



Group Project 1



DATA
ANALYTICS
BOOT CAMP

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AGENDA

1. Qasse – Influencers on uber price?
2. Vik – Influencers on uber demand?
3. David – Influencers on uber competition?



UBER RIDES ANALYSIS

PURPOSE OF PROJECT

To understand how most riders use uber throughout weeks.

Uber's ride price is not constant like public transport .

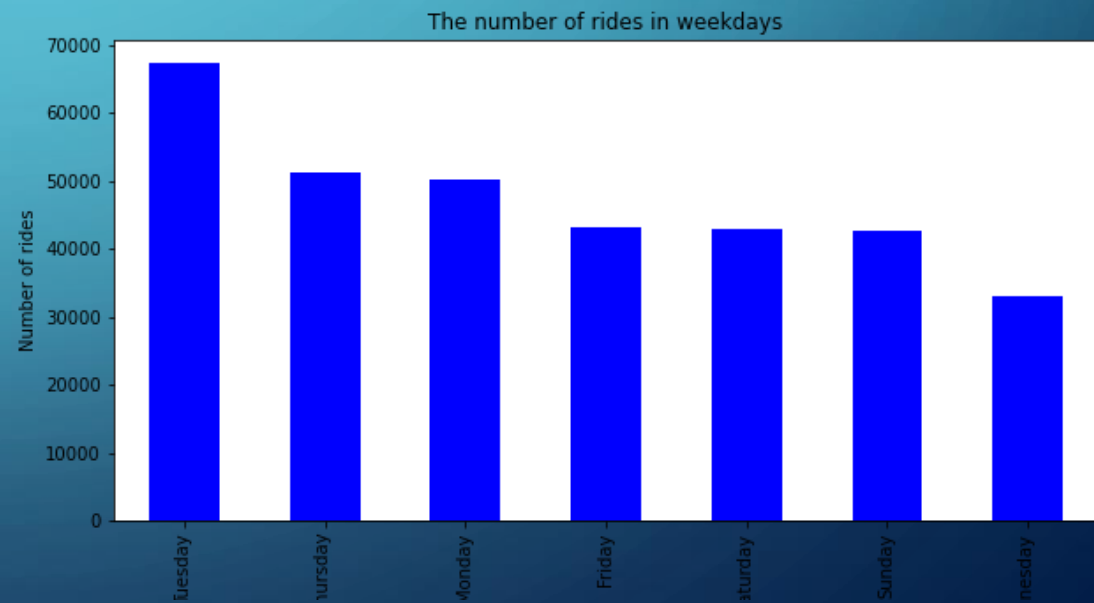
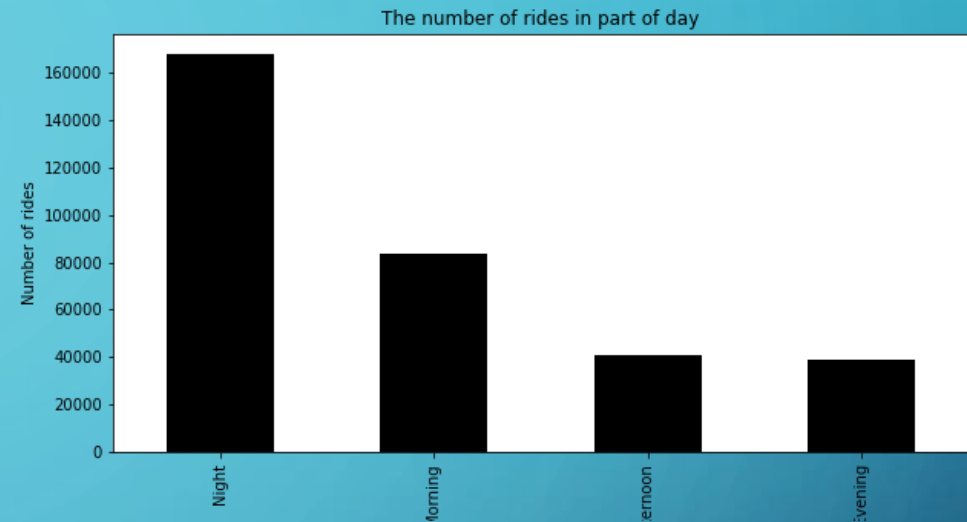
The factors that affected by the demand and supply of uber.

Is their correlation between the distance between price .

