

Illuminating insights from under expeditionary analysis

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Says

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

increase
the
production



customer
happiness

benefit a
customer



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

it increases the
annual income
and so, the
company is
benefited

time
decreases
to deliver
the product

this will make
this company
to reach make
customer



Illuminating
insights

i have to
increase
the works

speed the
people remote
areas to
increase the
production



they have
to get a the
good chief

i feel it will
increase
the annual
income

i feel it
makes the
customers
helps

i feel it
increase the
customer
number



Does

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

[See an example](#)



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Brainstorm & Idea prioritization

Use this template to brainstorm ideas and prioritize them based on their feasibility and desirability. The template is divided into two main sections: Brainstorm and Prioritization.

Brainstorm

- Generate your ideas
- Write down your ideas
- Write down your ideas
- Write down your ideas

Prioritization

- Write down your ideas
- Write down your ideas
- Write down your ideas
- Write down your ideas

Problem statement

Write your problem statement here. This is the first step in the process, where you define the problem you are trying to solve.

Problem

Write your problem statement here. This is the first step in the process, where you define the problem you are trying to solve.

Process

Write your problem statement here. This is the first step in the process, where you define the problem you are trying to solve.

Brainstorming

Write your ideas here. This is the second step in the process, where you brainstorm ideas to solve the problem.

Brainstorming

Write your ideas here. This is the second step in the process, where you brainstorm ideas to solve the problem.

Brainstorming

Write your ideas here. This is the second step in the process, where you brainstorm ideas to solve the problem.

Group ideas

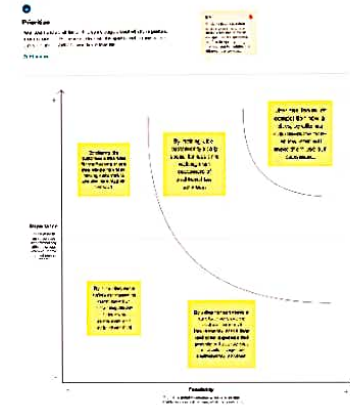
Write your ideas here. This is the third step in the process, where you group your ideas into categories.

Group ideas

Write your ideas here. This is the third step in the process, where you group your ideas into categories.

Group ideas

Write your ideas here. This is the third step in the process, where you group your ideas into categories.



Group ideas

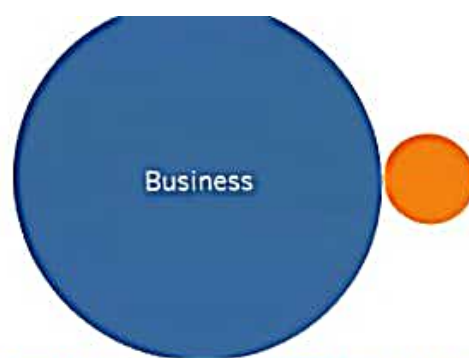
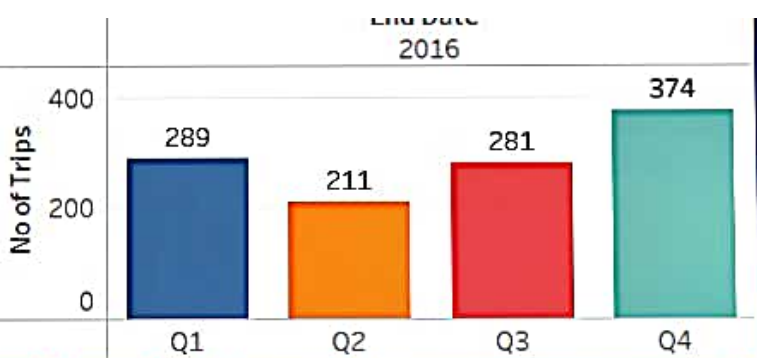
Write your ideas here. This is the fifth step in the process, where you group your ideas into categories.

Group ideas

Write your ideas here. This is the fifth step in the process, where you group your ideas into categories.

Group ideas

Write your ideas here. This is the fifth step in the process, where you group your ideas into categories.



