# BHARATHI WOMEN'S COLLEGE

## UBER EXPEDITIONARY ANALYSIS


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TEAM MEMBERS

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# INTRODUCTION

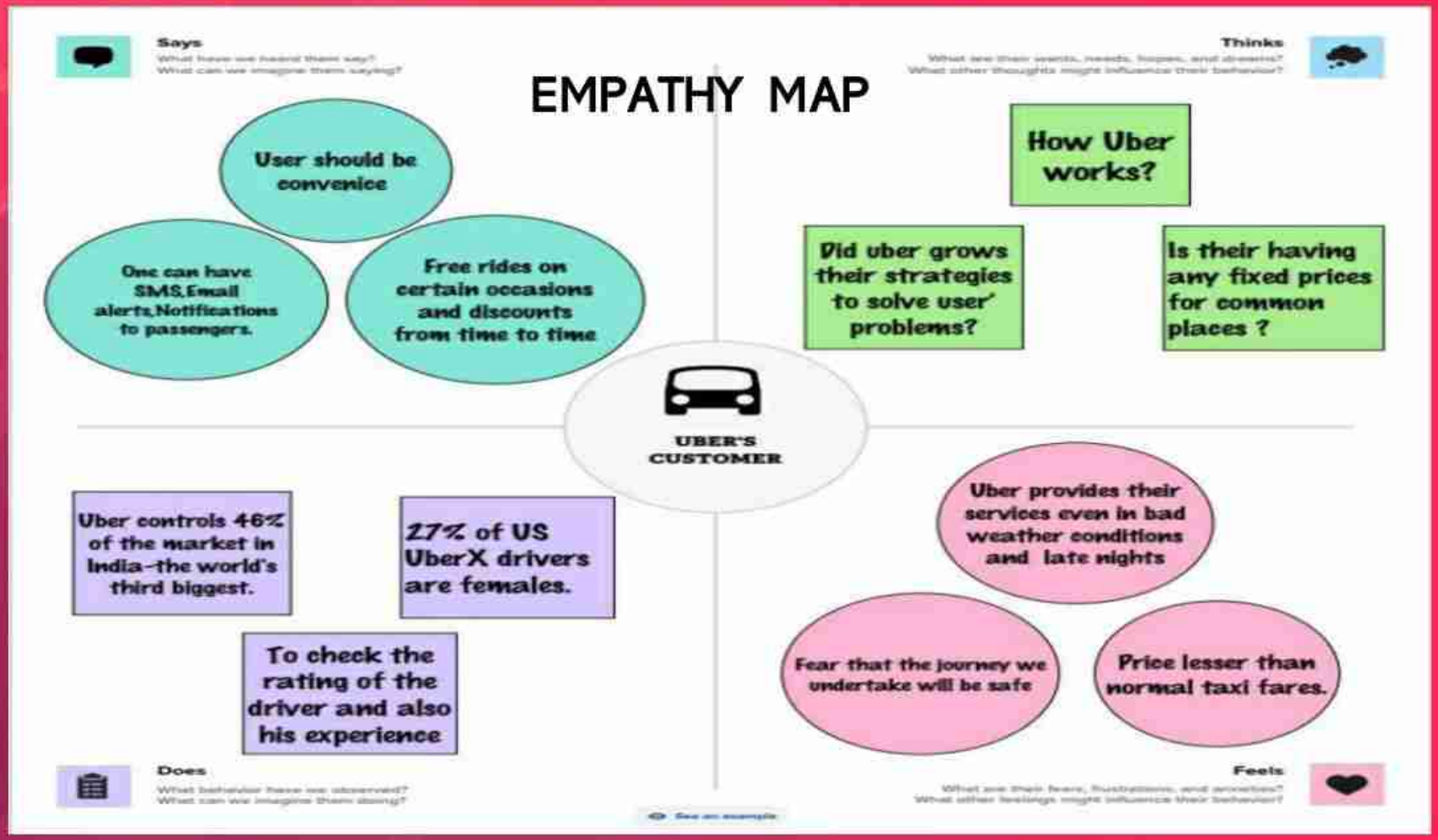
## OVERVIEW

- 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

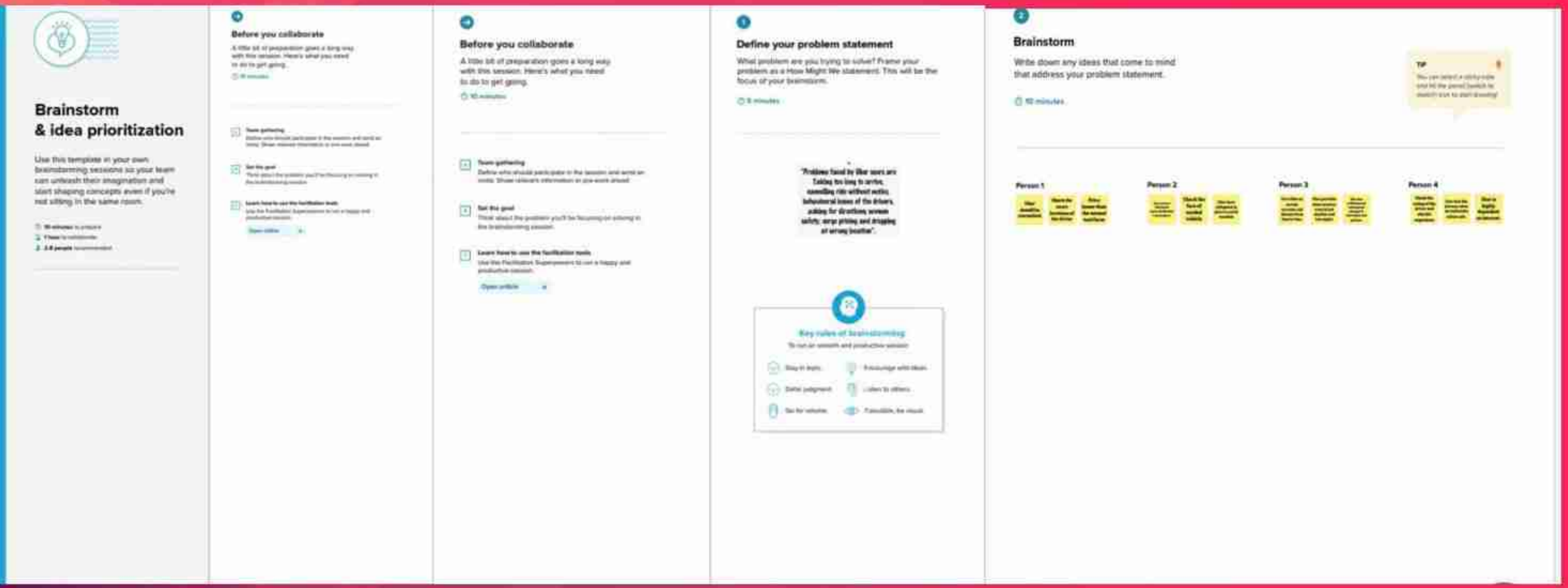
## PURPOSE

- 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.

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.

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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.

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

Key rules of brainstorming

Brainstorm

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

Person 1

Person 2

Person 3

Person 4

## 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 sentance-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 billion 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 strong 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

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

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Uber should be convenient

Fear that the journey when we undertake will be safe.

Uber have safeguard in place to avoid scandals

Free rides on certain occasion and discount 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 strong knowledge to a good Experience

