

# Uber Case Study

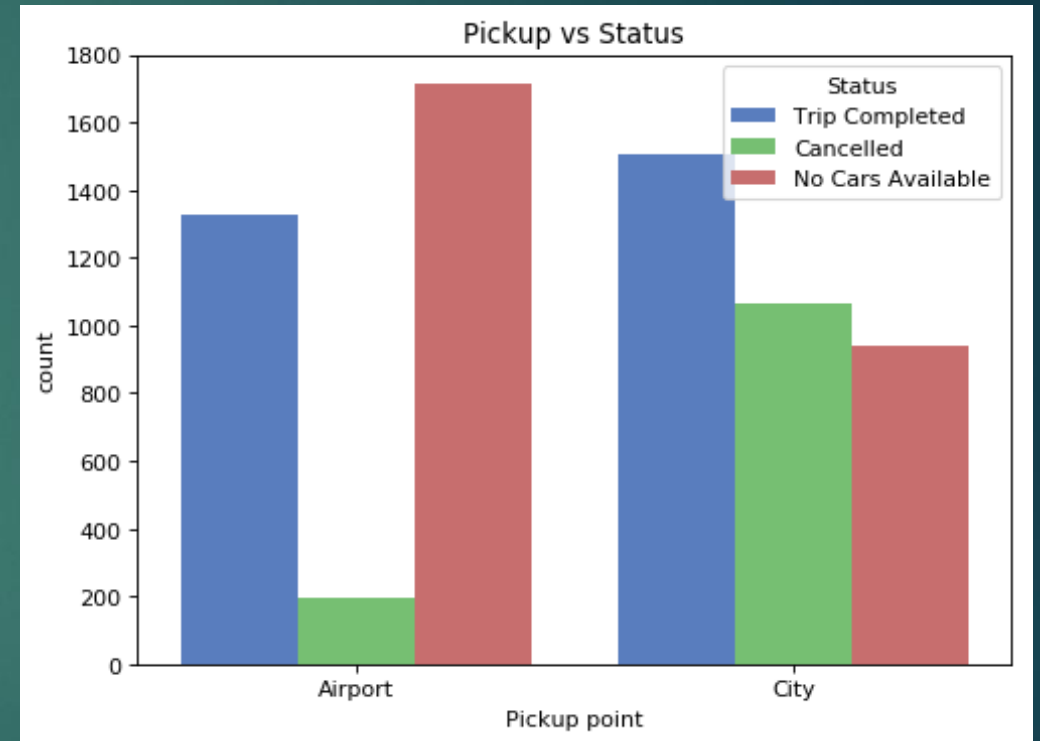
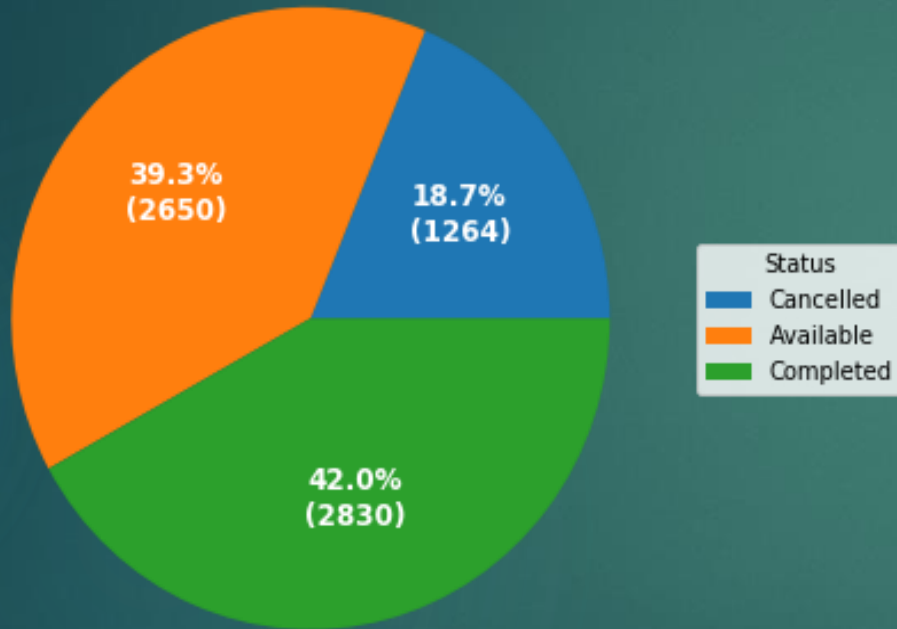
DEMAND AND SUPPLY STUDY

