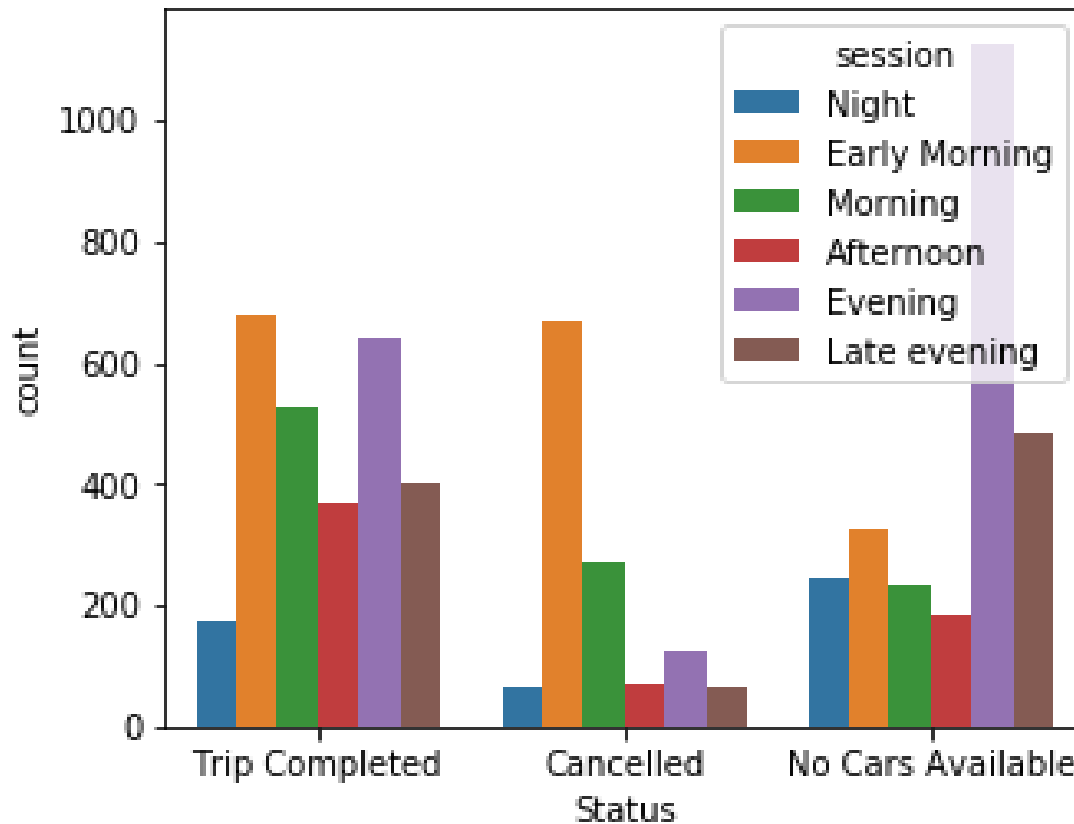


# Uber Case Study

Kumar Avishek | Cohort8 | 2<sup>nd</sup> December 2018

## Most Pressing Problem:



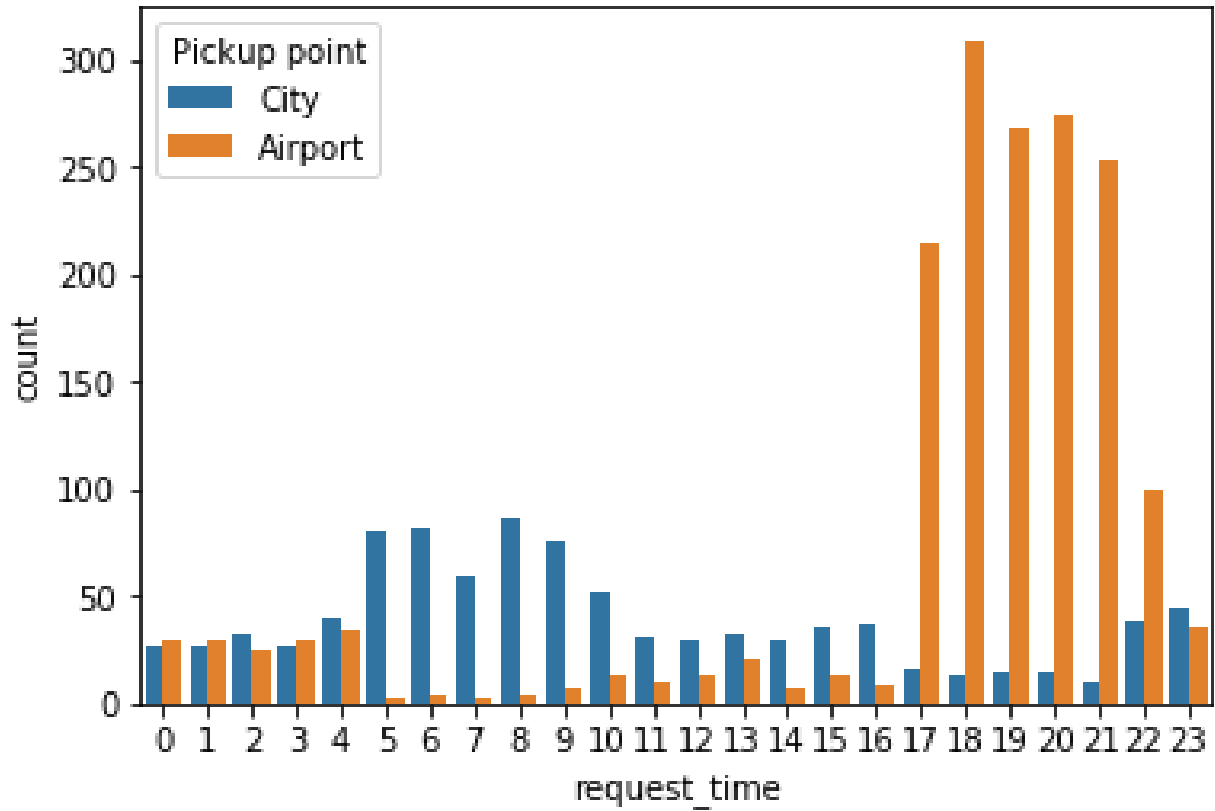
## Observations : Top 2 Problems

- No Cars Available during Evening Hours 4PM – 8PM is the Most peaking problem
- Trips Getting Cancelled and No cars available Early Morning 4AM – 8AM

