CHIKKANNA GOVERNMENT ARTS COLLEGE,TIRUPPUR.

UG AND RESEARCH DEPARTMENT OF MATHEMATICS
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A Project Report entiled as

"Voyage Vista: Illuminating From Uber Expeditionary Analysis"

Work Done By

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INDEX

Voyge Vista: Illuminating From Uber Expeditionary Analysis

1.Introduction:

Overview:

In this topic, we delve into the concept of "Uber Expeditionary Analysis" as a means to uncover profound insights within Uber's business model, strategies, and operations. This analysis may involve a deep examination of Uber's historical data, business practices, market dynamics, and innovations. The objective is to bring to light hidden patterns, trends, or strategies that could provide valuable insights into Uber's success or areas of improvement.

Purpose:

The purpose of illuminating insights from Uber Expeditionary Analysis is to uncover and share valuable knowledge and understanding derived from an in-depth examination of Uber's operational expeditions, exploring the company's strategies, challenges, and innovations. This analysis aims to shed light on key trends, successes, and obstacles encountered by Uber as it extends its services and presence in various regions, providing actionable insights for businesses, researchers, and industry enthusiasts.

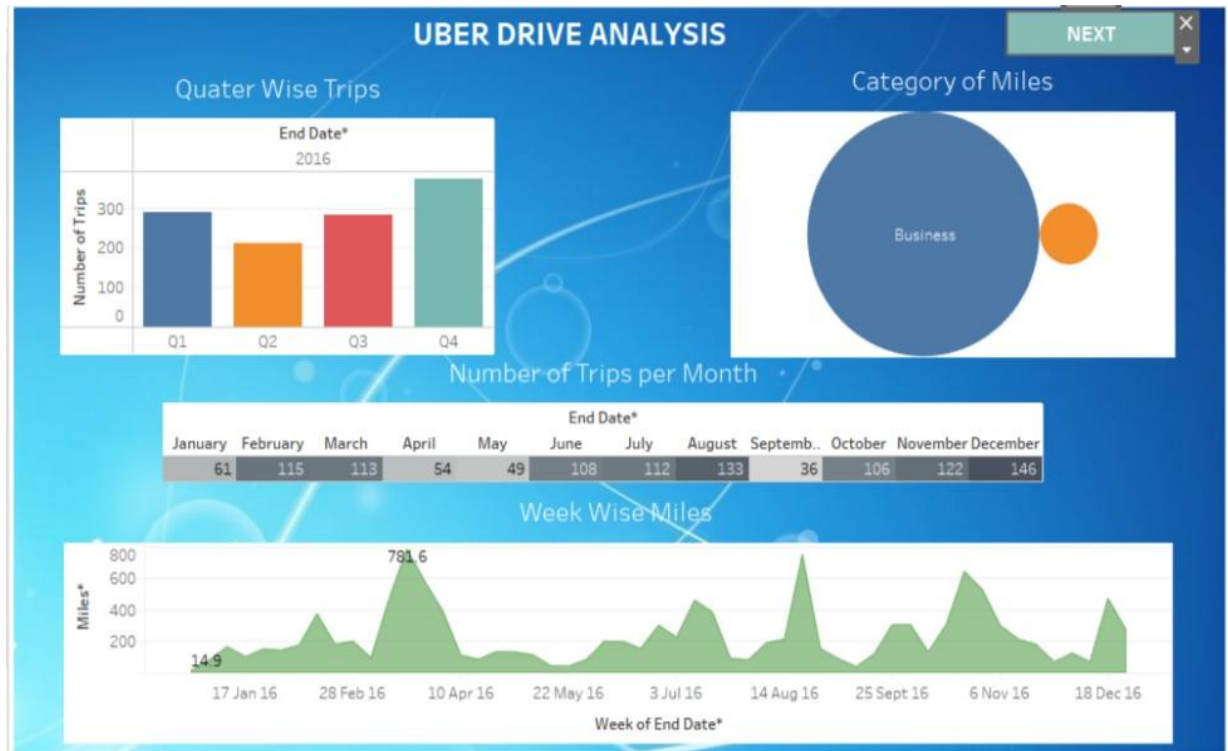# 2.Problem Definition and Design Thinking:

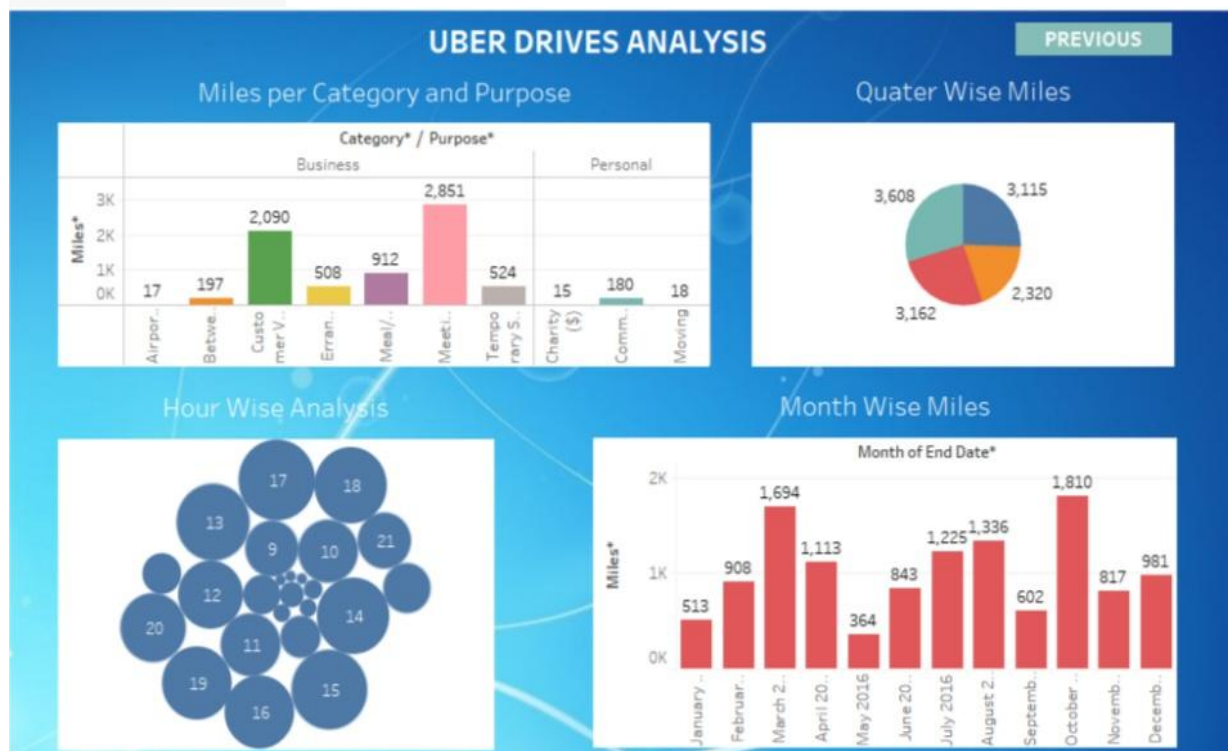## Empathy Map:

Says

Reduce operating cost

Improve profitability and cost efficiency

Fair pay

Afforadble drive

Thinks

Service quality

Reasonable fare

Safe and comfortable Transpotation

Identified Qualified Drivers

Uber Expeditionary Analysis

Analysing expense report

Conducting Financial reviews

Setting the target

Providing feedback after the trip

Passengers satisfication

Intersted in Uber approach

Frustration

Excitement for reaching their Destination

Does

Feels

See an example

Ideation and Brainstorming Map:

3.Result:

Dashboard 1:

Dashboard 2:

Story:

Uber Trips

In Q4, More Uber Trips has been took place | In December More Number of Uber Trips have been taken | Uber is busy from3-7pm

End Date*
2016

Quarter of End Date*
- Q1
- Q2
- Q3
- Q4

Number of Trips

- Q1: 289
- Q2: 211
- Q3: 281
- Q4: 374

Uber Trips

In Q4, More Uber Trips has been took place | **In December More Number of Uber Trips have been taken** | Uber is busy from3-7pm

End Date*

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

Number of Trips
36 — 146

Uber Trips

In Q4, More Uber Trips has been took place | In December More Number of Uber Trips have been taken | **Uber is busy from3-7pm**

