UBER SUPPLY-DEMAND GAP ANALYSIS

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UBER PROBLEM ANALYSIS

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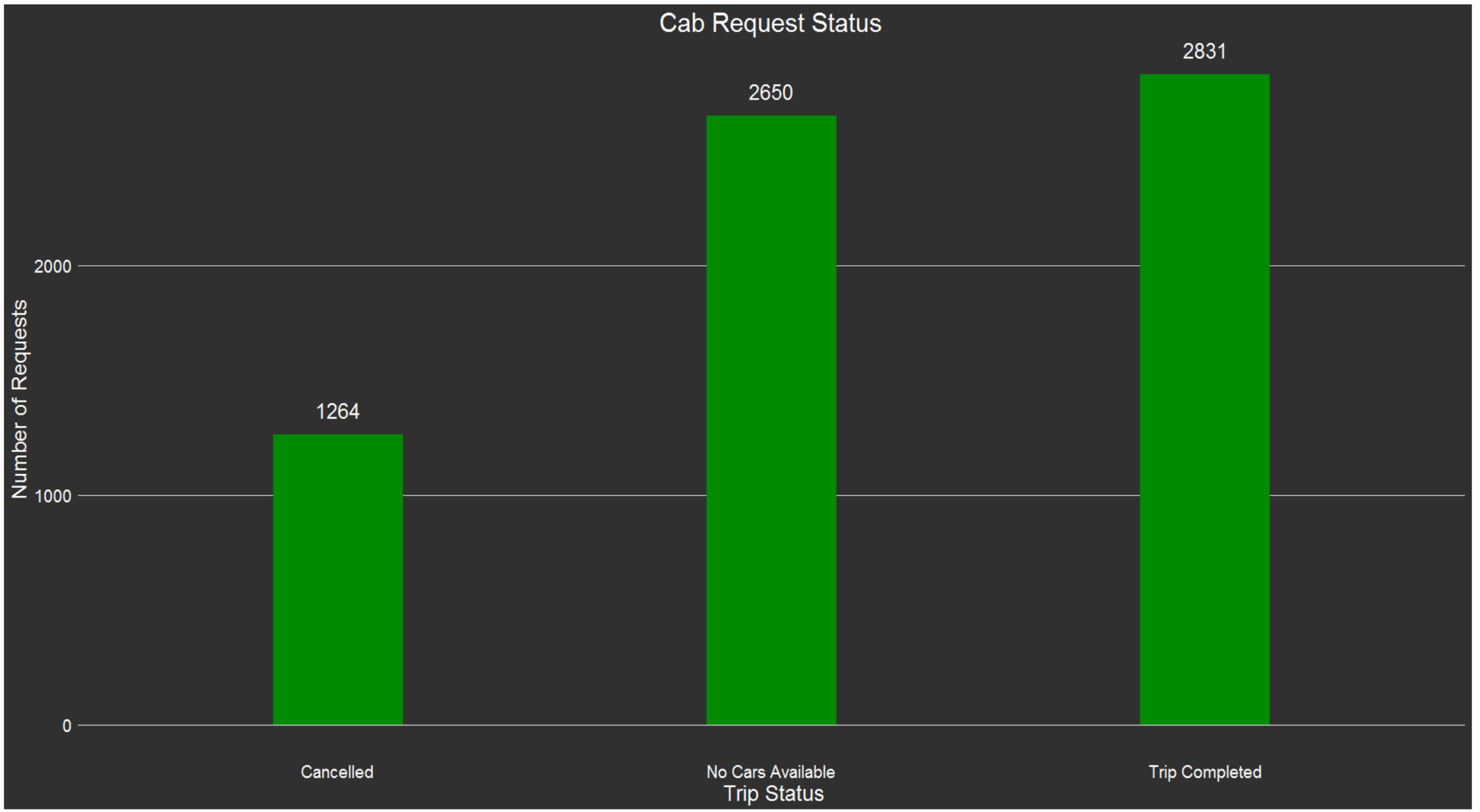
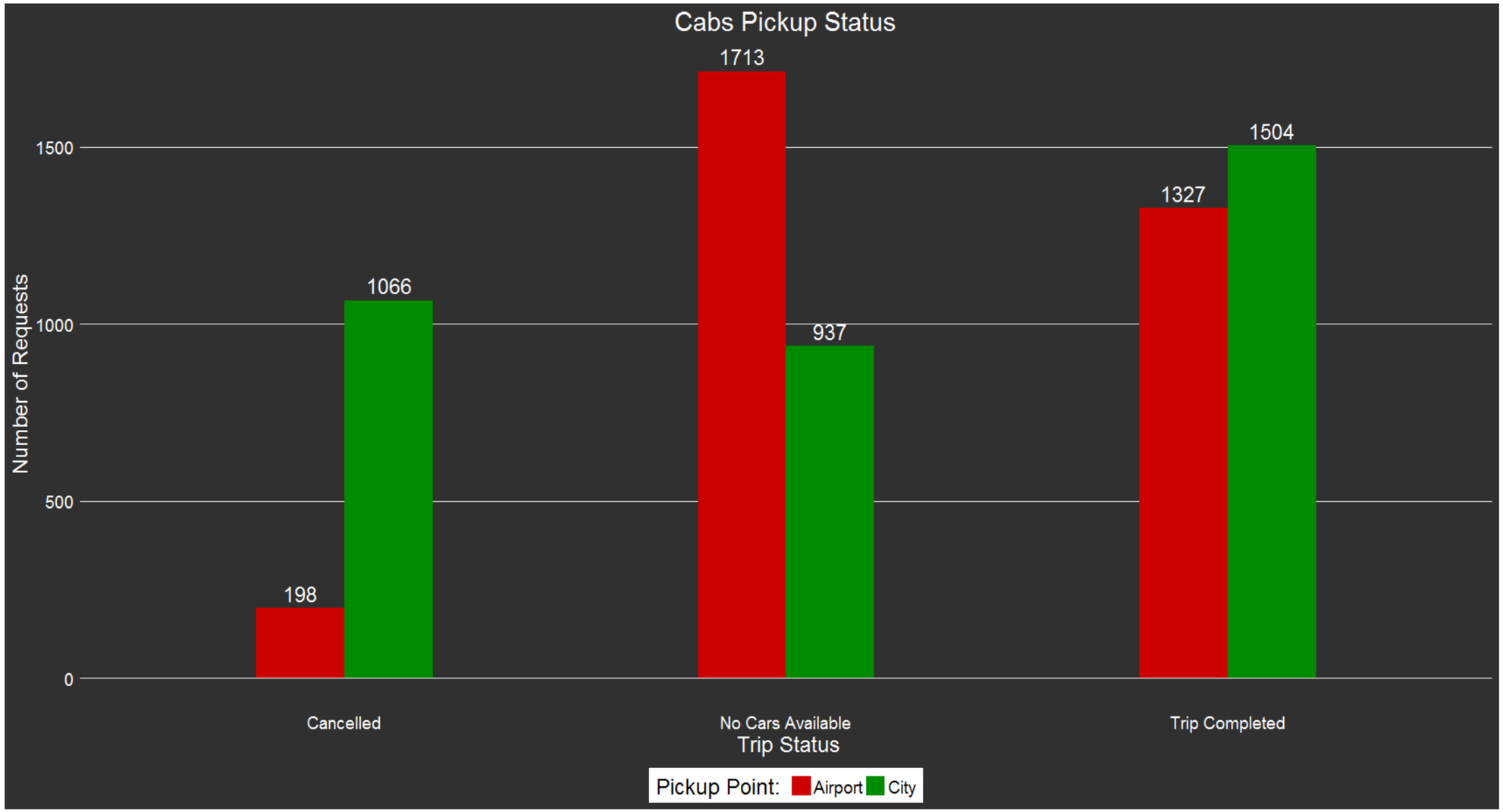
Frequency of Request Status



