# Project Report

## 1. INTRODUCTION

### Overview

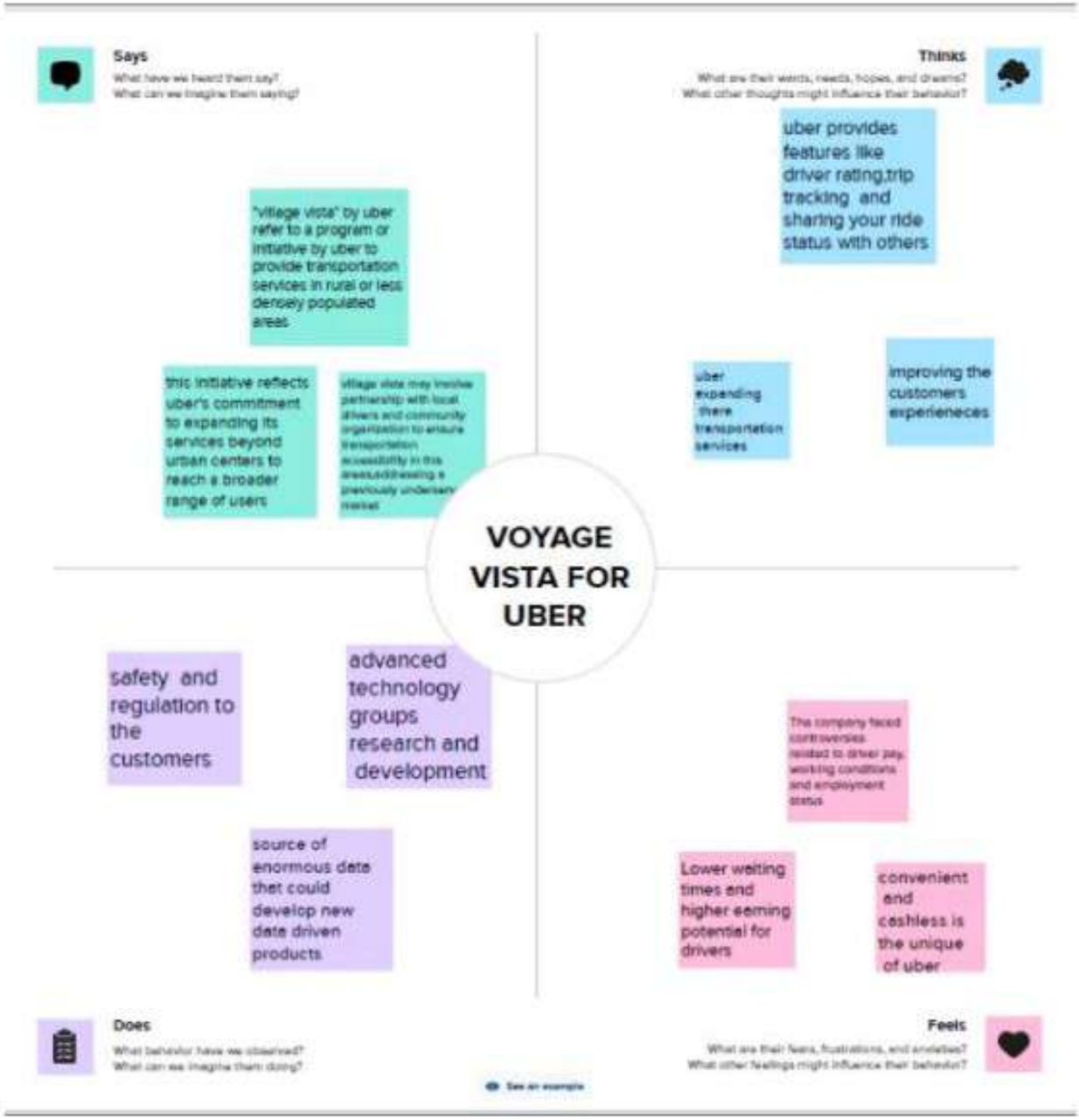
*Voyage Vista : illuminating insights from uber expenditionary analysis.*

### Purpose

*On-Demand Transportation: To provide convenient,on-demand transportation services to users via a mobile app.*

