



UBER SUPPLY DEMAND CASE STUDY

Problem Statement

- Uber, an Online mobile application based taxi service provider facing loss in revenue due to challenges in its management of assets and service to the customers.

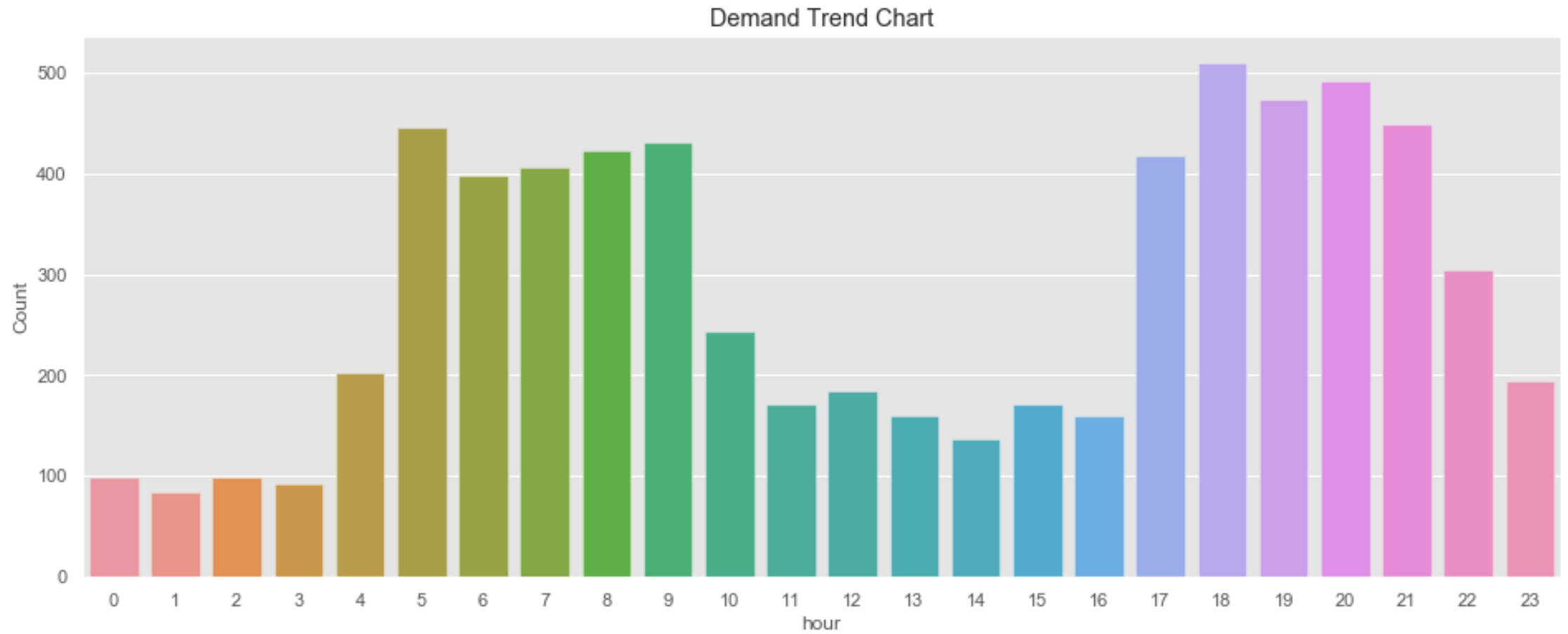
Objective

- The aim of analysis is to identify the root cause of the problem (i.e. cancellation and non-availability of cars) and recommend ways to improve the situation. As a result of your analysis, you should be able to present to the client the root cause(s) and possible hypotheses of the problem(s) and recommend ways to improve them.

