Voyage Vista: Illuminating Insights From Uber Expeditionary Analysis

INTRODUCTION

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

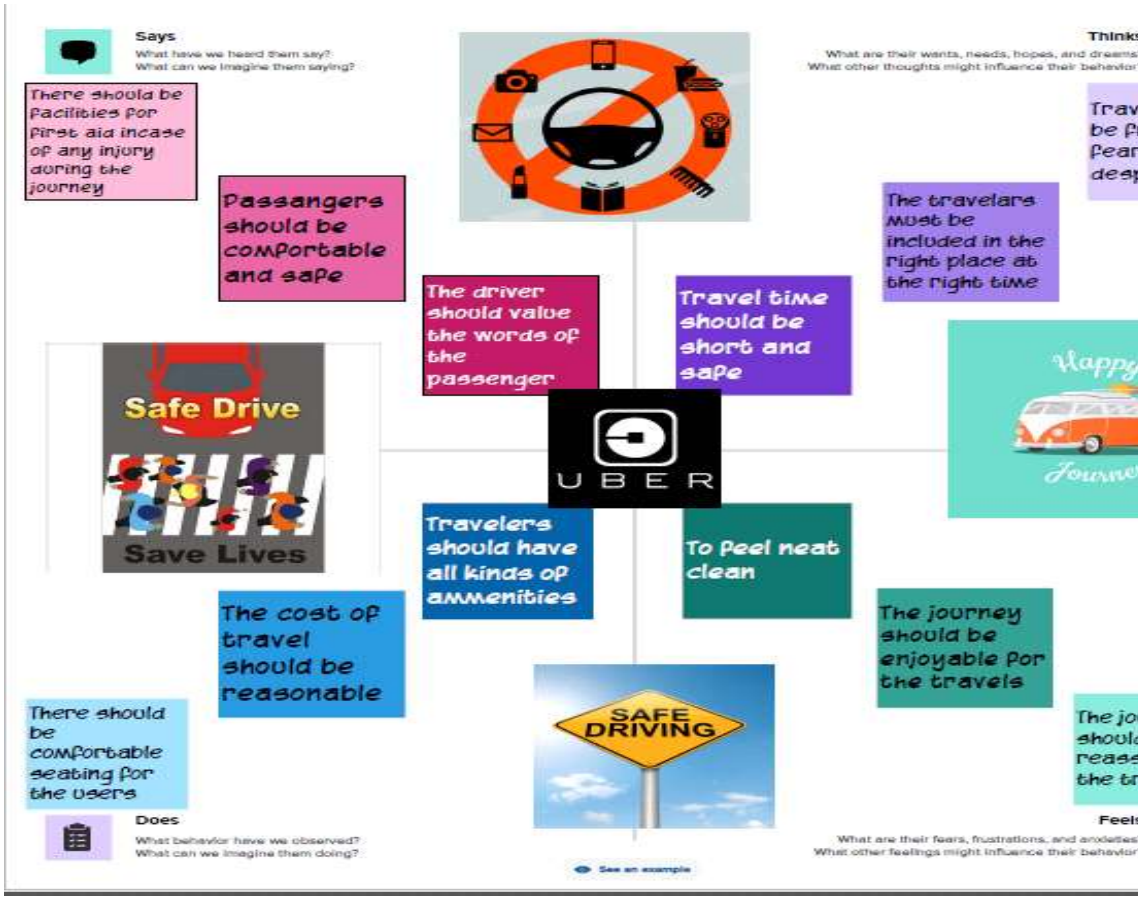
The Uber Mission statement is provide Transportation As Reliable As running water ,Everywere,for everyone.And the uber vision Statement is to ignite opportunity by setting the world in motion.

