

# Uber Supply-Demand Gap

Submitted By:

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# Uber Supply-Demand Gap Analysis



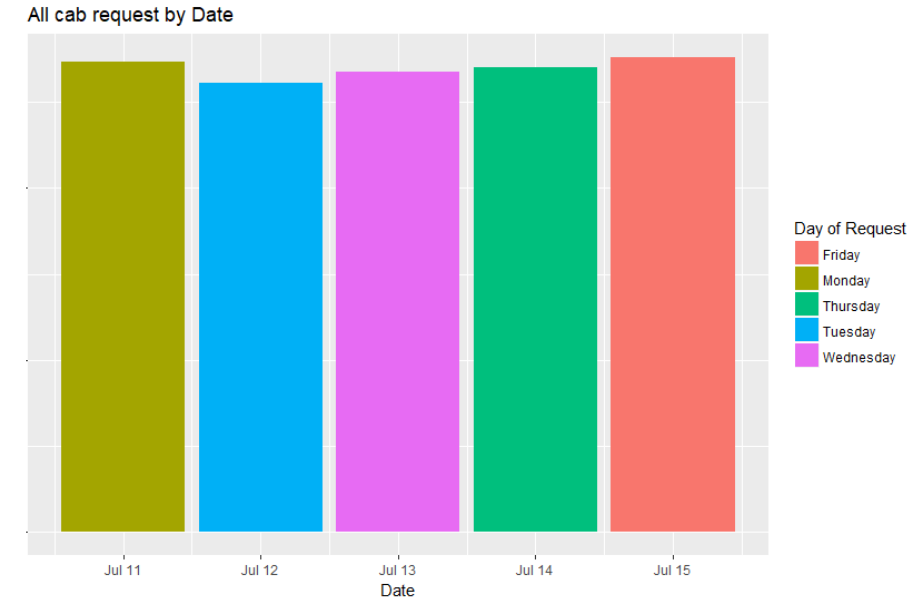
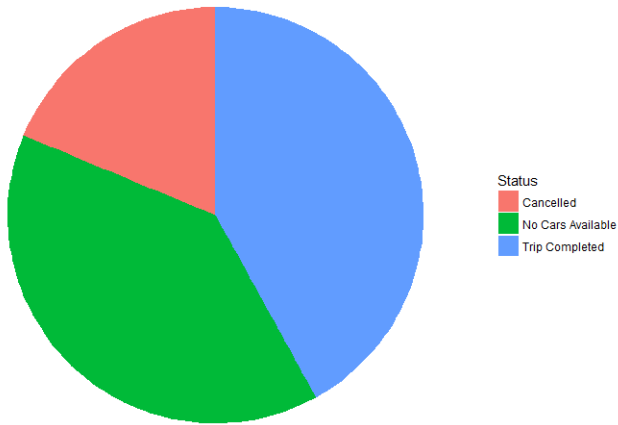
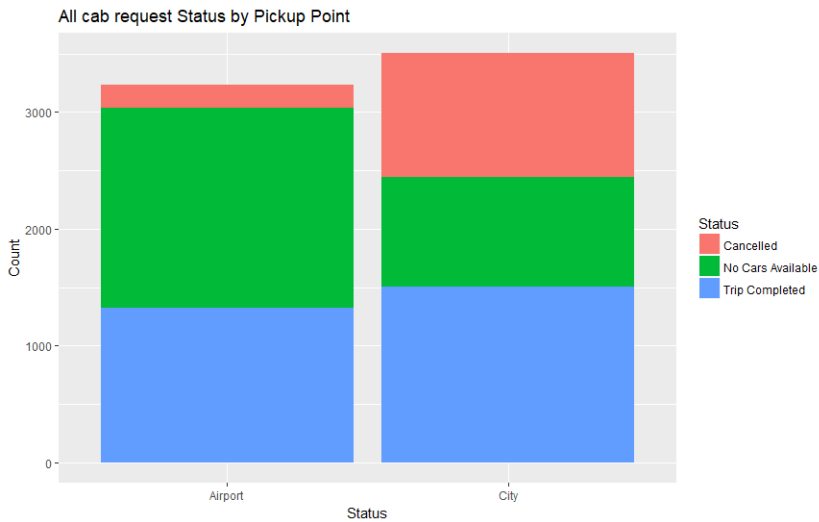
## **Business Objective:**

The aim of analysis is to identify the root cause of the problem (i.e. cancellation and non-availability of cars) and recommend ways to improve the situation.

