Voyage Vista : Illuminating Insights from Uber Expeditionary Analysis

1). INTRODUCTION:

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.

1.1 Overview:

Uber Driver Analysis refers to the Analyzing the number of trips taken by Uber drivers can provide insights into their overall activity and the demand for rides in specific areas. Daily, Weekly, or Monthly Analysis: Uber's data can be analyzed on a daily, weekly, monthly basis to understand the trends and patterns of trip volumes. This analysis can help identify peak hours or days of high demand and optimize driver availability during those times. 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. 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.

1.2 Purpose:

* Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid. More specifically, Uber is a ridesharing company that hires independent contractors as drivers

* 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. Europe remains a popular destination for Uber users, with five European countries in the top 10.

2).Problem Definition & Design Thinking:

*Uber is an app-based transportation network and taxi company. In its Airport rides in a particular city, many of its users face the problem of cancellation by the driver or non-availability of cars. These very issues impact the business of Uber and it loses out on its revenue.

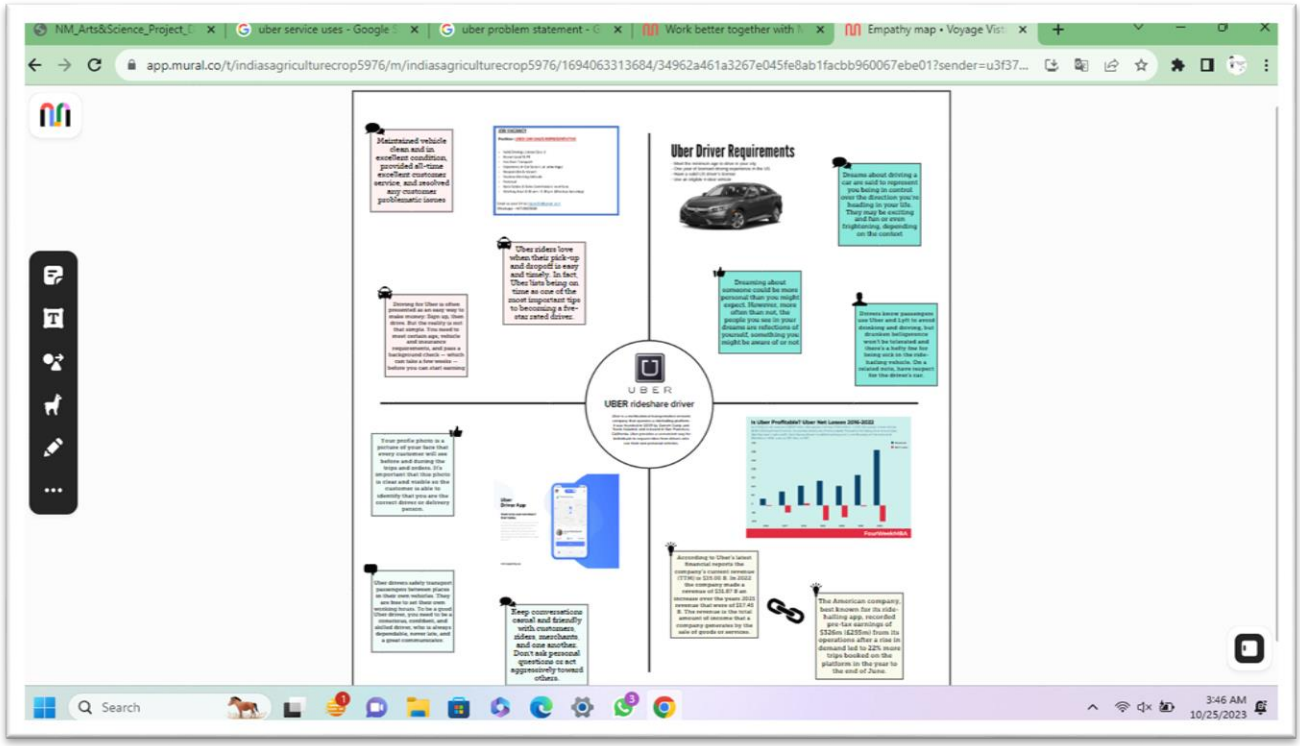
2.1 Empathy Map:

*An Empathy Map consists of four quadrants. The four quadrants reflect four key traits, which the user demonstrated/possessed during the observation/research stage. The four quadrants refer to what the user: Said, Did, Thought, and Felt.