American company that provides services Related to mobility the business Signature product is an application for smartphones that allows

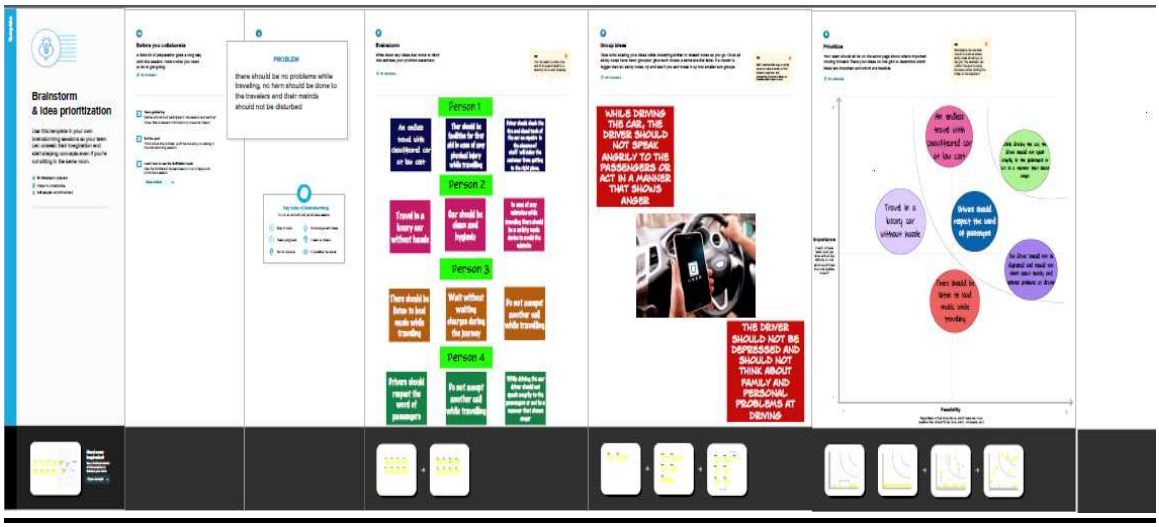
users to request Transportation from drivers of privately owned vehicles