## 2. PROBLEM DEFINITION & DESIGN THINKING

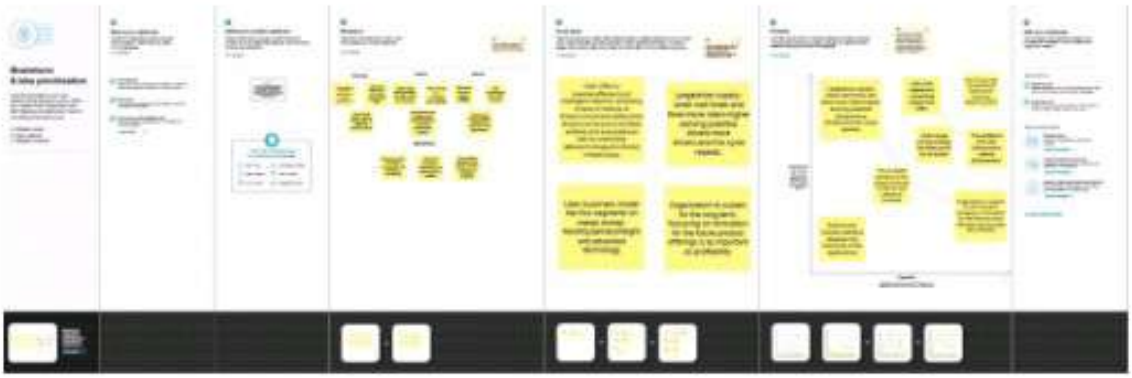
### Empathy Map



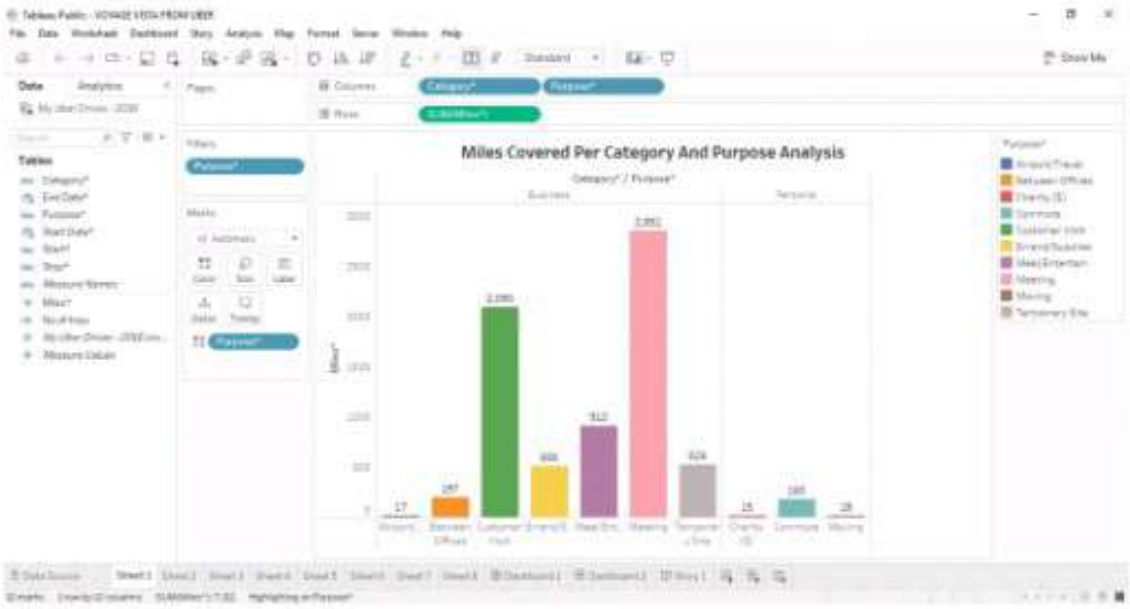

## *Ideation*

*Offer "Eco-Friendly" trips using electric or hybrid vehicles to promote sustainability. Create "Scenic Route" trips, highlighting picturesque drives in different cities.*

