

Uber Supply – Demand Gap – Insights Report

Objective :

Analyze Uber ride request data to understand supply demand mismatch and suggest improvements

Key Findings:

- High Failure rates during night (No Cars Available)
- Morning Failures mainly due to cancellations
- City generates more requests than airport
- Airport failures affect time sensitive users (flight travellers)
- Demand peaks during morning and evening slots
- Completed trips concentrated in afternoon and evening

Business Impact:

Reducing failures improves customer satisfaction, revenue, and retention. Aligning supply with predictable demand windows increases completion rates.

Recommendation:

- Incentive drivers during night and late night.
- Reduce cancellations during morning.
- Assign airport specific driver pools
- Use demand forecasting for shift planning.

Conclusion:

Data Confirms that Uber's main challenge is matching supply to demand. Improving supply alignment and managing cancellations can significantly reduce failures and increase completed trips.