

GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN TIRUCHENDUR

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III BSC PHYSICS

VOYAGE VISTA

Illuminating Insights from Uber Expeditionary Analysis

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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 is a transportation company with an app that allows passengers to hail a ride and drivers to charge fare and get paid. Uber continually works towards enhancing customer satisfaction by launching frequently promoting discounts.
- Uber also demonstrated how technology could connect
- Drivers and riders seamlessly through a user-friendly mobile app, making transportation more accessible and efficient.

- Uber is a ridesharing platform that connects passengers with drivers through a mobile app. Users can request a ride, track the driver's location, and pay for the trip all within the app. Uber offers various ride options, from economy to premium, and operates in numerous cities worldwide. Riders can rate their drivers, and drivers can rate passengers, creating a system that encourages good behaviour and service quality.
- Additionally, Uber's focus on user ratings and feedback emphasized the importance of customer satisfaction and safety in the on-demand service industry, setting new standards for customer experience.
- Uber not only made transportation more convenient but also allowed individuals to earn income as independent contractors.

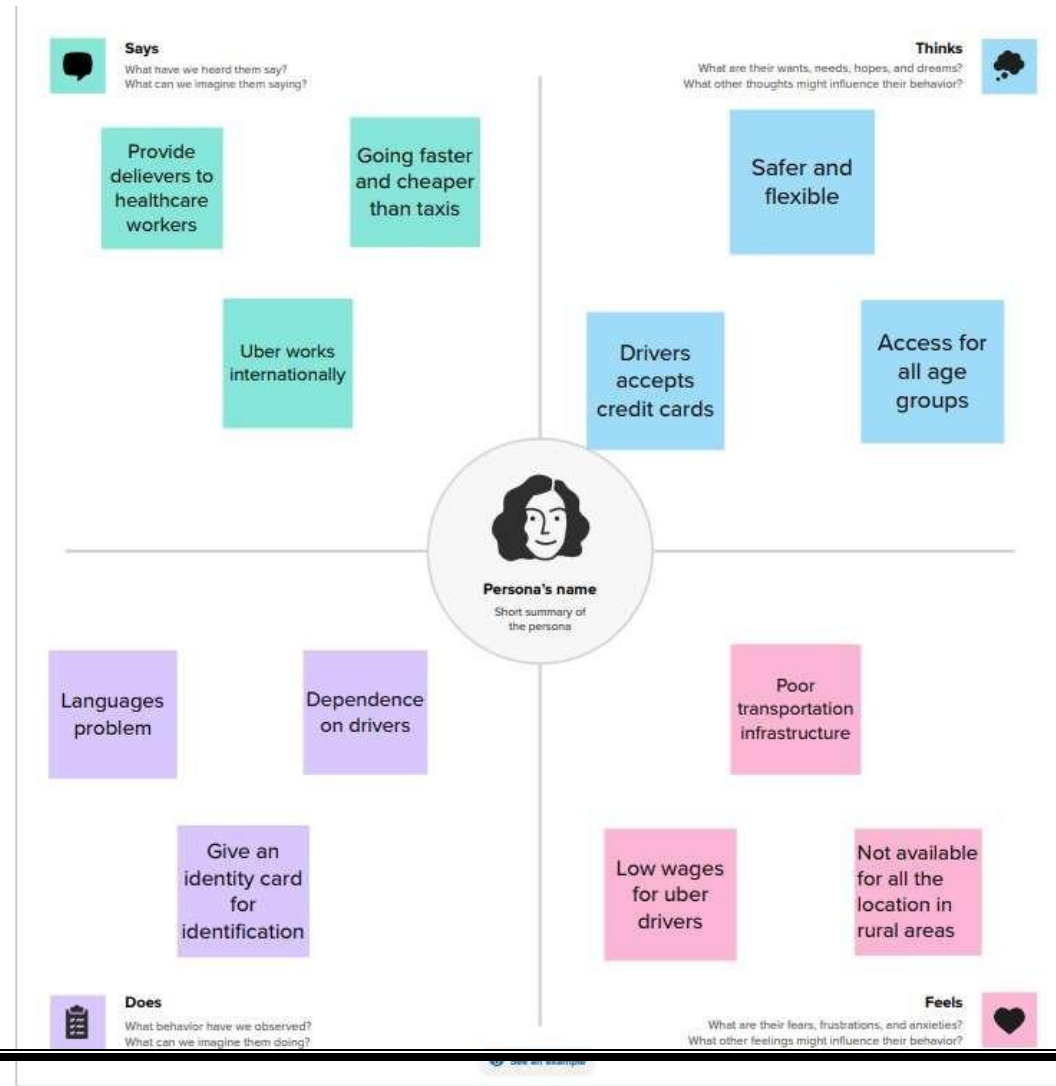
PURPOSE:

- Uber disrupted the traditional taxi industry by introducing a more convenient and efficient way for people to hail rides using their smartphones. This shift in the transportation highlighted the potential of established industries.
- Uber relies heavily on data analytics to optimize its services. They use data on rider demand, traffic patterns, and driver availability to match riders with drivers efficiently reduce wait times and maximize driver earnings.
- Uber has faced regulatory hurdles and level battles in many cities and countries due to concerns about safety, labour rights and fair competition. This illustrates the tension between innovation and regulation in the sharing economy.

- The widespread use of ridesharing platforms like Uber has raised questions about their environmental impact. Insights into carbon emissions and efforts to promote electric and hybrid vehicles in their fleet are crucial considerations.
- Uber's rapid global expansion showcased the potential for tech companies to scale internationally. It also highlighted the need for adapting to diverse markets and regulatory environments.
- Uber faced fierce competition from other ride-hailing services, leading to innovation and competitive pricing.
- The rise of Uber and similar services has led to shifts in an ownership trends, with some people relying less on personal vehicles. This has implications for urban planning and the automotive industry.

PROBLEM DEFINITION & DESIGN THINKING

Empathy Map



SAYS:

- Provide delivers to healthcare workers
- Going faster and cheaper than taxis
- Uber works internationally

THINKS:

- ✓ Safer and flexible
- ✓ Drivers accepts credit cards
- ✓ Access for all age groups

DOES:


- Language problem
- Dependence on drivers
- Give an identity card for identification

FEELS:

- Poor transportation infrastructure
- Low wages for Uber drivers
- Not available for all location in rural areas

BRAINSTORMING AND IDEA PRIORITIZATION

Template



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.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-6 people recommended

➕

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

➡

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

➡

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

➡

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open style](#)

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

2

Brainstorm

Write down any ideas that address your problem.

🕒 30 minutes

How might we

How might we **improve** the way we **communicate** with our customers?

Key rules of brainstorming

To run an smooth and productive session

1 Stay on topic.

2 Encourage wild ideas.

3 Defer judgment.

4 Listen to others.

5 Go for volume.

6 If possible, be visual.

Person 1

My strong ideas lead to the driver.

Person 2 could add. Too subtle they won't.

How can I add information from the above without just copy.

Person 5

Person 4 is giving wrong advice to the driver.

Person 3 is giving someone else's advice.

Person 5 is giving wrong advice to the driver.

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Business

What does my business do?
What are my goals and objectives?

10-11-2018



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Group idea

How can we create a new idea for our business? What are the goals and objectives? What are the challenges and opportunities? What are the risks and rewards?