problem Definition & Design Thinking

- **Empathy Map**

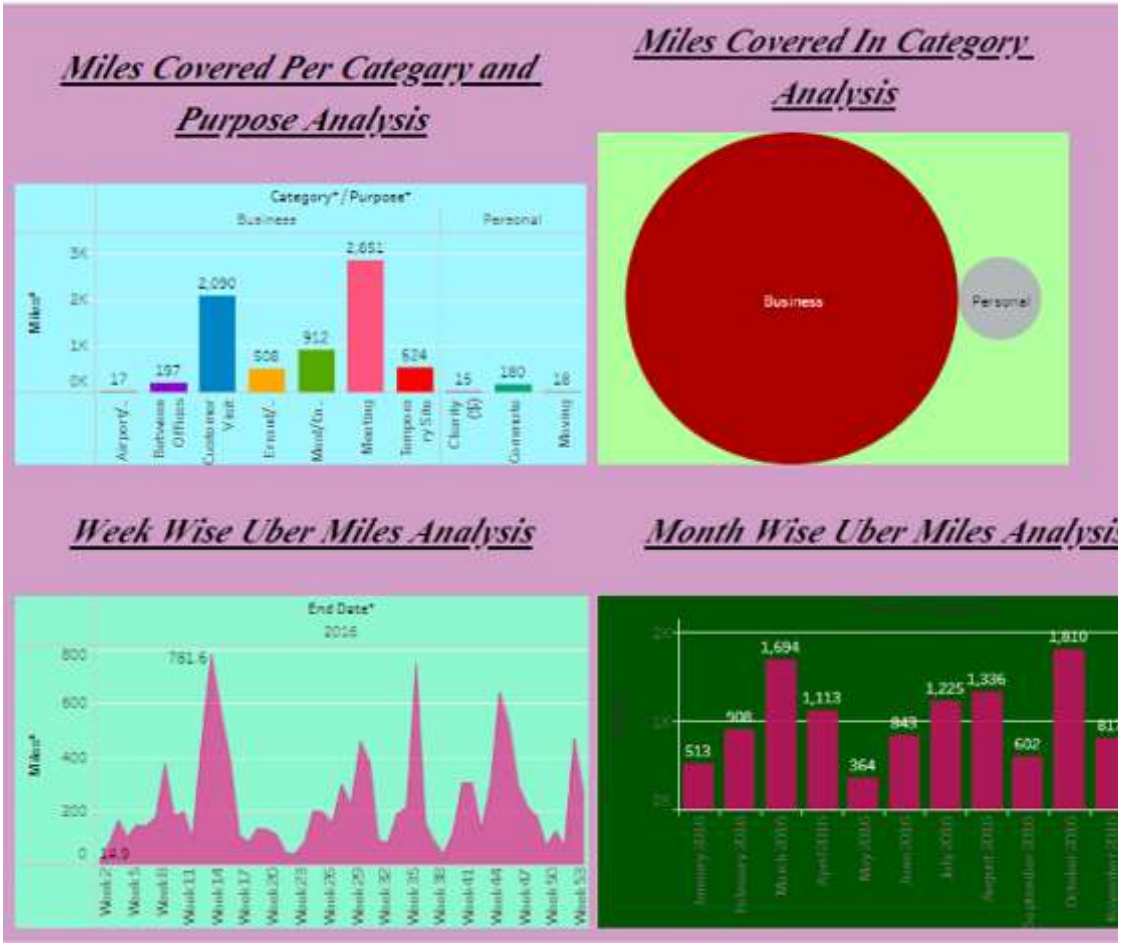


- **Ideation & Brainstorming Map**



- **RESULT**

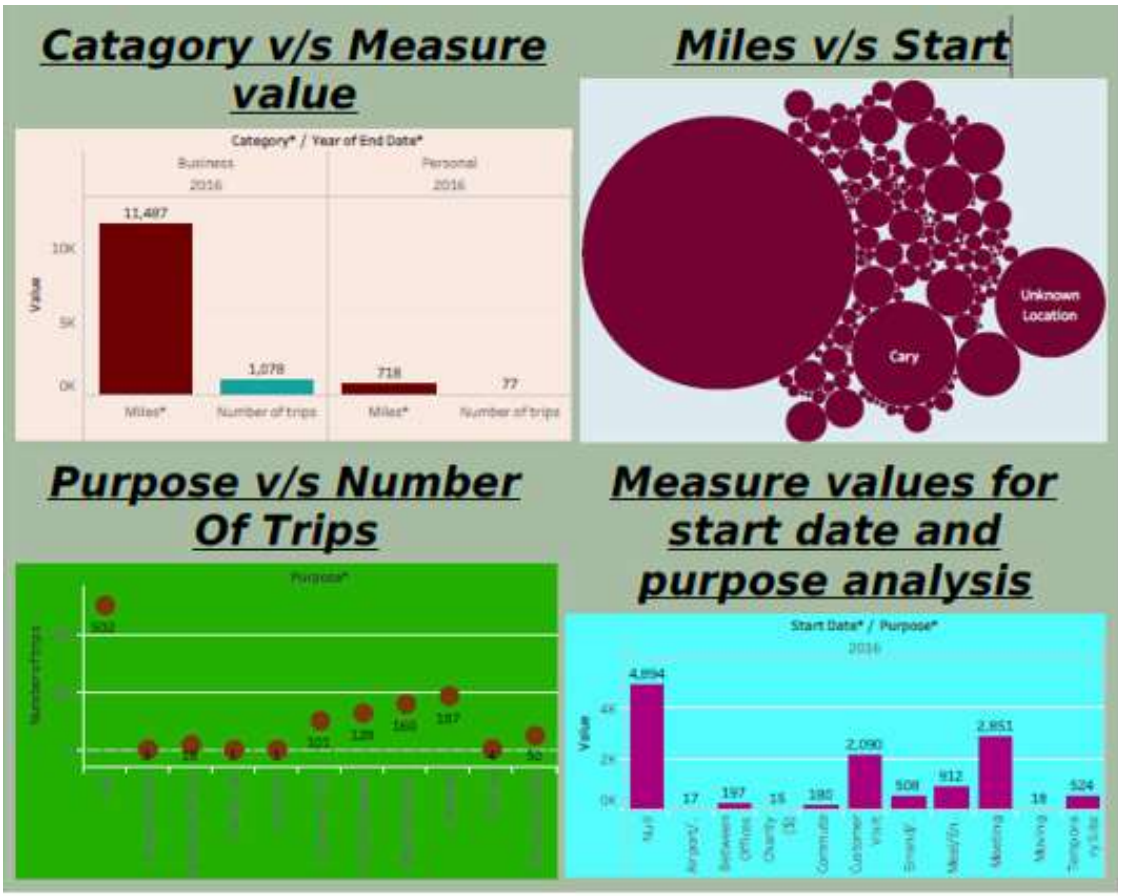
DASHBOARD 1


Miles Covered Per Categary and Purpose Analysis
Miles Covered In Category Analysis
Category* / Purpose*
Business
Personal
Miles*
17
197
2,090
508
912
2,651
624
15
180
18
Business
Personal
Week Wise Uber Miles Analysis
Month Wise Uber Miles Analysis
End Date*
2016
781.6
14.9
513
908
1,694
1,113
364
843
1,225
1,336
602
1,810

