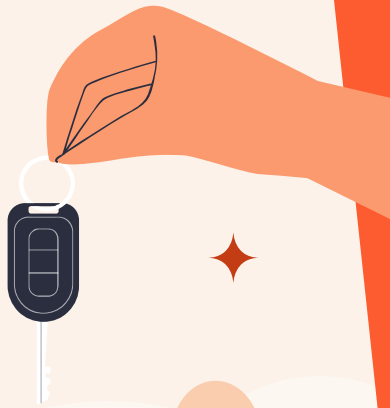
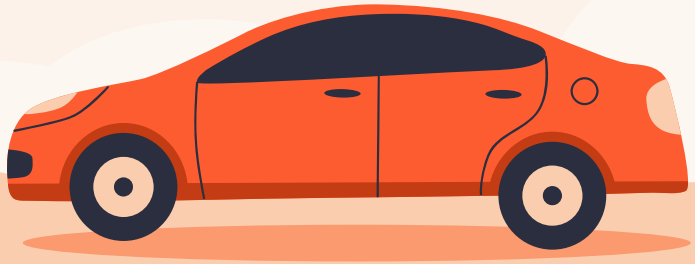
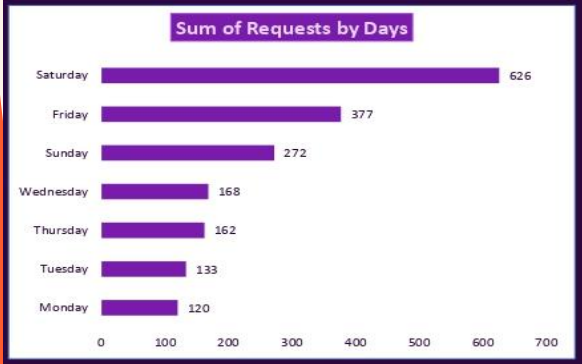
Uber Data Analysis

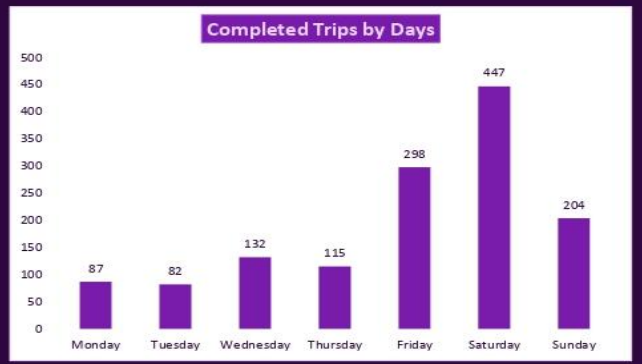


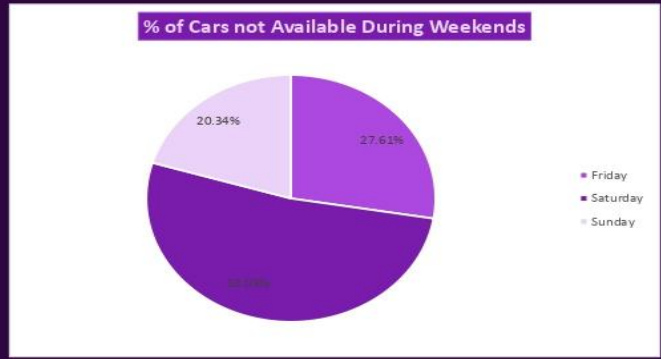


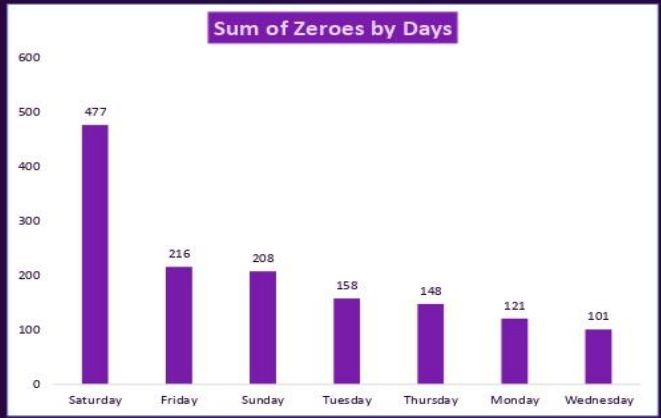
Uber Data Analysis

Total Request	Total Zeroes	Total Drivers	Average Eyeballs	Completed Trips
1858	1429	2653	19.90	1365









