



UBER ASSIGNMENT SUBMISSION

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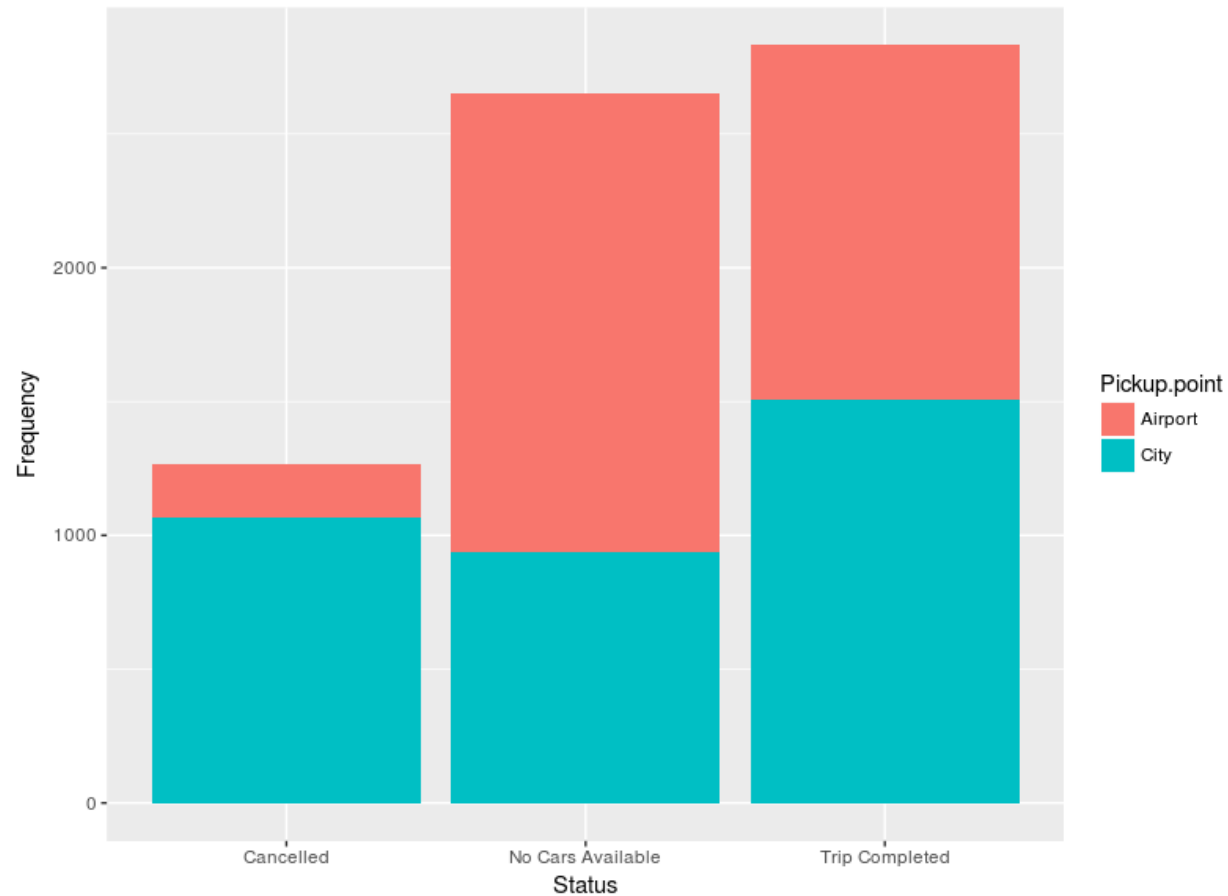