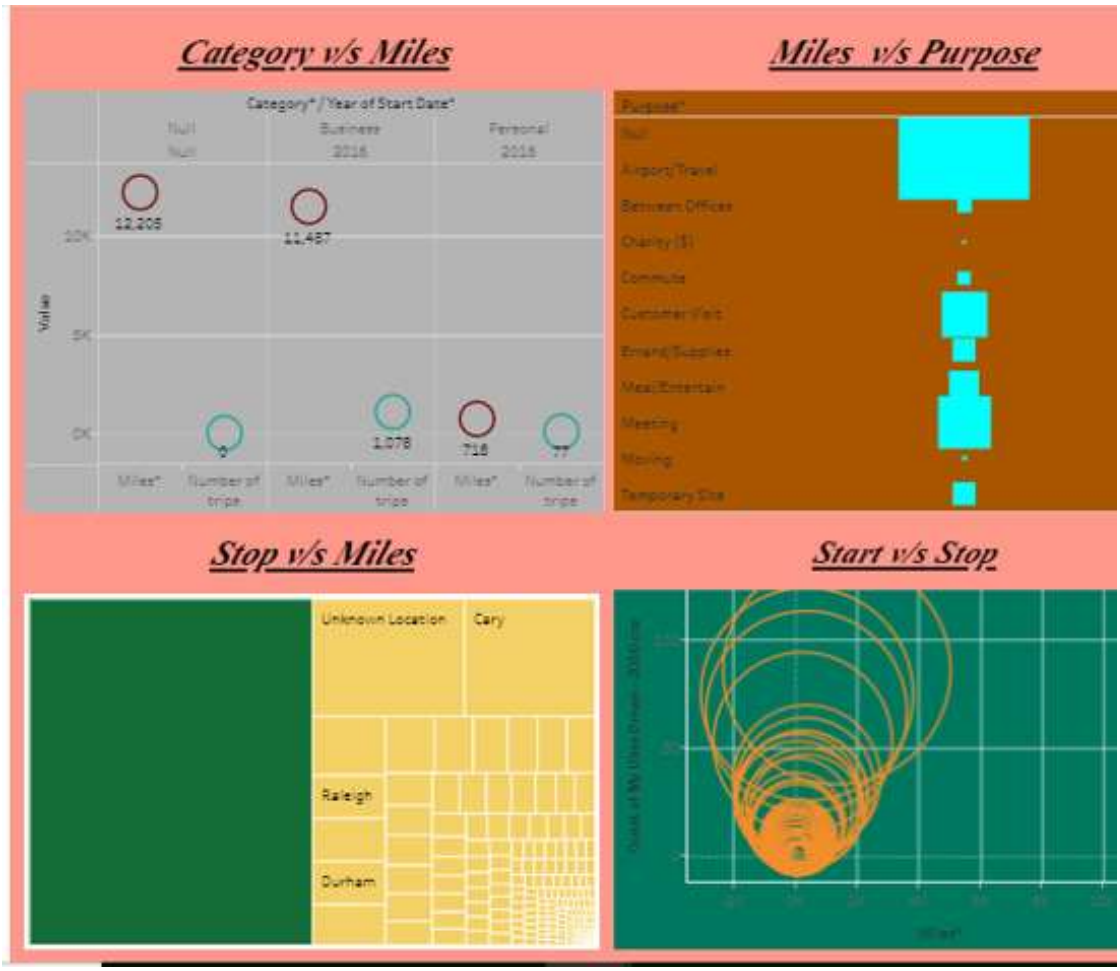
DASHBOARD 2

Quatert Wise Uber Miles Analysis
Month Wise Uber Trips Analysis
Hour Wise Uber
Trips Analysis
Quater Wise Uber Trips Analysis