## 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

Importance

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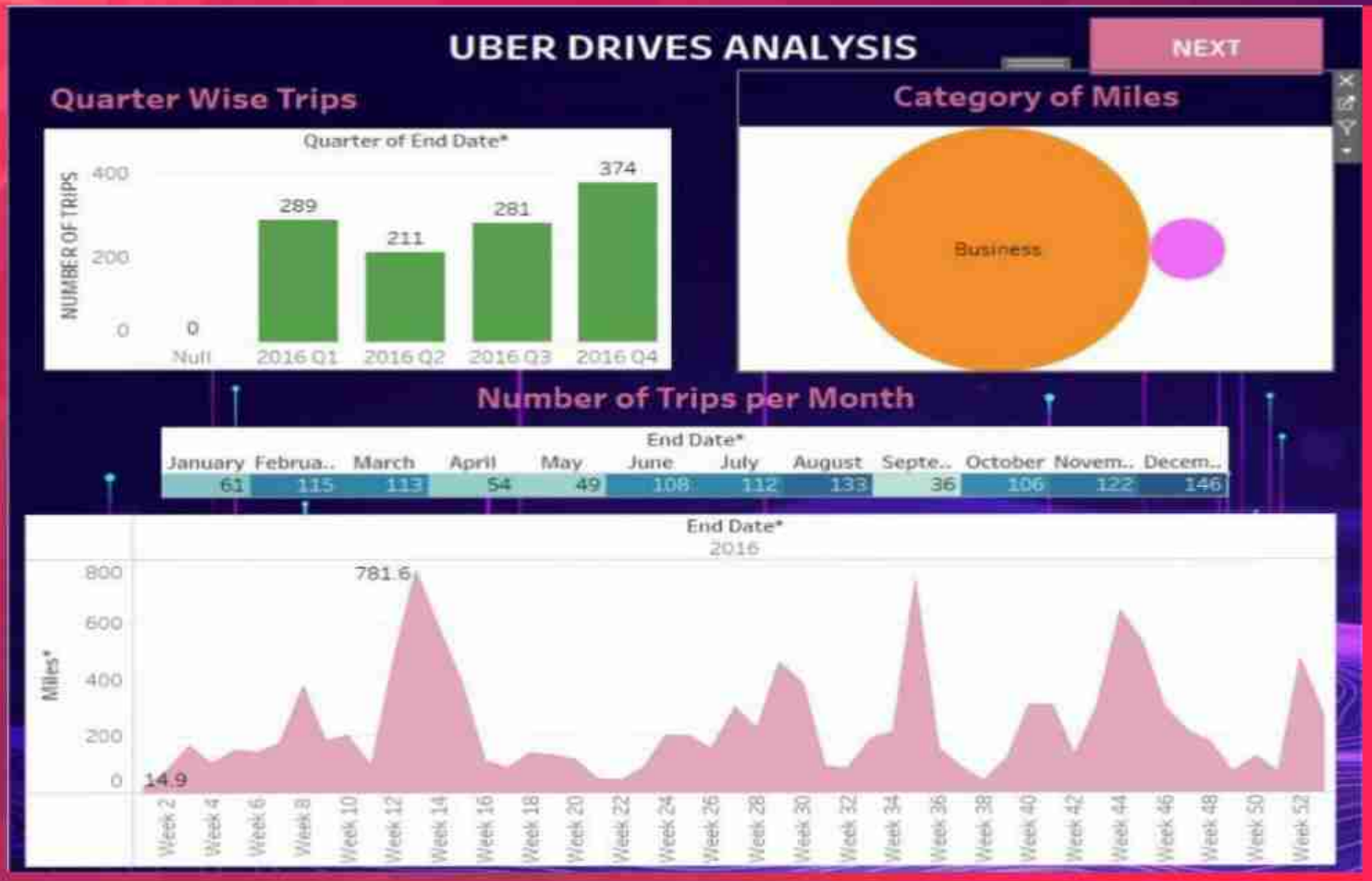
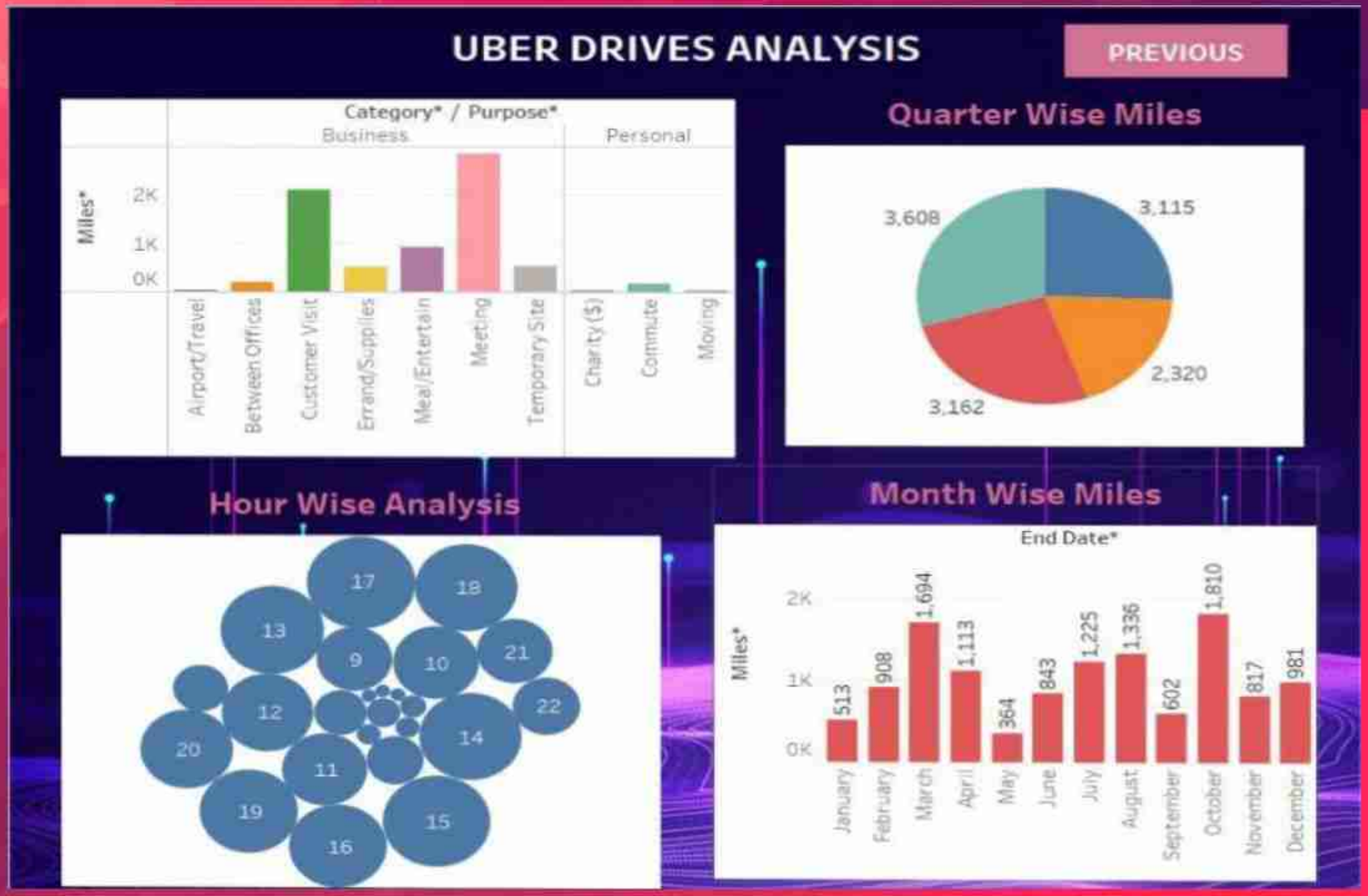
