DATA ANALYTICS POWERED BY TABLEAU

VOYAGE VISTA: ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS

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VOYAGE VISTA: ILLUMINATING INSIGHTS FROM UBER EXPEDITIONARY ANALYSIS

1. INTRODUCTION

1.1 OVERVIEW

Uber's Technologies, Inc., commonly known as uber, emerged as a pioneering force in the realm of transportation and technology. Established in 2009, Uber disrupted the traditional taxi industry by introducing a user-friendly mobile application that connects riders

with drivers. This technology-driven platform facilitates convenient, reliable, and often cost-effective transportation options, transforming the way people travel within cities and beyond.

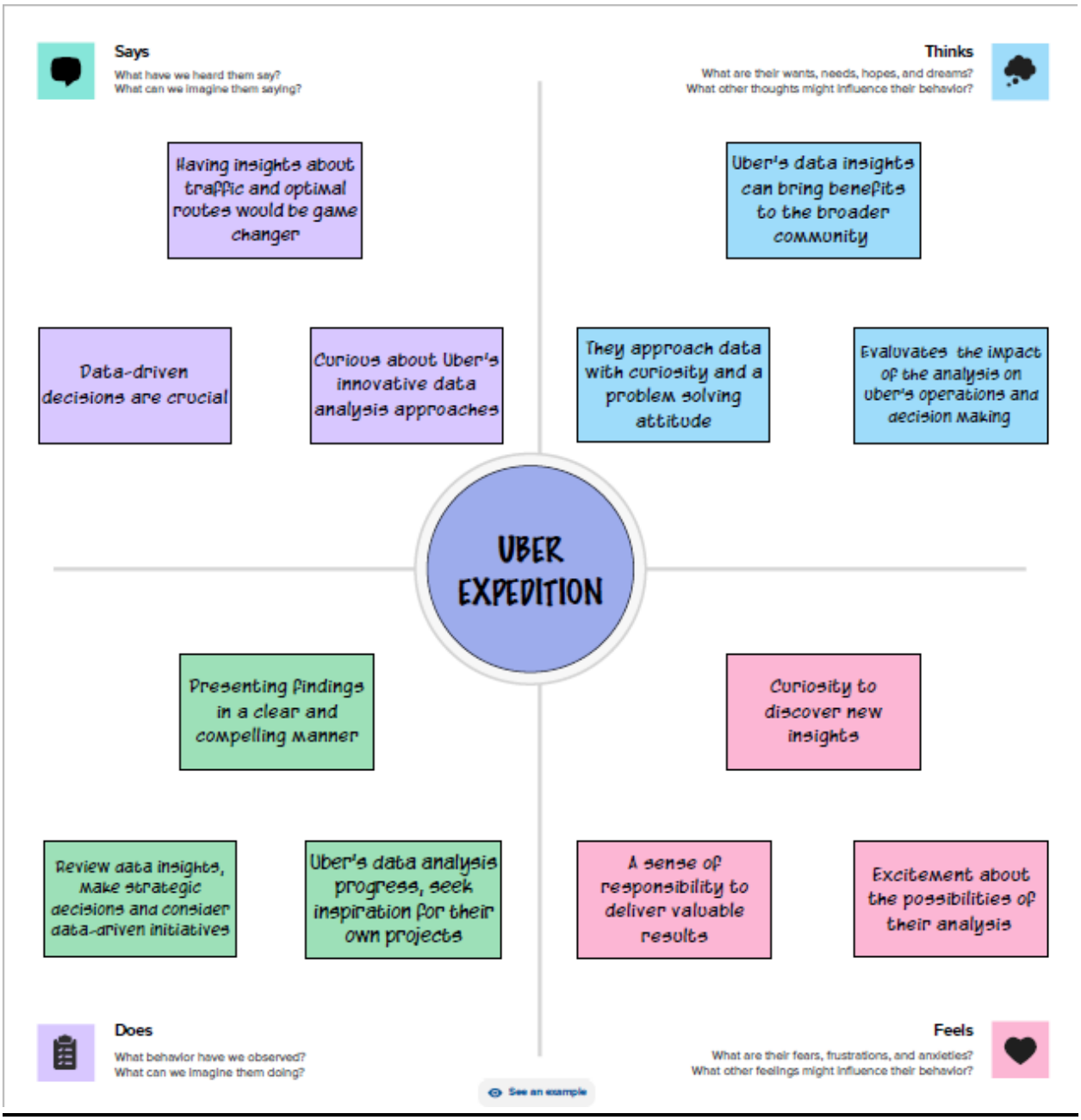
1.2 PURPOSE

Uber's primary purpose is to improve mobility by providing a seamless and efficient transportation experience. Through its mobile app, Uber connects riders with nearby drivers, offering a range of transportation options from standard to luxury, tailored to individual preferences and needs. Uber creates economic opportunities by enabling individuals to become independent drivers and earn income flexibly. At its core, Uber represents a fusion of technology and transportation. The company continuously innovates, leveraging cutting-edge technology to optimize routes, enhance safety, and improve overall user experience through features such as real-time tracking, seamless payments, and in-app communication. Uber aims to address urban transportation challenges by reducing traffic congestion, lowering pollution levels, and promoting sustainable transportation alternatives.

