



# Supply-Demand Analysis

## SUBMISSION

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# Abstract

**Problem Statement:** Customers face issues such as No Car availability, Cancellation while booking cabs to and from Airport these very issues also impact the business of Uber

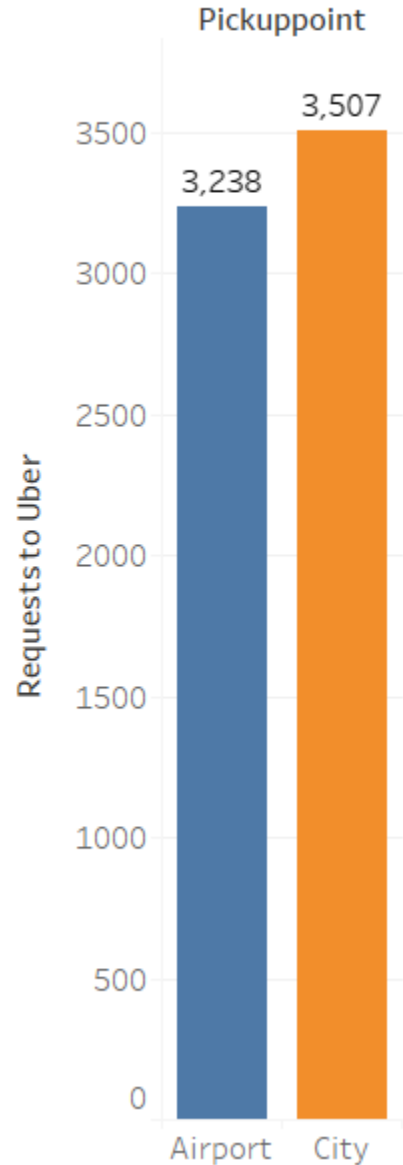
**Business Objective:** to identify the root cause of the problem (i.e. cancellation and non-availability of cars) and recommend ways to improve the situation

**Data Understanding:** The data set provided is only to and from airport for 5 days.

**Analysis Required:**

- most pressing problems
- What is the gap between supply and demand
- the root cause and possible hypotheses of the problem

