

WELCOME  
70  
PROJECT.





# *Fundamentals Of Data Analytics With Tableau.*

PROJECT TITLE:

*Voyage Vista : Illuminating Insights From  
Uber Expeditionary Analysis.*





Under the guidance of  
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GOVERNMENT THIRUMAGAL MILLS COLLEGE  
GUDIYATTAM-632602

# TERM PROFILE.

**Voyage Vista : Illuminating Insights From Uber Expeditionary Analysis.**

**TERM LEADER:**

**SANTHOSH.Y , NM\_ID: E54E45E51BACA1987FE4ECAAF099BB53B**

**TERM PERSONS :**

**DHANUSU.S , NM\_ID :1E9BF7F3C026C31BED24B442332C0077**

**RAGHU.R , NM\_ID :03C811E3682E4849F994E6AF245F1F0D**

**SRIKANTH.G , NM\_ID :4D57B4290C87C7AA4F7400AAFDDB27A87**



# INTRODUCTION

## 1. OVERVIEW

- ★ **Uber Technologies Inc (Uber) is a provider of ride-hailing services. It offers services through its technology platforms such as mobile applications and websites. Uber connects riders with drivers or independent ride solution providers.**



## 2. PURPOSE:

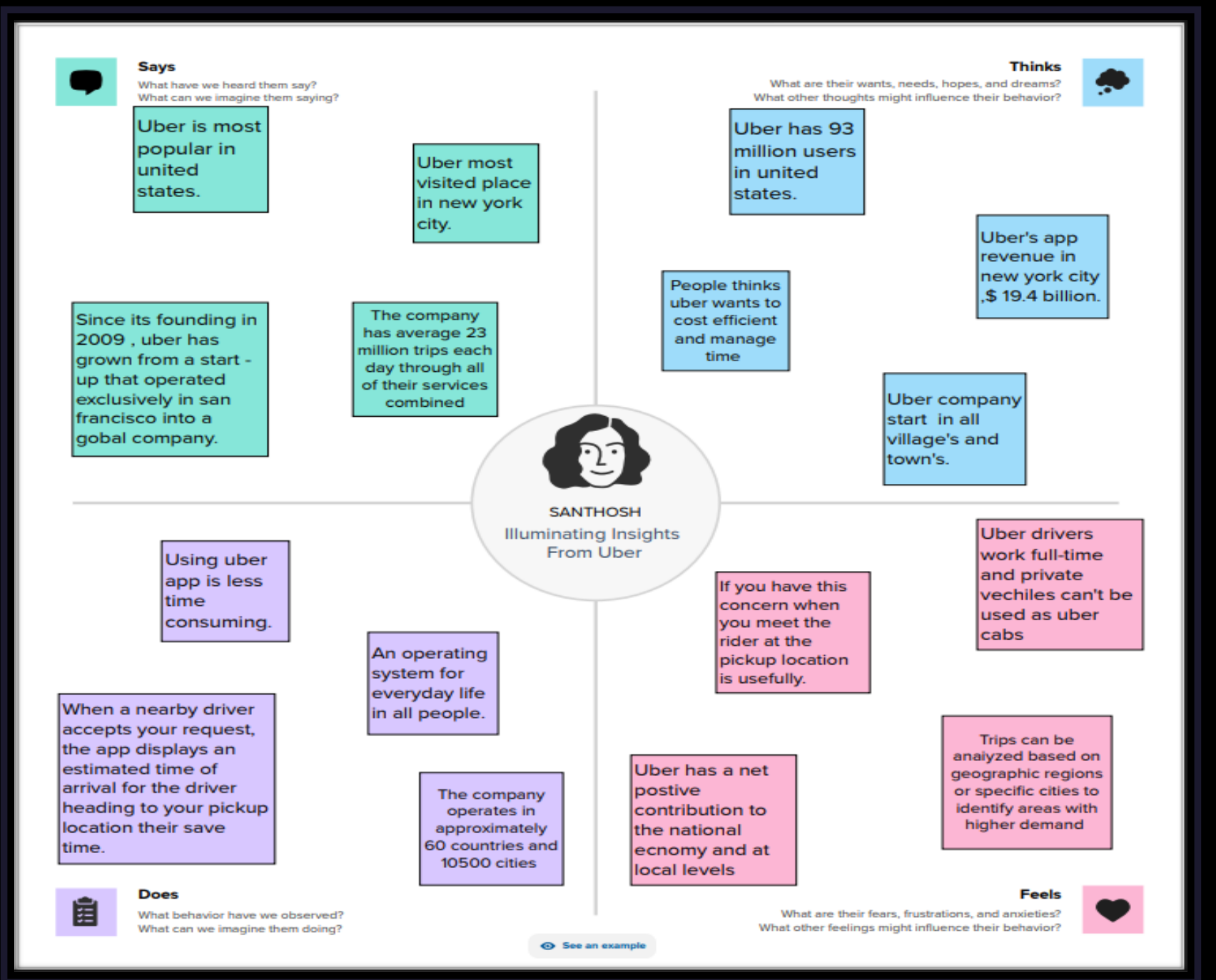
**\*) Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid.**



**\*) More specifically, Uber is a ridesharing company that hires independent contractors as drivers.**

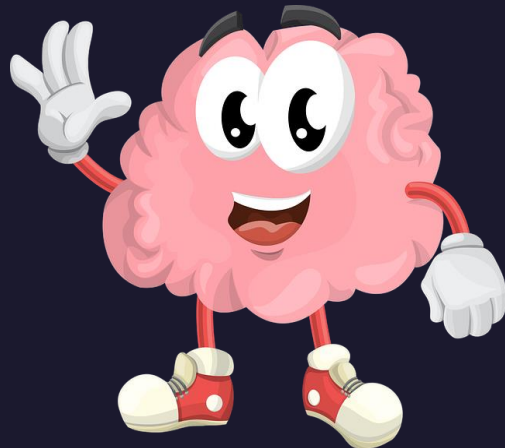
## PROBLEM DEFINING & DESIGN THINKING.

