UBER EXPEDITIONARY ANALYSIS

TEAM MEMBERS

1. S.Nandhini
2. N.Uma Mageshwari
3. C.Soundharya
4. G.Logeshwariya

INTRODUCTION

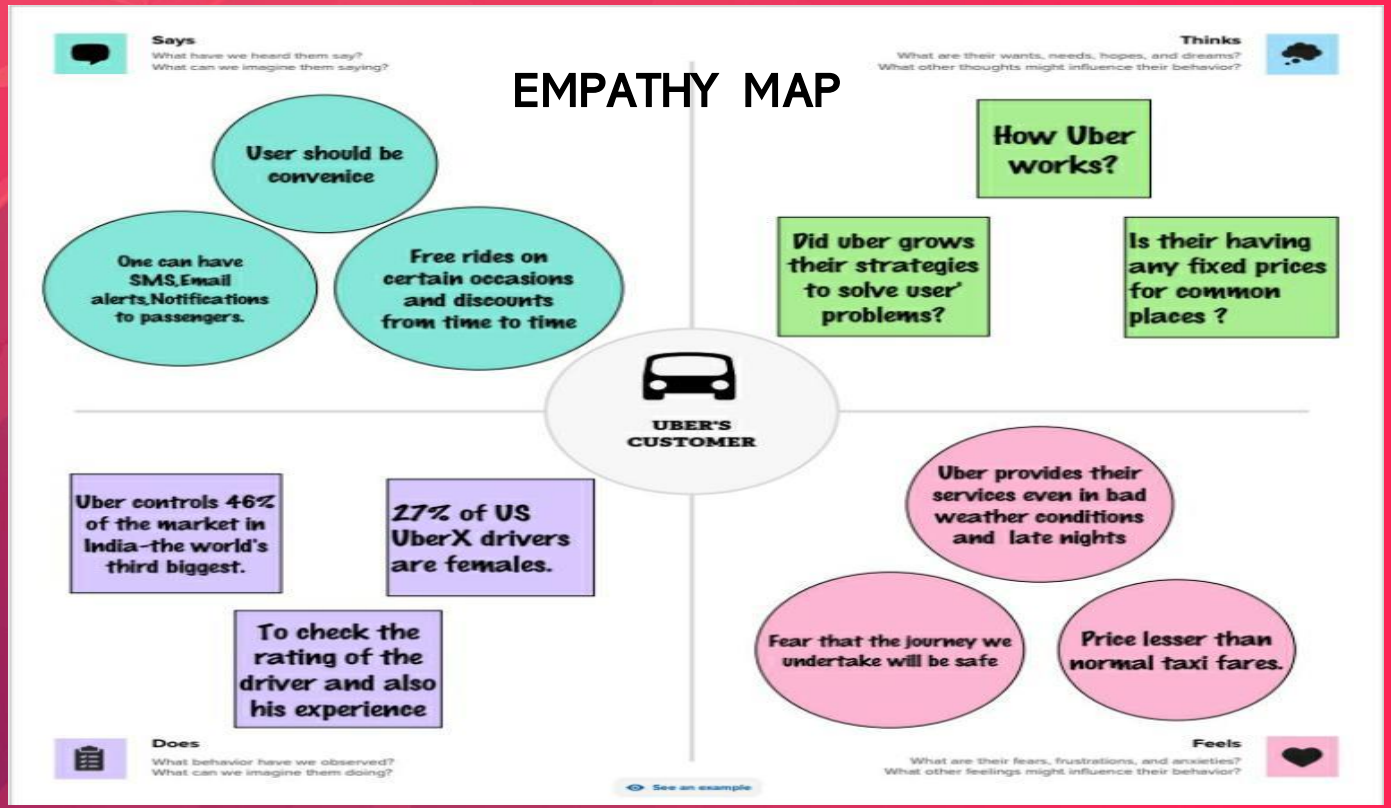
OVERVIEW

- Uber is a multinational transportation network company that operates a ride-hailing platform
- Uber provides a convenient way for Individuals to request rides from drives who use their personal vehicles
- Uber drivers analysis refers to the analyzing the number of trips taken by user drivers can provides insights into their overall activity and the demand for rides in specific areas
- This analysis can help Uber drivers decide where to focus their driving efforts for maxi efficiency and profitability