# Demand analysis

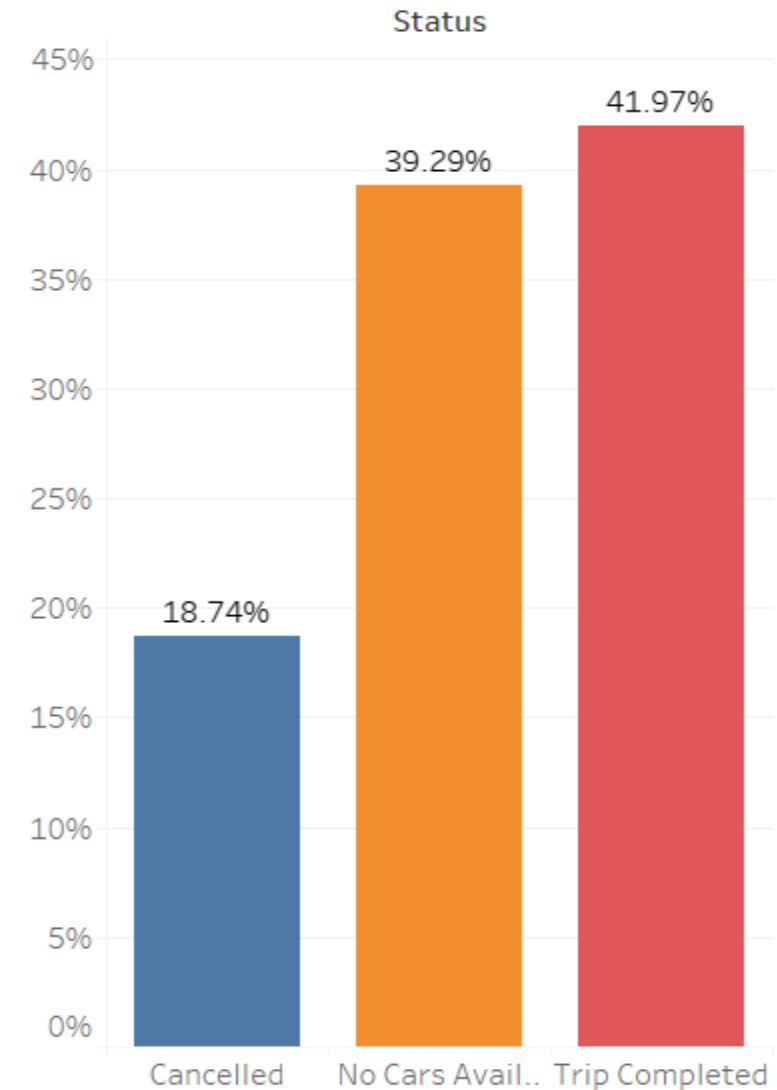


Demand is almost same from and to Airport

Only 42% of the demand is met by Uber

