

# Uber Supply Demand Gap

- From our analysis we can conclude that there is a supply demand gap in Uber in the Night and Early Morning Timeslot from Airport to the city from Fig 1.1 and 1.2 and 1.3.
- According to the analysis one of the main reasons is the unavailability of cabs during the night time and the cancellation of cabs by drivers in the Early morning and Morning timeslot which is demonstrated by Fig .1
- We also infer that Cab drivers cancel maximum rides during Early Morning and Morning timeslot and cars are unavailable at Night time which is demonstrated by Fig. 2

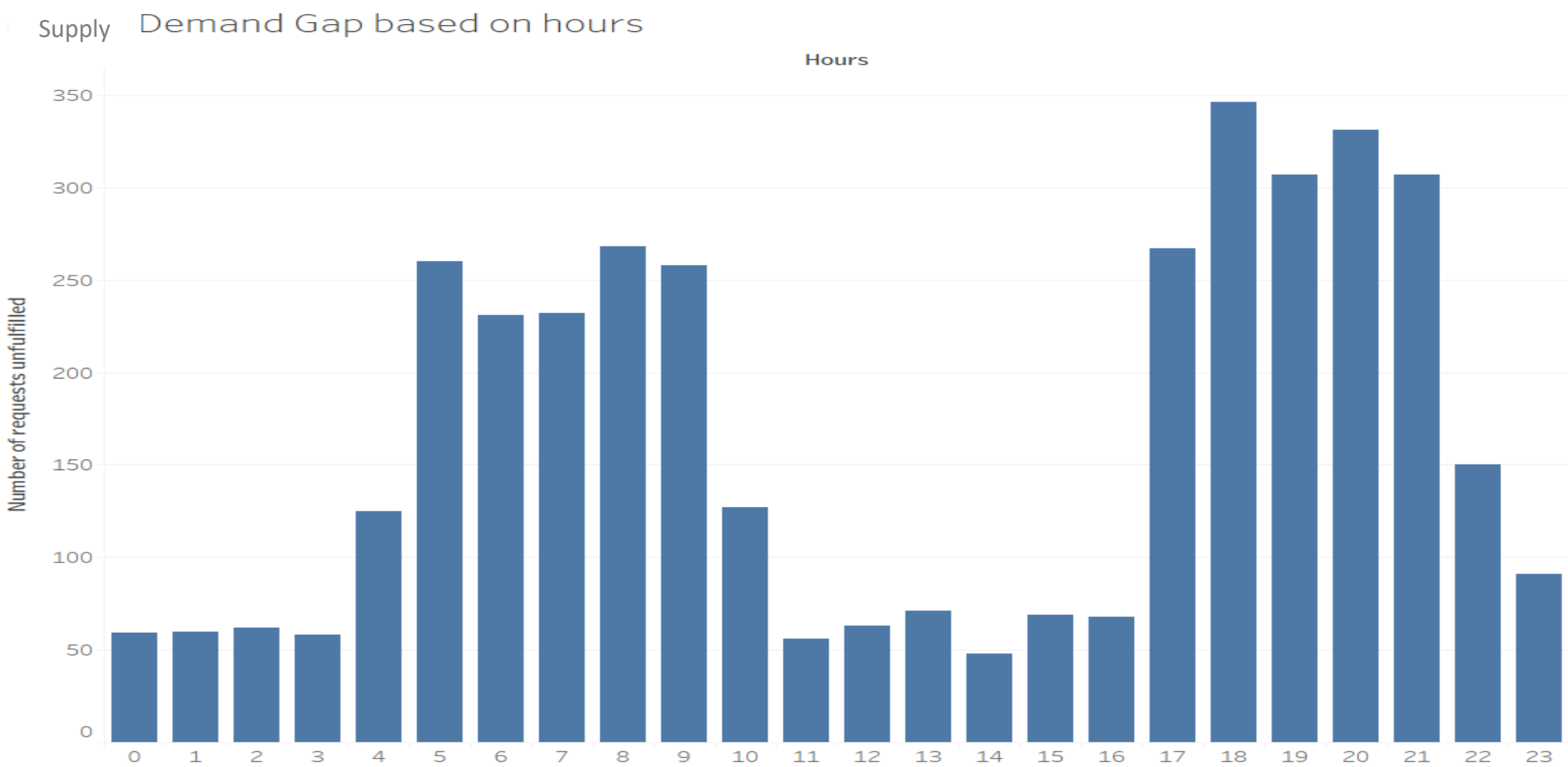


Fig 1.1

Supply Demand Gap

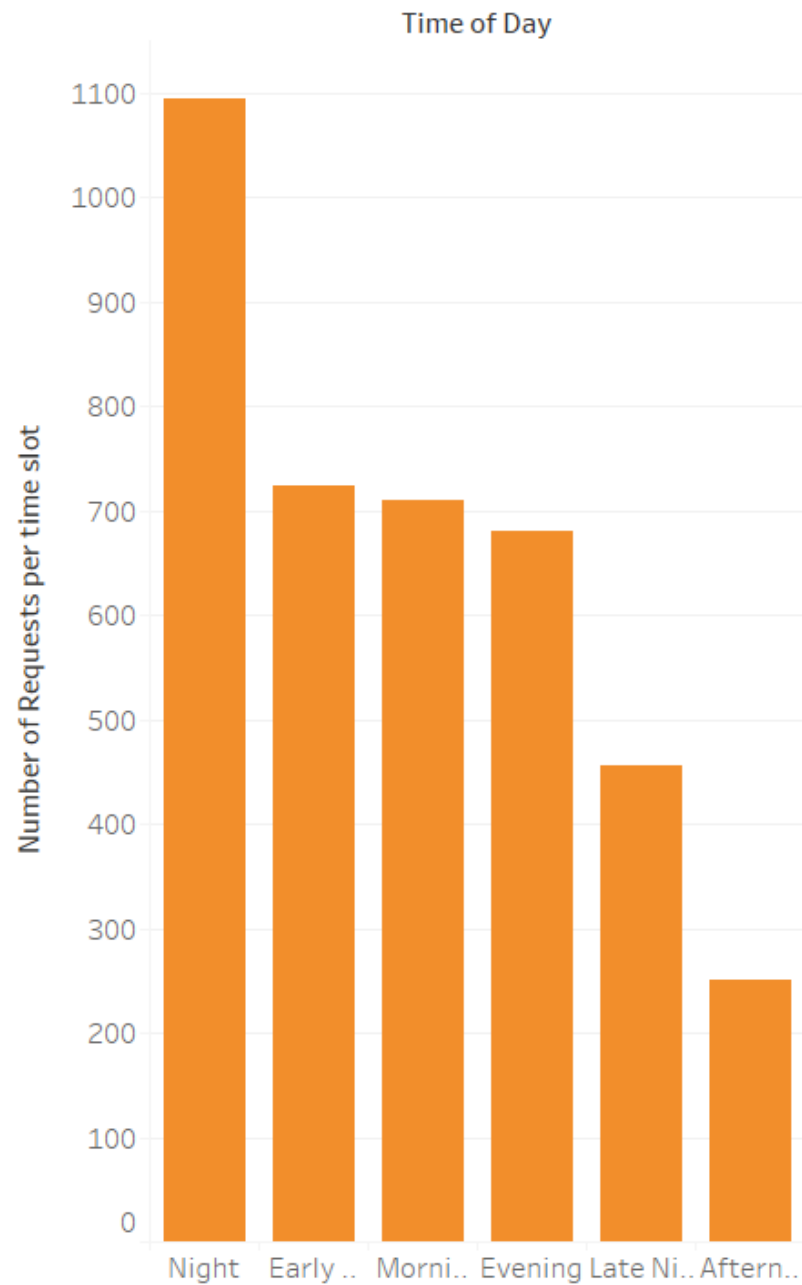


Fig 1.2

Supply Demand Gap Based on Pickup point

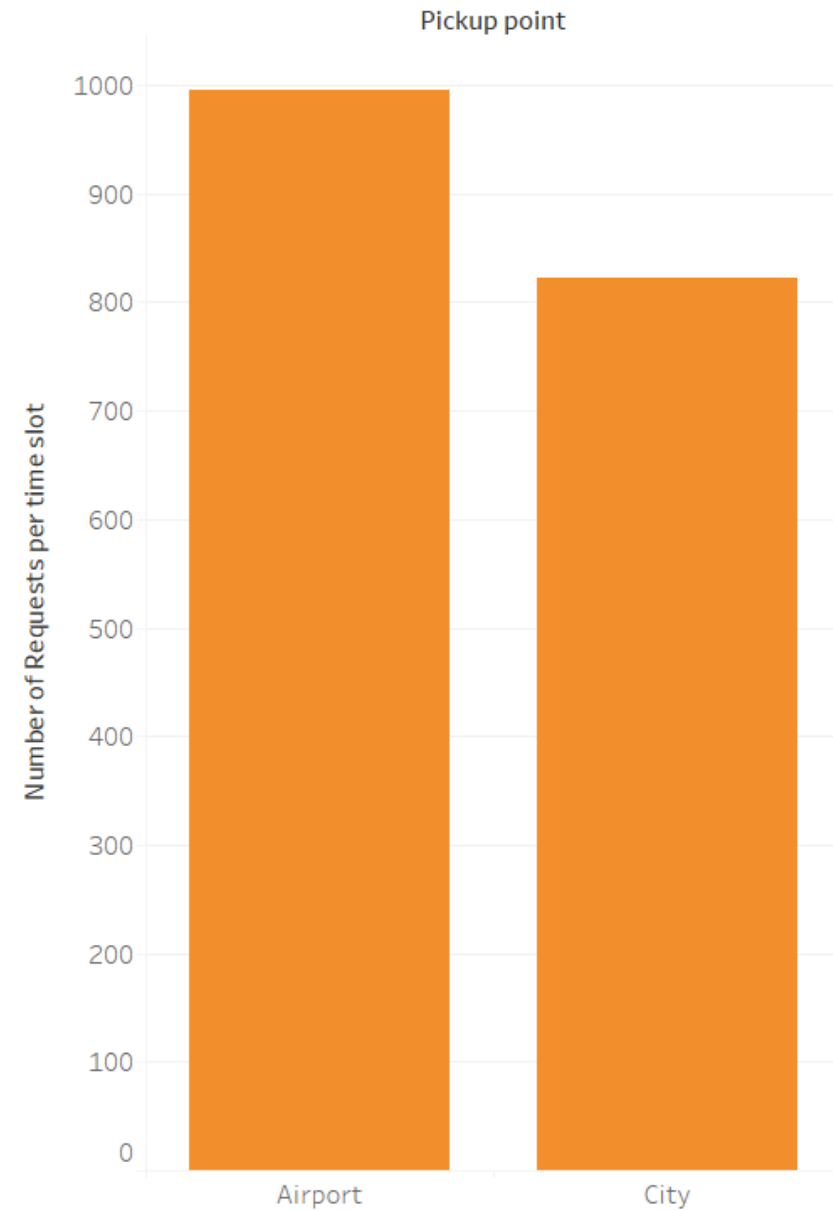


Fig 1.3

Frequency of requests in different timeslots with respect to Pickup point and Status

