

INTRODUCTION

OVERVIEW

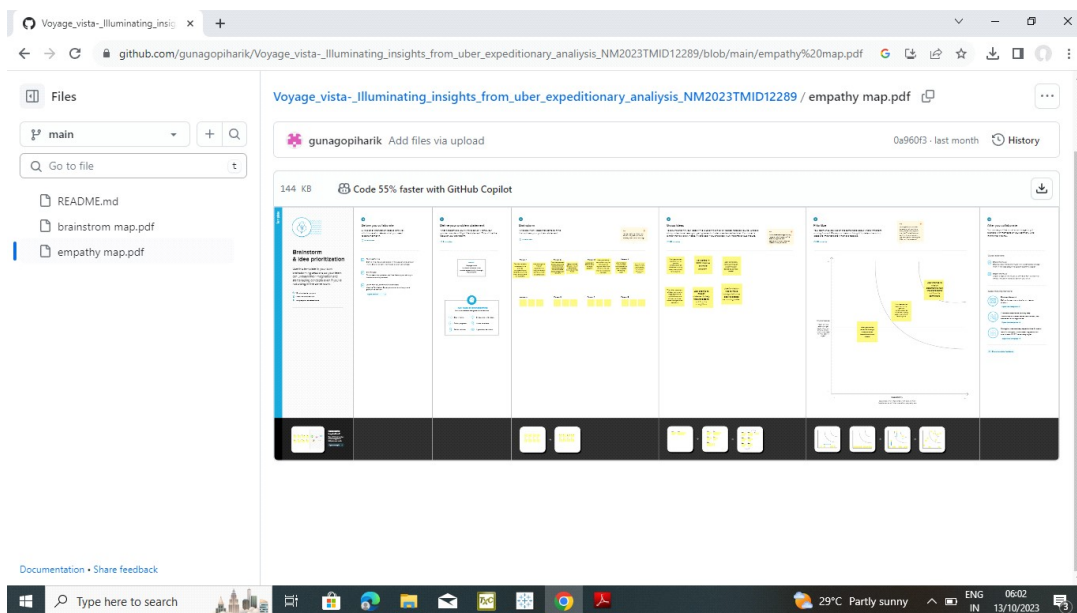
Uber is a multinational transportation network company that operates a ride-hailing platform. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California. Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles.

PURPOSE

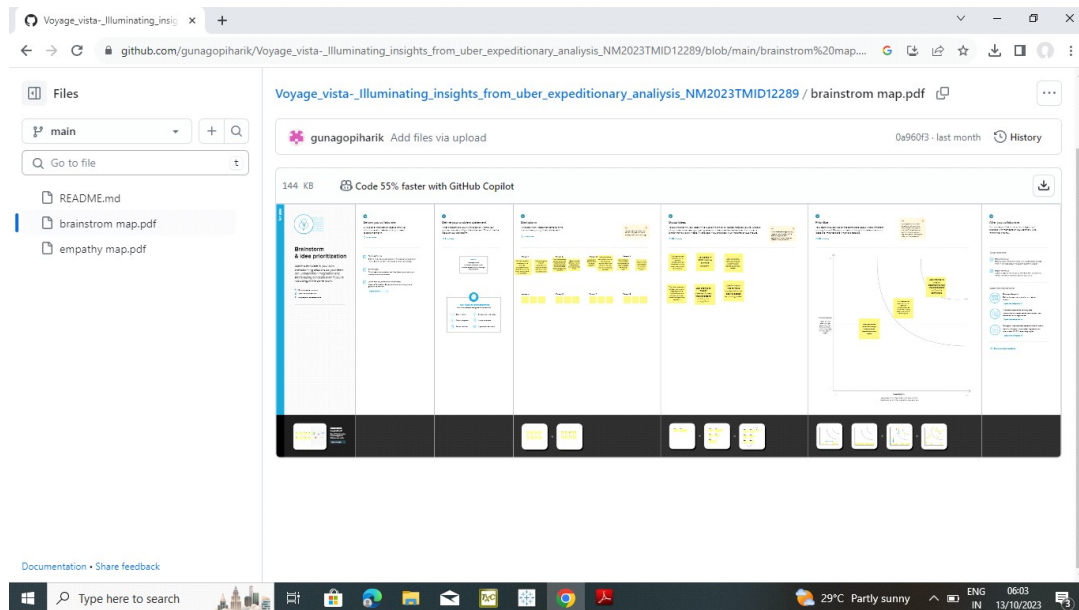
This analysis can help identify peak hours or days of high demand and optimize driver availability during those times. Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand.

