

1. INTRODUCTION

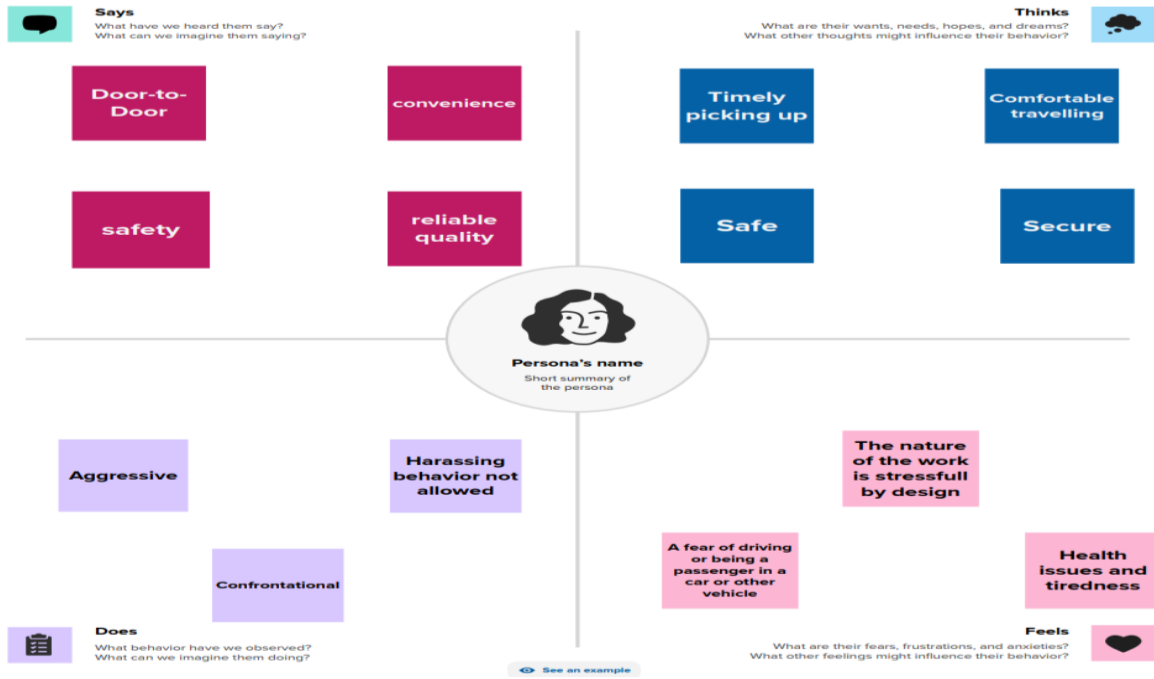
1.1 Overview

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 Analysing the number of trips taken by Uber drivers can provide insights into their overall activity and the demand for riders in specific areas. Daily, Weekly, or monthly Analysis. Uber's data can be analysed on a daily, weekly, basis to understand the trends and patterns of trip volumes. This analysis can help identify peak hours or days of high demand and optimized driver availability during those times. Trips can be analysed based on geographic regions or specific cities to identify areas with highest demands. 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 Analysing techniques to find unknown patterns in the Uber Drives dataset.

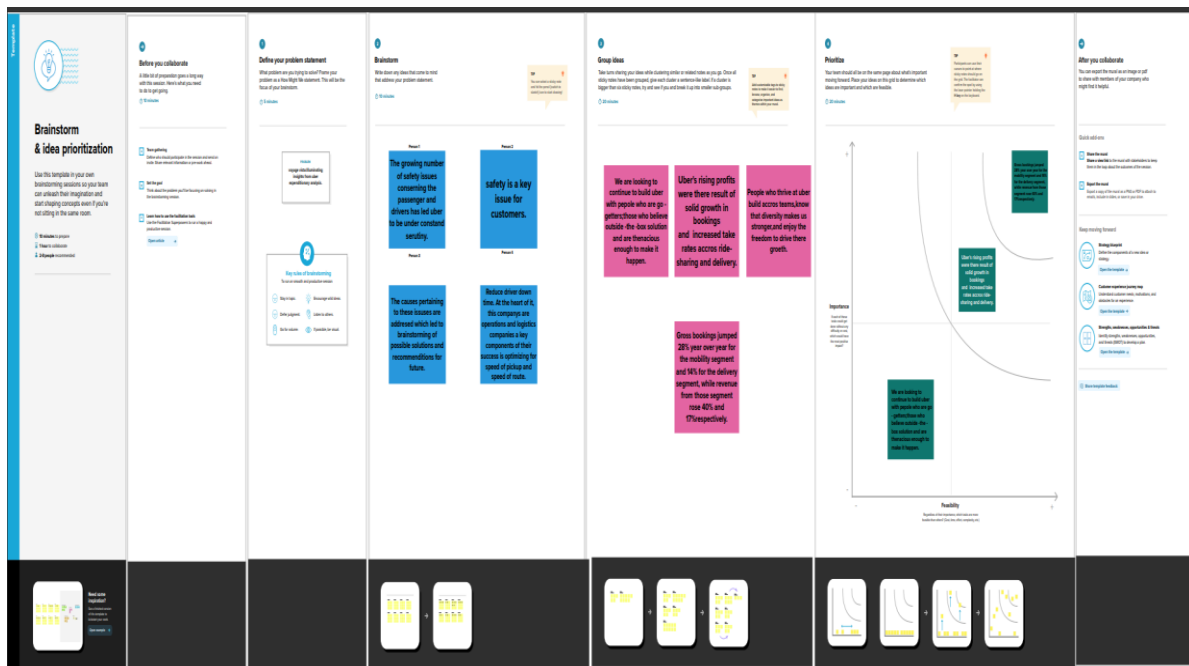
1.2 Purpose

At Uber, labs we apply behavioural science insights and methodologies to help product teams improve the Uber customer experience. One of the most exciting areas we've been working on is causal inference, a category of statistical methods that is commonly used in behavioural science research to understand the causes behind the results we see from experiments or observations. We've found it invaluable to bring causal inference methods to our work at Uber, as it enables us to solve challenging but critical data science questions that would otherwise be impossible to tackle, such as estimating the treatment effect when a randomized controlled experiment is not possible or addressing additional complexities within the experimental data.

2.2 PROBLEM DEFINITION & DESIGN THINKING



2.2 IDEATION & BRAINSTORMING MAP



3.DATASET

WPS Office

My Uber Drives - 2016.csv

1

Sign in

Go Premium

—

✕

Menu

Cut

Copy

Format Painter

Calibri

11

A*

A*

B

I

U

A

□

→

↶

↷

↻

↺

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

↻

<

My Uber Drives - 2016

File Home Insert Page Layout Formulas Data Review View Help

Clipboard Font Alignment Number Styles

POSSIBLE DATA LOSS Some features might be lost if you save this workbook in the comma-delimited (.csv) format. To preserve these features, save it in an Excel file format. Don't show again Save As...

