



# VOYAGE VISTA



ELCOT

[COMPANY NAME] [Company address]

# VOYAGE VISTA

Illuminating Insights From Uber Expeditionary  
Analysis

# ILLUMINATING INSIGHTS FROM UBER UBER EXPENDITIONARY ANALYSIS

## 1. INTRODUCTION

### 1.1 OVERVIEW

TEAM LEADER NAME:

E.PRIYADHARSHINI

TEAM MEMBERS NAME:

P.PRIYADHARSHINI

K.RASIKA

S.RITHA

This analysis can help identify peak hours or days of high demand and optimize driver availability during those times.

This analysis can help Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability.

## 1.2 PURPOSE

Define the objective: Clearly state the purpose of the report and the specific insights you want to highlight from the Uber expeditionary analysis. This will help you focus your analysis and structure your report accordingly.

## 2. PROBLEM DEFINITION & DESIGN THINKING

### 2.1 EMPATHY MAP



## Says

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

Uber is the best way to get around town

Uber is a great way to get around town

Uber is a great way to get around town



## Thinks

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

Uber is why we  
you get all the  
information  
about it before  
we'd use it

Uber accepts  
various types  
of payment  
option

If you compare  
other cities with  
other cities  
you'll find that all  
the cheap and  
safe



## Does

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

Uber passengers  
often use the app  
to check in and get  
paid

A platform where  
other users share  
and deliver their  
own secrets and  
relationships

Uber allows  
you to pay  
up front in  
cash



## Feels

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

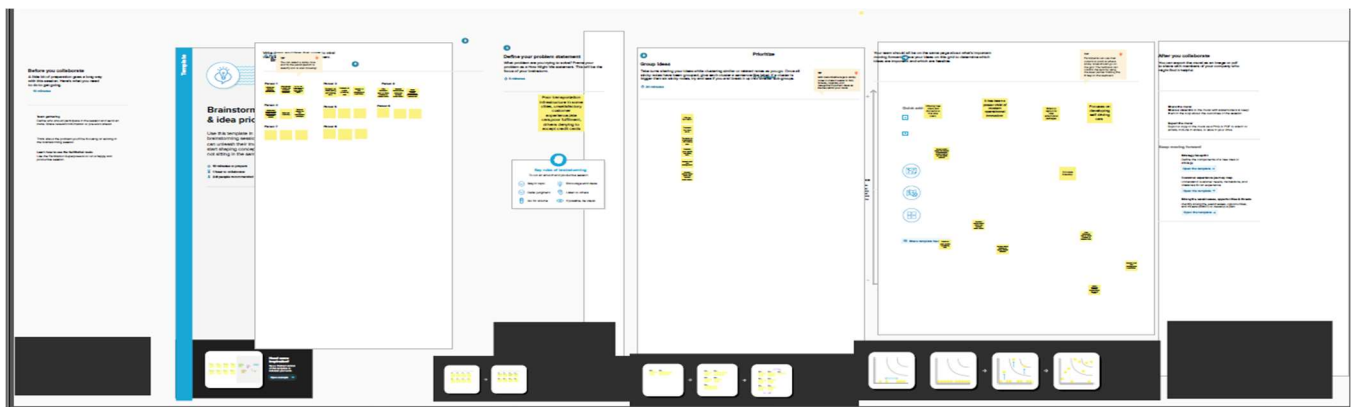
Uber is a great  
convenience  
safety and  
quality

