

Uber Supply-Demand Gap Analysis

Submitted By:

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Objectives & Goals of Analysis

BUSINESS Objectives:

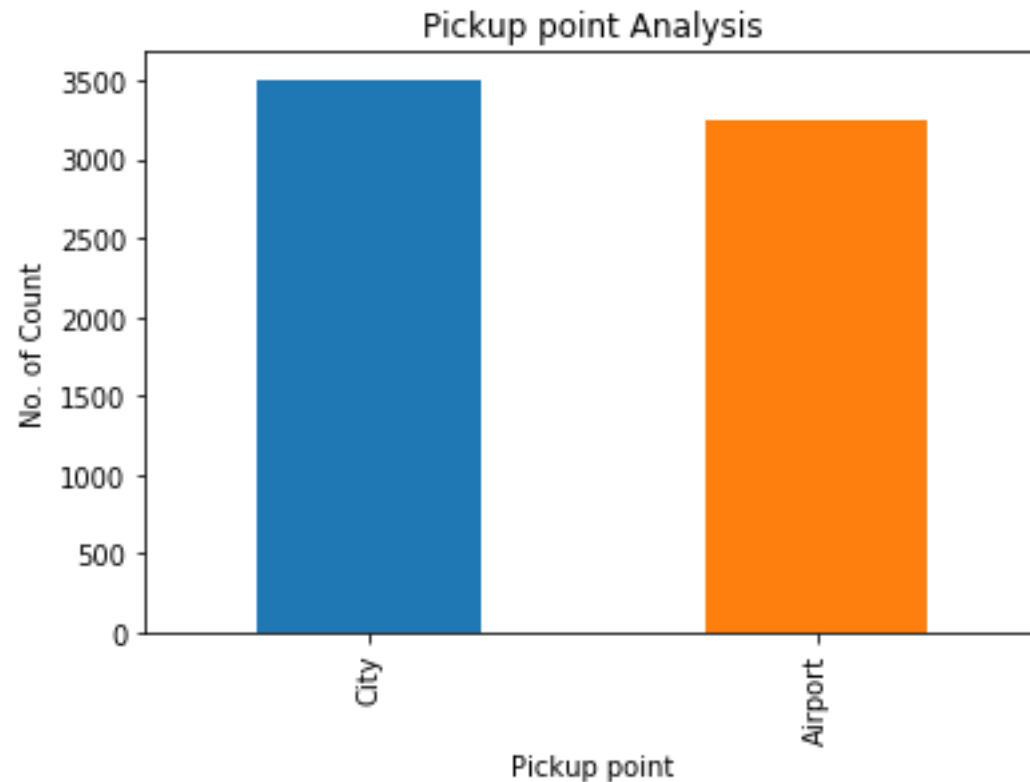
- The objective is to identify reasons for non-availability and cancellation of cabs during various time slot of day.
- Recommend ways to improve the situation non-availability and cancellation of cabs.

Goals of Analysis:

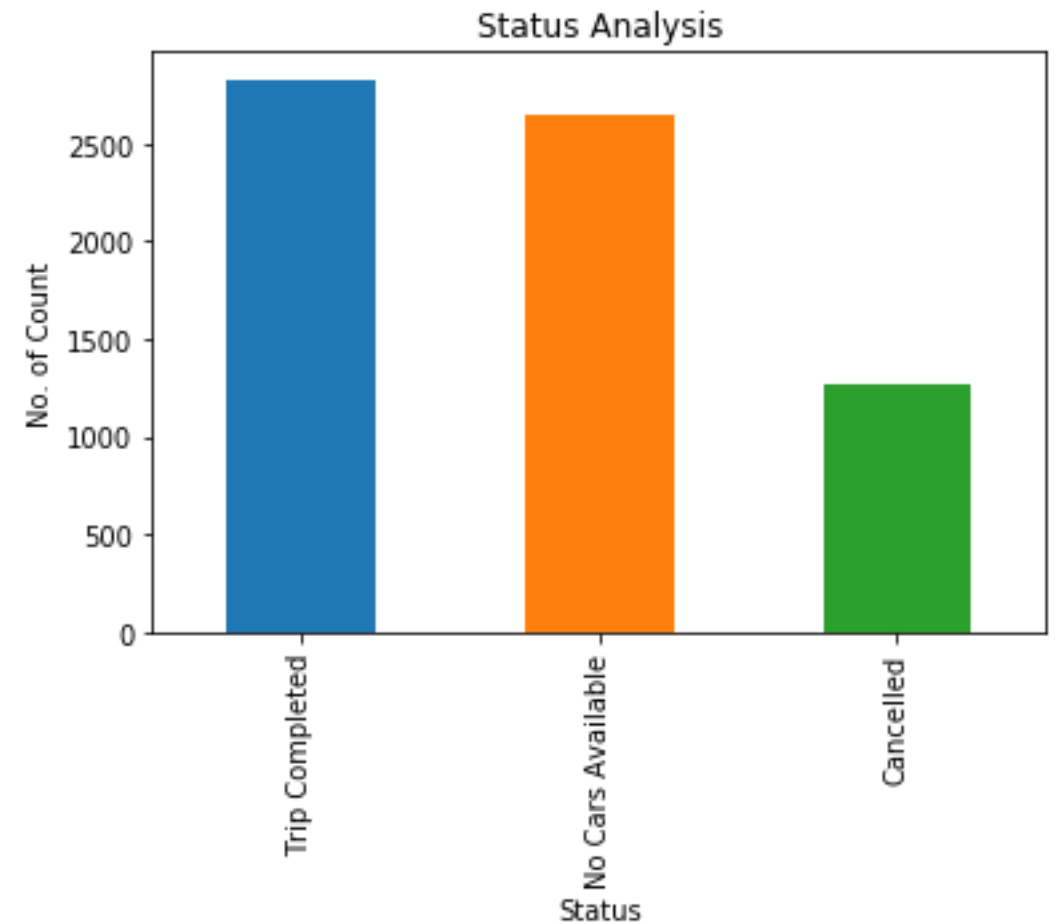
- Identify the most problematic types of requests and the time slots .
- Gap between supply and demand: types of requests (city-airport or airport-city) for which the gap is the most severe in the identified time slots.
- Possible solutions to mitigate the gap.

