



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

The project description states that it focuses on "Analyzing the number of trips taken by Uber drivers."

The project is based on data collected from Uber drives in the year 2016.

The team behind this project likely believes that analyzing Uber driver data will provide valuable insights into their activities and the demand for rides.

The team may anticipate finding hidden patterns and trends in the dataset through data analysis techniques.

It mentions that the analysis can help identify peak hours or days of high demand.

It could also encompass any public statements they've made about using data analytics to enhance their services and make data-driven decisions.

They may be thinking that daily, weekly, or monthly analysis can uncover trends and patterns that will help optimize driver availability and profitability.

This project may involve Uber thinking about the potential benefits of data analysis.



The project involves the use of various skills, including Tableau, data literacy, data analysis, data preparation, business intelligence, and data visualization.

It will require collecting and processing data related to Uber drivers and their trips.

The team may feel excited about the potential insights they can uncover through data analysis.

The project team could feel the pressure to deliver actionable recommendations to optimize driver availability and profitability.

The team will analyze this data to identify trends and patterns.

They will likely create visualizations using Tableau to present their findings.

There might be a sense of curiosity about what patterns and trends exist in the Uber driver data.

If successful, they might feel a sense of accomplishment in contributing to Uber's efficiency and decision-making.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?