Uber is a great  
convenience  
safety and  
quality

Uber is a great  
convenience  
safety and  
quality

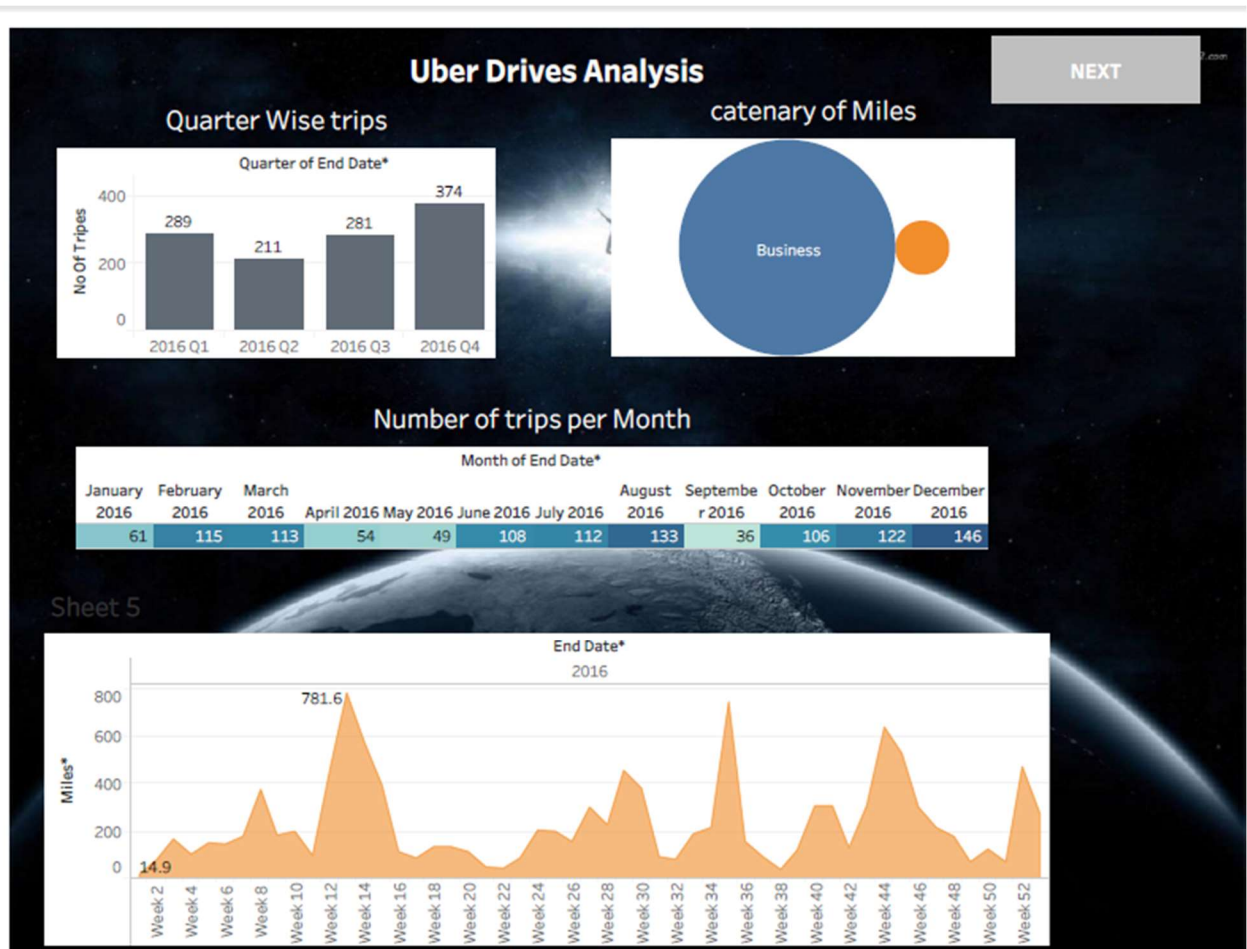
[See an example](#)