## *Brainstorming Map*



## 3. RESULT



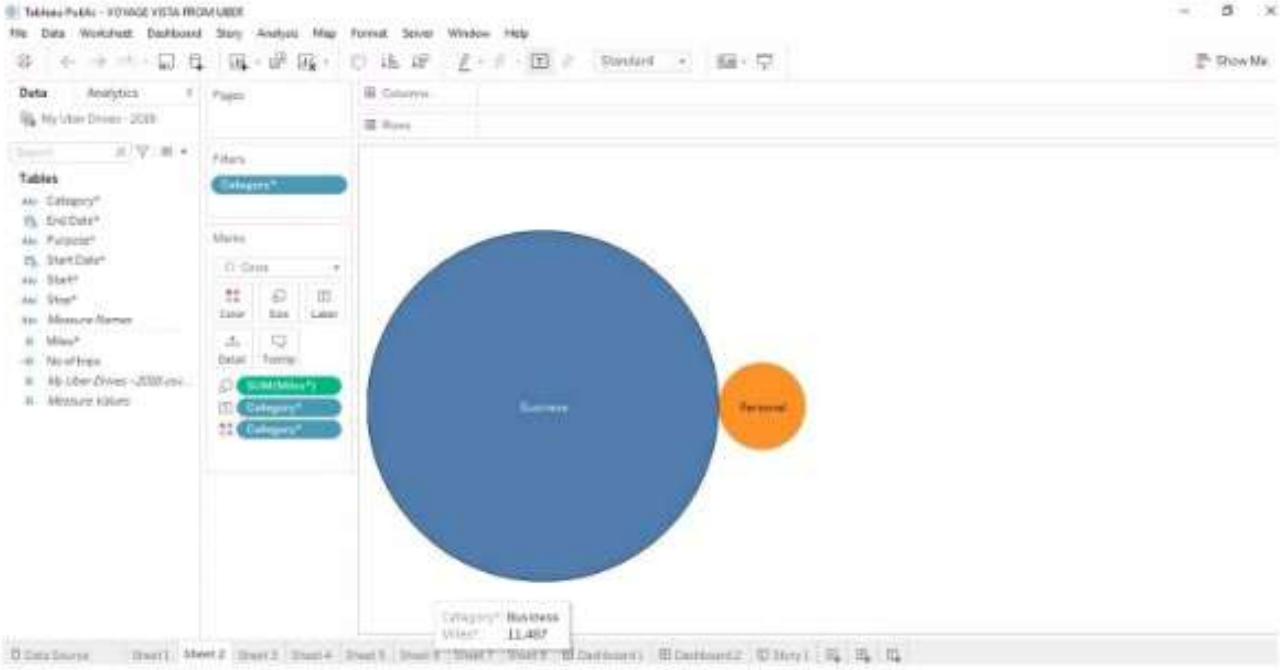


Tableau Public - VOYAGE VISTA FROM UBER
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Show Me
Data
Analytics
Tables
Pages
Filters
Marks
Columns
Rows
Business
Personal