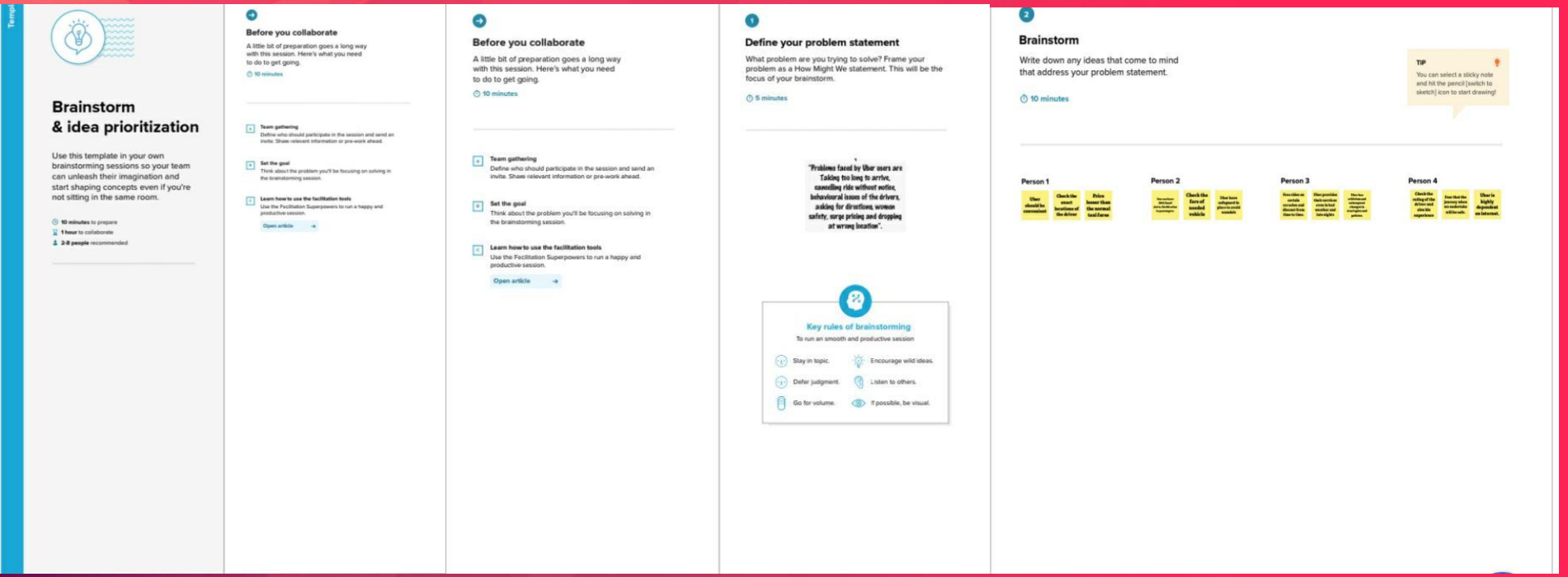
PURPOSE

- The major of our project is to use data analyzing techniques to find unknown patterns in the Uber drivers dataset
- The research is carried out on Uber drivers data collected from the year 2016

PROBLEM DEFINITION &DESIGN THINKING



IDEATION & BRAINSTORMING MAP



Brainstorm
& idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
1 hour to collaborate
2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article

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1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

"Problems faced by Uber users are Taking too long to arrive, cancelling ride without notice, behavioural issues of the drivers, asking for directions, women safety, surge pricing and dropping at wrong location".

Key rules of brainstorming

To run an smooth and productive session

Stay in topic.
Defer judgment.
Go for volume.
Encourage wild ideas.
Listen to others.
If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

Uber should be convenient
Check the exact locations of the driver
Price lesser than the normal taxi fares

Person 2

Check the fare of needed vehicle

Person 3

Person 4

Check the rating of the driver and also his experience
Fear that the journey when an understake will be safe.
Uber is highly dependent on internet.

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

Uber is available in 65 countries and over 600 cities worldwide. 15 Millions Uber trips are completed each day.