## 2.2 IDEATION & BRAINSTROMING MAP

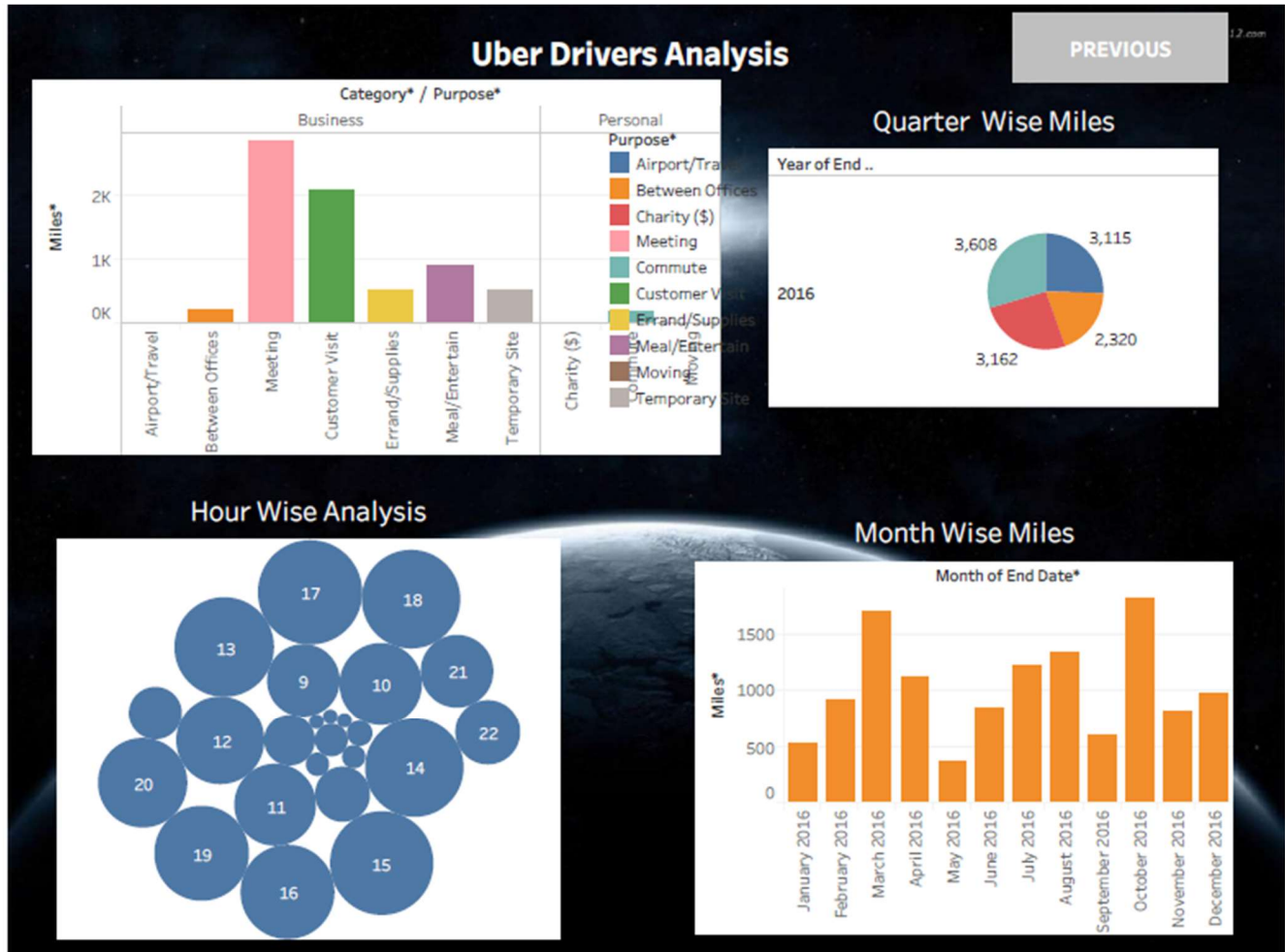


### 3. RESULT

## DASHBOARD 1



# DASHBOARD 2





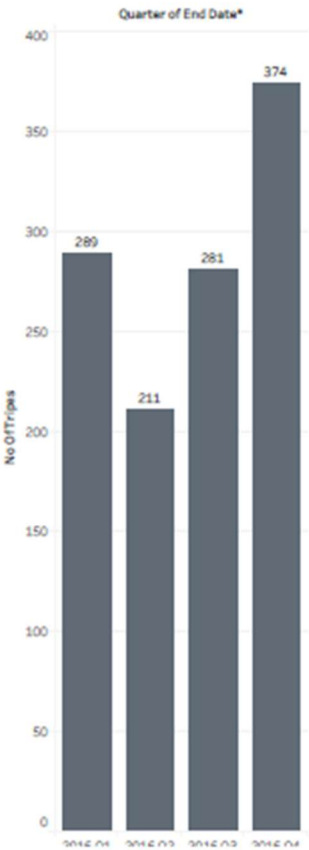
# STORY

## Uber trips

In Q4 more uber trips have been trip place

In December more trips have been

Uber is busy from 3.7 pm

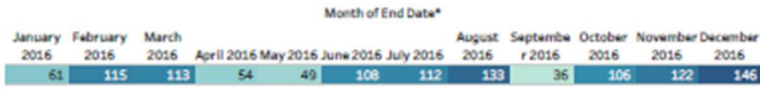


## Uber trips

In 04 more uber trips  
have been trip place

In December more  
trips have been

Uber is busy from 3.7  
pm



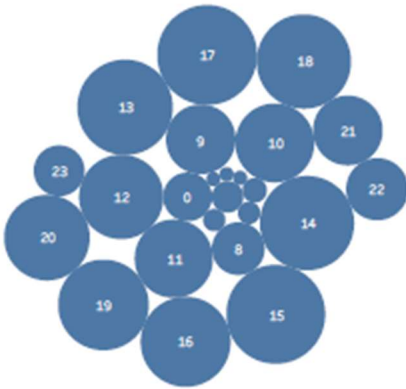
No Of Trips  
36 146

## Uber trips

In 04 more uber trips  
have been trip place

In December more  
trips have been

Uber is busy from 3.7  
pm



## 4.ADVANTAGES & DISADVANTAGES

### ADVANTAGES:



Uber Driver Analysis refers to the Analysing 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 analysed on a daily, weekly, monthly basis to understand the trends and patterns of trip volumes.



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.



On quieter streets, or in towns without roving taxis, the person would phone a local car service and request a pickup.



With cheap prices and readily available cars, customers get into the habit of taking a car for very short distances. The costs can add up quickly.



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

## DISADVANTAGES:



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



The riders input their destinations into the app, and the drivers use navigational software to get there. Wrong turns are unlikely.



Unprofessional drivers are weeded out because passengers get to rate the driver's performance.

## 5. APPLICATION

Uber's Driver app, your resource on the road. The Driver app is easy to use and provides you with information to help you make decisions and get ahead. We collaborated with drivers and delivery people around the world to build it.

## 6. CONCLUSION

Use data analysis techniques to uncover insights and patterns within the Uber expeditionary data. This can involve applying statistical analysis, data visualization, or other analytical methods to gain a deeper understanding of the data and draw meaningful conclusions.

## 7.FUTURE SCOPE

Where Uber's climate and autonomous driving goals will meet in the future. Uber plans to have its U.S. fleet and all drivers go electric by 2030 or be taken off the platform. The company says it will invest \$800 million to help drivers pay for EVs, and partnerships with Ford and Hertz can help.