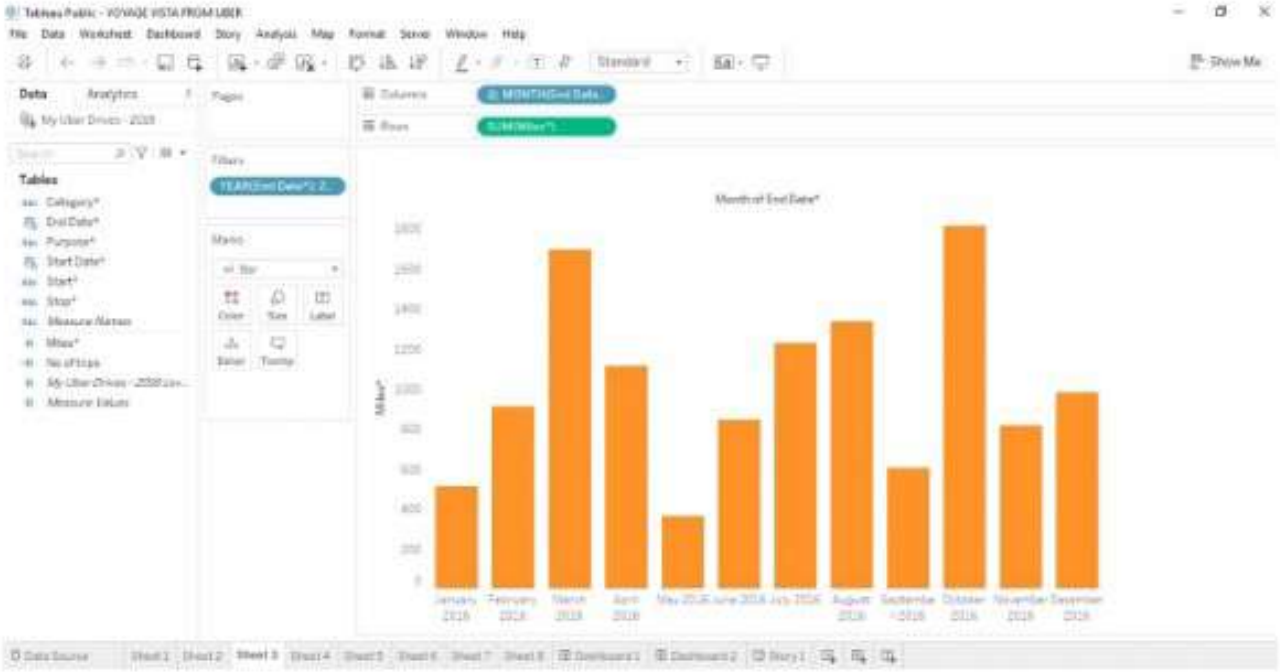


Tableau Public - VOYAGE VISTA FROM UBER
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Show Me
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Analytics
Tables
Pages
Filters
Marks
Columns
Rows
Month of End Date*
Miles*