Uber uses an automated algorithm to increase prices based on supply and demand in the market

Uber drivers should available at right time without any delay. Each Uber drivers should be in street knowledge to a good Experience

Check the exact locations of the driver

Uber has criticism and subsequent changes in startegies and policies.

Check the rating of the driver and also his experience

Uber provides their services even in bad weather and late nights

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One can have SMS,Email alerts,Notification to passengers.

Fear that the journey when we undertake will be safe.

Uber have safeguard in place to avoid scandals

Uber should be convenient

Free rides on certain occasion and disount from time to time.

Price lesser than the normal taxi fares

Uber is highly dependent on internet.

Check the fare of needed vehicle

Uber drivers should available at right time without any delay. Each Uber drivers should be in street knowledge to a good Experience

4

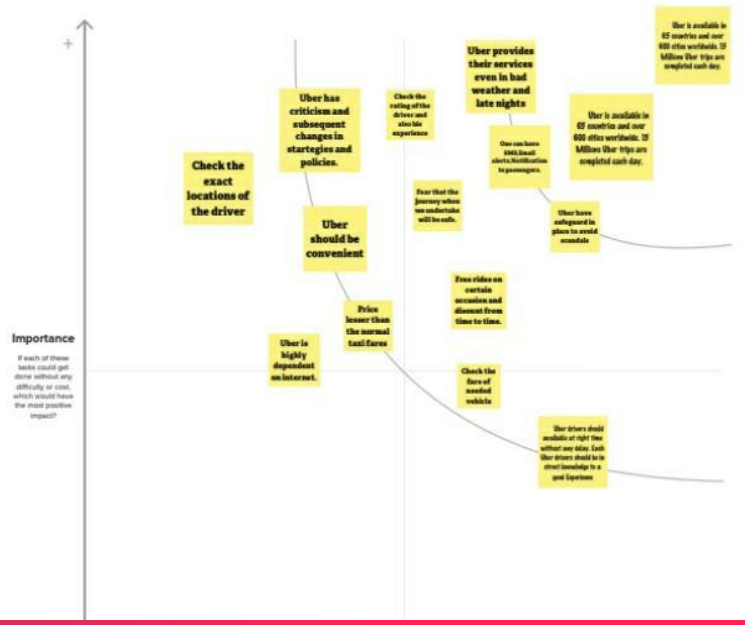
Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

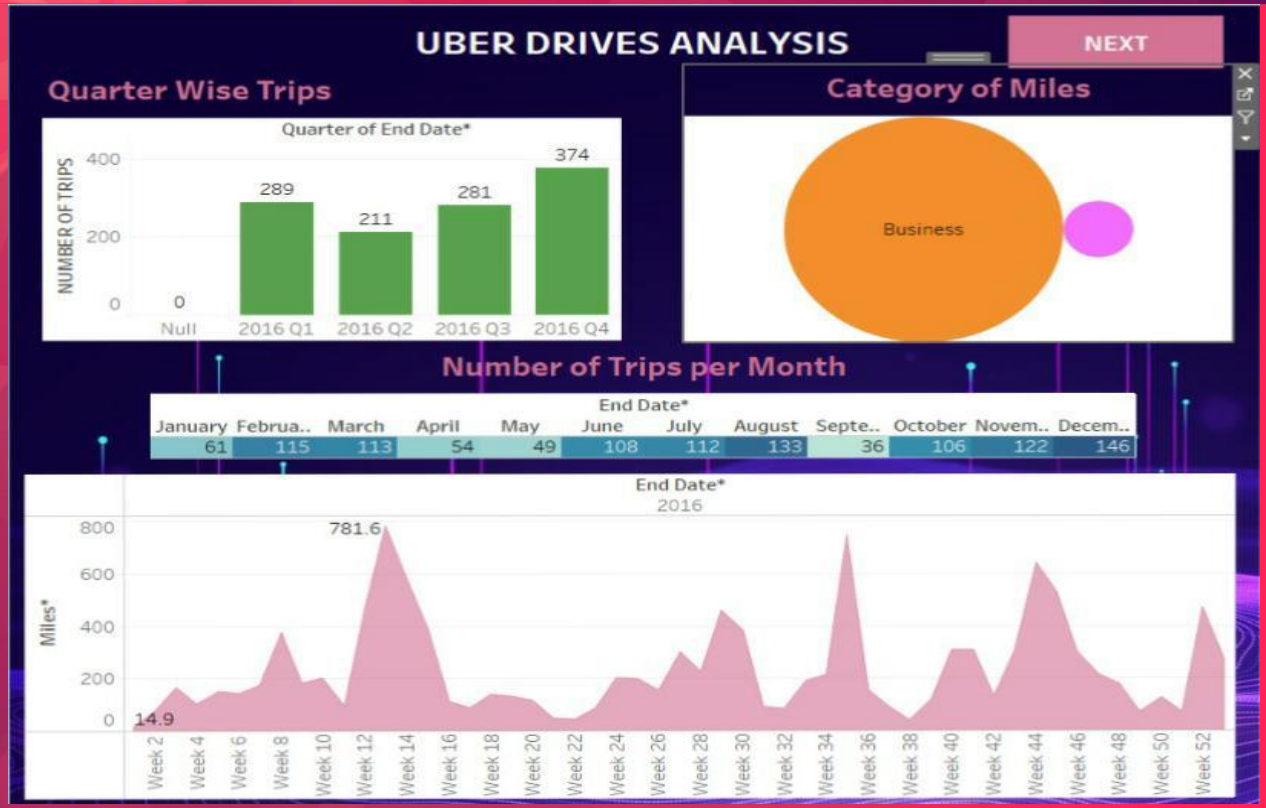
20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.