Business Objective

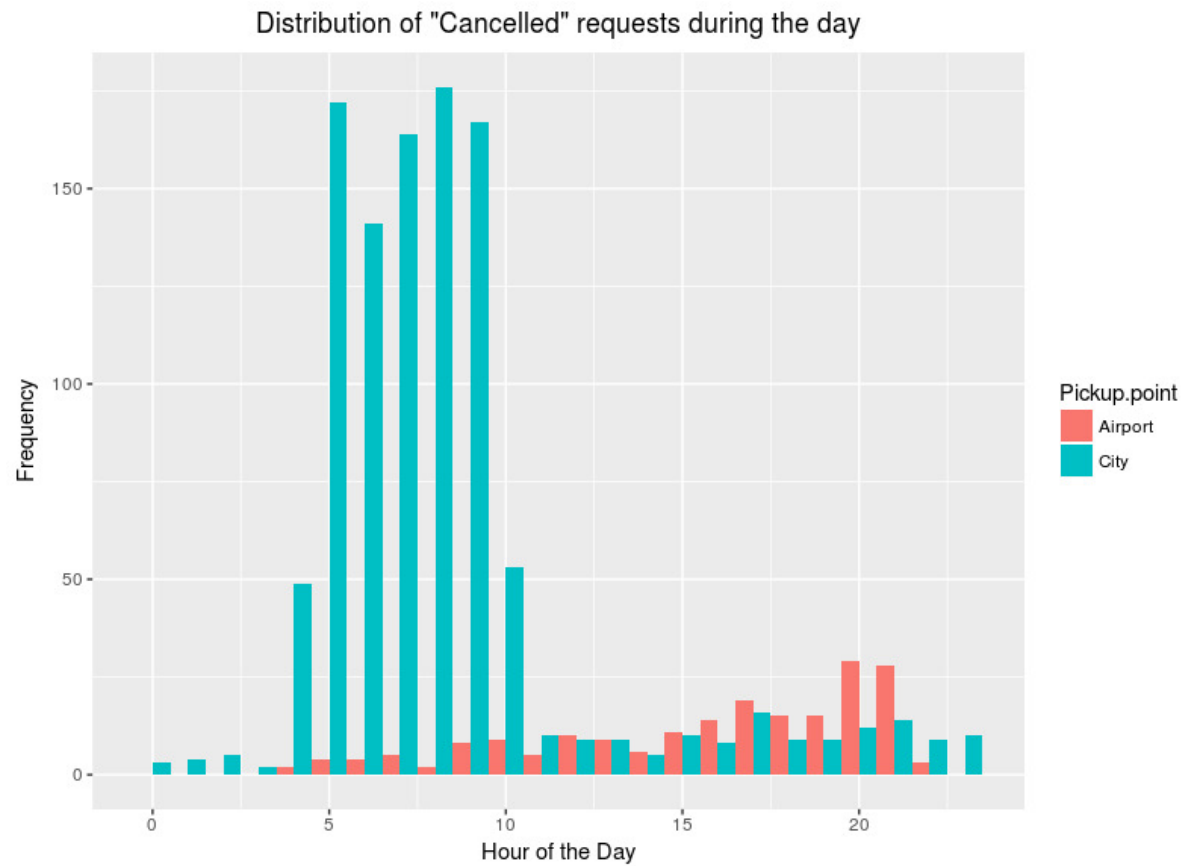
- The aim of this analysis is to understand market place health(demand-supply) of availability of cabs to and from the Airport and to identify the root cause of the problem (i.e. cancellation and non-availability of cars) for loss in revenue and recommend ways to improve the situation.



