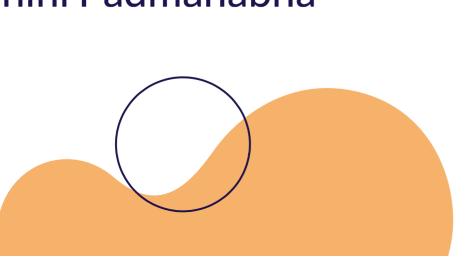
## UBER Data Analysis

Team: Dev Shah, Roshini Padmanabha





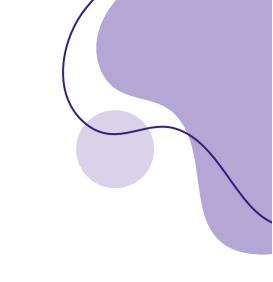
## DATASET

Dataset Source - Stack Overflow

**Dataset: Uber Rides in USA** 

**Initial Data Points: 1156** 

Final Data Points: 653





## Data questions we ask?

- Start & Stop destination of the Uber drive?
- Miles travelled in each ride?
- Purpose of the passenger to take an Uber?
- Travel time for each ride?

## Future Improvements

- Route Analysis: Analyze common routes taken by passengers, popular pick-up and drop-off locations.
- Customer Segmentation: Segment passengers based on their ride preferences, frequency, and spending habits.
- Weather Impact: Weather impact on ride volume & duration to optimize driver deployment..
- Surge Pricing Analysis: Investigate factors affecting surge pricing and its impact on rider demand and driver availability.
- Time Series Analysis: Explore trends and patterns in Uber rides over time, such as peak hours, days, and seasons.