

# ILLUMINATING INSIGHTS FROM UBER EXPENDITIONARY ANALYSIS

## 1.1 overview

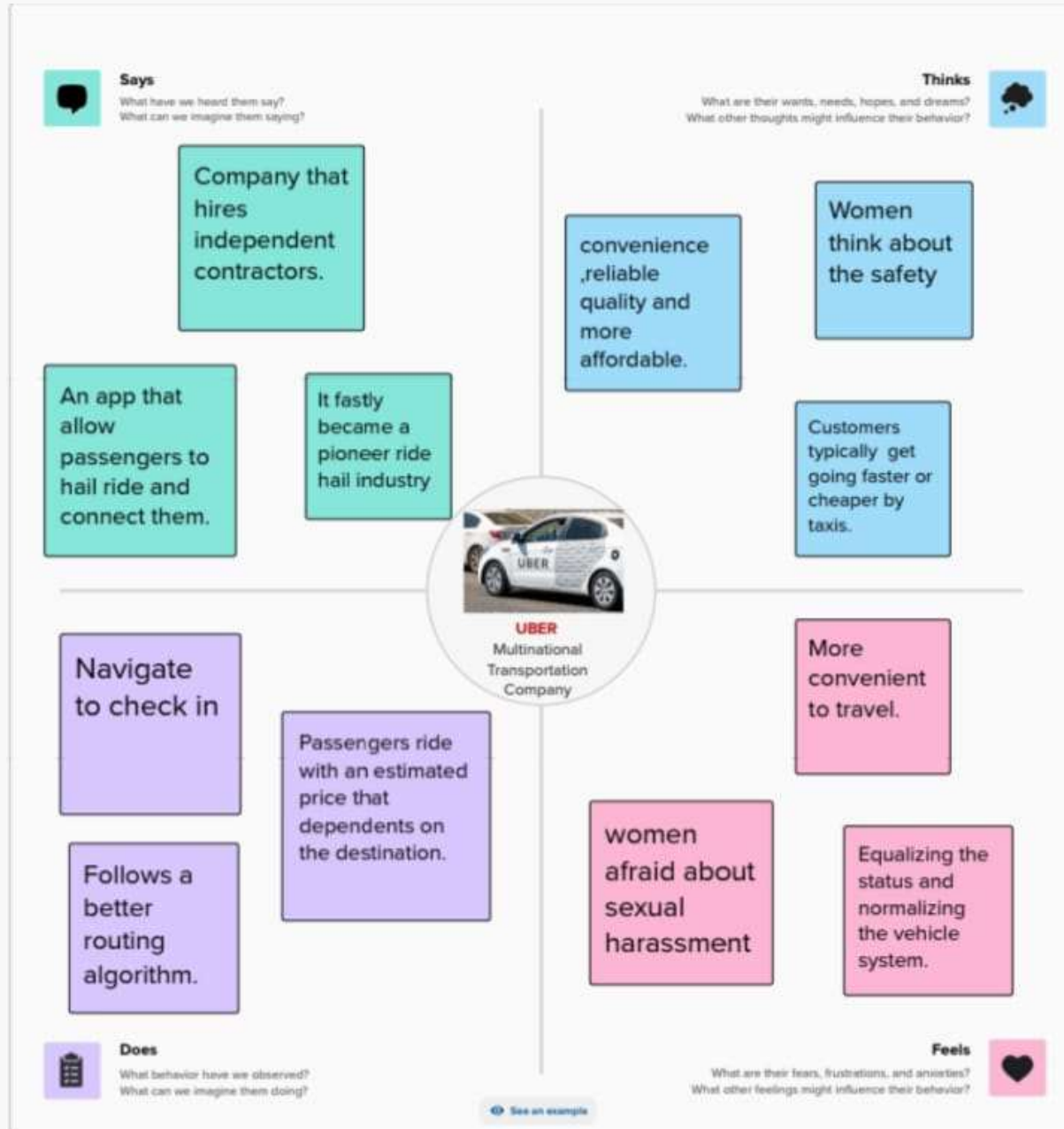
Uber is a multinational transportation network company that operates a ride-hailing platform. It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California. In the rapidly evolving world of ride-sharing services, Uber has emerged as a global giant, connecting millions of passengers with drivers in cities around the world. Behind the scenes, this vast network generates an enormous amount of data. Analysing the wealth of information collected from Uber drivers and their interactions with passengers can provide us with valuable insights into transportation patterns, driver behaviour, and the broader implications for urban mobility. In this exploration, we will delve into the world of Uber driver analysis, uncovering the hidden gems of knowledge that this data-rich landscape offers. By examining this various dimensions, we can gain a deeper understanding of the transformative impact of the ride-sharing industry and its potential to shape the future of transportation. Uber driver analysis refers to the analysing the number of trips taken by Uber drivers. Uber data can be analysed on a daily, weekly, monthly basis to understand the trends and patterns of trip volumes. This analysis can help to identify peak hours or days of high demand and optimise driver availability during those times.

