

UBER DEMAND SUPPLY GAP ANALYSIS

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ABSTRACT

Uber is the most used cab service and it has quenched the needs of the commuters. It is a very successful venture.

This project aims to analyze the demand- supply gap in uber. The main goal is to analyze the reasons of cab cancellations and the reasons of delays. This project gives proper graphical insights of the analysis.

PROCEDURE

- Fetching and reading data set in python.
- Data cleaning and preprocessing.
- EDA – exploratory data analysis
- Visualization of results
- Recommend solutions

OBSERVATION

→ Due to the distance between city and the airport , the drivers often cancel the trip when it comes to drive all the way back to city from airport as it would not be pocket friendly for them. They tend to wait for a trip from airport back to the city. The same applies vice-versa.

SOLUTION

- Set aside cabs specially for airport purposes.
- Set a minimum threshold for cancellations in a day.