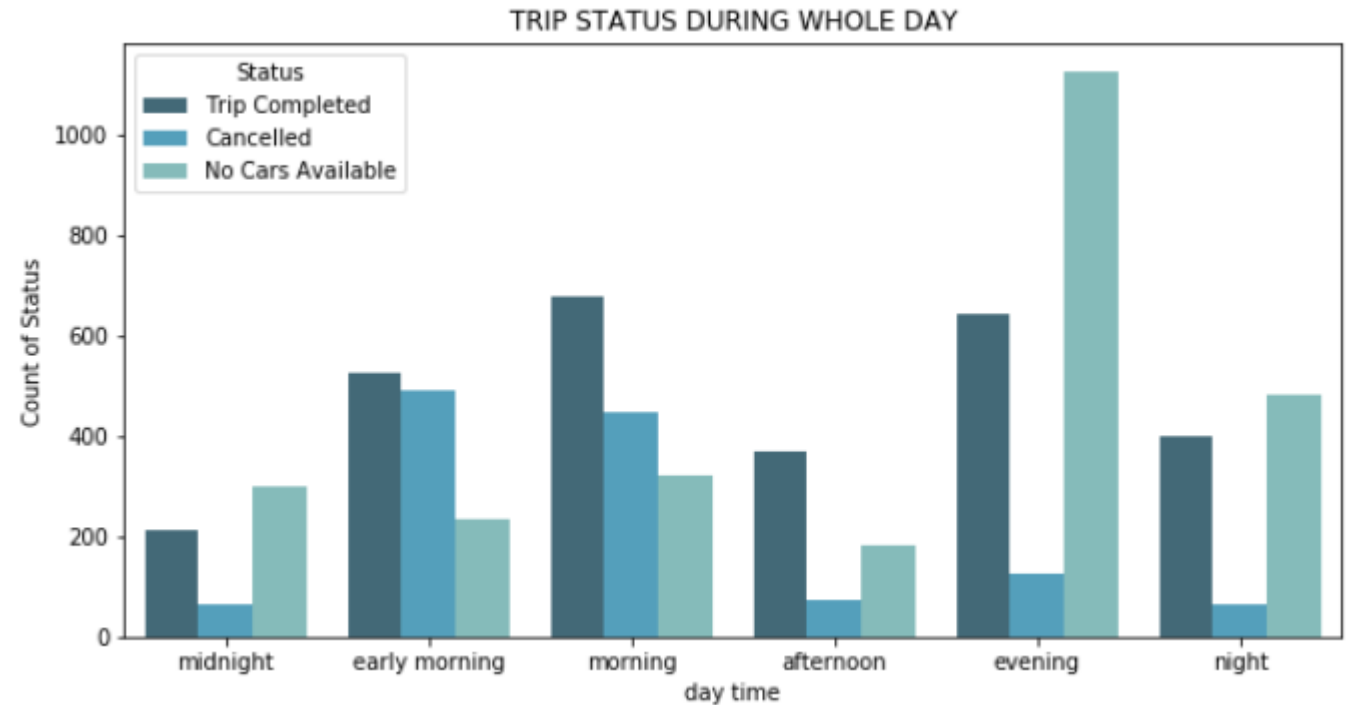


Uber Supply Demand Gap Assignment

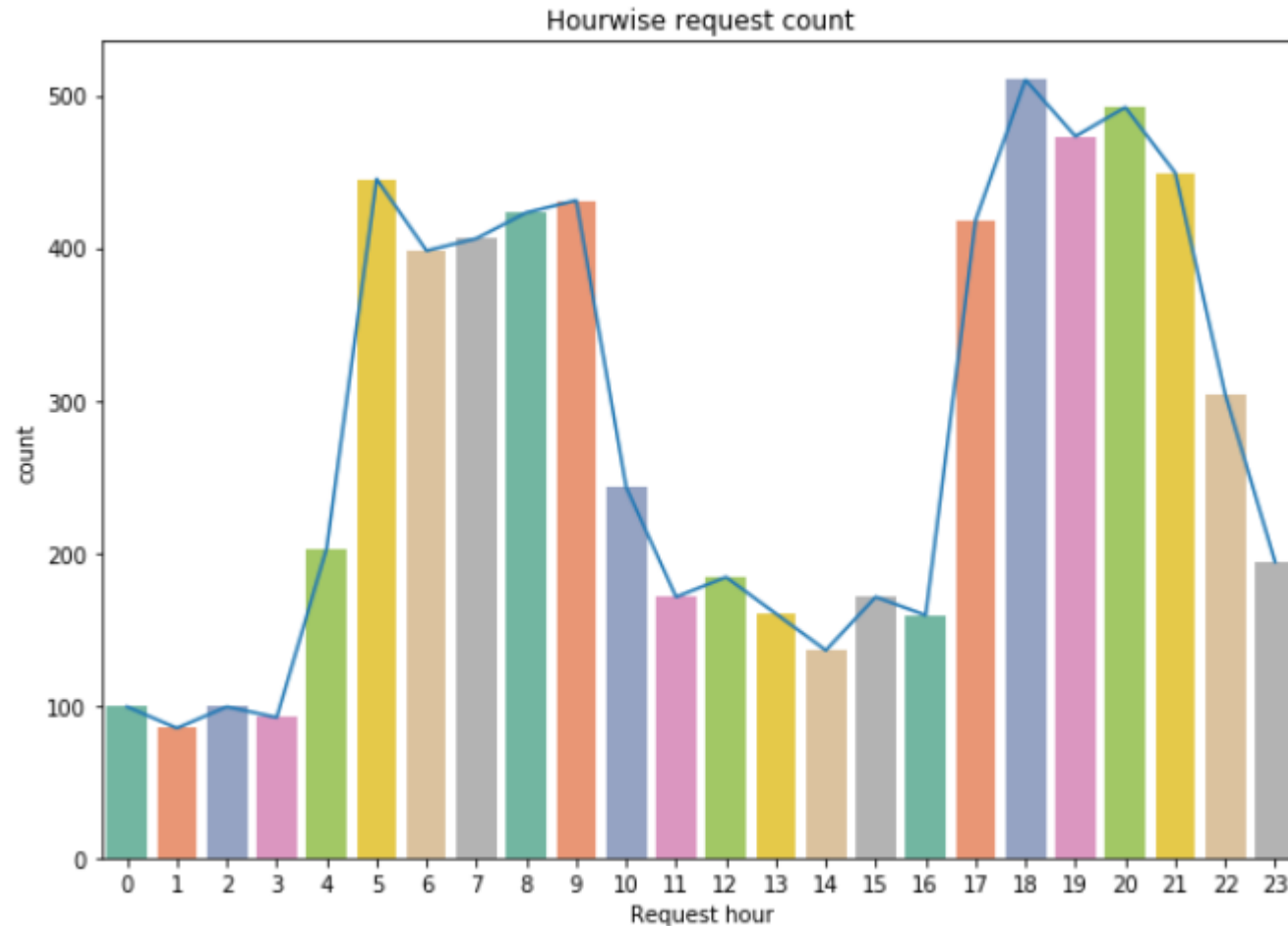
Created by : Hardik Kaneriya

Initial analysis based on timeslot

During Data analysis we came to know that most number of no cars available status received during the evening timeslot.