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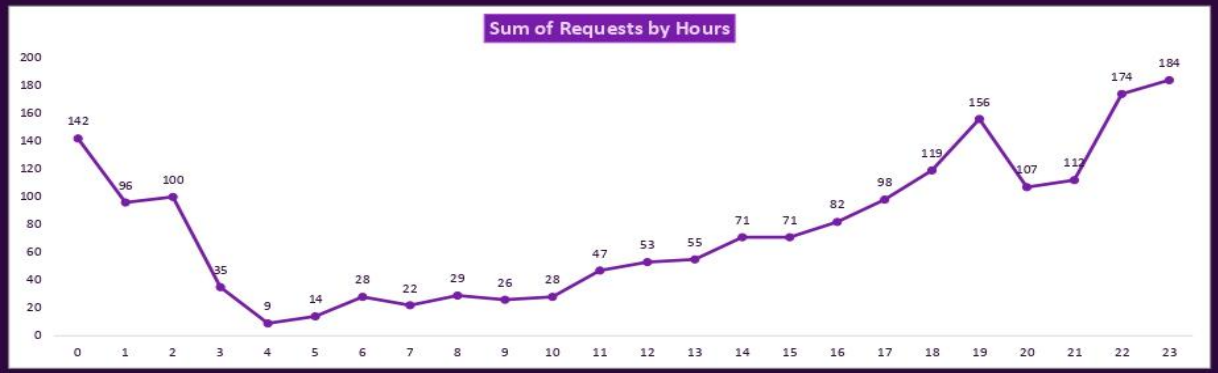