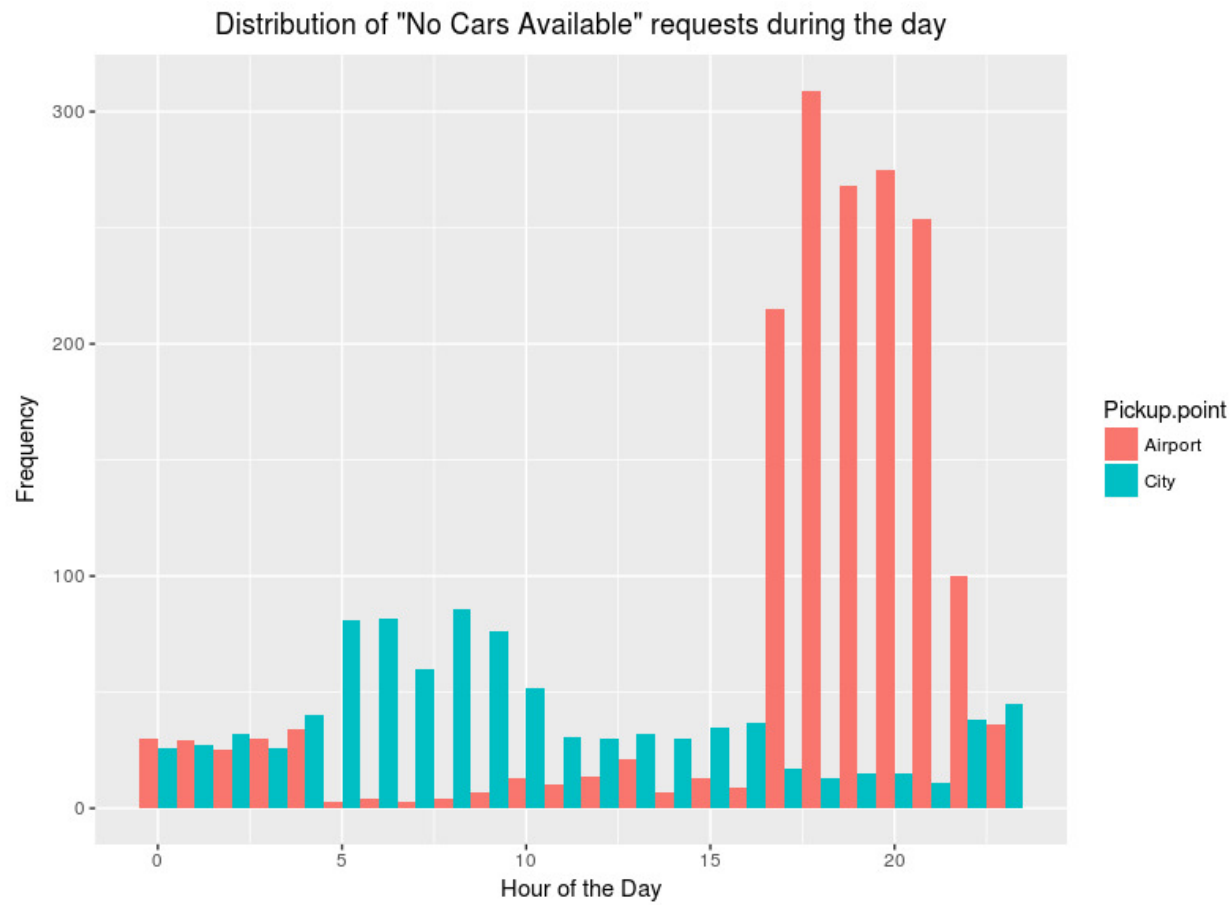
Data Analysis



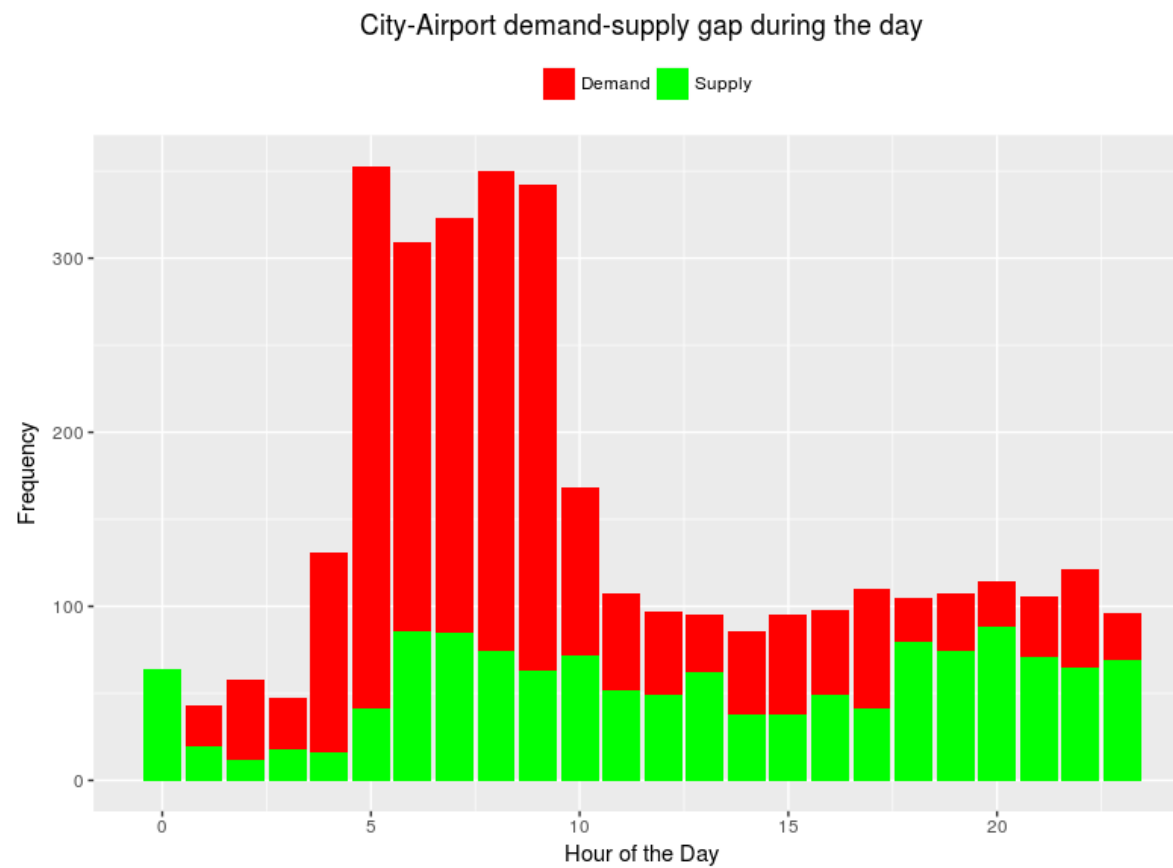
Problem: A very high frequency of requests are not met due to “Cancelled” by drivers and “No Cars Available”