Examle:

* For example, you likely smile and take the trouble to remember people's names: that's empathy in action. Giving people your full attention in meetings, being curious about their lives and interests, and offering constructive feedback are all empathic behaviors, too.

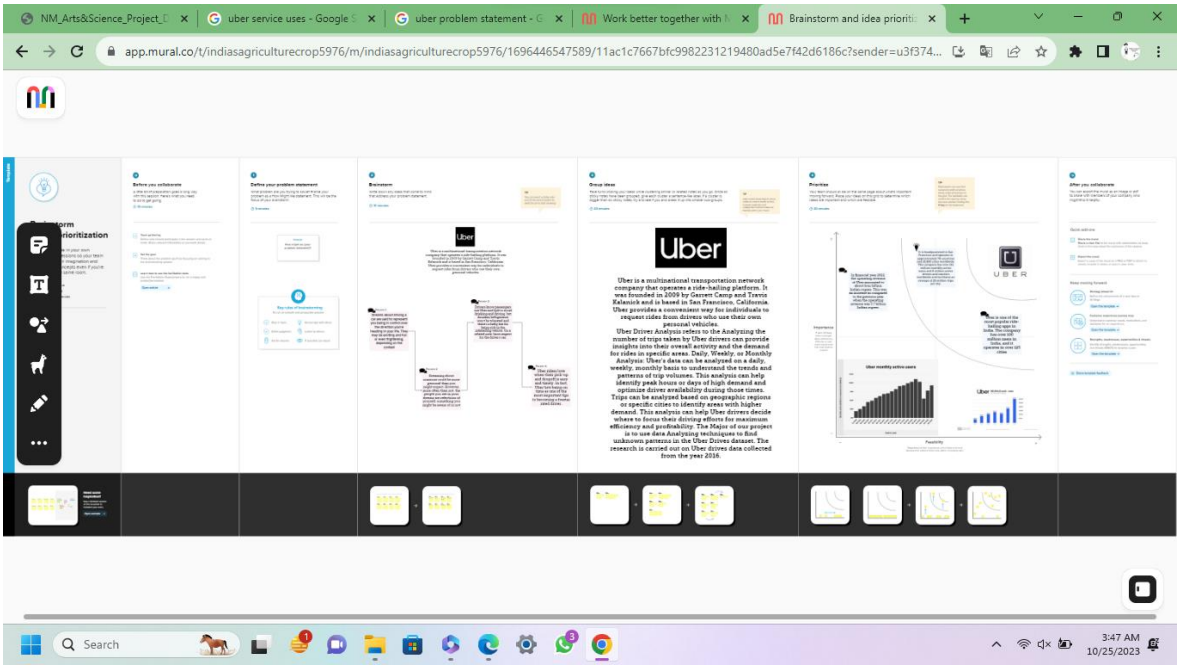
Empathy map Screen shot:



2.2 Ideation & Brainstorming Map:

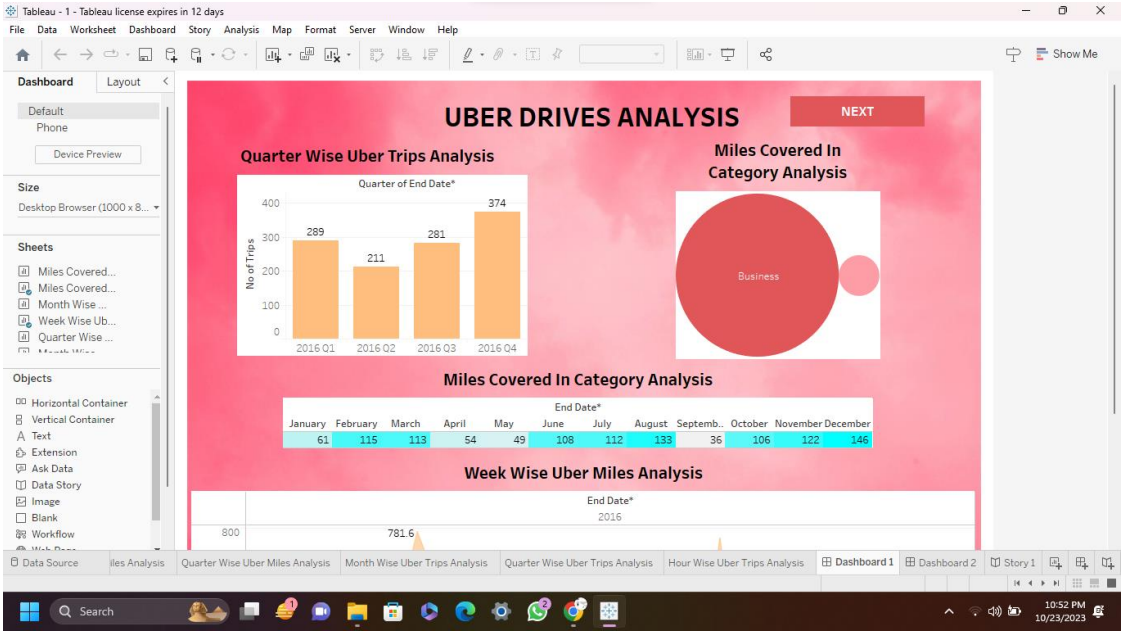
* Ideation is often closely related to the practice of brainstorming, a specific technique that is utilized to generate new ideas. A principal difference between ideation and brainstorming is that ideation is commonly more thought of as being an individual pursuit, while brainstorming is almost always a group activity.

Ideation & Brainstorming Map Screen shot:

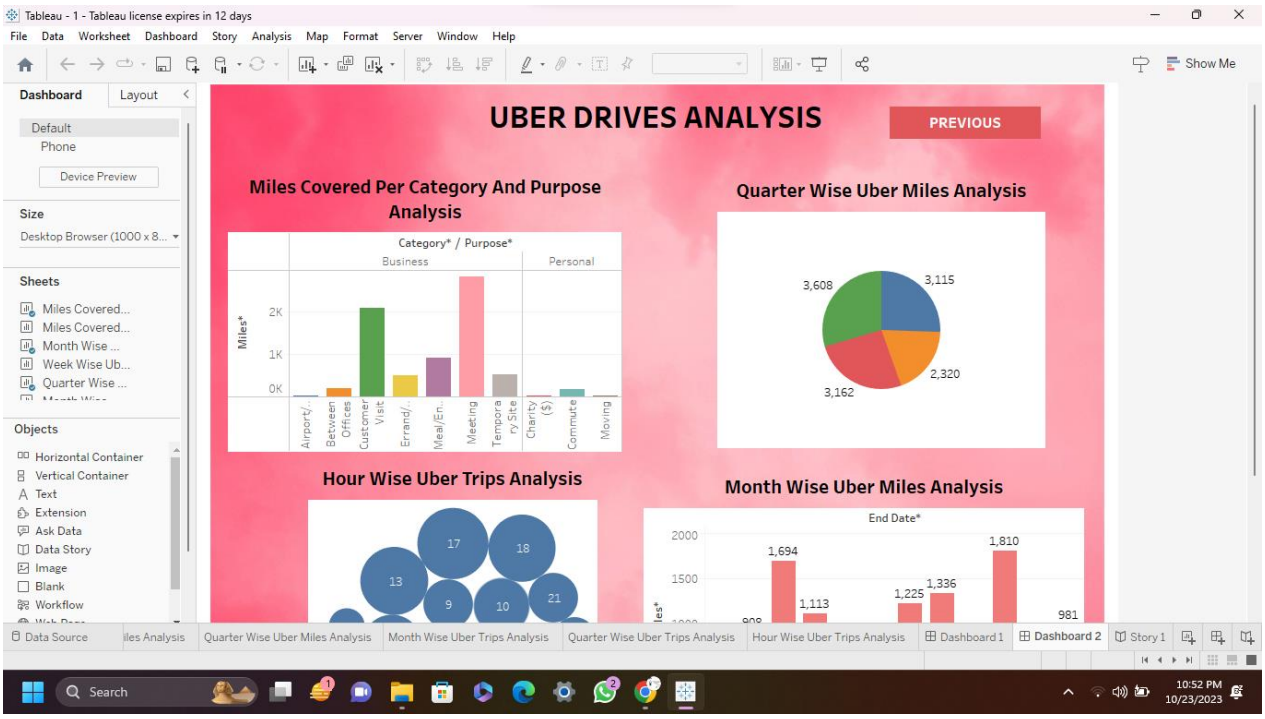


3)RESULT:

Dashboard 1:



Dashboard 02:



4)ADVANTAGES & DISADVANTAGES:

1)Advantages:

*Uber has become a prime example of the gig economy at work. 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 gig work.

* Key Takeaways. Ride-sharing services like Uber have disrupted the taxi and limo industry, Uber has become a prime example of the gig economy at work. Uber's advantages include door-to-door convenience, safety, and reliable quality.

2)Disadvantages:

- Increased competition among driver.
- The need to maintain a vehicle that meets Uber's standards.
- The possibility of receiving negative reviews.
- Expenses for gas, maintenance, and insurance.
- Uncertainty about the payment rate for each ride.

5)APPLICATIONS:

*Uber uses Kafka and its own production databases for data streaming. And data storage depends on Hive, HDFS, Elasticsearch, MapReduce, and file storage web services.

* Uber Technologies has a total of 28 apps, including 12 iOS apps, and 16 Android apps. Their top grossing app last month was Uber - Request and their most downloaded app was Uber.
* Uber - Request a ride,Uber – Driver,Uber Eats,Orders,UberFreight,Uber,Fleet,Lyft,Uber Eats,Bolt,Postmates - Food Delivery,Careem – rides, food & more,Uber Eats Manager,Uber Lite,LeCab,Grab,BlaBlaCar,Cabify,Lyft Driver,Via — smarter mobility.,DiDi Rider,Handyman App ,Ola Driver,Ridester,Hurdlr,SherpaShare - Driver Assistant,Mileage Tracker App by TripLog,MileIQ,Curb - Request & Pay for Taxis,Skeddy for Drivers,Gridwise,Mystro,Maxymo,Beat Passenger

6)CONCLUSION:

* In conclusion, Tableau is a powerful data visualization tool that can help businesses make better-informed decisions.
* Uber Data Analysis project enables us to understand the complex data visualization of this huge organization and it also help us to understand the about the Architecture, models, and implementation of fair price prediction in uber by applying the Linear Regression and Random Forest Regression Algorithms.

7)FUTURE SCOPE:

* Uber believes in doing our part to create a clean future for the planet. That's why in 2020 we announced commitments to make Uber an emission-free mobility platform by 2040 globally, with 100% of rides taking place in zero-emission vehicles, on public transit, or with micromobility like bikes or scooters.

8)APPENDIX:

1)Dashboard:

https://public.tableau.com/views/Dashboard_16981186342330/Dashboard1?:language=en-US&:display_count=n&:origin=viz_share_link

2)Story: https://public.tableau.com/views/UberTrips_16981223916310/Story1?:language=en-US&:display_count=n&:origin=viz_share_link