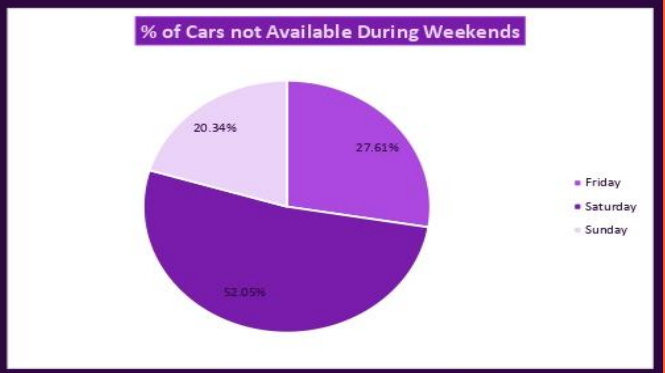

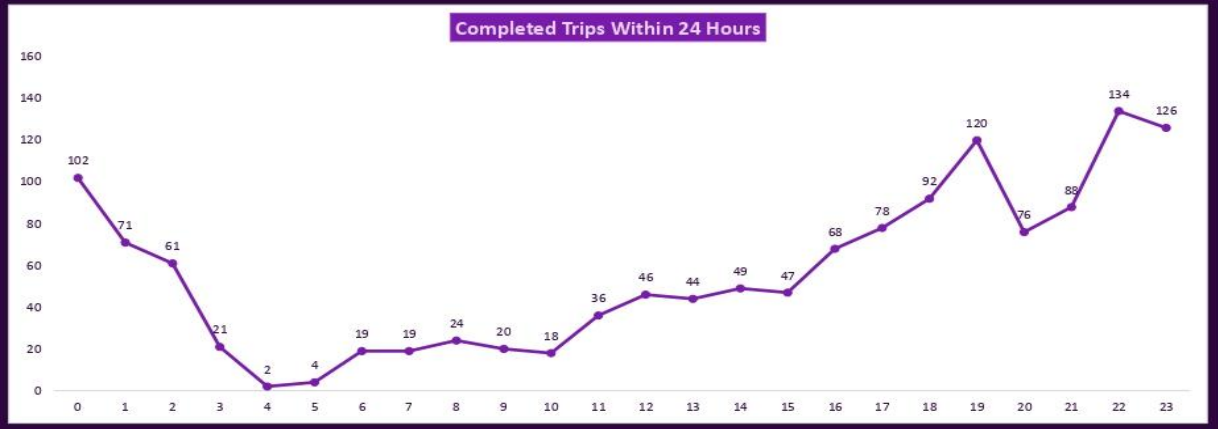

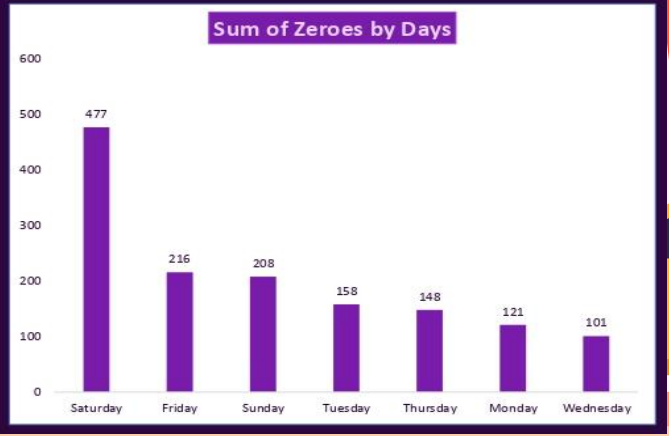

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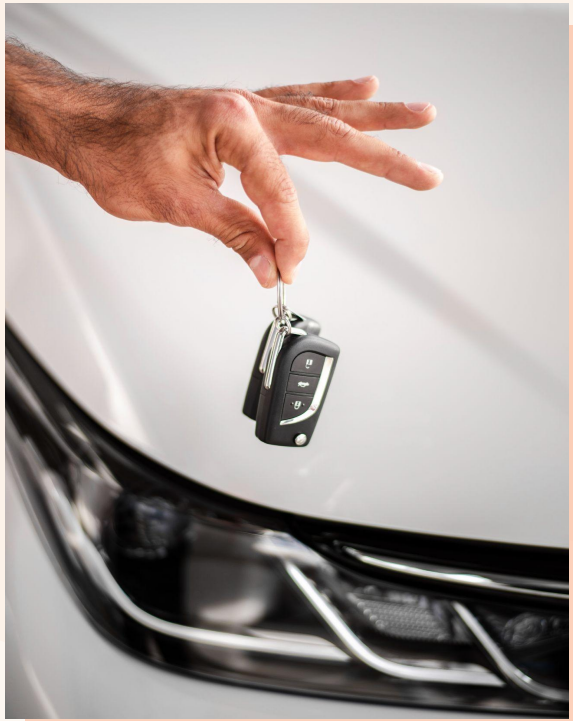
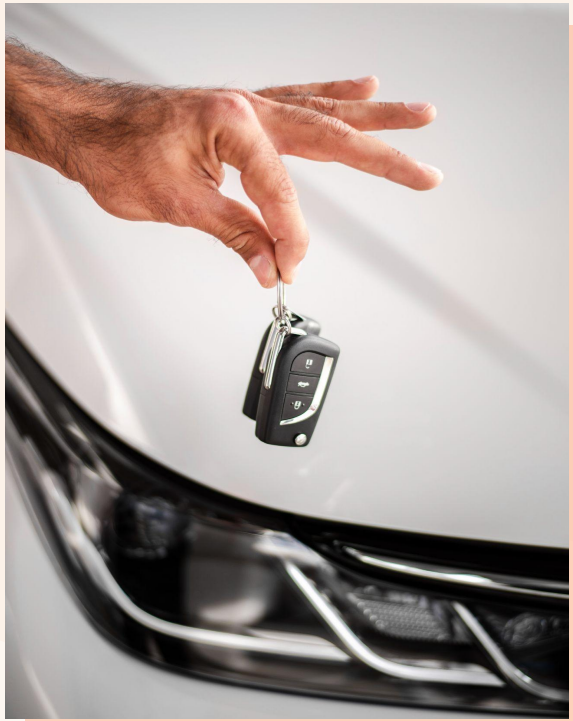
Problem & Background

The ride-hailing market often faces a gap between customer demand and the availability of drivers, resulting in missed opportunities and customer dissatisfaction. This project utilizes 2016 data from DailyUber to analyze Uber's request data and identify insights that can optimize driver allocation and improve customer experience.



