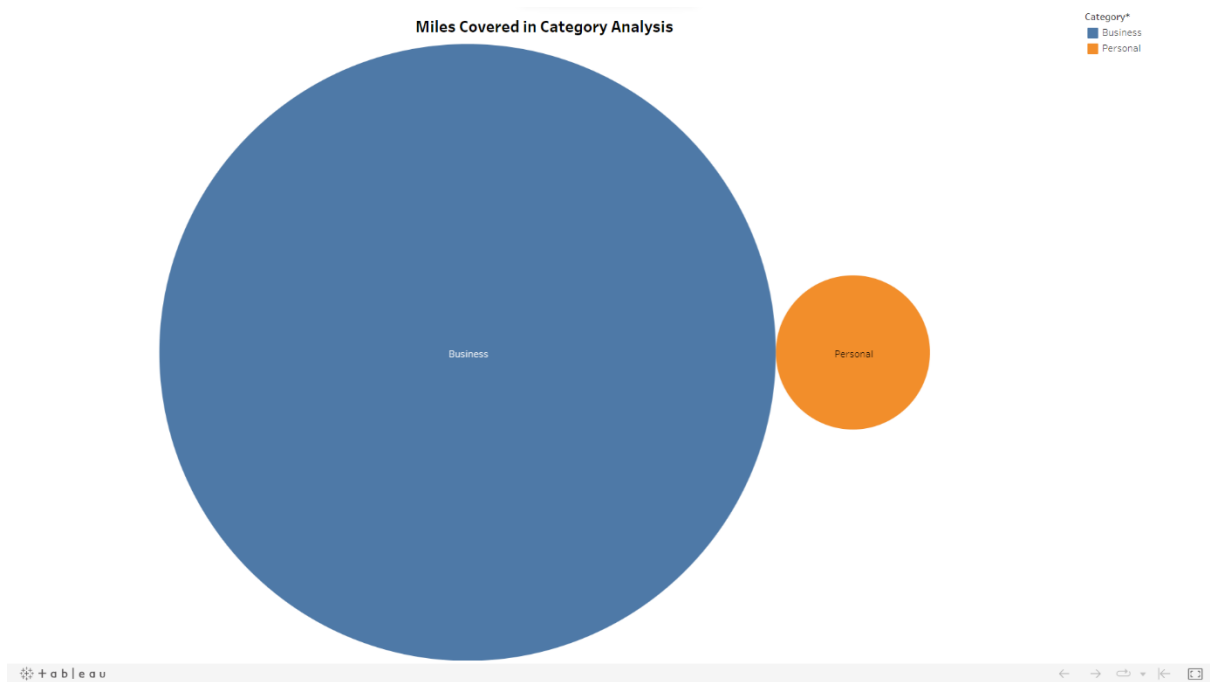
Activity 1.1: Miles Covered per Category and Purpose Analysis



Explanation video link:

