

INTRODUCTION:

1.1 overview

Uber is a multinational transportation network company that operates a ride-hailing platform. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California. Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles.

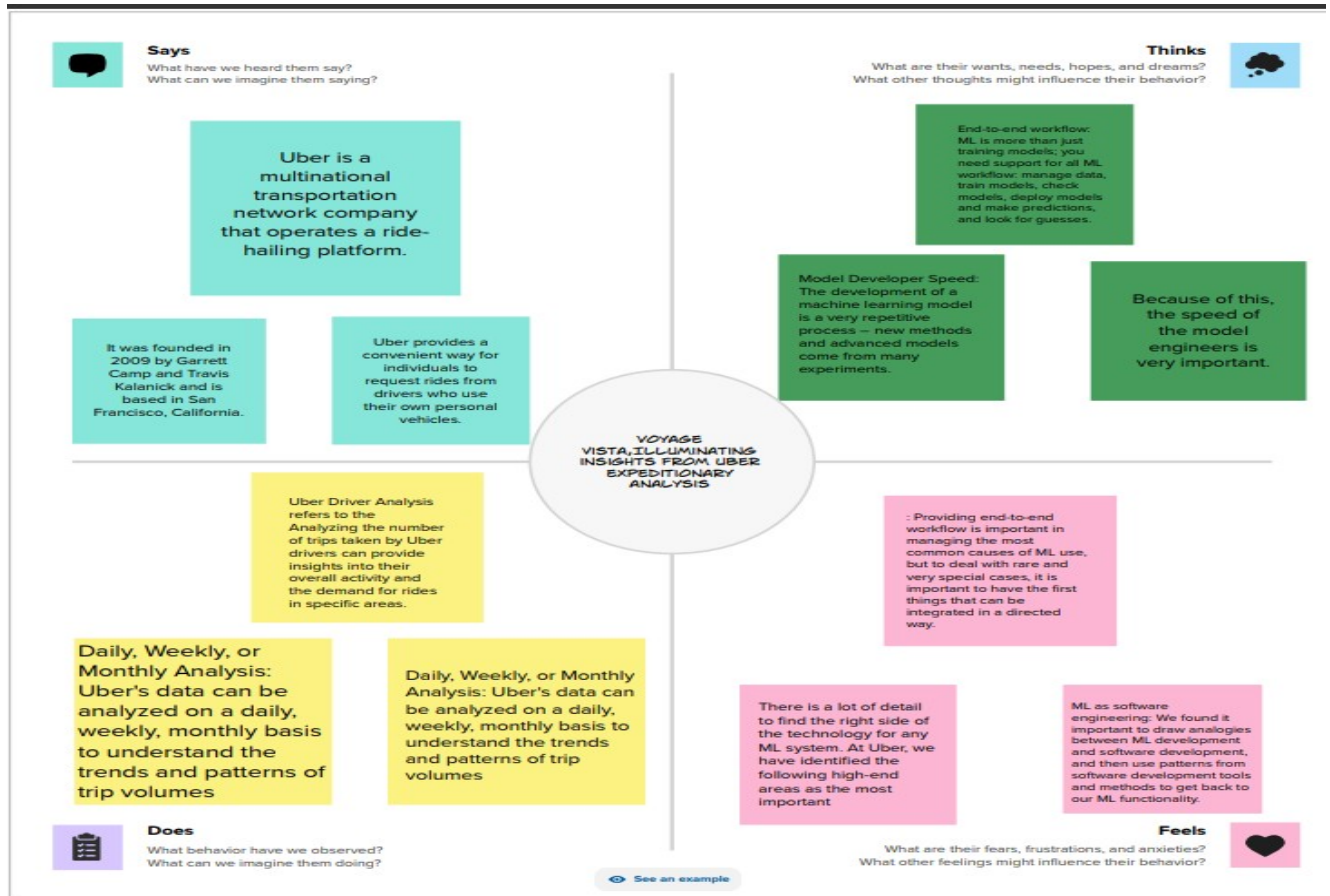
1.2 purpose

Uber Driver Analysis refers to the Analyzing the number of trips taken by Uber drivers can provide insights into their overall activity and the demand for rides in specific areas. Daily, Weekly, or Monthly Analysis: Uber's data can be analyzed on a daily, weekly, monthly basis to understand the trends and patterns of trip volumes. This analysis can help identify peak hours or days of high demand and optimize driver availability during those times. Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand. This analysis can help Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability.