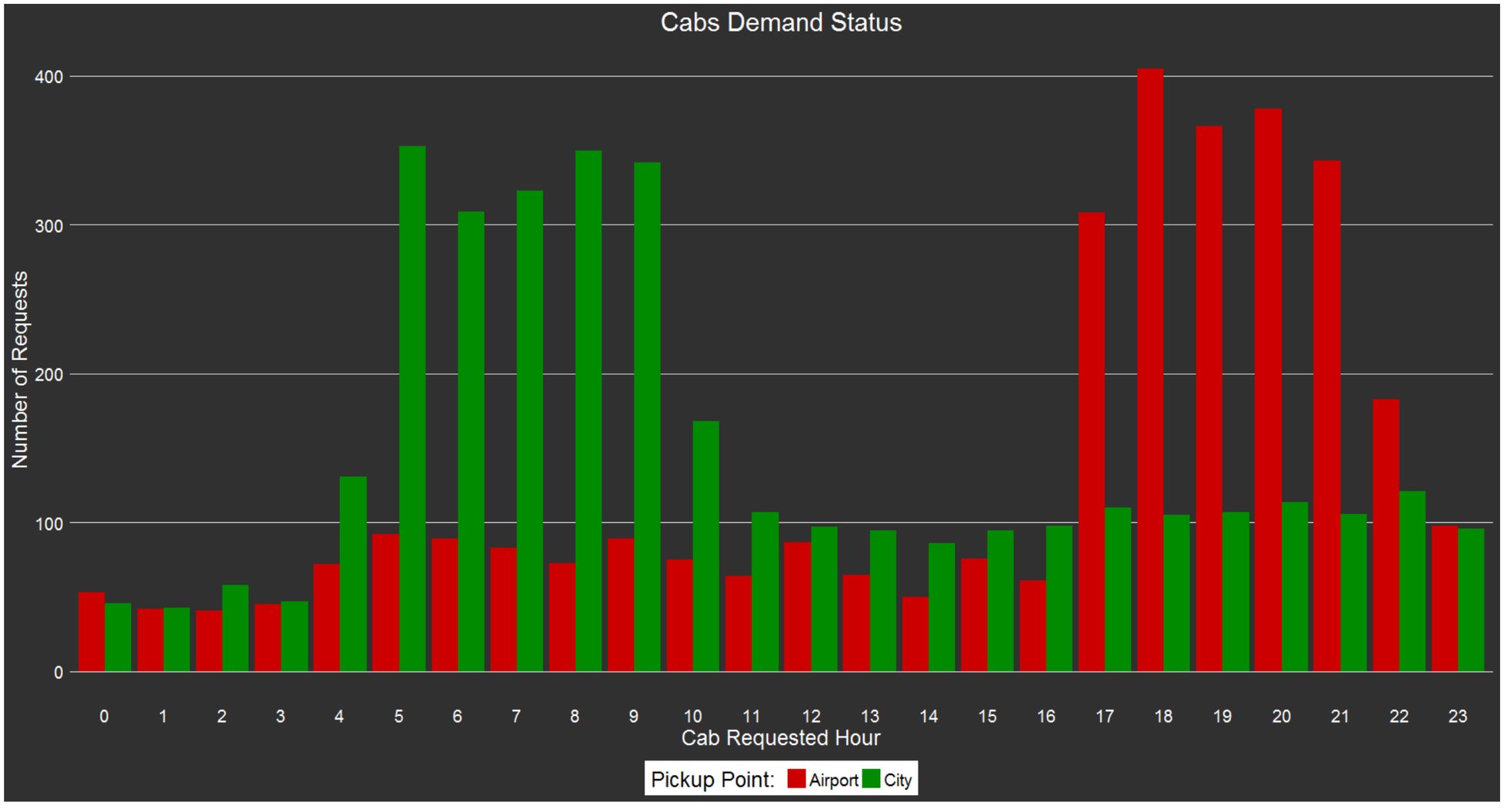
- Graph depicting the number of requests Cancelled, Completed and the request with no availability of cabs.

Problematic Type of Requests



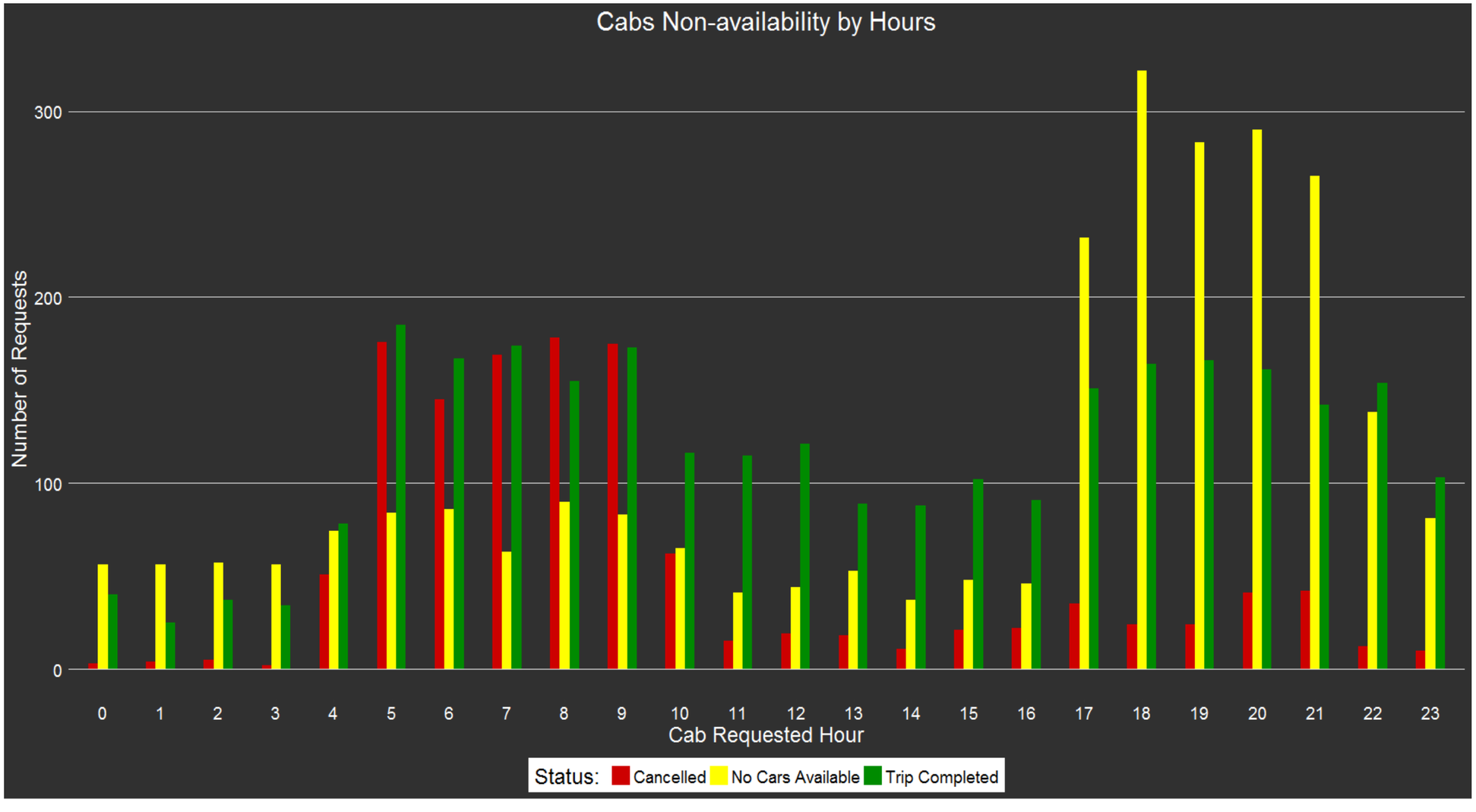
- Depicting the status of cabs requested at Pickup Point (i.e. How many request get cancelled and completed which starts from Airport and City).