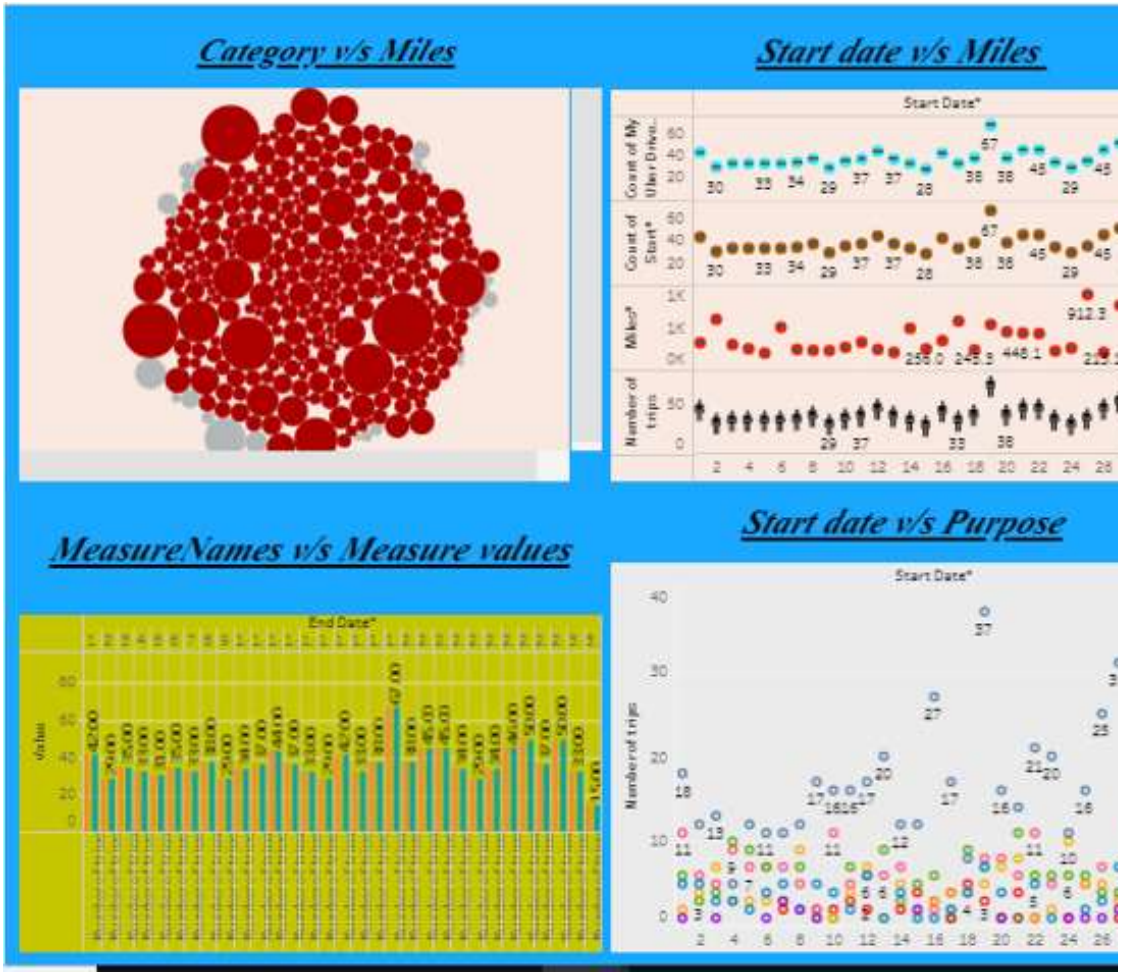
DASHBOARD 3


Catagory v/s Measure value
Category* / Year of End Date*
Business
2016
Personal
2016
11,497
1,078
718
77
Value
Miles*
Number of trips
Miles*
Number of trips
Miles v/s Start
Unknown Location
Cary
Purpose v/s Number Of Trips
Purpose*
Number of Trips
Measure values for start date and purpose analysis
Start Date* / Purpose*
2016
Value
4,894
17
197
15
180
2,090
508
912
2,951
18
524

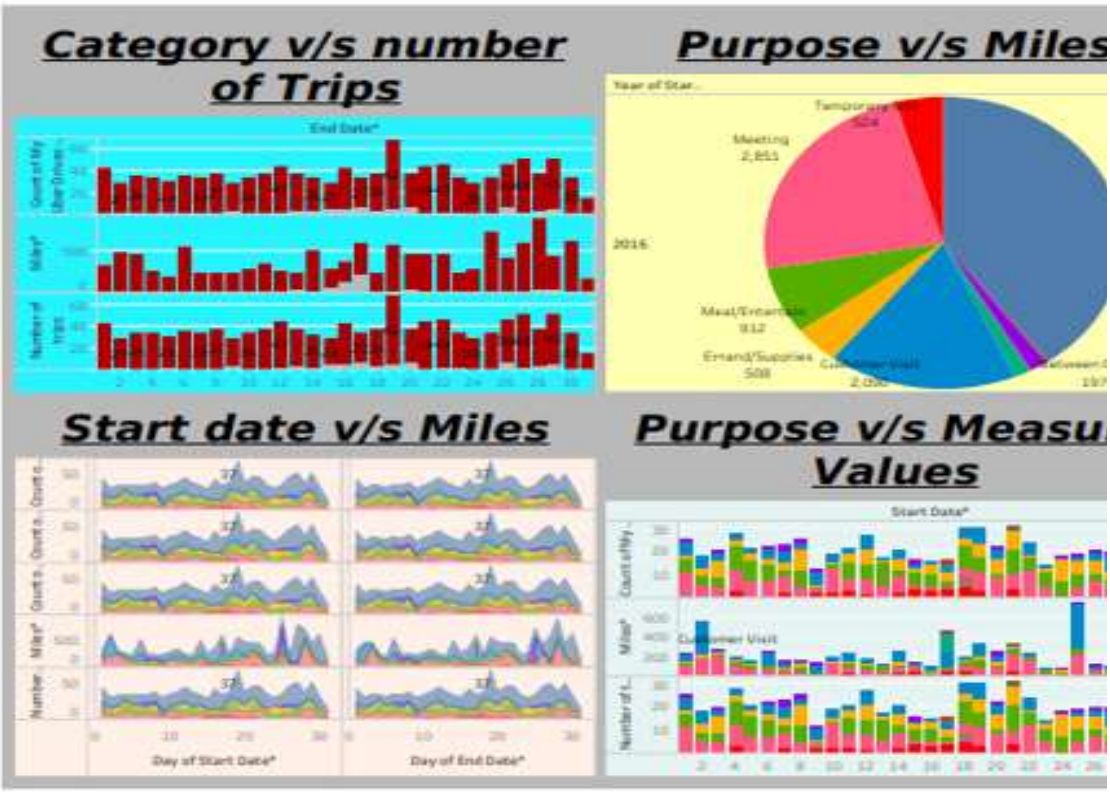
DASHBOARD 4


Category v/s Miles
Miles v/s Purpose
Stop v/s Miles
Start v/s Stop
Unknown Location
Cary
Raleigh
Durham