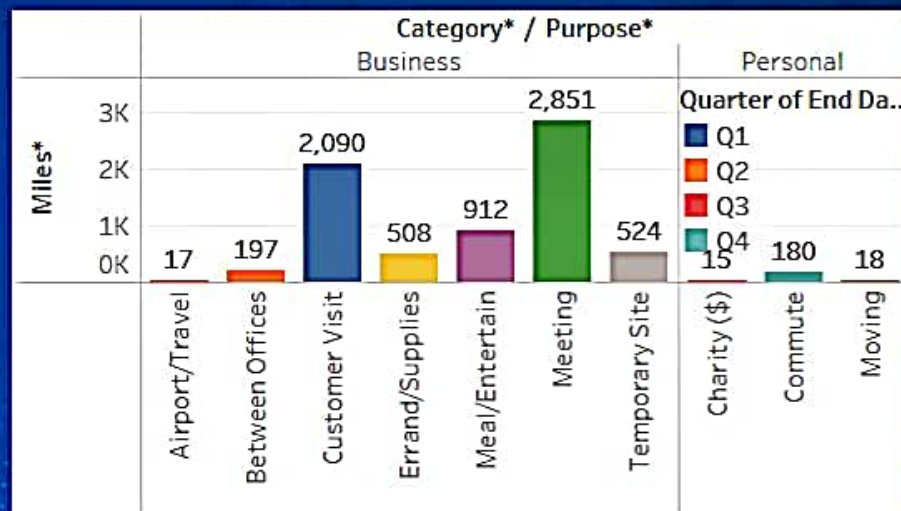
Number of Trips per Month

January 2016	February 2016	March 2016	April 2016	May 2016	June 2016	July 2016	August 2016	September 2016	October 2016	November 2016	December 2016
61	115	113	54	49	108	112	133	36	106	122	146