10-11-2018

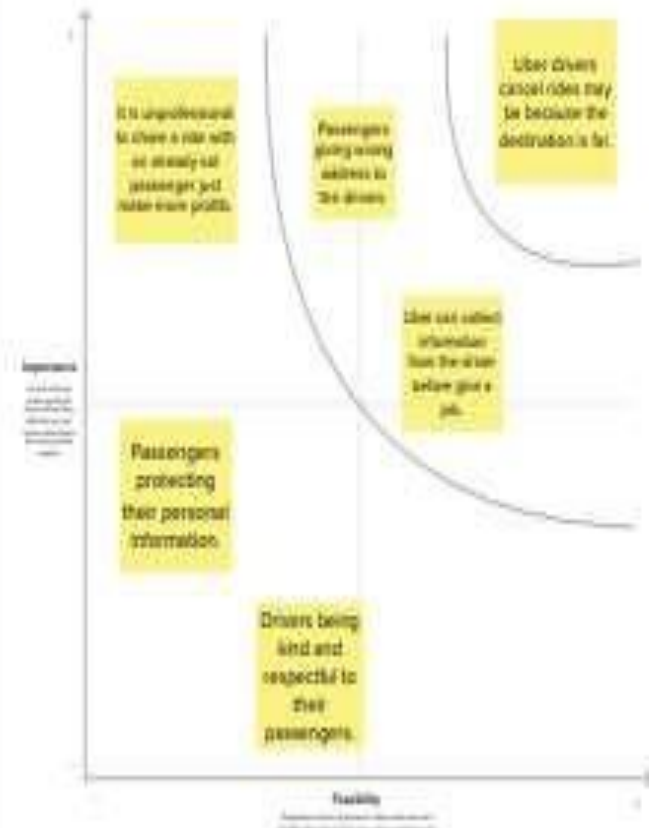


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Business

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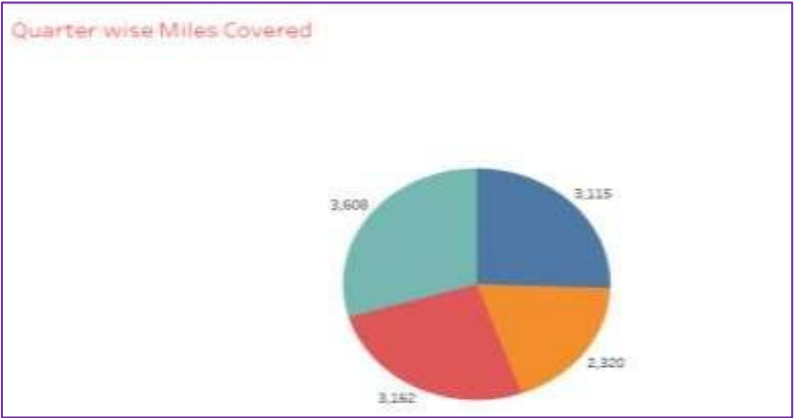
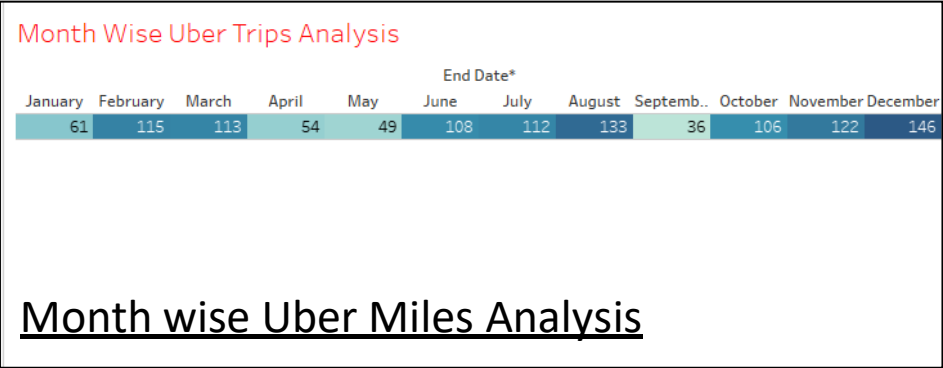
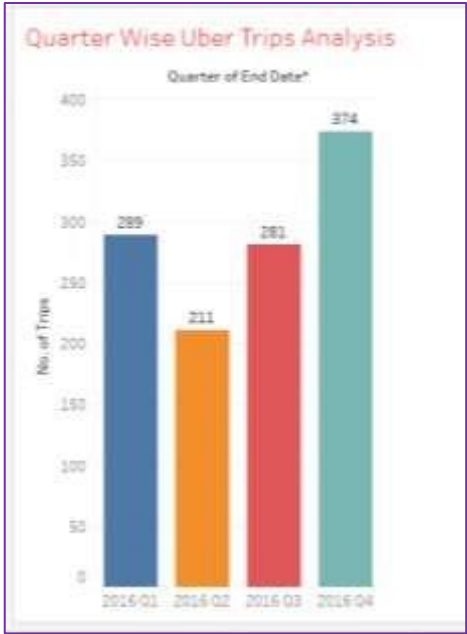