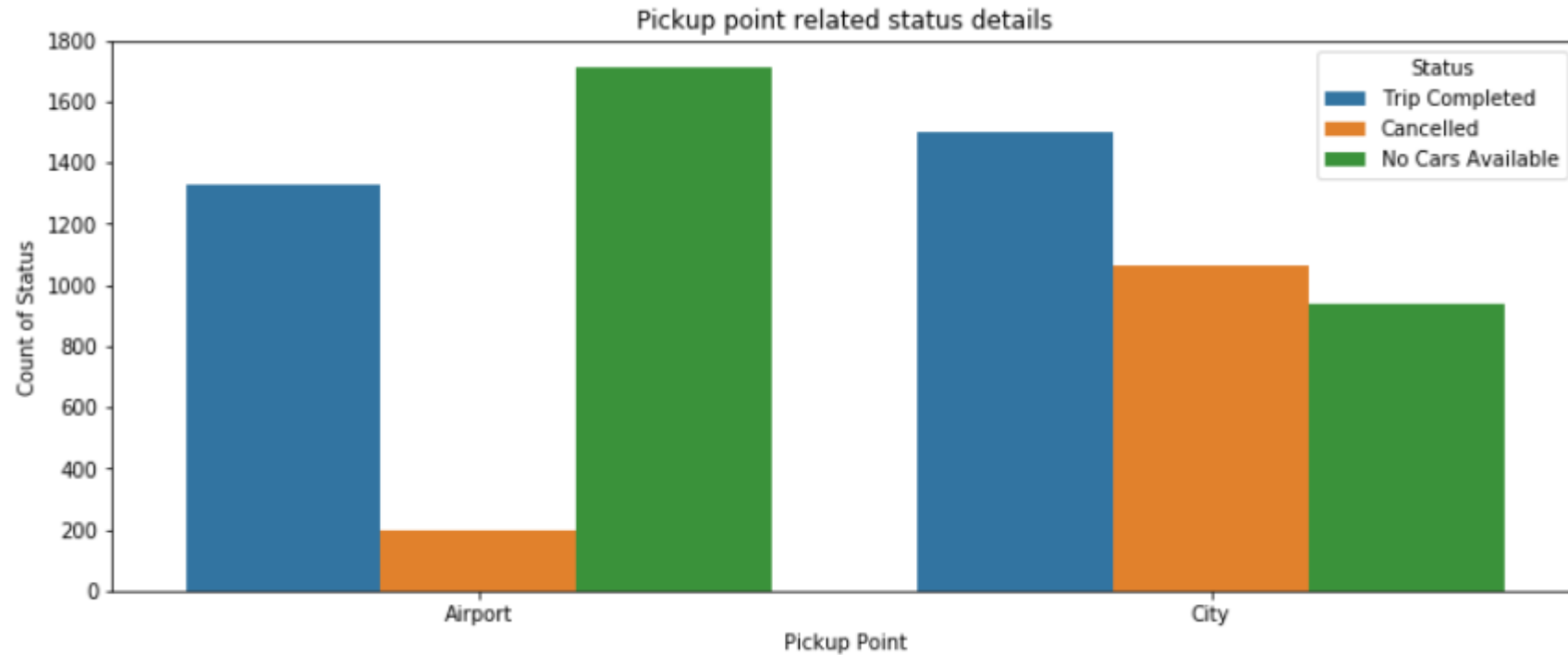


Status count based on Hour



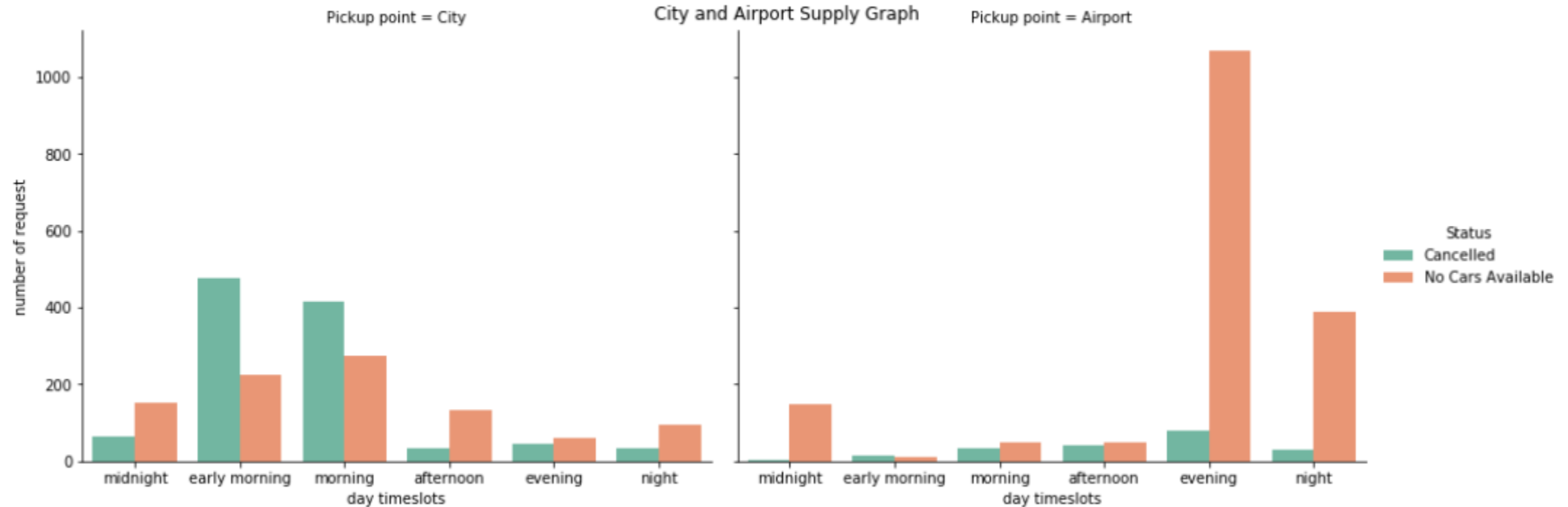
It is clearly visible that during the 5,6,7,8 and 17,18,19,20,21 hours peak is high that means uber driver receives large number of ride requests during this time.