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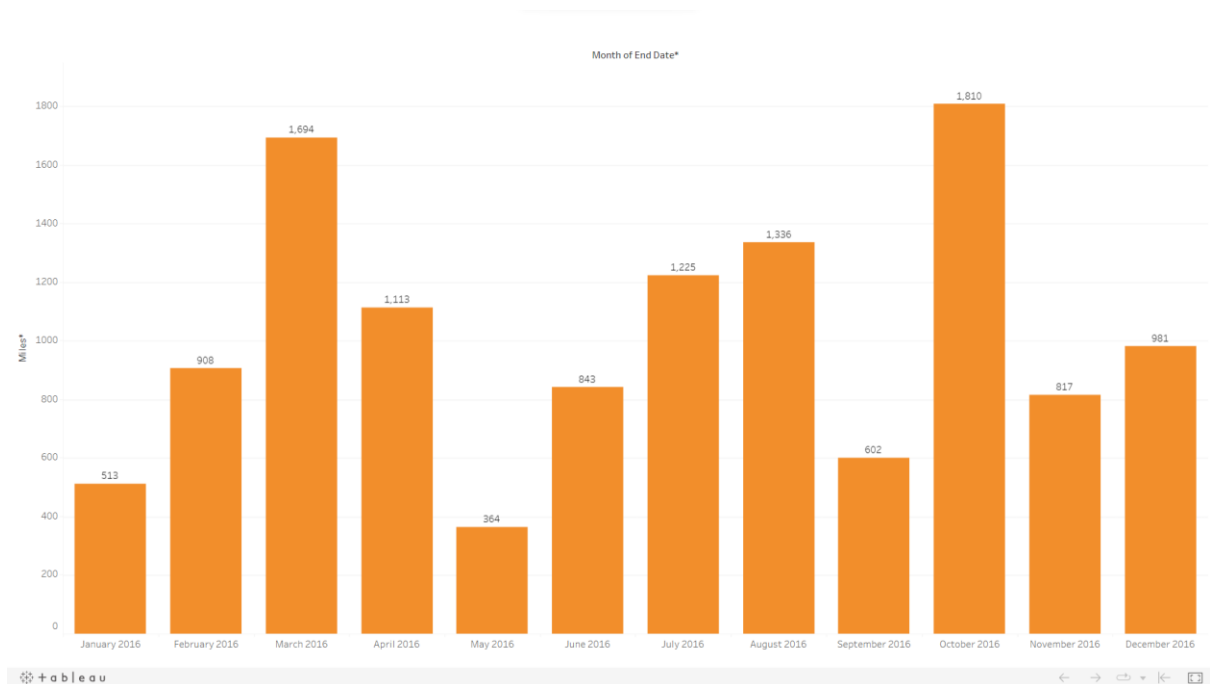
Activity 1.2: Miles Covered in Category Analysis



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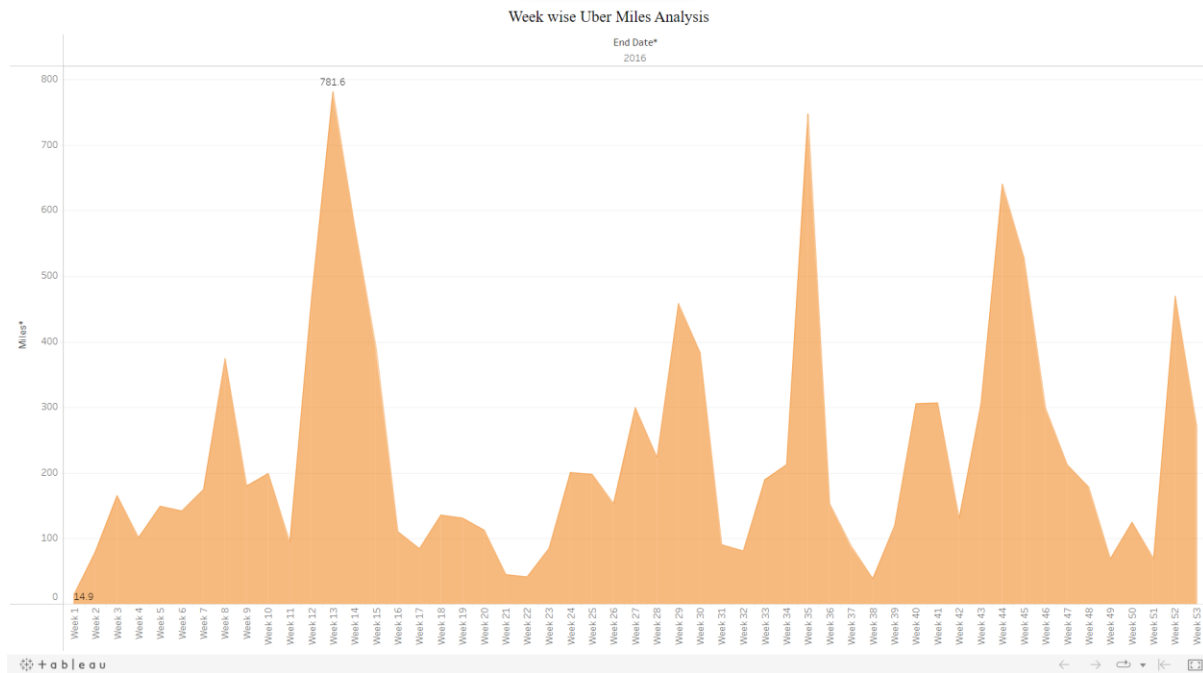
Activity 1.3: Month wise Uber Miles Analysis



Explanation video link:

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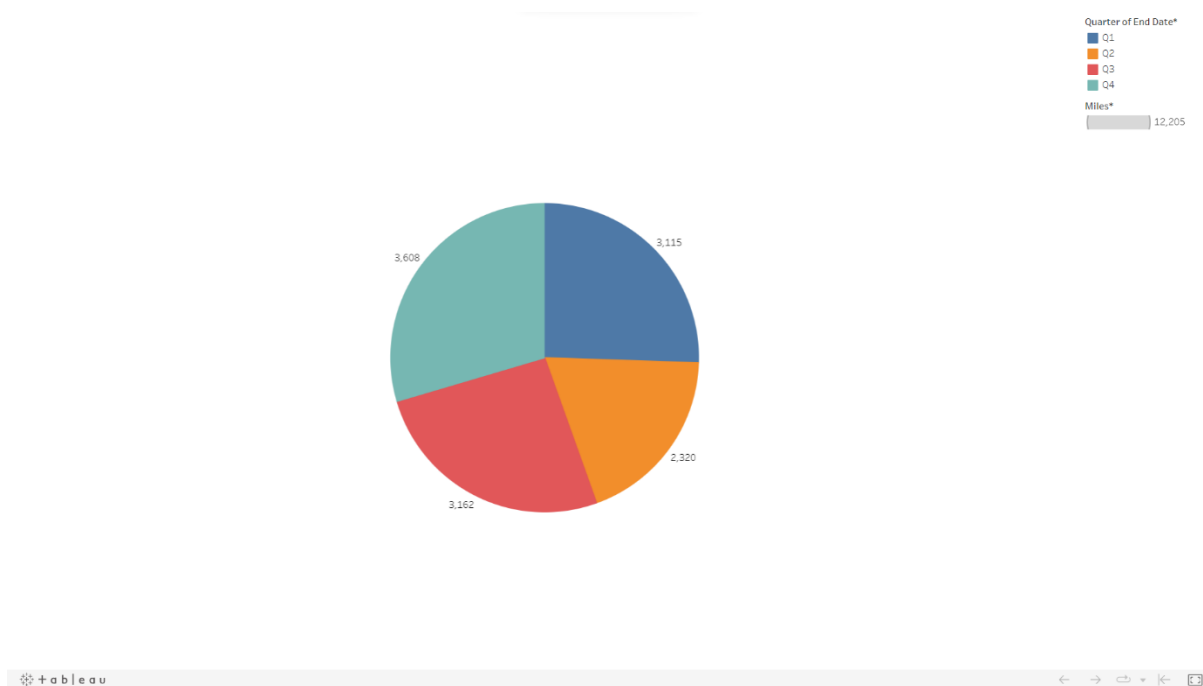
Activity 1.4: Week wise Uber Miles Analysis



Explanation video link:

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Activity 1.5: Quarter wise Uber Miles Analysis



Explanation video link:

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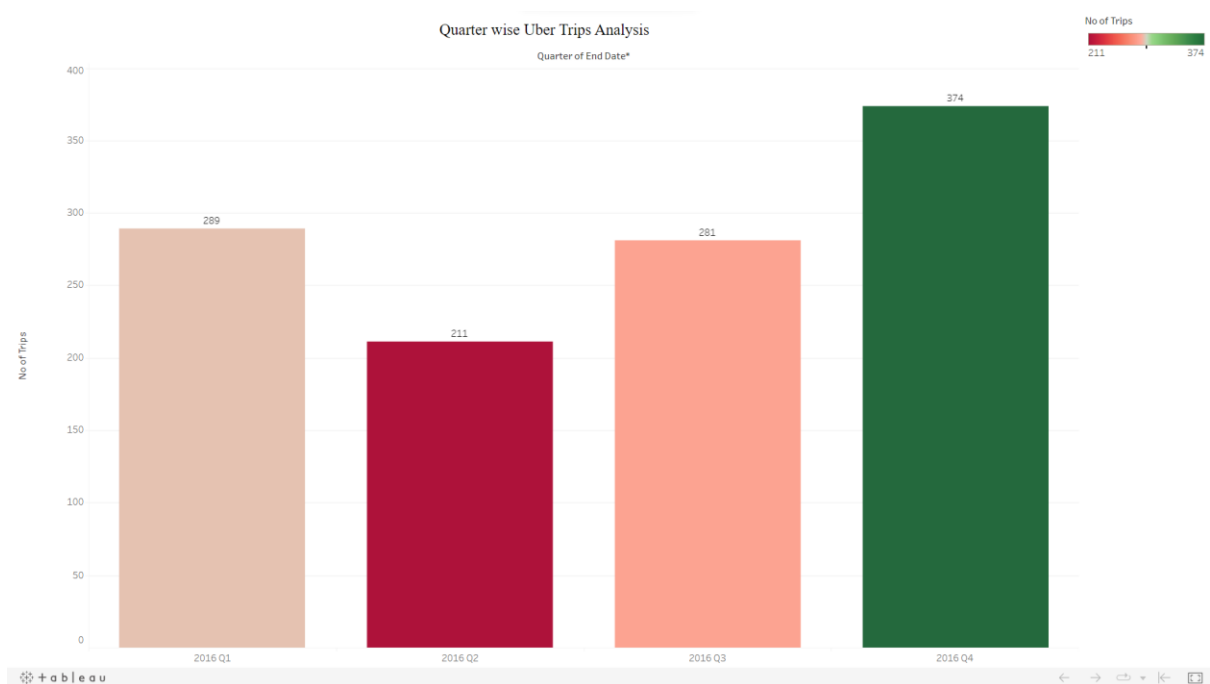
Activity 1.6: Month wise Uber Trips Analysis



Explanation video link:

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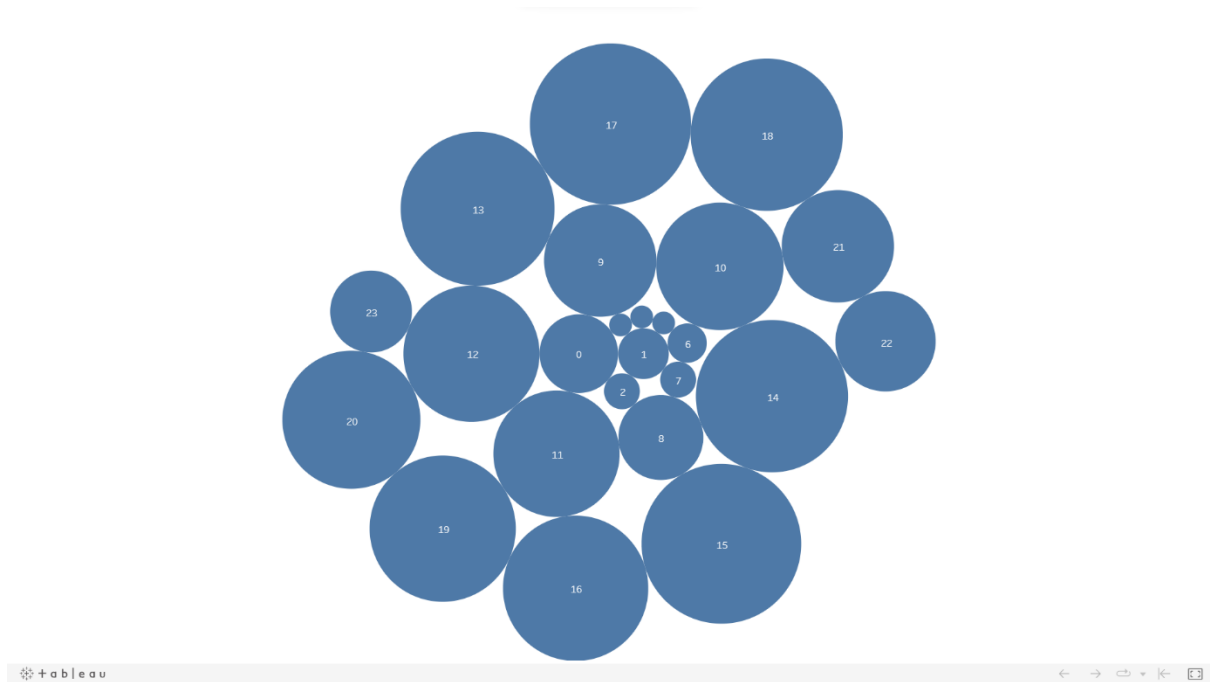
Activity 1.7: Quarter wise Uber Trips Analysis