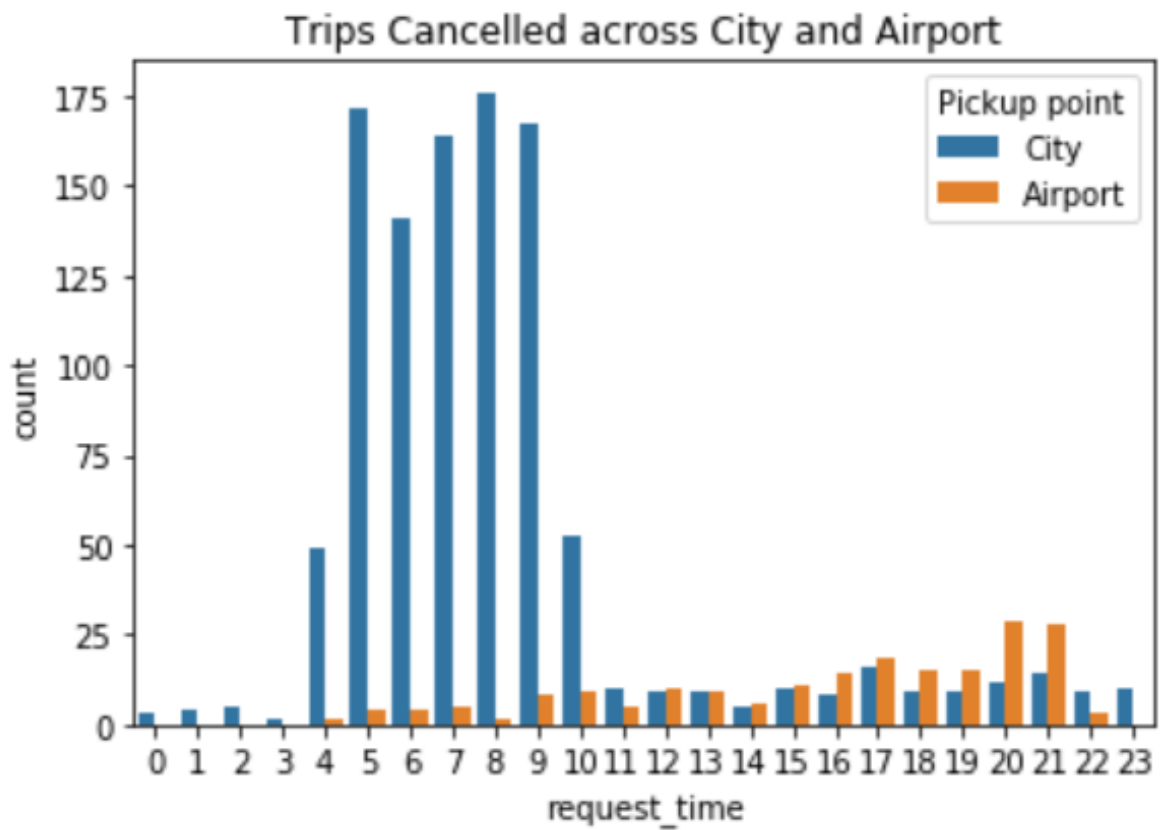
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## CLASSIFYING THE OBSERVATION AS PER CITY AND AIRPORT.

### Unavailability across the day across City and Airport



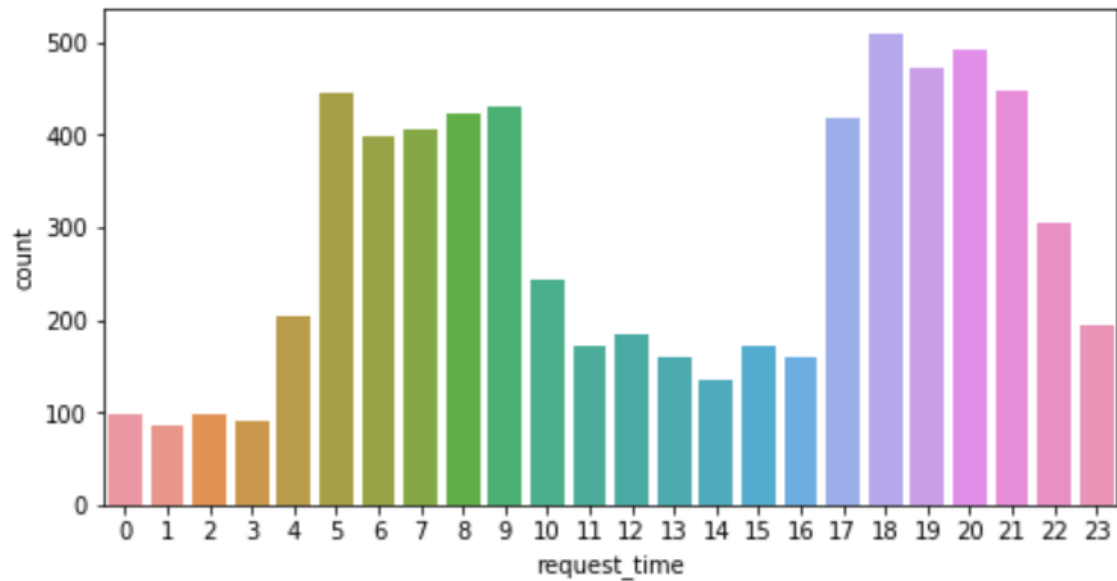
**Inference:** Unavailability of Cars at Airport in the evening 6PM is the biggest problem for Uber.