### 2.1 Empathy Map.





## 2.2 Ideation & Brainstorming Map.



1

### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

#### PROBLEM

**How might Uber expedition  
?**



#### Key rules of brainstorming

To run a smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

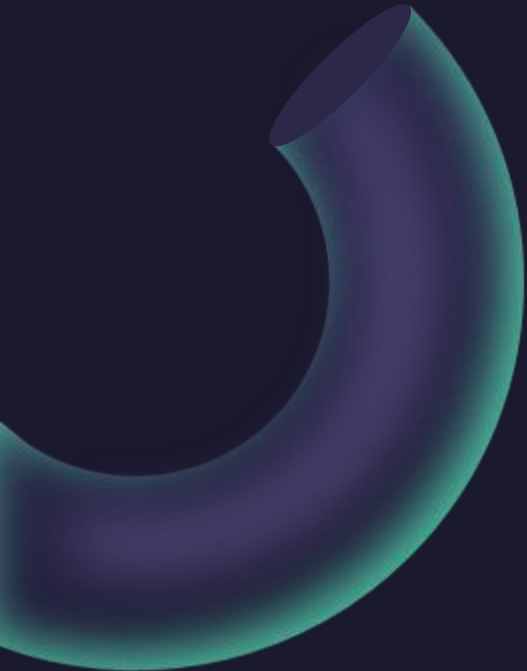


2

## Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes



### Person 1

Since its founding in 2009, Uber has grown from a start-up that operated exclusively in San Francisco into a global company.

Using a standard business model in every market that they get into

Uber most visited place in new york city.

### Person 2

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 company has average 23 million trips each day through all of their services combined.

people thinks uber wants to cost efficient and manage time.

### Person 3

The accepting uber driver will than come and pick you up and driver you to your requested destination

using uber app is less time conuming An operating system for every day life in all people.

when a nearby driver accepts your request,the app displays an estimated time of arrival for the dirver heading to your pickup location their save time.

### Person 4

The uber app automatically figures out the navigational route for the deliver calculates the distance and fare and transfers the payment to the driver from your selected payment methot without you haveing to say a word or grab your wallet

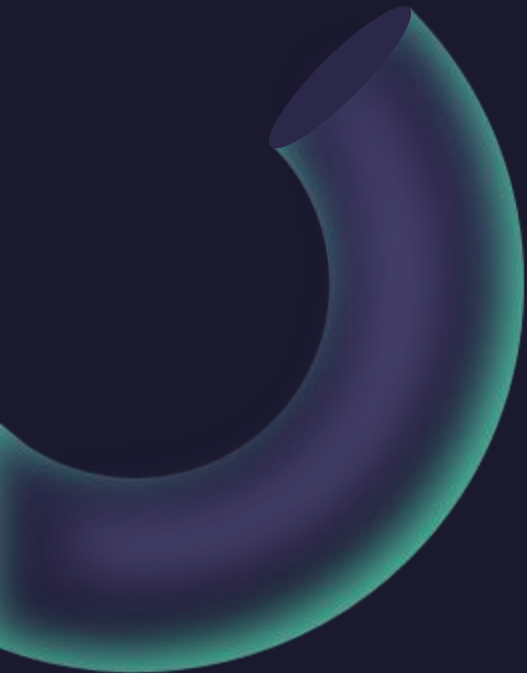
when a nearby driver accepts your request,the app displays an estimated time of arrival for the driver heading to your pickup location their save time.

trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand.

## Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes



1. Since its founding in 2009, Uber has grown from a start-up that operated exclusively in San Francisco into a global company.
2. Using a standard business model in every market they get into.
3. Uber most visited place in New York City.
4. 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.
5. The company has an average of 23 million trips each day through all of their services combined.
6. People think Uber wants to be cost-efficient and manage time.
7. The accepting Uber driver will then come and pick you up and drive you to your requested destination.
8. Using the Uber app is less time-consuming. An operating system for every day life in all people.
9. When a nearby driver accepts your request, the app displays an estimated time of arrival for the driver heading to your pickup location to save time.
10. The Uber app automatically figures out the navigational route for the driver, calculates the distance and fare, and transfers the payment to the driver from your selected payment method, without you having to say a word or grab your wallet.
11. Uber drivers work full-time and private vehicles can't be used as Uber cabs.
12. Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand.

