Voyage Vista : Illuminating Insights from Uber Expeditionary Analysis

1. INTRODUCTION

1.1 Overview

cities such as Rome, Minsk, Lisbon, Turin, etc. Uber is the company that offers a good work for drivers and high-quality services for passengers.

However, like any developing or developed company, Uber can be under a threat of some financial instabilities or organizational challenges. The current paper aims at analyzing Uber's current and potential future business issues, the factors that define the success of the company or may challenge it in different countries. In fact, the analysis of the Uber's financial perspectives is a good chance to understand different aspects of the international market and define the most appropriate solutions

Uber is a ride-hailing company that relies heavily on data science and analysis to support its day-to-day operations and provide hassle-free rides and deliveries to customers.

Data science is a critical component of Uber's operations, and the company invests heavily in its data science and technology capabilities. Some of the key use cases of data science in Uber include – dynamic pricing, driver assignment, safety, fraud, customer experience, etc.

In this article, we will extensively explore a dataset of Uber rides.
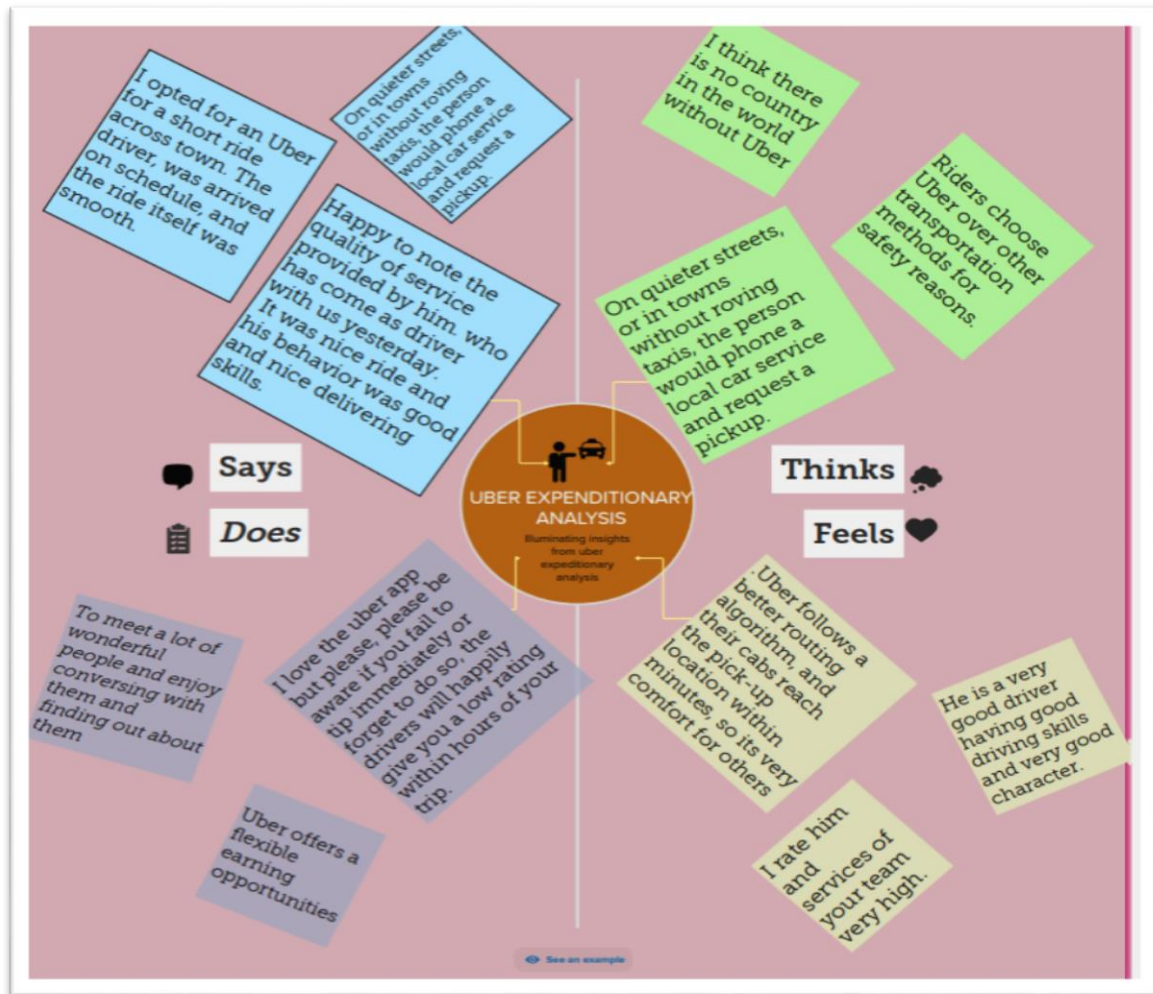
1.2 Purpose