Mohana Krishna Polamuri  
PGDDS Cohort 8

# Analysis of Data

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Pie Chart for Frequency of Status



# Analysis of Data

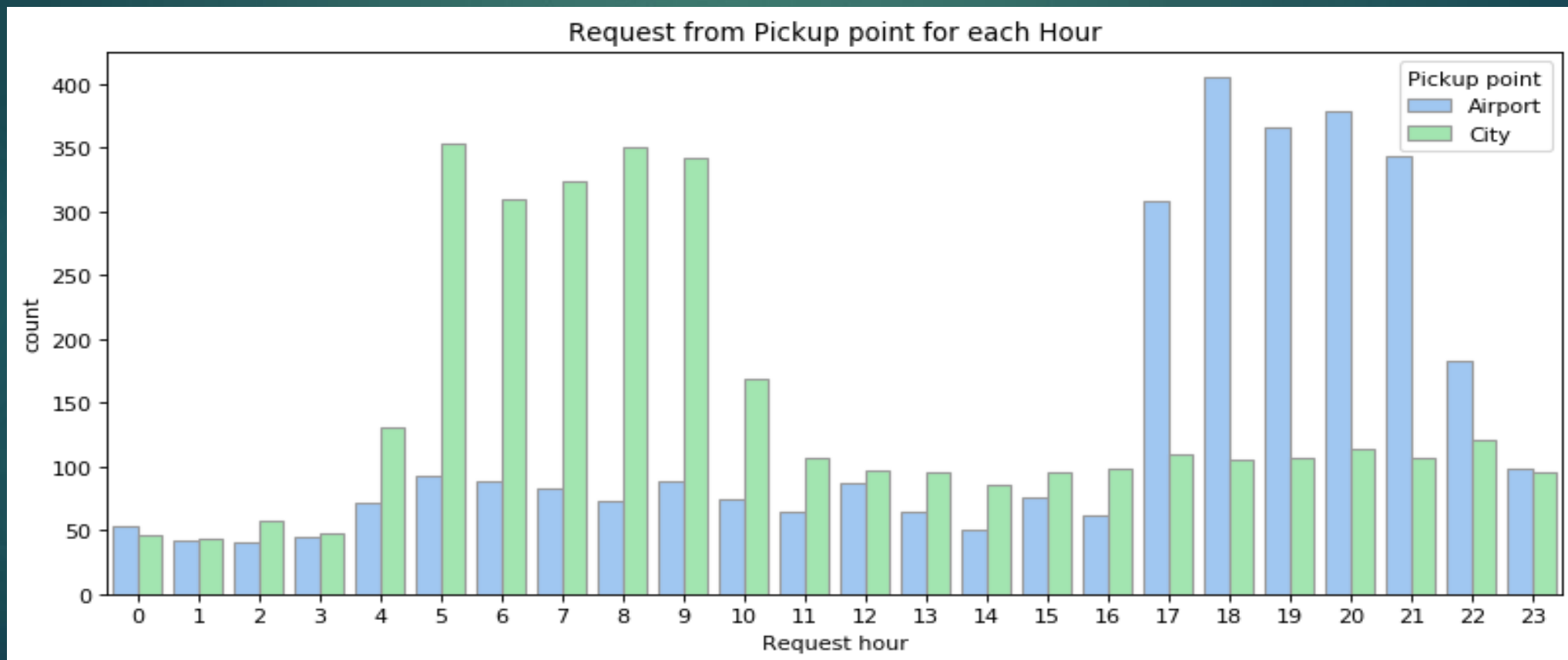
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- ▶ We can clearly depict the following analysis from above slide
- ▶ There is a significant no availability of cars from airport
- ▶ There is a huge cancellations happening from the city to airport