4

## Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes



**Importance**  
How critical  
your idea is to  
your company's  
future success  
and growth

**Feasibility**  
How likely it is that  
your idea can be  
implemented  
within your  
budget and  
resources

The uber app automatically  
figures out the navigational  
route for the driver calculates  
the distance and time and  
transfers the payment to the  
driver from your selected  
payment method without you  
having to pay a cent or give  
your wallet

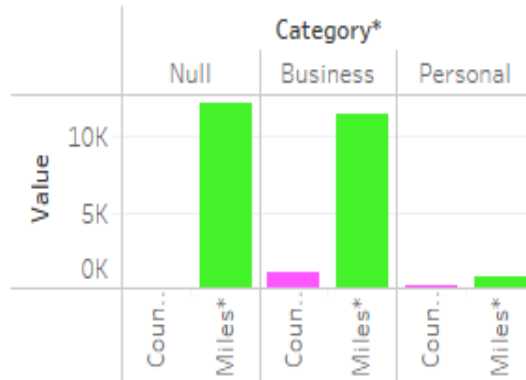
The accepting uber  
driver will then  
come and pick you  
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Uber is a ride-hailing  
company that offers the  
uber app which you can  
use to submit a trip  
request that is  
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uber driver near you  
selecting the driver to your  
location

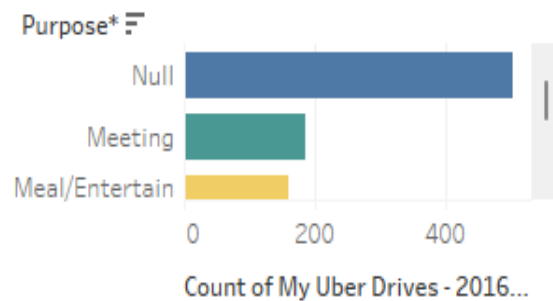
# 3. Result : Final findings (output) of the project.

## Voyage Vista : Illuminating Insights From Uber Expeditionary Analysis.

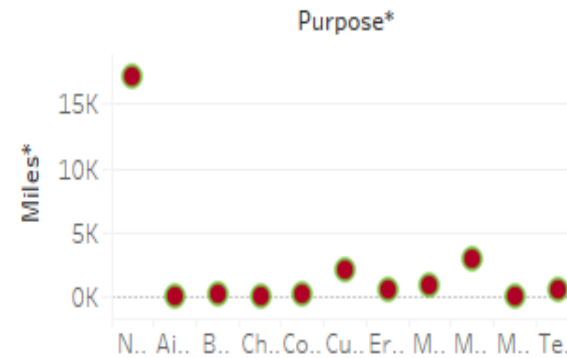
Count of drivers and miles.



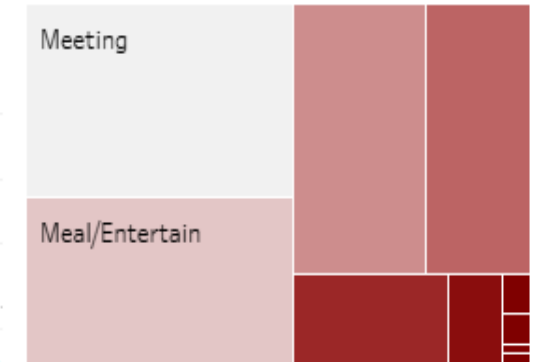
Uber drivers going important places.



The miles going on purpose.



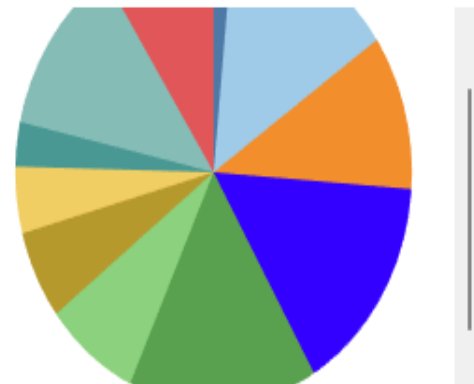
Purpose in count of purpose.



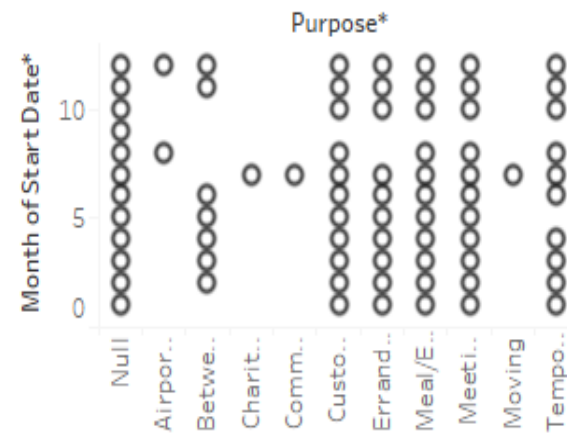
Count of uber drivers and miles in per month in 2016.



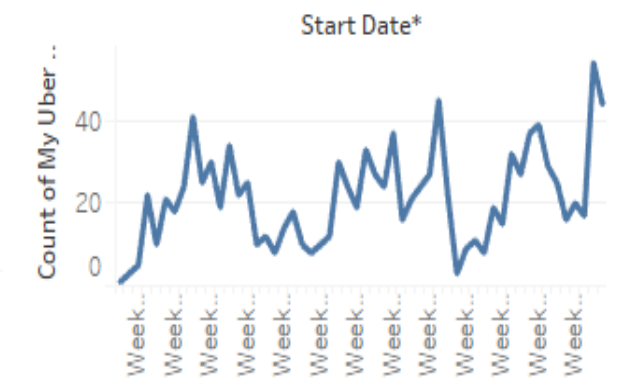
Purpose of uber drivers in count rank.



