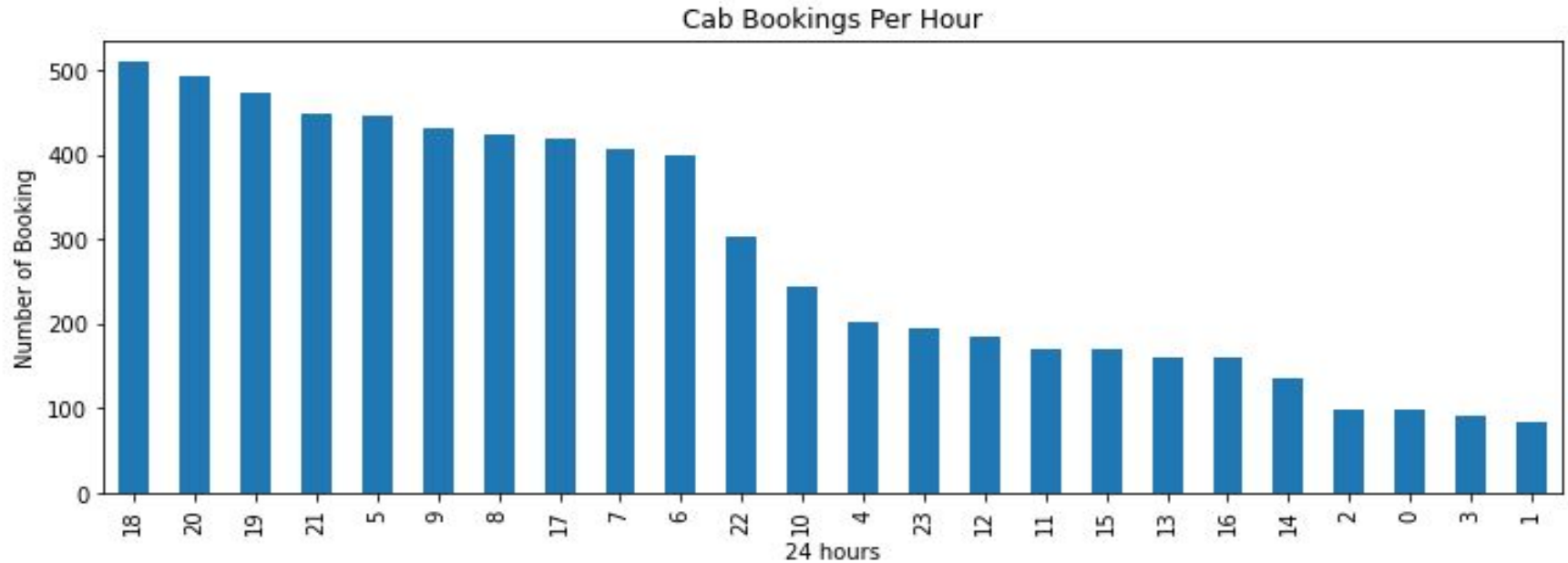


# Uber Supply Demand Gap Analysis

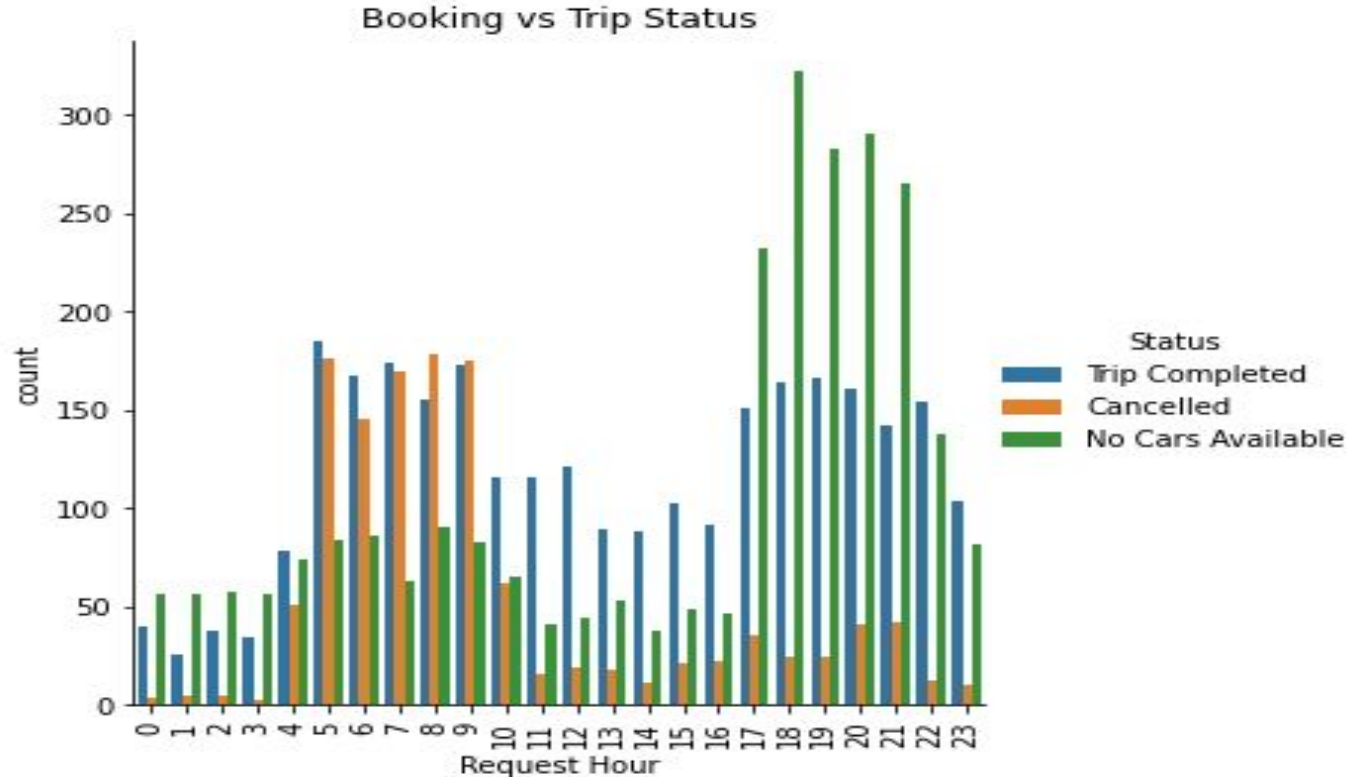
# Task 1: Problems Facing By Uber

As we can see there is a huge demand for cabs in morning 5AM to 9AM and evening 5PM to PM