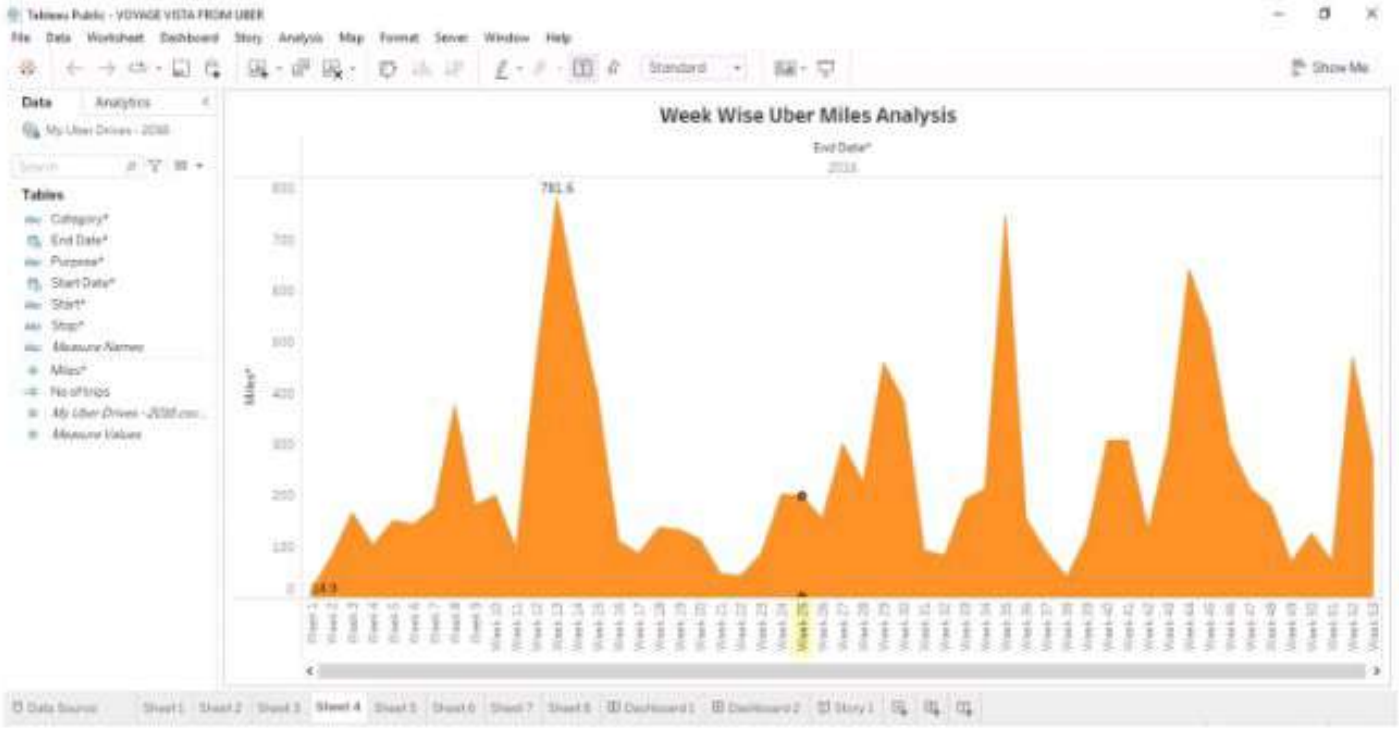


Tableau Public - VOYAGE VISTA FROM UBER
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Standard
Show Me
Data
Analytics
Tables
Category*
End Date*
Purpose*
Start Date*
Start*
Stop*
Measure Names
Miles*
No of trips
Measure Values
Week Wise Uber Miles Analysis
End Date*
2016
781.6
44.9
Miles*
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Dashboard 1
Dashboard 2
Story 1