**Inference:** Trips Getting Cancelled in the evening 5PM – 9PM is another Problem for Uber that needs to be looked upon.

## Gap between supply and demand

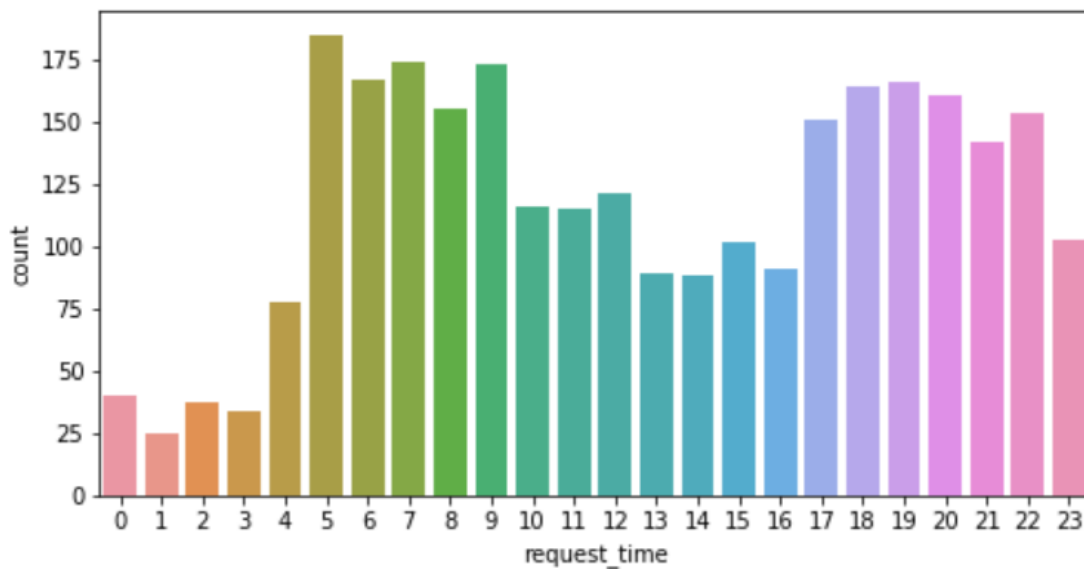
### Demand across the Day



Peaking Demand at 6 PM where demand of cars stand at 504

Inference: High Demand of Cabs in the Early Morning and Evening Time Zone.

### Supply across the Day



Inference: Maximum cabs supplied at 5AM-9AM (Early Morning)

Followed by Cabs between 5 PM – 8PM (Evening)

### Maximum Variation (Gap) is at 6-o Clock in the Evening: **344**

#Number of Cars Required(Demand) = 508

#Number of Cars Supplied(Supply) = 164

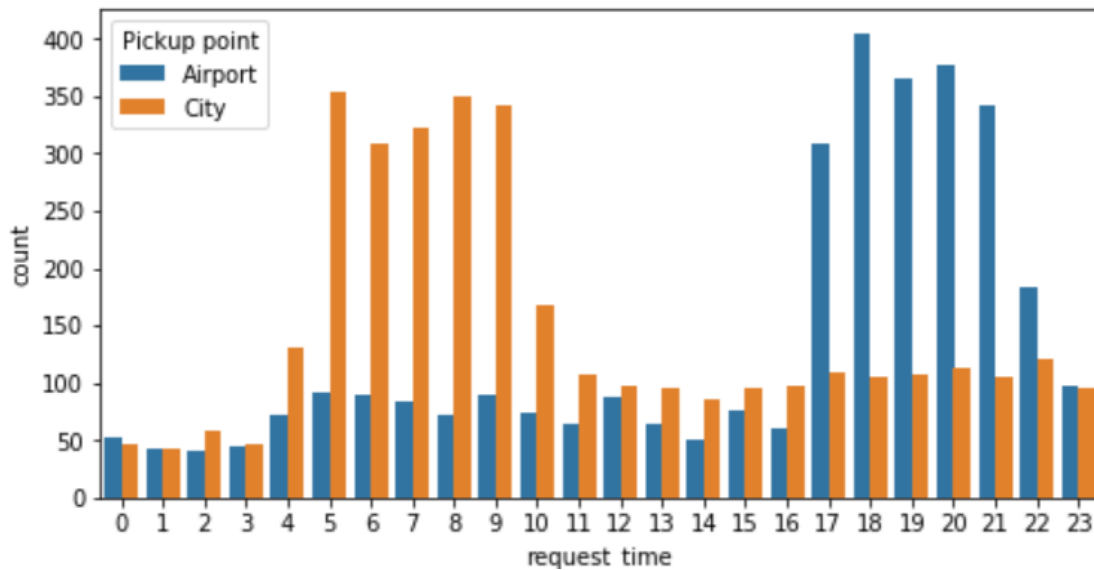
## Second Highest Variation (Gap) is at 8PM : **331**