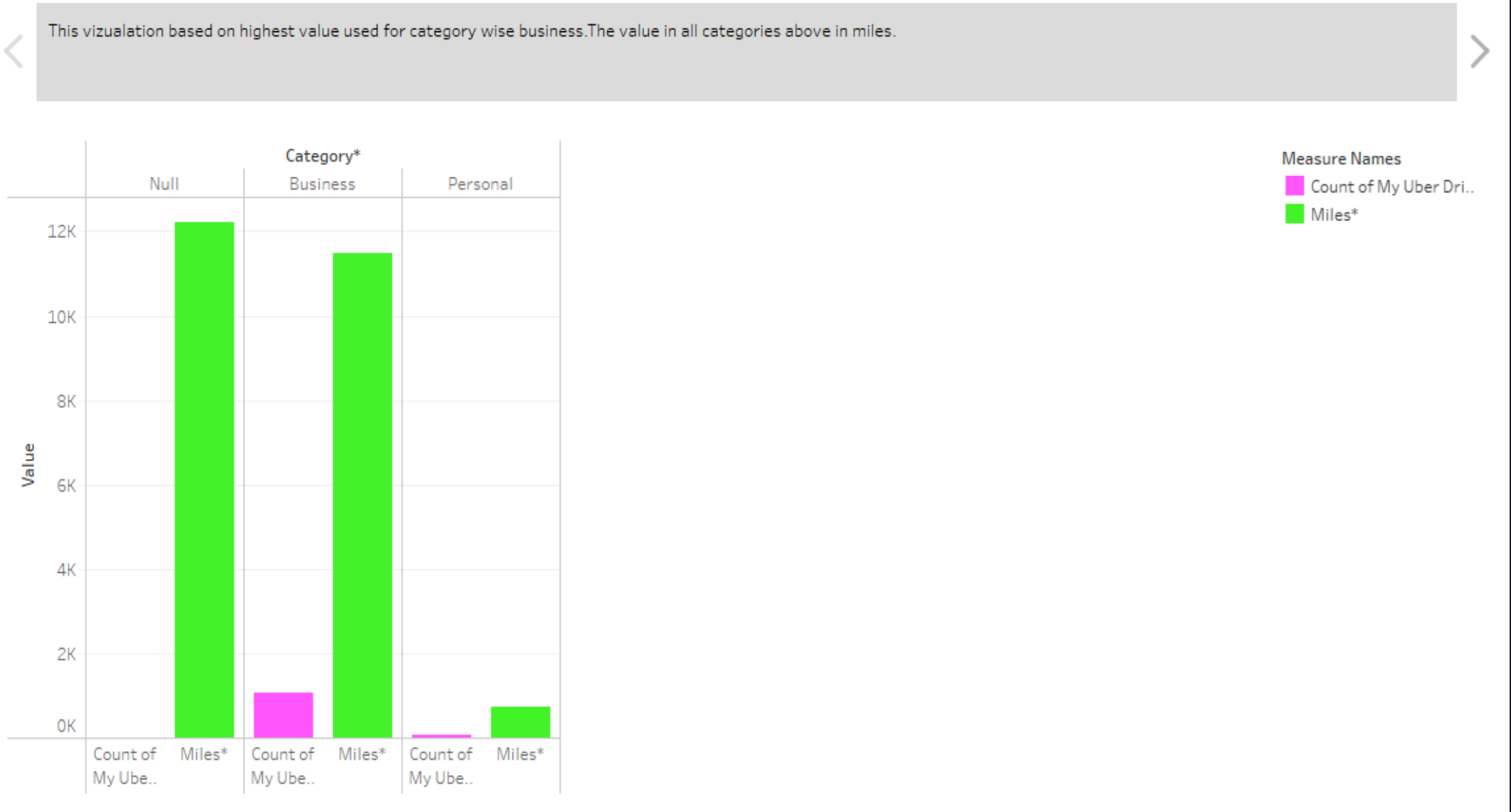
Purpose of per month date.