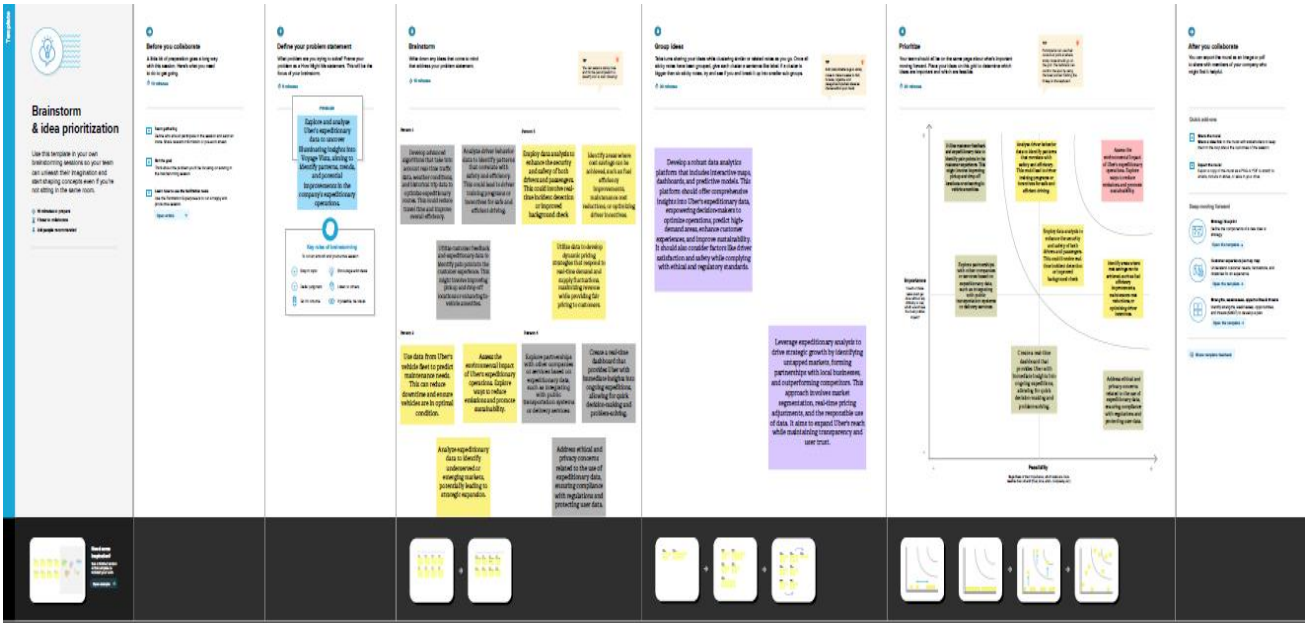
2. PROBLEM DEFINITION & DESIGN THINKING

The rapid expansion and innovative disruptions brought forth by Uber in the transportation industry have engendered a complex set of challenges and opportunities. This analysis aims to identify and understand key issues including market competition, regulatory hurdles, safety concerns, environmental sustainability, and the interplay of technology. By delving into these challenges, we seek to uncover valuable insights that can inform strategies to enhance Uber's operational efficiency, market presence, and contribute to the evolution of the broader mobility landscape.