## **Constraints:**

Only traffic between Airport and City is considered

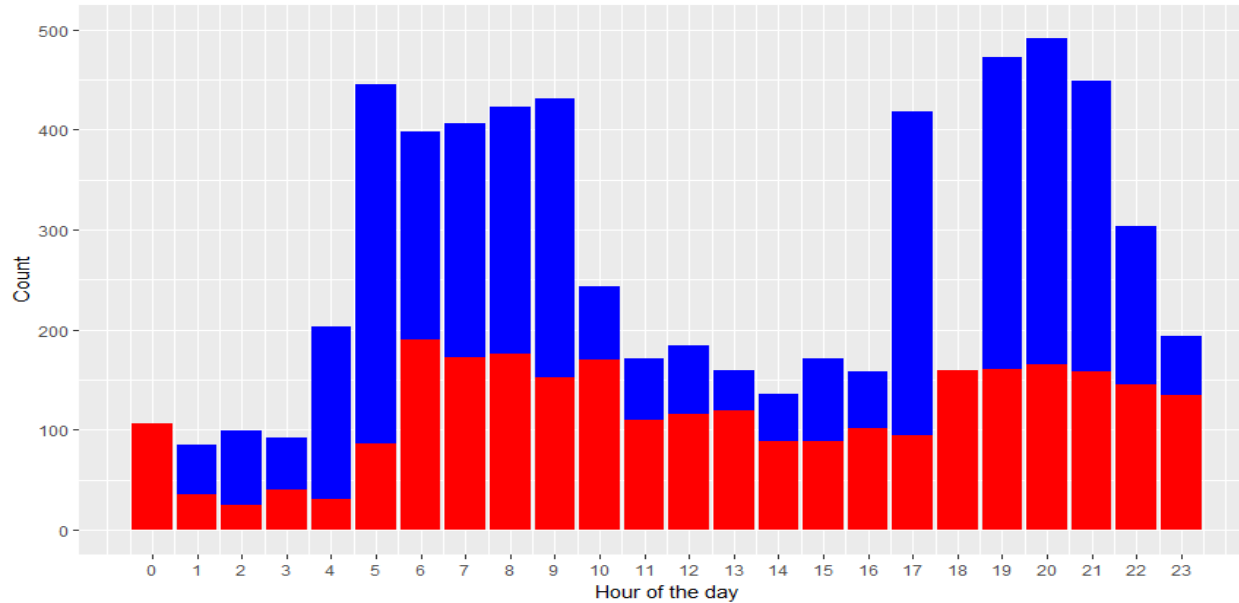
- Gather data for the analysis.
- Clean and Format the data for readability.
- Understand the data by visual Inspection.
- Produced derived data metric from the given data set.
- Perform Univariate and Segmented Univariate analysis on the Data.
- Plot the results of Analysis and Understand the root cause of the issue.
- Final Recommendations.



- Data set is evenly distributed between of Airport and City.
- Ratio of Cancelled and No Cars Available combined is greater than Trip Completed.
- Only weekdays data is given and data is evenly distributed.

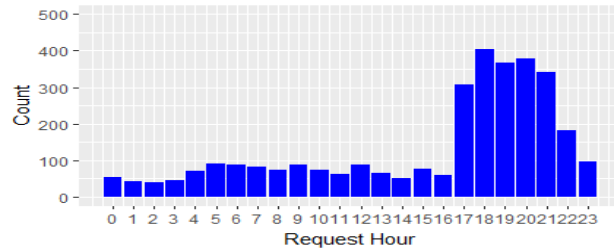
# mit.b Demand and Supply Analysis

Demand-Supply Gap

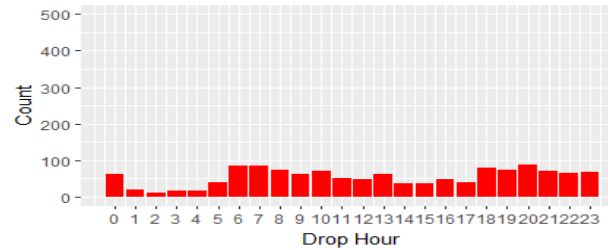


- There is high demand at Airport between **5:00 PM to 22:00 PM** (Airport Peak Hour).
- There is high demand at City between **4:00 AM to 10:00 AM** (City Peak Hour).