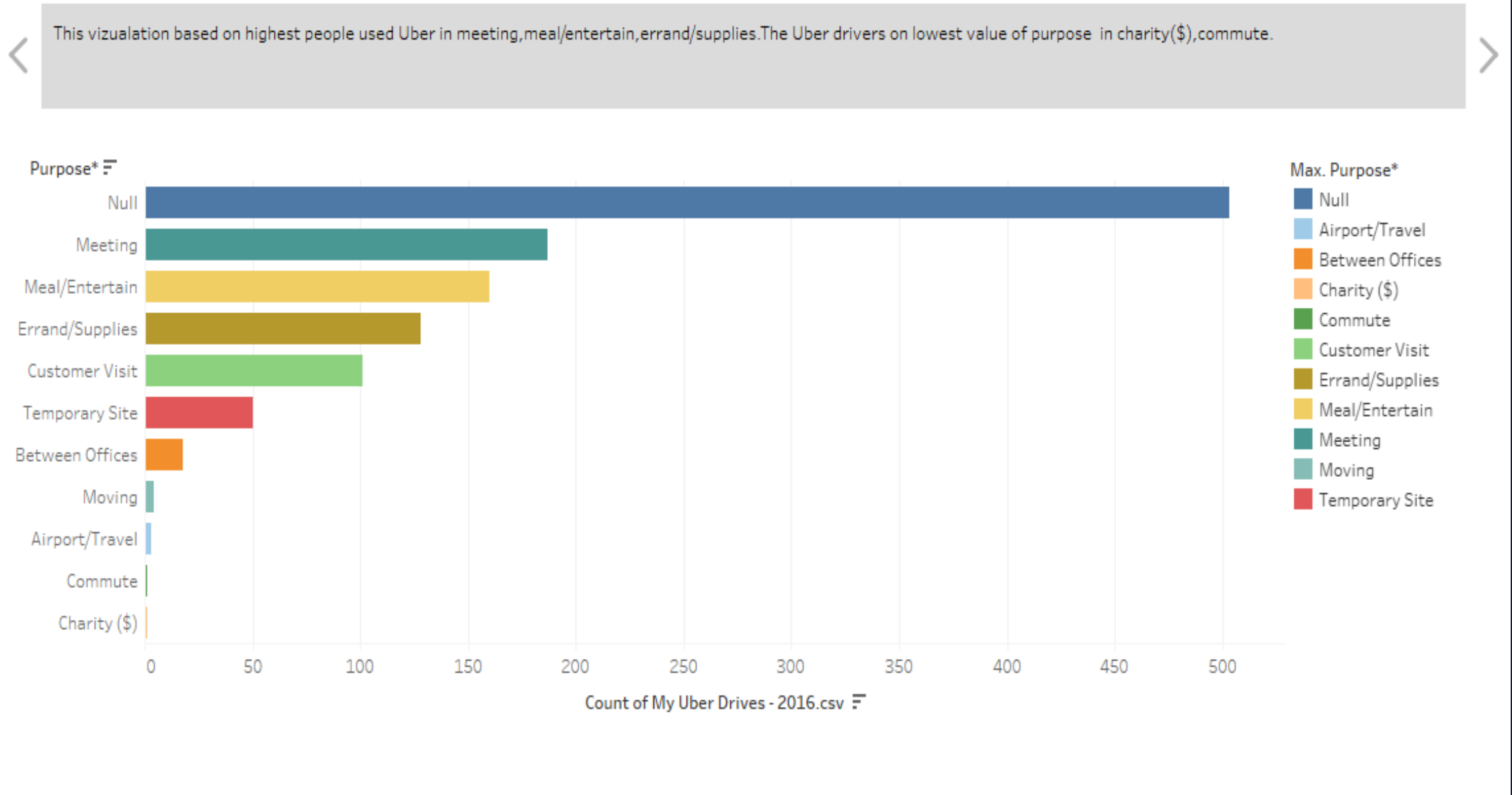
Count of my uber drivers in year 2016 of per week.



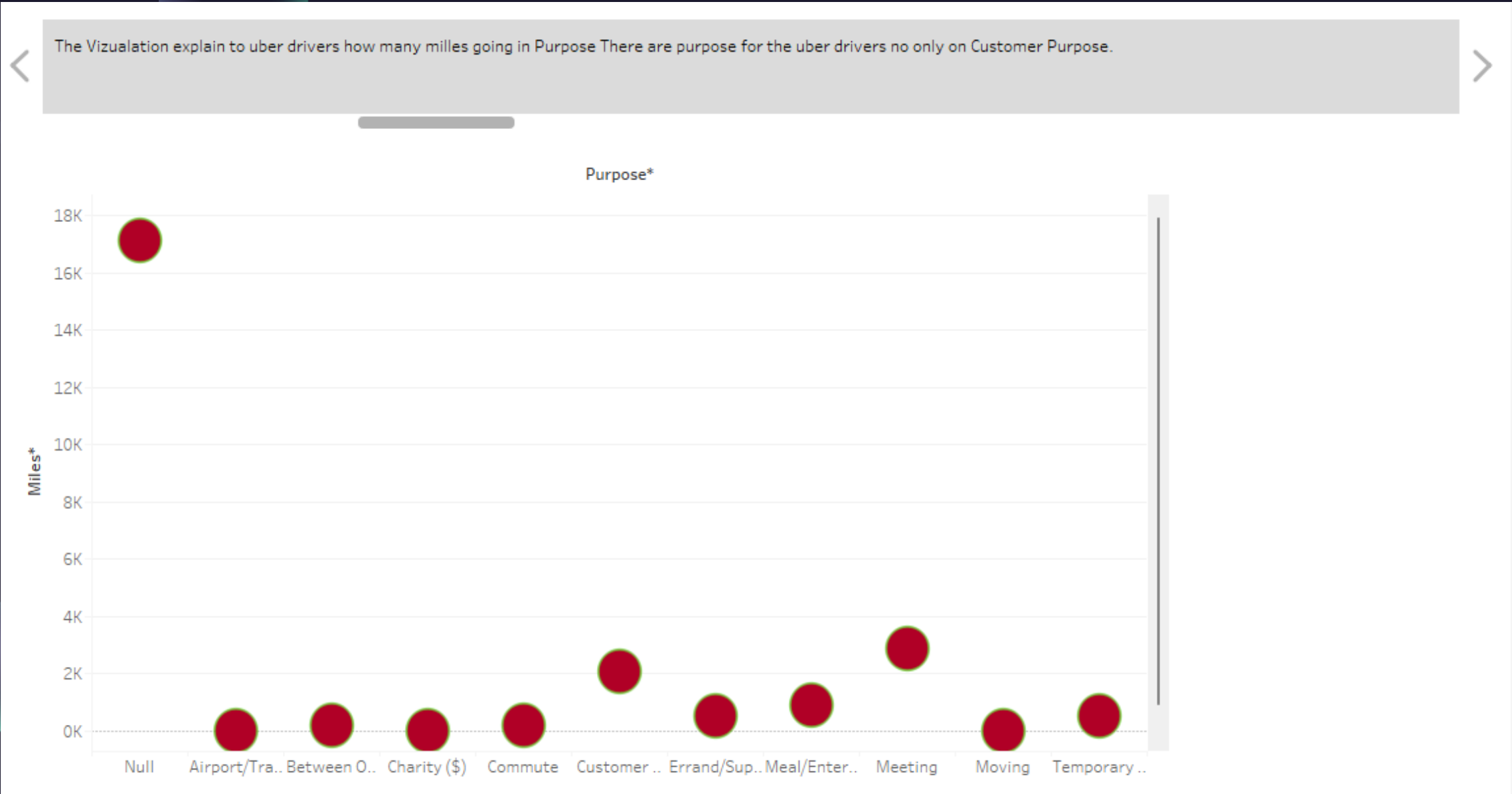
# Story Visualization 1: Voyage Vista : Illuminating Insights From Uber Expeditionary Analysis.