LITERATURE SURVEY

Uber has faced criticism for not doing enough to protect riders and drivers, and has made a number of changes to its policies and procedures in response to these concerns. By giving identity card to the driver. Passenger avoid uber Taxi while they are ill. Uber can collect information from the driver before give a job. Passenger can note whether the driver is going on the right path by GPS. Uber drivers should stay focused on driving. Passengers protecting their personal information. Drivers being kind and respectful to their passengers. Uber drivers cancel rides may be because the destination is far. It is unprofessional to share a ride with an already sat passenger just make more profits. Drivers have the habit of denying rides because of unreasonable reasons. Passengers giving wrong address to the drivers. Increased competition among drivers. Effectiveness and dependability of the Uber App. Drivers breaking speed records than limited speed value.

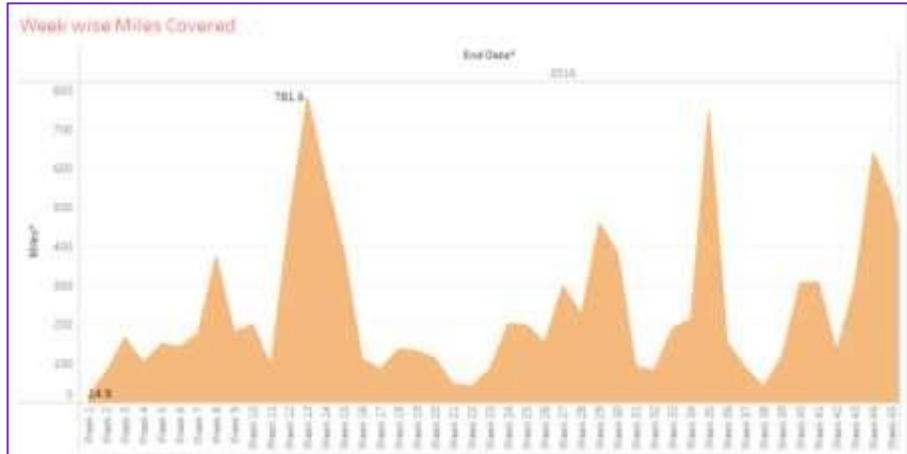
RESULT

The number of unique visualizations that can be created with a given dataset. Some common types of visualizations that can be used to analyze the performance and efficiency of a project include bar charts, line charts, heat maps, scatter plots, pie charts, Maps etc.



Quarter wise Uber Miles Analysis

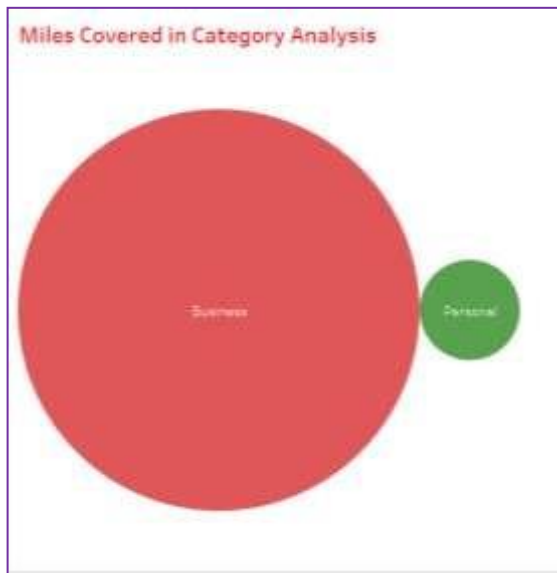
Miles Covered per Category and Purpose Analysis