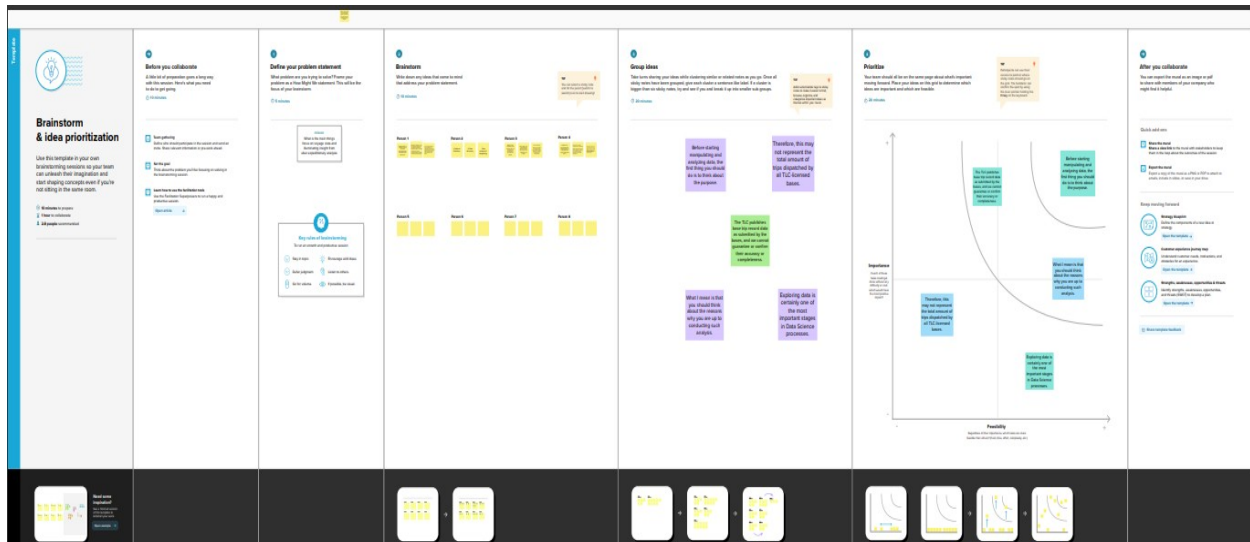
The Major of our project is to use data Analyzing techniques to find unknown patterns in the Uber Drives dataset. The research is carried out on Uber drives data collected from the year 2016.