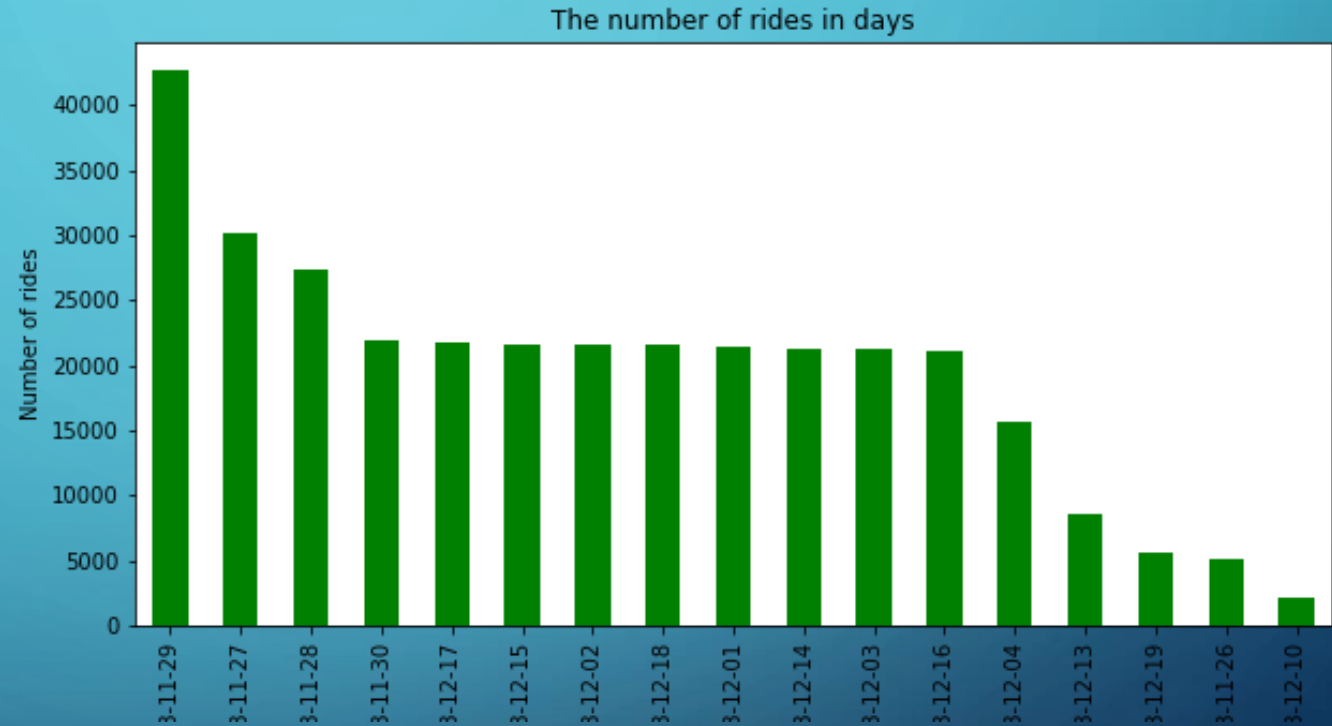
CLEANING AND FILTERING THE DATA

- Drop empty rows
- Convert epoch time to daytime
- Filter the data since we are looking uber data only.