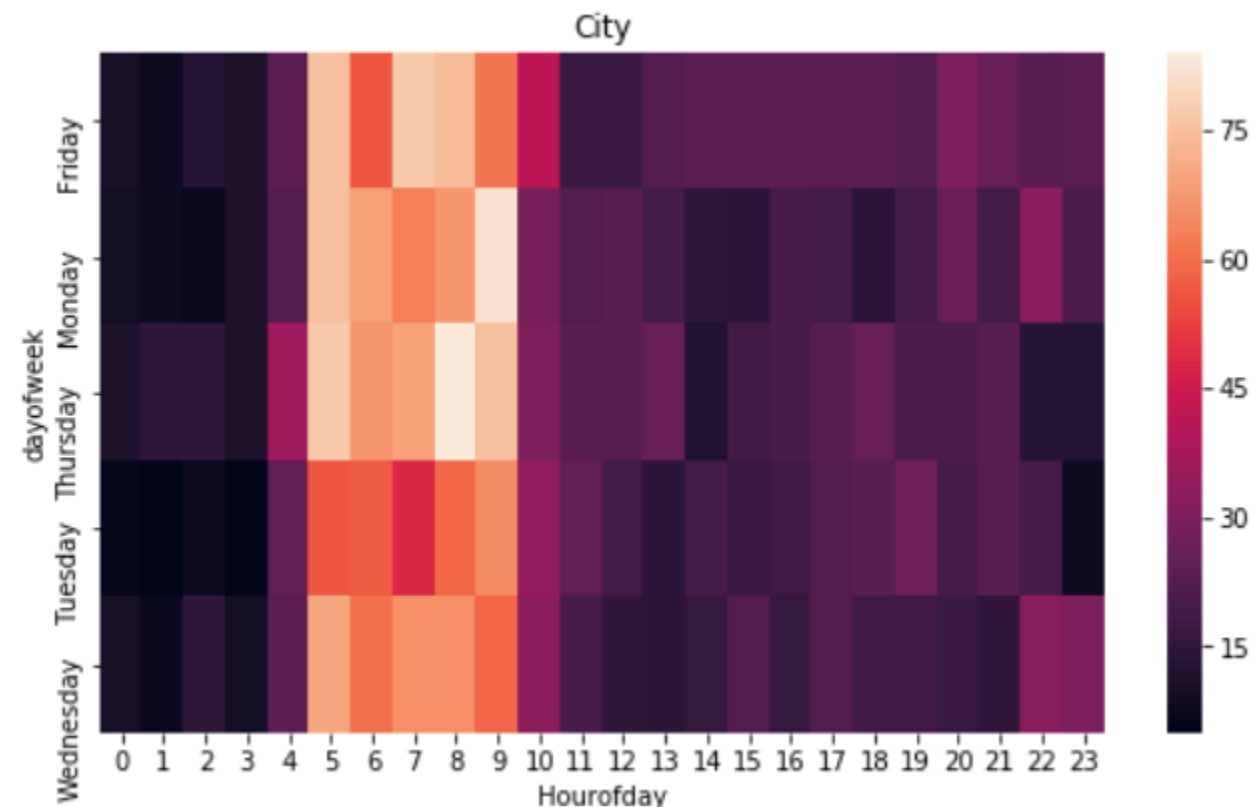
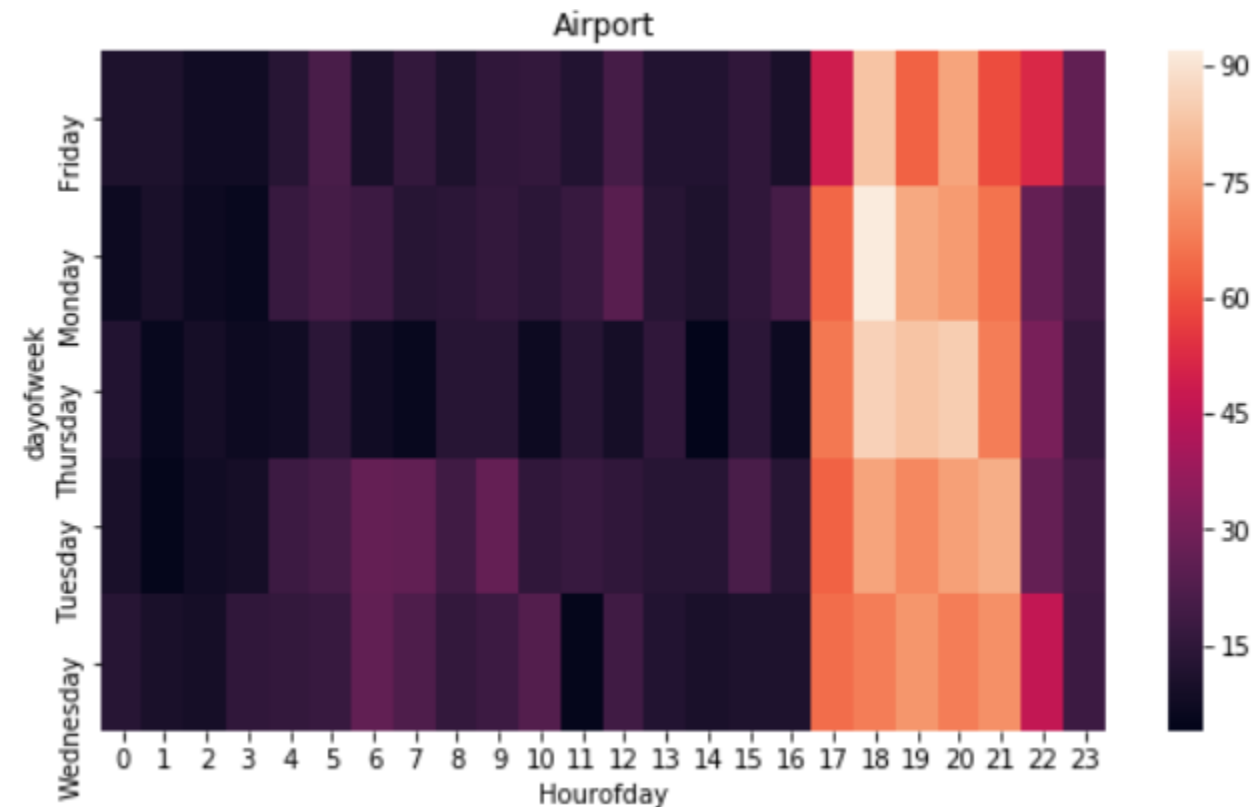
There is a huge gap as even 50% of the requirement is not met