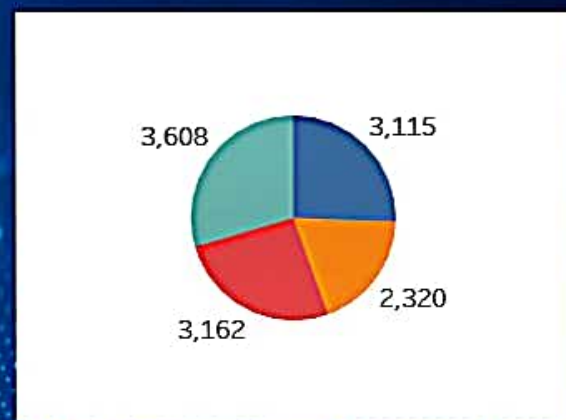


UBER DRIVES ANALYSIS

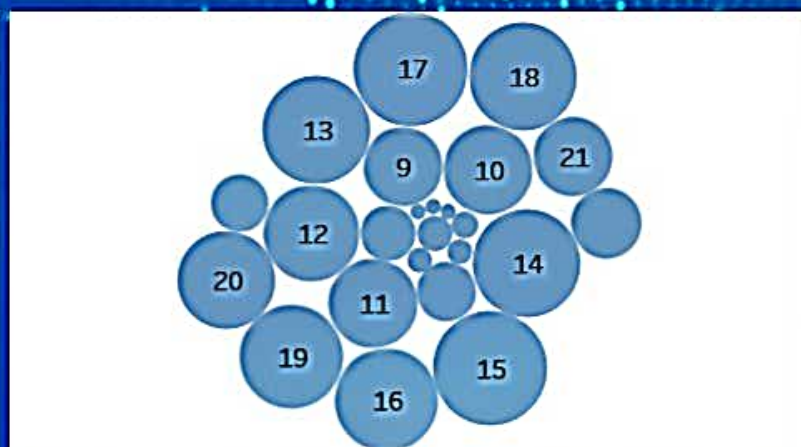
PREVIOUS



Quarter Wise Miles

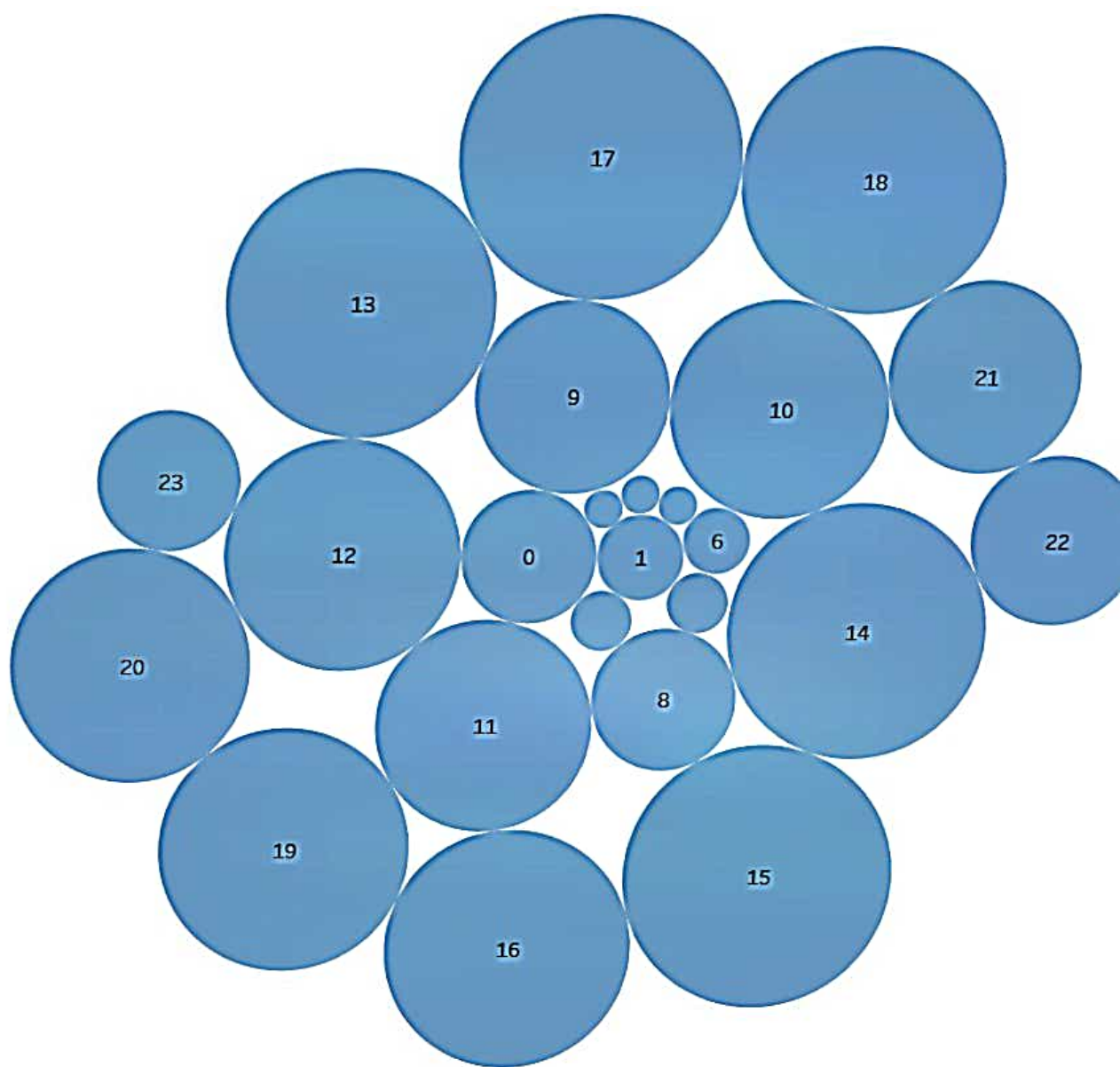


Hour wise Analysis



Month Wise Miles





Wholesale customers data (Wholesale customers d...