Circles: 17, 18, 13, 9, 10, 21, 12, 20, 14, 11, 19, 15, 16
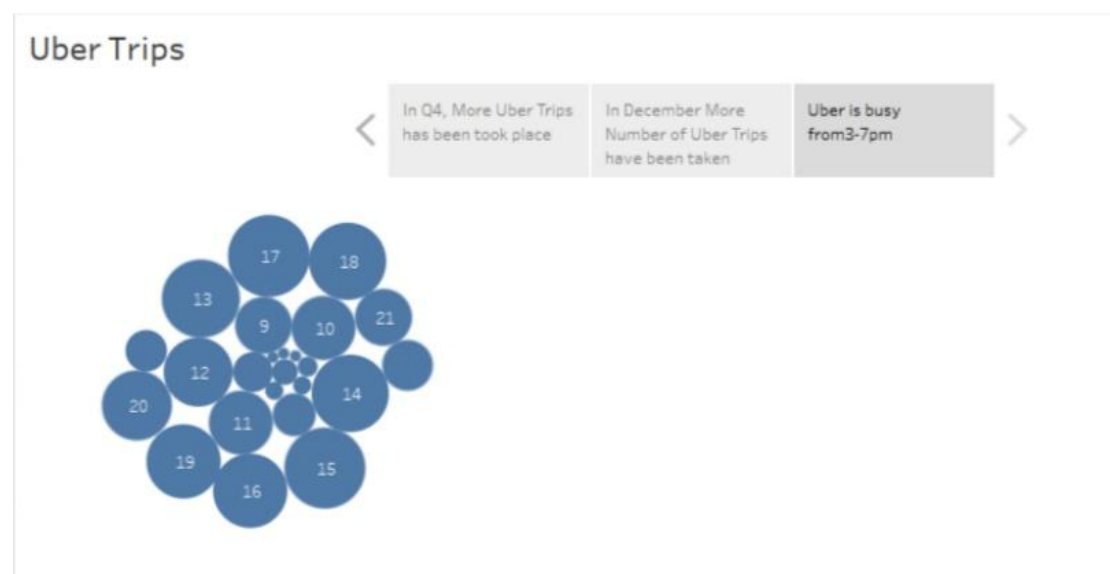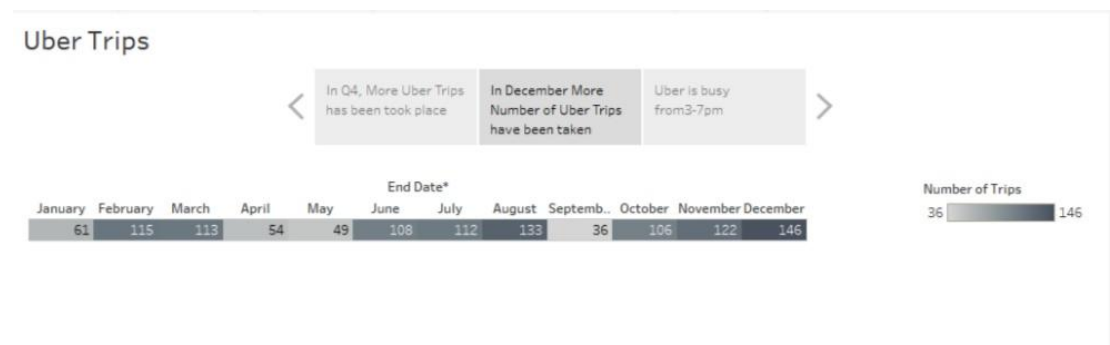
4.Advantages and Disadvantages:

Advantages of Illuminating Insights from Uber Expeditionary Analysis:

Strategic Decision-Making:
Uber expeditionary analysis provides valuable insights into the company's strategies, enabling other businesses and entrepreneurs to make more informed strategic decisions in the rapidly evolving transportation and mobility sector.

Market Understanding:
It offers a comprehensive understanding of different markets and regions, helping companies identify potential opportunities and challenges when expanding into new areas.

Innovation Inspiration:
By studying Uber's expeditions, entrepreneurs and startups can gain inspiration for innovative approaches and solutions in the mobility and tech industry.

Academic and Research Value:
Scholars and researchers can leverage this analysis to contribute to the body of knowledge in areas such as transportation, technology, and business strategies.

Risk Mitigation:
Understanding the challenges faced by Uber during its expeditions can help other businesses anticipate potential risks and develop risk mitigation strategies.

Disadvantages of Illuminating Insights from Uber Expeditionary Analysis:

Limited Access to Data:
Uber may not disclose all data and details regarding its operations, making it challenging to conduct a comprehensive analysis.

Context Dependency:
Insights from Uber's expeditionary analysis may be context-specific and not directly applicable to all businesses, especially smaller or niche companies.

Rapid Industry Changes:
The mobility industry evolves quickly, and insights obtained from past expeditions may become outdated or irrelevant as market conditions change.

Competitive Risks:
Sharing too much information about Uber's strategies and experiences may inadvertently benefit its competitors.

Ethical Concerns:
Ethical concerns may arise if the analysis delves into sensitive areas, such as data privacy, labor practices, or regulatory compliance.

5. Applications:

Business Strategy Development:
Companies in the transportation and mobility sector can use these insights to refine and adapt their business strategies, incorporating successful tactics employed by Uber during its expeditions into new markets.

Market Entry Planning:
Startups and established businesses looking to expand into new regions can leverage these insights to understand the challenges and opportunities associated with entry into specific markets.

Investment Decision-Making:
Investors and venture capitalists can use this analysis to make more informed investment decisions, particularly when considering opportunities within the ride-sharing and technology industries.

Policy and Regulation Development:
Government bodies and regulatory agencies can gain valuable insights into the impact of ride-sharing platforms like Uber on local transportation ecosystems. This information can inform the development of regulations and policies.