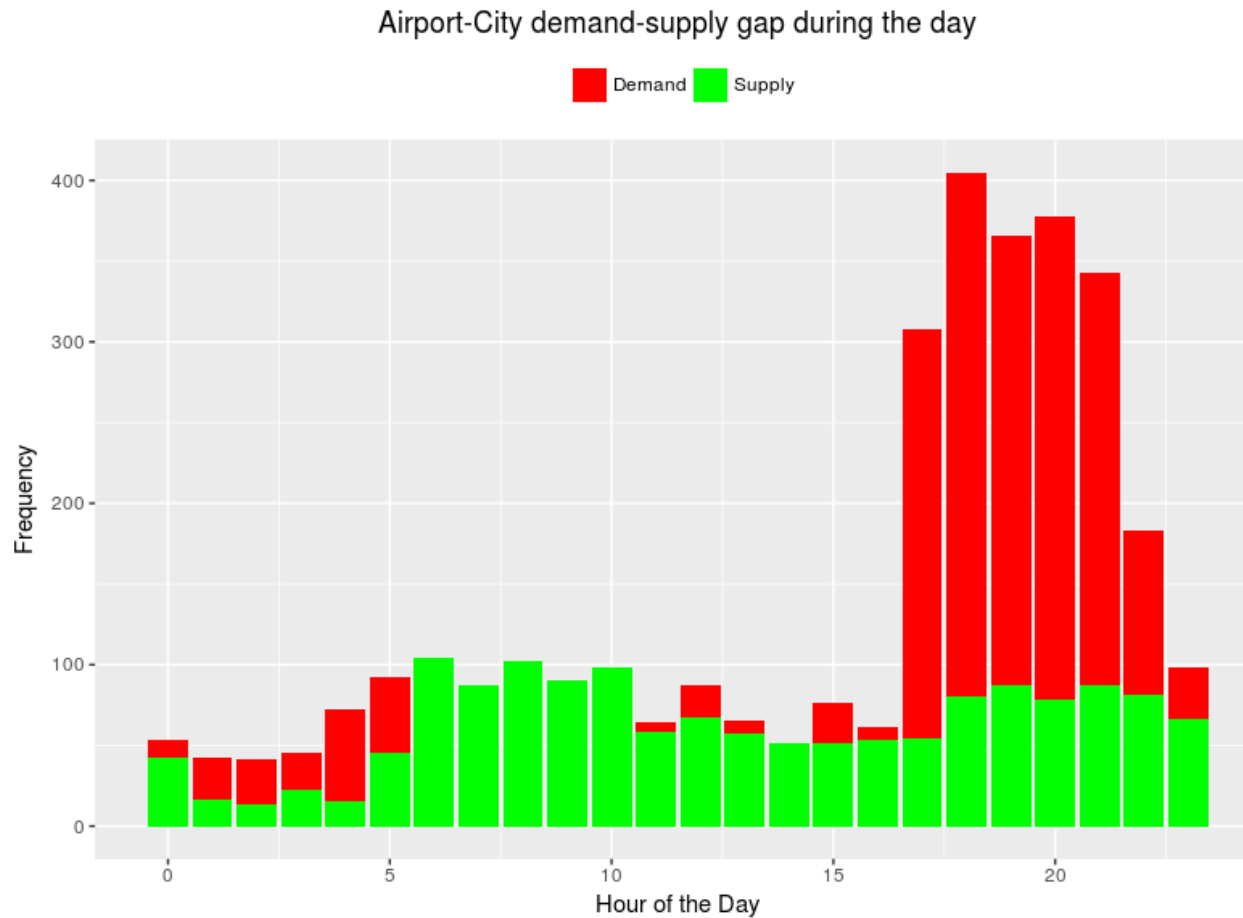
Problem: A very high frequency of City-Airport requests are being “Cancelled” by drivers in the Morning from 5AM – 10AM



