**UBER DATA ANALYSIS PROJECT**

**INTRODUCTION**

**Uber Technologies, Inc.** is an American multinational [transportation](https://en.wikipedia.org/wiki/Transportation) company that provides [ride-hailing services](https://en.wikipedia.org/wiki/Ridesharing_company), [courier](https://en.wikipedia.org/wiki/Courier) services, [food delivery](https://en.wikipedia.org/wiki/Food_delivery), and [freight transport](https://en.wikipedia.org/wiki/Freight_transport).[[1]](https://en.wikipedia.org/wiki/Uber#cite_note-10KFeb2025-1) It is headquartered in [San Francisco](https://en.wikipedia.org/wiki/San_Francisco), California, and operates in approximately 70 countries and 15,000 cities worldwide.[[1]](https://en.wikipedia.org/wiki/Uber#cite_note-10KFeb2025-1) It is the largest [ridesharing company](https://en.wikipedia.org/wiki/Ridesharing_company) worldwide with over 150 million monthly [active users](https://en.wikipedia.org/wiki/Active_users) and 6 million active drivers and couriers. It coordinates an average of 28 million trips per day, and has coordinated 47 billion trips since its inception in 2010.[[2]](https://en.wikipedia.org/wiki/Uber#cite_note-results-2) In 2023, the company had a take rate (revenue as a percentage of gross bookings) of 28.7% for mobility services and 18.3% for food delivery.

**History**

[[edit](https://en.wikipedia.org/w/index.php?title=Uber&action=edit&section=1)]

*For a chronological guide, see*[*Timeline of Uber*](https://en.wikipedia.org/wiki/Timeline_of_Uber)*.*

[](https://en.wikipedia.org/wiki/File:Travis_Kalanick_LeWeb.jpg)[Travis Kalanick](https://en.wikipedia.org/wiki/Travis_Kalanick), former CEO of Uber, in 2013

In 2009, [Garrett Camp](https://en.wikipedia.org/wiki/Garrett_Camp), a co-founder of [StumbleUpon](https://en.wikipedia.org/wiki/StumbleUpon), came up with the idea to create Uber to make it easier and cheaper to procure direct transportation. Camp and [Travis Kalanick](https://en.wikipedia.org/wiki/Travis_Kalanick) had spent $800 hiring a private driver on New Year's Eve, which they deemed excessive, and Camp was also inspired by his difficulty in finding a [taxi](https://en.wikipedia.org/wiki/Taxi) on a snowy night in Paris.[[3]](https://en.wikipedia.org/wiki/Uber#cite_note-innovation-3)[[4]](https://en.wikipedia.org/wiki/Uber#cite_note-Hail-4) The prototype of the [mobile app](https://en.wikipedia.org/wiki/Mobile_app) was built by Camp and his friends, Oscar Salazar and Conrad Whelan, with Kalanick as the "mega advisor" to the company.[[4]](https://en.wikipedia.org/wiki/Uber#cite_note-Hail-4)

In February 2010, [Ryan Graves](https://en.wikipedia.org/wiki/Ryan_Graves_(businessman)) became the first Uber employee; he was named [chief executive officer](https://en.wikipedia.org/wiki/Chief_executive_officer) (CEO) in May 2010.[[5]](https://en.wikipedia.org/wiki/Uber#cite_note-5) In December 2010, Kalanick succeeded Graves as CEO and Graves became the [chief operating officer](https://en.wikipedia.org/wiki/Chief_operating_officer).[[6]](https://en.wikipedia.org/wiki/Uber#cite_note-:0-6)

Following a beta launch in May 2010, Uber's services and mobile app launched publicly in San Francisco in 2011.[[7]](https://en.wikipedia.org/wiki/Uber#cite_note-hire-7)[[8]](https://en.wikipedia.org/wiki/Uber#cite_note-8) Originally, the application only allowed users to hail a black luxury car and the price was approximately 1.5 times that of a taxi.[[9]](https://en.wikipedia.org/wiki/Uber#cite_note-9)[[10]](https://en.wikipedia.org/wiki/Uber#cite_note-10) In 2011, the company changed its name from *UberCab* to *Uber* after complaints from San Francisco taxicab operators.[[11]](https://en.wikipedia.org/wiki/Uber#cite_note-11) Kalanick believed that in addition to efficiency, Uber offered elegance because all drivers had fancy black cars. He did not feel that regular cars would be attractive.