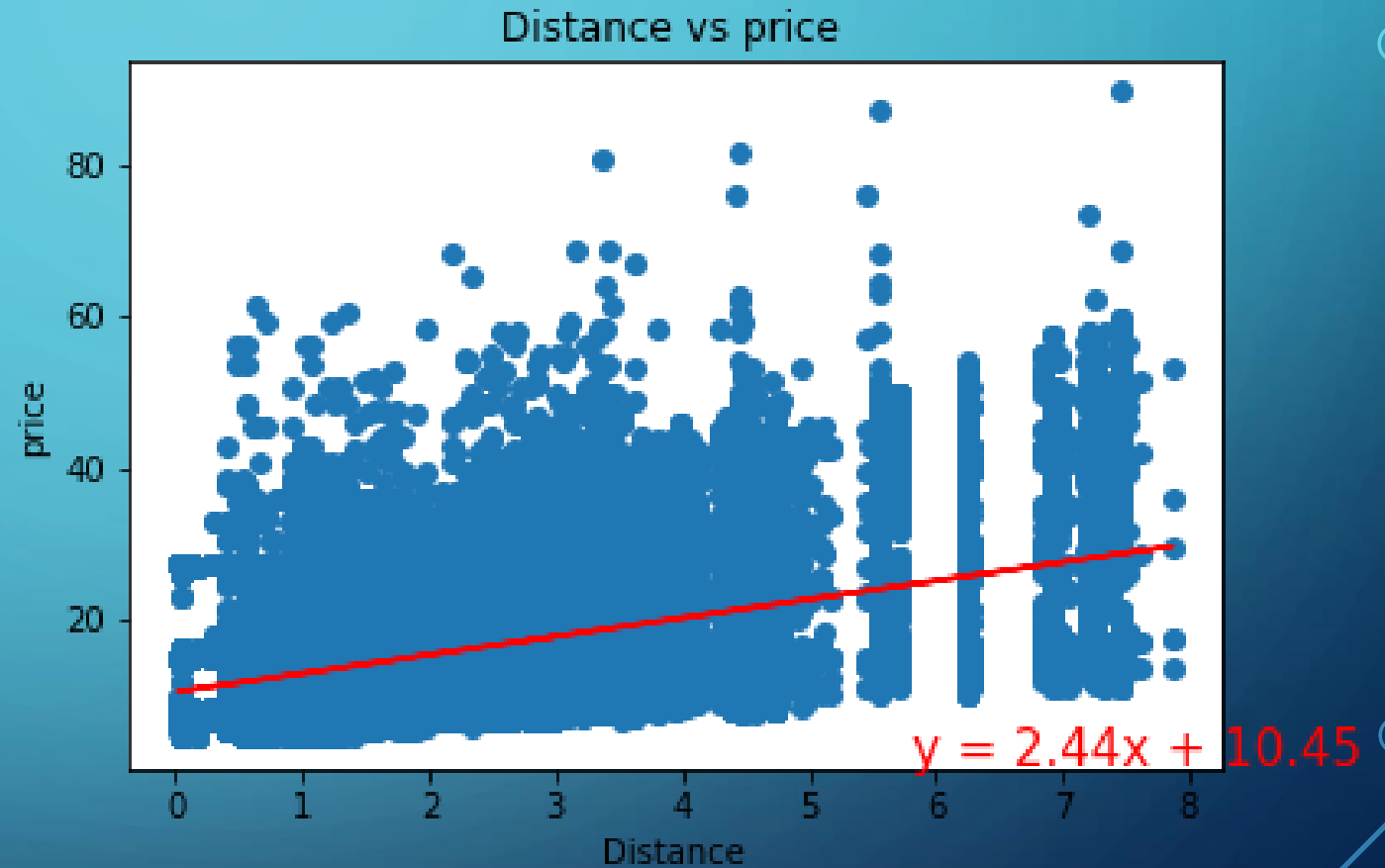
WHICH DAY HAS THE MOST PICKUP?



WHICH DATE
HAS THE MOST
PICKUP?



LINEAR REGRESSION





LIMITATION

- Google Api's
- Data set.

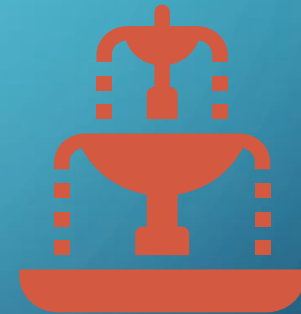
INFLUENCERS ON UBER DEMAND?



Dates or Days

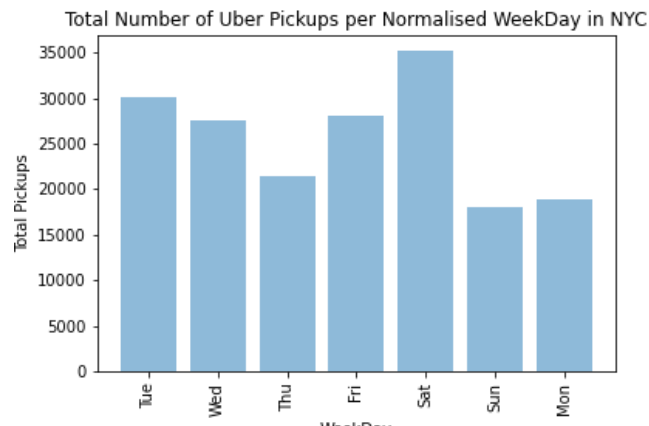
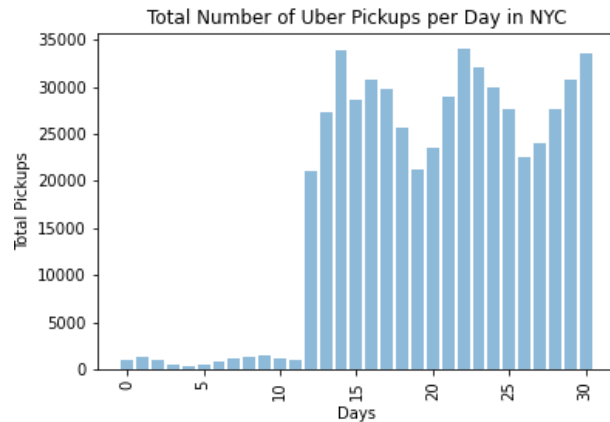