PROBLEM DEFINITION & DESIGN THINKING

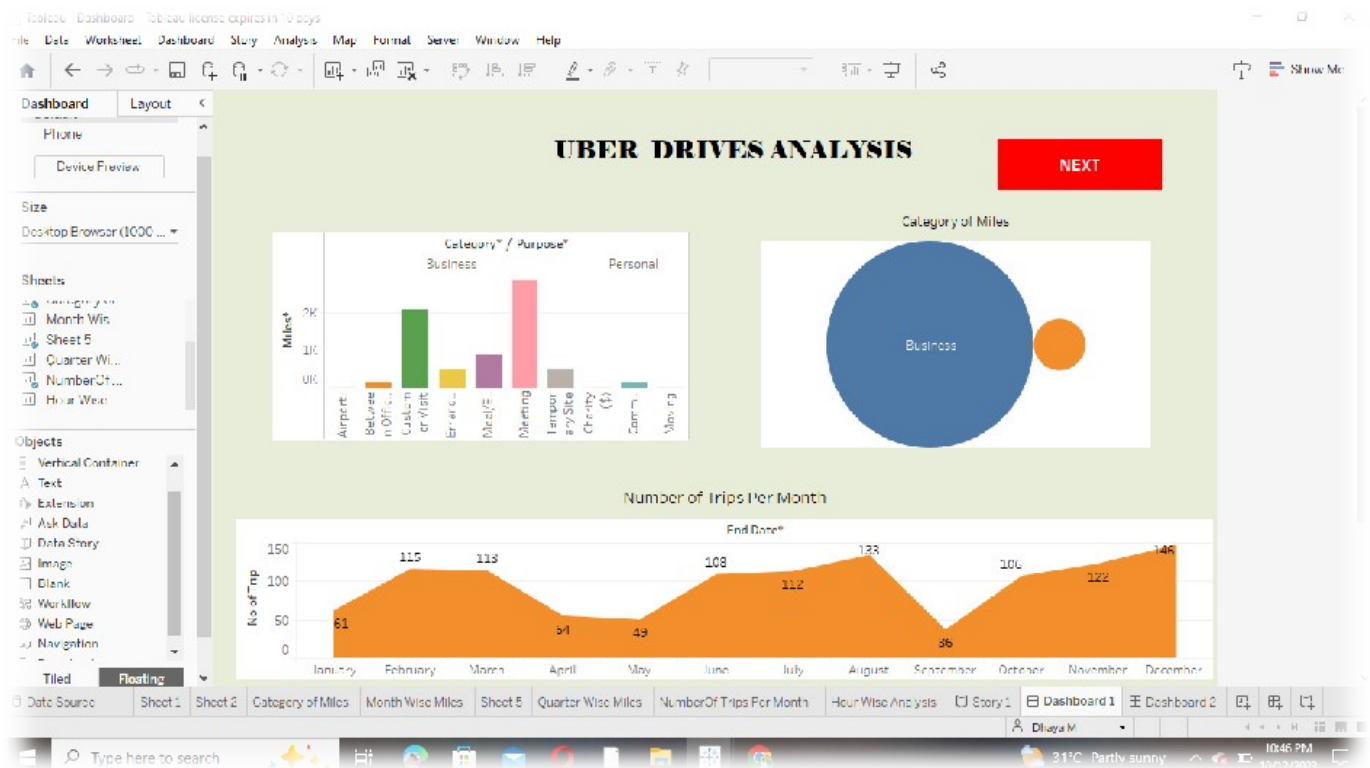
2.1 Empathy Map

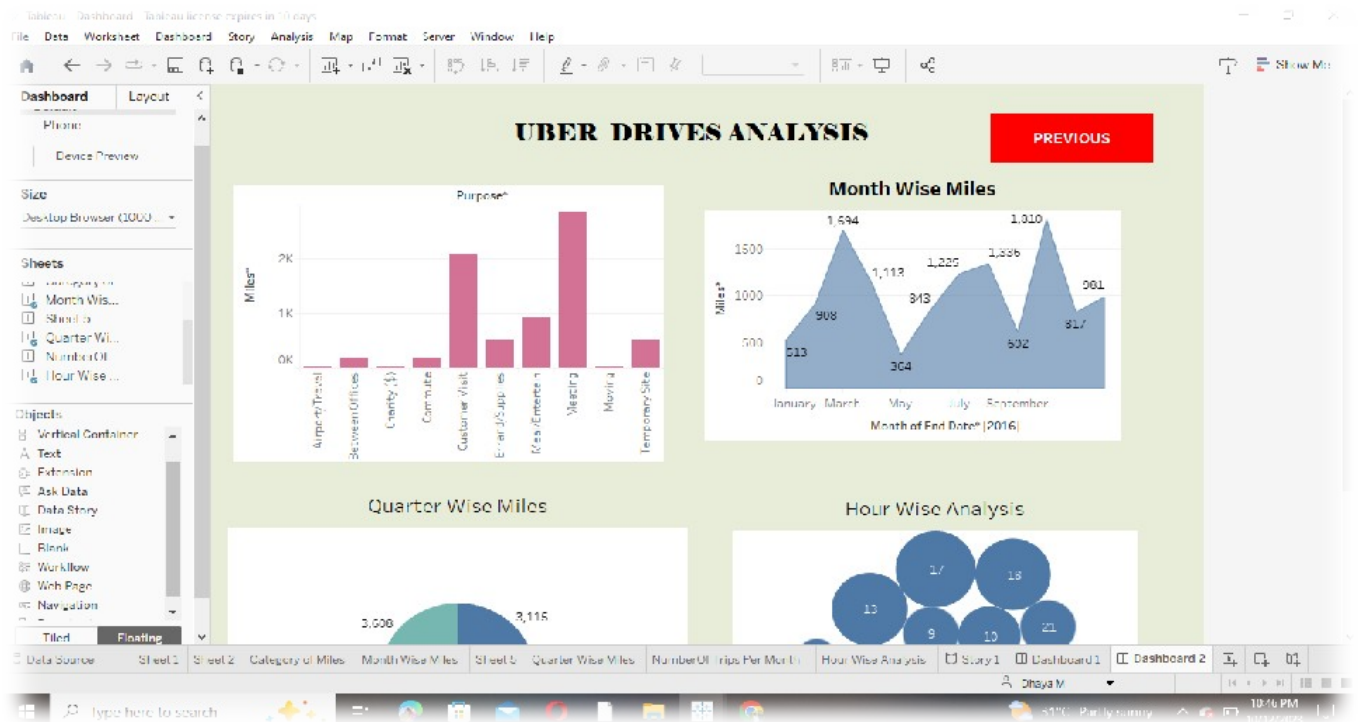


