

DATA LITERACY WITH TABLEAU

➡ Project Title :

➡ Voyage Vista : Illuminating Insights from Uber Expeditionary Analysis

TEAM PROFILE :

➤ NM TEAM ID - **NM2023TMID14344**

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guidance of

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INTRODUCTION

1.OVER VIEW



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. Technical Architecture

2.PURPOSE

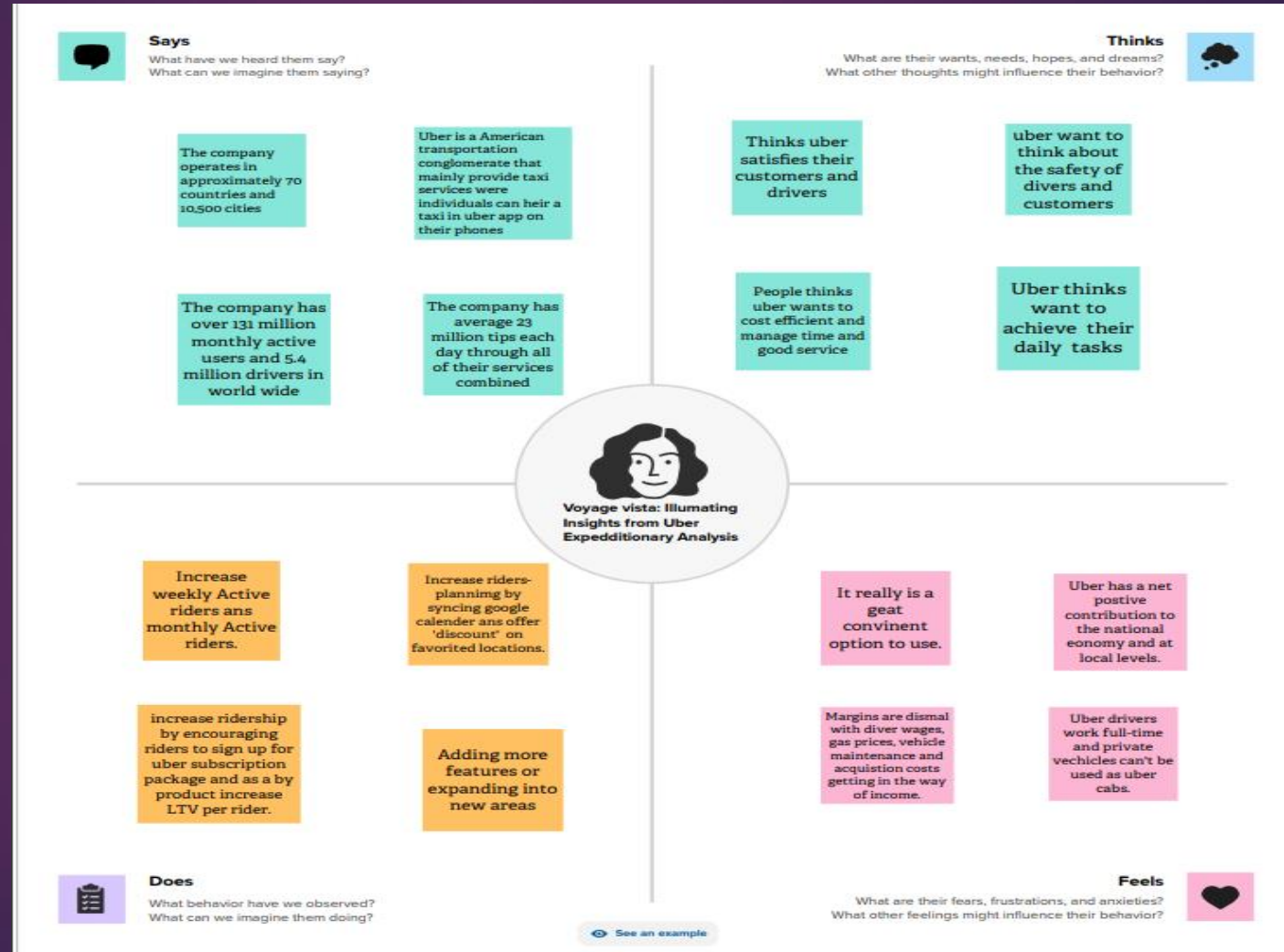


Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid. More specifically, Uber is a ridesharing company that hires independent contractors as drivers.



