



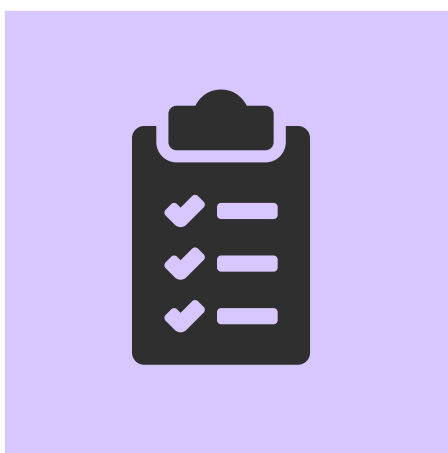
Says

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?



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?



UDAYAKUMAR

Short summary of the persona

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.

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 is a multinational transportation network company that operates a ride-hailing platform

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.

Uber uses a mixture of internal and external data to estimate fares.

Uber calculates fares automatically using street traffic data, GPS data and its own algorithms that make alterations based on the time of the journey.

It also analyses external data like public transport routes to plan various services

The flexibility and lower cost of Uber, plus the various ways it provides superior customer service, matter too, as does the fact that all transactions are credit card based.

Customers and drivers need not carry cash, making them less likely to be robbed while looking for and accepting a ride.