#where :

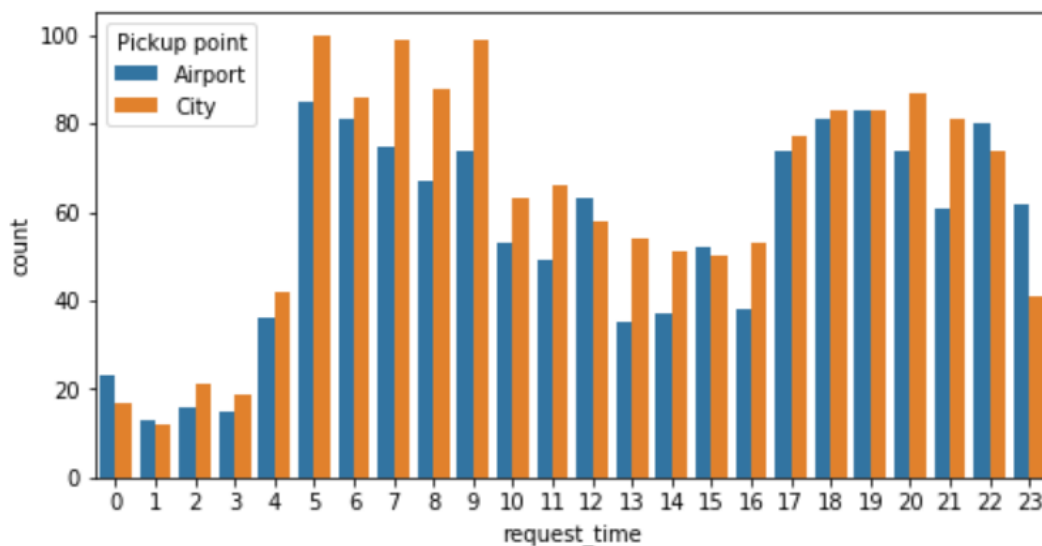
##Number of Cars required(Demand):492

##Number of Cars supplied(Supply):161

## Demand of Cabs across City and Airport



## Actual Supply of Cars across city and Airport:

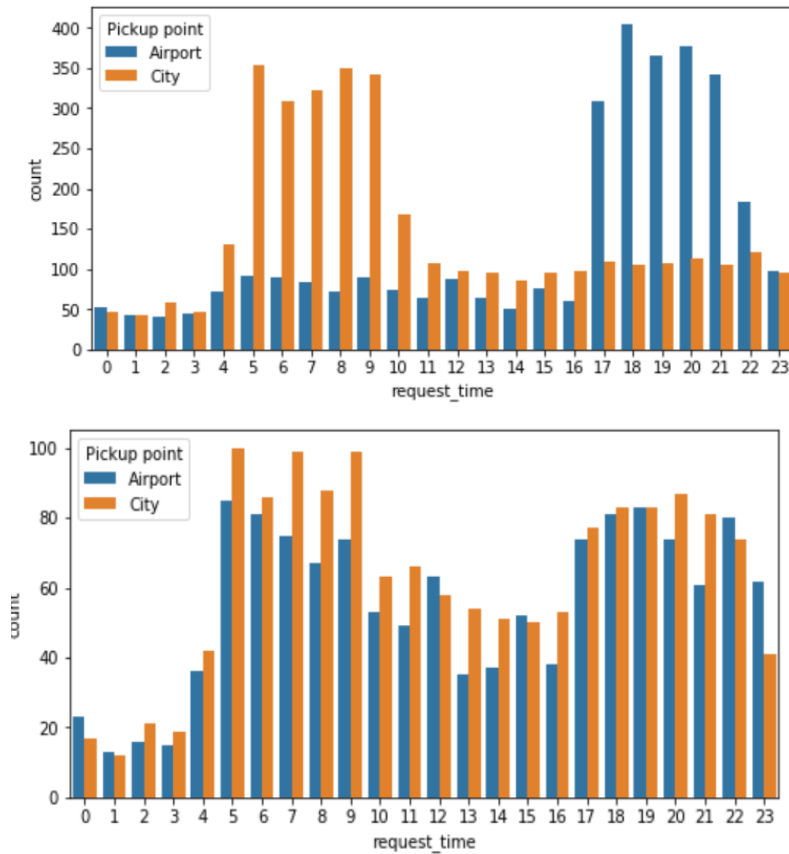