The Uber mission statement is “to provide transportation as reliable as running water, everywhere, for everyone.” And the Uber vision statement is “to ignite opportunity by setting the world in motion

PROBLEM DEFINING & DESIGN THINKING



BRAIN STORMING MAP

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 45 minutes to prepare
- 1 hour to collaborate
- 2-3 people recommended

Before you collaborate

2. Take list of preparation items a long way with this session. Here's what you need to do to get going.

- 10 minutes

Define your problem statement

What problem are you trying to solve? Frame your problem as a clear, specific statement. This will be the focus of your brainstorm.

5 minutes

Problem:

Key rules of brainstorming

- Stay in scope
- Encourage wild ideas
- Defer judgment
- Limit to others
- Go for volume
- If possible, be visual

Brainstorm

Write down any ideas that come to mind. Don't edit any of your problem statements.

10 minutes

Person 1

Person 2

Person 3

Person 4

Group ideas

Take turns sharing your ideas while clustering similar or related ideas as you go. Once all ideas have been shared, give each cluster a sentence that lists it. It's a cluster is bigger than six ideas, try and see if you can break it up into smaller sub-groups.

10 minutes

Uber has expanded its Reserve service across six cities in India. Uber Reserve will now be available for cash payments.

As per the report, Delhi NCR topped the list of cities with the highest number of Uber trips in 2022 followed by Bangalore, Hyderabad, Mumbai, and Kolkata.

Uber's services and mobile app launched publicly in San Francisco in 2011.

The company's early focus included a number of physical, a computational, insurance-related, and a regulatory aspect who worked on providing initial focus for Uber's cash more accurately than Google Maps.

Uber has posted hundreds of millions or billions of dollars in losses each year since 2010 except for 2018, when it ended from the markets in Russia, China, and Southeast Asia in exchange for riders in that businesses.

Using Uber in India is super simple to use and can save you a lot of trouble. Here's a simple guide on how to use it.

The service is now live across 10 cities in India - Mumbai, Bangalore, Delhi NCR, Kolkata, Chennai, Pune, Hyderabad, Coimbatore, Chandigarh, Ahmedabad, Jaipur, Lucknow and Guwahati.

This presented an opportunity for Uber. Both believed that technology would make it possible for them to provide cities that were less expensive than other types of transportation and more readily available to a larger part of India.

Although it's great, there can be some downsides to using Uber which include not this do need the app which requires cell or data.

Users spent 17 billion rupees traveling in Uber, getting to where they wanted. Most Uber trips were booked between 9PM and 11PM. The most popular trip of the week for booking on Uber was in June 2022. Bloomberg reported that both Ola and Uber are struggling to "lose out" is possible in a rapidly growing but price-sensitive India.

Prioritize

You have shared all the ideas 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.

10 minutes

Importance

Feasibility

Uber has expanded its Reserve service across six cities in India.

After you collaborate

You can export the ideas as an image or pdf. Be clear with members of your company who might find it helpful.

Quick add-ons

- Share the ideas: Share a link to the ideas with stakeholders to keep them in the loop about the outcome of the session.
- Report the ideas: Report a link to the ideas as a PDF or PPT to share in weekly, monthly or yearly, or even in your ideas.