Connection: Live Extract Edit Refresh Filters: 0 Add
Extract will include all data

Wholesale customers data

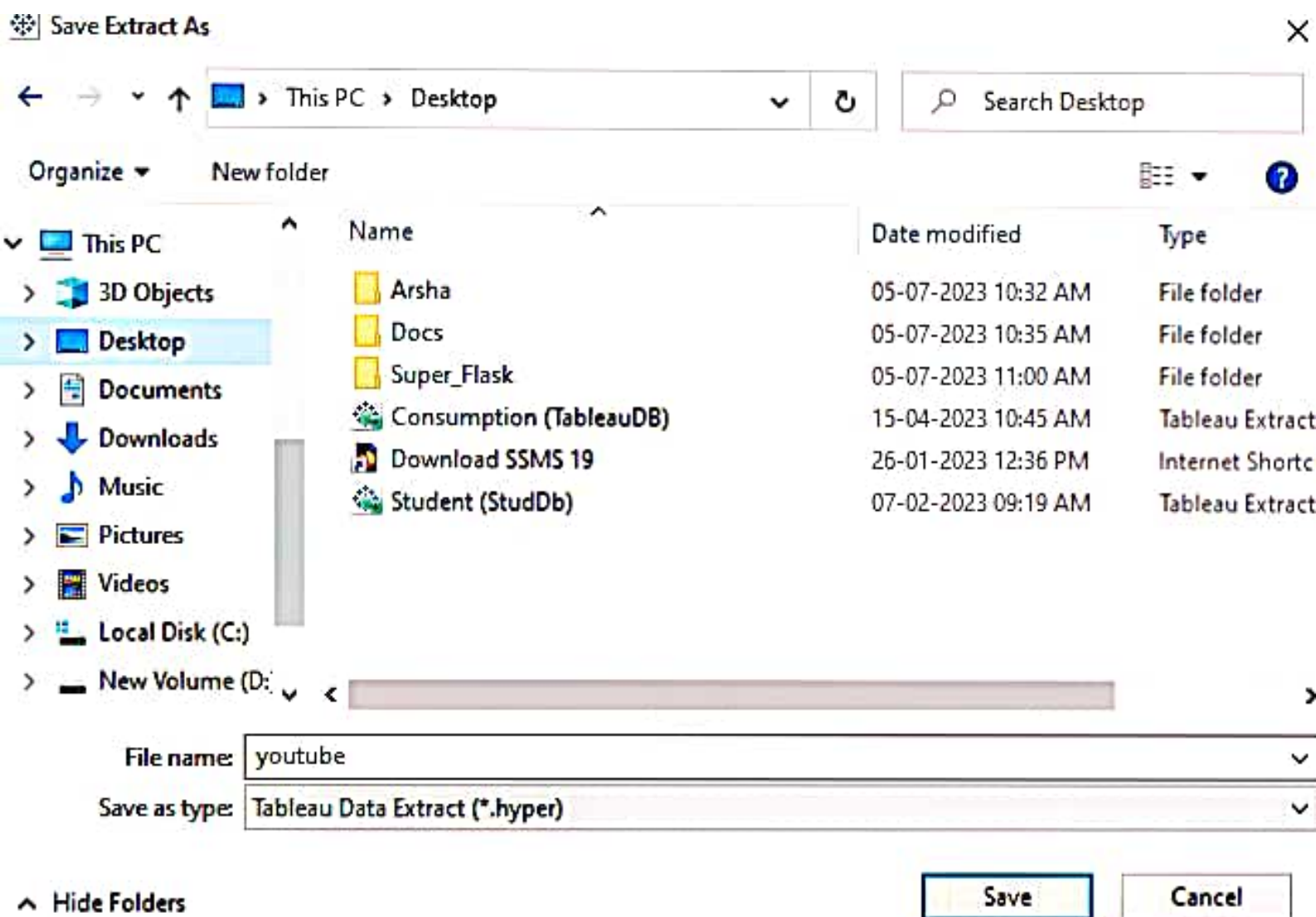


Need more data?
Drag tables here to relate them. [Learn more](#)

Wholesale customers data				Filter
Name				
Wholesale customers data				
Fields				
Type	Field Name	Physical Table	Rem...	

Wholesale customers data	Wholesale customers data	Wholesale customers data	Wholesale customers data
Channel	Region	Fresh	Mix





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In Q4 , More Uber
Trips have been

In December,
More Trips have

Uber is busy from
3- 7 pm



January 2016	Februar y 2016	March 2016	April 2016	May 2016	June 2016	July 2016	August 2016	Septem ber 20..	October 2016	Novemb er 2016	Decemb er 2016
61	115	113	54	49	108	112	133	36	106	122	146