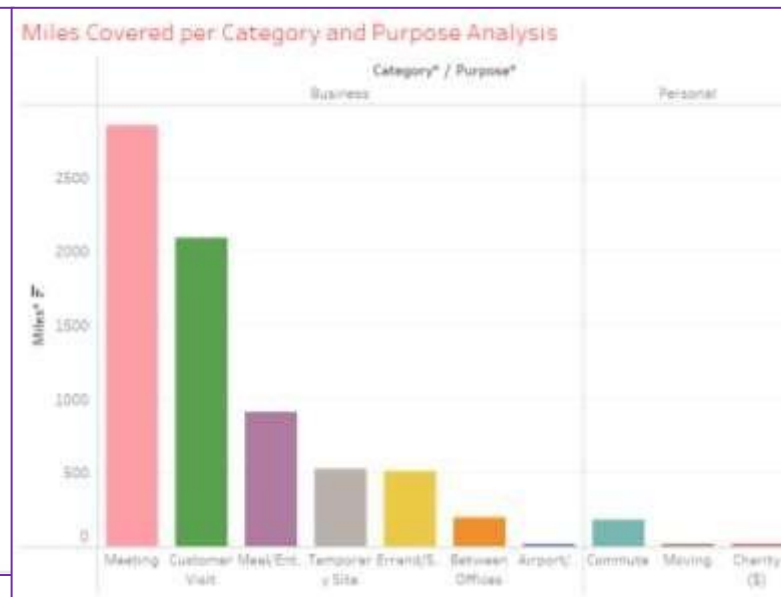
Week wise Uber Miles Analysis



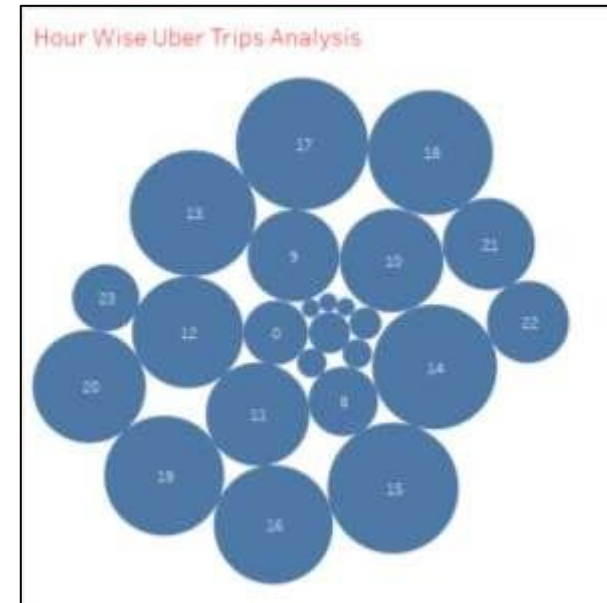
Month wise Uber Miles Analysis