2.2 Ideation & Brainstroming Map



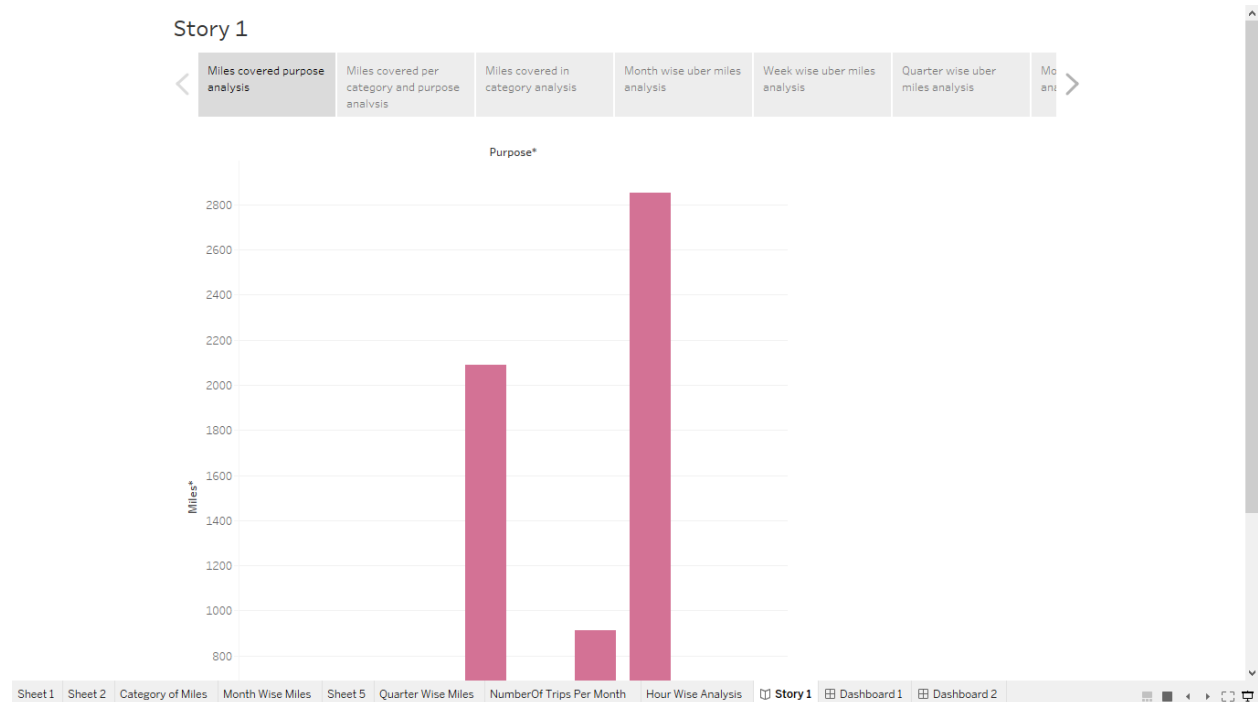
RESULT:



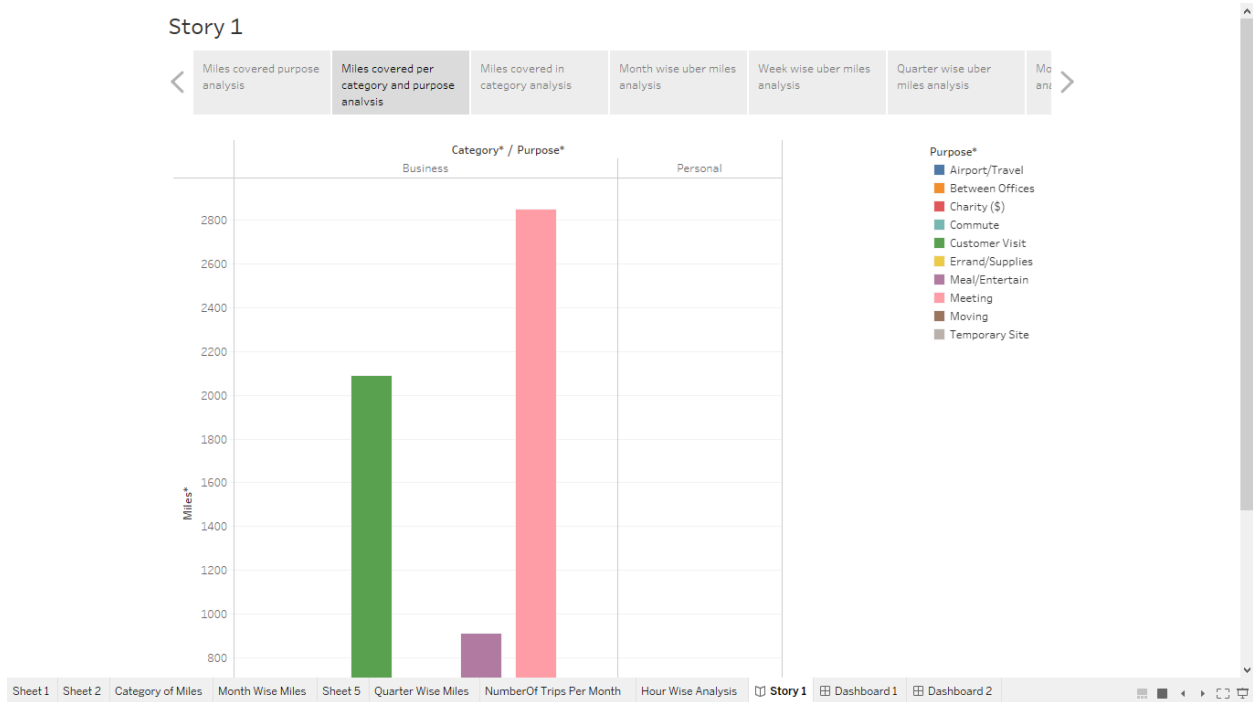


STORY :1

Purpose of Miles:

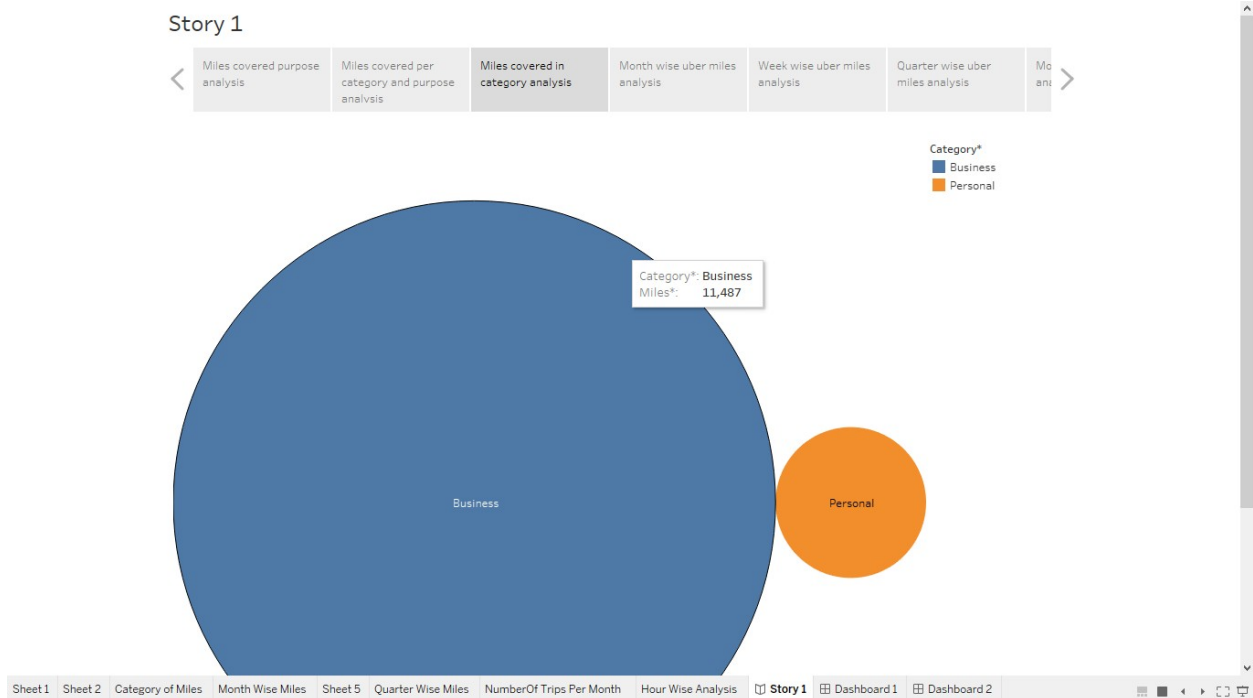


➤ Miles covered per purpose analysis.



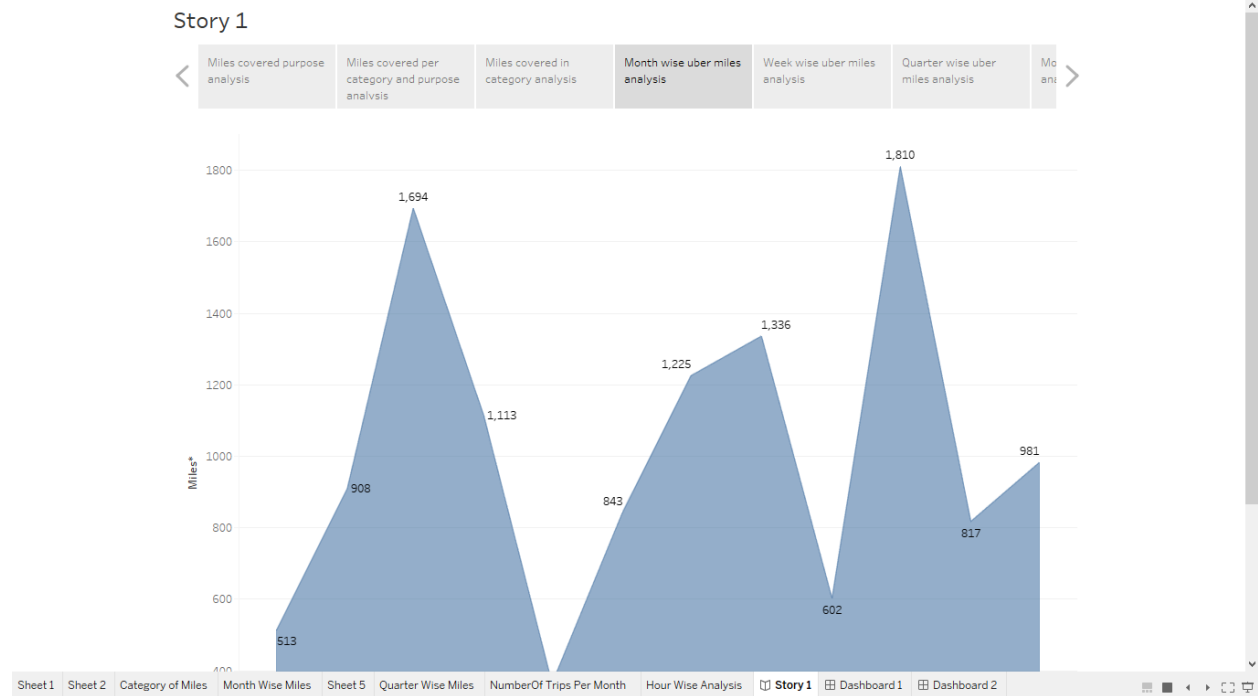
➤ Miles covered per category and purpose analysis.

