To find the high demand areas for uber drivers and reduce waiting time of each customer by giving them a proper pick up time , traffic conditions and drivers personal situations and so on

Behaviour analysis of the driver could an additional feature which gives the customer an idea of the practices of the driver like unsafe driving , harsh behaviours , language barrier , history of speeding on road while driving .

https://www.sciencedirect.com/science/article/pii/S221053952030078X#s0010