The company's early hires included a nuclear physicist, a [computational neuroscientist](https://en.wikipedia.org/wiki/Computational_neuroscientist), and a machinery expert who worked on predicting arrival times for Uber's cars more accurately than [Google APIs](https://en.wikipedia.org/wiki/Google_APIs).[[3]](https://en.wikipedia.org/wiki/Uber#cite_note-innovation-3)[[12]](https://en.wikipedia.org/wiki/Uber#cite_note-12) In April 2012, Uber launched a service in Chicago, whereby users were able to request a regular taxi or an Uber driver via its mobile app.[[13]](https://en.wikipedia.org/wiki/Uber#cite_note-13)[[14]](https://en.wikipedia.org/wiki/Uber#cite_note-14)

When [Wingz, Inc.](https://en.wikipedia.org/wiki/Wingz,_Inc.) launched in 2011 with the first ridesharing website in the world using regular drivers, Kalanick felt that Wingz was illegal and contacted authorities to stop regular drivers from giving rides.[[15]](https://en.wikipedia.org/wiki/Uber#cite_note-15)[[16]](https://en.wikipedia.org/wiki/Uber#cite_note-16) In April 2013, after [Wingz, Inc.](https://en.wikipedia.org/wiki/Wingz,_Inc.) fought to become legal and obtain the first legal ridesharing license in the world, Uber copied this model and added regular drivers with personal vehicles to the UberX platform instead of only commercially-licensed vehicles, but subject to a background check, insurance, registration, and vehicle standards.[[17]](https://en.wikipedia.org/wiki/Uber#cite_note-17)[[18]](https://en.wikipedia.org/wiki/Uber#cite_note-18)[[19]](https://en.wikipedia.org/wiki/Uber#cite_note-19) In July 2012, Uber had introduced UberX, a cheaper option that allowed drivers to use non-luxury vehicles, but still subject to having a California Public Utilities commercial license.[[20]](https://en.wikipedia.org/wiki/Uber#cite_note-20)[[21]](https://en.wikipedia.org/wiki/Uber#cite_note-21) By December 2013, the service was operating in 65 cities.[[22]](https://en.wikipedia.org/wiki/Uber#cite_note-22)

In December 2013, [*USA Today*](https://en.wikipedia.org/wiki/USA_Today) named Uber its tech company of the year.[[23]](https://en.wikipedia.org/wiki/Uber#cite_note-23)

In August 2014, Uber launched a [shared transport](https://en.wikipedia.org/wiki/Shared_transport) service in the [San Francisco Bay Area](https://en.wikipedia.org/wiki/San_Francisco_Bay_Area)[[24]](https://en.wikipedia.org/wiki/Uber#cite_note-24)[[25]](https://en.wikipedia.org/wiki/Uber#cite_note-25) and launched [Uber Eats](https://en.wikipedia.org/wiki/Uber_Eats), a [food delivery](https://en.wikipedia.org/wiki/Food_delivery) service.[[26]](https://en.wikipedia.org/wiki/Uber#cite_note-26)[[27]](https://en.wikipedia.org/wiki/Uber#cite_note-27)

[](https://en.wikipedia.org/wiki/File:Uber_App_Icon.svg)Uber logo used from February 2016 until September 2018

In August 2016, facing tough competition, Uber sold its operations in China to [DiDi](https://en.wikipedia.org/wiki/DiDi) in exchange for an 18% stake in DiDi.[[28]](https://en.wikipedia.org/wiki/Uber#cite_note-28) DiDi agreed to invest $1 billion in Uber.[[29]](https://en.wikipedia.org/wiki/Uber#cite_note-29) Uber had started operations in China in 2014, under the name 优步 (Yōubù).[[30]](https://en.wikipedia.org/wiki/Uber#cite_note-30)