Drill down to data by Pickup Point



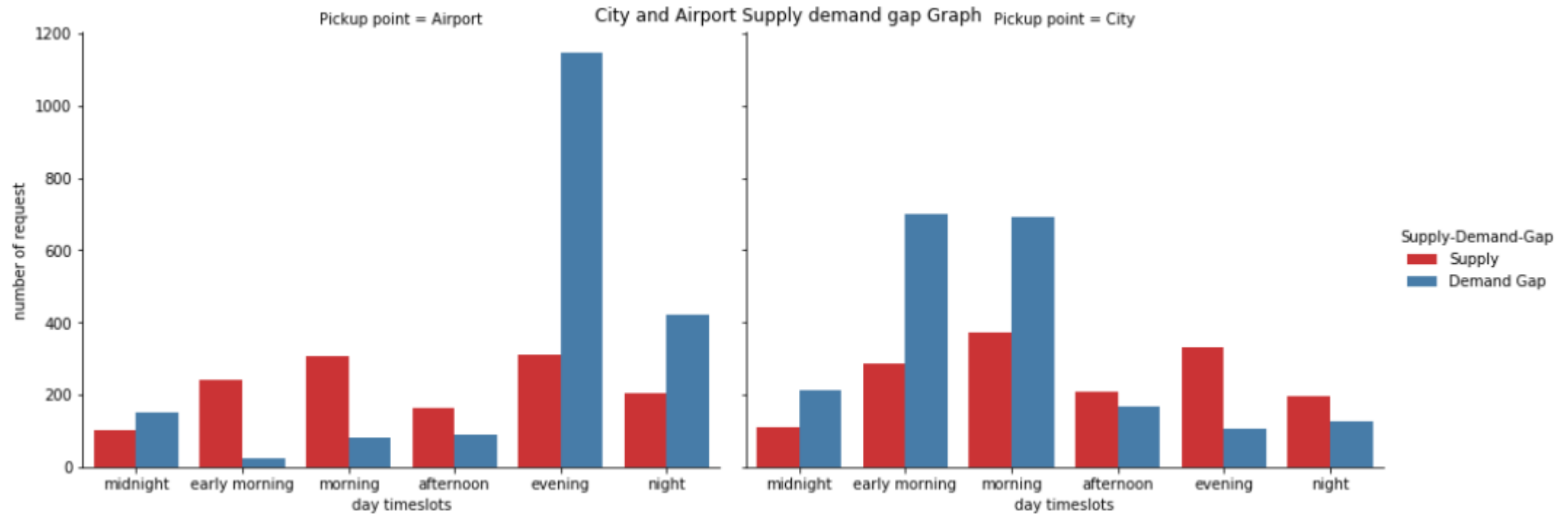
When we graph the plot based on pickup point categorical data we can see that no cars available status is large in number for airport pickup point