Uber is a ride-hailing company that offers the Uber app, which you can use to submit a trip request that is automatically sent to an Uber driver near you, alerting the driver to your location.

 The accepting Uber driver will then come and pick you up and drive you to your requested destination.
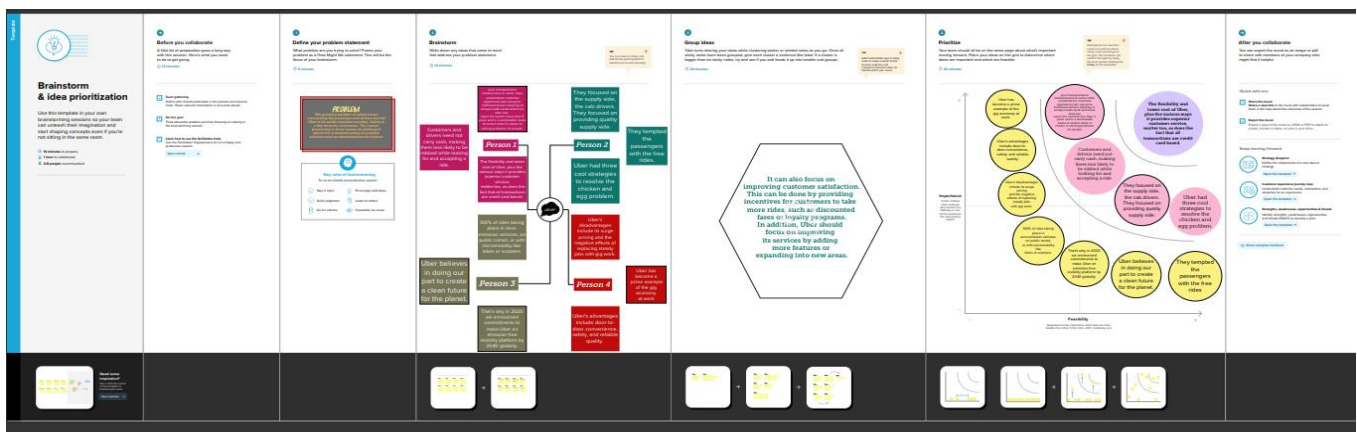
The Driver app helps you retain your best drivers, by engaging them with your organization and providing them with information to help their driving safety.