# Analysis of Data

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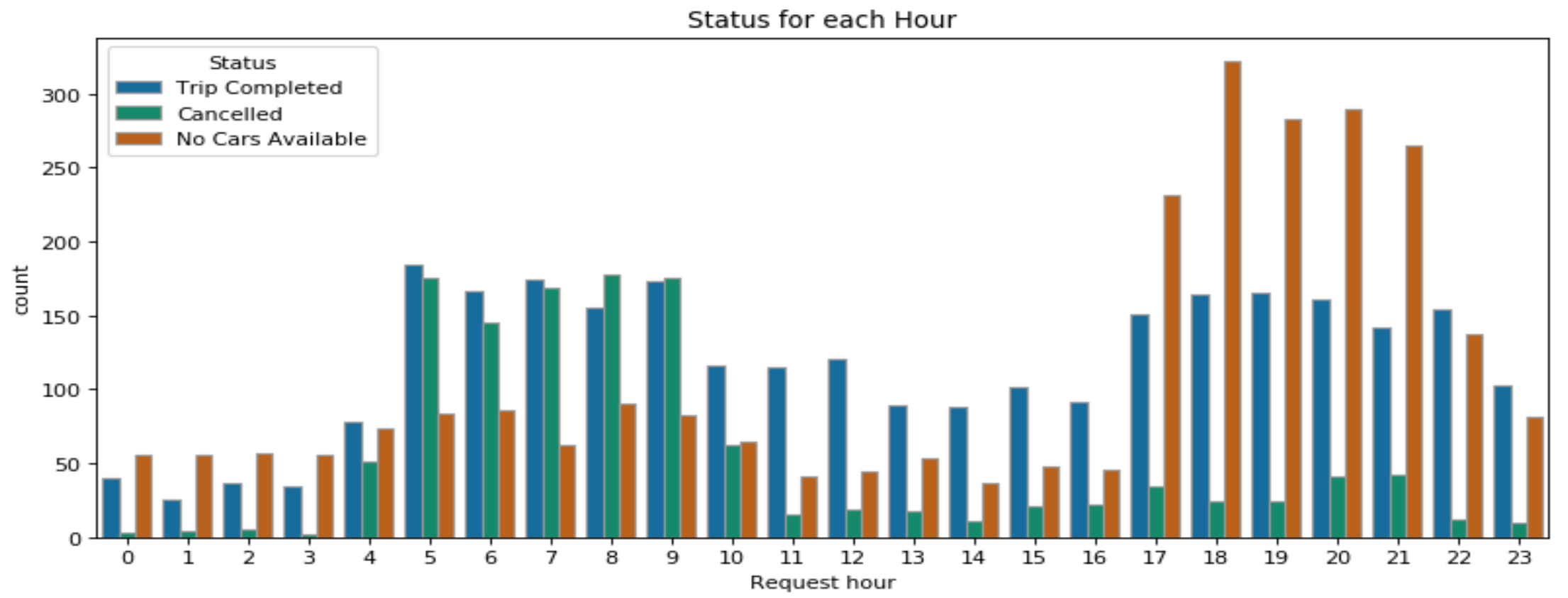
- There is a high demand from city during 5am – 9am and from airport during 5pm to 9pm