Category of Miles:

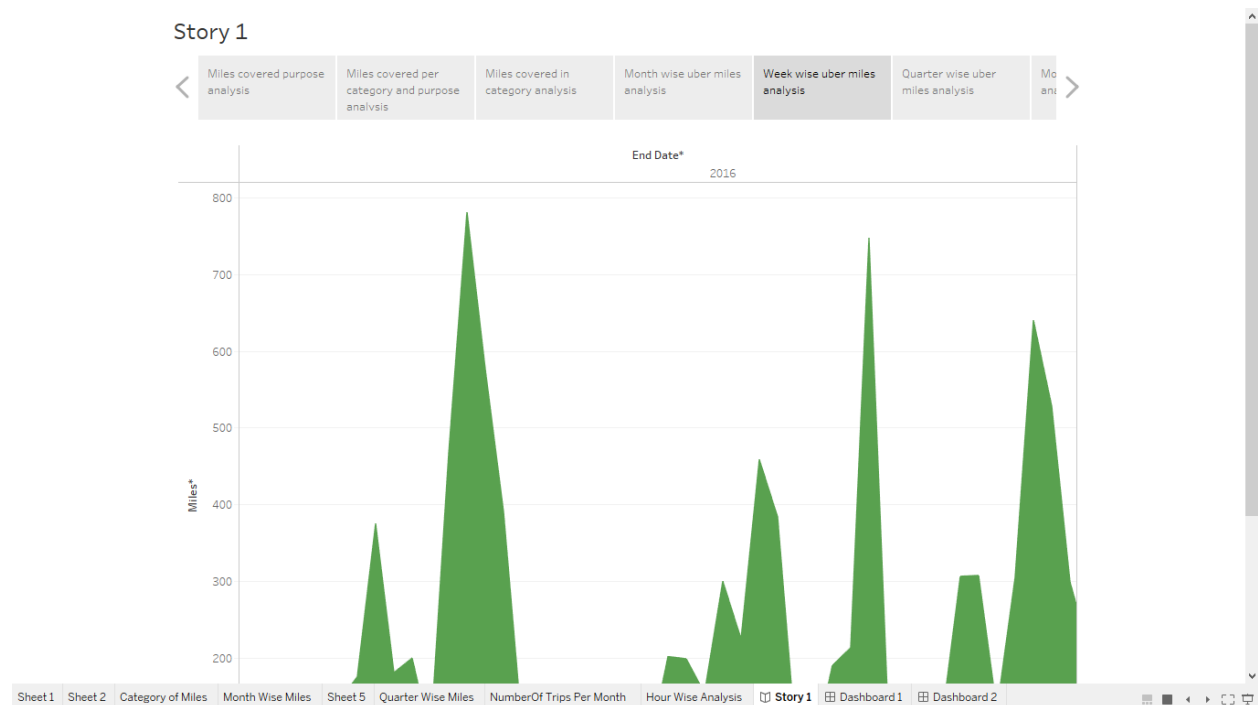


➤ Miles covered in category analysis.

Month wise Miles :