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
103	2/13/2016 14:21	2/13/2016 14:41	Business	Cary	Morrisville		8.9	Meeting																
104	2/13/2016 23:45	2/14/2016 0:01	Personal	East Elmhurst	Jackson Heights		2.7																	
105	2/14/2016 0:50	2/14/2016 1:00	Personal	Jackson Heights	East Elmhurst		1.8																	
106	2/14/2016 14:07	2/14/2016 14:40	Business	East Elmhurst	New York		8.1	Meeting																
107	2/14/2016 14:46	2/14/2016 15:03	Business	Midtown	Midtown West		2	Meeting																
108	2/14/2016 16:35	2/14/2016 17:02	Business	New York	Long Island City		13	Meeting																
109	2/14/2016 17:06	2/14/2016 17:29	Business	Long Island City	Jamaica		13.9	Meeting																
110	2/16/2016 8:21	2/16/2016 4:13	Business	Katunayaka	Unknown Location		43.7	Customer Visit																
111	2/16/2016 8:29	2/16/2016 9:34	Business	Unknown Location	Colombo		14.1																	
112	2/16/2016 10:31	2/16/2016 10:41	Business	Colombo	Colombo		2.6																	
113	2/16/2016 11:32	2/16/2016 12:02	Business	Colombo	Colombo		4.5																	
114	2/16/2016 12:39	2/16/2016 12:42	Business	Colombo	Colombo		1.7																	
115	2/16/2016 13:43	2/16/2016 13:55	Business	Colombo	Colombo		1.8	Temporary Site																
116	2/16/2016 16:34	2/16/2016 17:30	Business	Colombo	Colombo		6																	
117	2/16/2016 17:17	2/16/2016 17:26	Business	Colombo	Nugegoda		1.1	Meal/Entertain																
118	2/16/2016 17:40	2/16/2016 17:44	Business	Nugegoda	Unknown Location		3.6	Errand/Supplies																
119	2/17/2016 13:18	2/17/2016 14:04	Business	Unknown Location	Colombo		14.7	Temporary Site																
120	2/17/2016 15:17	2/17/2016 15:22	Business	Colombo	Colombo		1.7	Meal/Entertain																
121	2/17/2016 16:33	2/17/2016 16:47	Business	Colombo	Katunayaka		21.4	Temporary Site																
122	2/17/2016 16:38	2/17/2016 16:43	Business	Katunayaka	Katunayaka		0.5	Errand/Supplies																
123	2/18/2016 8:19	2/18/2016 8:27	Business	Unknown Location	Unknown Location		23.5	Temporary Site																
124	2/18/2016 14:03	2/18/2016 14:45	Business	Unknown Location	Islamabad		12.7	Temporary Site																
125	2/18/2016 15:16	2/18/2016 15:31	Business	Islamabad	Unknown Location		6	Temporary Site																
126	2/18/2016 16:44	2/18/2016 18:58	Business	Unknown Location	Islamabad		5.2	Customer Visit																
127	2/18/2016 19:27	2/18/2016 20:08	Business	Islamabad	Unknown Location		10	Meeting																
128	2/19/2016 9:02	2/19/2016 9:14	Business	Unknown Location	Unknown Location		18.3	Meeting																
129	2/19/2016 9:21	2/19/2016 9:31	Business	Unknown Location	Unknown Location		11.2	Meeting																
130	2/19/2016 10:21	2/19/2016 10:48	Business	Unknown Location	Islamabad		7.6	Meeting																
131	2/19/2016 11:20	2/19/2016 11:26	Personal	Islamabad	Islamabad		1.5																	
132	2/19/2016 11:45	2/19/2016 11:50	Personal	Islamabad	Islamabad		1																	
133	2/19/2016 12:09	2/19/2016 12:27	Business	Islamabad	Unknown Location		7.3	Temporary Site																
134	2/19/2016 16:26	2/19/2016 16:45	Business	Unknown Location	Islamabad		3.5																	
135	2/19/2016 17:09	2/19/2016 17:20	Business	Islamabad	Islamabad		4.2																	
136	2/19/2016 20:08	2/19/2016 20:30	Personal	Islamabad	Unknown Location		13.6																	

Ready Accessibility: Unavailable

My Uber Drives - 2016

File Home Insert Page Layout Formulas Data Review View Help

Clipboard Font Alignment Number Styles

POSSIBLE DATA LOSS Some features might be lost if you save this workbook in the comma-delimited (.csv) format. To preserve these features, save it in an Excel file format. Don't show again Save As...

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
137	2/19/2016 20:34	2/19/2016 20:51	Personal	Unknown Location	Unknown Location		2.5																	
138	2/20/2016 7:59	2/20/2016 8:32	Personal	Unknown Location	Islamabad		14.4																	
139	2/20/2016 10:48	2/20/2016 10:56	Personal	Islamabad	Islamabad		3																	
140	2/20/2016 11:45	2/20/2016 11:53	Personal	Islamabad	Islamabad		1.5																	
141	2/20/2016 12:41	2/20/2016 13:17	Business	Islamabad	R'walpindi		18.4																	
142	2/20/2016 14:50	2/20/2016 15:54	Business	R'walpindi	R'walpindi		23.1	Meeting																
143	2/20/2016 16:59	2/20/2016 17:54	Personal	R'walpindi	Unknown Location		16.5																	
144	2/20/2016 18:00	2/20/2016 18:03	Business	Unknown Location	Unknown Location		3.2	Errand/Supplies																
145	2/20/2016 19:28	2/20/2016 19:49	Business	Unknown Location	Unknown Location		7.7	Errand/Supplies																
146	2/21/2016 9:07	2/21/2016 9:46	Business	Unknown Location	Islamabad		14.5																	
147	2/21/2016 11:39	2/21/2016 11:43	Business	Unknown Location	Islamabad		2.4	Errand/Supplies																
148	2/21/2016 11:47	2/21/2016 12:01	Business	Islamabad	Islamabad		4.6	Errand/Supplies																
149	2/21/2016 12:13	2/21/2016 12:35	Business	Islamabad	Unknown Location		8.8	Meal/Entertain																
150	2/21/2016 12:51	2/21/2016 13:12	Business	Unknown Location	Unknown Location		8.3	Temporary Site																
151	2/21/2016 13:33	2/21/2016 14:30	Business	Unknown Location	Unknown Location		22.7	Temporary Site																
152	2/21/2016 14:36	2/21/2016 15:03	Business	Unknown Location	Islamabad		13	Temporary Site																
153	2/21/2016 15:14	2/21/2016 15:31	Business	Islamabad	Noorpur Shahan		8.1	Temporary Site																
154	2/21/2016 15:36	2/21/2016 15:41	Business	Noorpur Shahan	Unknown Location		2.2	Meal/Entertain																
155	2/21/2016 16:04	2/21/2016 16:32	Business	Unknown Location	Unknown Location		9.7																	
156	2/21/2016 23:15	2/21/2016 23:52	Business	Unknown Location	R'walpindi		20	Meeting																
157	2/22/2016 21:54	2/22/2016 22:09	Business	Morrisville	Cary		8.1	Customer Visit																
158	2/24/2016 14:30	2/24/2016 14:35	Business	Whitebridge	Preston		1.5																	
159	2/24/2016 15:19	2/24/2016 15:25	Business	Preston	Whitebridge		1.7	Errand/Supplies																
160	2/25/2016 16:27	2/25/2016 16:35	Business	Whitebridge	Heritage Pines		3.1	Errand/Supplies																
161	2/25/2016 16:47	2/25/2016 17:02	Business	Heritage Pines	Whitebridge		3.2	Errand/Supplies																
162	2/25/2016 17:16	2/25/2016 17:36	Business	Whitebridge	Tanglewood		6	Meal/Entertain																
163	2/25/2016 18:22	2/25/2016 18:39	Business	Tanglewood	Whitebridge		5.8	Meal/Entertain																
164	2/26/2016 9:06	2/26/2016 9:29	Business	Whitebridge	Westpark Place		6.3																	
165	2/26/2016 11:05	2/26/2016 11:11	Personal	Westpark Place	Whitebridge		1.7																	
166	2/26/2016 11:35	2/26/2016 11:59	Business	Cary	Durham		10.6	Meeting																
167	2/26/2016 13:01	2/26/2016 13:24	Business	Durham	Cary		9.9	Meeting																
168	2/26/2016 14:38	2/26/2016 14:46	Personal	Whitebridge	Westpark Place		1.9																	
169	2/26/2016 15:00	2/26/2016 15:18	Personal	Westpark Place	Hazelwood		4.2																	
170	2/26/2016 17:01	2/26/2016 17:12	Personal	Hazelwood	Whitebridge		2																	