Univariate Analysis

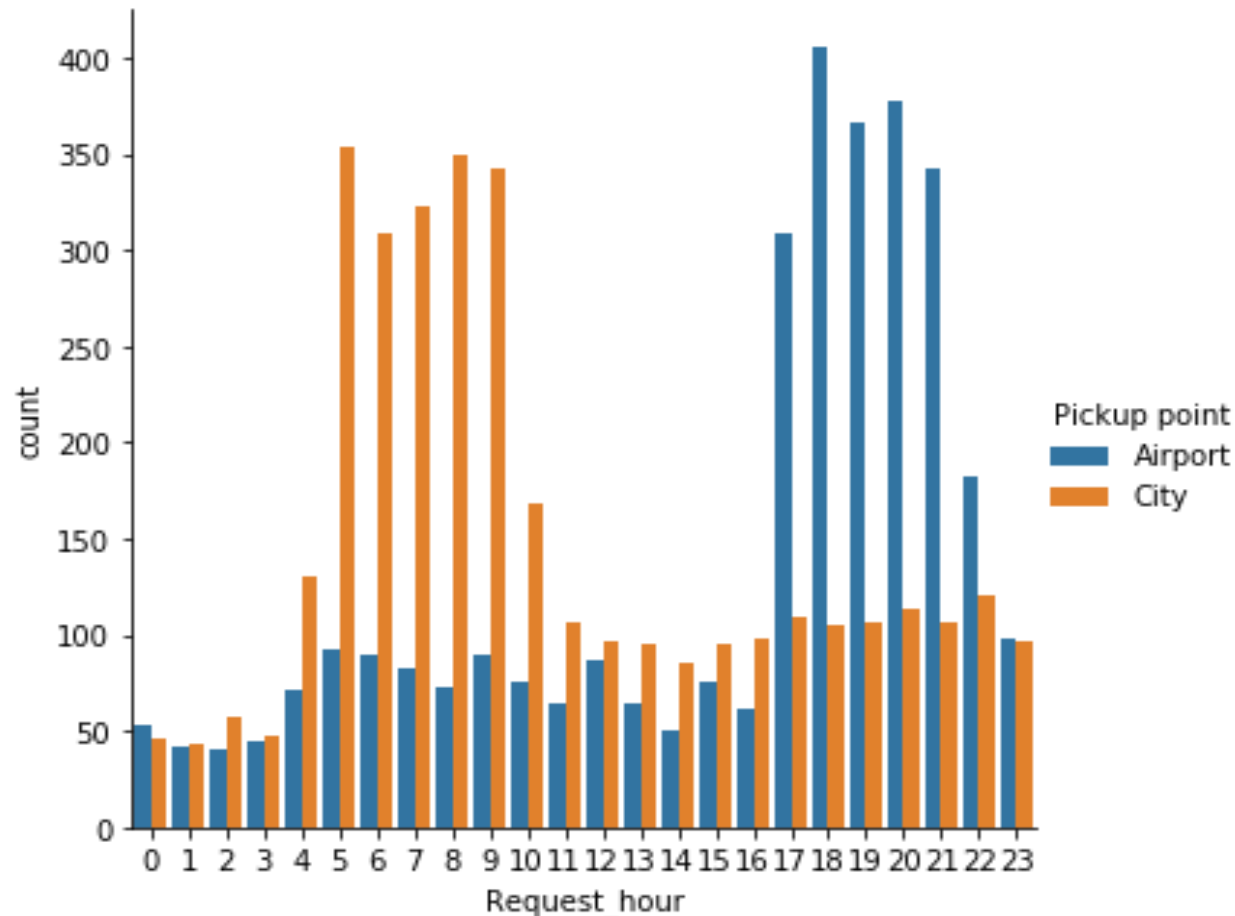
Total number of request against Pickup point



Number of request and Status



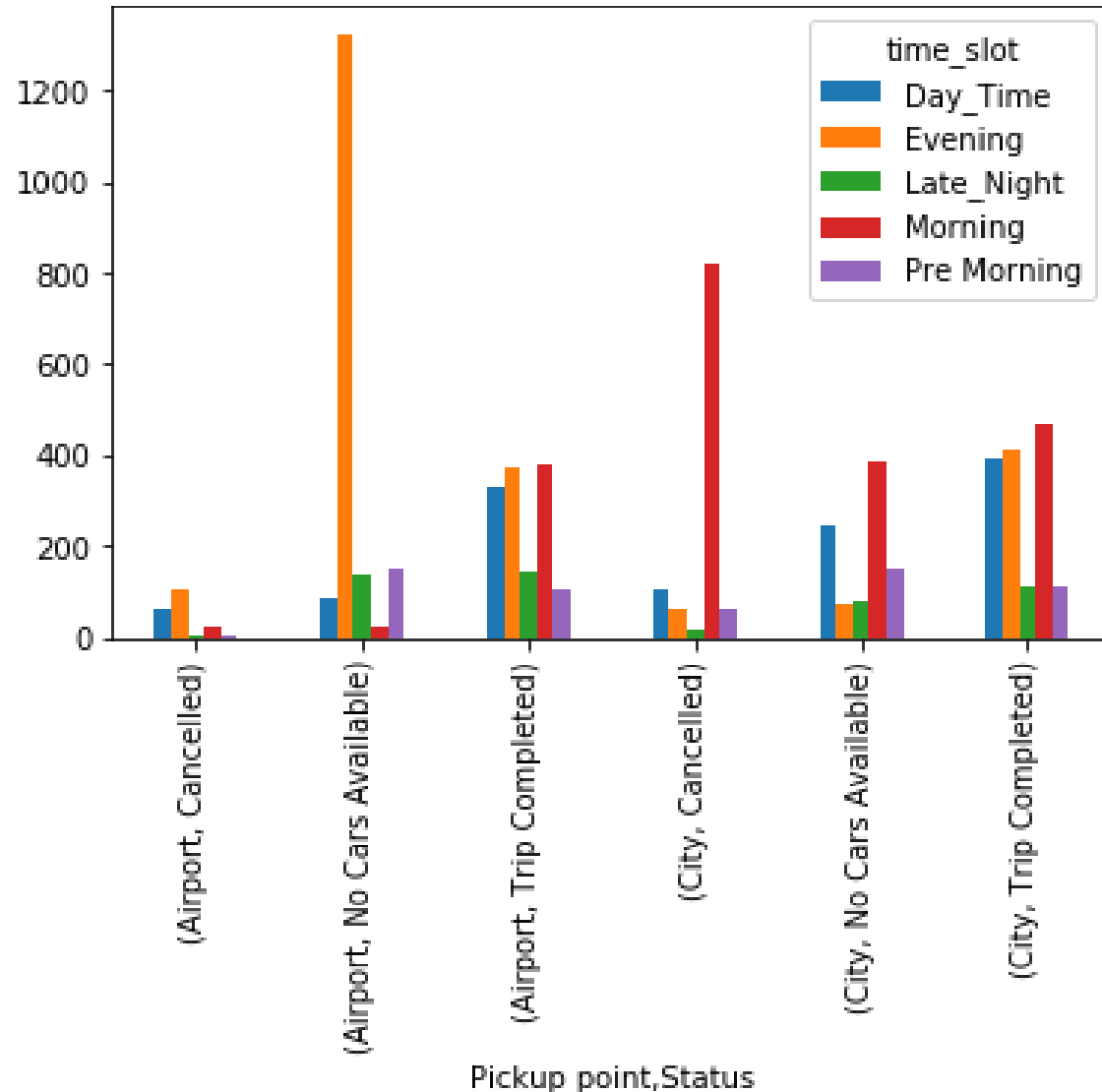
Analysis of pickup point and request hour



We Can conclude that:

- The request is higher for **city to airport** in the **morning** hours.
- The request is higher for **airport to city** in the **evening** hours.

Analysis of Requested Time slot, Status & Pickup point



Analysis Result:

- Number of **no cars available** are high during **evening** time slot from **airport to city**.
- Number of **cancellations** are higher in the **morning** from **city to airport**.