# Analysis of Data

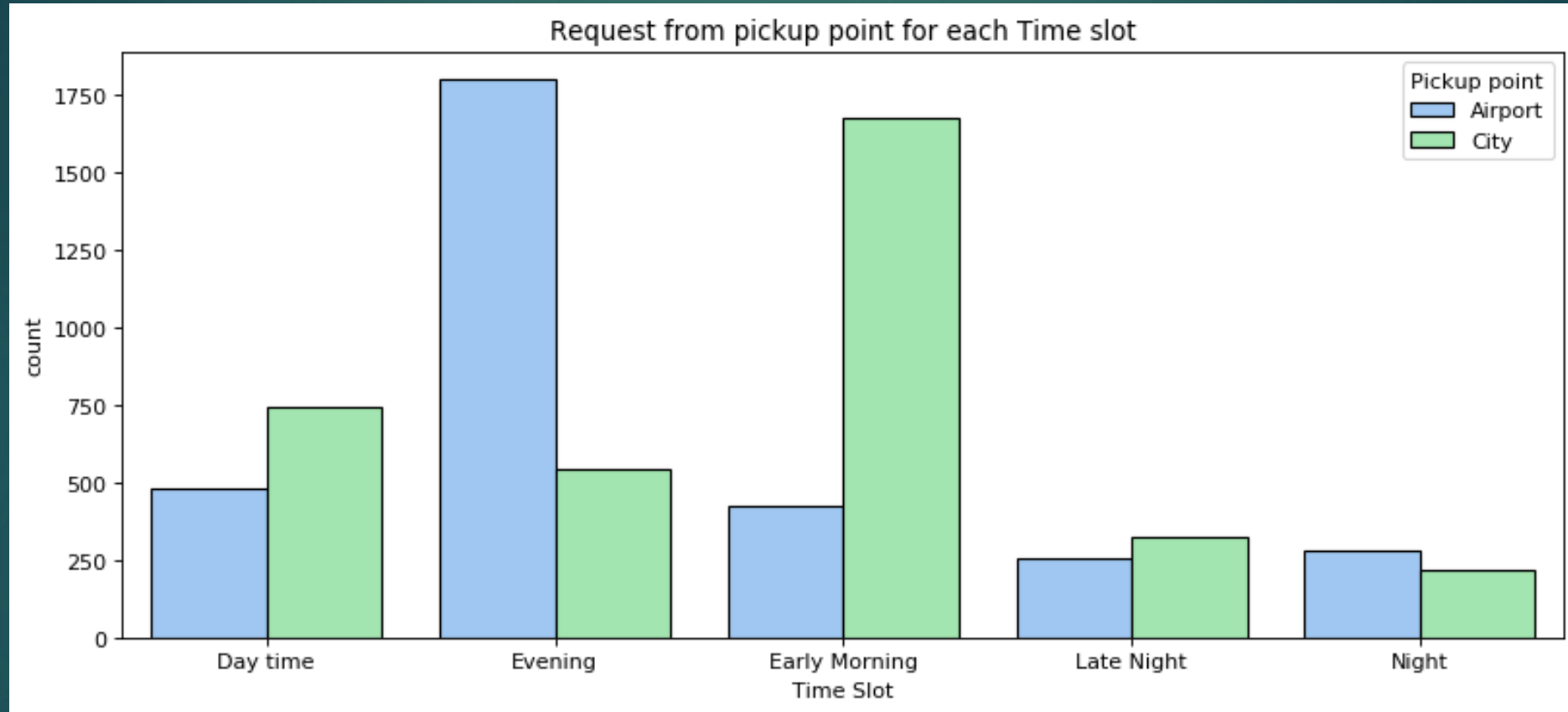
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- Each hour status can be depicted from below figure
- We can see around 5pm – 9pm No availability of cars is higher and 5am - 9am Cancellations from drivers is higher