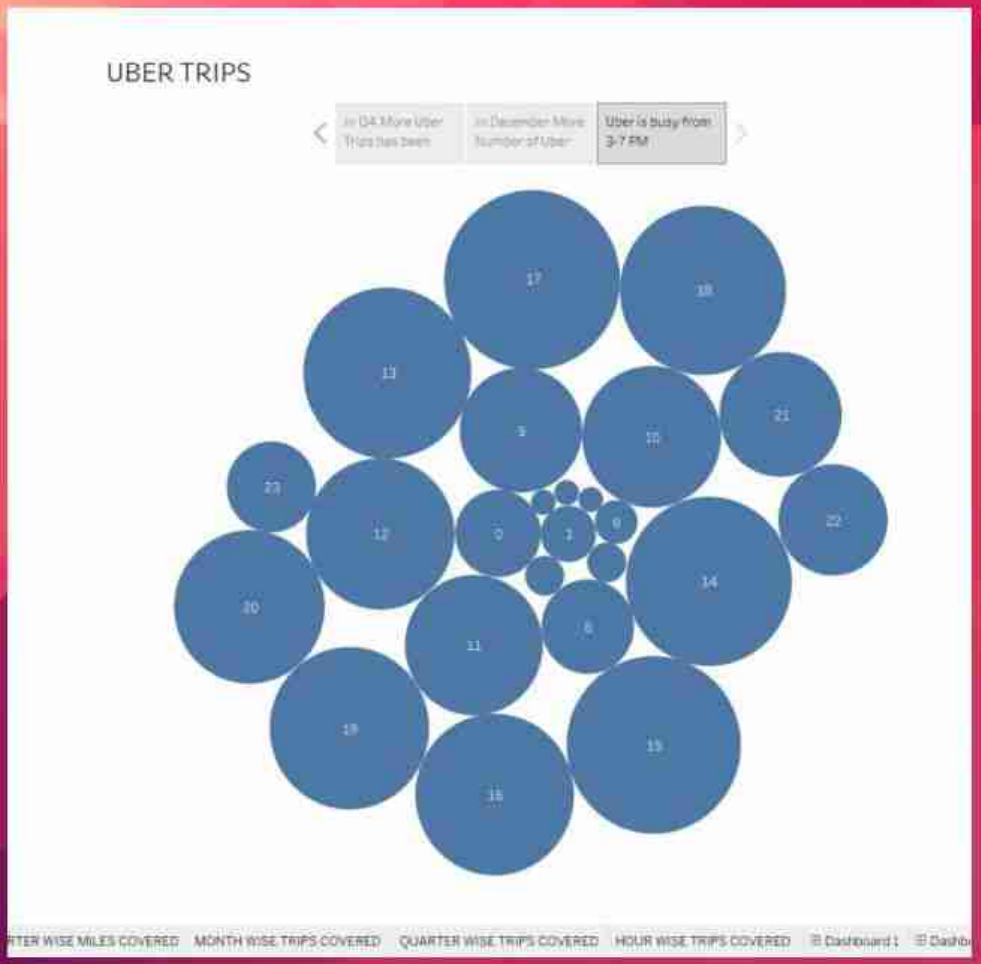
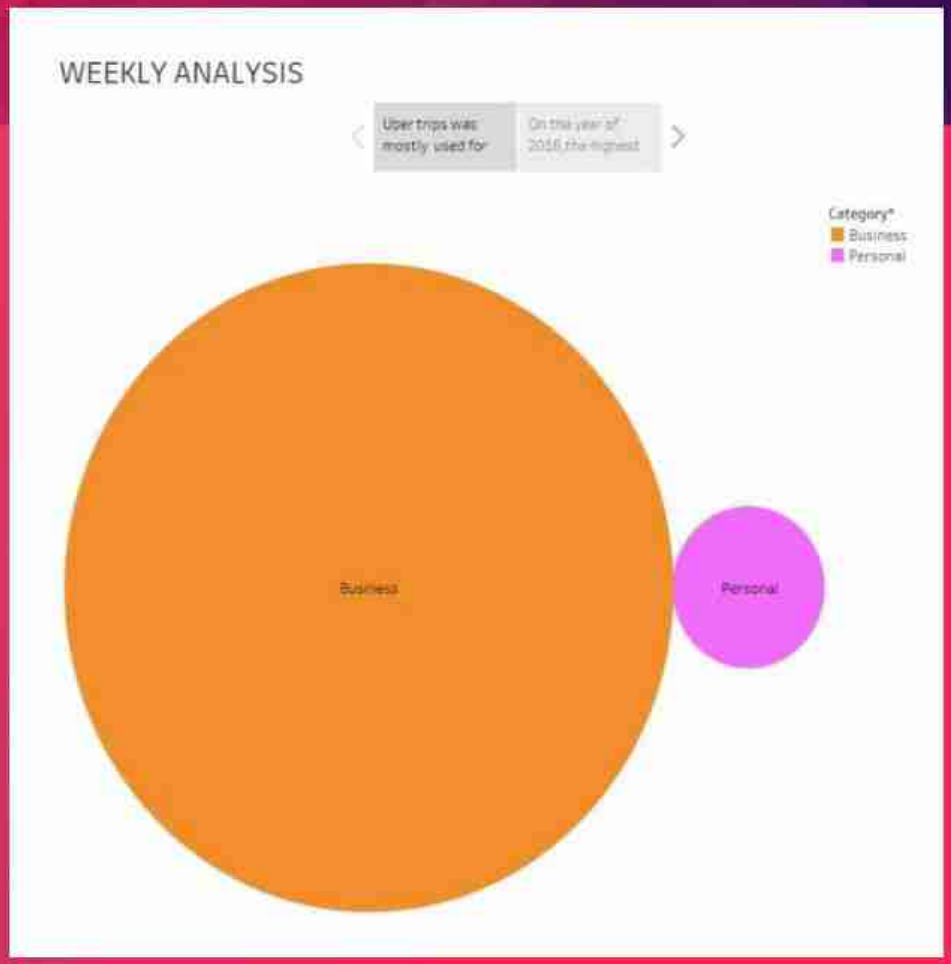
# *RESULT :*