### INFERENCE:

# Gap at Airport in the evening is highest peaking at 6 PM (324) and 8 PM (308)

### 3: Reasons: supply-demand gap

#### Demand vs Supply

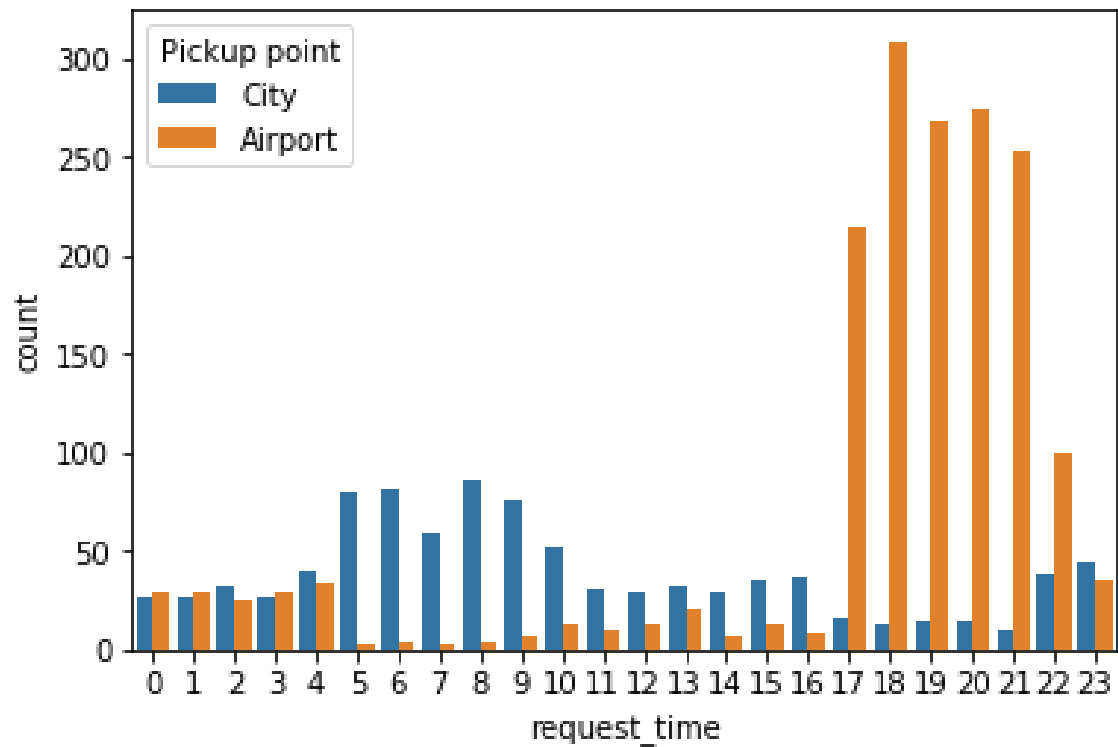


Observation:

- 1) There is huge difference in the number of Cars required and Cars supplied at the Airport in the Evening.