In 2016, Uber acquired [Ottomotto](https://en.wikipedia.org/wiki/Ottomotto), a [self-driving truck](https://en.wikipedia.org/wiki/Self-driving_truck) company founded by [Anthony Levandowski](https://en.wikipedia.org/wiki/Anthony_Levandowski), for $625 million. Levandowski, previously employed by [Waymo](https://en.wikipedia.org/wiki/Waymo), allegedly founded Ottomotto using trade secrets he stole from Waymo. Uber settled a lawsuit regarding the use of such intellectual property and reached a deal to use Waymo's technology for its [freight transport](https://en.wikipedia.org/wiki/Freight_transport) operations.[[31]](https://en.wikipedia.org/wiki/Uber#cite_note-freight-31)[[32]](https://en.wikipedia.org/wiki/Uber#cite_note-32)

In December 2016, Uber acquired Geometric Intelligence. Geometric Intelligence's 15 person staff formed the initial core of "Uber AI", a division for researching AI technologies and machine learning.[[33]](https://en.wikipedia.org/wiki/Uber#cite_note-33)[[34]](https://en.wikipedia.org/wiki/Uber#cite_note-ailabs-34) Uber AI created multiple open source projects, such as Pyro, Ludwig, and Plato. Uber AI also developed new AI techniques and algorithms, such as the POET algorithm and a sequence of papers on [neuroevolution](https://en.wikipedia.org/wiki/Neuroevolution). Uber AI was shut down in May 2020.[[35]](https://en.wikipedia.org/wiki/Uber#cite_note-35)[[34]](https://en.wikipedia.org/wiki/Uber#cite_note-ailabs-34)

In August 2017, [Dara Khosrowshahi](https://en.wikipedia.org/wiki/Dara_Khosrowshahi), the former CEO of [Expedia Group](https://en.wikipedia.org/wiki/Expedia_Group), replaced Kalanick as CEO.[[36]](https://en.wikipedia.org/wiki/Uber#cite_note-:1-36)[[37]](https://en.wikipedia.org/wiki/Uber#cite_note-37) Earlier in March 2015, as CEO of [Expedia Group](https://en.wikipedia.org/wiki/Expedia_Group), Khosrowshahi had led a multimillion equity investment in [Wingz, Inc.](https://en.wikipedia.org/wiki/Wingz,_Inc.), the first ridesharing company in the world.[[38]](https://en.wikipedia.org/wiki/Uber#cite_note-38)[[39]](https://en.wikipedia.org/wiki/Uber#cite_note-39)

In February 2018, Uber combined its operations in [Russia](https://en.wikipedia.org/wiki/Russia), [Armenia](https://en.wikipedia.org/wiki/Armenia), [Azerbaijan](https://en.wikipedia.org/wiki/Azerbaijan), [Belarus](https://en.wikipedia.org/wiki/Belarus), [Georgia](https://en.wikipedia.org/wiki/Georgia_(country)) and [Kazakhstan](https://en.wikipedia.org/wiki/Kazakhstan) with those of [Yandex Taxi](https://en.wikipedia.org/wiki/Yandex_Taxi) and invested $225 million in the venture.[[40]](https://en.wikipedia.org/wiki/Uber#cite_note-40) In March 2018, Uber merged its services in [Southeast Asia](https://en.wikipedia.org/wiki/Southeast_Asia) with those of [Grab](https://en.wikipedia.org/wiki/Grab_(company)) in exchange for a 27.5% ownership stake in Grab.[[41]](https://en.wikipedia.org/wiki/Uber#cite_note-41)[[42]](https://en.wikipedia.org/wiki/Uber#cite_note-42)[[43]](https://en.wikipedia.org/wiki/Uber#cite_note-43)

Between May 2018 and November 2018, Uber offered Uber Rent powered by [Getaround](https://en.wikipedia.org/wiki/Getaround), a [peer-to-peer carsharing](https://en.wikipedia.org/wiki/Peer-to-peer_carsharing) service available to some users in San Francisco.[[44]](https://en.wikipedia.org/wiki/Uber#cite_note-44)