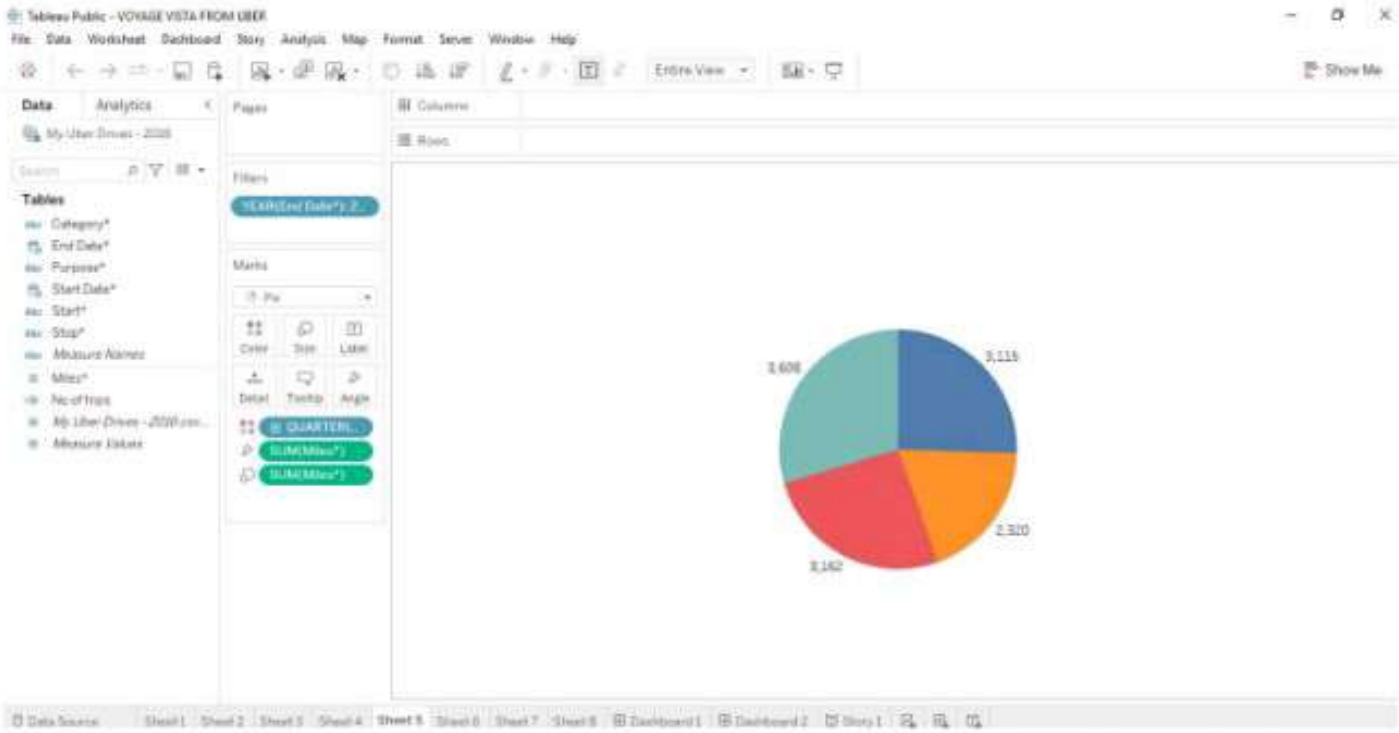


Tableau Public - VOYAGE VISTA FROM UBER
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Entire View
Show Me
Data
Analytics
Tables
Category*
End Date*
Purpose*
Start Date*
Start*
Stop*
Measure Names
Miles*
No of trips
Measure Values
Pages
Columns
Rows
Filters
Marks
Pie
Color
Size
Label
Detail
Tooltip
Angle
QUARTER(...
SUM(Miles*)
SUM(Miles*)
3,115
3,608
2,320
3,142
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Dashboard 1
Dashboard 2
Story 1

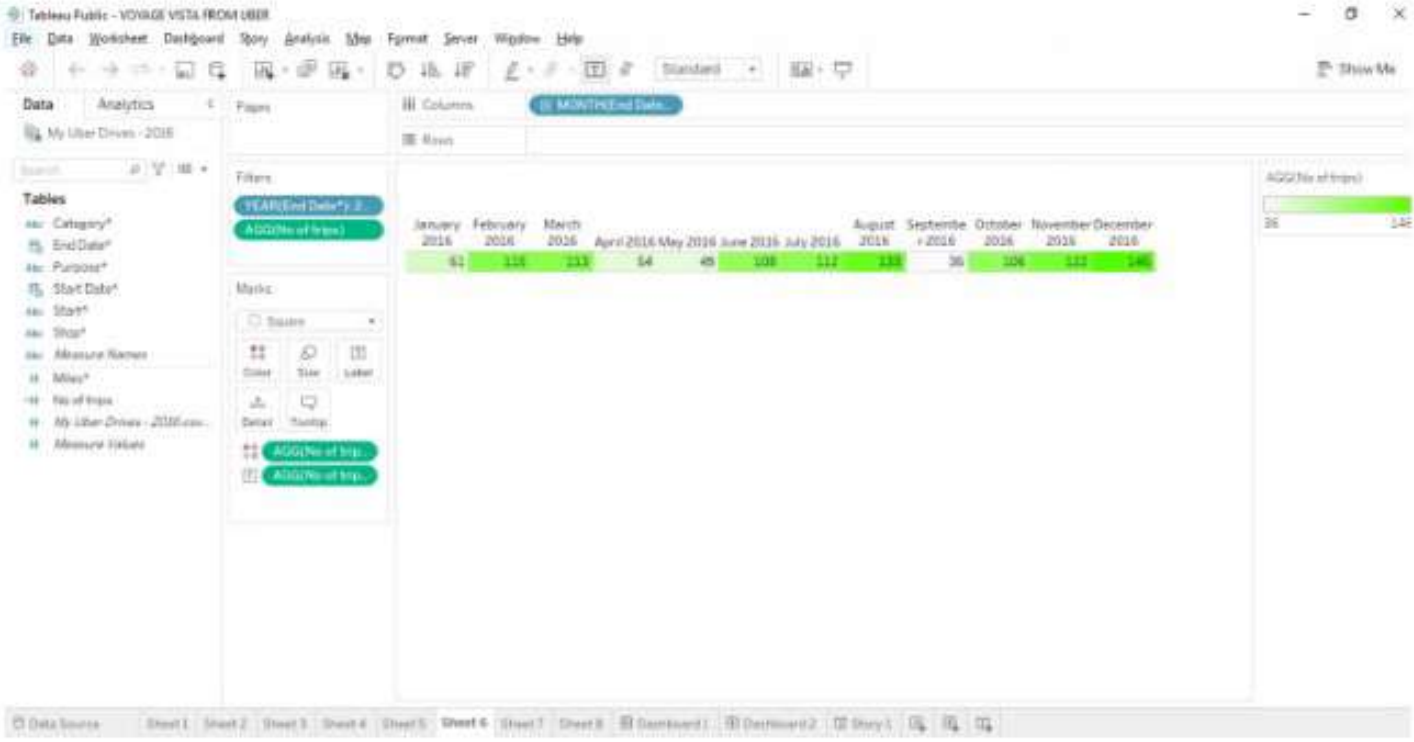


Tableau Public - VOYAGE VISTA FROM UBER
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Data Analytics
Tables
Pages
Filters
Marks
Columns
Rows
January 2016
February 2016
March 2016
April 2016
May 2016
June 2016
July 2016
August 2016
September 2016
October 2016
November 2016
December 2016
61
116
113
54
45
108
112
133
36
106
122
146