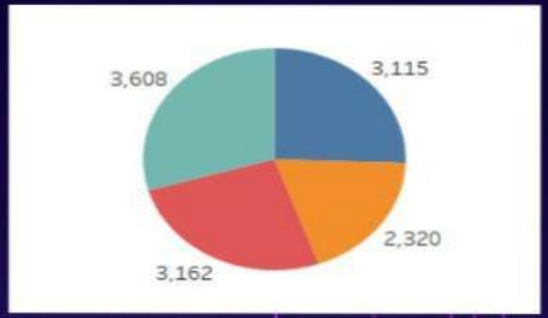
RESULT :


UBER DRIVES ANALYSIS
NEXT
Quarter Wise Trips
Quarter of End Date*
NUMBER OF TRIPS
400
200
0
0
289
211
281
374
Null
2016 Q1
2016 Q2
2016 Q3
2016 Q4
Category of Miles
Business
Number of Trips per Month
End Date*
January Februa.. March April May June July August Septe.. October Novem.. Decem..
61 115 113 54 49 108 112 133 36 106 122 146
End Date*
2016
Miles*
800
600
400
200
0
781.6
14.9
Week 2 Week 4 Week 6 Week 8 Week 10 Week 12 Week 14 Week 16 Week 18 Week 20 Week 22 Week 24 Week 26 Week 28 Week 30 Week 32 Week 34 Week 36 Week 38 Week 40 Week 42 Week 44 Week 46 Week 48 Week 50 Week 52