Ready Accessibility: Unavailable

Tau - Tableau

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

My Uber Drives - 2016

Search

Data Analytics

Columns: Category*, Purpose*

Rows: SUM(Miles*)

Filters: Purpose*

Marks: Automatic

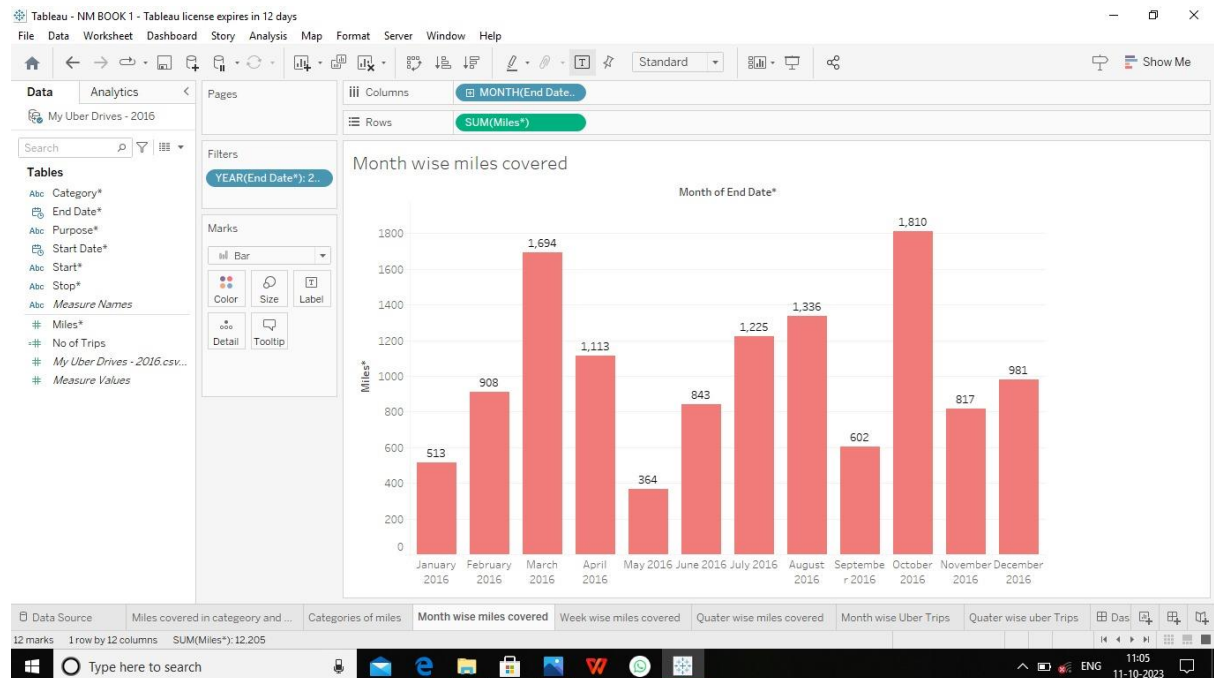
Legend:

- Airport/Travel
- Between Offices
- Charity (\$)
- Commute
- Customer Visit
- Errand/Supplies
- Meal/Entertain
- Meeting
- Moving
- Temporary Site

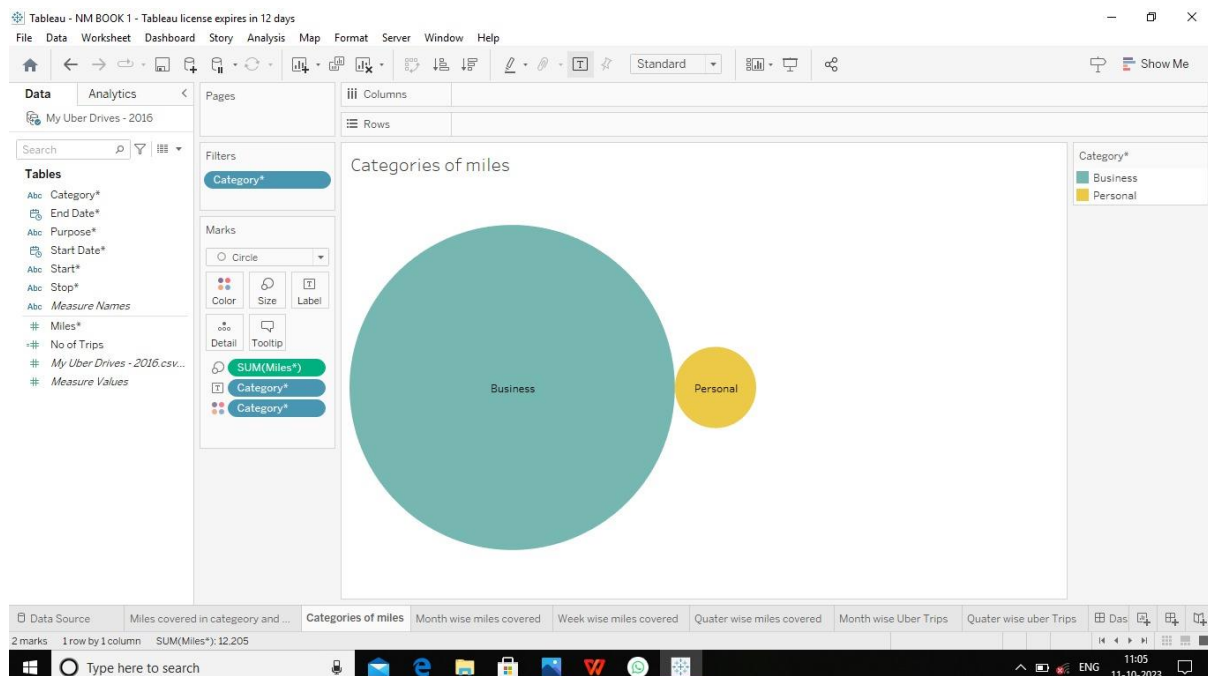
Miles covered in category and purpose

Category	Purpose	Miles*
Business	Airport/Travel	17
	Between Offices	197
	Customer Visit	2,090
	Errand/Supplies	508
	Meal/Entertain	912
	Meeting	2,851
Personal	Temporary Site	524
	Charity (\$)	15
	Commute	180
	Moving	18