## Demand-Supply



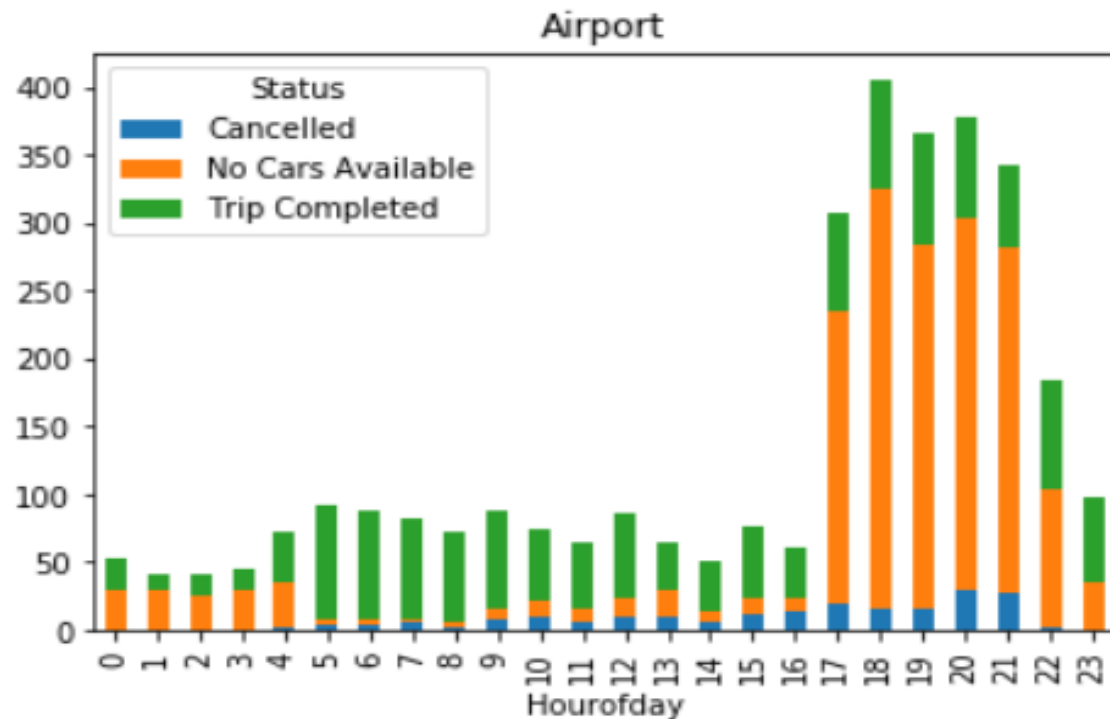
# Demand analysis

- There is an almost Uniform distribution of demand in all the 5 days both in and out of Airport
- Also the there is huge demand from Airport during evening and to Airport in Early morning

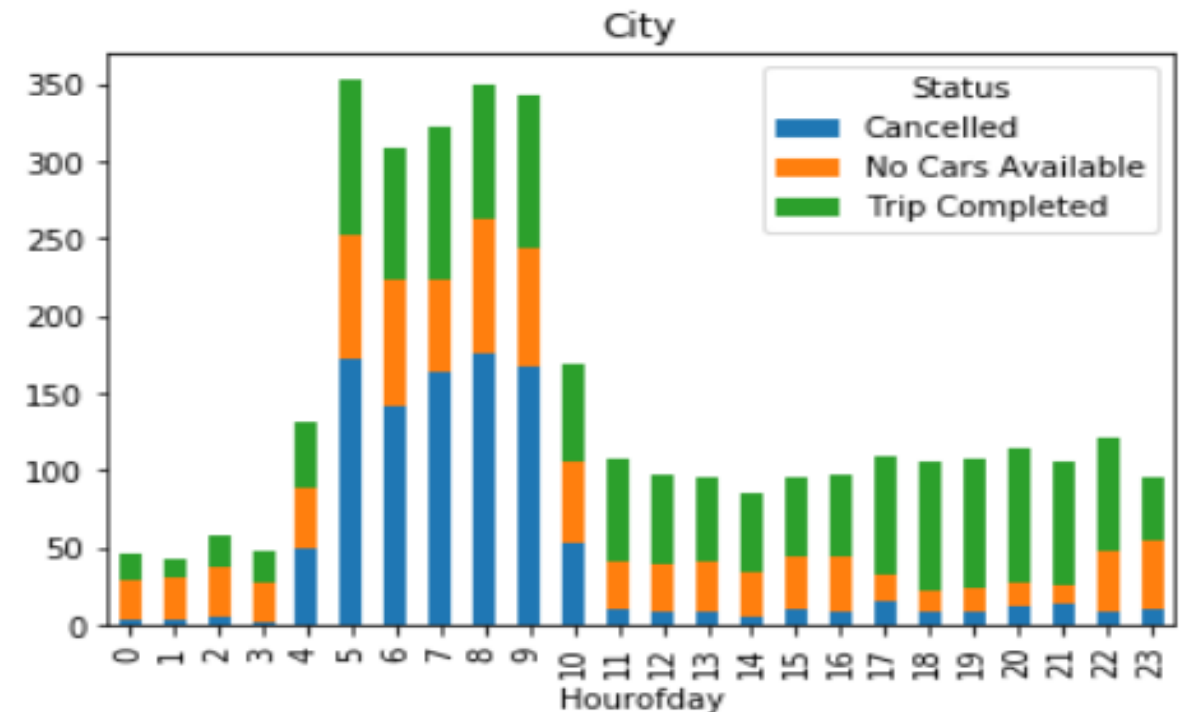


## Demand analysis-Time Slots

There is a High demand of cabs from Airport in evening and late night  
i.e. most of flights are entering the city during this hours