2.1 EMPATHY MAP

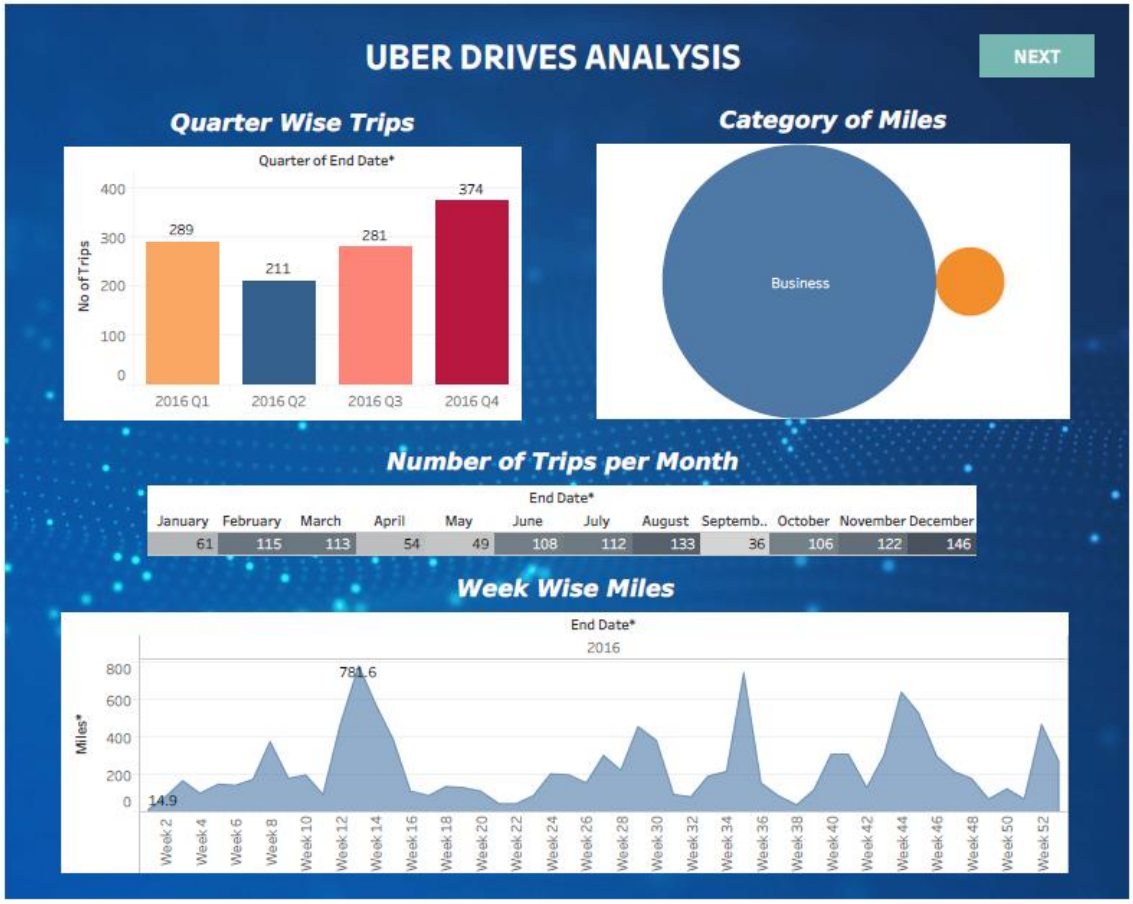


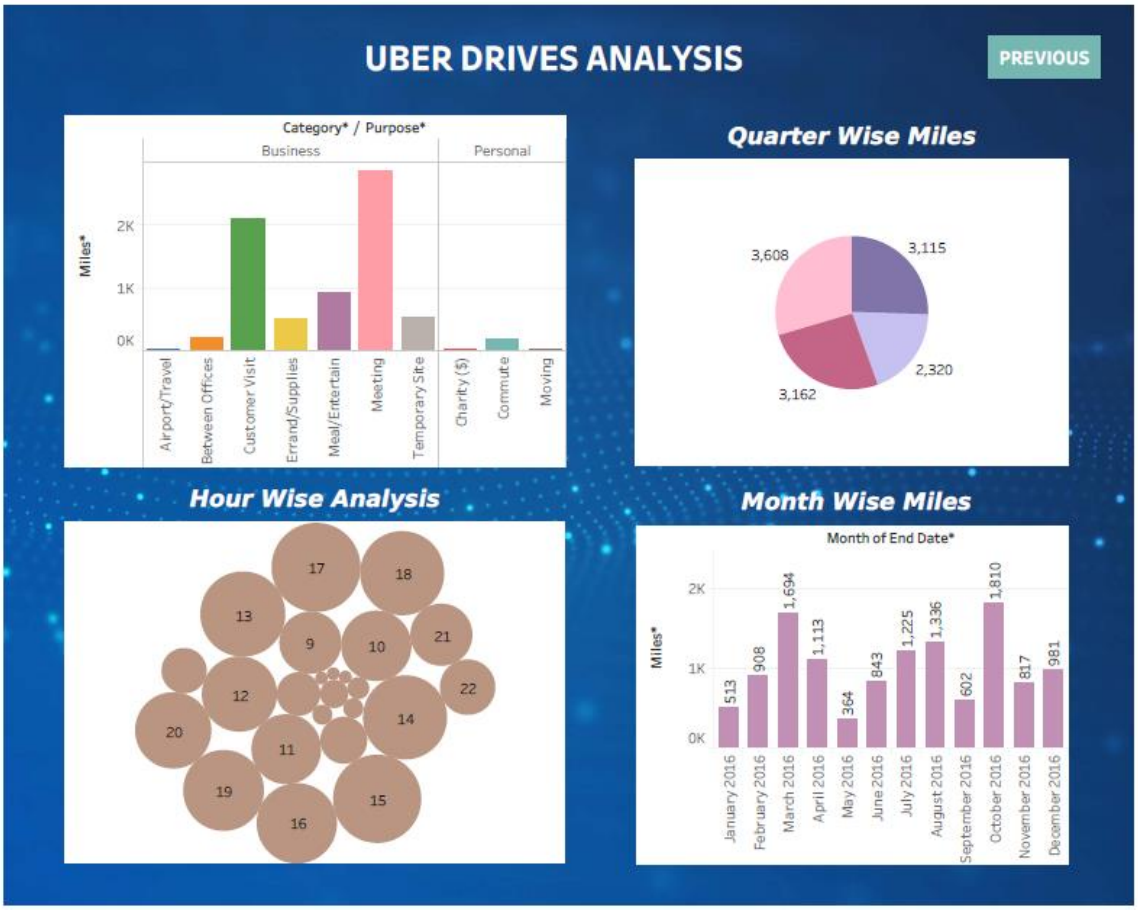
2.2 BRAINSTORMING MAP



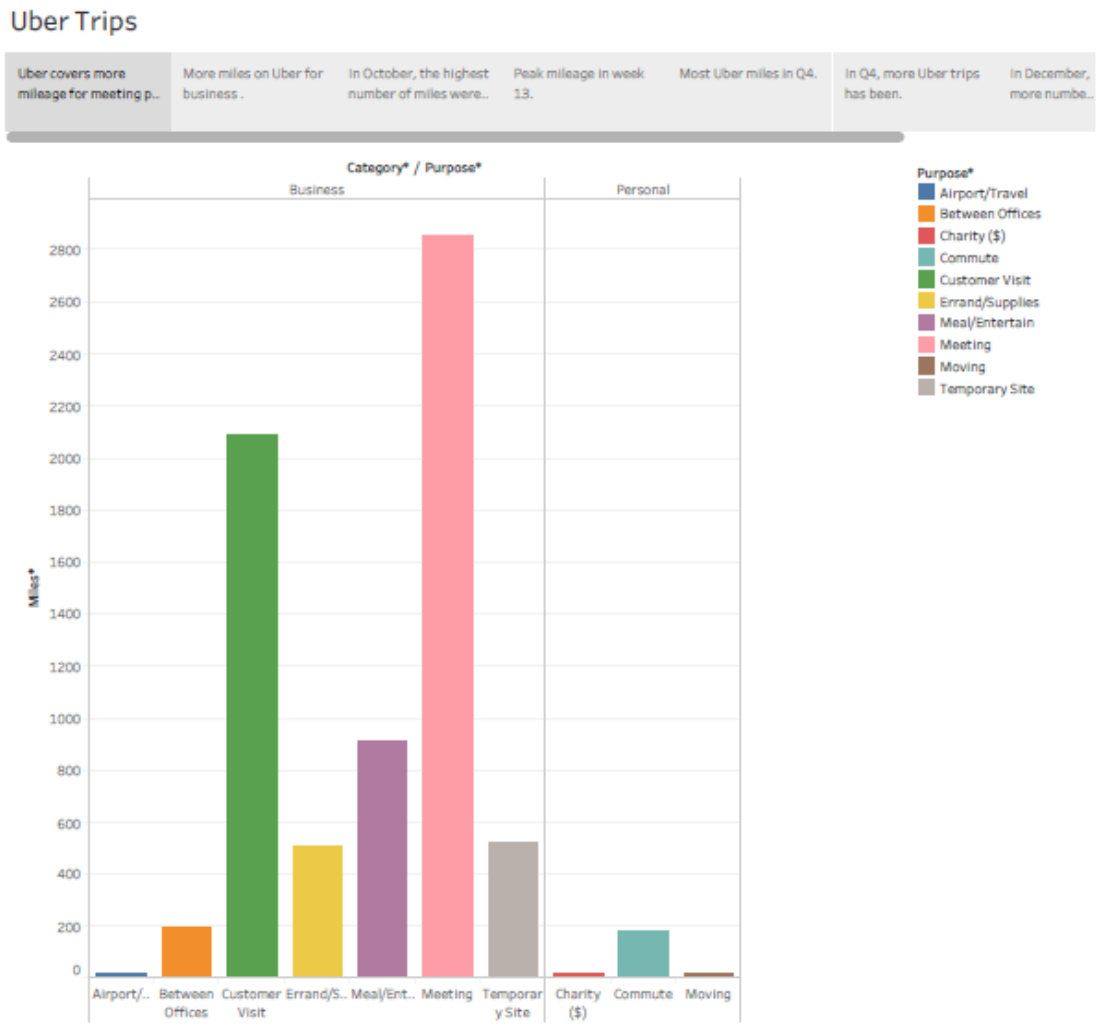
3. RESULT

DASHBOARD




UBER DRIVES ANALYSIS
PREVIOUS
Category* / Purpose*
Business
Personal
Miles*
2K
1K
0K
Airport/Travel
Between Offices
Customer Visit
Errand/Supplies
Meal/Entertain
Meeting
Temporary Site
Charity ($)
Commute
Moving
Quarter Wise Miles
3,608
3,115
2,320
3,162
Hour Wise Analysis
17
18
13
9
10
21
22
12
14
20
11
19
15
16
Month Wise Miles
Month of End Date*
Miles*
2K
1K
0K
513
908
1,694
1,113
364
843
1,225
1,336
602
1,810
817
981
January 2016
February 2016
March 2016
April 2016
May 2016
June 2016
July 2016
August 2016
September 2016
October 2016
November 2016
December 2016