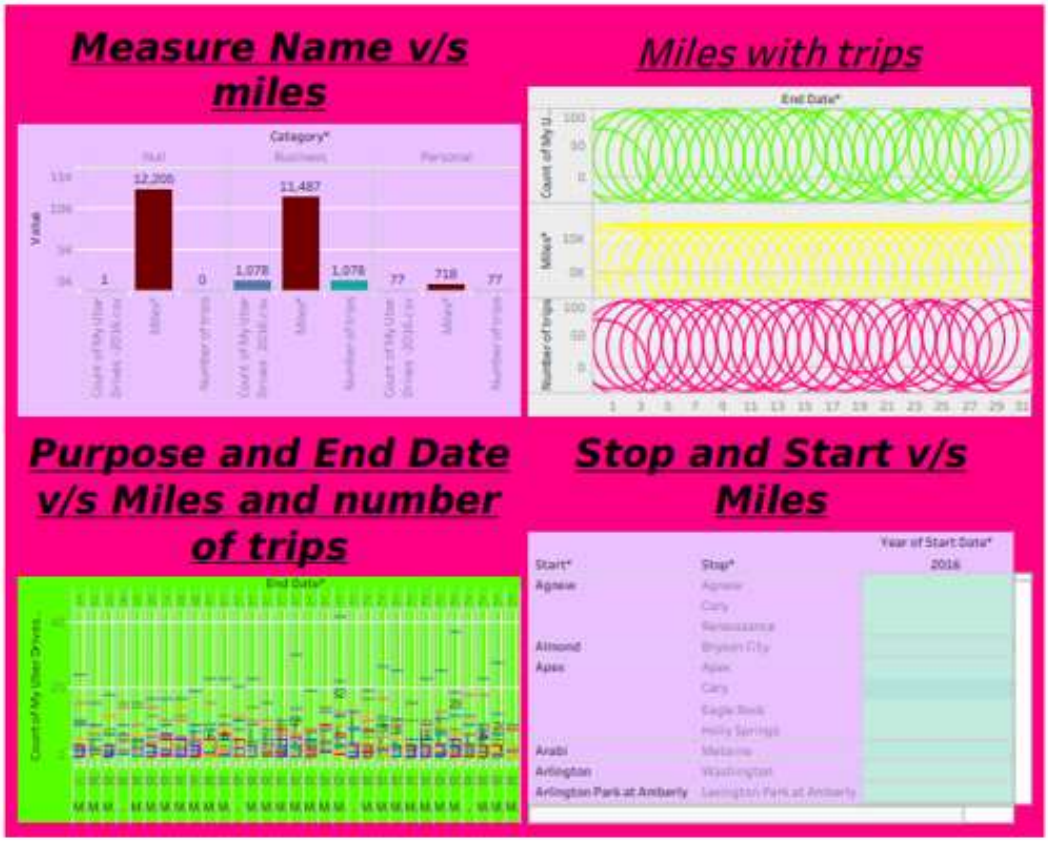
DASHBOARD 5


Category v/s Miles
Start date v/s Miles
Start Date*
Count of My Uber Drive..
Count of Start*
Miles*
Number of trips
MeasureNames v/s Measure values
End Date*
Value
Start date v/s Purpose
Start Date*
Number of trips