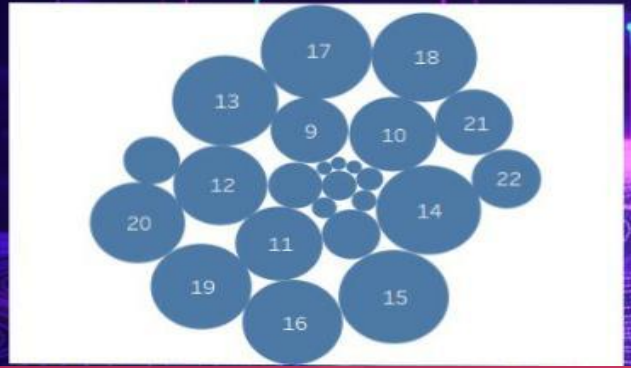
UBER DRIVES ANALYSIS

PREVIOUS

Quarter Wise Miles



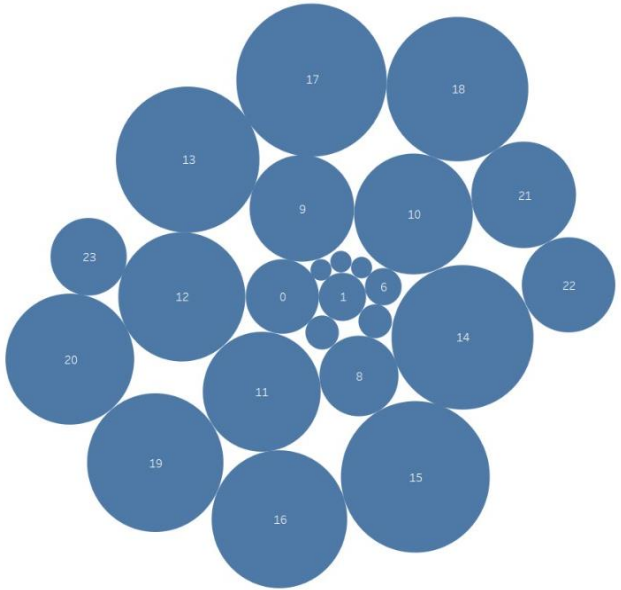
Hour Wise Analysis



Month Wise Miles

UBER TRIPS

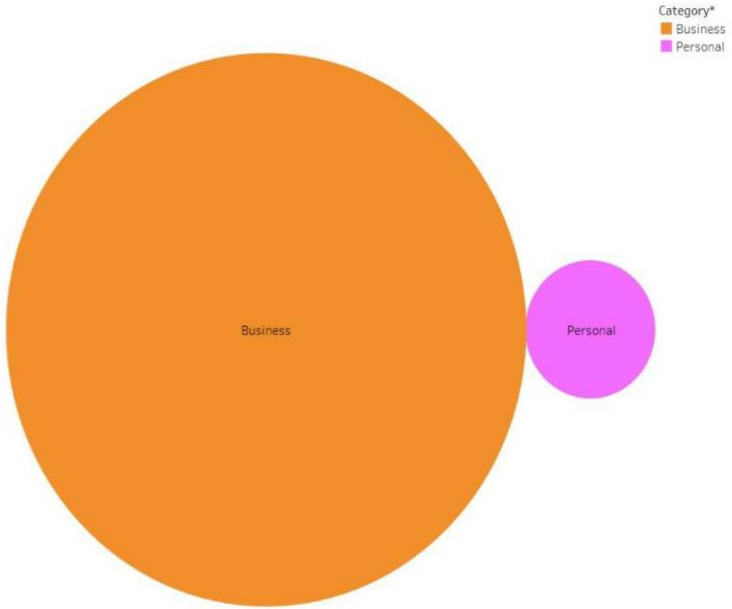
In Q4,More Uber Trips has been | In December More Number of Uber | Uber is busy from 3-7 PM



RTER WISE MILES COVERED | MONTH WISE TRIPS COVERED | QUARTER WISE TRIPS COVERED | HOUR WISE TRIPS COVERED | Dashboard 1 | Dashb

WEEKLY ANALYSIS

Uber trips was mostly used for | On the year of 2016,the highest



UBER TRIPS

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End Date*

January	Februa..	March	April	May	June	July	August	Septe..	October	Novem..	Decem..
61	115	113	54	49	108	112	133	36	106	122	146

NUMBER OF TRIPS
36 — 146

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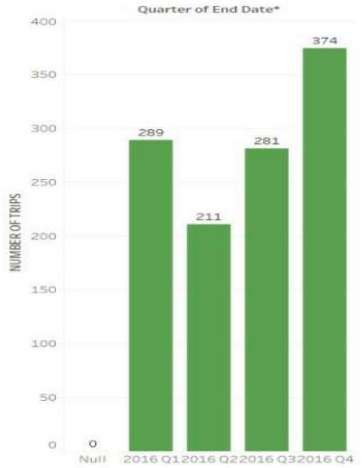
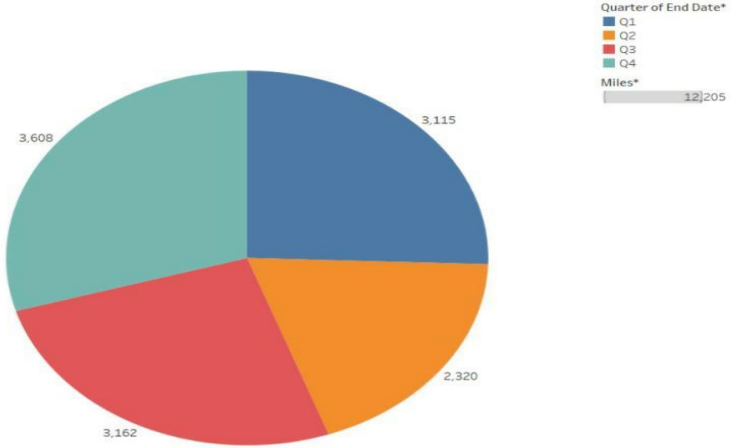