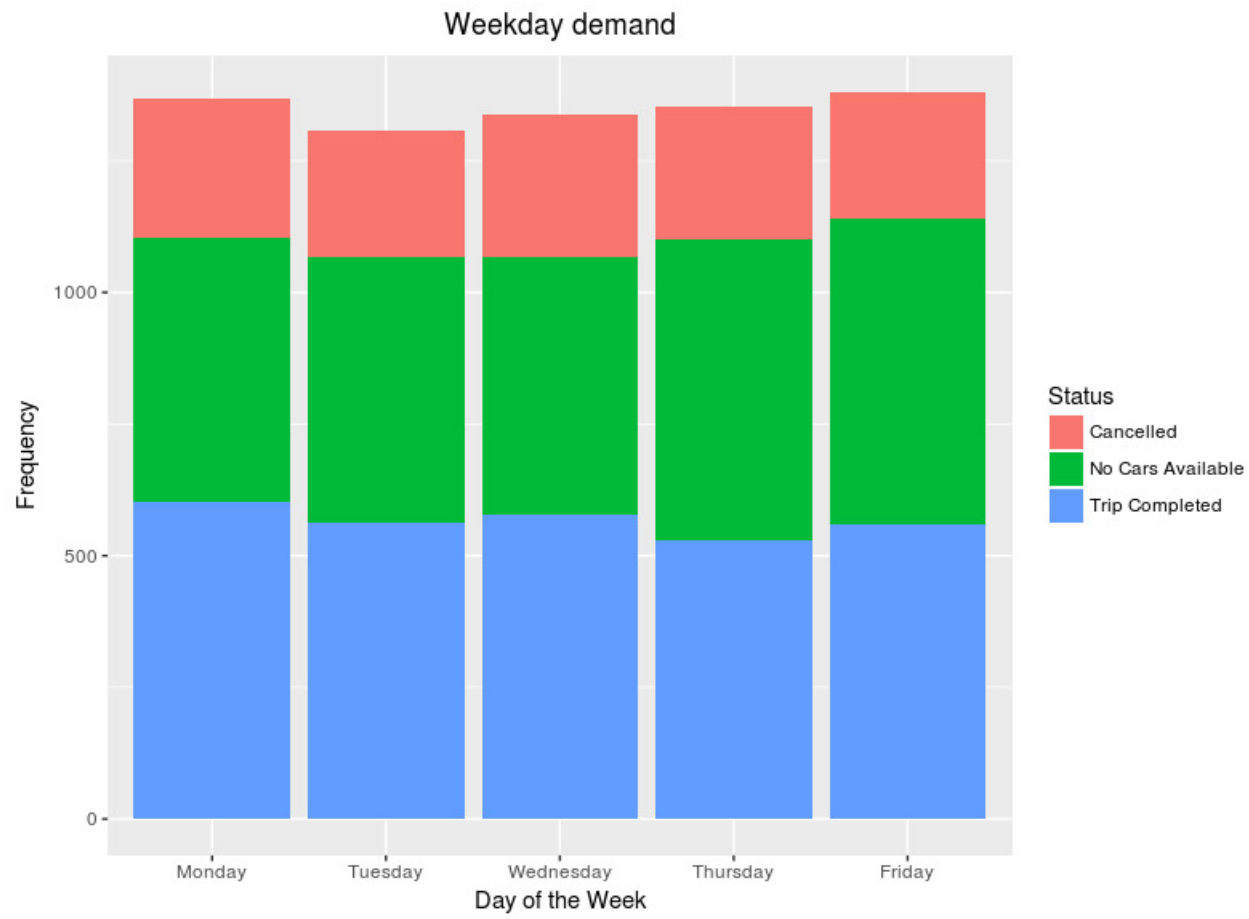
Problem: Loss in revenue due to “No Cars Available”. The loss is high for Airport-City trips in the Evening from 4PM-10PM



Problem: There is a huge gap in demand-supply for City-Airport trips in the Morning from 5AM – 10AM



Problem: There is a huge gap in demand-supply for Airport-City trips in the Evening from 4PM – 10PM



The demand is nearly the same in all the days of the week



Root Cause Analysis

- **Possible reasons for City-Airport trip requests being “Cancelled” by drivers in the Morning from 5AM – 10AM**
 - Driver feels unavailability of trips back from Airport-City due to incoming flight patterns
 - Majority of the cabs might be at the Airport
 - Driver feels he can make more trips inside the city due to peak office commute time and hence earn more
- **Possible reasons for “No Cars Available” for Airport-City trips in the Evening from 4PM – 10PM**
 - Drivers have completed their work hours and are off duty
 - Not much inflow of cabs into the airport due to less number of flights late afternoon and evening



Recommendations

- **City-Airport trip requests being “Cancelled” by drivers in the Morning from 5AM – 10AM**
 - Incentives to drivers who make City-Airport trip
 - Incentives to drivers for not cancelling requests
 - Reduce number of inside city trips to drivers during this demand slot
 - Increase the number of cabs during this slot
- **“No Cars Available” for Airport-City trips in the Evening from 4PM – 10PM**
 - Incentives to drivers for working longer hours
 - Incentives to drivers who are ready to go to Airport empty and wait there till late evening to meet demand
 - Increase the number of cabs during this slot