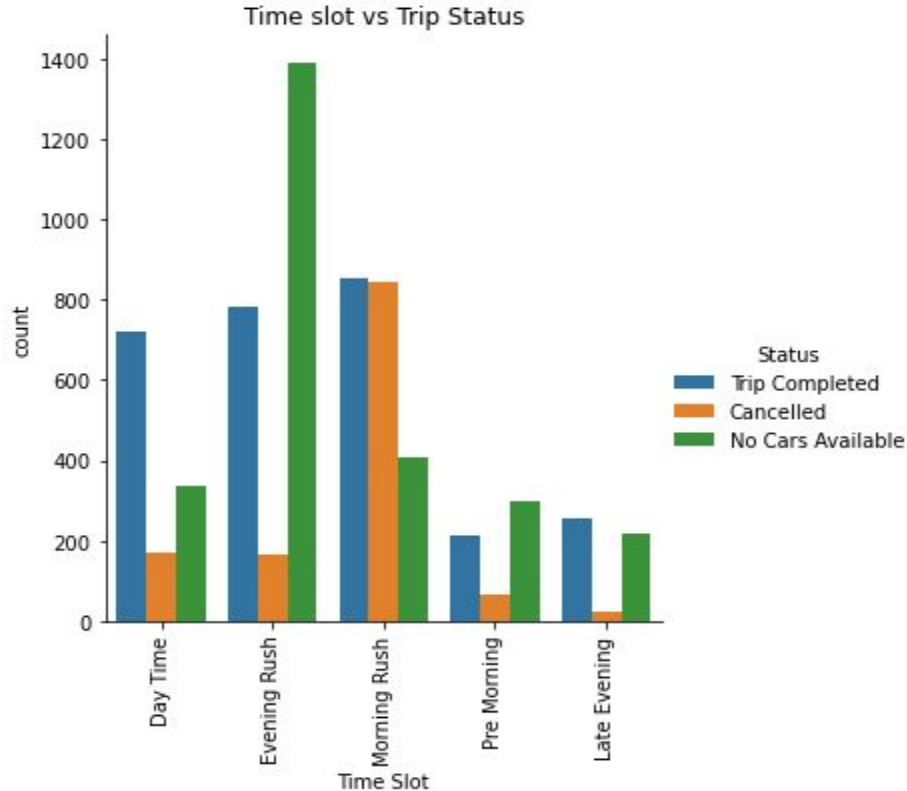
# Task 1: Problems Facing By Uber

As we can see there is a huge demand for cabs in morning 5AM to 9AM and evening 5PM to 9PM from previous slide. But there is a supply gap during this rush hour