UBER MILES COVER

Highest Miles were covered by | The most miles were covered in | **Quarter 4 covers more miles than**



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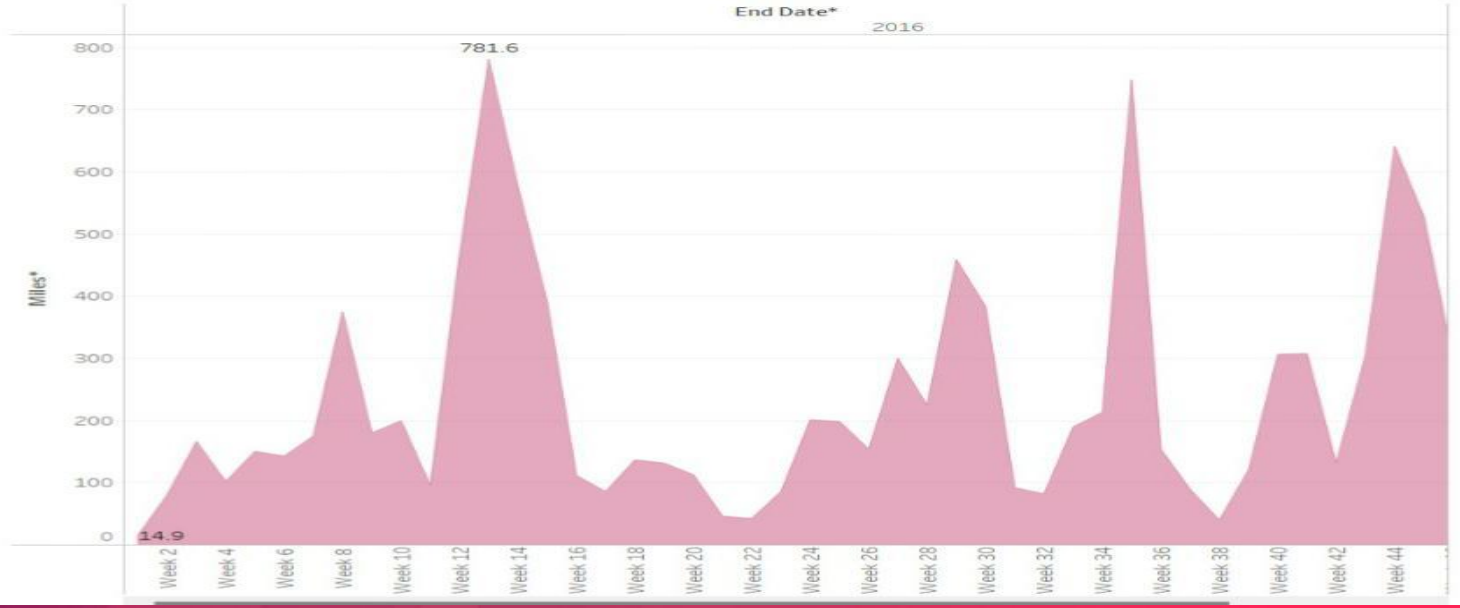

