Voyage Vista : Illuminating Insights from the Uber Expiditionary Analysis

INTRODUCTION

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. Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles.

Uber Driver Analysis refers to the Analyzing the number of trips taken by Uber drivers can provide insights into their overall activity and the demand for rides in specific areas. Daily, Weekly, or Monthly Analysis: Uber's data can be analyzed on a daily, weekly, monthly basis to understand the trends and patterns of trip volumes. This analysis can help identify peak hours or days of high demand and optimize driver availability during those times. Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand. This analysis can help Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability.

The Major of our project is to use data Analyzing techniques to find unknown patterns in the Uber Drives dataset. The research is carried out on Uber drives data collected from the year 2016.
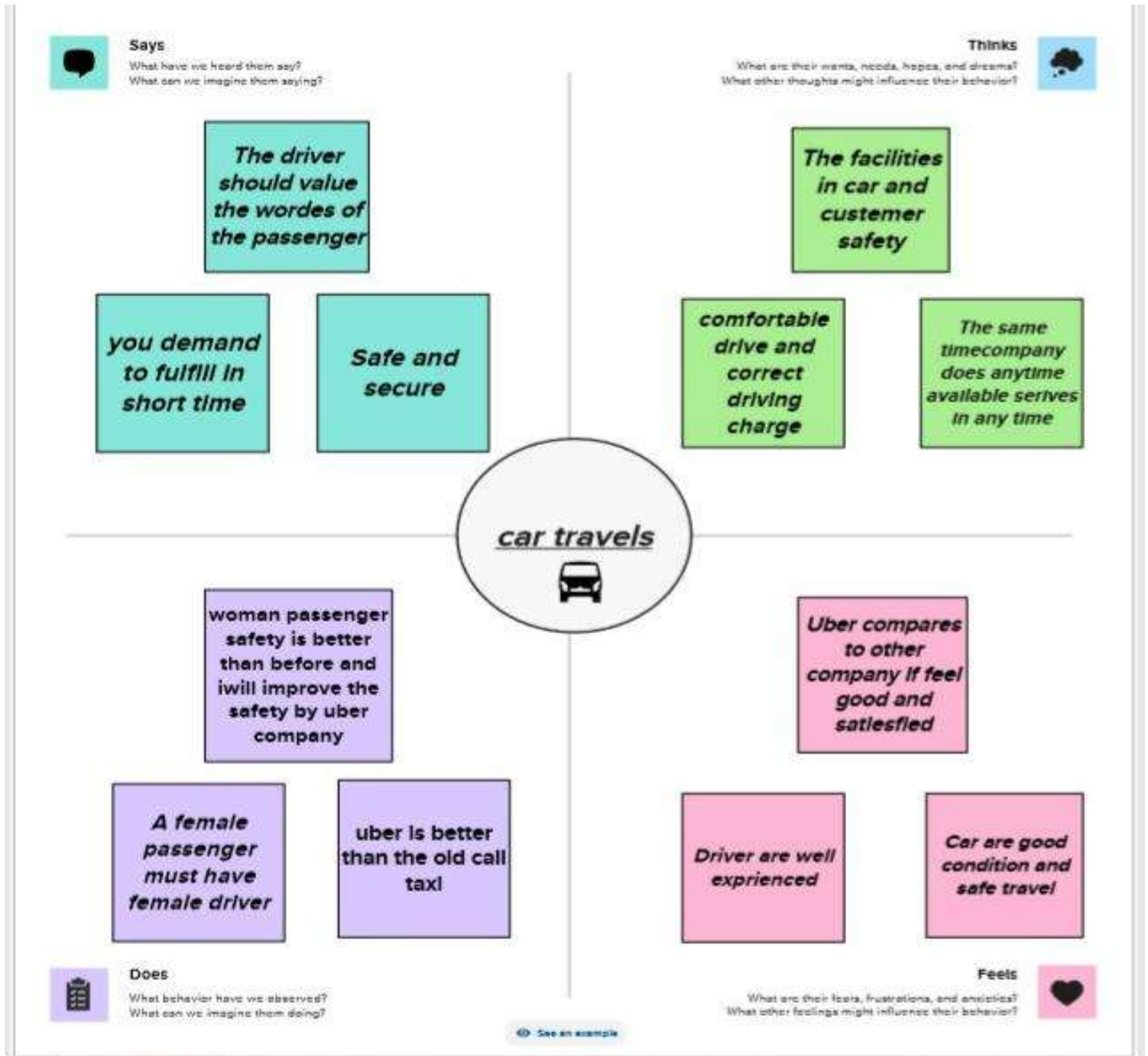
Purpose