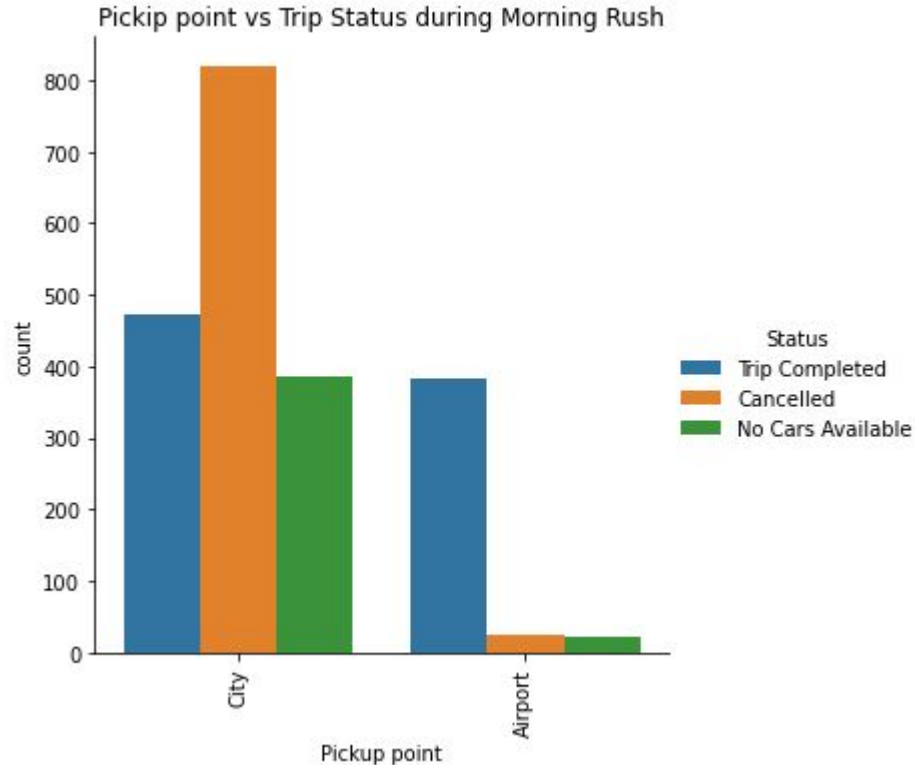
# Task 2: Find out the gap between Supply & Demand

As you can see from the plot there is high number of “No cars available” during Evening Rush Hour and “Cancelled” trips in Morning Rush Hour



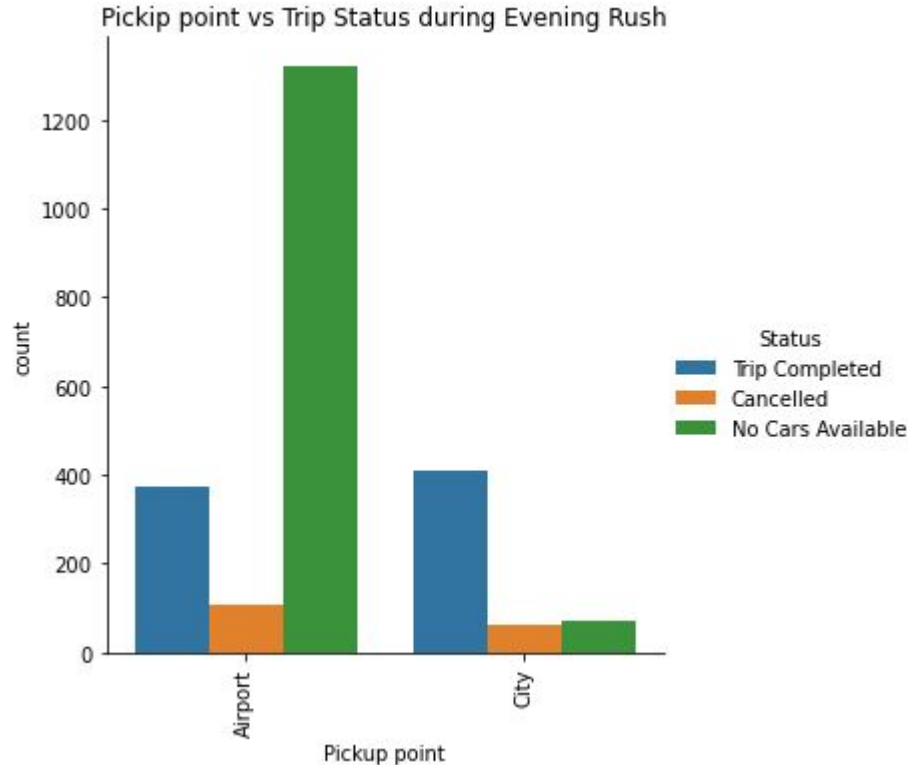
# Task 2: Find out the gap between Supply & Demand

From the plot we can observe during “Morning Rush” Hour most of the trips are getting “Cancelled” from “City” Pickup point.