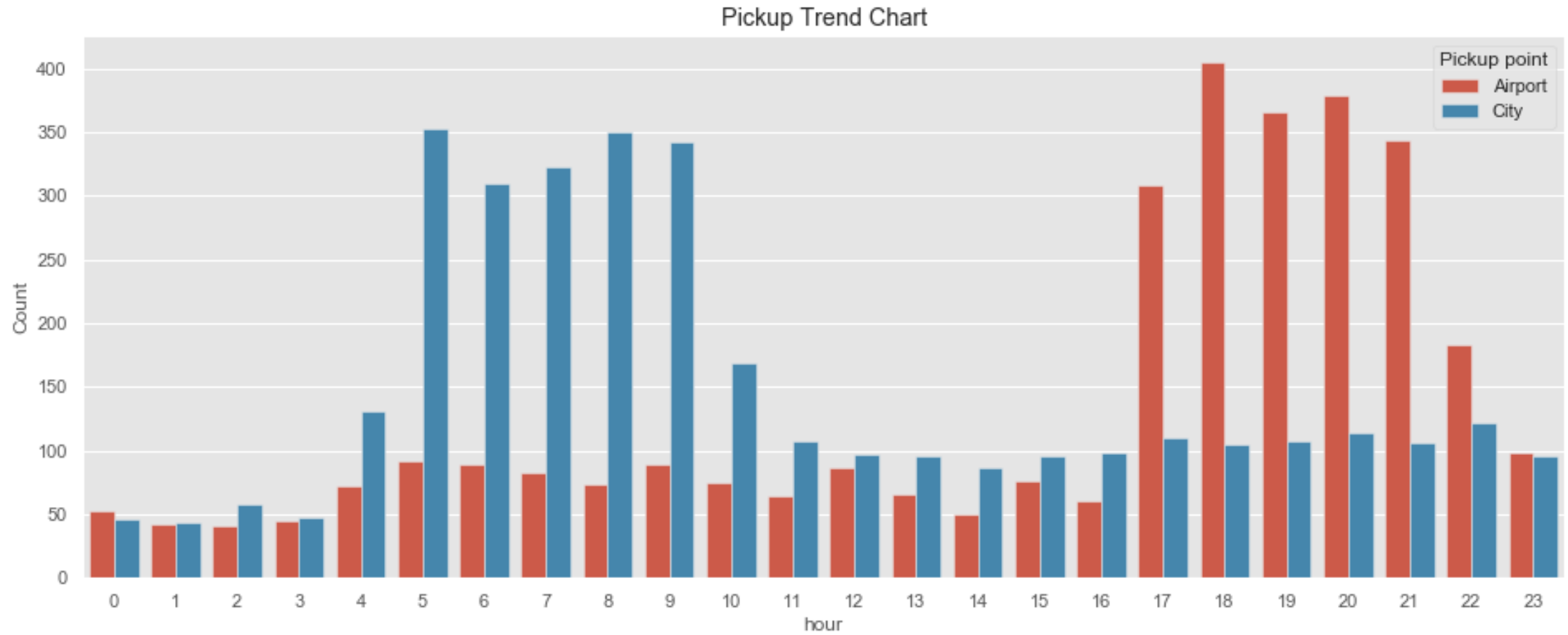
Data Cleaning & Processing

- To analyse and identify data quality issues in the data provided and format the data according to the standard practices to deep dive into it and generate meaningful metrics which can be analysed to solve the business problem faced by the company