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 61
Februa.. 115
March 113
April 54
May 49
June 108
July 112
August 133
Septe.. 36
October 106
Novem.. 122
Decem.. 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
Category* / Purpose*
Business
Personal
Miles*
2K
1K
0K
Airport/Travel
Between Offices
Customer Visit
Errand/Supplies
Meal/Entertain
Meeting
Temporary Site
Charity ($)
Commute
Moving
Quarter Wise Miles
3,608
3,115
2,320
3,162
Hour Wise Analysis
17
18
13
9
10
21
12
22
20
14
11
19
15
16
Month Wise Miles
End Date*
Miles*
2K
0K
513
908
1,694
1,113
364
843
1,225
1,336
602
1,810
817
981
January
February
March
April
May
June
July
August
September
October
November
December


UBER TRIPS
In 04 More Uber Trips has been
In December More Number of Uber
Uber is busy from 3-7 PM
17
18
13
9
10
21
23
12
0
1
6
22
14
20
11
8
19
15
16
TER WISE MILES COVERED
MONTH WISE TRIPS COVERED
QUARTER WISE TRIPS COVERED
HOUR WISE TRIPS COVERED
Dashboard 1


WEEKLY ANALYSIS
Uber trips was mostly used for
On the year of 2016 the highest
Category*
Business
Personal
Business
Personal