PROBLEM DEFINITION & DESIGN THINKING

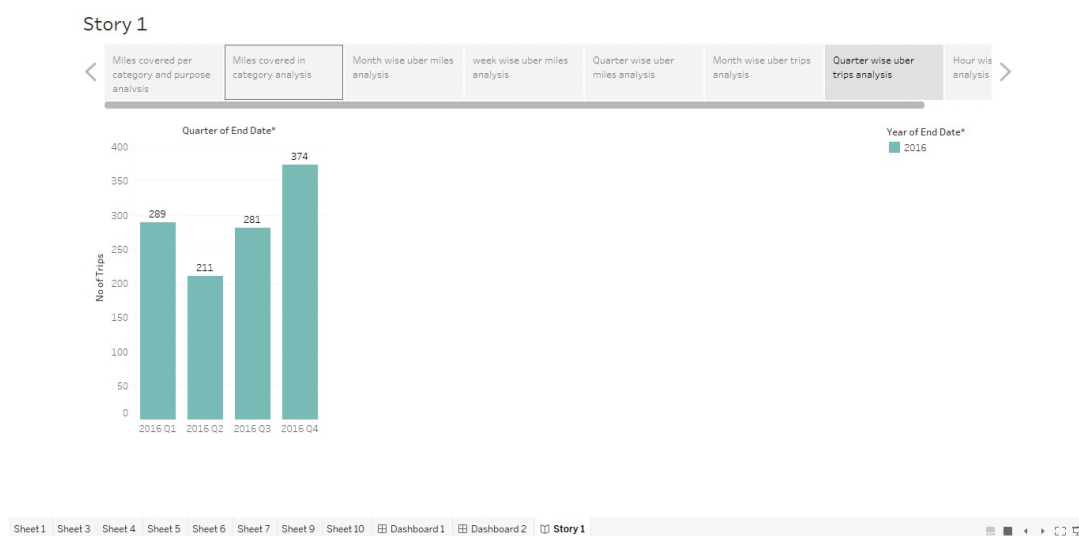
EMPATHY MAP



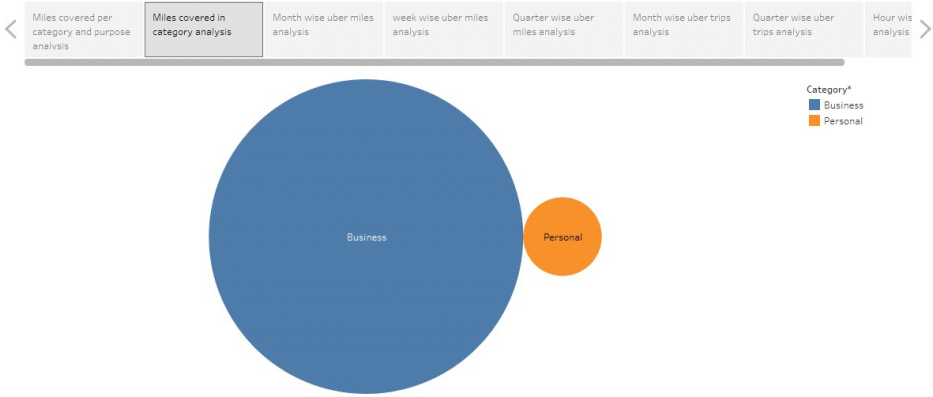
IDEATION & BRAINSTORMING MAP



RESULT



Story 1



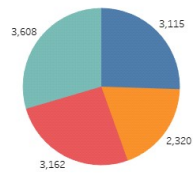
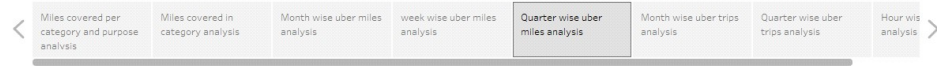
Sheet 1 Sheet 3 Sheet 4 Sheet 5 Sheet 6 Sheet 7 Sheet 9 Sheet 10 Dashboard 1 Dashboard 2 Story 1

Story 1



Sheet 1 Sheet 3 Sheet 4 Sheet 5 Sheet 6 Sheet 7 Sheet 9 Sheet 10 Dashboard 1 Dashboard 2 Story 1

Story 1



Quarter of End Date*

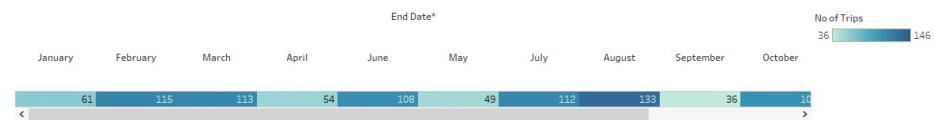
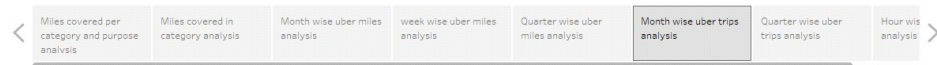
- 2016 Q1
- 2016 Q2
- 2016 Q3
- 2016 Q4