# Task 2: Find out the gap between Supply & Demand

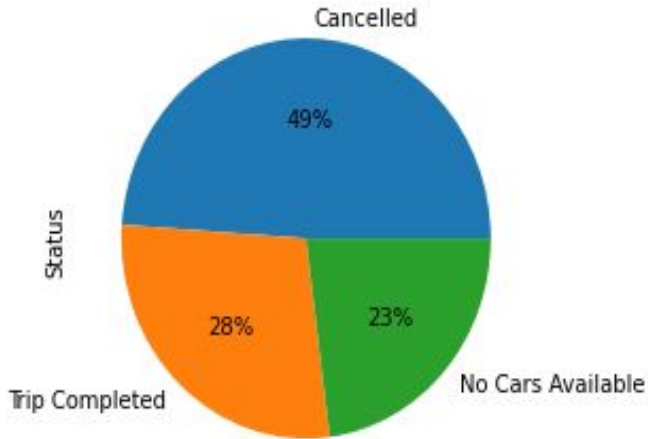
From the plot we can observe during “Evening Rush” Hour most of the trips are getting “No Cars Available” from “Airport” Pickup point.



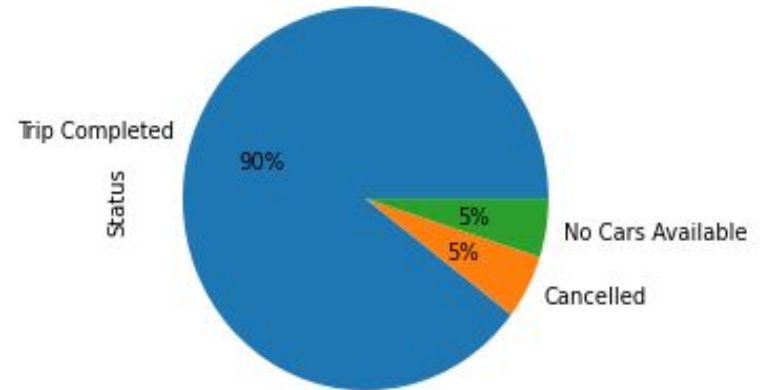
# Task 3: Reason for Supply Demand Gap

From the plot we can observe during “Morning Rush” Hour most of the trips are getting “Cancelled” from “City” Pickup point. One of the reason is not availability of cars from the plot we can see 23% of cars not available in the city.

Morning Rush Hour Trip Status In City



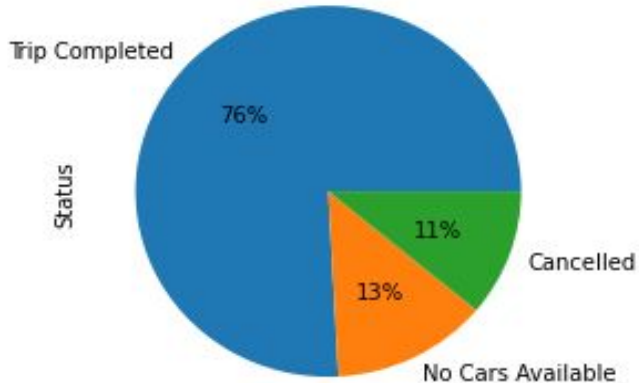
Morning Rush Hour Trip Status In Airport



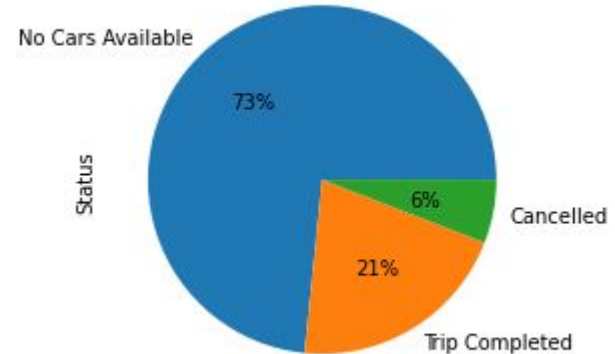
# Task 3: Reason for Supply Demand Gap

From the plot we can observe during “Evening Rush” Hour most of the trips are getting “No Cars Available” from “Airport” Pickup point. One of the reason is not availability of cars from the plot we can see 73% of cars not available in the city.

Evening Rush Hour Trip Status In City



Evening Rush Hour Trip Status In Airport





# Task 4: Recommendations to resolve supply demand gap

- In Morning Rush We can increase the cars availability by providing car pooling and also we can decrease car cancellations in the cities by giving incentives to both cab drivers and users
- In Evening Rush Hour there is almost 73% of no cars available in Airports we can decrease by making number of cars available by providing extra facilities to cab drivers like providing late evening fee

**Thank You**