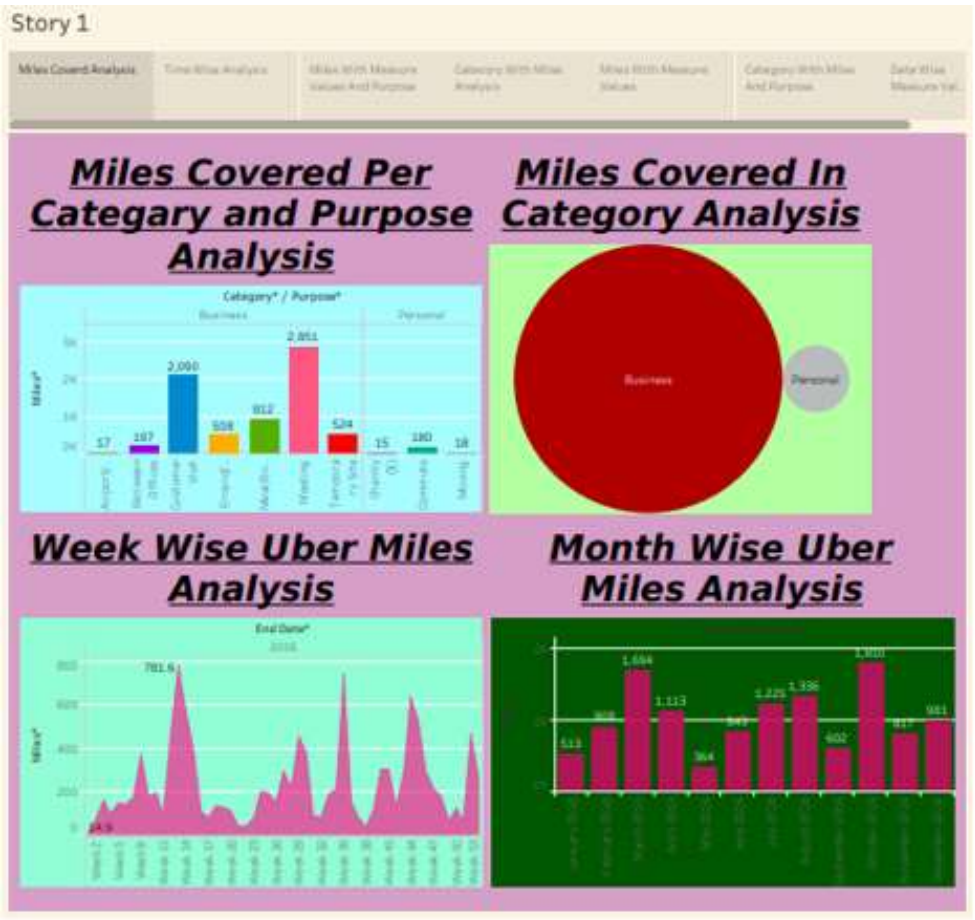
DASHBOARD 6


Category v/s number of Trips
Purpose v/s Miles
Meeting
2,851
2016
Meal/Entertain
912
Errand/Supplies
508
Start date v/s Miles
Day of Start Date*
Day of End Date*
Purpose v/s Measu
Values
Start Date*
Customer Visit

DASHBOARD 7


Measure Name v/s miles
Category*
Value
12,200
11,487
1,078
1,078
718
Miles with trips
End Date*
Count of My Uber...
Miles*
Number of trips
Purpose and End Date v/s Miles and number of trips
End Date*
Count of My Uber Driven
Stop and Start v/s Miles
Year of Start Date*
2016
Start*
Stop*
Agnew
Almond
Apex
Arabi
Arlington
Arlington Park at Amberly

STORY



. ADVANTAGE

. The first is superior user experience enabled bu a smartphone app.

Ridersorder a taxi and pay effortly through their smartphones.

Instead of choosing a taxi on a street or calling and waiting app users can book a ride from any location and it arrives in minutes.

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DISADVANTAGE .

Increased competition among drivere

The need to maintain a vehicle that meets uber's

standards.

The possibility of receiving negative reviews

Expenses for gas, maintenance, and insurence.

Uncertainty about the payment rate for each ride.

- **APPLICATION** American company that provides services Related to mobility the business Signature product is an application for smartphones that allows users to request Transportation from drivers of privately owned vehicles The Uber Mission statement is provide Transportation As Reliable As running water ,Everywere,for everyone.And the uber vision Statement is to ignite opportunity by setting the world in motion

- **CONCLUSION**

  Now, problem defination and desigh thinking is done by creating empathymap and brainstorming map. The presentetion can be easily understoot by visulizing it .After this the dashboard wiil be cerated. It isd also lide out in a way is easy to understand and finaly ne need to create a story with many dashboard. After completing this our projec published on public.com

- **FUTURE SCOPE**

In future ,avantages are generated and the disadvantage aew rectified for customers satiesfaction and the data visualization is created with many data sets ,so the visualization gives intersting graphs.