**Reason:** Shortage(Unavailability) of Cars at is the reason behind this Gap .Number of Cars at the airport has to be increased.

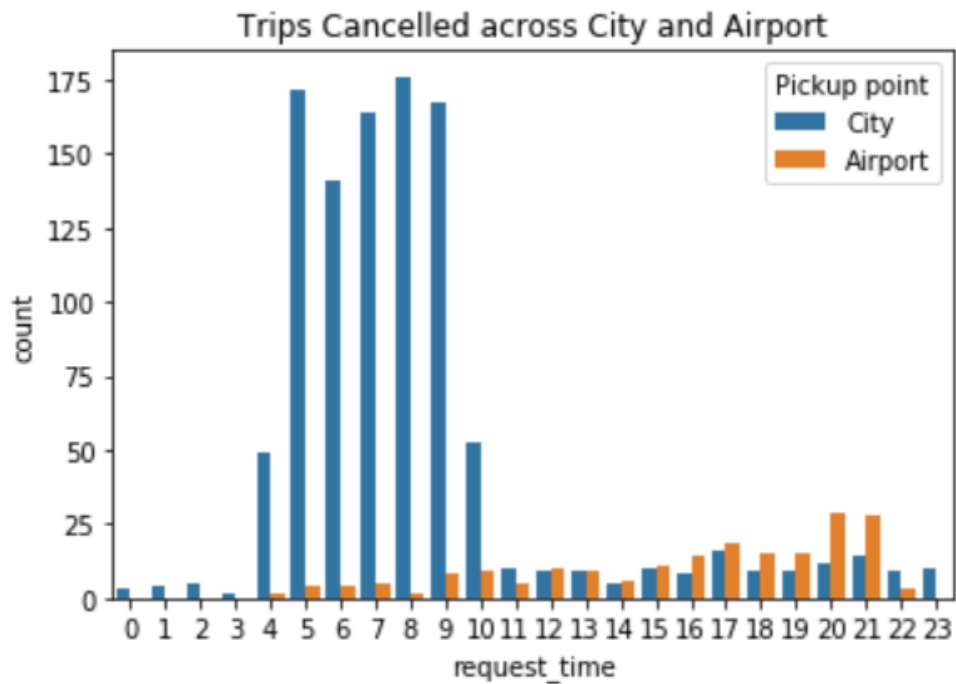




- 2) There is huge difference in the number of Cars required and Cars supplied in the City in the Time Zone 5AM-9AM. .

**Reason:** Trip cancellation in the morning hours in the city during early morning and morning hours is the prime reason for this Gap.

**On an Average 600 Cabs are being cancelled in the time zone (5AM – 9AM)**



Inference:

- 1: Number of cars supplied at the Airport has to be raised in the evening hours.
- 2: Trip cancellation in the morning hours in the city during 5AM – 9AM has to be worked upon finding out if they are being cancelled by the customer or by the driver. There can be multiple reasons for this cancellation like:

Driver cancelling due to traffic congestion in the required route

Customer Booking multiple cabs, opting for the arrived first cab and cancelling all the rest.

#### 4:Recommend some ways to resolve the supply-demand gap:

- Cars supplied at the Airport has to be raised in the evening hours:

Which can be achieved by adding the number of cars

By shifting the unused cars towards airport before the 5PM – 9PM time Zone

- Trip cancellation in the morning hours in the city during 5AM – 9AM has to be worked upon finding out if they are being cancelled by the customer or by the driver.

There can be multiple reasons for this cancellation like:

- Driver cancelling due to traffic congestion in the required route
- Customer booking multiple cabs, opting for the arrived first cab and cancelling all the rest.

All these reasons need to be worked upon by working on data like:

**-Driver Rating**

**-Customer Rating**

**-Reason for cancellation**

**-Charging both the driver and the customer for Cancelling.**