Says

What have we heard them say?
What can we imagine them saying?

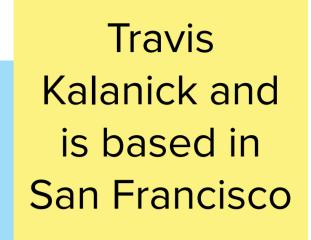
Analysis
refers to the
Analyzing the
number of

trips taken

transportation network company that operate provide insights into their overall activity and the



What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



a ridehailing platform

demand for rides in specific areas.



Persona's name

Short summary of the persona

Major of our project is to use data
Analyzing techniques

geographic regions or specific cities to identify

unknown
patterns in the
Uber Drives
dataset.

out on Uber drives data



Uber drivers decide where to focus



Does

What behavior have we observed?
What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