Weather Conditions



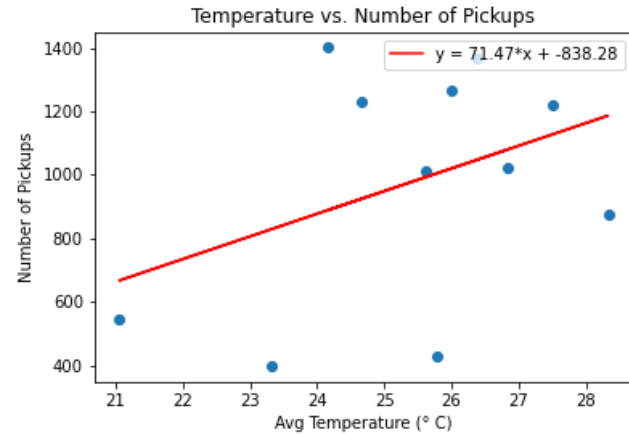
Location of Pickups

DATES OR DAYS INFLUENCE ON UBER DEMAND?



- Dates – summer holidays & public holiday (4th Jul)
- Days – Saturdays e.g., going out / alcohol consumption
- Days – Sundays e.g., staying in / tired / work week
- Days – Mid-week e.g., cheap flights

WEATHER INFLUENCE ON UBER DEMAND?



- Temperature influence not the strongest correlation
- Rain influence even weaker correlation — it's summer...



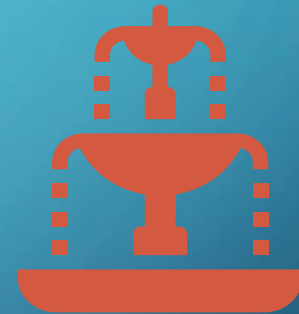
INFLUENCERS ON UBER DEMAND?



Days or Dates



Weather Conditions



Location of Pickups



UBER VS COMPETITION

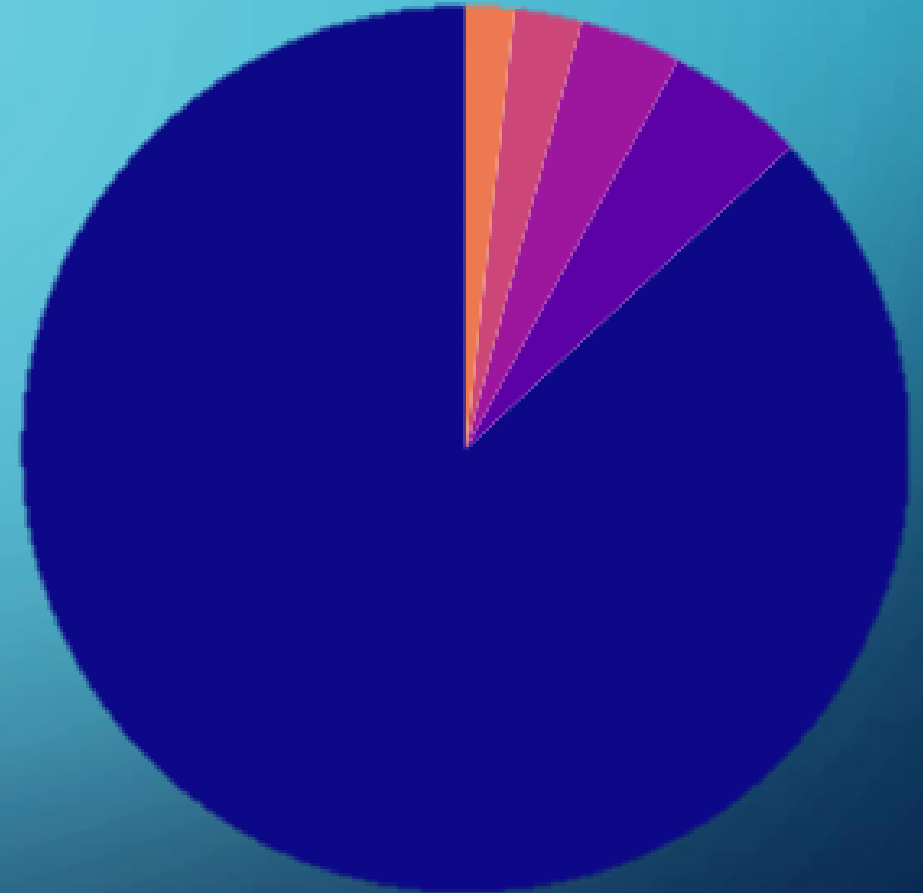
- Uber
- Lyft
- Dial
- American
- Skyline
- Federal