Methodology

- Data Collection
- Data Cleaning and Preprocessing
- Exploratory Data Analysis (EDA)
- Demand and Supply Gap Analysis
- Insights Extraction
- Recommendations
- Reporting
- Validation

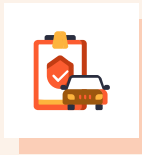


Goals

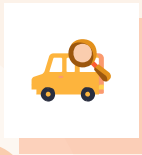
- **Analyze Demand Patterns**
  Investigate how ride requests change over time to identify peak demand periods and influencing factors.
- **Evaluate Supply Levels**
  Assess driver availability against customer requests to find times of potential driver shortages.
- **Measure Customer Experience**
  Understand rider satisfaction by analyzing metrics like app openings and instances of zero available cars.
- **Optimize Resource Allocation**
  Recommend strategies to align driver availability with demand to improve response times and service efficiency.
- **Identify Improvement Areas**
  Highlight operational challenges and propose recommendations to enhance service quality and effectiveness.

Key Performance indicator(KPI)

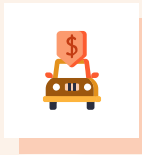
1429
Total Zeroes



1858
Total Request



1365
Completed Trips

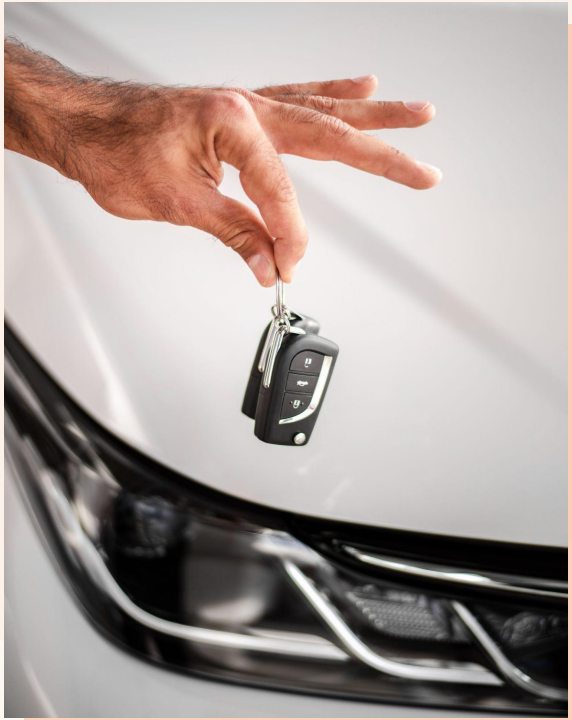


2653
Total Drivers

Key Insights

- **High Demand on Weekends:** Saturdays see the highest percentage of customers (52.05%) unable to secure rides, indicating a significant supply-demand gap.
- **Friday and Sunday Trends:** Fridays and Sundays also face availability issues, with 27.61% and 20.34% of customers, respectively, unable to find cars.

- **Ride availability drops significantly on weekends, especially on Saturdays. Increasing driver supply during these peak times can bridge the gap and improve customer satisfaction.**



Conclusion

This Uber data analysis reveals a significant supply-demand imbalance, particularly on weekends. The highest unmet demand occurs on Saturdays, where more than half of customers experience no available cars. Fridays and Sundays also show noticeable gaps in availability. Addressing this by increasing driver supply during peak times can improve service efficiency, reduce customer frustration, and enhance the overall user experience. By understanding these demand patterns, Uber can optimize operations and meet rider needs more effectively.

Thanks!