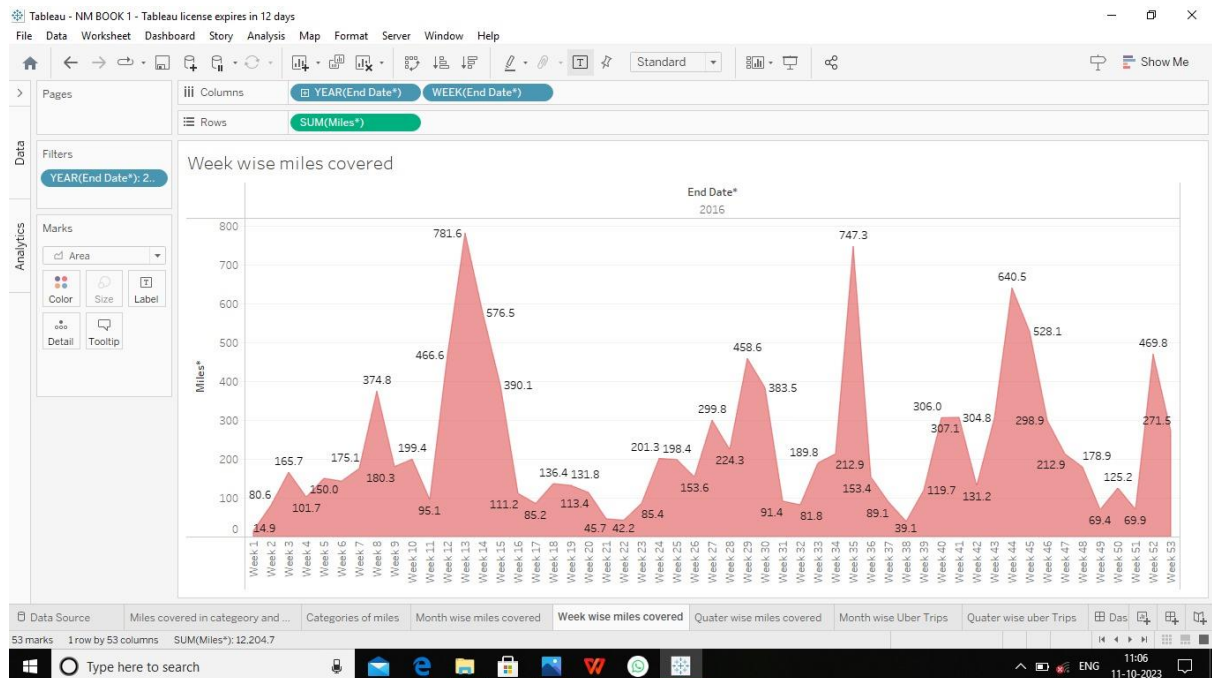
4.2 Categories of Miles



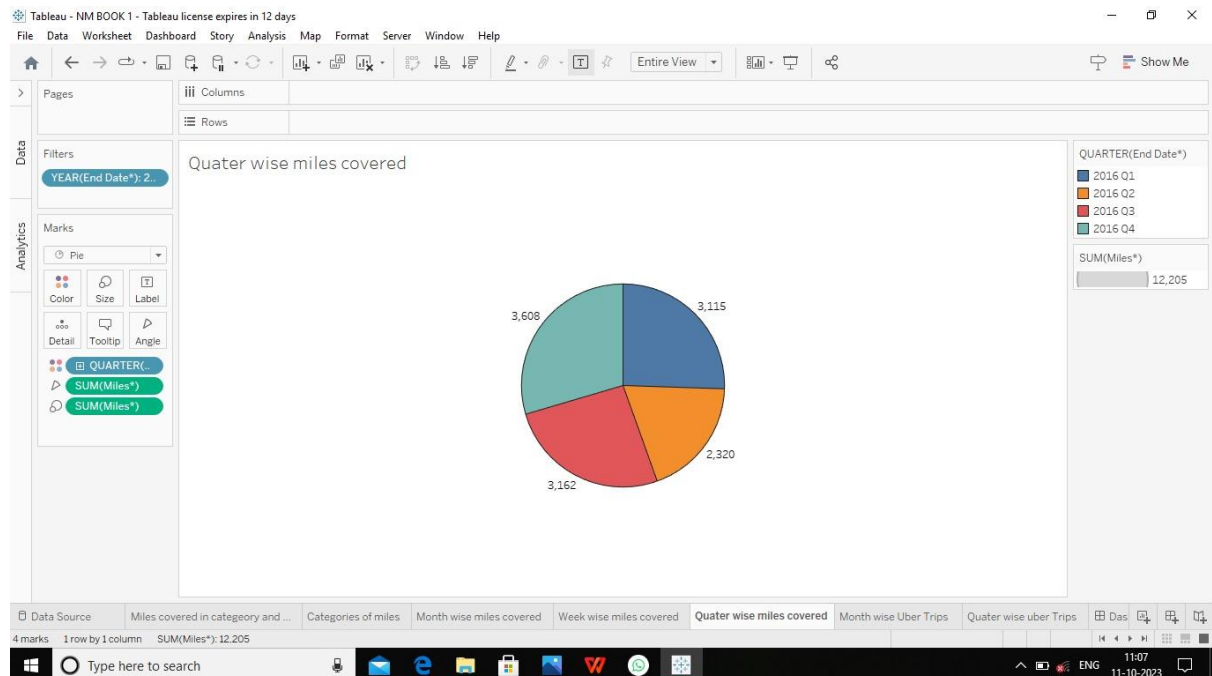
4.3 Month Wise Miles Covered



4.4 Week Wise Miles Covered

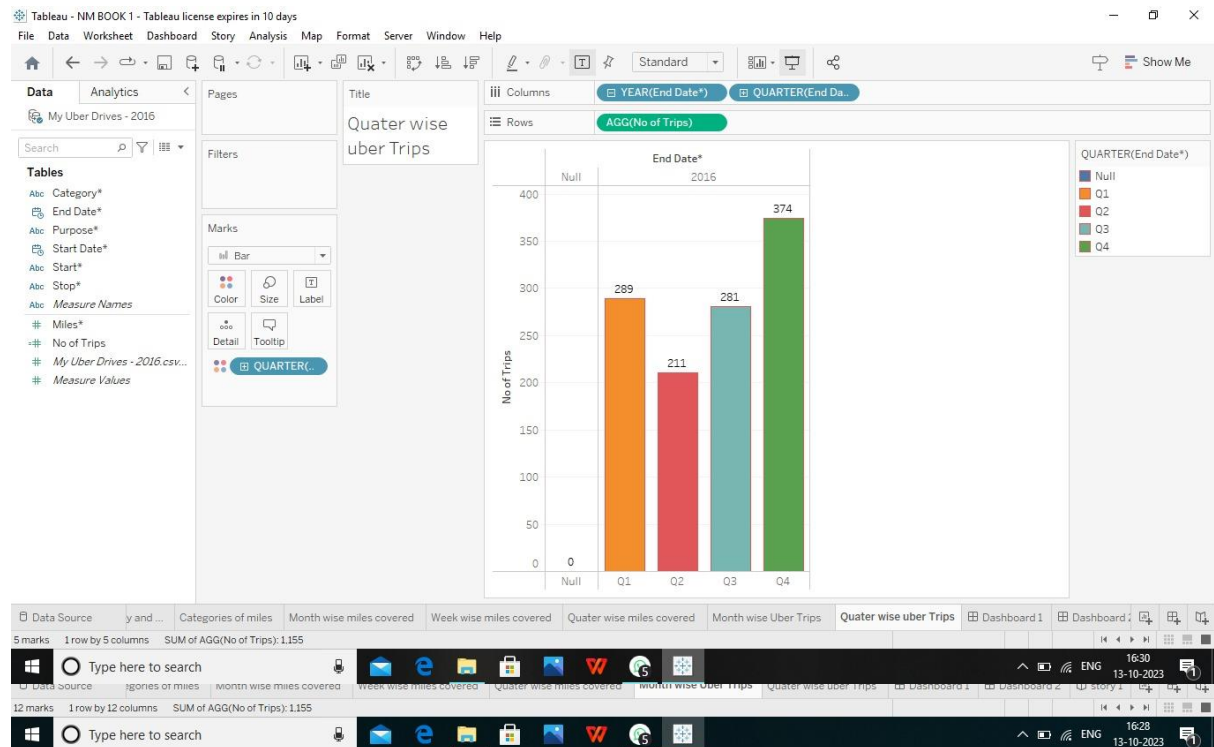


4.5 Quarter Wise Miles Covered

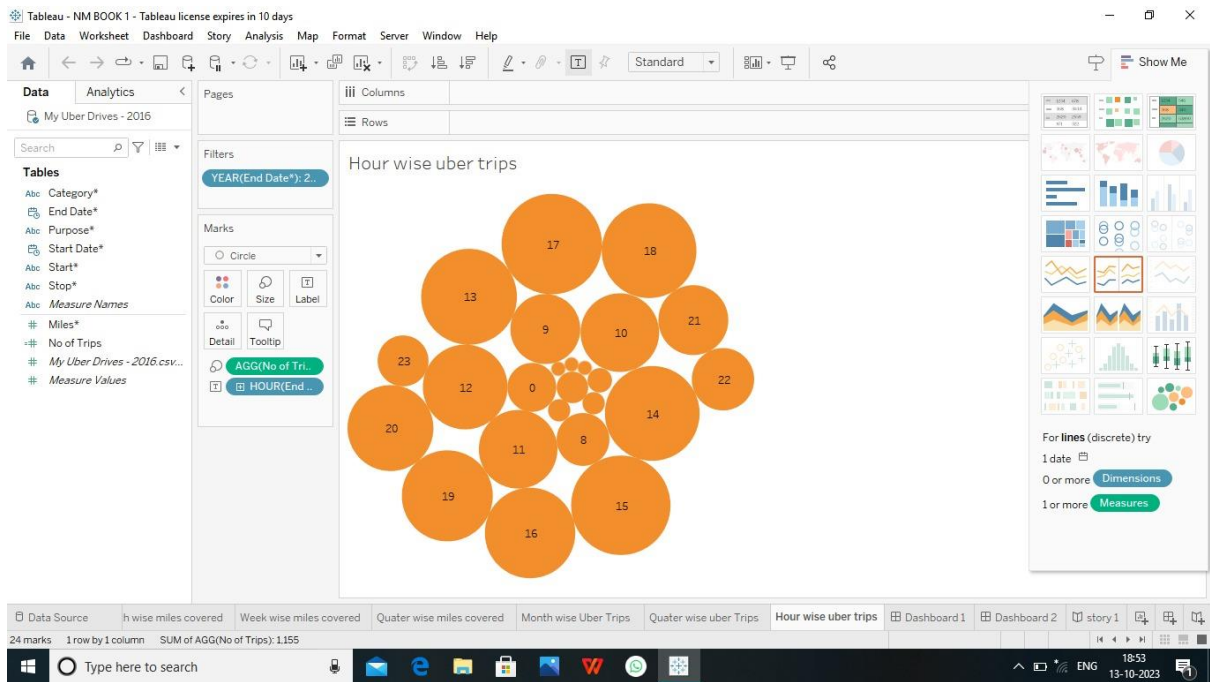


4.6 Month Wise Uber Trips

4.7 Quarter Wise Uber Trips

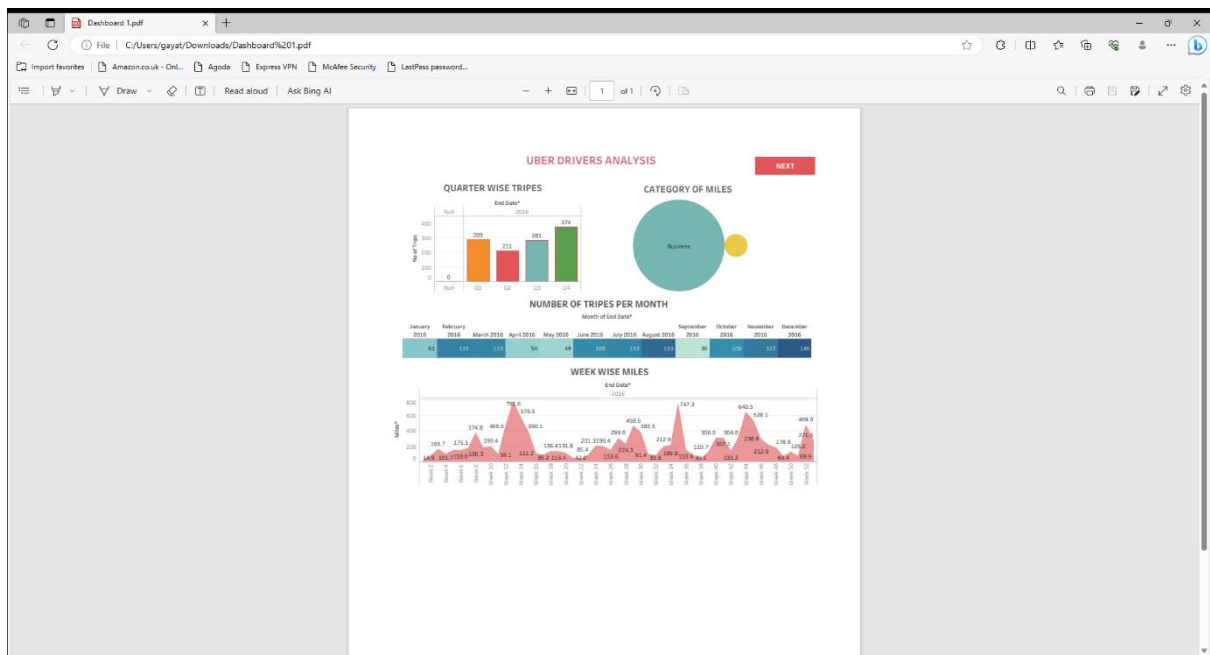


4.8 Hour Wise Uber Trips

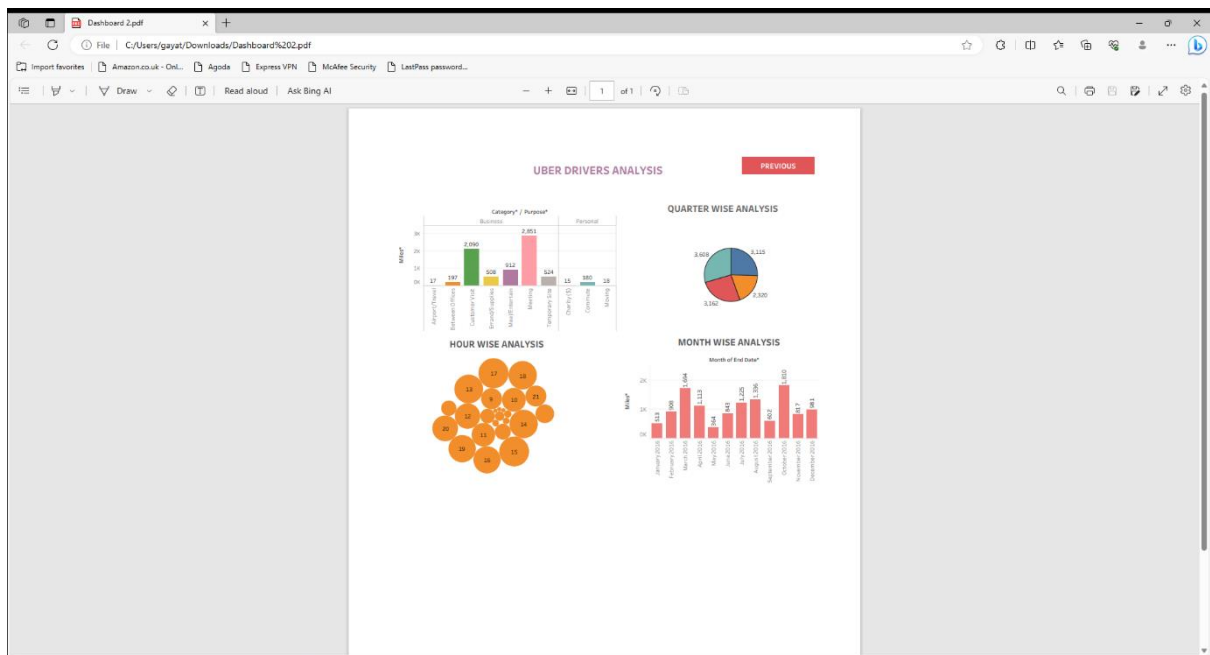


5.RESULT

5.1 DASHBOARD -1

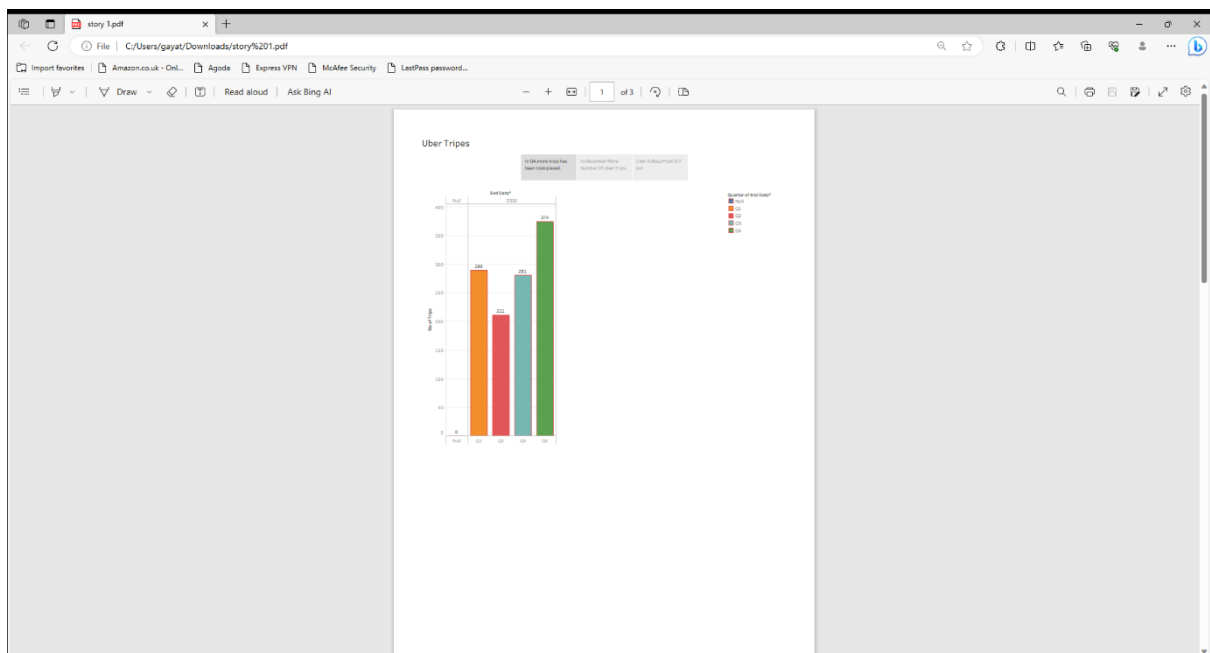


DASHBOARD -2

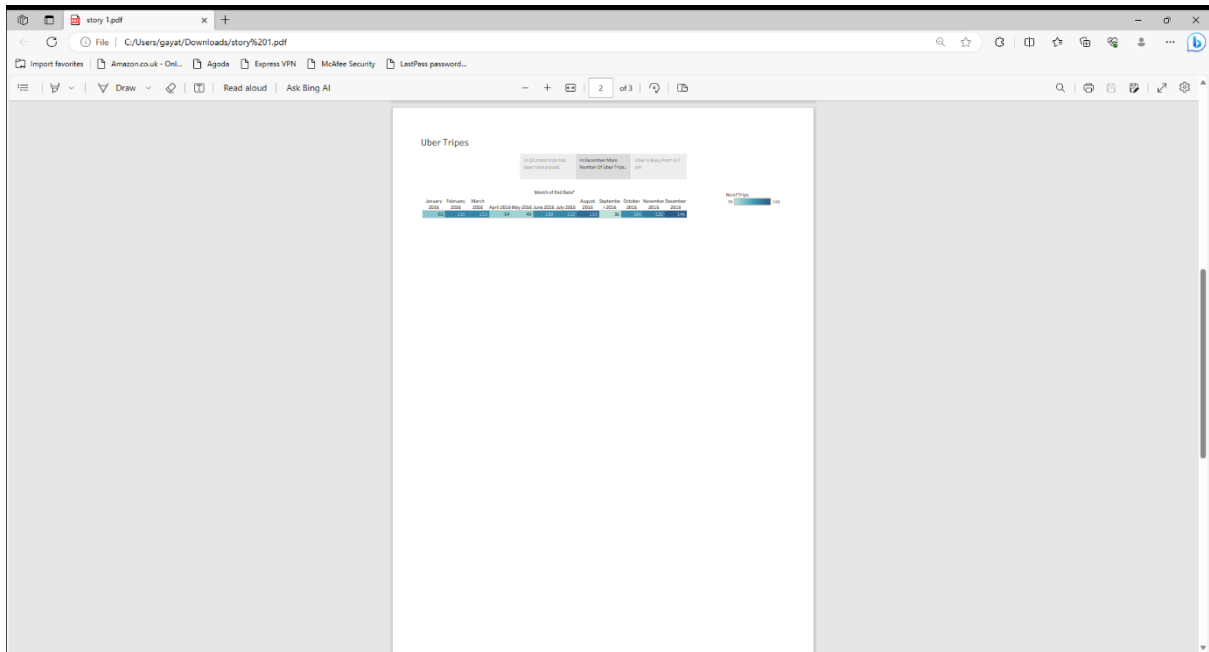


5.2 STORY

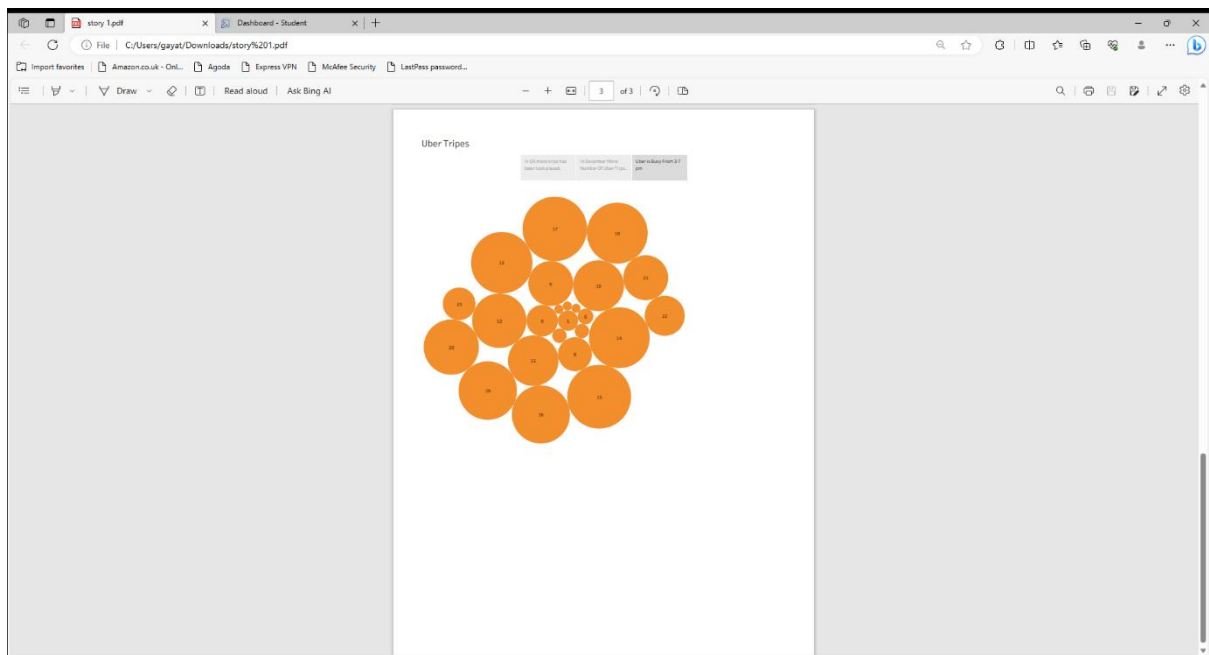
STORY -1