STORY


Uber Trips
Uber covers more mileage for meeting p..
More miles on Uber for business .
In October, the highest number of miles were..
Peak mileage in week 13.
Most Uber miles in Q4.
In Q4, more Uber trips has been.
In December, more numbe..
Category* / Purpose*
Business
Personal
Miles*
2800
2600
2400
2200
2000
1800
1600
1400
1200
1000
800
600
400
200
0
Airport/..
Between Offices
Customer Visit
Errand/S..
Meal/Ent..
Meeting
Temporary Site
Charity ($)
Commute
Moving
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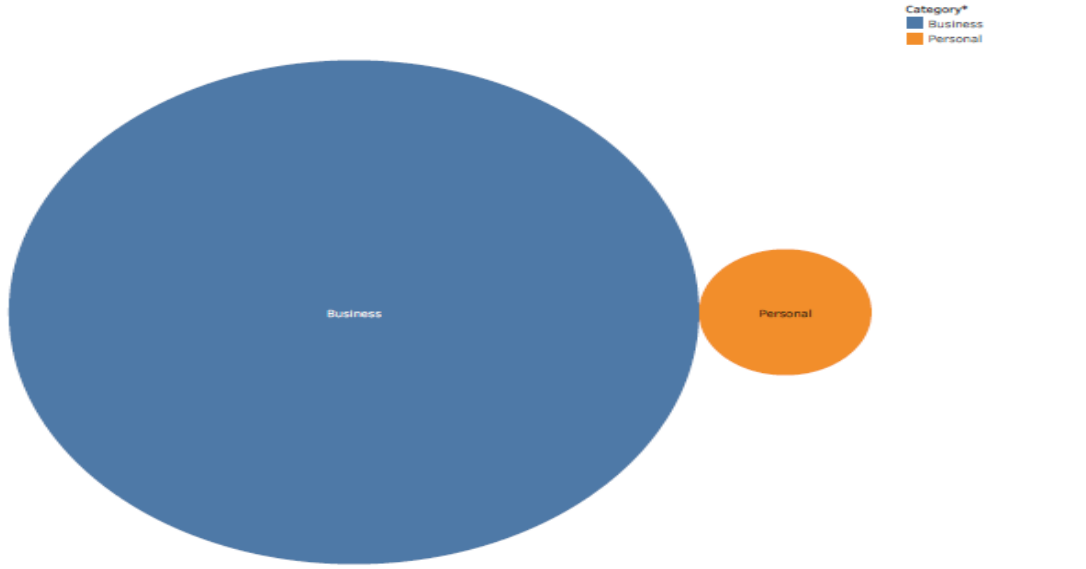

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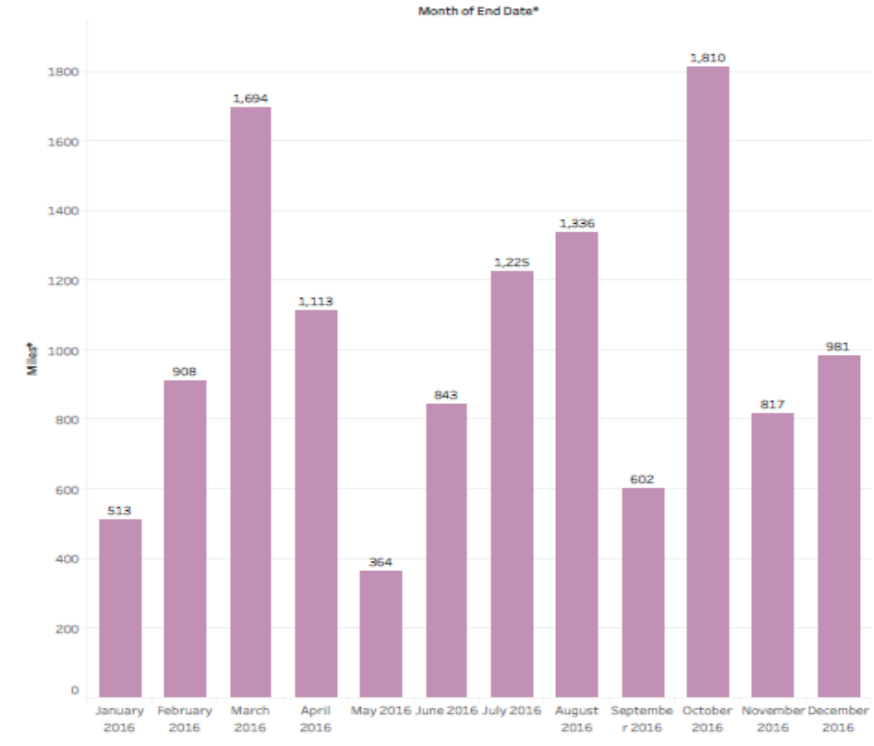