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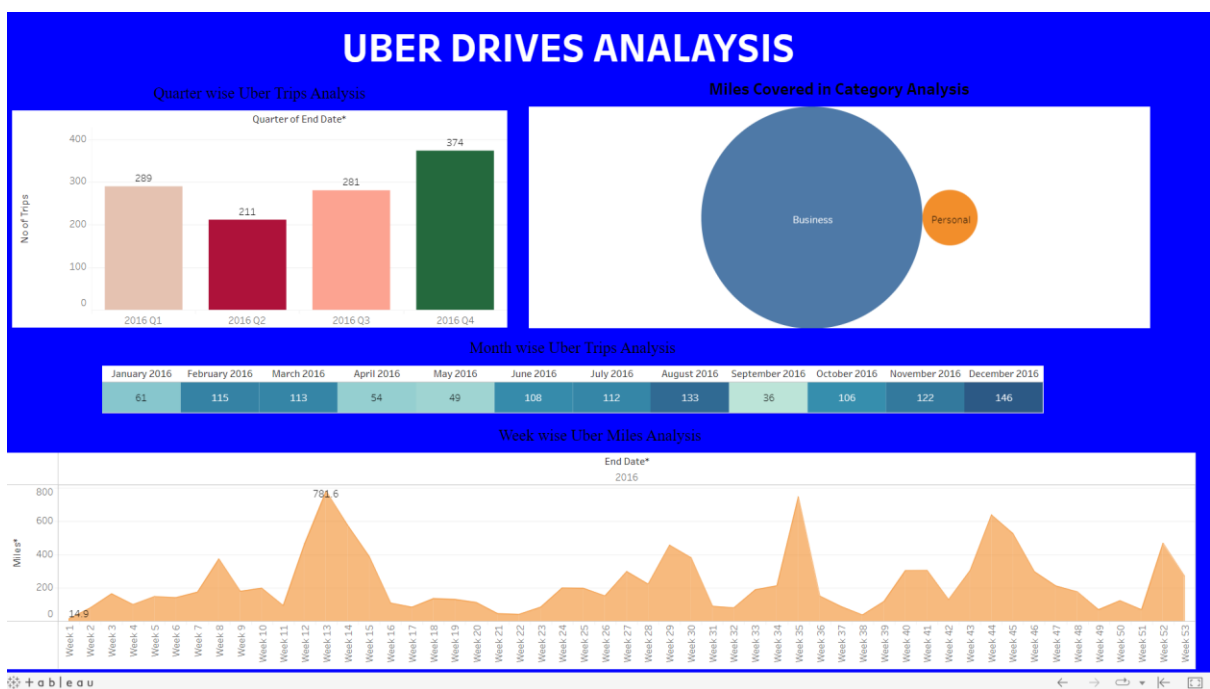
Activity 1.8: Hour wise Uber Trips Analysis



Explanation video link:

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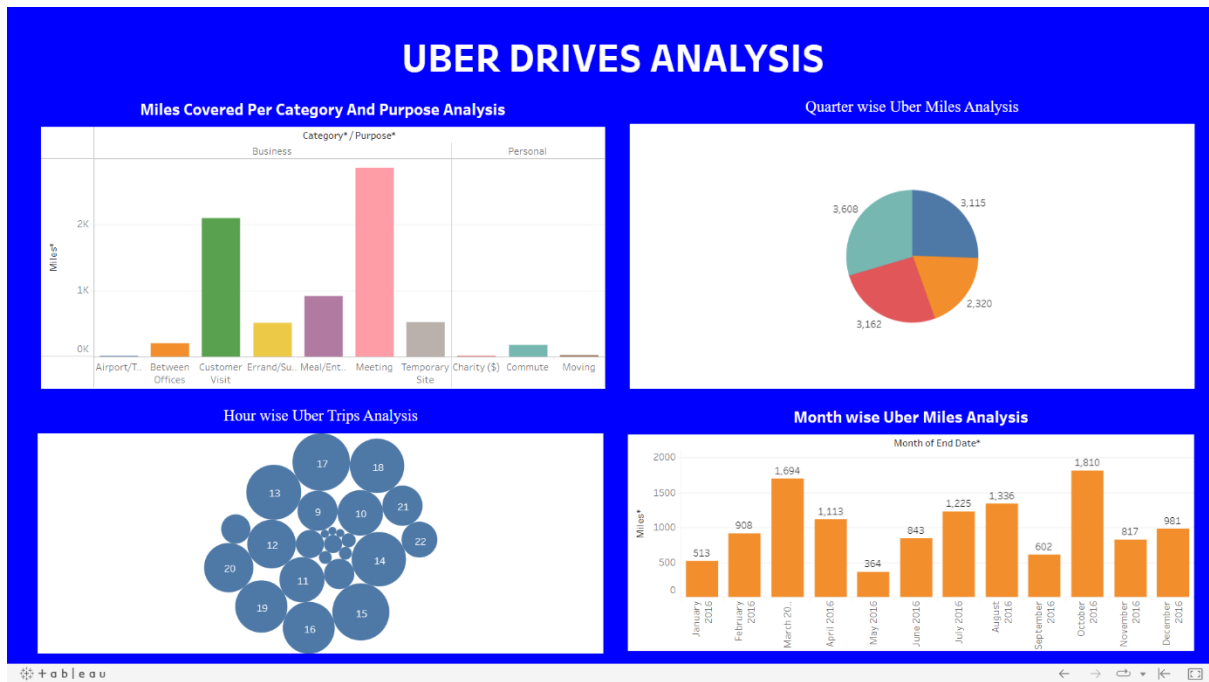
Dashboard 1



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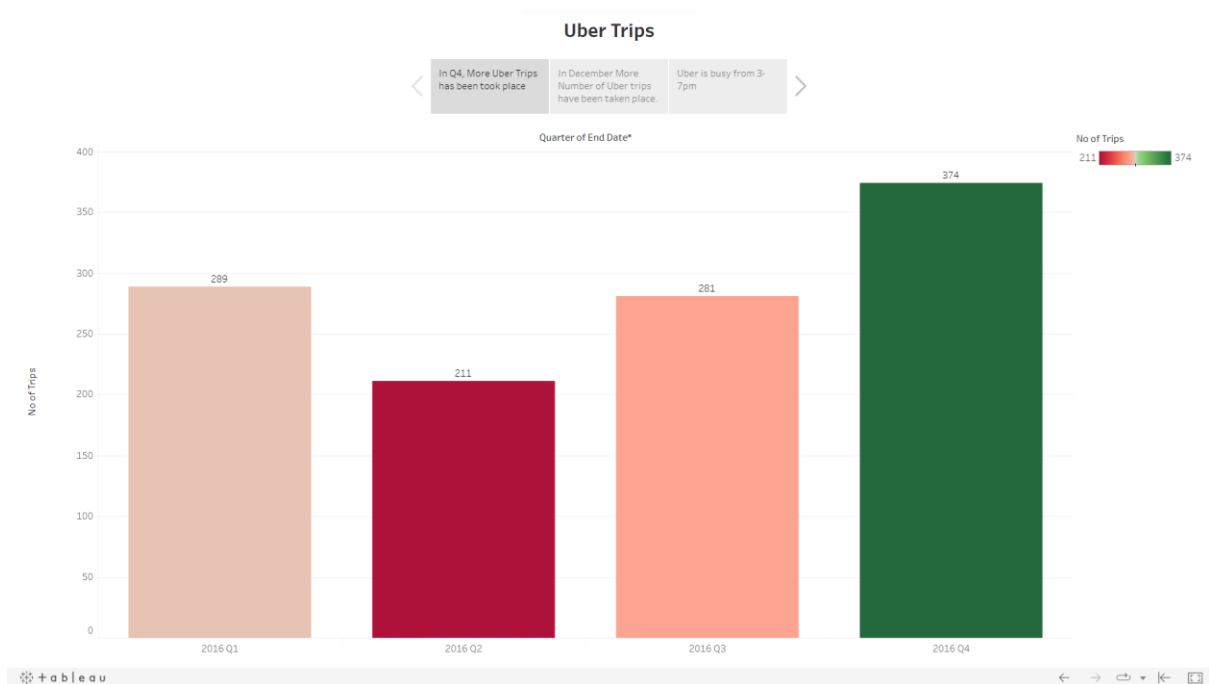
Dashbboard 2



