UBER Data Analysis

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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.