Uber Trips

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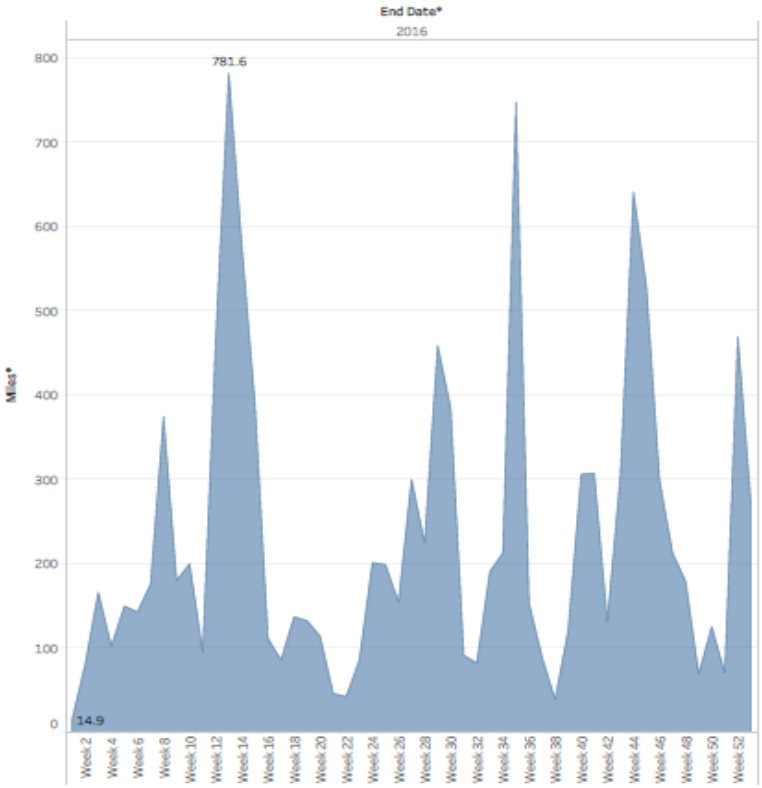

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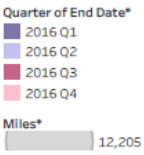
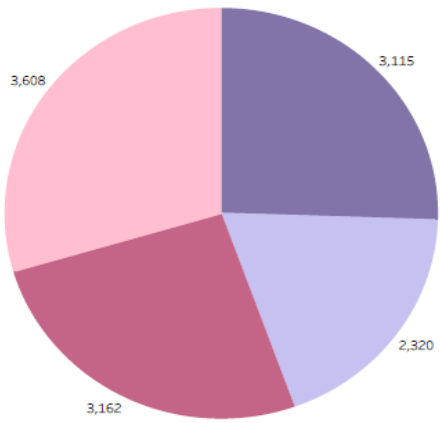
More miles on Uber for busines.. | In October, the highest number of miles were.. | Peak mileage in week 13. | **Most Uber miles in Q4.** | In Q4, more Uber trips has been. | In December, more number of Uber trips .. | Uber is busy from 3-7 pm.





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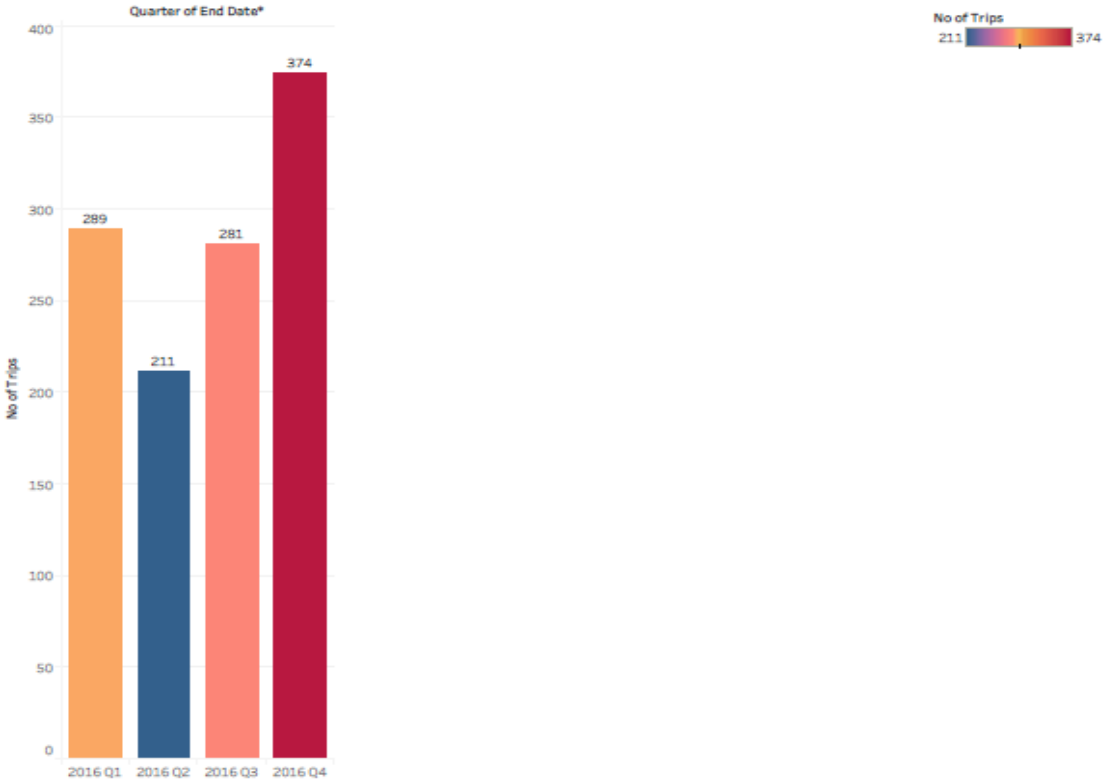