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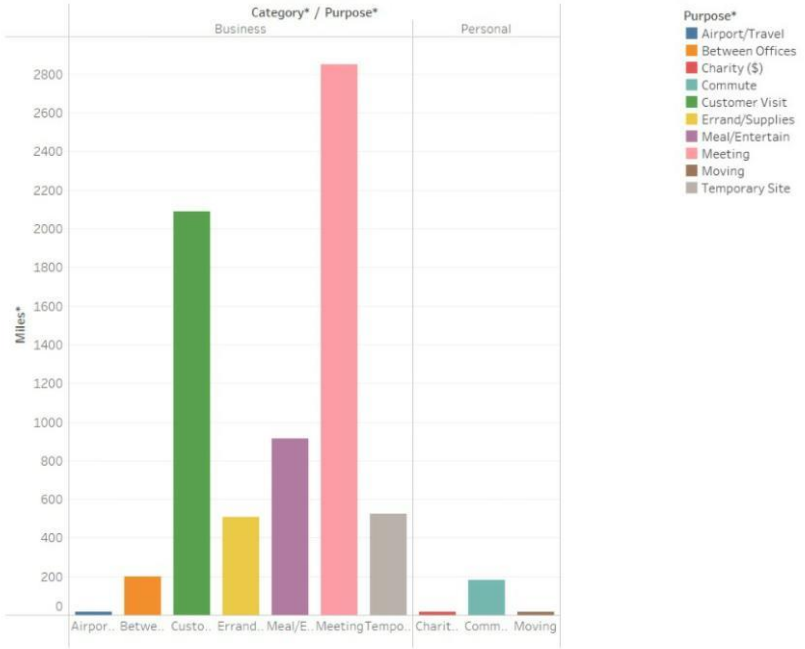

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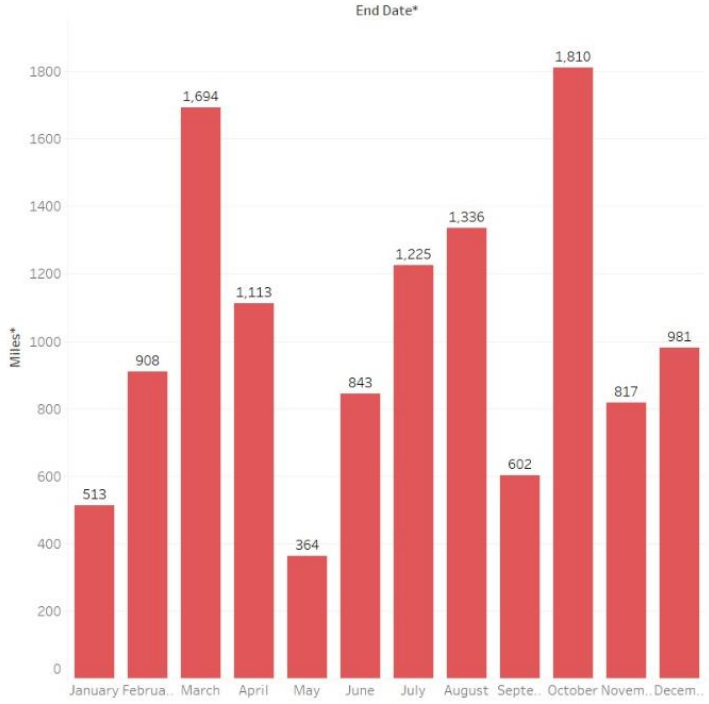

ADVANTAGES	*DISADVANTAGES*
Driver performance evaluated using feedback from customers	Possibility of receiving negative reviews
Uber has become a prime example of the gig economy at work	Uncertainty about the payment rate for each ride
Safety is an important advantages for drivers working with Uber	Drivers are responsible for all cars expenses

APPLICATIONS

- Determine the criteria for evaluating drivers performance such as customer ratings, completion rate, cancellation rate, average trip duration and feedback for drivers
- Assess drivers efficiency by analyzing metrics such as average time spent waiting for passengers, average distance per trip, and idle time between trips

CONCLUSION

1. Bar graph showing the purpose of Uber with Miles covered
2. Bubble chart showing distribution of Miles with Category
3. Bar graph showing Quarter with Number of Trips
4. Highlight Table shows Month with Number of Trips
5. Area Chart showing Week with Miles
6. Bar graph showing Month with Miles
7. Pie chart showing Quarter with Miles
8. Bubble chart showing hour with Number of Trips
9. Tree Map showing Distance between the Start and Stop Location

FUTURE SCOPE

This analysis refers to future scope as follows

1. Understand the relationship between driver and passenger demand in different areas and at different times
2. Analyze drive routes and identify patterns to optimize navigation and reduce travel time
3. Identify peek hours and high-demand areas to optimize drivers allocation and increase customer satisfaction