Hourly Cabs Demand



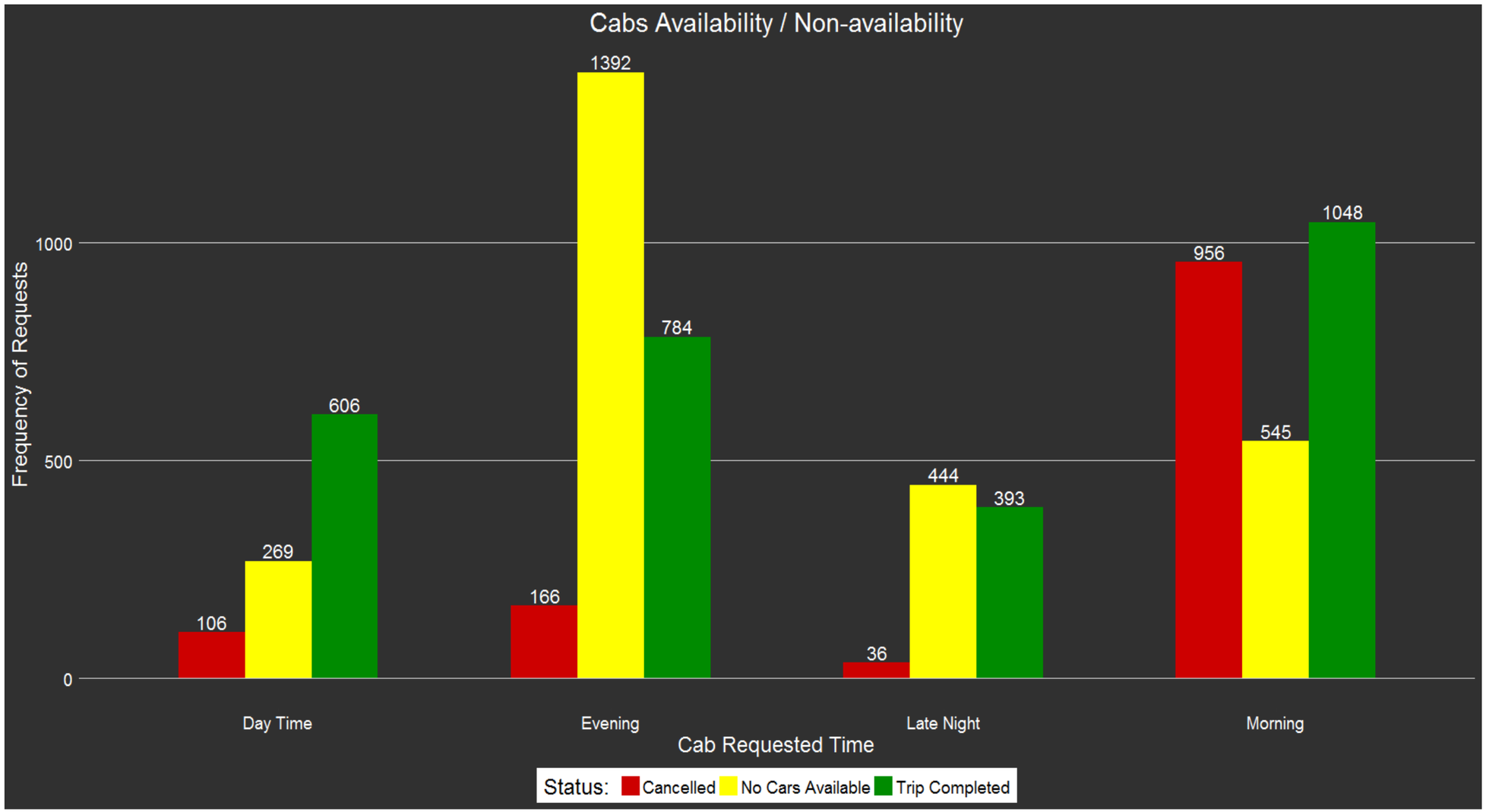
- Grouped bar chart depicting the hour-wise trip request made at city and airport respectively

Hourly Requested Cabs Status



- Grouped bar chart depicting the hour-wise status of the trip requested

Timely Status of Cabs



- **Morning :** 4:00 - 10:00
- **Day Time :** 11:00 - 16:00
- **Evening :** 17:00 - 21:00
- **Late Night :** 22:00 – 23:00 and 0:00 - 3:00