Uber links passengers with drivers using the uber app .generally, the drivers own their own car. The company does also offer rental or lease on cars through third party partners like Hertz, Get Around and Fair. UberFleet is an app for those managing squads of drivers. The uber app provides convient and attordable transport in the city . Communication between passengers and drivers is done via the app. and you do not need to contact the driver directly to arrange a ride.

2.Problem Definition & Design Thinking

Empathy map

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 driver should value the wordes of the passenger

you demand to fulfill in short time

Safe and secure

The facilities in car and custemer safety

comfortable drive and correct driving charge

The same timecompany does anytime available serives in any time

car travels

woman passenger safety is better than before and iwill improve the safety by uber company

A female passenger must have female driver

uber is better than the old call taxi

Uber compares to other company if feel good and satlesfied

Driver are well exprienced

Car are good condition and safe travel

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?

See an example

Ideation & Brainstorming Map
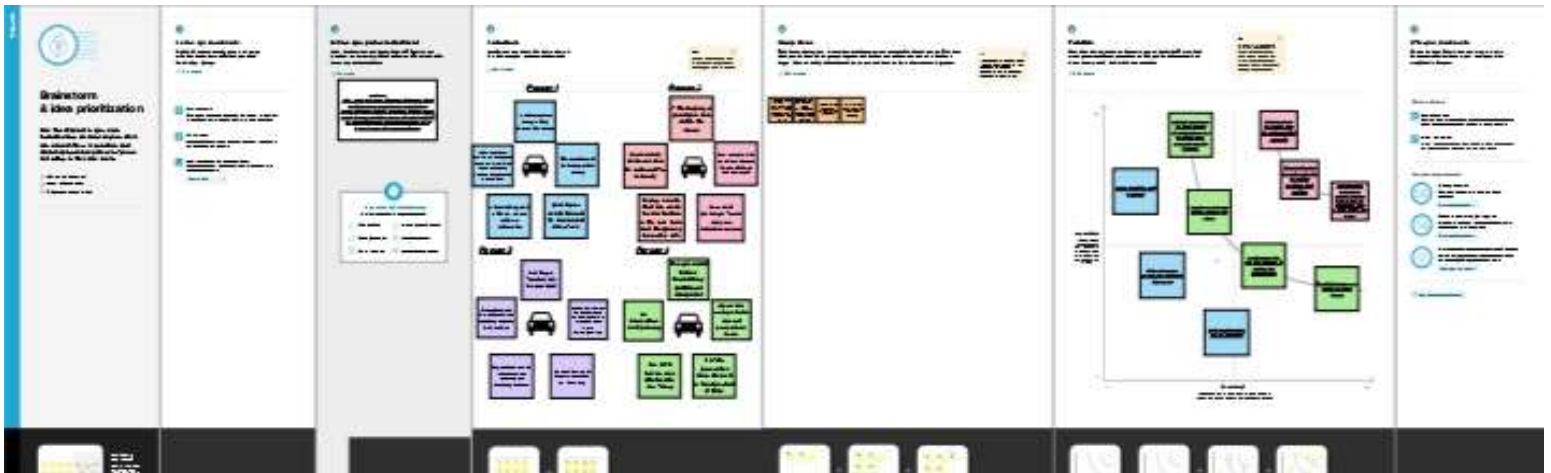
RESULT

Dashboard 1
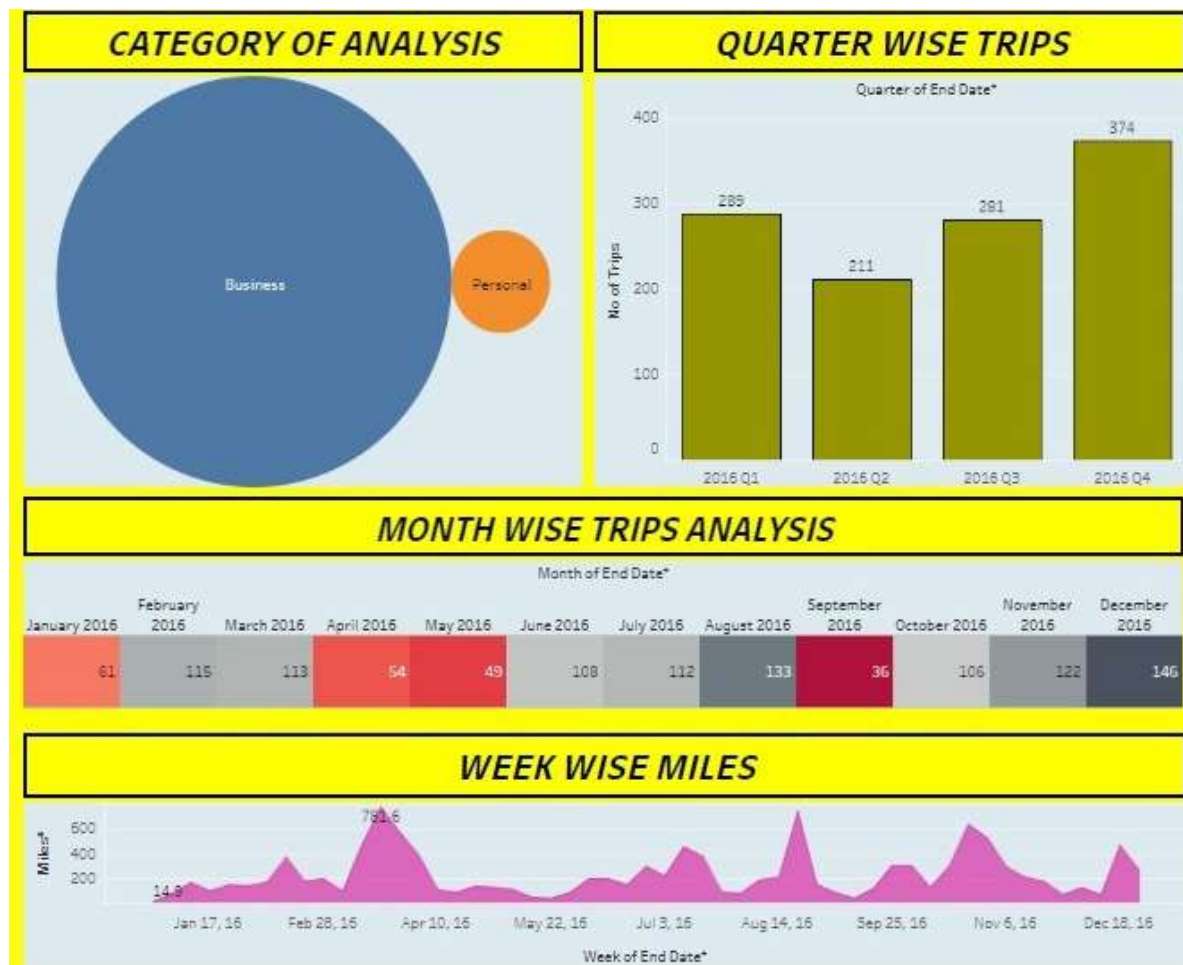
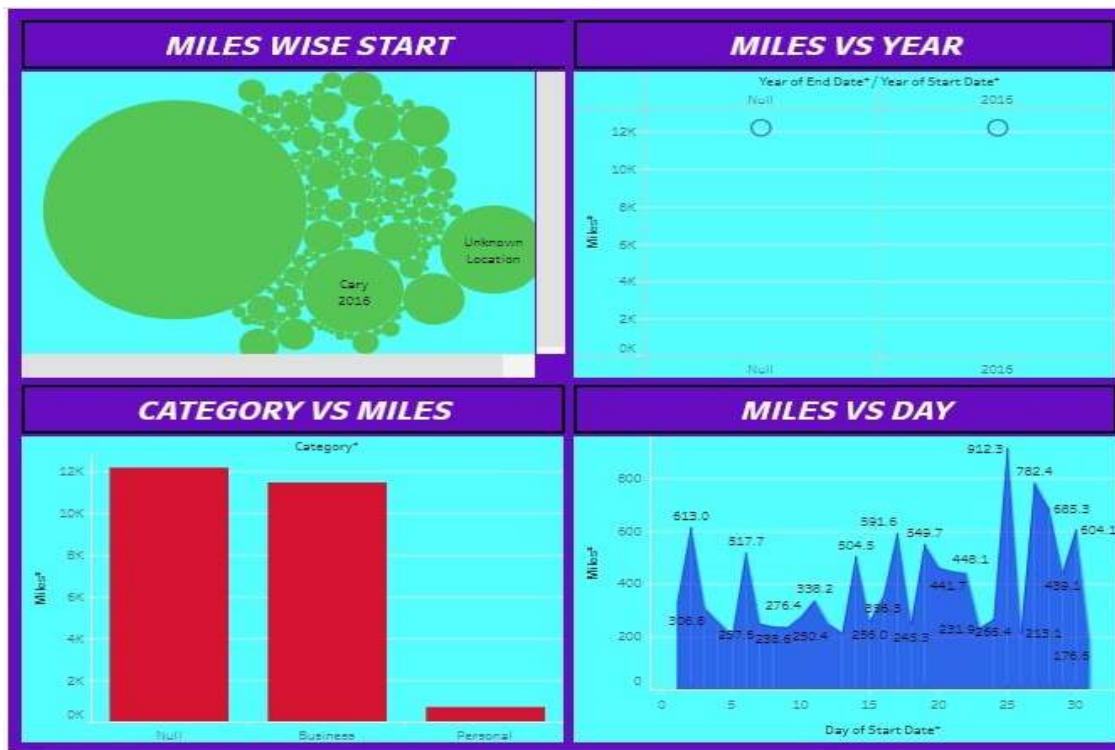# Voyage Vista : Illuminating Insights from the Uber Expiditionary Analysis