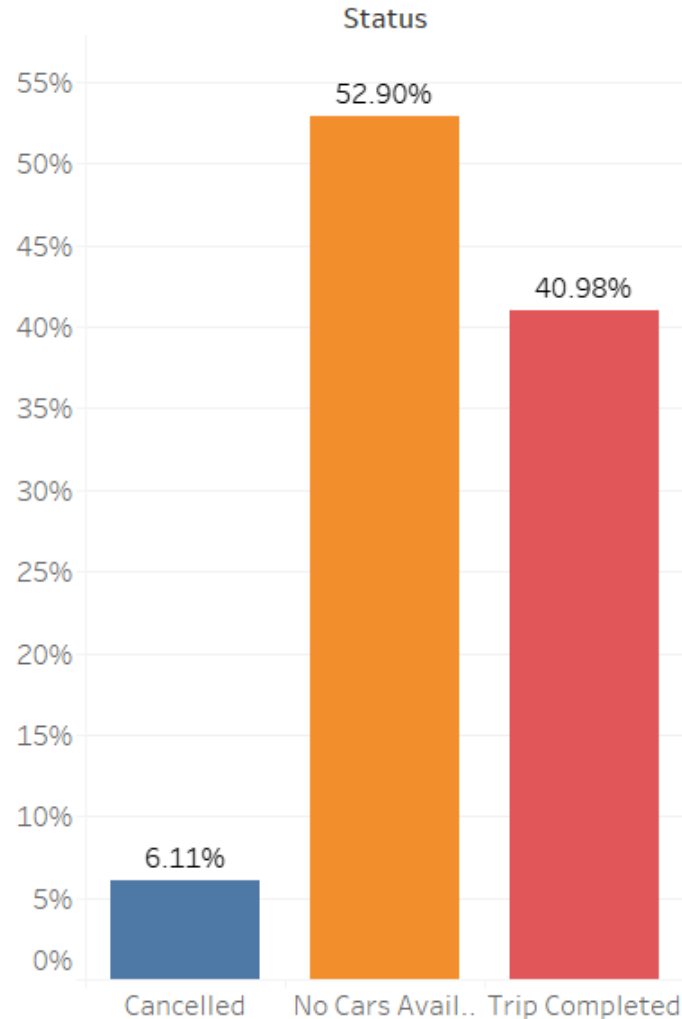


There is a High demand of cabs from City(to airport) in early morning ,Late night  
i.e. most of flights are leaving the city during this hours