Export meeting transcript

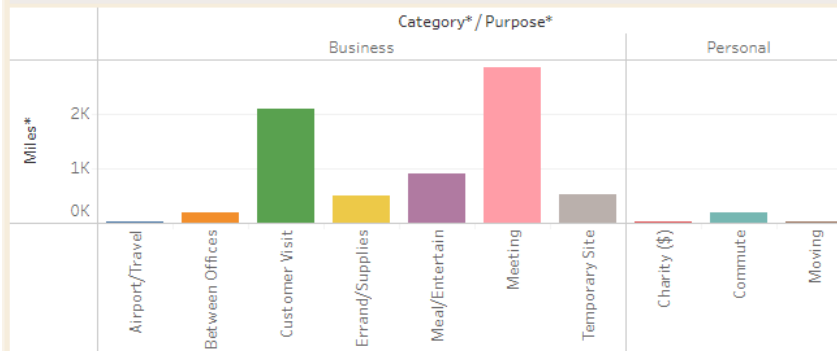
- Strategy session: Outline the components of a new idea or strategy. [Open the template](#)
- Customer experience journey map: Understand customer needs, motivations, and behaviors for an experience. [Open the template](#)
- Strengths, weaknesses, opportunities & threats: Analyze strengths, weaknesses, opportunities, and threats to develop a plan. [Open the template](#)

Share templates feedback

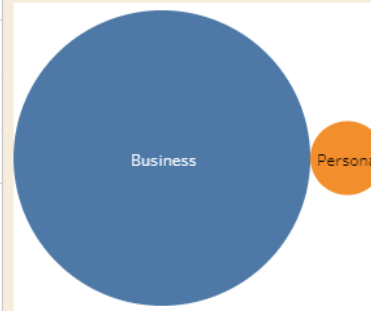
RESULT

Demo Dashboard

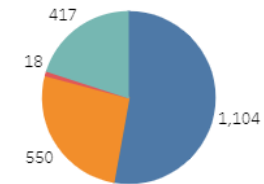
Miles Covered per Category and Purpose Analysis



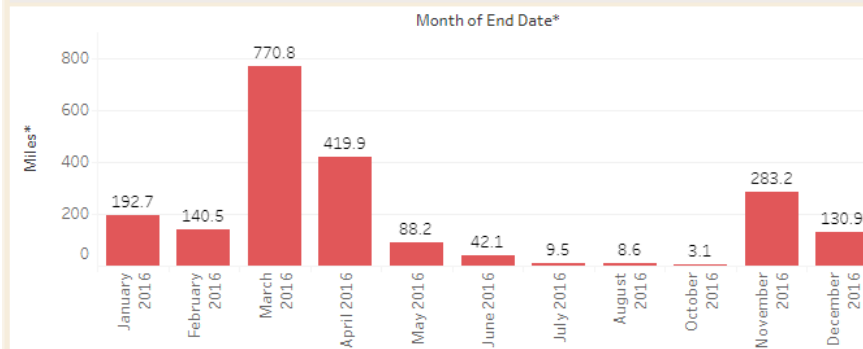
Miles Covered in Category Analysis



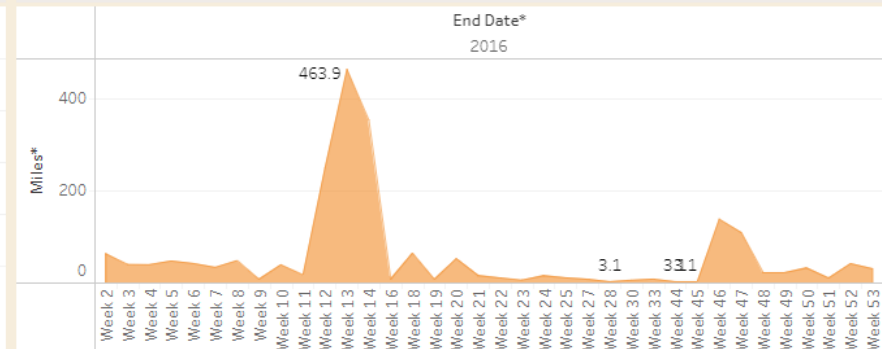
Quarter wise Uber Miles Analysis



Month wise Uber Miles Analysis



Week wise Uber Miles Analysis



STORY

Story 1



THANK YOU