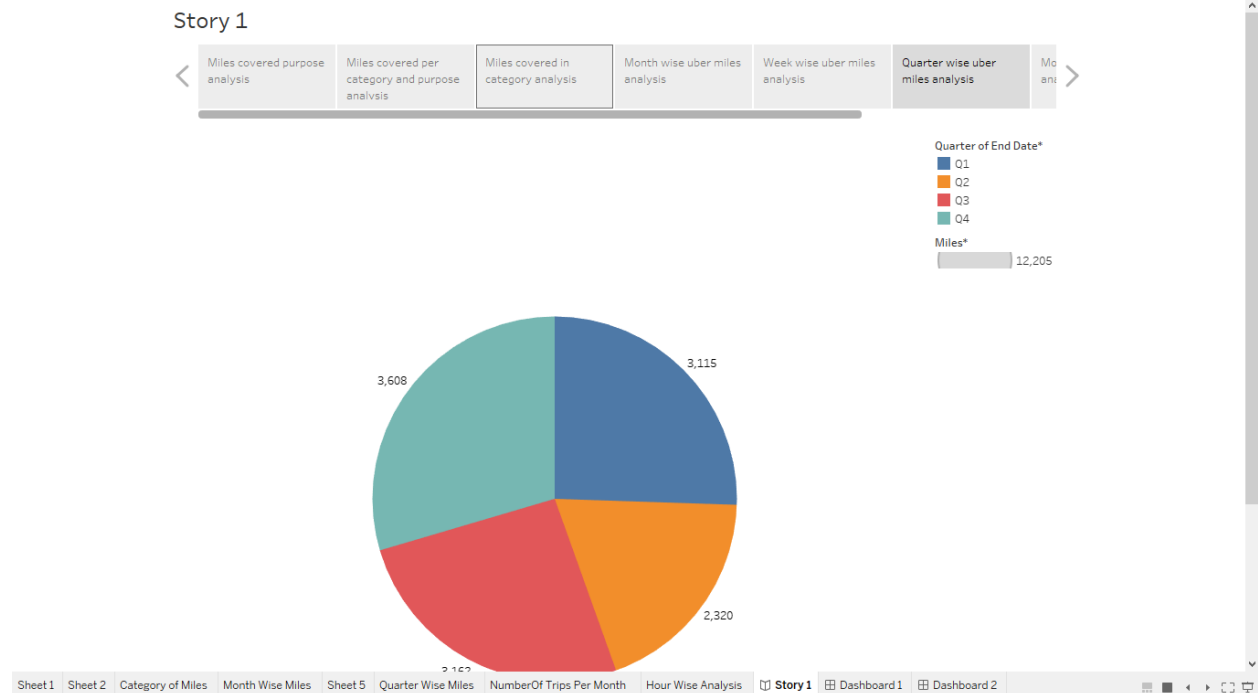


➤ Month wise uber miles analysis.



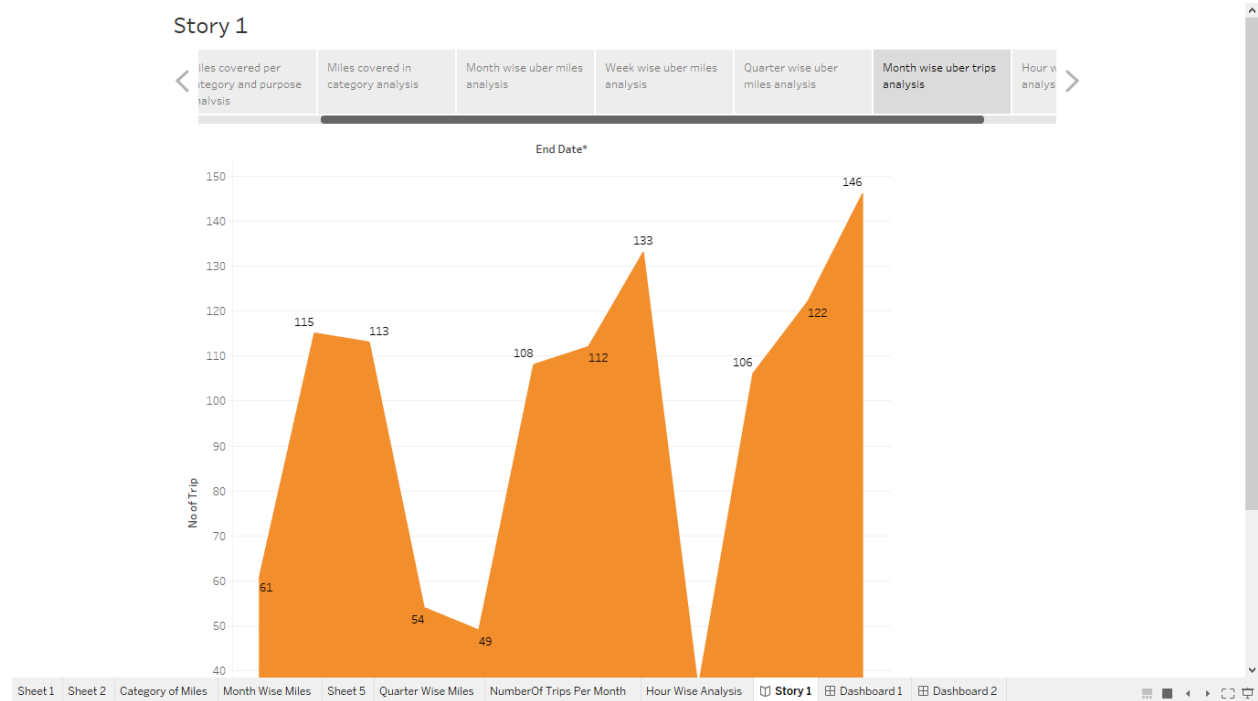
➤ Week wise uber miles analysis.