Miles Covered in Category Analysis

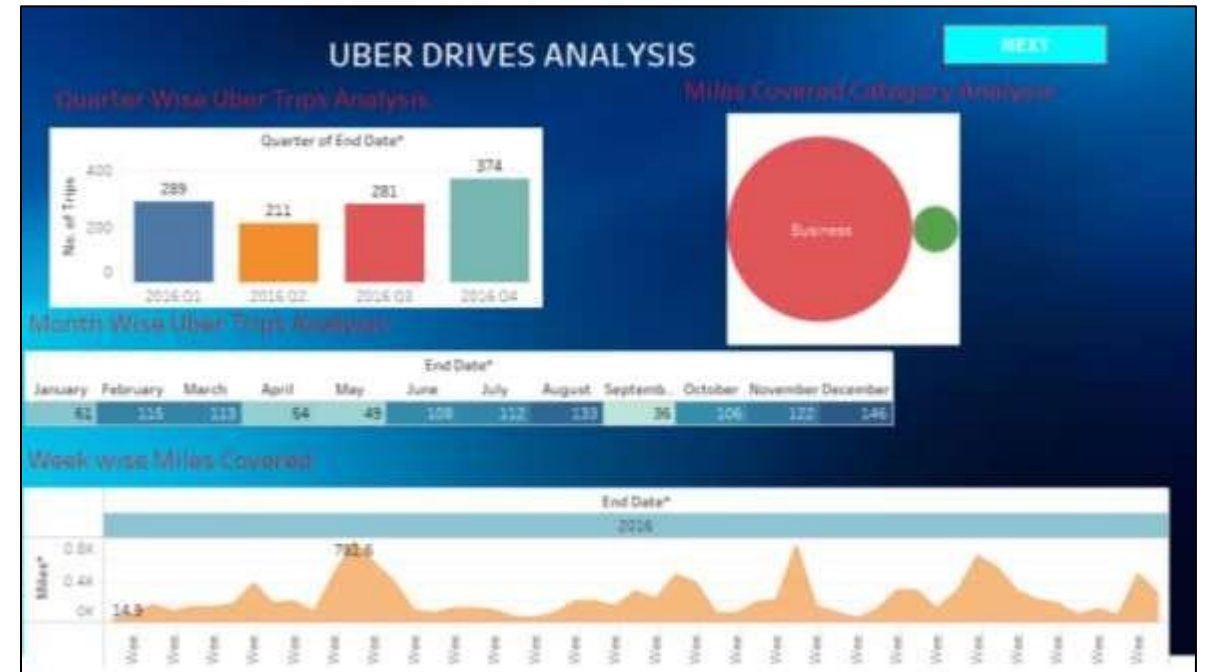
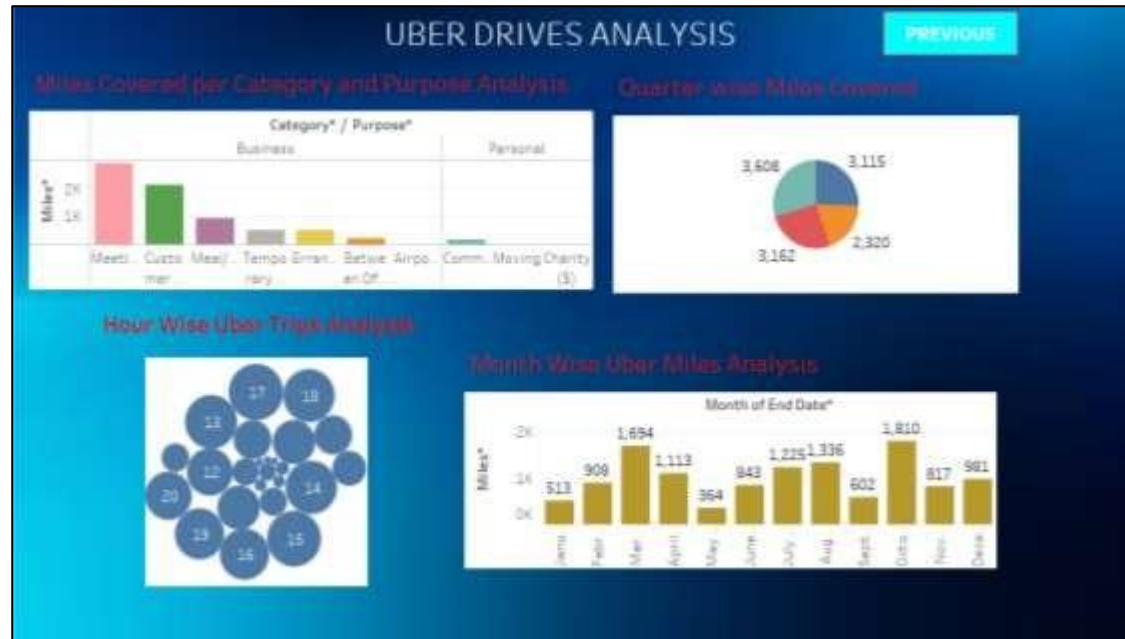