## Story Visualization 2: Voyage Vista : Illuminating Insights From Uber Expeditionary Analysis.



**Story Visualization 3: Voyage Vista : Illuminating Insights From Uber Expeditionary Analysis.**

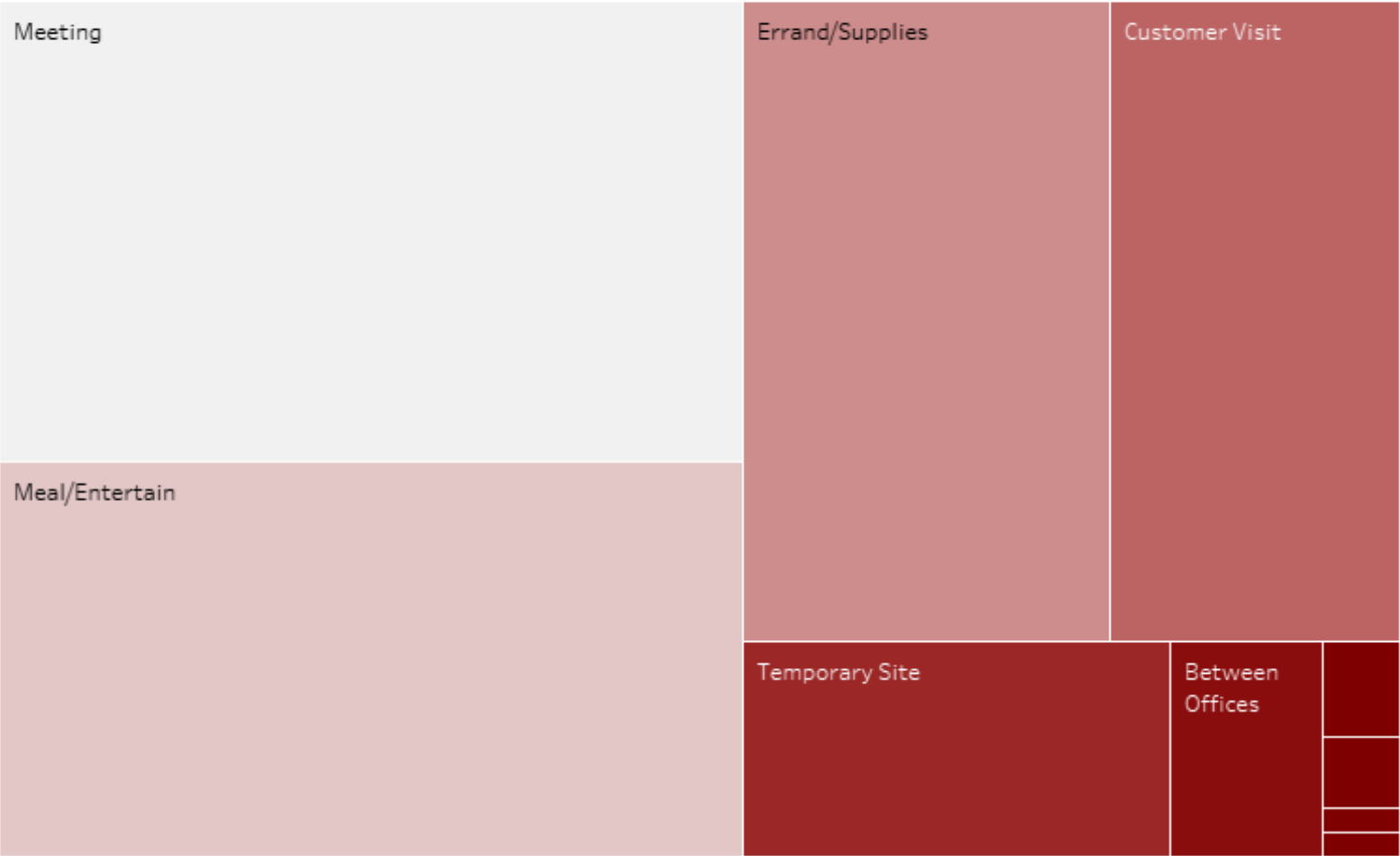




# Story Visualization 4: Voyage Vista : Illuminating Insights From Uber Expeditionary Analysis.



This vizualation explain about highest two purpose and purpose of count is called meeting and meal/entertain.The customer visit then count of purpose is 101.They are purpose in count of purpose.



Count of Purpose\*  
0 187