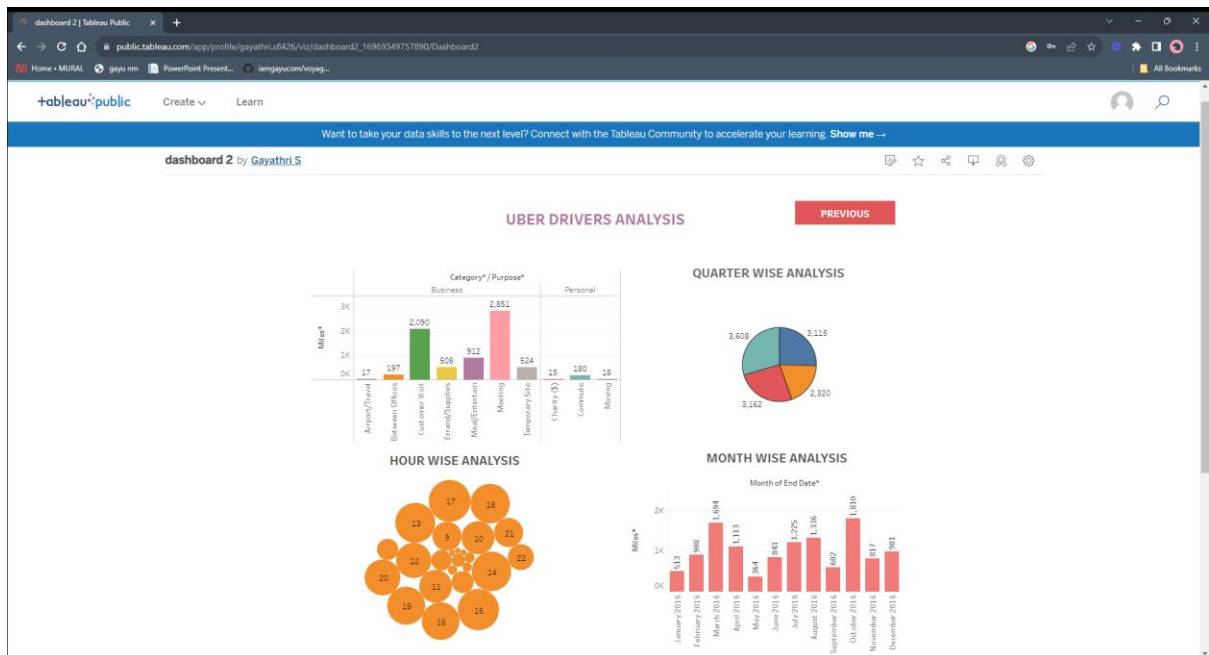
STORY -2

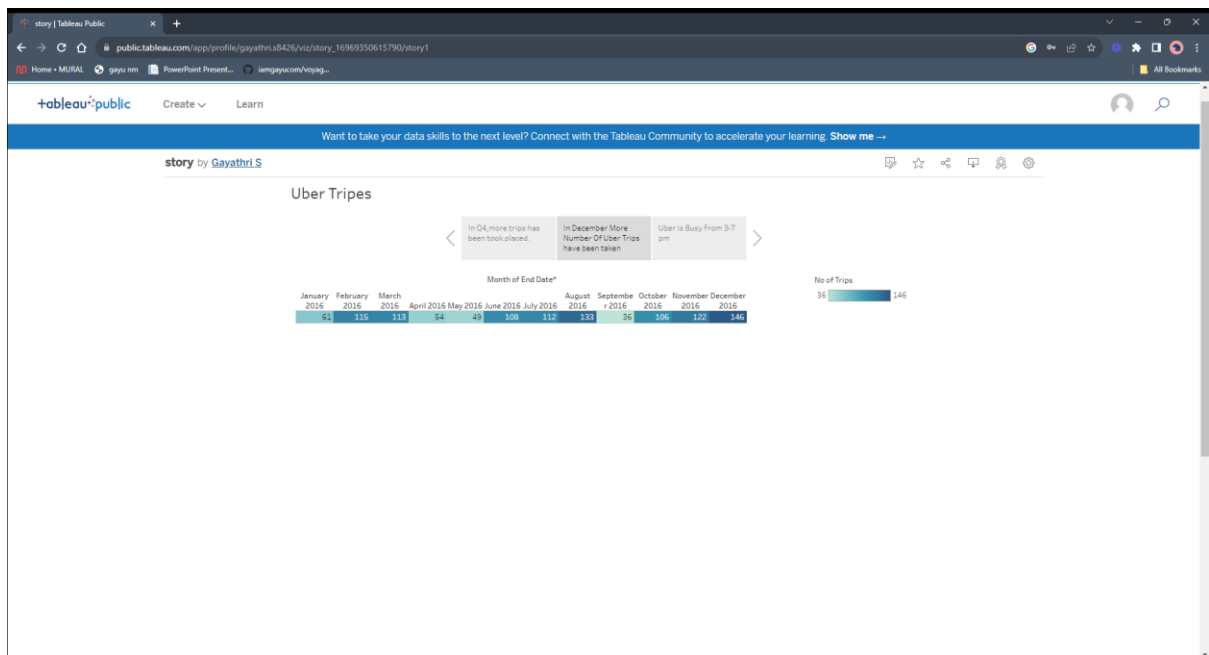
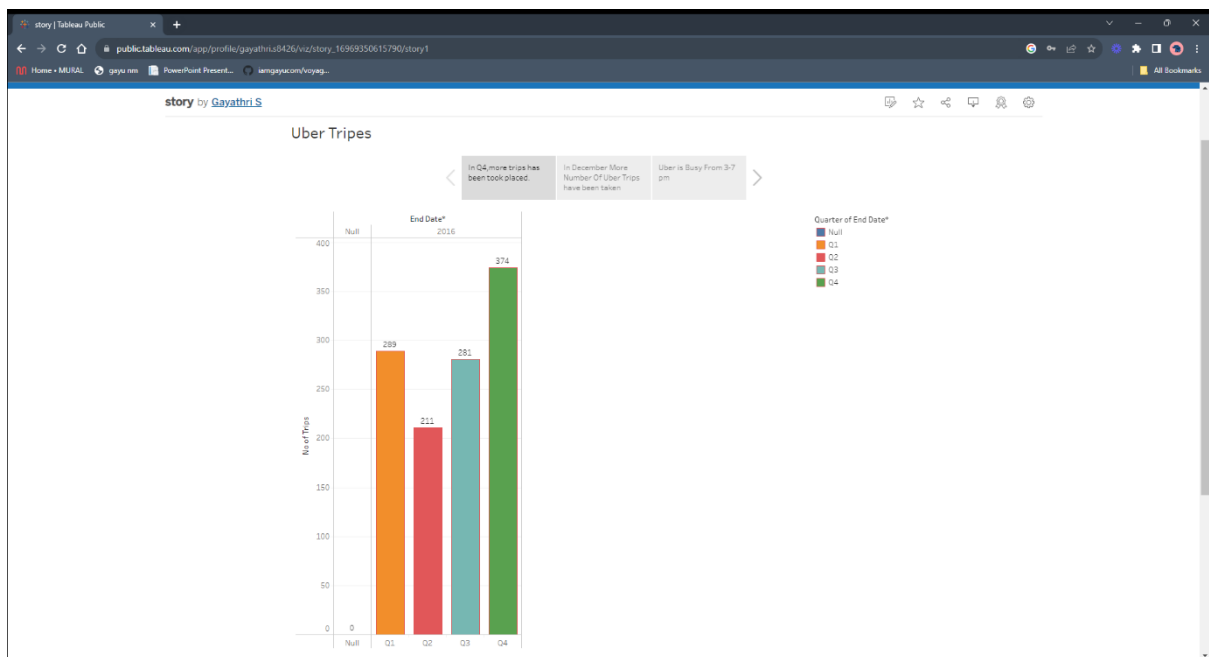


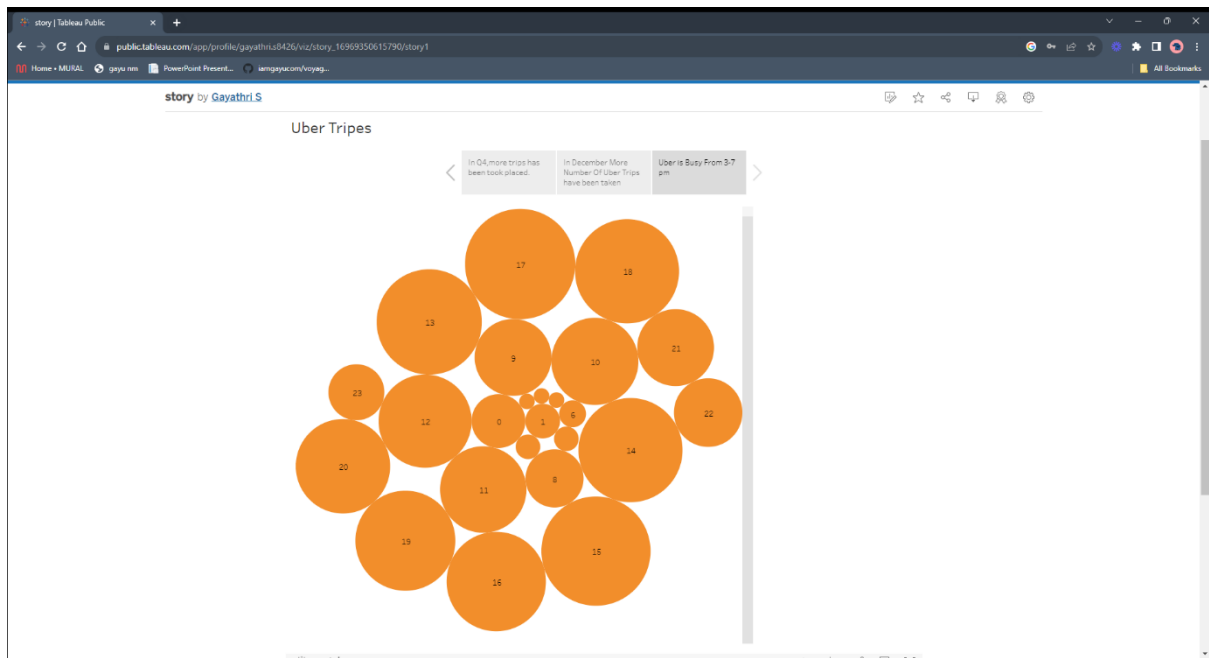
STORY -3



6.PUBLICATIONS IN TABLEAU PUBLIC







7.ADVANTAGES AND DISADVANTAGES

ADVANTAGES

- Uber is not limited, like you said, by the taxi medallion system. They have an infinite 'fleet' of cars, to operate which, they do not have to invest millions of dollars.
- Uber does not need to keep full time drivers, and take care of them. Even taxi drivers and companies can sign up and sign out at their convenience, just like anyone else.