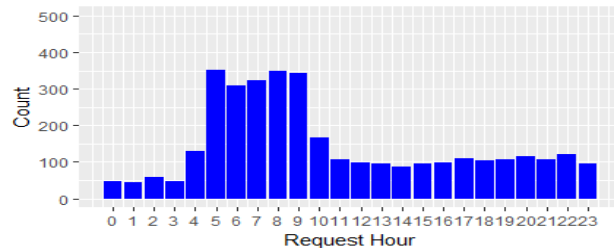
Demand at Airport (Requests)



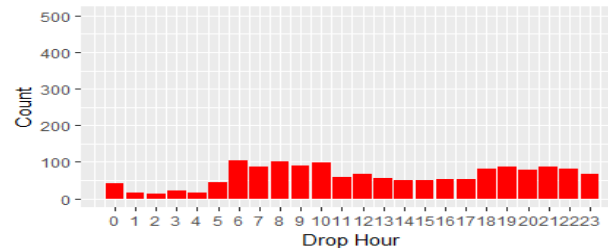
Supply at Airport (Drops)

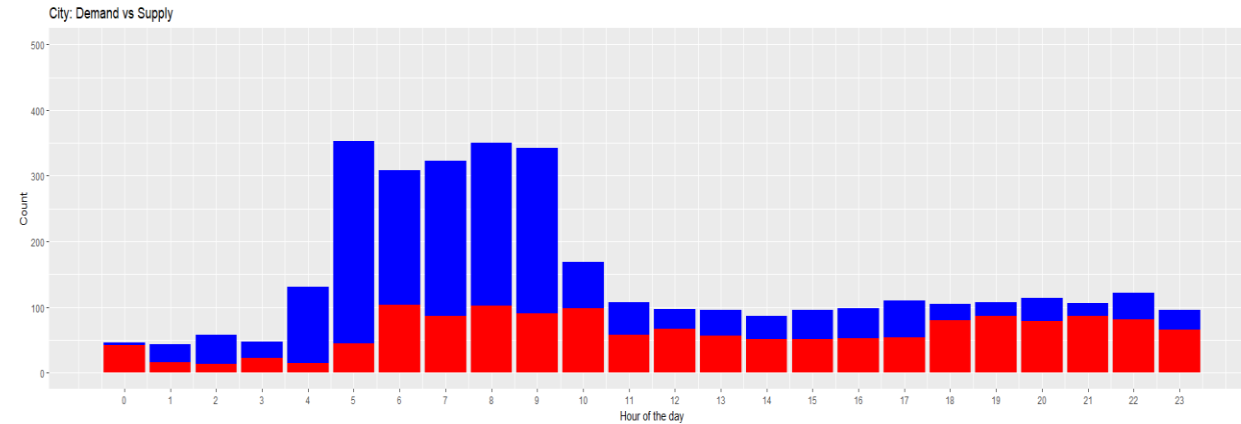
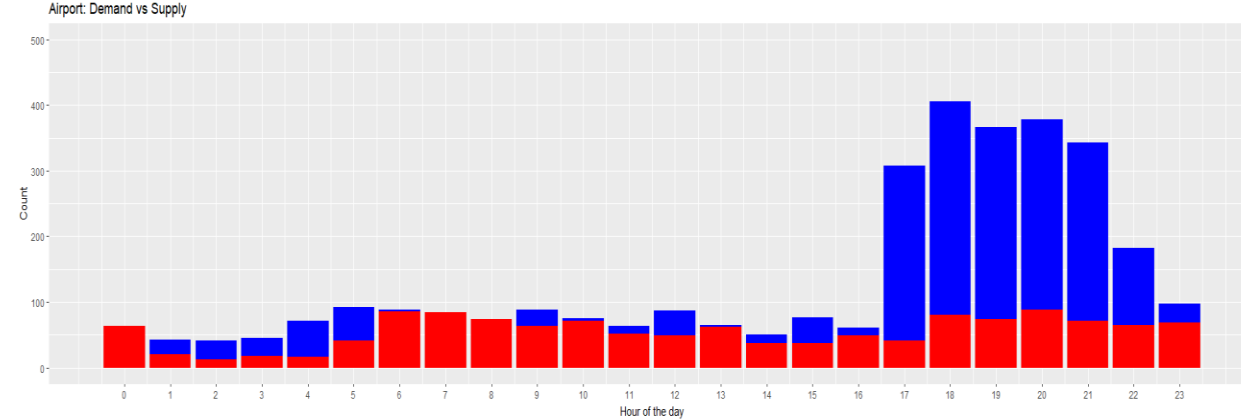
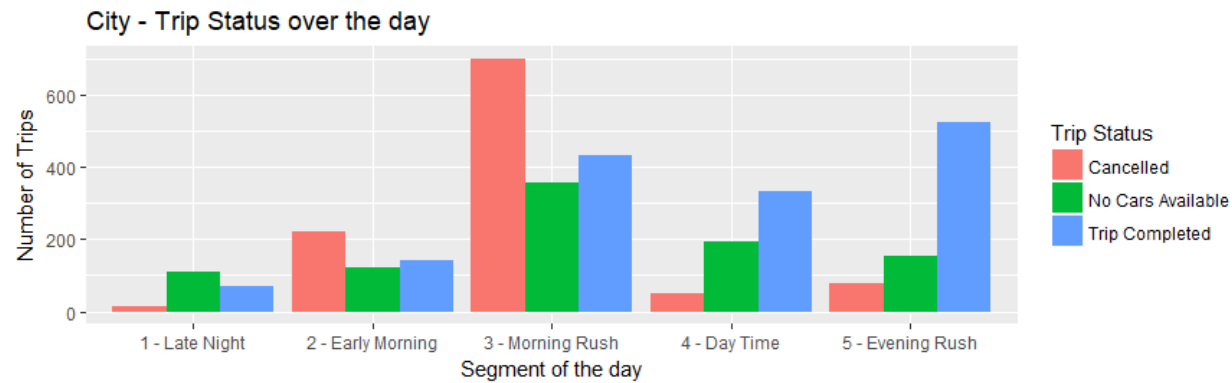
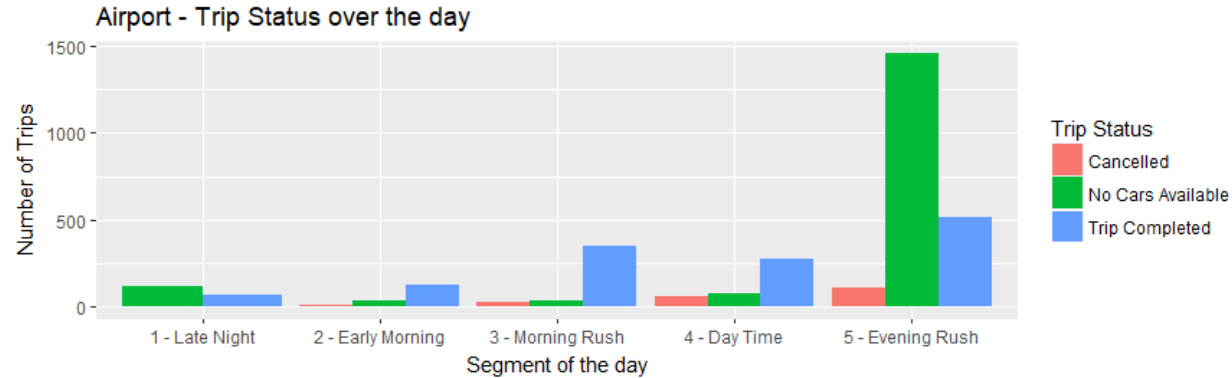


Demand at City (Requests)



Supply at City (Drops)





- This plot clearly shows huge demand-supply gap between peak hours at Airport and City both.
- This high demand must have been responsible for No Cars Availability and Cancellations.

- New initiative like “Airport Pooling” should be introduced to reduce unavailability of cabs during the peak hours.
- More cabs/drivers need to get associated to meet the demand-supply gap to reduce cancellation of cab in the City during peak hours.
- Extra incentives should be provided to drivers for trips taken up from Airport in the evening.