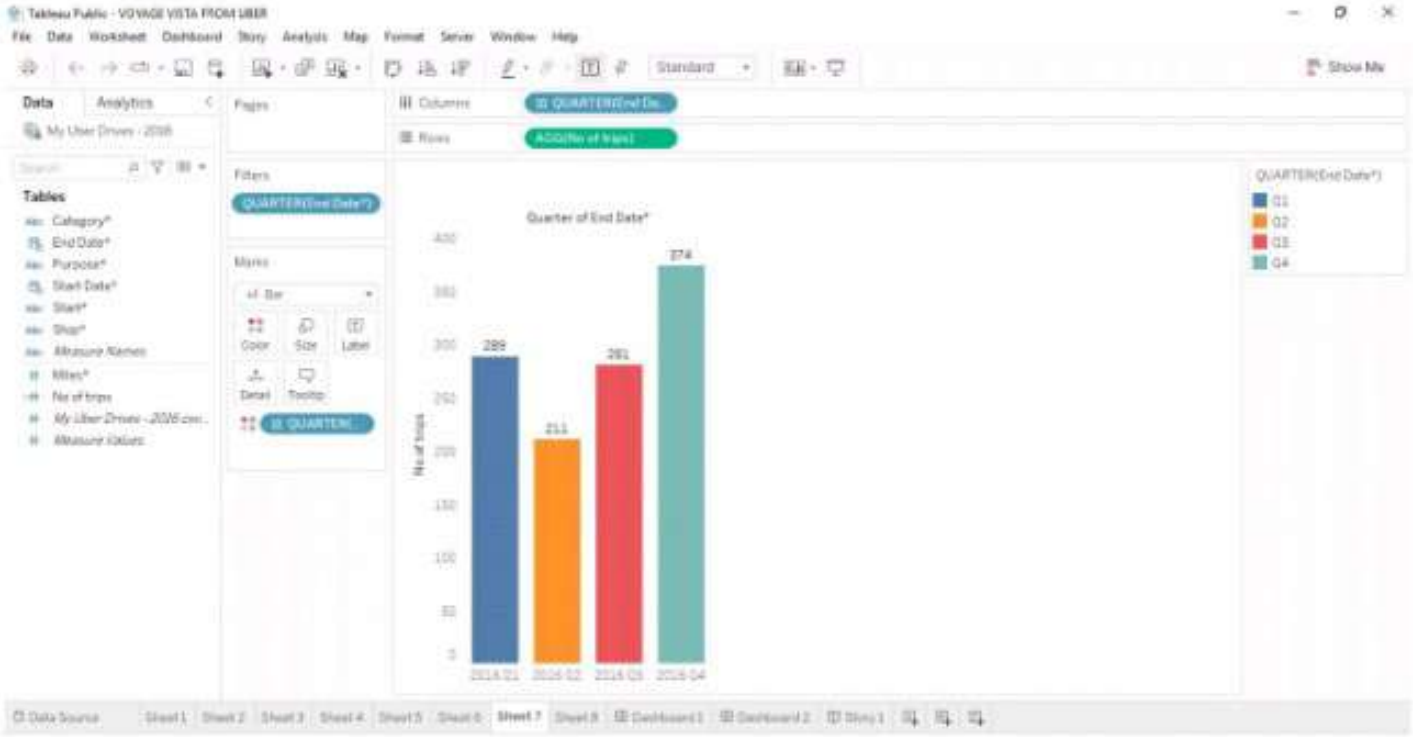
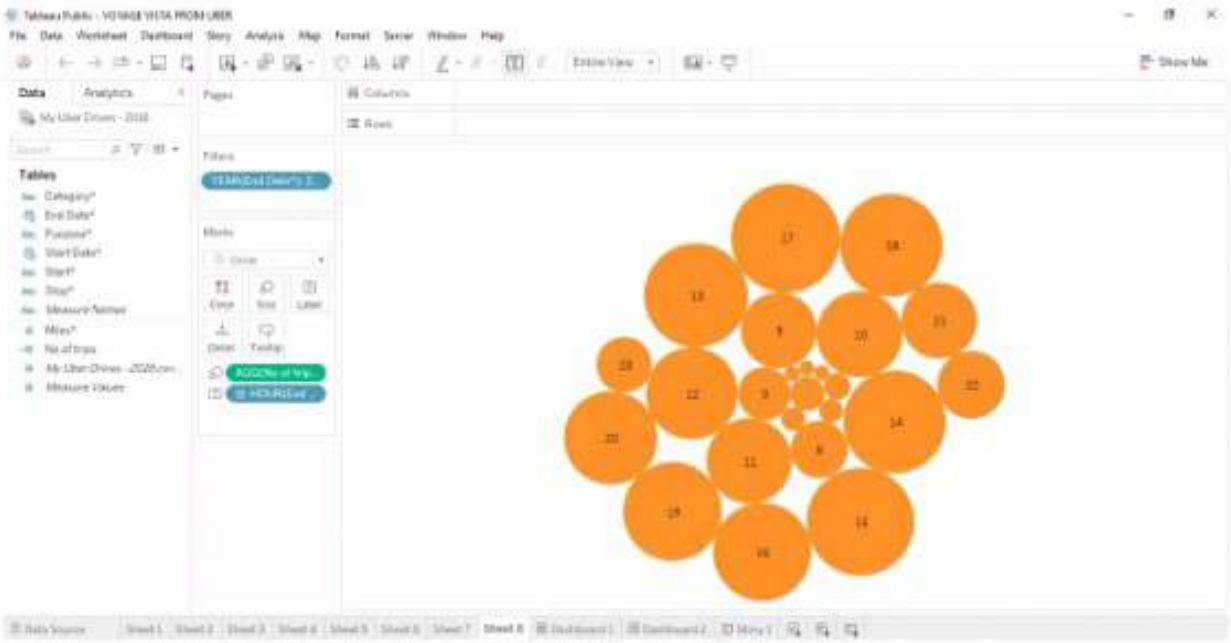


