

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

The research is carried out on uber drives data collected from the year 2016

It was founded in 2009 by garret camp and Travis

kalanick and is based in San Francisco california

Voyage vista

This analysis can

help identify peck

demand and

those times

optimize driver

availability during

hours or days of high

Short summary of the persona

> Uber drives analysis refers to the analyzing

the number of

trips

Users data can be analysed on a daily ,weekly, monthly basis to understand the trends and patterns of trips

Uber drives can provide insight into their overall activities and the demand for rides in specific areas

This analysis can

help uber drivers

decide where to

efficiency and

profitability

focus them driving

efforts for maximum

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles

Thinks

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

> The major of our project is to use data analysing techniques to find unknown patterns in the uber drives dataset

Does

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

Feels

What other feelings might influence their behavior?

What are their fears, frustrations, and anxieties?

volumes



