**Team: Moses Lim, Matthew Smith.**

**Team Uber**

**Question 1: Database Design**

We decided to look into the company Uber. Based in San Francisco, California Uber was founded in 2009 by Travis Kalanick and Garret Camp. Uber is championing the transportation industry worldwide which has resulted in the diminishing of taxi services. As a result, they have faced much opposition from certain regions of the world because of the ease by which one can be employed by Uber. This has led to frequent car accidents and customer injuries. Other push back has turned violent through riots by traditional taxi servicemen. The attraction of this new industry has resulted in the rise of competition such as Lyft and Fasten, but Uber still dominates the market share.

We have identified a simplified database which partially represents the flow of information around Uber’s core operation:

