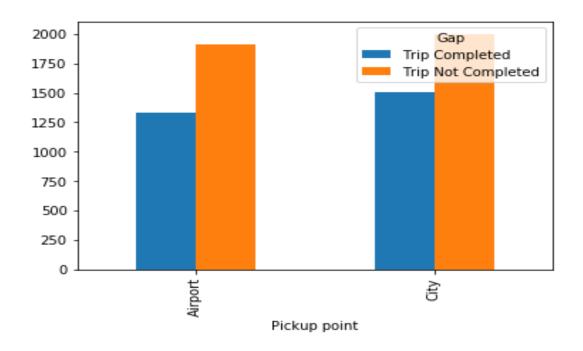
UBER DEMAND-SUPPLY GAP ANALYSIS



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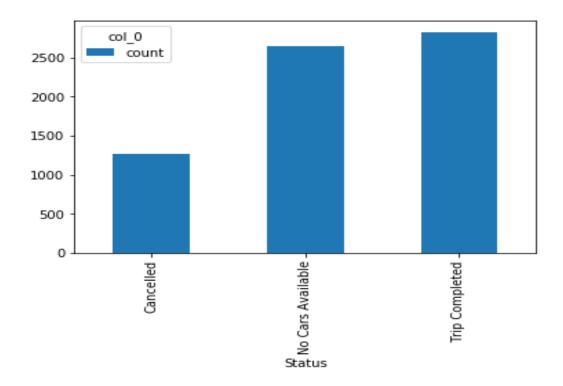
ANALYSIS SCREENS



Conclusion of above graph:

 Most of the Trip Not Completed happens from City but not significant difference between both of them

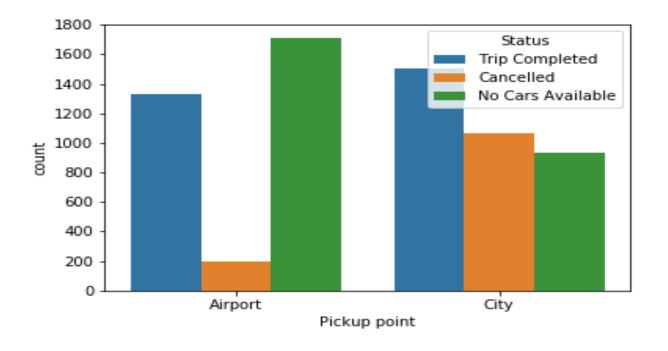
VISUALIZING STATUS



Conclusion of above Visualization

· No cars available > Number of trips cancelled

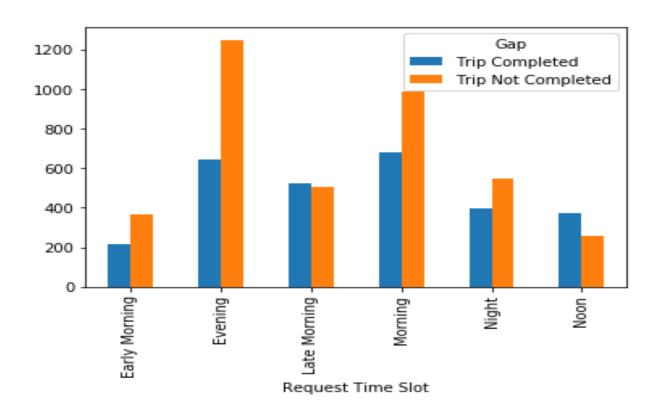
OUTCOMES BASED ON PICKUP POINTS



Conclusion:

- 1. No Cars Available from Airport > No Cars Available from City
- 2. Cars Cancelled from City > Cars Cancelled from Airport

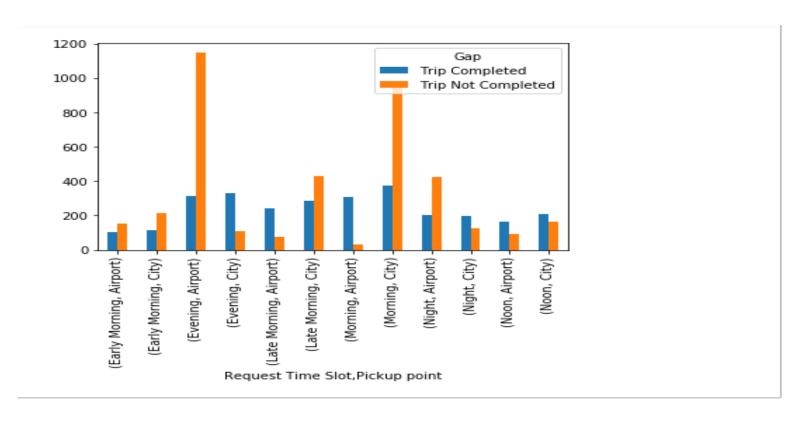
OUTCOME BASED ON DERIVED TIMESLOT



Conclusion

Most of the Trip Not Completed are in the Evening

FINAL ANALYSIS



Conclusion from above graph:

 Most of the Trip Not Completed happens from Airport and City at Evening and Morning respectively.

CONCLUSION BASED ON PICKUP POINTS

City:

As per the analysis, the morning time slot is most problematic where the requests are being cancelled. Most probably the requests are being cancelled by the drivers due to the morning rush as it being the office hours and seeing the destination as airport which would be too far, the driver would think to earn more for the shorter trips within the city.

Airport:

Upon analysis, the evening time slot seems to be most problematic for pickup points as airport where the requests being No Cars Available. The reason seems to be that not enough cars are available to service the requests as cars might not be available at the airport due to the cars serving inside the city.

CONCLUSIONS AND RECOMMENDATIONS

Based on the data analysis performed, following conclusions can be made:

- Making a permanent stand in the airport itself where the cabs will be available at all times and the incomplete requests can come down significantly.
- Uber can provide some extra perks to the driver who complete the trip from city to airport in the morning part. This might result the driver to not cancel the request from city to airport trips.
- To bring down the gap is to increase the numbers of cab in its fleet.