For example, if we are able to translate intangible variables such as customer satisfaction to business metrics, we can then use that information to help prioritize new features and tools



Says

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

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.

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

Voyage
vista:illuminating
insights form Uber
Expeditionary
Analysis

Thinks

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



Since causal inference is a family of loosely connected methods, it can feel overwhelming for a beginner to form a structural understanding of the various methods

CaCausal inference consists of a family of statistical methods whose purpose is to answer the question of "why" something happens.

Teams Teams across Uber apply causal inference methods that enable us to bring richer insights to operations analysis, product development, and other areas critical to improving the user experience on our platform.

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StaStandard approaches in statistics, such as regression analysis, are concerned with quantifying how changes in X are associated with changes un

TheTherefore, unlike methods that are concerned with associations only, causal inference approaches can

er **thre**squestion

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

CauCausal inference methods, by contrast, are used to determine whether changes in X cause changes in Y.

AtAt a higher level, causal inference provides information that is critical to both improving the user experience and making business decisions through better understanding the impact of key initiatives.

ForFor example, if we are able to translate intangible variables such as customer satisfaction to business metrics, we can then use that information to help prioritize new features and tools

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

