Uber Expeditionary Analysis

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1 INTRODUCTION

1.1 Overview:

Since project data analytics aims to improve your project planning and processes, it involves mining data from various aspects of project management including resource data.Uber is a ride-hailing company that relies heavily on data science and analysis to support its day-to-day operations and provide hassle-free rides and deliveries to customers

1.2 Purpose:

In this project, we will be using Tableau, a powerful Tableau for big data processing, to analyze a dataset from Uber. The goal of this project is to gain insights into the demand and supply industry by cleaning, transforming, and analyzing the data using Tableau
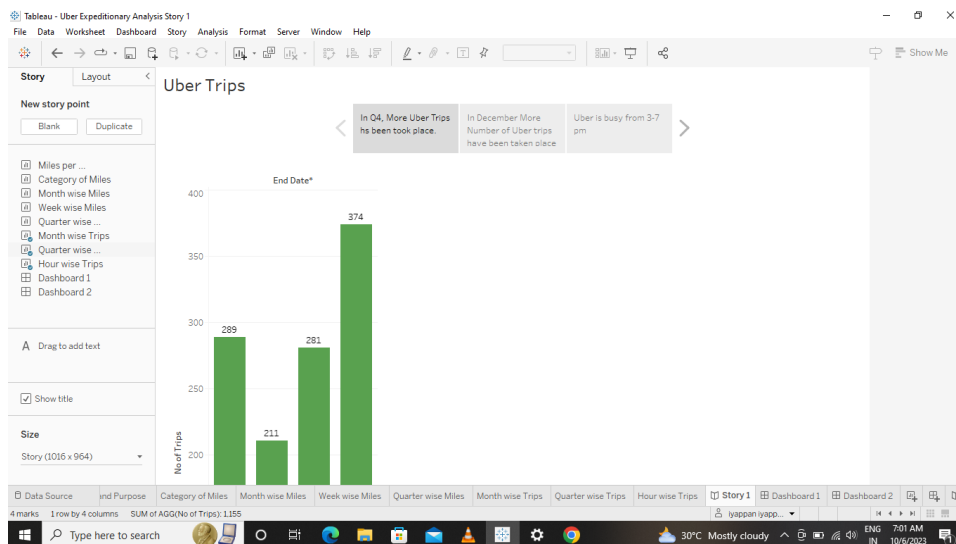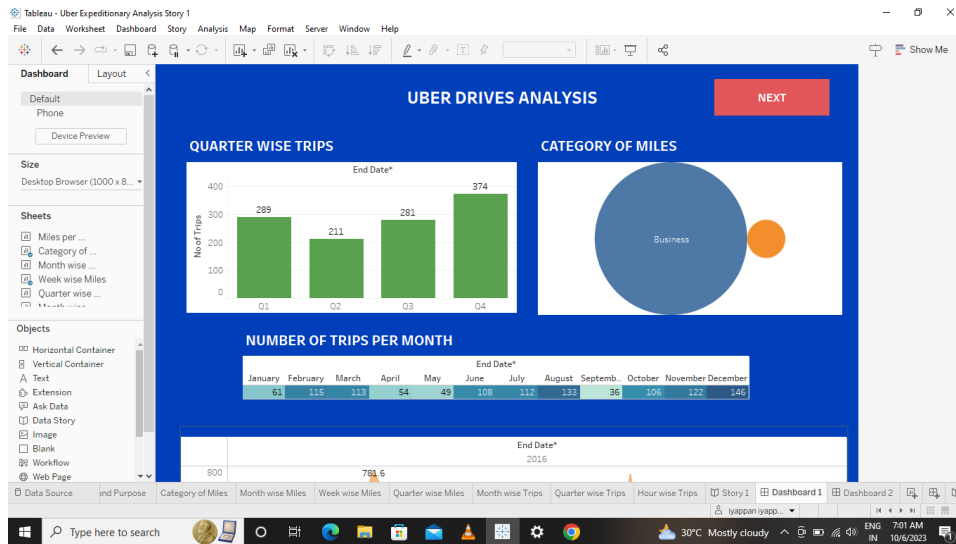
2 Problem Definition & Design Thinking

2.1 Empathy Map

2.2 Brainstorming Map

3 RESULT

Final (Output) of the project
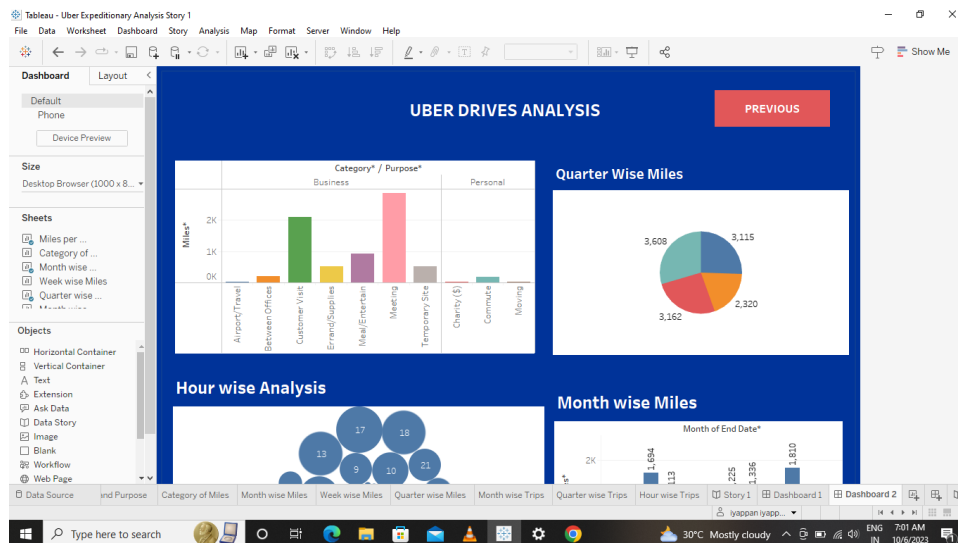
4 ADVANTAGES & DISADVANTAGES

Advantages:

        * Instead of chasing a taxi on a street, or calling and waiting, app users can book a ride from any location and it arrives in minutes

* Passenger's credit or debit card is linked to the taxi app account, no cash changes hands

* Safety is crucial for both passengers and drivers. This is what Uber is good at it. It is one of the major advantages of Uber

Disadvantages :

* "Surge pricing" or "rush time pricing" is not fixed in uber. It's a free market principle of raising prices according to supply and demand

* Some Uber drivers say they struggle to earn minimum wage. Drivers have to pay the cost of fuel, maintenance, and repairs from their own pocket

* They are competing with traditional taxi services for both customers and drivers. This has led to low earnings for taxi drivers

5 **APPLICATIONS**

With the foundation to build the most intelligent company on the planet by completely solving problems for riders –Big Data and Data Science are at the heart of everything Uber does - surge pricing, better cars, detecting fake rides, fake cards, fake ratings, estimating fares and driver ratings

6 CONCLUSION

This process analyzes and revises data to gain insights and recognize emerging patterns and behaviors. These conclusions will assist you as a manager in making an informed decision based on numbers while having all of the facts at your disposal

7 FUTURE SCOPE

We can use this data for training a model using ML and building a smart AI based predictive system. Model can automatically send the insights to the authorities or drivers related to areas having most trips and passenger count in certain areas. This big data can be used to study passenger's behavior