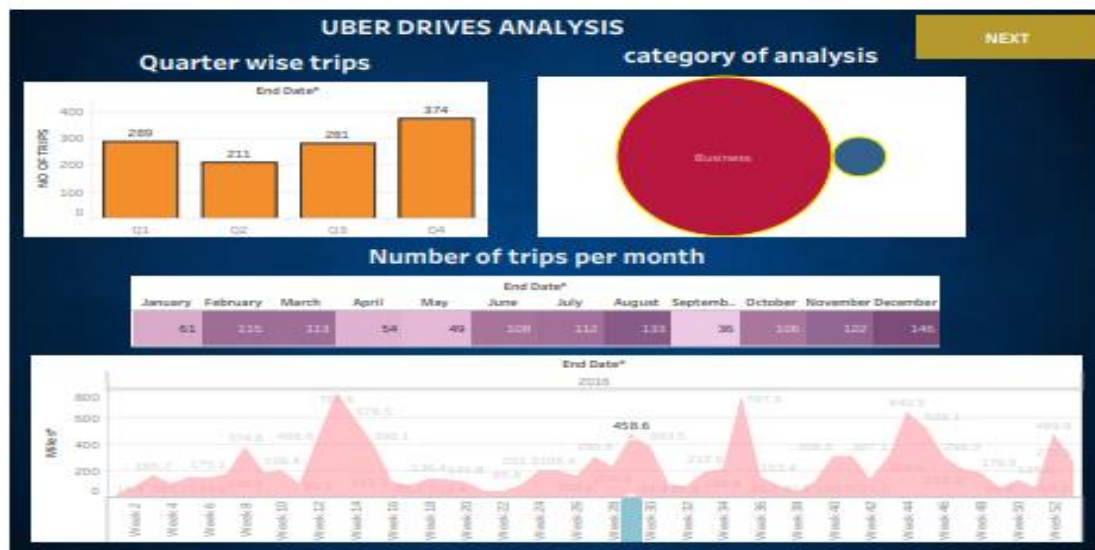## 2.PROBLEM DEFINATION & DESIGN THINKING