Academic Research:

Scholars and researchers can use these insights as a basis for academic studies on topics such as the gig economy, urban transportation, technology adoption, and global business strategies.

Innovation and Entrepreneurship:

Entrepreneurs and innovators can draw inspiration from Uber's experiences to develop new solutions and business models in the transportation and mobility sectors.

Risk Assessment and Mitigation:

Businesses can use the analysis to assess potential risks when expanding into new markets and develop strategies to mitigate these risks effectively.

Competitive Benchmarking:

Companies within the ride-sharing and related industries can benchmark their operations against Uber's experiences to identify areas where they can improve and innovate.

International Expansion:

Companies with global ambitions can learn from Uber's strategies and challenges when entering new countries and regions, helping them avoid common pitfalls.

Consumer Insights:

Market research firms and consumer behavior analysts can use these insights to understand how consumer preferences and behaviors evolve in response to new transportation options and technological advances.

6.Conclusion:

Illuminating insights from Uber expeditionary analysis provide a valuable resource for a wide range of stakeholders in the transportation and mobility sectors, as well as academia and beyond. By examining Uber's strategies, challenges, and successes during its expansions into various regions, we can draw important lessons and applications.

These insights can inform better decision-making, whether it's refining business strategies, planning market entry, or making investment decisions. They also offer governments and regulatory bodies a window into the complex interplay of ride-sharing platforms and local transportation ecosystems, aiding in the development of effective regulations and policies.

For academic research, Uber's expeditions serve as a rich source of data for studies in areas such as the gig economy, urban transportation, technology adoption, and global business strategies. Furthermore, entrepreneurs and innovators can find inspiration and learn from Uber's experiences when developing new solutions and business models in the ever-evolving mobility sector.

Risk assessment and mitigation, competitive benchmarking, international expansion, and understanding changing consumer preferences are among the many practical applications of these insights. They enable businesses to navigate complex market dynamics and help shape the future of transportation.

In summary, illuminating insights from Uber expeditionary analysis offer a window into the dynamic world of transportation and mobility, providing actionable knowledge that can drive innovation, inform policies, and support better decision-making across various sectors.

7.Future Scope:

Continued Industry Evolution:

As the transportation and mobility industry continues to evolve, the future scope of Uber expeditionary analysis will remain relevant. Researchers and businesses will need to analyze Uber's ongoing expeditions to adapt to changing market conditions and consumer preferences.

Emerging Markets:

With Uber and other mobility companies expanding into emerging markets, there will be a growing need for insights into the unique challenges and opportunities in these regions. Future research can focus on the impact of ride-sharing in these markets and the strategies employed.

Technology Integration:

As technology plays an increasingly significant role in transportation, there will be a need to explore how Uber integrates and innovates with emerging technologies, such as autonomous vehicles and electric mobility solutions.

8.Appendix:

Github Link:

https://github.com/harisgsds/Voyage-Vista-Illuminating-Insights-from-Uber-Expeditionary-Analysis_NM2023TMID06208

Dashboard 1:

https://public.tableau.com/views/UBERDRIVESANALYSIS1/UBERDRIVESANALYSIS1?:language=en-US&:display_count=n&:origin=viz_share_link

Dashboard 2:
https://public.tableau.com/views/UBERDRIVESANALYSIS2_16970117319010/UBERDRIVESANALYSIS2?:language=en-US&:display_count=n&:origin=viz_share_link

Story:
https://public.tableau.com/views/UBERDRIVESANALYSIS3/UBERTRIPS?:language=en-US&:display_count=n&:origin=viz_share_link

Visualization1:
https://public.tableau.com/views/Visualization1_16972613329370/MILESPERCATEGORYANDPURPOSE?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Visualization2:
https://public.tableau.com/views/Visualization2_16972620730550/CATEGORYOFMILES?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Visualization3:
https://public.tableau.com/views/Visualization3_16972622376250/MONTHWISEMILES?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Visualization4:
https://public.tableau.com/views/Visualization4_16972623145220/WEEKWISEMILES?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Visualization5:
https://public.tableau.com/views/Visualization5_16972624860160/QUATERWISEMILES?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Visualization6:
https://public.tableau.com/views/Visualization6_16972625623590/NUMBEROFTRIPSPERMONTH?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Visualization7:
https://public.tableau.com/views/Visualization7_16972626285470/QUATERWISETRIPS?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Visualization8:

https://public.tableau.com/views/Visualization8_16972627056500/HOURWISE
ANALYSIS?:language=en-
US&publish=yes&:display_count=n&:origin=viz_share_link

Demonstration Video Link:

https://drive.google.com/file/d/1-
XgQcEeXke6O_YGcNw8An7kFzCbVT6la/view?usp=drivesdk