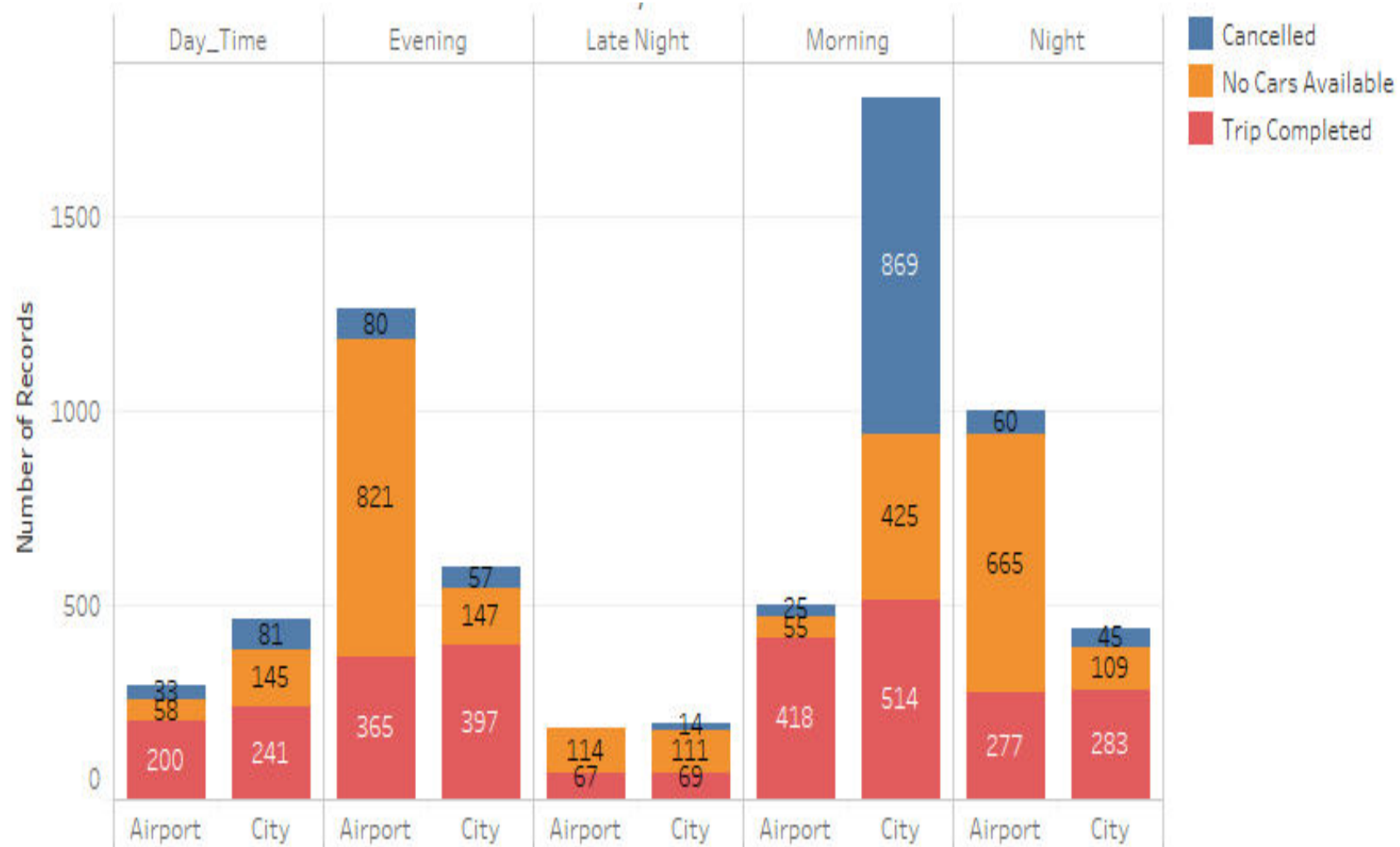
Reason of No cars available:

Number of requests from the airport is highest during evening.

Reason of high cancellation:

Duration of the journey is high from city to airport in morning pick hours.

Supply Demand Gap Analysis



Conclusion

1.Demand is higher than supply in

- Morning for city pickup :Number of **cancellations** are higher in the **morning** from **city to airport**.
- Evening for airport pickup: Number of **no cars available** are high during **evening** time slot from **airport to city**.

2.Drivers don't want to go to airport in morning because of several reasons like traffic, high wait time at airport.

3. High Demand in city at morning time and Low airport pickup means there are more outbound flights and less inbound flights.

4.There are more inbound flights in evening therefore more demand.

5. Lesser cabs reaching airport by evening results in supply demand gap.

Recommendations

Pickup from city to airport in morning:

1. Offer extra incentives for morning airport drop.
2. Tie up with some cabs like they will take only city to airport trips in morning hours.
3. Compensate charges for higher wait time at airport.
4. Fix the minimum wait time at airport and compensate charges for empty return.

Pickup from airport to city in evening:

1. Number of cabs at the airport in the evening should be increased.
2. Encourage drivers to take trips near the airport in evening so that they can reach at airport.
3. Offer extra incentives for evening airport to city drop.