In November 2018, Uber became a gold member of the [Linux Foundation](https://en.wikipedia.org/wiki/Linux_Foundation).[[45]](https://en.wikipedia.org/wiki/Uber#cite_note-45)[[46]](https://en.wikipedia.org/wiki/Uber#cite_note-46)

In 2018, Uber formed a partnership with Autzu, a San Francisco-based ridesharing company. This collaboration provides Uber drivers with the opportunity to rent electric [Tesla](https://en.wikipedia.org/wiki/Tesla,_Inc.) on an hourly basis.[[47]](https://en.wikipedia.org/wiki/Uber#cite_note-47)[[48]](https://en.wikipedia.org/wiki/Uber#cite_note-48)

On May 10, 2019, Uber became a [public company](https://en.wikipedia.org/wiki/Public_company) via an [initial public offering](https://en.wikipedia.org/wiki/Initial_public_offering).[[49]](https://en.wikipedia.org/wiki/Uber#cite_note-wsj-ipo-49)

In the summer of 2019, Uber announced layoffs of 8% of its staff and eliminated the position of [COO](https://en.wikipedia.org/wiki/Chief_operating_officer) [Barney Harford](https://en.wikipedia.org/wiki/Barney_Harford).[[50]](https://en.wikipedia.org/wiki/Uber#cite_note-50)

In October 2019, Uber acquired 53% of Cornershop, a provider of grocery delivery services primarily in Latin America.[[51]](https://en.wikipedia.org/wiki/Uber#cite_note-51)[[52]](https://en.wikipedia.org/wiki/Uber#cite_note-52) In June 2021, it acquired the remaining 47% interest in Cornershop for 29 million shares of Uber.[[53]](https://en.wikipedia.org/wiki/Uber#cite_note-53)

Between October 2019 and May 2020, Uber offered Uber Works, a mobile app connecting workers who wanted temporary jobs with businesses in [Chicago](https://en.wikipedia.org/wiki/Chicago) and Miami.[[54]](https://en.wikipedia.org/wiki/Uber#cite_note-54)[[55]](https://en.wikipedia.org/wiki/Uber#cite_note-55)[[56]](https://en.wikipedia.org/wiki/Uber#cite_note-cuts3000-56)

In January 2020, Uber acquired [Careem](https://en.wikipedia.org/wiki/Careem) for $3.1 billion[[57]](https://en.wikipedia.org/wiki/Uber#cite_note-57) and sold its Indian Uber Eats operations to [Zomato](https://en.wikipedia.org/wiki/Zomato).[[58]](https://en.wikipedia.org/wiki/Uber#cite_note-58)

Also in January 2020, Uber tested a feature that enabled drivers at the Santa Barbara, Sacramento, and Palm Springs airports to set fares based on a multiple of Uber's rates.[[59]](https://en.wikipedia.org/wiki/Uber#cite_note-59)

In May 2020, during the [COVID-19 pandemic](https://en.wikipedia.org/wiki/COVID-19_pandemic), Uber announced layoffs of over 14% of its workforce.[[60]](https://en.wikipedia.org/wiki/Uber#cite_note-60)[[56]](https://en.wikipedia.org/wiki/Uber#cite_note-cuts3000-56)

In June 2020, in its first [software as a service](https://en.wikipedia.org/wiki/Software_as_a_service) partnership, Uber announced that it would manage the on-demand high-occupancy vehicle fleet for [Marin Transit](https://en.wikipedia.org/wiki/Marin_Transit), a public bus agency in [Marin County, California](https://en.wikipedia.org/wiki/Marin_County,_California).[[61]](https://en.wikipedia.org/wiki/Uber#cite_note-61)

In September 2020, Uber committed to [carbon neutrality](https://en.wikipedia.org/wiki/Carbon_neutrality) globally by 2040, and required that, by 2030, in most countries, rides must be offered exclusively in [electric vehicles](https://en.wikipedia.org/wiki/Electric_vehicle).[[62]](https://en.wikipedia.org/wiki/Uber#cite_note-62)[[63]](https://en.wikipedia.org/wiki/Uber#cite_note-63)[[64]](https://en.wikipedia.org/wiki/Uber#cite_note-64)