# Demand-Supply Gap Analysis

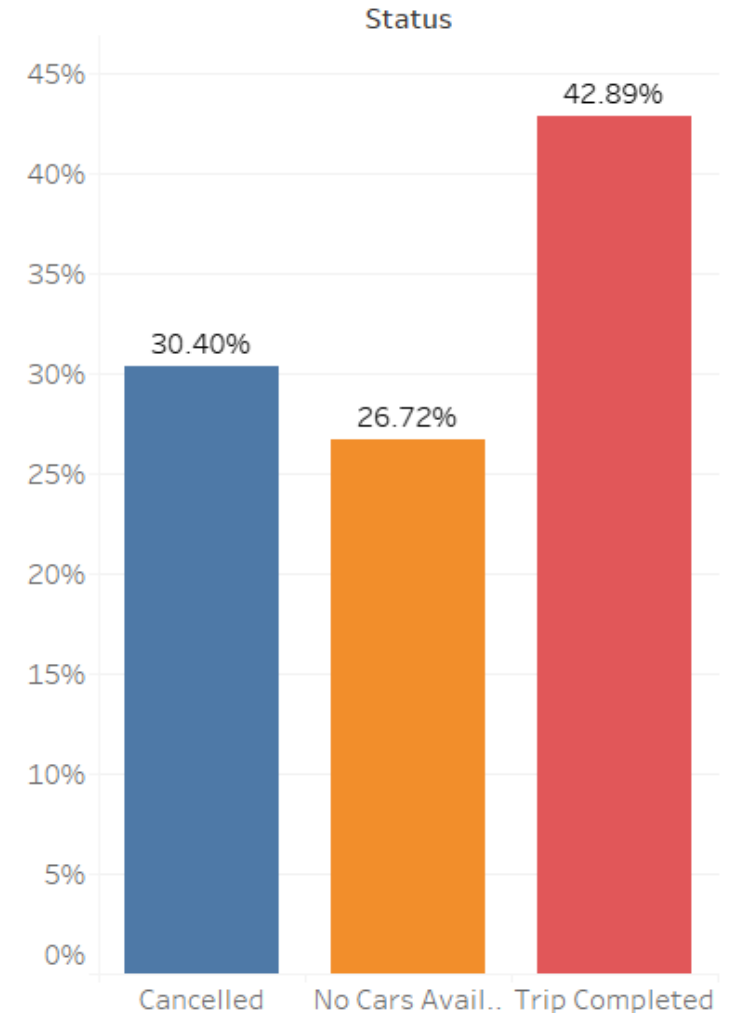
Airport Demand-Supply



- Airport to City  
52.9% -No Cars available
- City to Airport  
30.4% cancelled request  
26.7% No Cars available

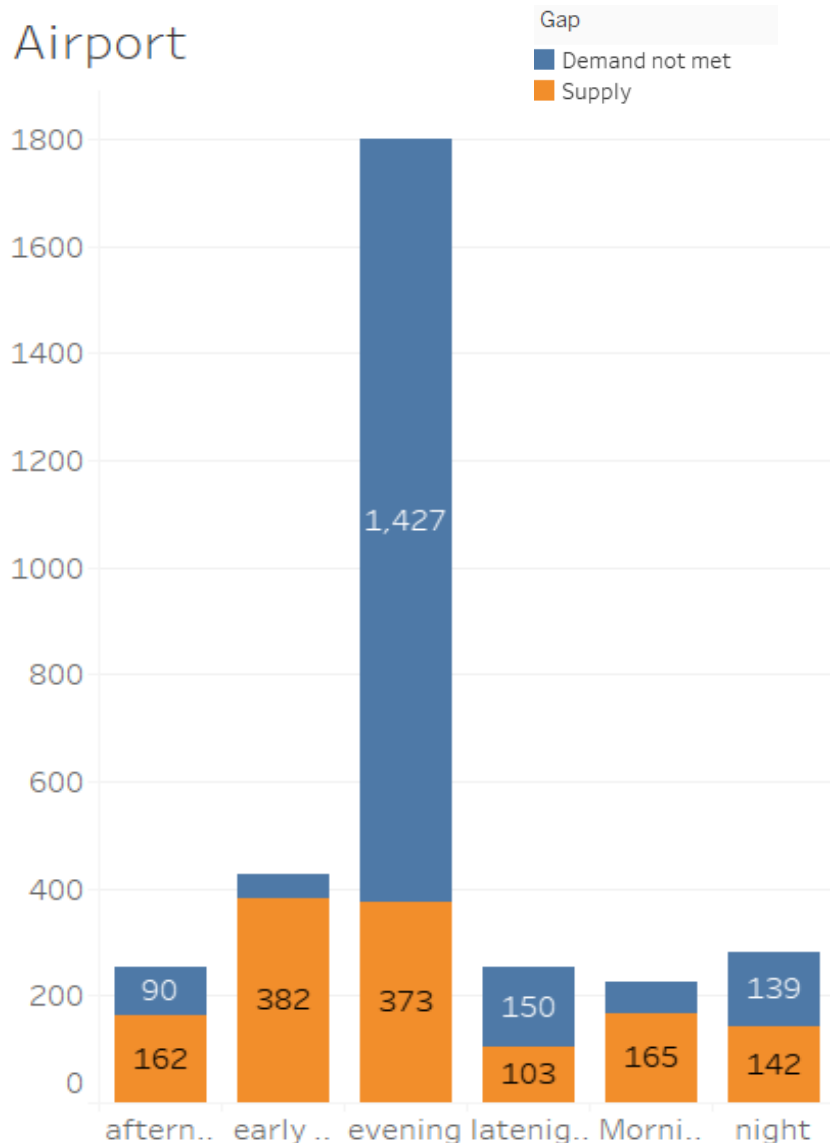
So from both the points  
minimum 26% no cars from  
Uber to supply the demand