Miles*

12,205

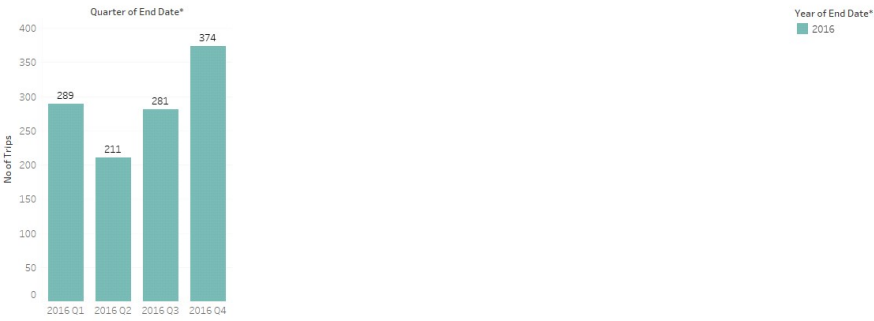
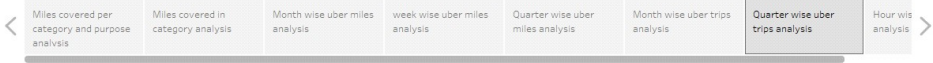
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Story 1

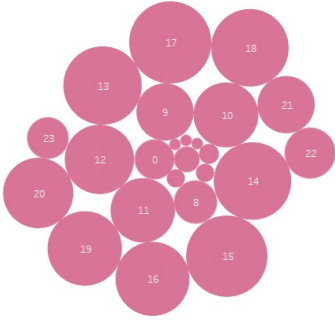
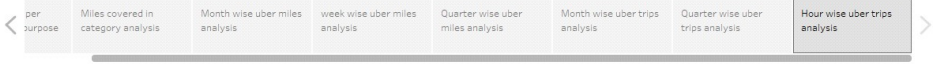


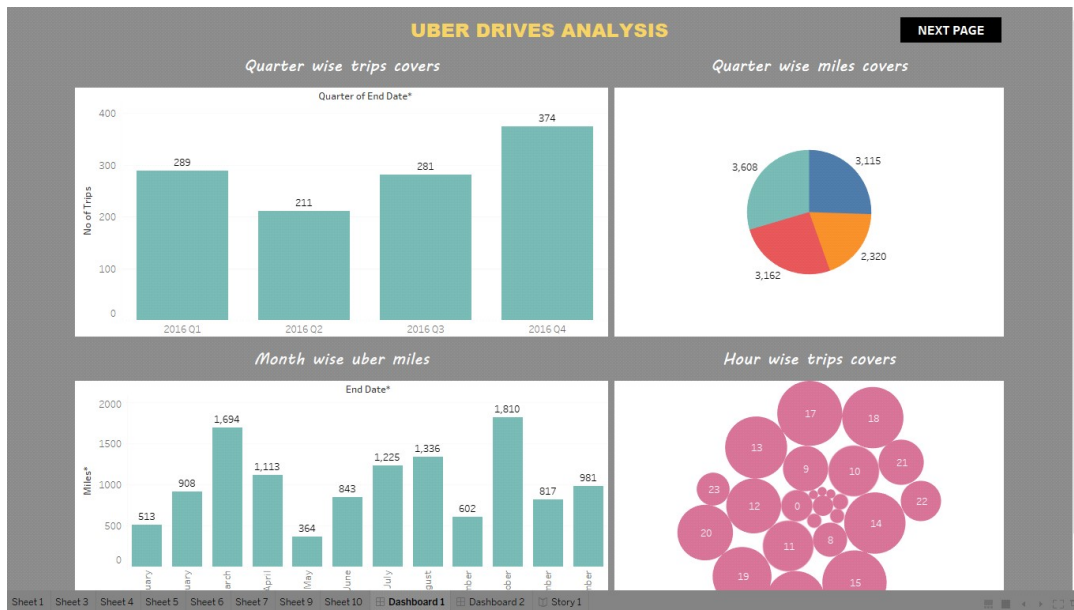
Sheet 1 Sheet 3 Sheet 4 Sheet 5 Sheet 6 Sheet 7 Sheet 9 Sheet 10 Dashboard 1 Dashboard 2 Story 1

Story 1



Story 1





Proprietary software locates drivers circling nearby and generally offers a selection of options, from the cheapest carpooling choice to luxury wheels. The price is set and paid in advance.

DISADVANTAGES:

Uber's disadvantages include its surge pricing and the negative effects of replacing steady jobs with gig work.

Some Uber drivers say they struggle to earn even a minimum wage once Uber takes its cut. They also bear most of the costs associated with the service, such as fuel, maintenance, and repairs.

APPLICATION

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.

CONCLUSION

Data Preparation is usually a stage that requires lots of work around data formatting, cleansing, and manipulation, but making your data CONSISTENT is a success factor for your analysis and future modeling.

FUTURE SCOPE

The project can be used to perform data visualization on the uber data. The data comprises one complete year of trips, with a total of about 31 million entries. This much data needs to be represented beautifully in order to analyze the rides so that further improvements in the business can be made.