Explanation video link:

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Story 1

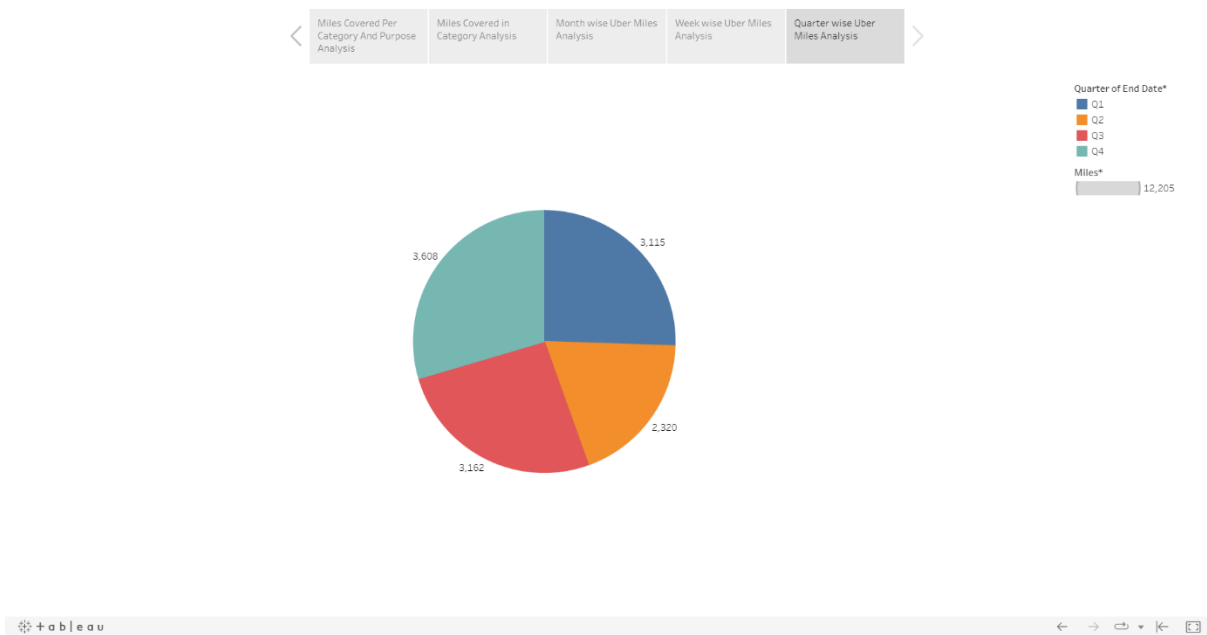


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Story 2

Story 2



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4.ADVANTAGES AND DISADVANTAGES

ADVANTAGES

Uber had the advantage of being new to the market so didn't have any legacy to overcome – it could start with a blank sheet of paper – or sheet of code, as it were. Many businesses don't have that luxury, and are instead bogged down with outdated legacy systems and processes.

“To actualise digital disruption, businesses need to find the right partner to lead the planning, strategy, and execution of the transformation – and do this in days and weeks, not months and years.”

Then there is the question of whether the Uber business model is actually a fit for the company in question. Uber didn't succeed because it offered low priced taxis; it succeeded because it made the process of booking better and simpler, alongside specific market factors, as Colin Tyler, Partner at OC&C Strategy Consultants, explained to CBR:

“An Uber-style business model can only thrive if the following three elements are in place. Firstly, the sector in question needs to have an existing fragmented customer base and a large number of small providers.

If the industry is dominated by only a few providers or customers it won't work.

“Secondly, for Uber-style technology to have its greatest impact there must be significant inefficiencies and complex processes which are currently costly and painful.

DISADVANTAGE

“And finally, in order for such a solution to be adopted and persist in the long run, rather than emphasising lower costs alone, the value that an improved Uber-style solution brings needs to benefit both the providers and the customers”.

“Uber is valued at around \$62.5bn, and recently received a \$3.5bn investment from the Saudi Arabian Sovereign Wealth fund. It's no wonder that there are hundreds of businesses rushing to become the next 'Uber of x', but businesses should beware the pitfalls of Uberisation. Uber is actually a loss making company, embroiled in a constant price war in every geography.