Demand Trend

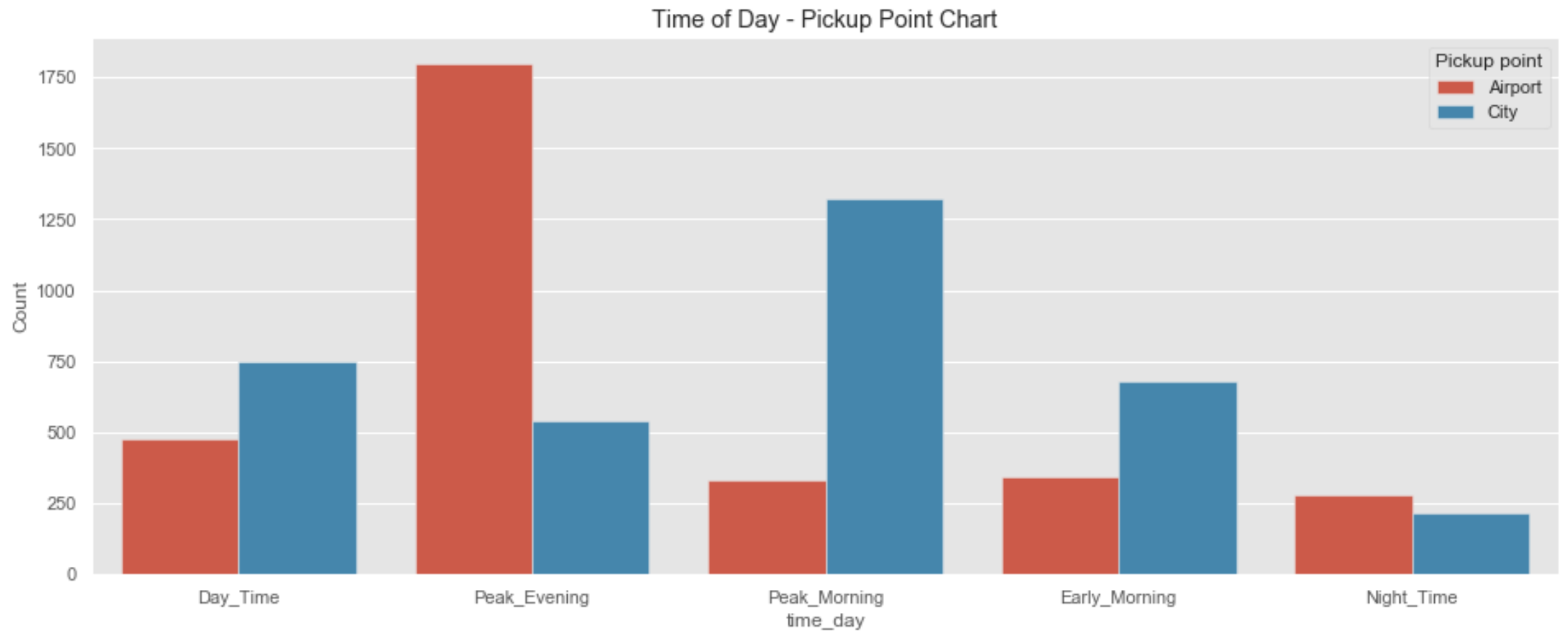


Pickup Trend – Hour

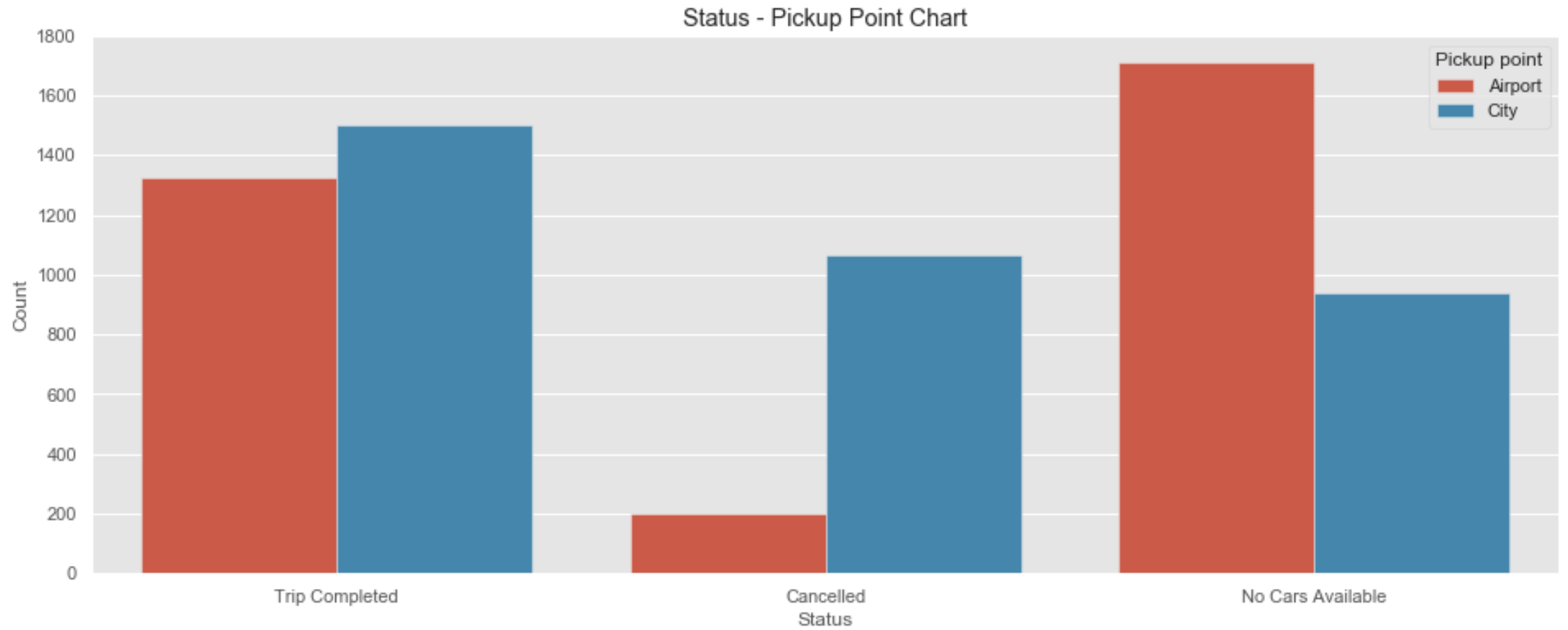


Type of request during the day

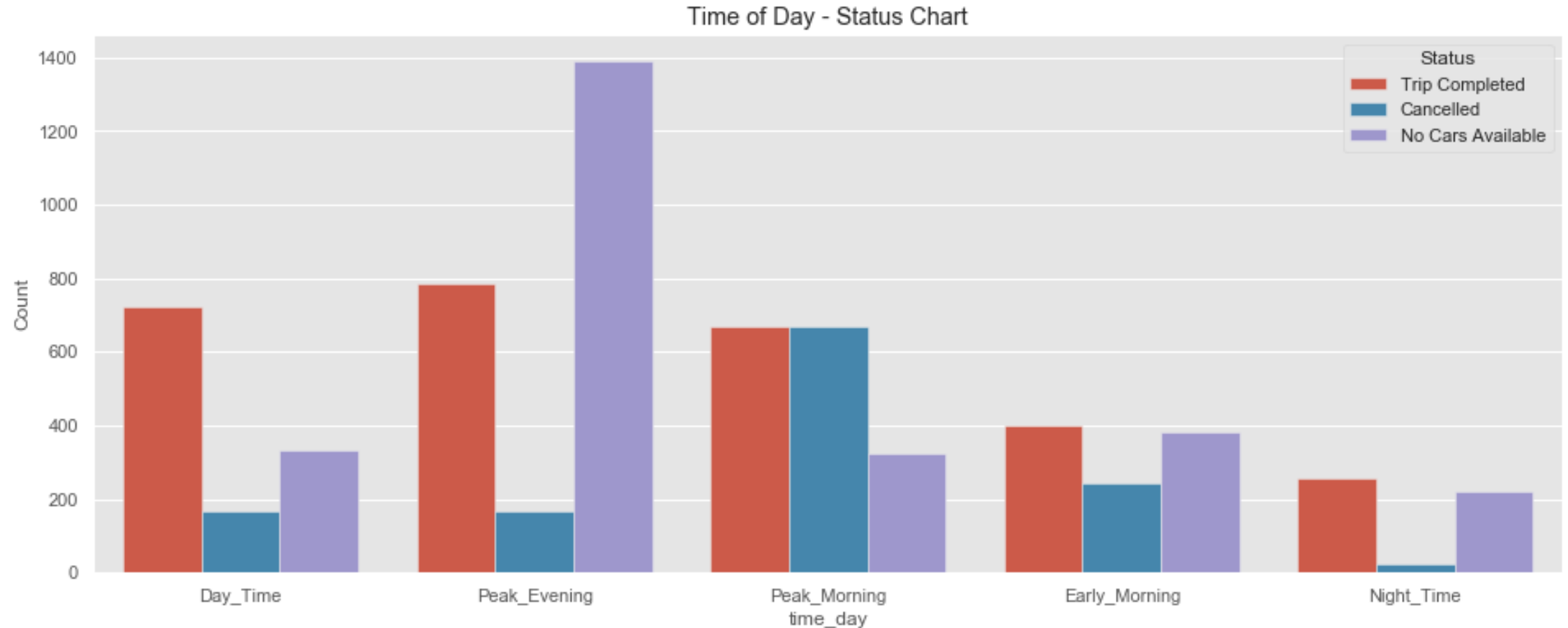
Time of Day – Pickup



Status - Pickup

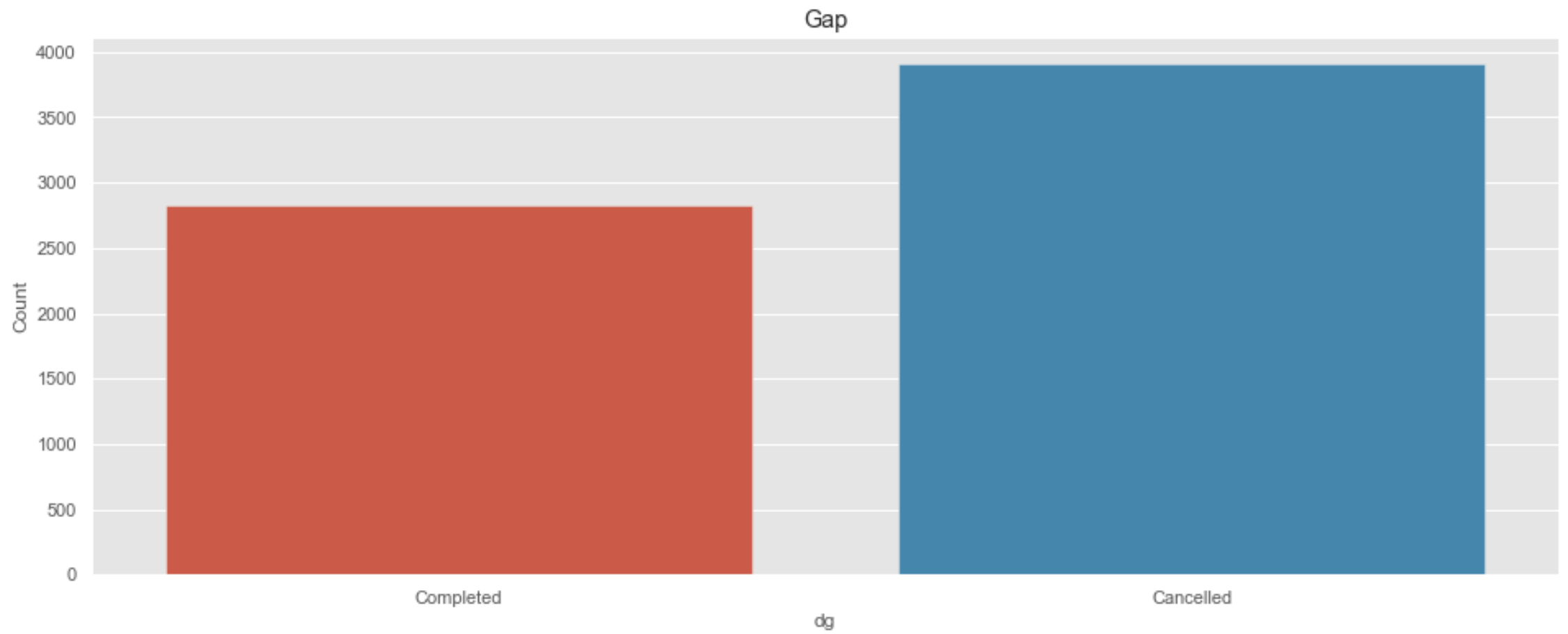


Status – Time of Day



Highest gap exists during peak evening

Gap



Reason – Supply Demand Gap

- Due to non availability of cabs during peak evening and peak morning and high number of requests(demand) during that time of the day the business is being highly impacted resulting in potential loss of revenue and unhappy customers trying to opt for the service.
- The non availability of cabs is mainly at the airport during peak evening hours and in the city during peak morning resulting in cancellation of requests.
- Currently only ~40% of the demands are being fulfilled

Recommended Solution to the problem

- Increase in the number of cabs during peak morning in the city and also during the peak evening in airport will result in better supply of service according to the demand trends retrieved from the existing data of the business.
- Target to meet 70% of the demands by prioritising and increasing the number of cabs during the peak hours and also having incentive model in place for the cabs for the availability during peak hours will increase the supply resulting in growth in revenue of the company.