Dashboard 2
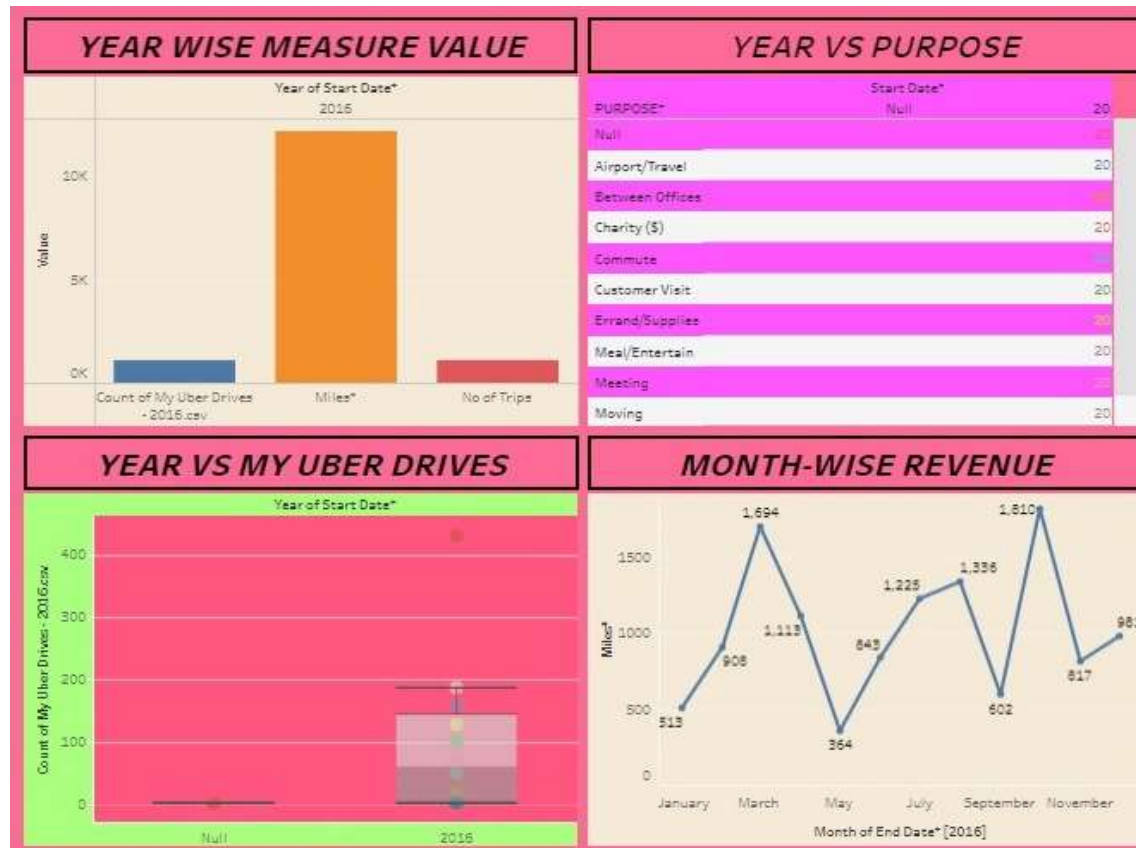
Dashboard 3