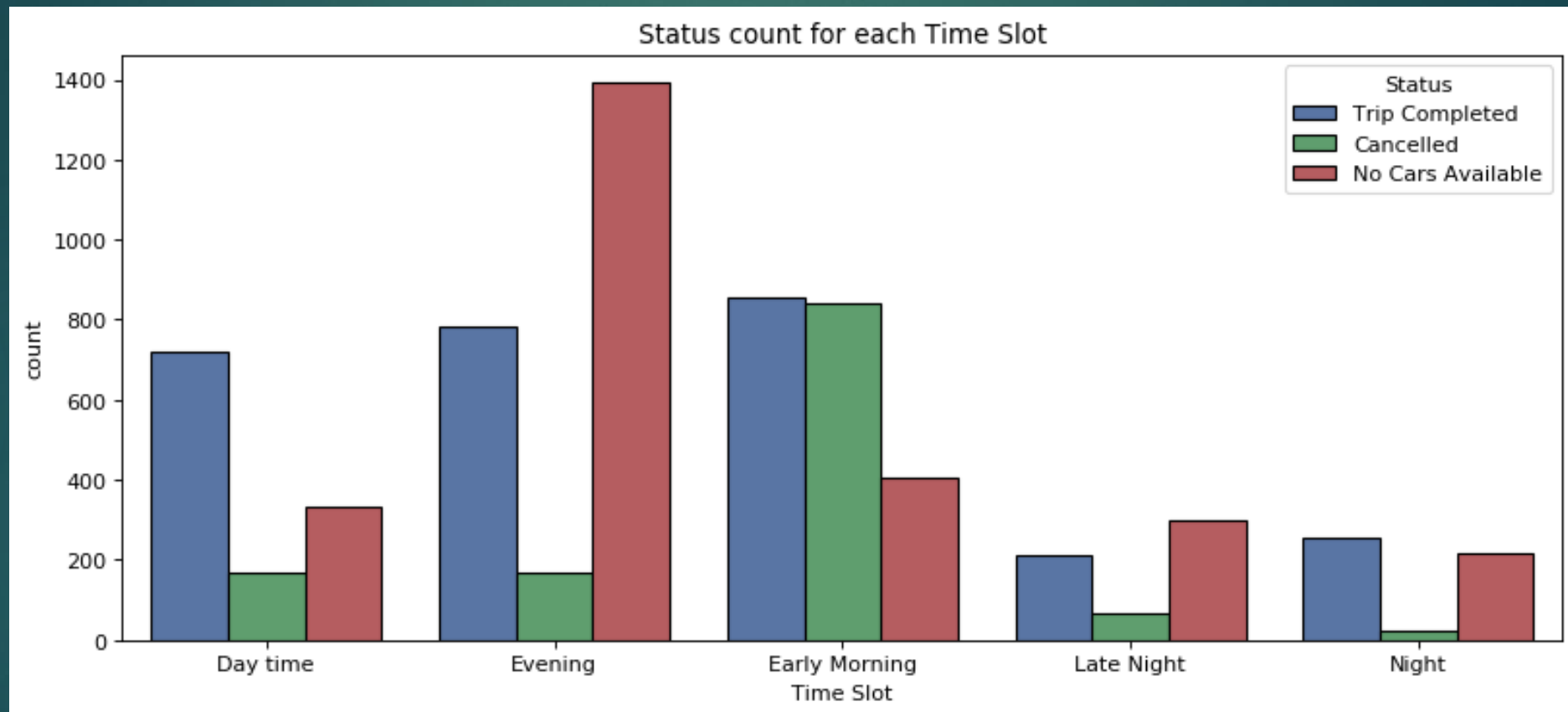
# Analysis of Data

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# Analysis of Data

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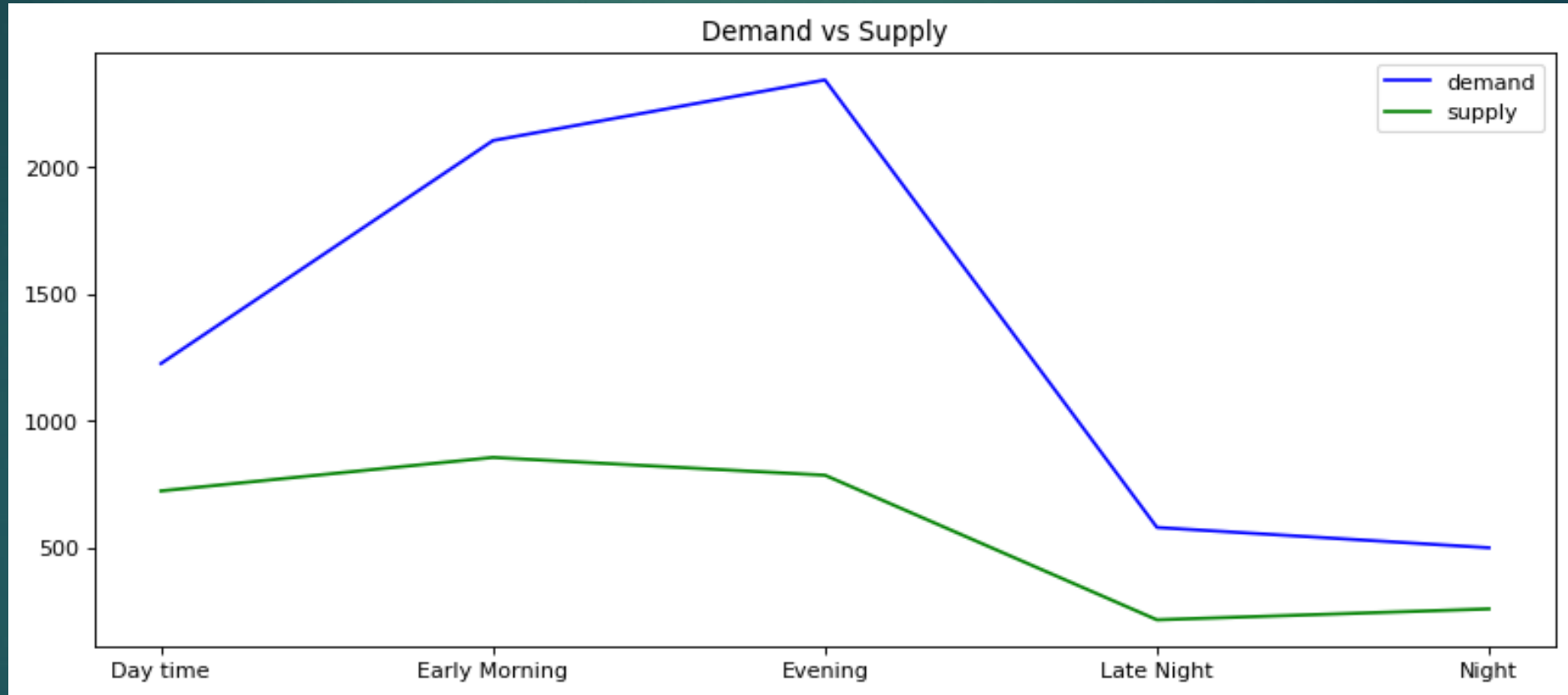
# Demand and Supply

- ▶ From all the above pictures we can clearly see that there is gap in supply and demand.
- ▶ From city there is a problem of cancellations and that is high during early morning
- ▶ From airport there is a problem of availability of cabs and that is high during evening
- ▶ This is can seen though below graphs