“The latest \$3.5bn will be used to undercut its competitors in every market, while the revenues from rides will struggle to cover the legal fees in its various regulatory battles. Uber's impressive success stems from its ability to spend huge amounts of money on advertising and undercutting its competitors. This might be sustainable for a Silicon Valley giant, but for the vast majority of start-ups it certainly isn't.”

Kohli alludes to another danger of the Uber business model while pointing to the losses and marketing strategy of the company – regulation. Being a new company there is little regulation governing the operation of Uber, a fact which means there is no accountability. This Kohli, argues, is bad for both employees and customers. It can also be argued that Uber has navigated around workplace and employee regulation by using drivers as 'partners' or 'customers', without directly employing them. This has led to an ethics row centred on workplace benefits and workers rights. An important topic for Kohli, the venture capitalist told CBR:

“Until recently it referred to its drivers as 'partners' but recently changed to refer to drivers as 'customers' which feels like a better description but still not entirely accurate. Uber treats drivers like employees but denies

them the benefits that employees of other business would expect. Despite its refusal to provide these benefits, it applies similar penalties that an employee could expect for breaking workplace rules; driver's routes are dictated by the Uber app and a driver who turns down too many rides could have their Uber account deactivated.

“Uber is currently embroiled in a legal battle with British drivers over benefits such as holiday pay, sick leave and minimum wage guarantee – none of which Uber is willing to provide. Personally I believe in respecting your employees, and treating them fairly. In doing so you guarantee loyalty and a better work ethic, which in turn leads to a more successful business. Uber has a huge churn rate, meaning that there is a shortage of drivers and many those that do still drive are overworked and under paid or even suing Uber.”

First and foremost, a business must decide if an Uber business model is right for them. It is not for everyone, with the business model hard to adapt for established companies with legacy systems. The numbers show that Uber is a loss making company, fuelling questions around the sustainability of such a business model. These issues exist alongside regulation issues and ethical questions surrounding the Uber-driver, employer-employee dynamic. However, these dangers and pitfalls highlighted above are sometimes little more than an afterthought as the rush to digitise, no matter what, is seized upon by companies.

5.APPLICATION

Large, established companies fear any Uber-like competitor threatening to disrupt a whole industry and rake in billions. This fear is driving transformation and shifts in strategy by many companies who do not even fit the Uber business model.

Instead, companies should look at how Uber has created a revolution in consumer user experience, completely transforming expectations of services. The end-user must be the priority, as Stephen Morgan, Co-Founder at digital transformation business Squiz, told CBR:

“Developing and sticking to a business strategy that is centred around the end user is essential to identify problems with an existing model. Established tech companies can then continuously excite customers with new experiences and features, whilst constantly identifying the opportunity for improvement.

“In this sense, innovation must be thought of within the process, not just as an end goal. When businesses value this they can undertake longer transformation projects that will enable them to reengineer their model and enable them to succeed in this digital world for the long term.”

Companies should be inspired by how Uber catered for the end-user, not embark on a radical shift and transformation based on the fear of ‘uberisation’. The Uber business model has disrupted and succeeded – but success may not come to every company which follows such a model.

6.CONCLUSION

The ride-sharing business revolutionized a business model that had been functioning in the same way for generations: On a busy city street, a person in need of a ride stood on a street corner and waved down a taxi. On quieter streets, or in towns without roving taxis, the person would phone a local car service and request a pickup. Now, there's an app for that.

7.FUTURE SCOPE

With no time to wait, the on-demand services serve as the best choice and have become the perfect solution in this modern world to get exactly what they want. Hence, there are many other several factors that are responsible for the growth and development of the on-demand industry.

Here are some of the prominent reasons for the success and growth of the on-demand industry,

- Advancements in technologies
- Gaining competitive advantage
- Providing a unique experience
- Easy availability and use
- More choices for business space
- Flexibility and affordability

8.APPENDIX

- ✓ [What is the Future Scope of Uber-Like On-Demand Startups? - MindxMaster](#)
- ✓ [Uber: Advantages and Disadvantages \(investopedia.com\)](#)
- ✓ [Uber Data Analysis | End-to-End Predictive Analysis on Uber's Data \(analyticsvidhya.com\)](#)