## 1.2 purpose

The purpose of optimising operational efficiency, managing supply and demand, pricing, strategy, driver performance evaluation, safety and security, incentive programs, market expansion, traffic and urban planning, customer insights, compliance with regulations, and sustainability efforts. This data-driven approach enhances the Uber platform's performance and benefits both drivers and passengers while addressing complex economic and logistical challenges.

# 2.PROBLEM DEFINITION AND DESIGN THINKING

## 2.1 Empathy map

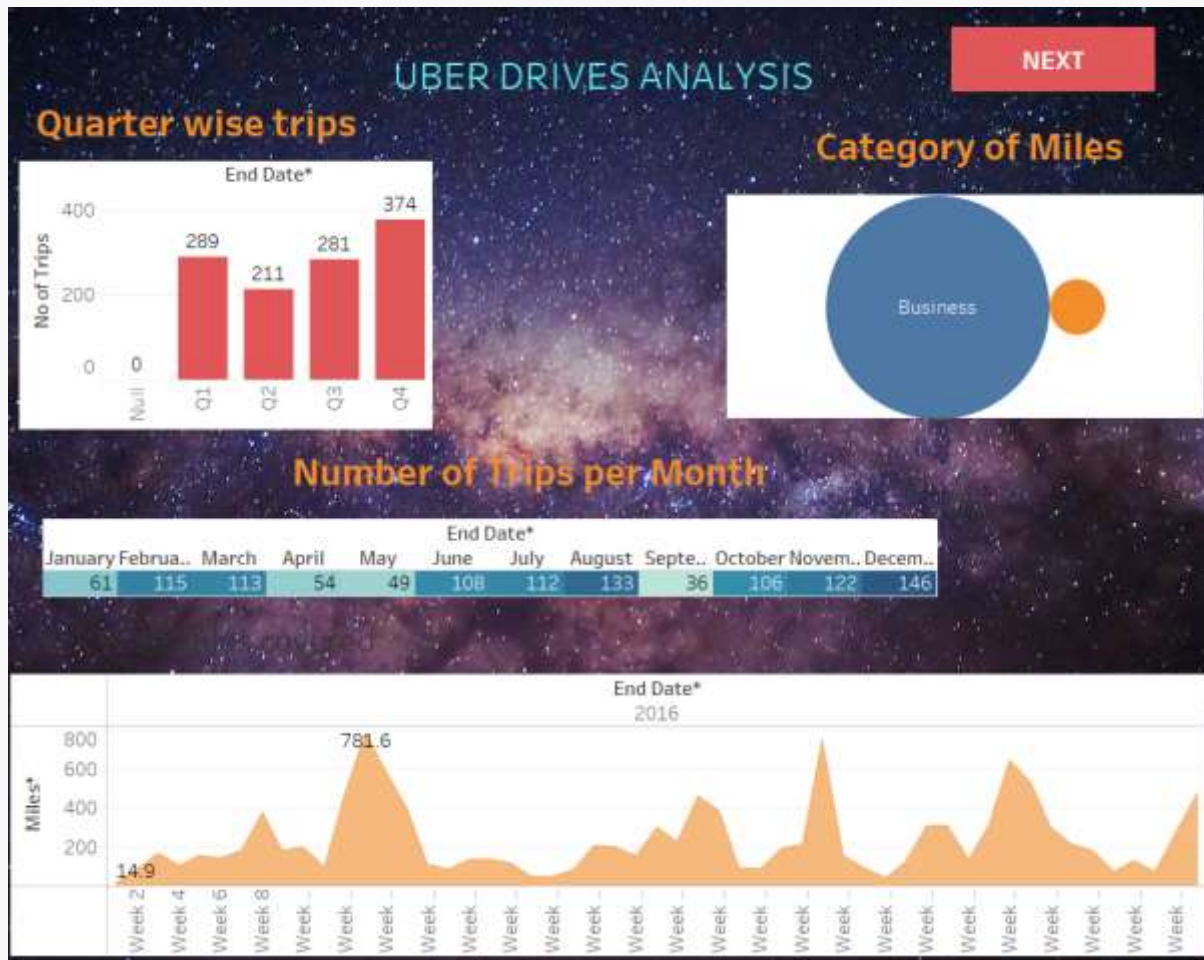


## 2.2 Ideation and brainstorm map

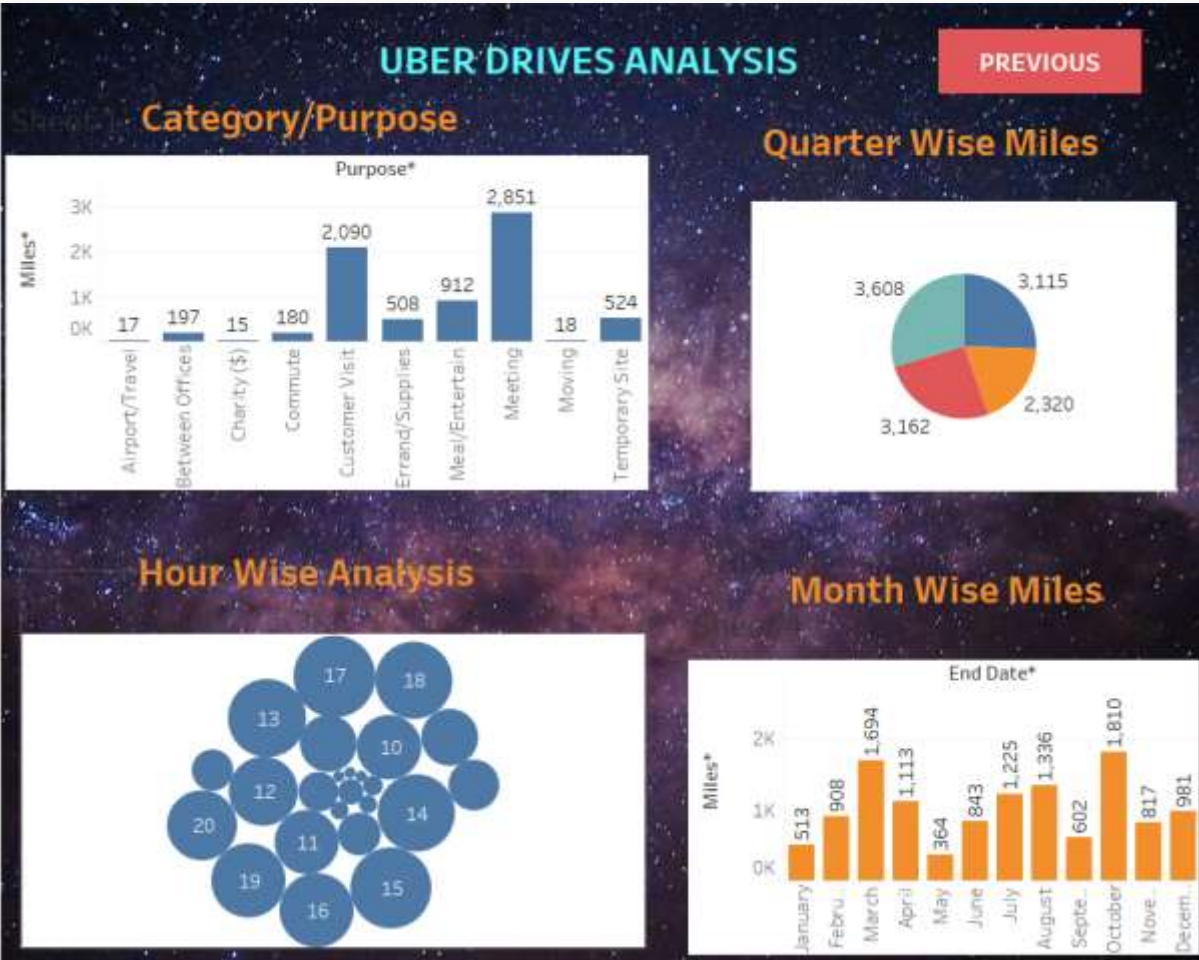


### 3. Result

## Dashboard-1



# Dashboard-2



## 4. ADVANTAGES AND DISADVANTAGES

### Advantages

1. Optimal route planning
2. Earnings optimisation
3. Maintenance scheduling
4. Customer rating improvements

### Disadvantages

1. Regulatory issues
2. Wear and tear on vehicle
3. Safety concerns
4. Expenses

## 5. APPLICATIONS

This platform also empowers individuals to become Uber drivers, allowing them to work on flexible schedules and earn income. It provides an ease accessible to the passengers. Uber has become a ubiquitous and vital component of modern transportation system.

## 6.CONCLUSION

Uber has revolutionised the way people access transportation, providing convenient, on demand rides the tap of a button. Uber has reshaped the transportation industry.

## 7.FUTURE SCOPE

The future scope of Uber appears promising, with potential expansions into autonomous vehicles and electric mobility. Uber could also continue to diversify its services. Regulatory challenges and competition will remain important factor to address.