In December 2020, Uber acquired [Postmates](https://en.wikipedia.org/wiki/Postmates) for $2.65 billion.[[65]](https://en.wikipedia.org/wiki/Uber#cite_note-65)[[66]](https://en.wikipedia.org/wiki/Uber#cite_note-66)[[67]](https://en.wikipedia.org/wiki/Uber#cite_note-67)

Also in December 2020, Uber sold its Elevate division, which was developing short flights using [VTOL](https://en.wikipedia.org/wiki/VTOL) aircraft, to [Joby Aviation](https://en.wikipedia.org/wiki/Joby_Aviation).[[68]](https://en.wikipedia.org/wiki/Uber#cite_note-68)[[69]](https://en.wikipedia.org/wiki/Uber#cite_note-69)

In January 2021, Uber Advanced Technologies Group (ATG), a joint venture minority-owned by [SoftBank Vision Fund](https://en.wikipedia.org/wiki/SoftBank_Vision_Fund), [Toyota](https://en.wikipedia.org/wiki/Toyota), and [Denso](https://en.wikipedia.org/wiki/Denso) that was developing [self-driving cars](https://en.wikipedia.org/wiki/Self-driving_car), was sold to [Aurora Innovation](https://en.wikipedia.org/wiki/Aurora_Innovation) for $4 billion in equity and Uber invested $400 million into Aurora.[[70]](https://en.wikipedia.org/wiki/Uber#cite_note-70)[[71]](https://en.wikipedia.org/wiki/Uber#cite_note-71)

In March 2021, the company moved to a new headquarters on [Third Street](https://en.wikipedia.org/wiki/Third_Street_(San_Francisco)) in [Mission Bay, San Francisco](https://en.wikipedia.org/wiki/Mission_Bay,_San_Francisco), consisting of several 6- and 11-story buildings connected by bridges and walkways.[[72]](https://en.wikipedia.org/wiki/Uber#cite_note-72)

In October 2021, Uber acquired [Drizly](https://en.wikipedia.org/wiki/Drizly), an alcohol delivery service, for $1.1 billion in cash and stock; it was shut down in early 2024.[[73]](https://en.wikipedia.org/wiki/Uber#cite_note-73)[[74]](https://en.wikipedia.org/wiki/Uber#cite_note-74)

On January 20, 2022, Uber acquired Australian car-sharing company [Car Next Door](https://en.wikipedia.org/wiki/Car_Next_Door).[[75]](https://en.wikipedia.org/wiki/Uber#cite_note-75)

On September 15, 2022, Uber discovered a security breach of its internal network by a [hacker](https://en.wikipedia.org/wiki/Hacker) that utilized [social engineering](https://en.wikipedia.org/wiki/Social_engineering_(security)) to obtain an employee's credentials and gain access to the company's [VPN](https://en.wikipedia.org/wiki/VPN) and [intranet](https://en.wikipedia.org/wiki/Intranet). The company said that no sensitive data had been compromised

The challenges

Uber faced significant logistical challenges as its scaled operation globally

Eta estimation: Accurately estimating the arrival time of drivers

Dynamic pricing: Setting fares based on demand and supply

Route optimization: Finding the most efficient routes

Driver and rider matching: Efficiently pairing driver with riders

Fraud detection: Identifying and preventing fraudulent activities

These challenges required sophisticated data processing and real time analysis to ensure seamless operate customer satisfaction

Suppose you work in data analysis at Uber you need to provide answer to all the questions below to the company

1. In which category do people book the most uber rides?

**Answer** -: Business category

1. For which purpose do people book Uber rides the most?

**Answer** -: For office purpose

1. At what time do people book cabs the most from uber?

**Answer** -: Afternoon

1. In which months do people book Uber rides less frequently?

**Answer** -: November, December, January

1. On which days of the week do people book Uber rides the most?

**Answer** -: Friday

1. How many miles do people usually book a cab for through uber?

**Answer** -: 0 to 20 miles