



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?



Denai selvi
Voyage Vista

Uber Driver
Analysis refers
to the Analyzing
the number of
trips taken

Uber drivers can
provide insights
into their overall
activity and the
demand for rides
in specific areas.

Uber's data can
be analyzed on
a daily, weekly,
monthly basis to
understand

Uber is
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 for
individuals to
requests rides from
dirvers who uses
their own personal
vehicles.

trends and
patterns of
trip
volumes.

Trips can be
analyzed based on
geographic regions
or specific cities to
identify areas with
higher demand.

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

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.