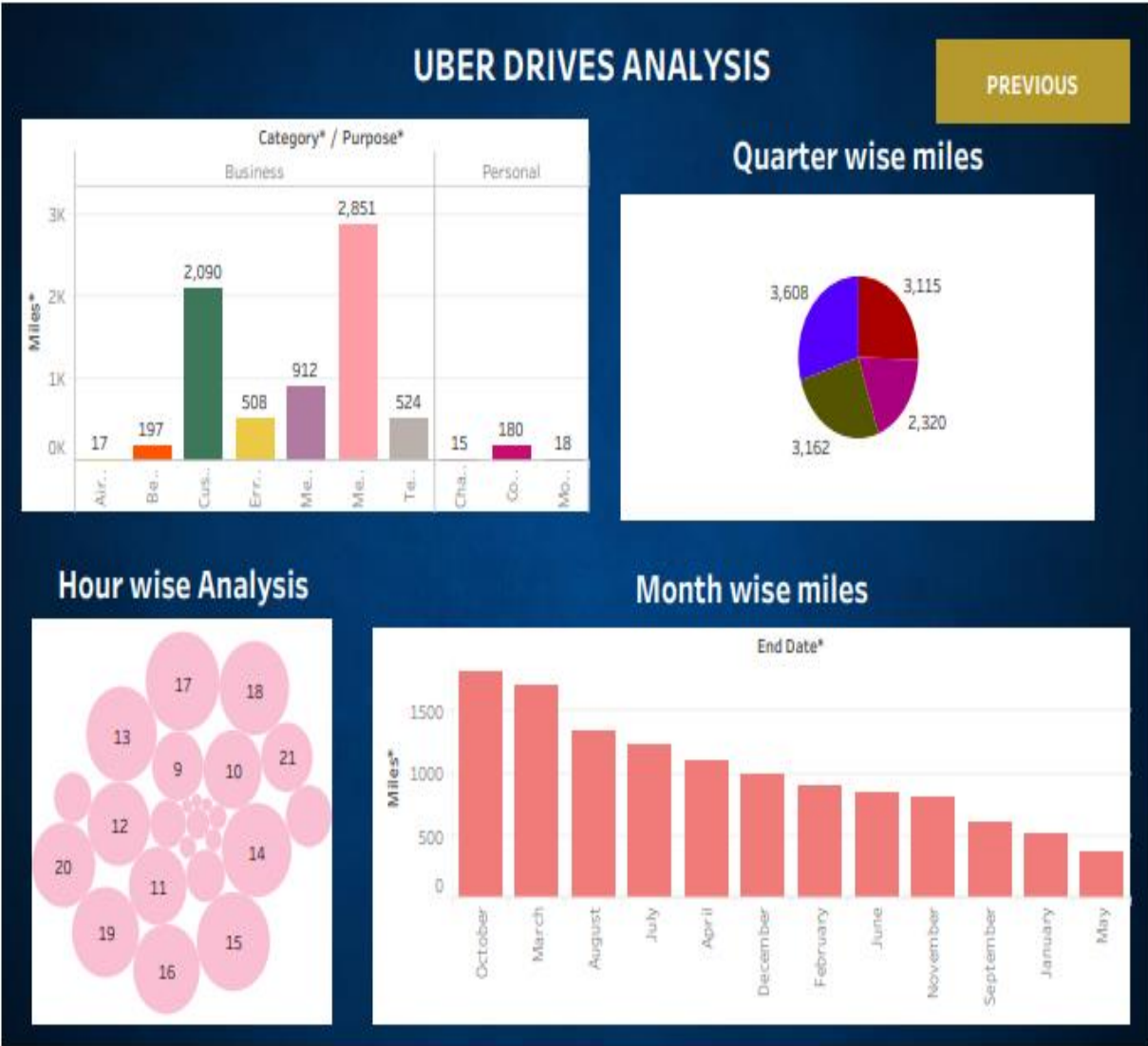## 2.1 Empathy Map

2.2 Ideation & Brainstroming Map

RESULT

Dashboard 1

Dashboard 2

story

Uber Trips

End Date*

Quarter	NO OF TRIPS
Q1	289
Q2	211
Q3	281
Q4	374

Uber Trips

End Date*

January	February	March	April	May	June	July	August	Septemb..	October	November	December
61	115	113	54	49	108	112	133	36	106	122	146

NO OF TRIPS
36 146
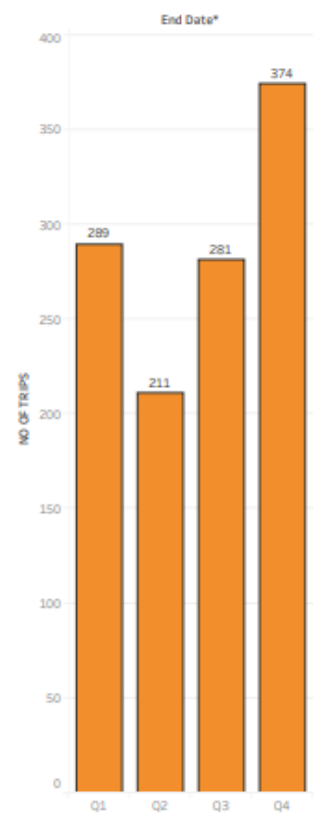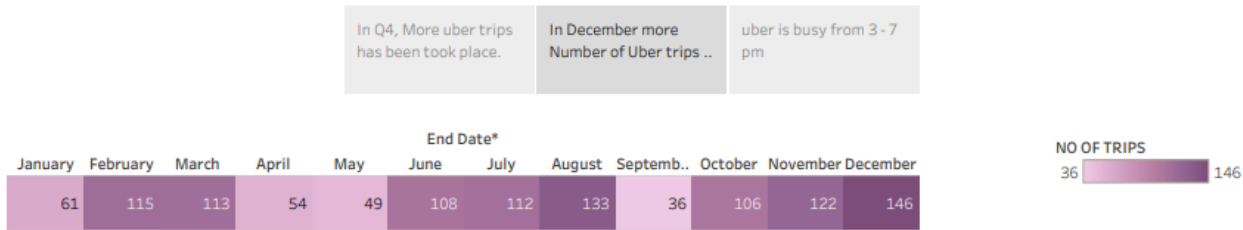
Uber Trips