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End Date*

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

No of Trips
36 146

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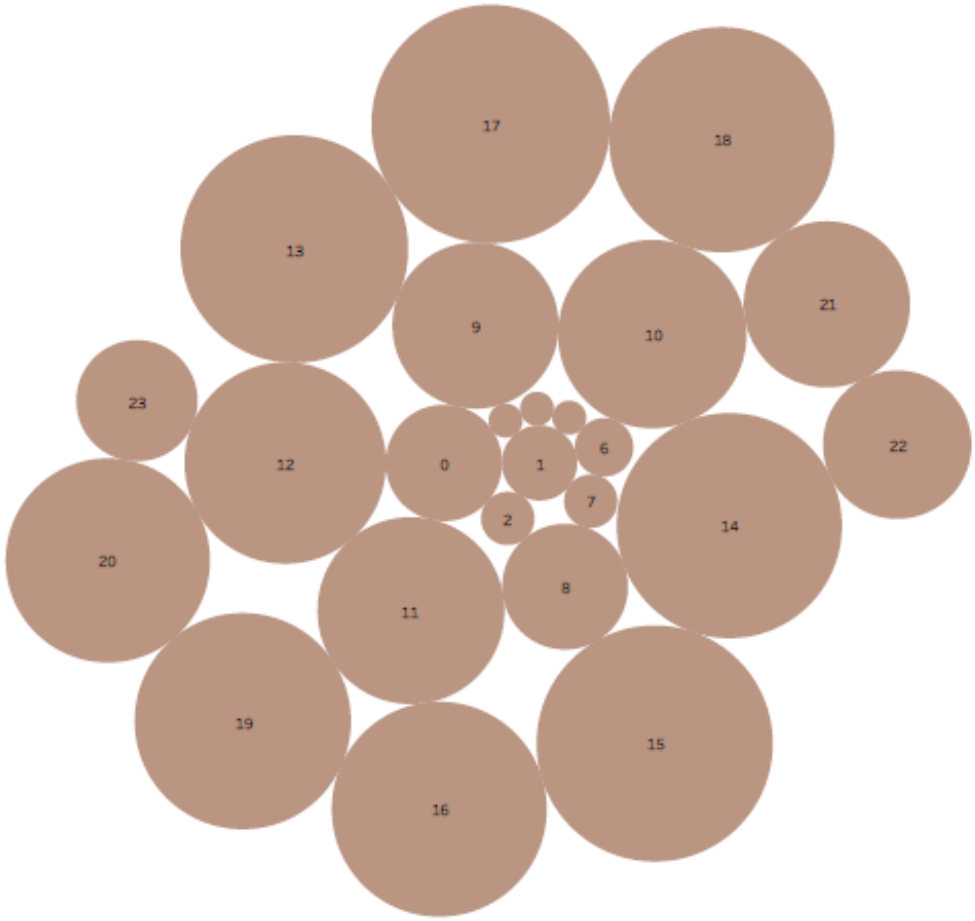


4. ADVANTAGES & DISADVANTAGES

ADVANTAGES

Uber offers an easy-to-use mobile app, allowing users to request a ride with just a few taps on their smartphones, providing convenient transportation options virtually at their fingertips.

Users can track their ride in real-time on the app, providing a sense of security and allowing for accurate arrival estimates.

Uber operates in numerous cities and regions globally, ensuring a broad service coverage that allows users to access rides in various locations, urban and suburban alike.

DISADVANTAGES

Uber's surge pricing during peak hours or high-demand periods can result in significantly increased fares, making the service more expensive than expected for riders.

The reliance on the Uber app and internet connectivity can be a drawback for individuals without smartphones or in areas with poor network coverage.