# Demand and Supply

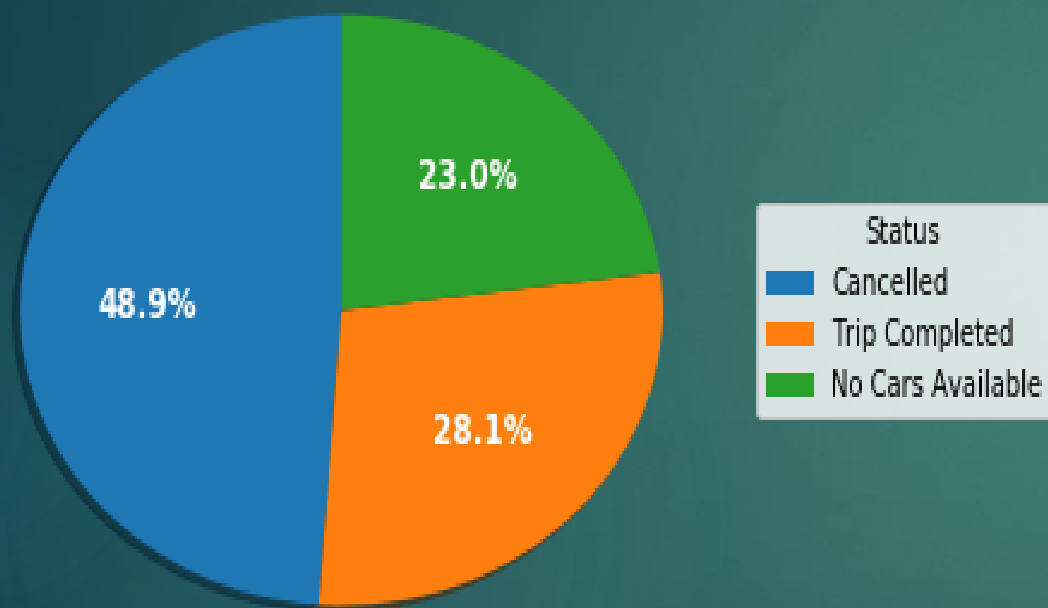
9



# Demand and Supply

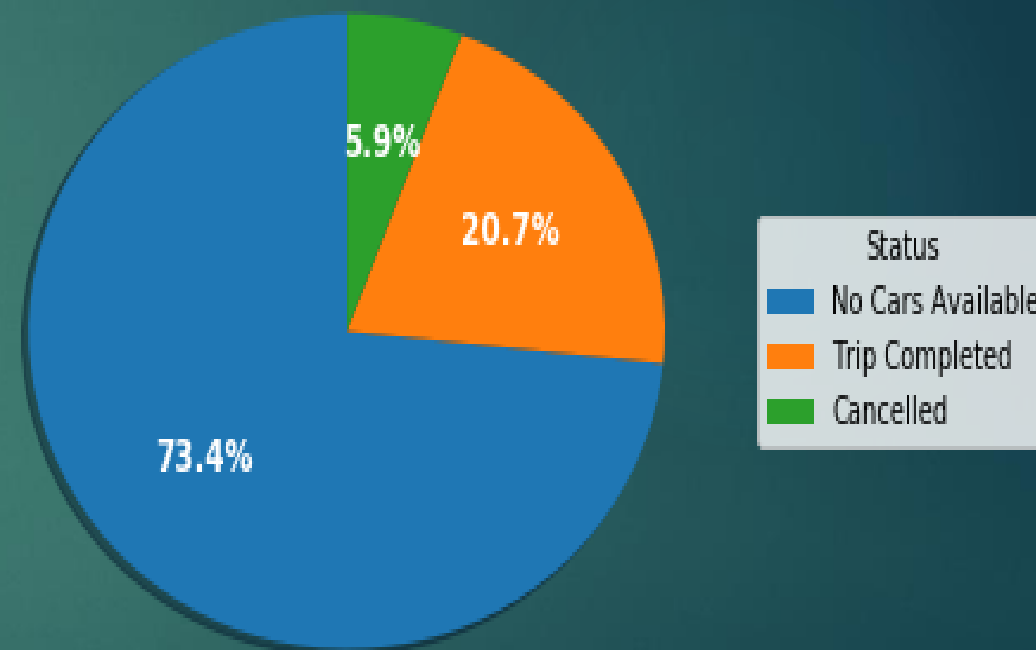
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Pie Chart for Supply Demand Gap



Status from City During  
Early Morning

Pie Chart for Supply Demand Gap



Status from Airport  
during Evening

# Demand and Supply Reasons

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- ▶ There is a high gap in Demand and Supply during Early morning and Evening. This could be because following reasons
- ▶ During morning Flights leaving the airport are more compared to the very less incoming flights. A driver who reaches airport this time either have to spend more idle time at airport or have to return with empty booking which is waste of fuel. This leads to more cancellation during Early mornings from city.
- ▶ During Evening incoming flights are more and leaving flights are less due to which cabs coming to airport is less. This is the reason they are not getting enough cabs during evening from Airport.

# Recommendation

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- ▶ Extra incentives for the driver if his/her source and destinations is either City – Airport or Airport – City
- ▶ Providing the data to drivers so that they are aware of Problem.
- ▶ A minimal surge can be applied as the demand increases.
- ▶ Charge levied from uber on the driver should be reduced.
- ▶ Trip fare to be adjusted, so that it will compensate the ideal waiting time for drivers

Thank You