(Federal data will not show as it does not contain individual ride data!)

For the purpose of demonstration

*The data that we received may not be able to judge as data from other providers were not as consistent.

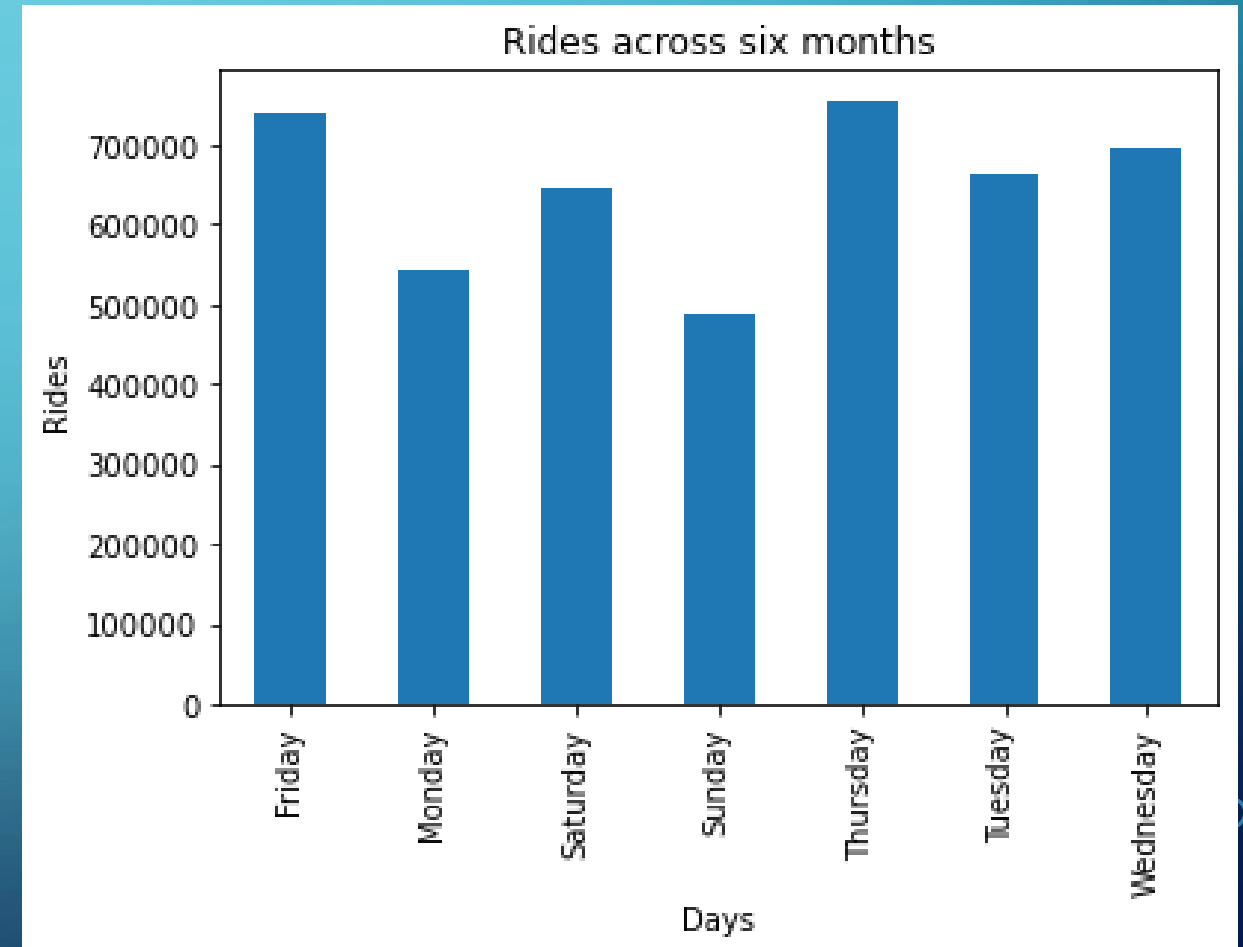
Uber, 86.9%
Lyft, 5.1%
Dial, 3.7%
American, 2.4%
Skyline, 1.8%
Federal, 0.0%