Quarter wise Uber Trips Analysis



Hour wise Uber Trips Analysis

DASHBAORD



STORY



ADVANTAGES

- Surge price: Uber's famous "Surge pricing" revises the cost of its rides from hour-to-hour bases on local demand.
- Convenient and cashless: Instead of cashing down a taxi on a street or calling and waiting for a car services, e-hail app users can hail a car from any locations. The passenger's credit card is linked to the e-hail account, so no cash exchange from their hands.
- Safety features: The Uber app provides important safety features such as real-time tracking, driver information, and the ability to share trip details with friends and family. Drivers are also subject to background checks.
- Accessibility: Uber is available in many cities worldwide, providing transportation options in areas where traditional taxi services may be limited.

- Driver flexibility: Uber drivers can choose when and where to work, offering flexibility for part-time or full-time income.
- Vehicle options: Uber offers various ride options, including economy, premium and XL, allowing riders to choose the type of vehicle that suits their needs.
- Cost efficient: Uber often offers competitive pricing compared to traditional taxis. Riders can also choose from various ride options to suit their budget.
- Cashless transactions: Payments are made electronically through the app, reducing the need for cash and making transactions more secure and convenient.
- Rating system: Both riders and drivers can rate each other, which encourages good behaviour and service quality.

DISADVANTAGES

- Uber drivers don't have any control over the pricing charged. The rates vary based on timing, demand and other factors.
- There is a lot of driver competition, people vying for the same rides they want.
- Uber drivers can cancel rides.
- Uber is not available in every city or location.

APPLICATION

- The Uber app is great way to make your travel plans stress- free. Request a ride on demand or schedule one ahead of time.
- Uber provides extra assistance to people with different accessibility needs, including those living with disability, seniors, pregnant women, and people who are injured or ill.
- Uber's advantages include door-to-door convenience, safety, and reliable quality. Uber's disadvantages include its surge pricing and the negative effects of replacing steady jobs with big work.
- The United States remains at the summit of the most popular countries among non-domestic Uber users. Mexico and Canada complete the top three, followed by Portugal, Spain, France and the UK.

CONCLUSION

Uber trips have revolutionized the way people move from one place to another, offering a convenient and flexible transportation solution. The data analysis of Uber trips has revealed several key insights, including patterns of rider demand, driver behaviour, and the impact on urban mobility.

Uber has faced challenges related to regulatory issues, safety concerns and competition, it continues to adapt and innovate, expanding its services and aiming for a more sustainable and inclusive transportation ecosystem in the future. The analysis of Uber trips highlights the transformative potential of technology-driven transportation solutions in the modern urban landscape.

FUTURE SCOPE

- Uber is developing shared air transportation—planned for 2023—between suburbs and cities, and ultimately within cities.
- According to a report by Public First commissioned by Uber, earnings for driver-partners and indirect effects like car maintenance created economic value worth ₹44,600 crore in India in 2021. The report also estimated that Uber created a consumer surplus of ₹1.5 trillion in India last year.
- By 2030, Uber plans to become a zero-emission mobility platform in Canada, Europe, and the US — and by 2040, worldwide. Uber Green, which offers no- or low-emission rides, has become the most widely-available option of its kind globally.

- Another phase of mobility in the future will be the reinvention of age- old public transportation infrastructure as urban growth skyrockets. The technology to radically transform the public transit experience exists and the demand is mounting.
- Beyond automation of public transportation, one of the other upcoming concepts includes aerial commuting to solve the problem of on-ground congestion. Beyond small carriers for a few people companies are also exploring aerial vehicles that can carry a busload of people over short distances. Aerial commute is a pilot project at companies such as Uber, which is also testing helicopters for shorter commutes.
- The idea for such companies is to enable ridesharing but off the ground. Uber is developing shared air transportation—planned for 2023—between suburbs and cities, and ultimately within cities. It is working with Elevate Network partners to launch fleets of small, electricVTOL (vertical takeoff and landing) aircraft.

THANK YOU