SUPPLY - DEMAND GAP

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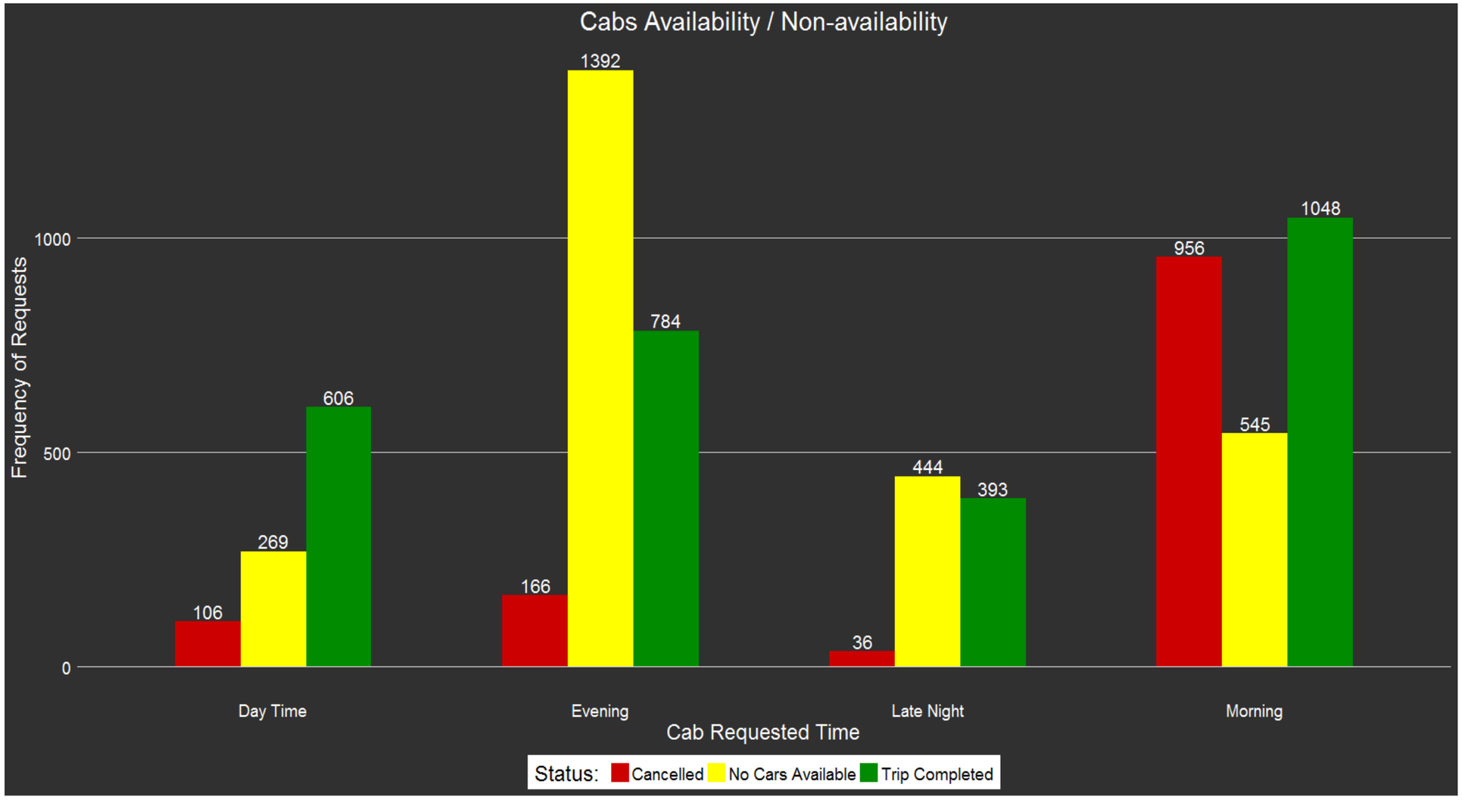
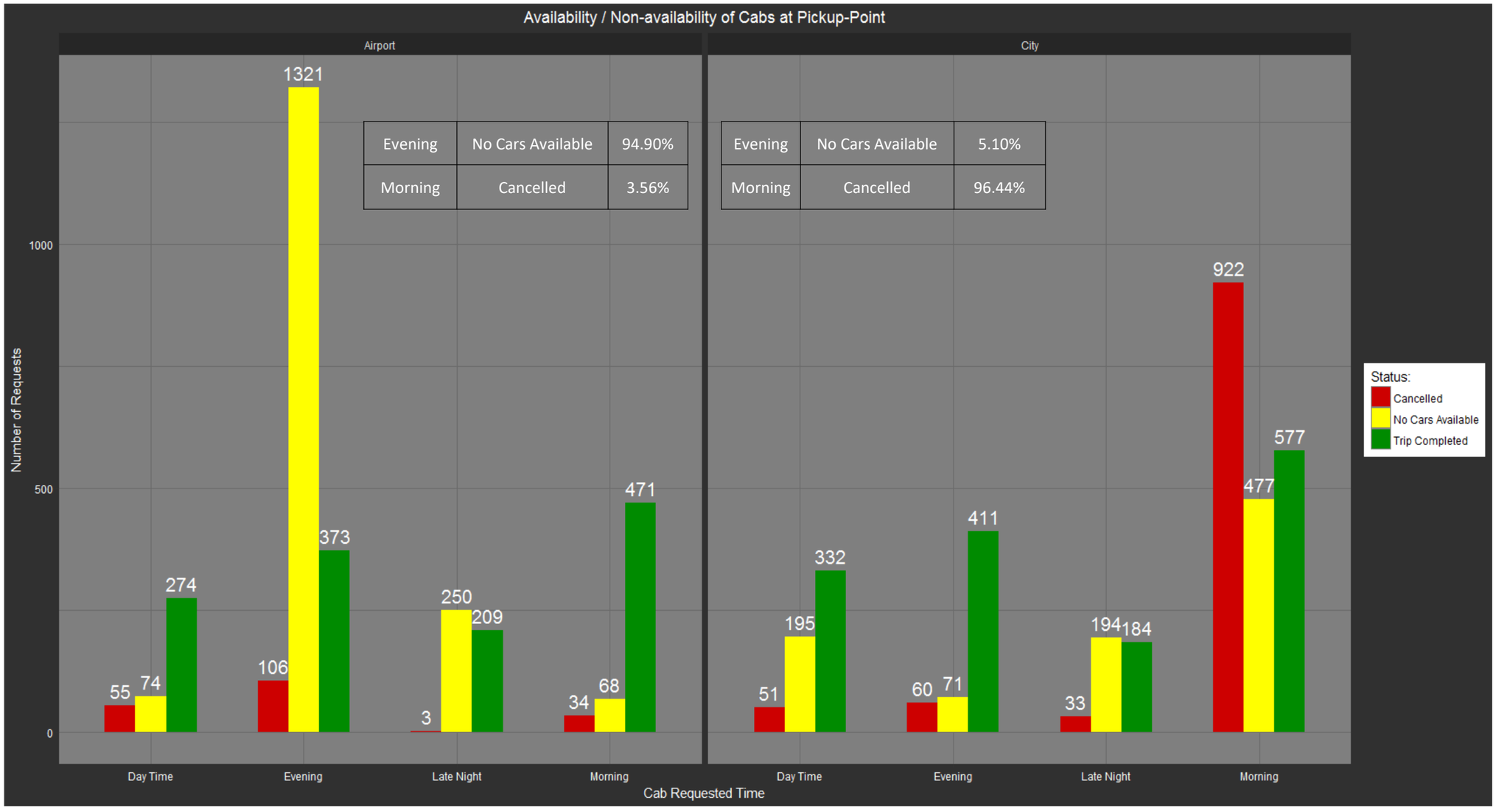
Gap in Time Slots