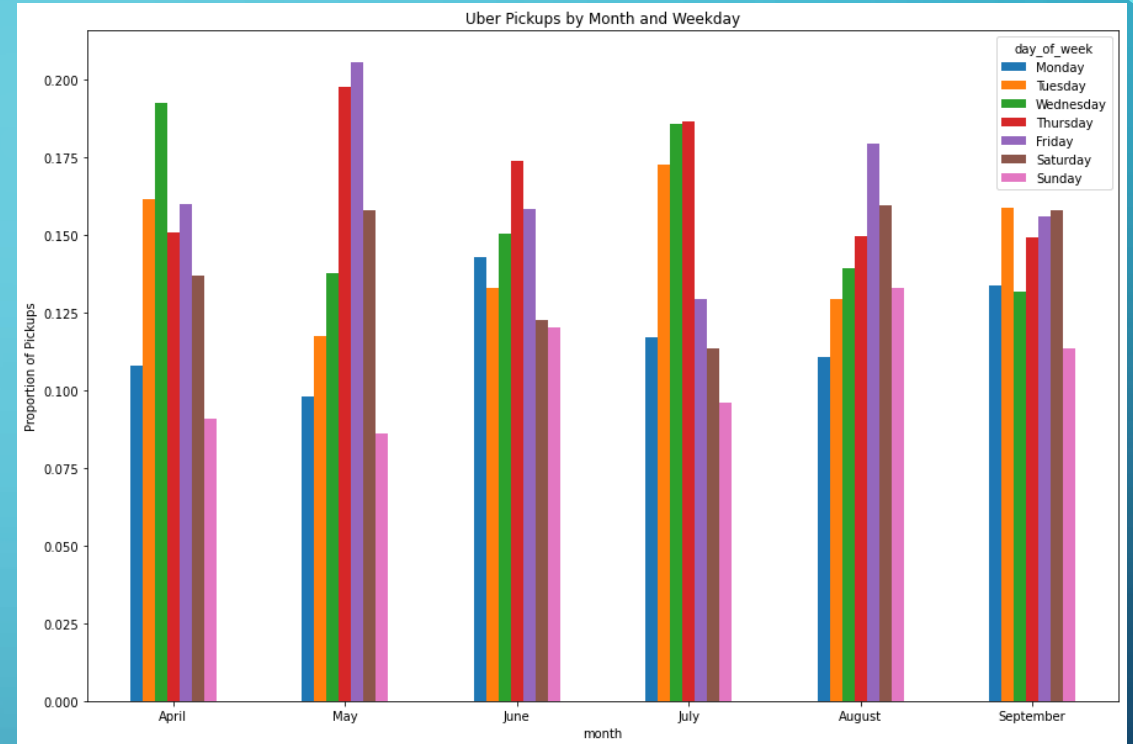
UBER DATA BY THEMSELVES

Here, we look at Uber Data between April 2014 and September 2014

- Splitting them up per weekdays
- We see that the rides during weekdays are much more compared to the weekends (Saturday and Sunday)
- The only day would be Monday vs Saturday
- Varying reasons to results (Monday blues?)
- This raises questions as to what do people mainly use uber for in New York City



MORE: UBER DATA PICKUPS DURING THE WEEK ACROSS THE SIX MONTHS



The background is a blue gradient with faint concentric circles. White circuit-like lines with circular nodes are positioned in the corners: top-left, top-right, bottom-left, and bottom-right.

THANK YOU