# UBER TRIPS

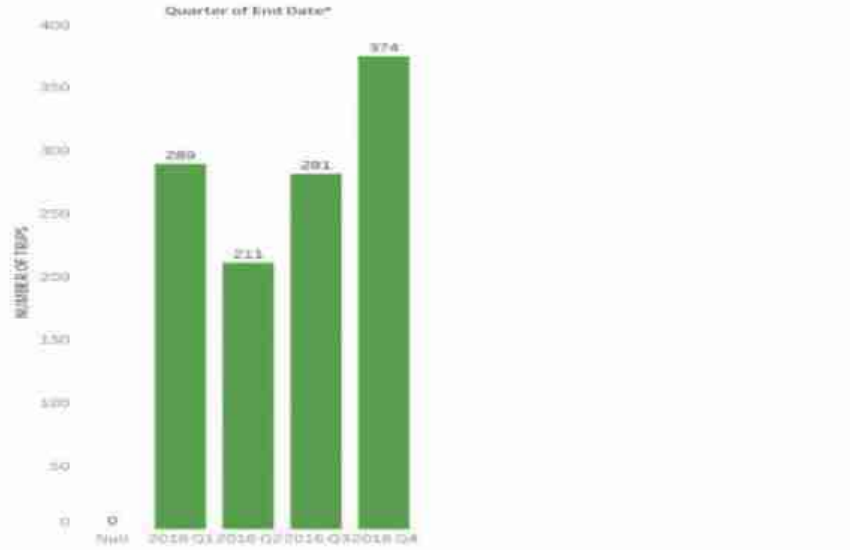
In Q4, More Uber Trips has been | **In December More Number of Uber** | Uber is busy from 3-7 PM

End Date*

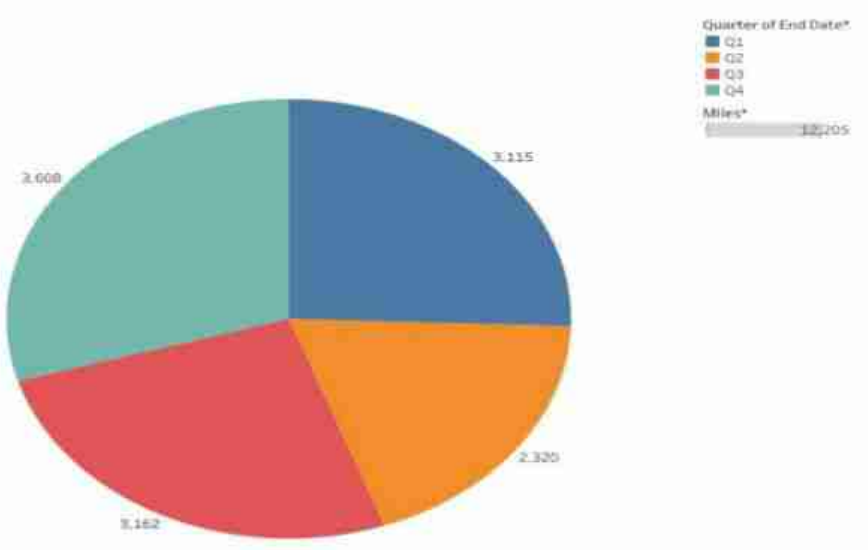
| January | Februa.. | March | April | May | June | July | August | Septe.. | October | Novem.. | Decem.. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 61 | 115 | 113 | 54 | 49 | 108 | 112 | 133 | 36 | 106 | 122 | 146 |