Tableau Public - VOYAGE VISTA FROM UBER
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Data Analytics
Tables
Pages
Filters
Marks
Columns
Rows
Quarter of End Date*
No of trips
289
211
281
374
2016 Q1
2016 Q2
2016 Q3
2016 Q4



## 4. ADVANTAGES & DISADVANTAGES

### Advantages

*Convenience : Uber offers on-demand transportation, making it easy to book rides anytime, anywhere.*

*Cashless Payments : Payment is seamless through the app, eliminating the need for cash.*

*Cost Efficiency : Uber can be more affordable than traditional taxis in many cases.*

### Disadvantages

*Surge Pricing : Prices can increase during high-demand times, leading to costly rides.*

*Safety Concerns : Incidents of safety issues between riders and drivers have raised concerns.*

*Regulatory Challenges : Uber faces legal and*

*regulatory issues in some regions.*

## 5. APPLICATIONS

*Accessibility Services : UberACCESS and UberASSIST provide transportation for passengers with disabilities, making it a valuable option for those with mobility challenges.*

*Late-Night Transportation : Uber is a popular choice for safe transportation home after a night out, reducing the risk of drunk driving.*

## 6. CONCLUSION

*Demand insights : We identified peak demand hours and popular pick-up/drop-off locations, enabling uber to allocate resources more efficiently.*

*Route Efficiency : By assessing route data, we identified opportunities to optimize driver routes, reducing trip durations and enhancing user.*

## 7. FUTURE SCOPE

*Community Engagement : Foster positive community relationships by addressing local transportation needs and collaborating with city officials.*

*Dynamic Pricing Refinement : Implement more sophisticated dynamic pricing algorithms to ensure*

*optimal pricing during peak hours while maintaining affordability for riders.*