## Story Visualization 5: Voyage Vista : Illuminating Insights From Uber Expeditionary Analysis.

< The vizualation explain about on december month highest drivers but lowest miles then on August month lowest drivers but highest miles.They are count of Uber drivers and miles in per month in 2016. >



# Story Visualization 6: Voyage Vista : Illuminating Insights From Uber Expeditionary Analysis.

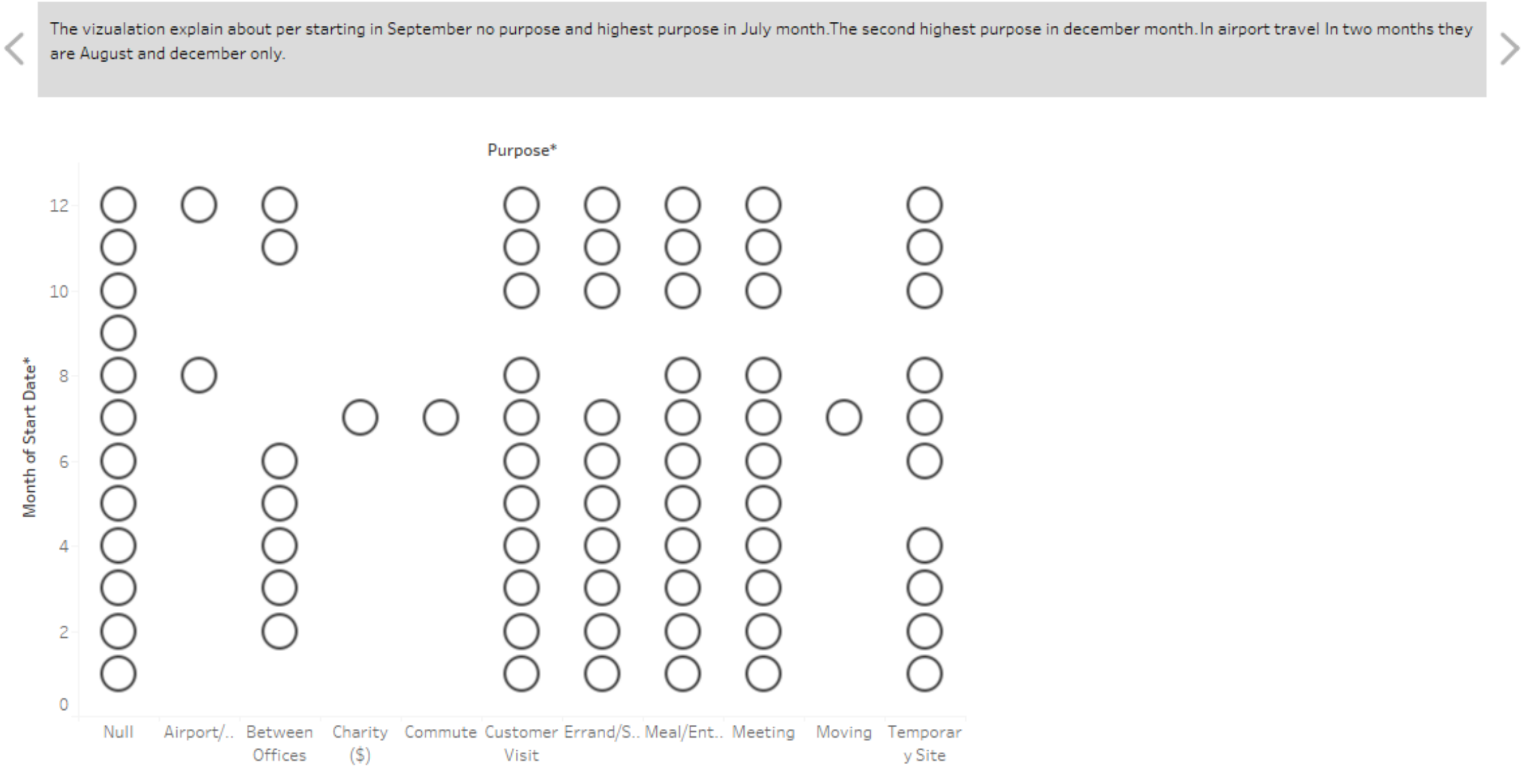


The vizualation explain about highest rank in two purpose.They two purpose are charity (\$) and commute.This pie chart mention second rank in airport travel.