Cancelled and No cars Available staus

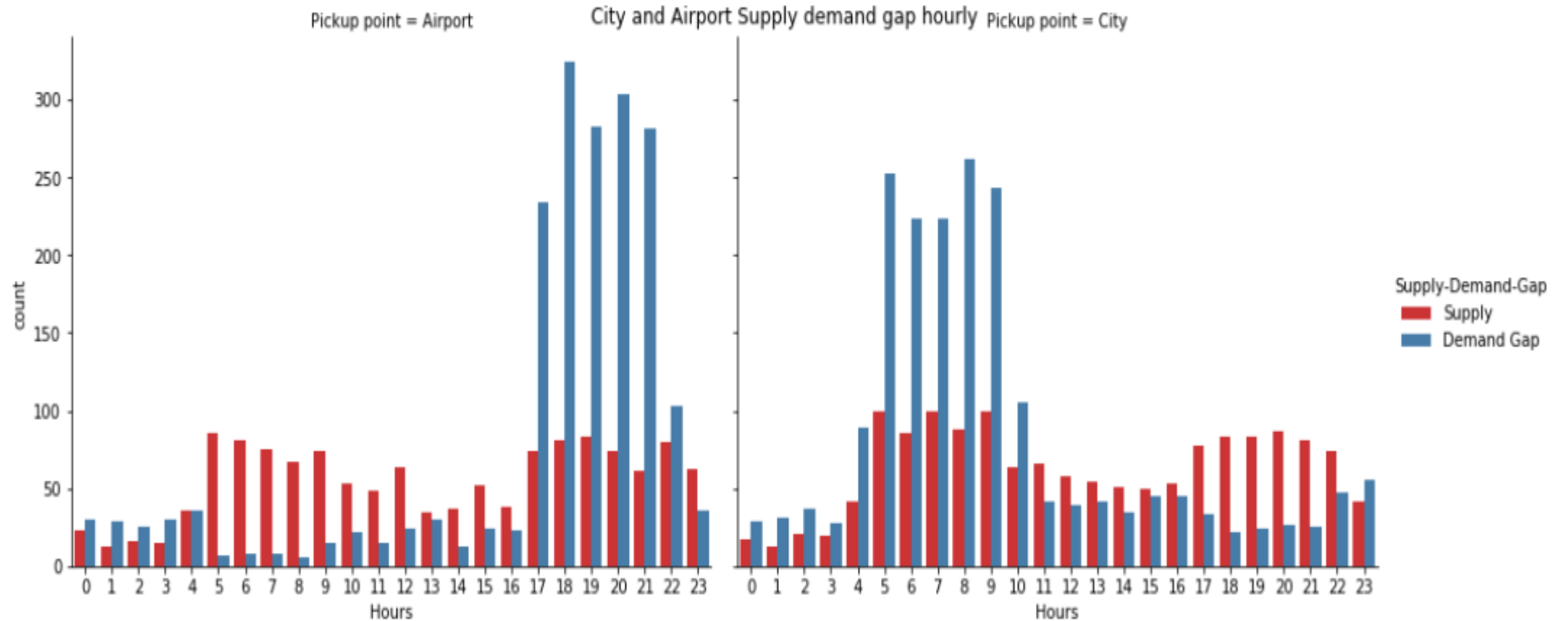


It is clear that most of driver cancel the ride to the airport from the city because they will not get rider easily while returning during morning time.

City and Airport Supply demand gap



For airport Pickup point during evening timeslot there is a large gap. On the other hand for the city pickup point there is a demand gap for early morning and morning time slot.



From the above two graph it is clear that for airport pickup point ,for evening timeslot and hour(17-21) there is a huge demand gap . On the opposite there is a huge demand gap , for morning and early morning timeslot and hour(5-9) huge gap can be seen for city pickup point

Reason for the supply and demand gap

- We can clearly see that during morning time there is very less number of ride cancels from airport that means if driver take ride from city to airport then there is very less probably that he will get the ride because of shortage of passengers.
- On the contrast, as people prefer to travel during evening time, we can see the evening time due to large number passenger travelling from airport to city there is a shortage of cabs.

Recommendations

- It is recommended to have a more number of cabs available in the airport during the evening timeslot as there is a large Supply demand gap.
- Most of the drivers cancel the ride during the morning and early morning time from city. To prevent this uber should provide more rides and benefits to the driver who successfully complete the rides during morning and early morning so that driver will not cancel the ride and it will fulfil the demand gap.

Thank you