Advantages

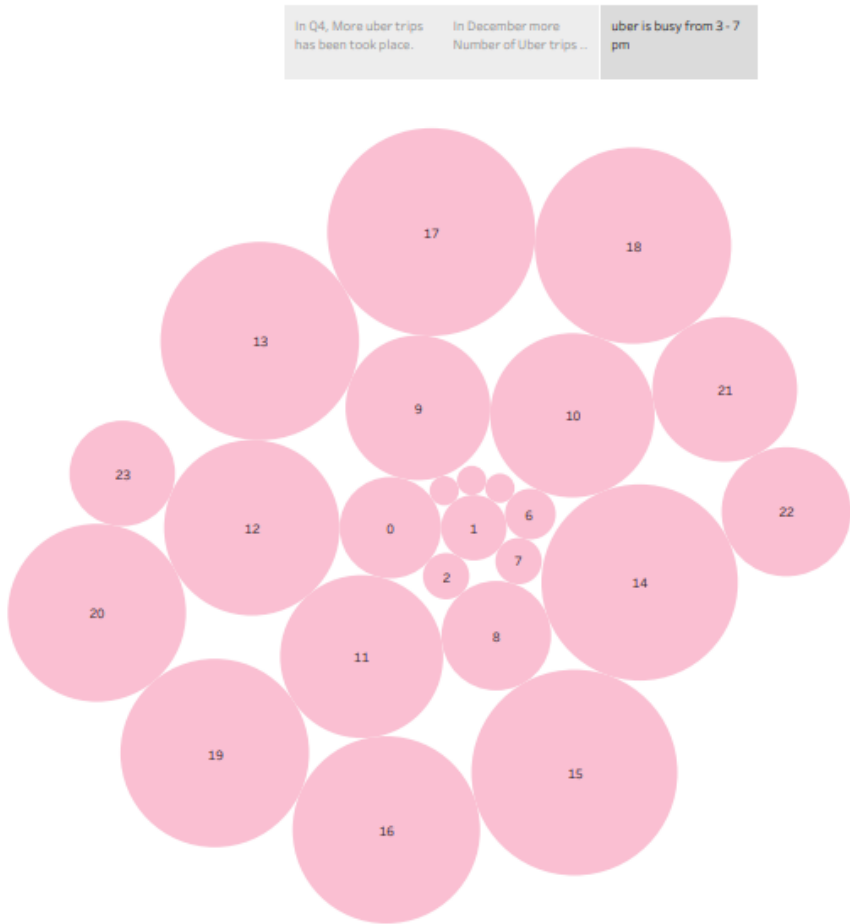With Uber, you have security and peace of mind. Also, Uber is cheaper than any other type of rides. Taxi charges fare and the tip, but with Uber everything is included in the price you pay. Uber allow ride sharing also called carpool which makes it cheaper.

Disadvantages

- You have a big responsibility for your passengers.
- Taxi drivers don't make much money.
- You don't have a regular schedule.
- Taxi drivers have to work at nighttime.
- Some cab drivers even have to work on weekends and holidays.
- Can be problematic for your family life.

Application

Uber links passengers with drivers using the Uber app. Generally, the drivers own their own car. The company does also offer rental or lease on cars through third party

partners like Hertz, Get Around and Fair. UberFleet is an app for those managing squads of drivers.

Conclusion

In general, the example offered by Uber can be used by many developing companies. Nowadays, it is not a difficult task to create an organization and introduce some new, unusual services. However, it is always challenging to gain a good reputation, prove the quality of the services, and create appropriate working conditions.

Uber is the company with a complicated history. Still, its founders had made something that was impossible: they survived sabotages, strikes, and discontents of the governments of different countries around the whole world. The necessity to provide people with good services at affordable prices is urgent nowadays. Not all people are able to use the quality they want. Uber opens new perspectives and possibilities.

However, its attempts to cooperate with big cities only are not enough to become one of the best. It is necessary to make more improvements and encourage changes. Drivers are eager to work at different places. Uber can provide

drivers with jobs and citizens with transportation services. The factors for success and challenges discussed in the current paper show that Uber as all chances to succeed in international marketing. The only thing that the company has to do is to continue developing and thinking about its employees.

Future scope

The current world is witnessing many advancements and a lot of startups are evolving rigorously in the world for the past few years. All because of the emergence of on-demand ideas in the current business world with a lot of opportunities. The on-demand apps assist you to order or book anything from anywhere.

The on-demand business also aids many startups to earn more profits. Even more traditional businesses have adopted on-demand business to increase their profits tremendously.

With this spark, some of the creative-minded startups have focused their vision on the on-demand business. If you are

the one having any on-demand business idea on your mind and want to reach your target audience like Uber, then this might be the perfect blog to understand the future scope