NUMBER OF TRIPS
36 — 146

## UBER TRIPS

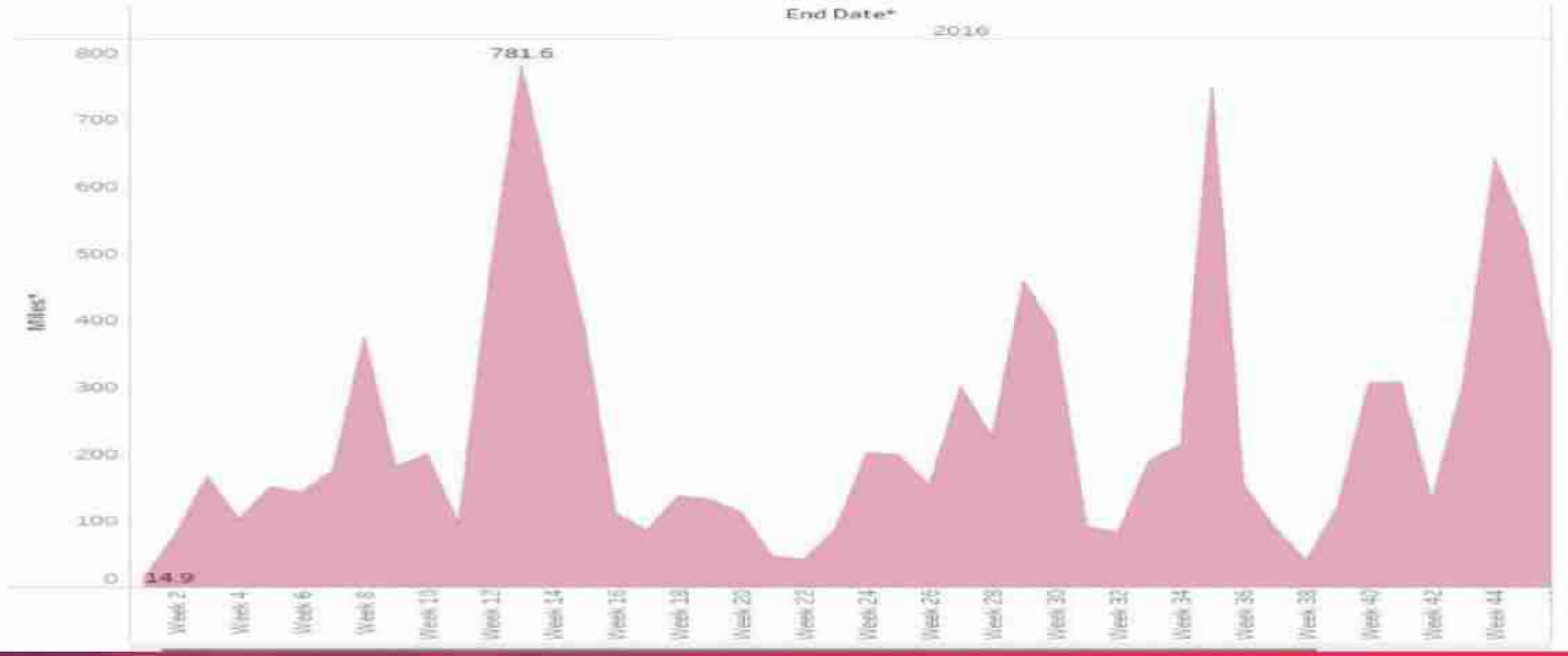


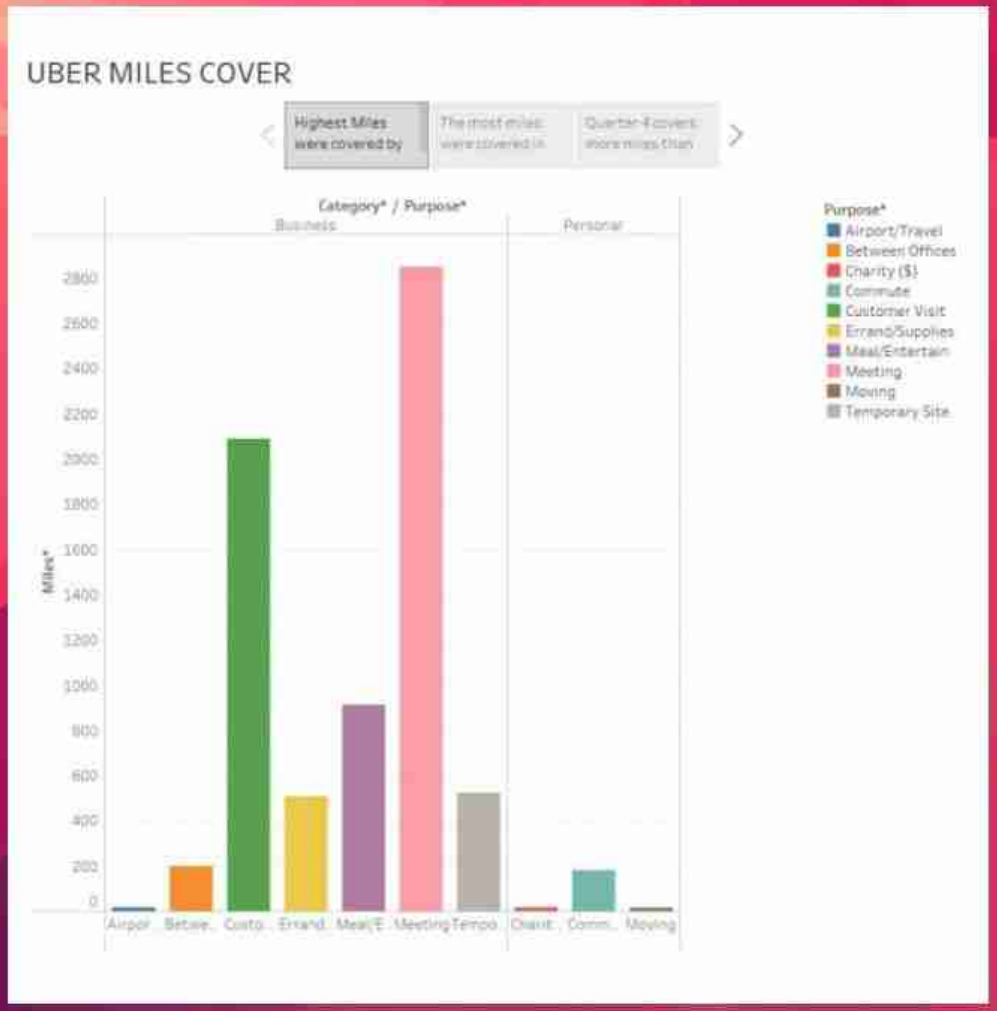

## UBER MILES COVER

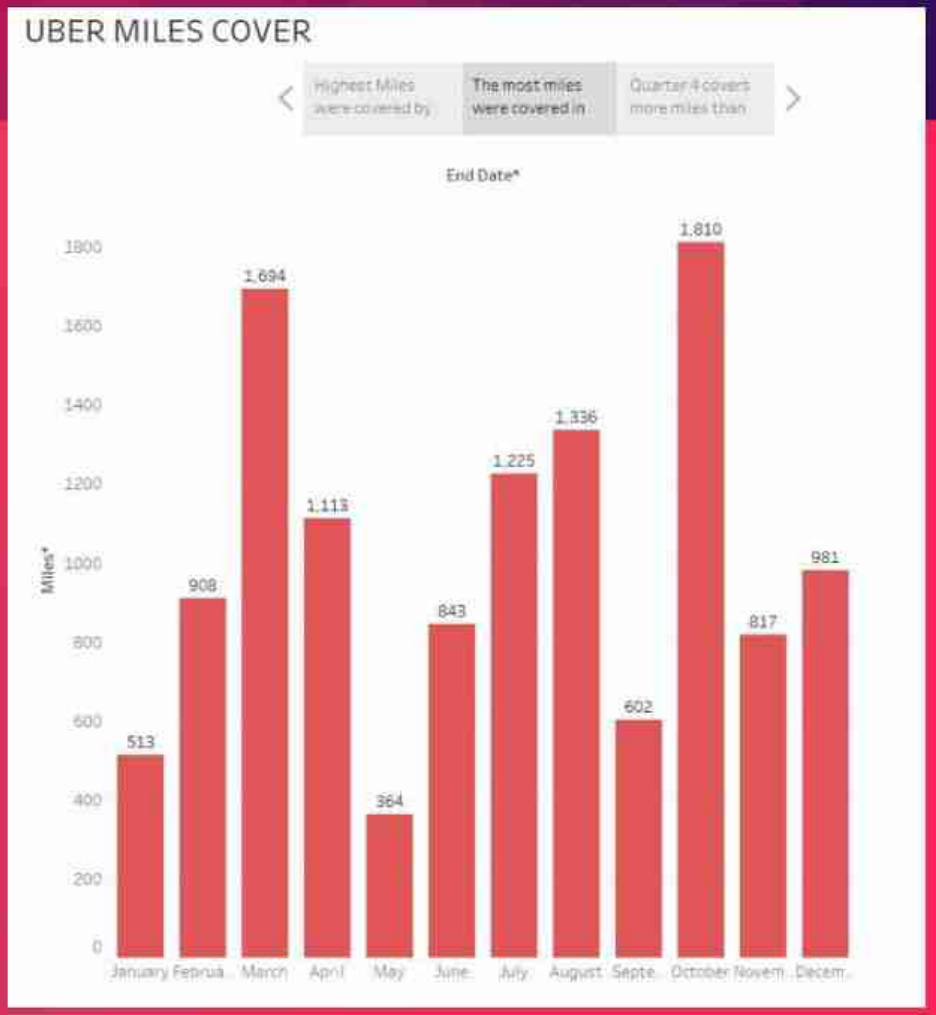


# WEEKLY ANALYSIS

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




UBER MILES COVER
Highest Miles were covered by
The most miles were covered in
Quarter 4 covers more miles than
Category* / Purpose*
Business
Personal
Miles*
2800
2600
2400
2200
2000
1800
1600
1400
1200
1000
800
600
400
200
0
Airpor..
Betwe..
Custo..
Errand..
Meal/E..
Meeting
Tempo..
Charit..
Comm..
Moving
Purpose*
Airport/Travel
Between Offices
Charity ($)
Commute
Customer Visit
Errand/Supplies
Meal/Entertain
Meeting
Moving
Temporary Site


UBER MILES COVER
Highest Miles were covered by
The most miles were covered in
Quarter 4 covers more miles than
End Date*
Miles*
1800
1600
1400
1200
1000
800
600
400
200
0
513
908
1,694
1,113
364
843
1,225
1,336
602
1,810
817
981
January
Februa..
March
April
May
June
July
August
Septe..
October
Novem..
Decem..

| *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