- Purpose\*
- Null
  - Airport/Travel
  - Between Offices
  - Charity (\$)
  - Commute
  - Customer Visit
  - Errand/Supplies
  - Meal/Entertain
  - Meeting
  - Moving
  - Temporary Site
- Rank of Count of My Uber ..
- 65

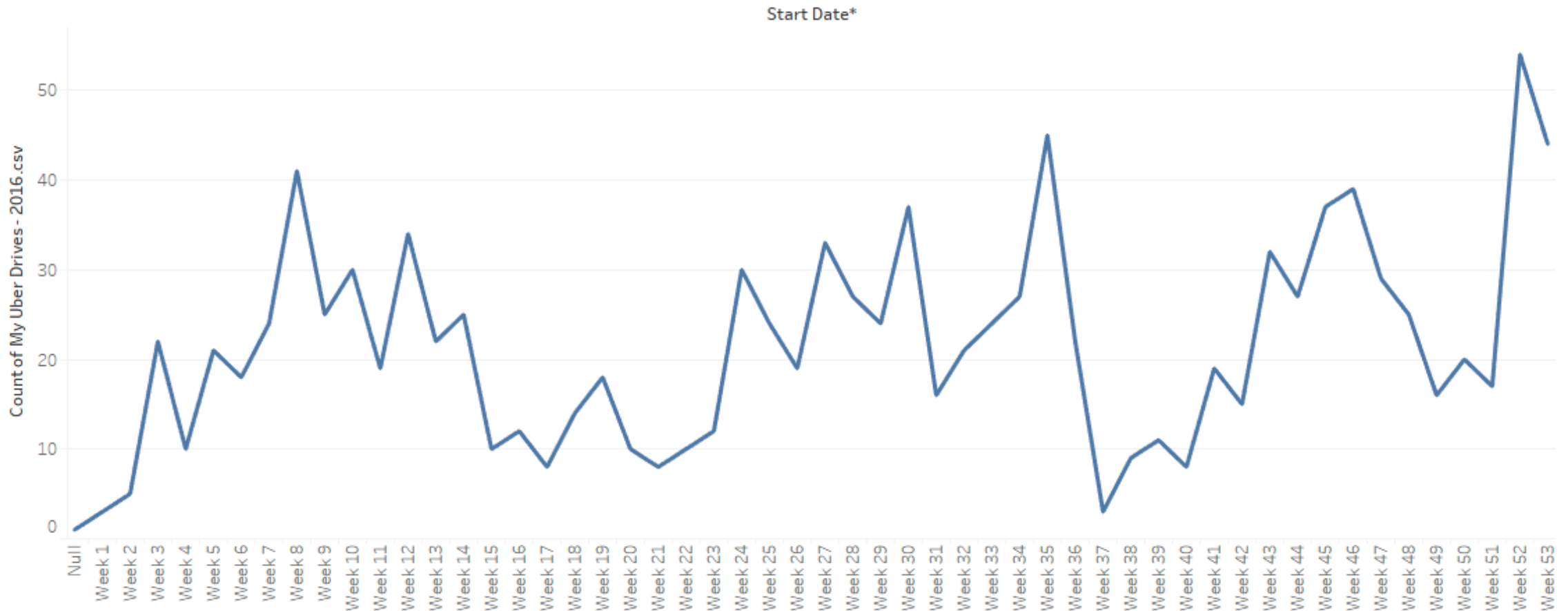
Story Visualization 7: Voyage Vista : Illuminating Insights From Uber Expeditionary Analysis.



## Story Visualization 8: Voyage Vista : Illuminating Insights From Uber Expeditionary Analysis.



The vizualization explain about the year of 2016 highest Uber drivers on week 52.The lowest Uber drivers drive in two weeks.The two weeks are 1st and 37th week.They are called count of my uber drivers in year of 2016.



## 4.ADVANTAGES AND DISADVANTAGES.

1. Uber's advantages include door-to-door convenience, safety, and reliable quality.

2. Uber through E-hail has hired drivers easily and fast. Proprietary software in the app locates drivers circling nearby cheapest carpooling luxury wheels. The price is fixed.

3. At peak times, the price could be double or more. This means too costly during rush hour.



1. Uber's disadvantages include its surge pricing and the negative effects of replacing steady jobs with gig work.

2. Drivers are not assured of minimum pay to maintain their own vehicles. This topic is growing controversial in many cities because New York City mandated a \$17.22 minimum wage for drivers.

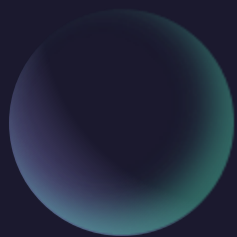
3. The price model for Uber and other taxi apps can have higher booking prices due to busy times of the day.



## CONCLUSION.

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- ★ 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.





## DASHBOARD LINK :

[https://public.tableau.com/views/santhoshy/Dashboard2?:language=en-US&publish=yes&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/santhoshy/Dashboard2?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)



## STORY LINK :

[https://public.tableau.com/shared/25H2ZZ3WM?:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/shared/25H2ZZ3WM?:display_count=n&:origin=viz_share_link)

U B E R



*Thank  
you!*

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