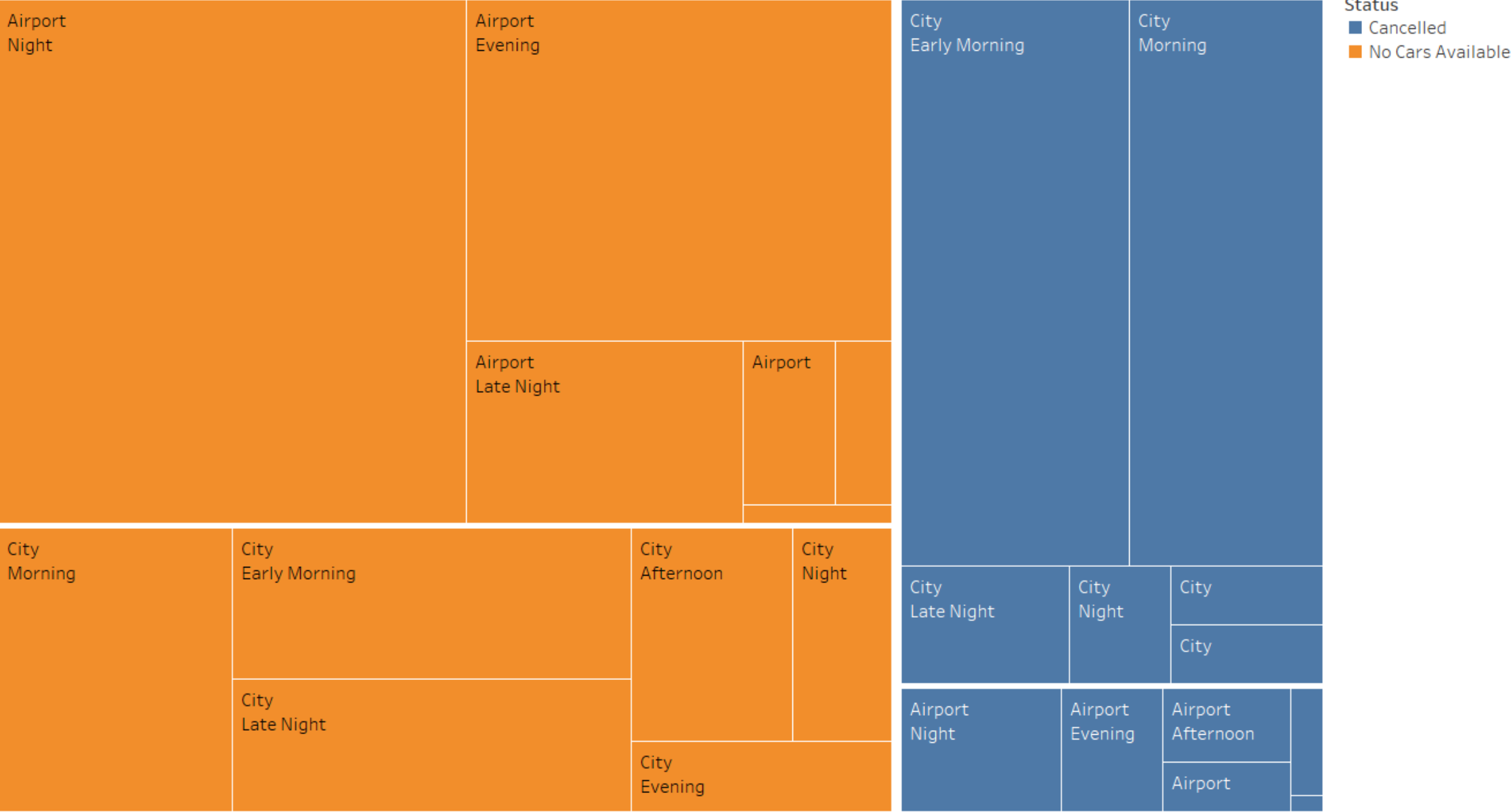


Fig 2

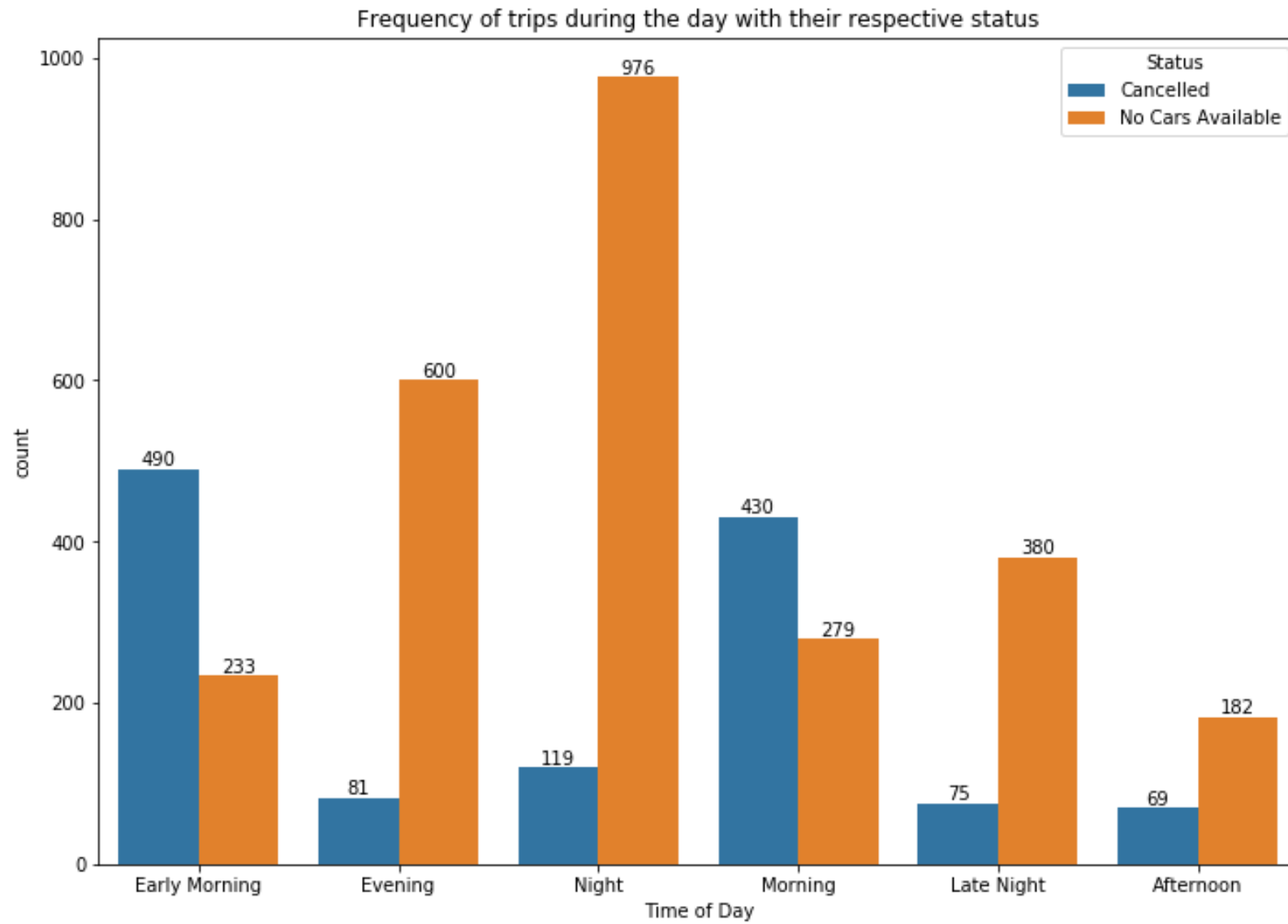


Fig 3

# Solutions for Supply Demand Gap

- Provide incentive to drivers to pickup passengers from city during morning and Early morning time by calling it rush hour pricing.
- Provide night shifts for Uber drivers which would increase the number of drivers at Night time and thus would lead to less requests returning that no cabs are available.