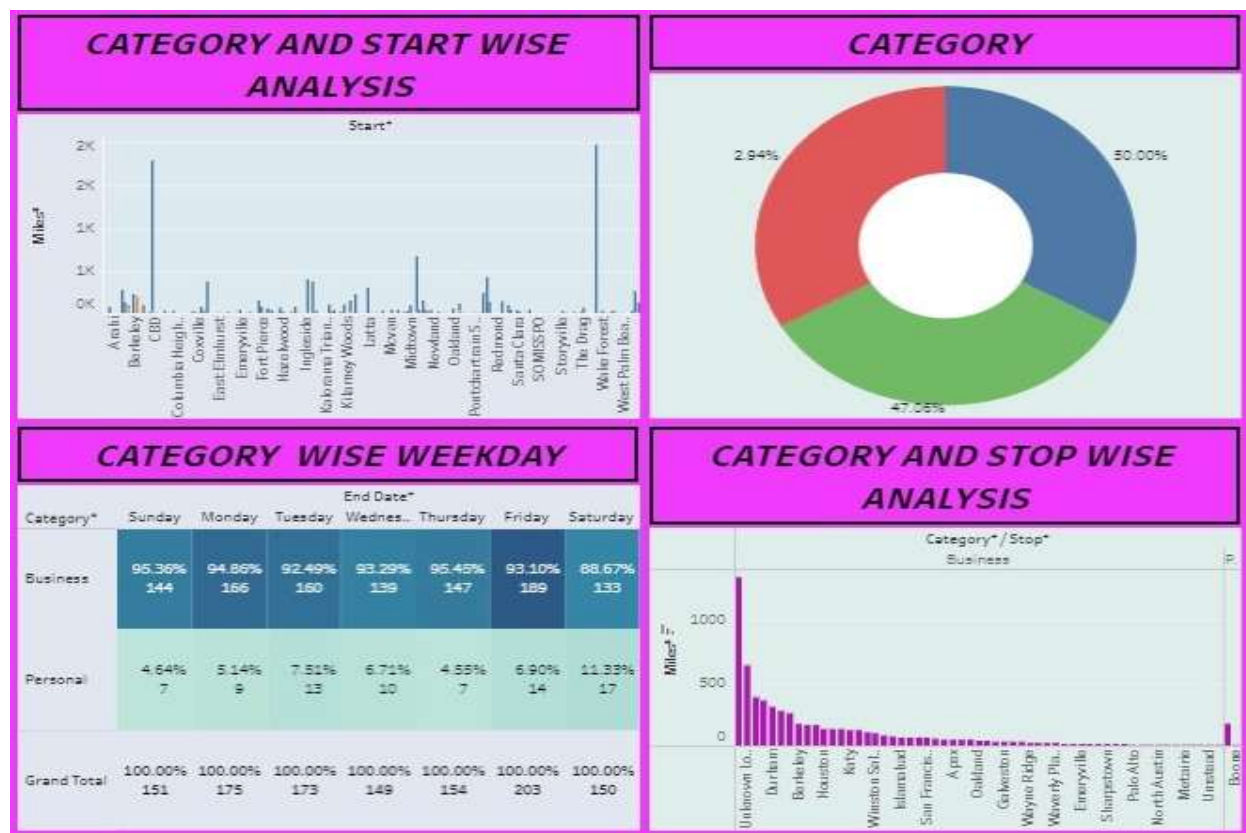
Dashboard 4