- The fact that their system does not have any competition, they occupy a niche market. Sure, there are taxi companies, which are bogged down by endless litigation, but there is no second Uber.
- It gives a good feeling to the riders. I mean you are not seen getting out of a cab, you are seen getting out of someone's car which could be anyone, your friend significant other, etc. Also, its someone who owns their own car, not a

taxi driver driving you around for a living. So, you automatically tend expect a well-educate.

DISADVANTAGES

- passengers.
- Drivers may lack experience.
- Sharing information might be seen as an issue by some people. yellow taxi drivers/owners.
- Subject to satellite navigation/GPS error, mainly in uber environment. Cultural or social norms makes it a change for both drivers and

9. APPLICATION

- Uber depends on its driver partners for supply.
- Driver Engagement is an important factor as it gets the most from its driver partners and for driver partners to get rewarded for their high engagement and loyalty.
- The more driver is motivated to drive on Uber platform, the more it helps Uber in terms of having reliable supply for riders at any point in time. This ties back to the vision of Uber “Providing transportation for everyone and everywhere as running trader”.
- Uber hires private drivers on the basis of Skills & Experience.
- Checking Personal Profile.

10. FUTURE SCOPE

The on-demand business also aids many startups to earn more profits. Even more traditional businesses have adopted on-demand business to increase their profits tremendously.

If you are the one having any on-demand business idea on your mind and want to reach your target audience like Uber, then this might be the perfect blog to understand the future scope and demands of the on-demand business.

11. CONCLUSION

Uber is one of the most popular ridesharing apps in the world. Uber is available in 80 Countries and over 750 Cities worldwide. Over 3 million people drive with Uber every year.