Quarter wise Miles:



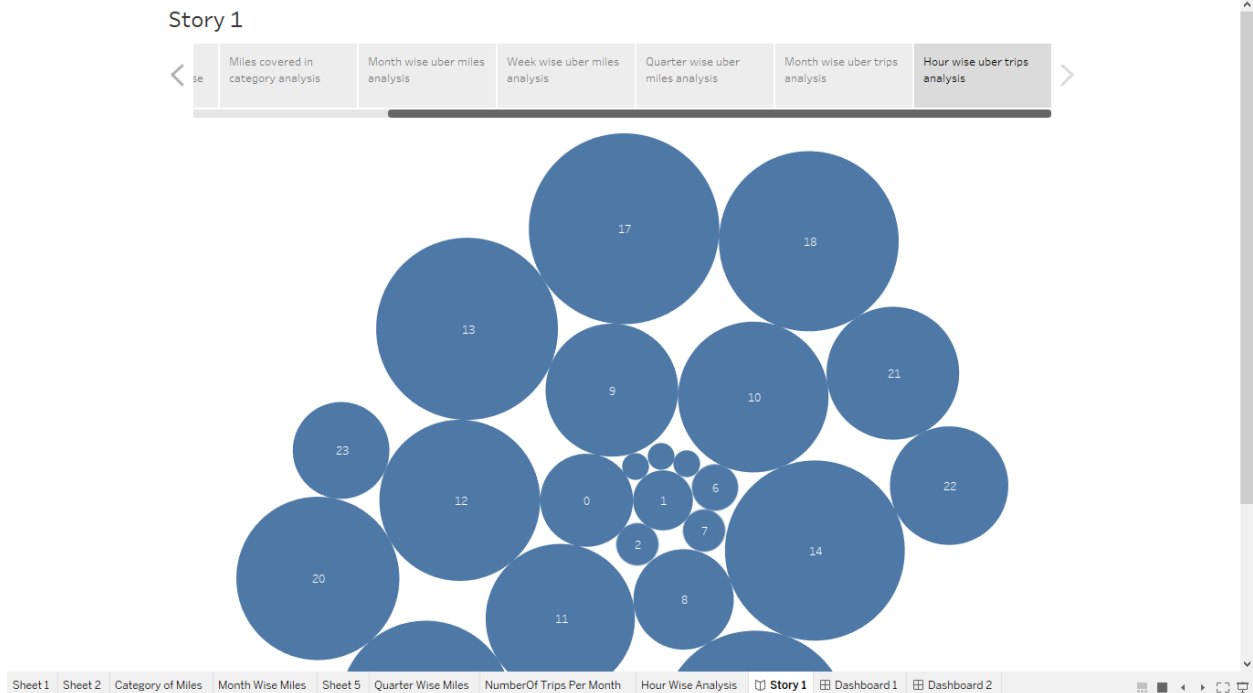
➤ Quarter wise uber miles analysis.

Number of trips per month:



➤ Month wise uber trips analysis.

Hour wise analysis:



➤ Hour wise uber trips analysis.

ADVANTAGES:

- Some drivers enjoy the **flexibility and autonomy** of being an Uber driver, while others may find that the pay is not worth the effort. The Cons of working as an Uber driver: Increased competition among driver. The need to maintain a vehicle that meets Uber's standards.

DISADVANTAGES;

- Uber's advantages include door-to-door convenience, safety, and reliable quality. Uber's disadvantages include its **surge pricing and the negative effects of replacing steady jobs with gig work.**

APPLICATION:

E-hail services like [Uber](#) allow you to hire a driver using a smartphone from almost any location at any time. ("Almost" because drivers are in short supply in outer suburbs and rural areas.)¹ Proprietary software locates drivers circling nearby and generally offers a selection of options, from the cheapest carpooling choice to luxury wheels. The price is set and paid in advance.

Uber's famous "[surge pricing](#)" revises the cost of its rides from hour to hour based on local demand.² As more calls are made, prices tick up, drawing more drivers out to score customers.

CONCLUSION:

- Ride-sharing services like Uber have disrupted the taxi and limo industry,
- Uber has become a prime example of the gig economy at work.
- Uber's advantages include door-to-door convenience, safety, and reliable quality.
- Uber's disadvantages include its surge pricing and the negative effects of replacing steady jobs with gig work.

FUTURE SCOPE:

The project can be used to perform data visualization on the uber data. The data comprises one complete year of trips, with a total of about 31 million entries. This much data needs to be represented beautifully in order of analysis the rides so that further improvements in the business can be made.