City Demand-Supply



# Demand-Supply Gap Analysis

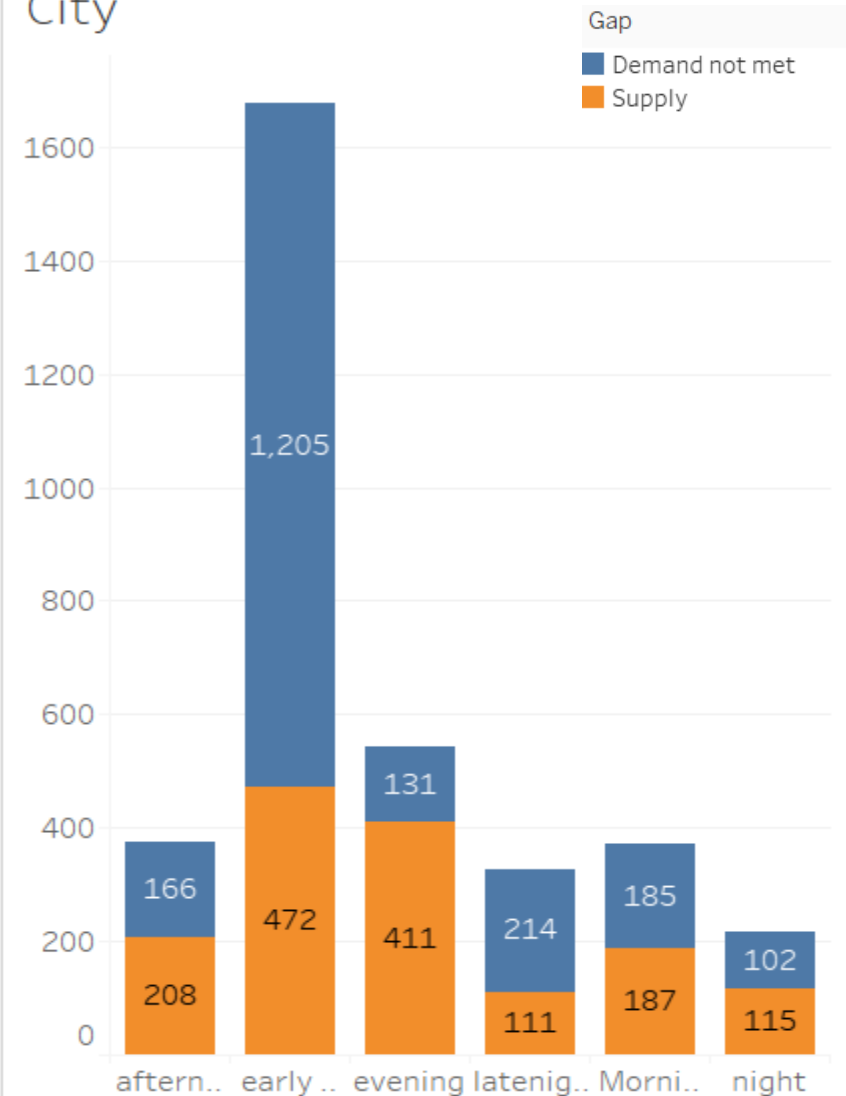
## Airport



Early Morning/Late Night: High Demand from City which is disproportionate to situation in Airport, Hence we see more cancelled requests are more than to No cars available(also refer slide 5)

Evening/Late Night : High demand from Airport but no cars at airport

## City



## Recommendations

- As the demand is one sided during peak hours we need to find the ways to promote the drivers to take up the requests  
Like more incentives who cover the to and from airport trips
- Regarding No cars available which is huge at airport than city, we can introduce the new feature where customers can pre-book(few hours before) only to and from airport trips which provides more insight to Uber to plan in pulling more drivers to take up the airport trips and provide incentives
- Comparatively lower fares to customer who pre-book airport trips and appropriate incentives to drivers who takes up the airport trips may provide a sustainable business model for uber to meet the demand –supply gap