Business Research Project Part 1

APPLIED BUSINESS RESEARCH & STATISTICS

QNT/561

Xuber

**Background, problem, and team role**

Xuber is one of the fastest growing alternative forms of transportation. Xuber has a daily quota of $1,000 that each driver must generate daily. This requirement requires the driver to know how many rides to complete. The price of each ride plays a crucial role in knowing how many passengers the driver must pick up. Xuber needs to know how many rides each driver must have daily to meet the quota. Xuber charges a minimum fee of $5.35 for a ride (Uber, 2016). The minimum fee includes a base fare rate of $1.15, and a booking fee of $1.35 (Uber, 2016). Xuber charges riders $.17 per minute, and another $1.02 per mile (Uber, 2016). The company’s average fare is $13.36 (Time, 2015) Team B will assist Xuber and its drivers calculating the number of pickups each driver is required to complete to reach the weekly quota. Team B will also determine how many customers are taking short and long rides each driver needs to pick up to maintain the daily requirements.

**Variables**

* Dependent Variable - The dependent variable is the number of passenger pickups.
* Independent Variable - The independent variable is a number of miles driving customers.

**Research question**

How many rides must a Xuber driver complete to meet the $1,000 per day quota?

**Hypothesis statements**

1. If a driver only finishes pickups with a minimum fare rate of $5.35, the driver will need to complete 186.92 rides per day to reach the quota.
2. If a driver’s chooses to pick up only riders who have a fair at the average fare price of 13.36, the driver will need to complete 74.85 rides per week to meet the quota.
3. If a driver reaches 75% or $750 of his weekly with an average fare of $13.36, and the other 25% or $250 will minimum fare rides of $5.35, the driver will need to complete 102.84 rides per week to reach quota.
4. If a driver reaches 50% or $500 of his weekly with an average fare of $13.36, and the other 50% or $500 will minimum fare rides of 5.35, the driver will need to complete 130.88 rides per week to reach quota.
5. If a driver reaches 25% or $250 of his weekly with an average fare of $13.36, and the other 75% or $750 will have minimum fare rides of 5.35, the driver will need to complete 158.9 trips per week to reach quota.

Conclusion

By developing the research questions and the hypothesis statements, Team B is optimistic to gain an enhanced understanding of how a Xuber driver reaches the daily quota.

References

Time. (2015) Money. Retrieved from http://time.com/money/3959091/uber-lyft-price-per-trip/

Uber. (2016) Ride. Retrieved from https://www.uber.com/ride/