Dashboard 5

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Dashboard 6

CATEGORY AND PURPOSE ANALYSIS

QUARTER WISE MILES

HOUER WISE ANALYSIS

MONTH WISE MILES

Dashboard 7

PURPOSE WISE MILES

START VS PURPOSE

UBER DRIVES BY HOURS

QUARTERLY MILES
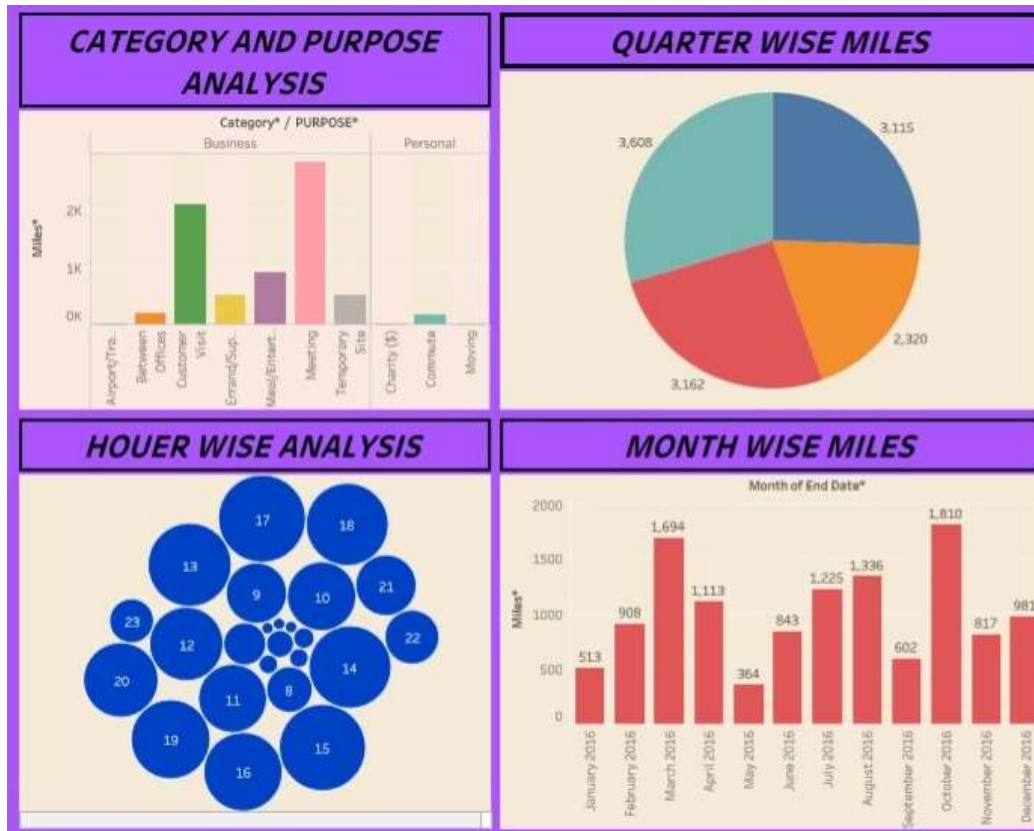
ADVANTAGES & DISADVANTAGES

Uber advantages include door-to-door convenience satesfy, and reliable quality.

Uber through E-hail has hired drivers easily and fast.Proprietary software in the app locates drivers circling nearly cheapest carpooling luxury wheels

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

APPLICATIONS

.The uber app provides convient and affordable transport in the city.

.Communication between passengers and drivers is done via the app.

. Usually,everything works automatically and you do not need to contact the driver directly to arrange a ride.

CONCLUSION

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. Howerver,it is always challenging to gain a good reputation ,prove the quality of the services, and create appropriate working conditions.

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Uber Trips

CATEGORY AND START WISE ANALYSIS

CATEGORY

CATEGORY WISE WEEKDAY

Category*	Sunday	Monday	Tuesday	Wednes...	Thursday	Friday	Saturday
Business	95.36% / 144	94.86% / 166	92.49% / 160	93.29% / 139	95.45% / 147	93.10% / 189	88.67% / 133
Personal	4.64% / 7	5.14% / 9	7.51% / 13	6.71% / 10	4.55% / 7	6.90% / 14	11.33% / 17
Grand Total	100.00% / 151	100.00% / 175	100.00% / 173	100.00% / 149	100.00% / 154	100.00% / 203	100.00% / 150

CATEGORY AND STOP WISE ANALYSIS

FUTURE SCOPE

We can use this date for training a modal using ML and building a smart AI based predictive system . Modal can automatically send the insights to the

authorities or drivers related to areas having most trips and passenger count in

certain areas .this big date can be used to study passengers behavior.