- As graph depicted Cancellation chances are more in the Morning
- Evening Time results in the Non-Availability of cars
- Day Time is quite favorable for cab availability

Requests Gap in Time Slots



- In Evening time, high chances of No Cabs available at Airport
- In Morning chances of cancellation are high in City

PROBLEM REASONS

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Reason For The Supply – Demand Gap

❑ Morning Time

Flights leaving the airport are more compared to the very less incoming flights. A driver who reaches airport during that time either has to spend idle time to drop a customer back to the city or return back empty seated which is a waste of gas mileage. He can be utilized the time for other trips instead of going to airport which leads to the more cancellation in morning, resulting in supply demand gap.

❑ Evening Time

Incoming flights are more and outgoing flights are less due to which the cabs coming to the airport are also very less. More incoming flights means passengers, so they are not getting sufficient cabs to leave the airport. This is leading to a huge supply demand gap at airport in the evening .

RECOMMENDATION

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Recommendation To Uber

- ❑ Rewarding the drivers with more number of trips (between City and Airport).
- ❑ The charges levied on the driver for the Uber service should be reduced.
- ❑ Provide the data to the drivers, so that they should be aware of the cab demands.
- ❑ Trip fare between City and Airport is to be adjusted, so that it will compensate the ideal waiting time for drivers.
- ❑ A minimal surge can be applied as the demand increases.