5. APPLICATIONS

Urban Transportation

Uber is widely used for daily transportation needs within cities, offering a convenient alternative to traditional taxis or public transportation.

Healthcare Transportation

Specialized services like Uber Health cater to the transportation needs of patients, helping them reach medical appointments and facilities.

First and Last Mile Connectivity

Users utilize Uber for seamless transit connections, filling the gap between their starting point, public transit stations, and their final destinations.

Airport Shuttle Service

Travelers frequently rely on Uber for reliable transportation to and from airports, making their travel experience more convenient.

6. CONCULSION

In this comprehensive analysis of Uber, we embarked on an exploratory journey, employing various tools and methods to decipher the intricacies of this pioneering platform. Through the lens of empathy maps and brainstorming sessions, we gained a deeper understanding of the diverse needs, aspirations, and pain points of both users and drivers within the Uber ecosystem.

The insights obtained were further translated into a compelling narrative, encapsulated within an insightful dashboard. This visualization not only presented the data in a user-friendly manner but also conveyed the story of Uber's dynamic landscape, highlighting its strengths and areas for improvement.

We unveiled the advantages that have propelled uber to its current status, such as convenience, cost-efficiency, and safety features. Simultaneously, we examined the disadvantages and challenges the platform grapples with, such as surge pricing and safety concerns, shedding light on areas that demand strategic attention.

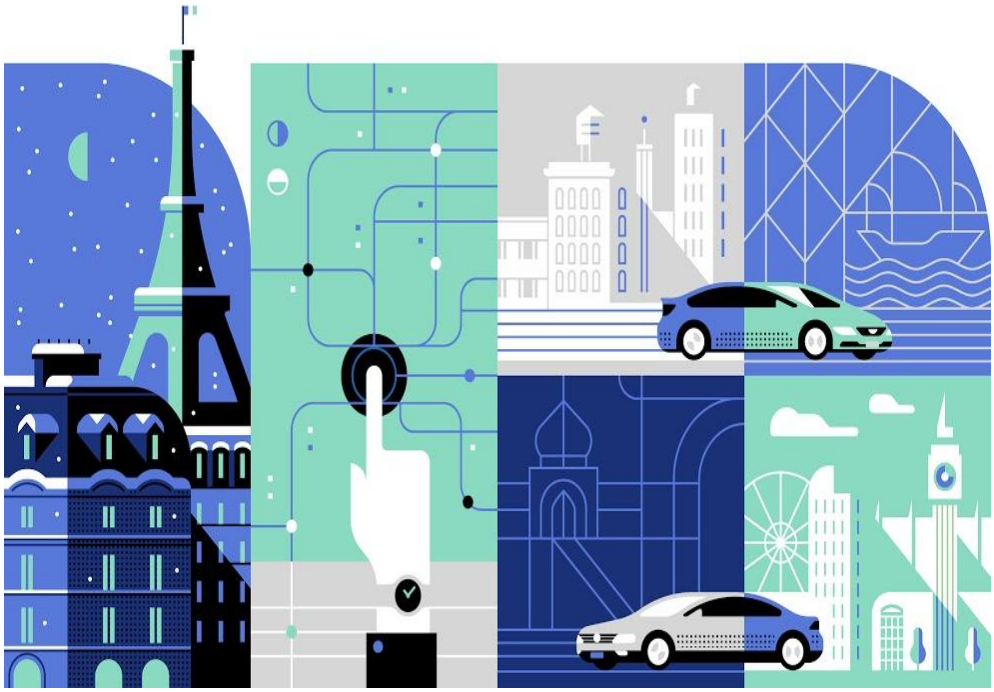
Lastly, we explored the wide-ranging applications of Uber, illustrating how it seamlessly integrates into the daily lives of millions, offering a versatile solution for urban transportation, last-mile connectivity, and more.

As we conclude this analytical voyage, it's evident that Uber's expedition is one of continuous evolution. Understanding the diverse perspectives, harnessing the advantages, and addressing the challenges will be pivotal in charting the future course for Uber. By

leveraging technology, embracing empathy, and remaining committed to the enhancement of user experience, Uber can navigate towards a more sustainable and inclusive future.

7. FUTURE SCOPE

The future scope for Uber analysis is multifaceted and dynamic. It entails harnessing advanced data analytics and artificial intelligence to optimize routes, predict demand patterns, and enhance operational efficiency. Additionally, the analysis will likely focus on market expansion into diverse sectors such as micro mobility, understanding intricate customer behaviors to tailor services, predictive maintenance to prolong vehicle lifespan, cost optimization, revenue diversification, and regulatory compliance.



Integration of emerging technologies like blockchain and 5G, enhancing accessibility for all users, prioritizing sustainability, and forging strategic partnerships are also key elements. This comprehensive approach enables Uber to stay ahead in an ever-evolving mobility landscape while ensuring the highest standards of service, safety, and environmental responsibility.