



# Supply and Demand Gap Analysis

Uber data analysis project - Airport and City Pickups

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## Objective

This project revolves around a detailed analysis of Uber request data, with a specific focus on pickup points at airports and in urban areas. The primary objective is to uncover valuable insights into the demand and supply dynamics within the dataset, using Uber's 2016 data as the foundation. The project's core aim is to answer essential questions, such as the number of requests placed at airport and city pickup points, the count of available drivers, completed trips, canceled trips, and instances of car unavailability.

# Problem Statement

In this project, we aim to address the following challenges:

1. Discuss the specific questions you're addressing in this project.
2. Mention the key data columns you are analyzing.
3. Emphasize the importance of this analysis.





## Methodologies Used:

### Data Cleaning

1. Discuss the importance of cleaning the data.
2. Mention the use of Power BI for data cleaning.
3. Highlight that null values were replaced with 0.

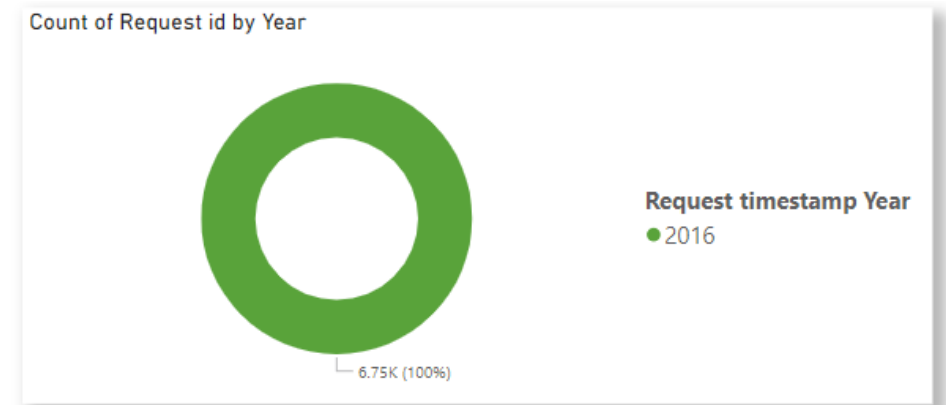
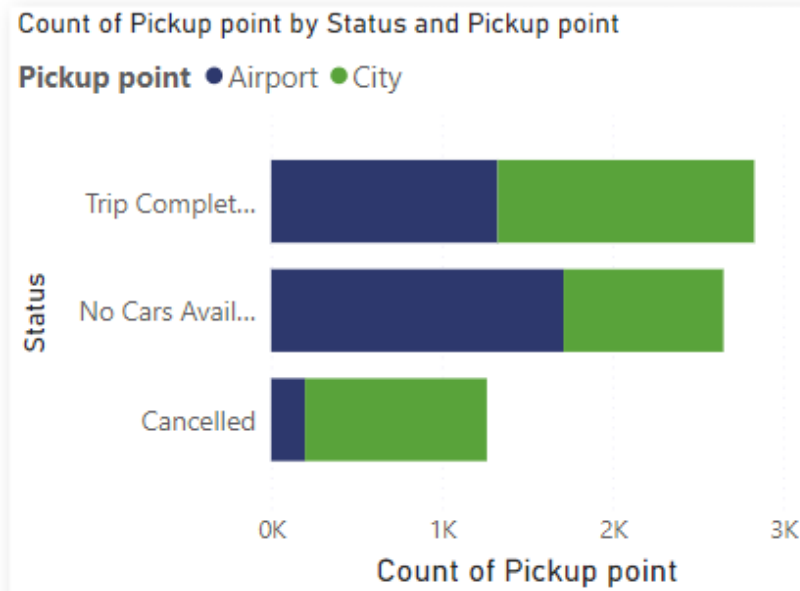
### Data Cleaning

During data interpretation, we made the following observations:

1. The dataset was nearly complete and clear.
2. Null values were replaced with 0.
3. The dataset consists of 6,746 rows and 4 columns.

### Visualization

1. Show examples of visualizations created in Power BI.
2. Discuss the importance of visualizing data.



## Supply & Demand Gap Analysis:

- In the first chart, almost 1327 trips are completed for Airport and 1504 trips are completed for City.  
For a total of 1713 trips, there is no Car Available for Airport trips and 937 trips with no car available for city trips.  
A total of 198 trips are cancelled for Airport and 1066 trips are cancelled for city trips.
- In the Second chart IN YEAR 2016, 100% of request IDs are placed.

# Supply & Demand Gap Analysis:

From the below charts and data, we got to know that:

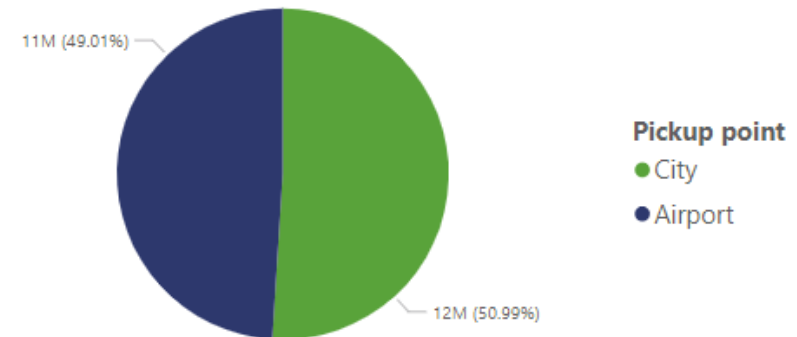
1. The Total of 301 Drivers are available in 2016.
2. In the fourth Chart, the Total Request id is placed for airports is 50.99 % and the total request Id are placed for city is 49.01 %.

Driver id
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18

301

Count of Driver id

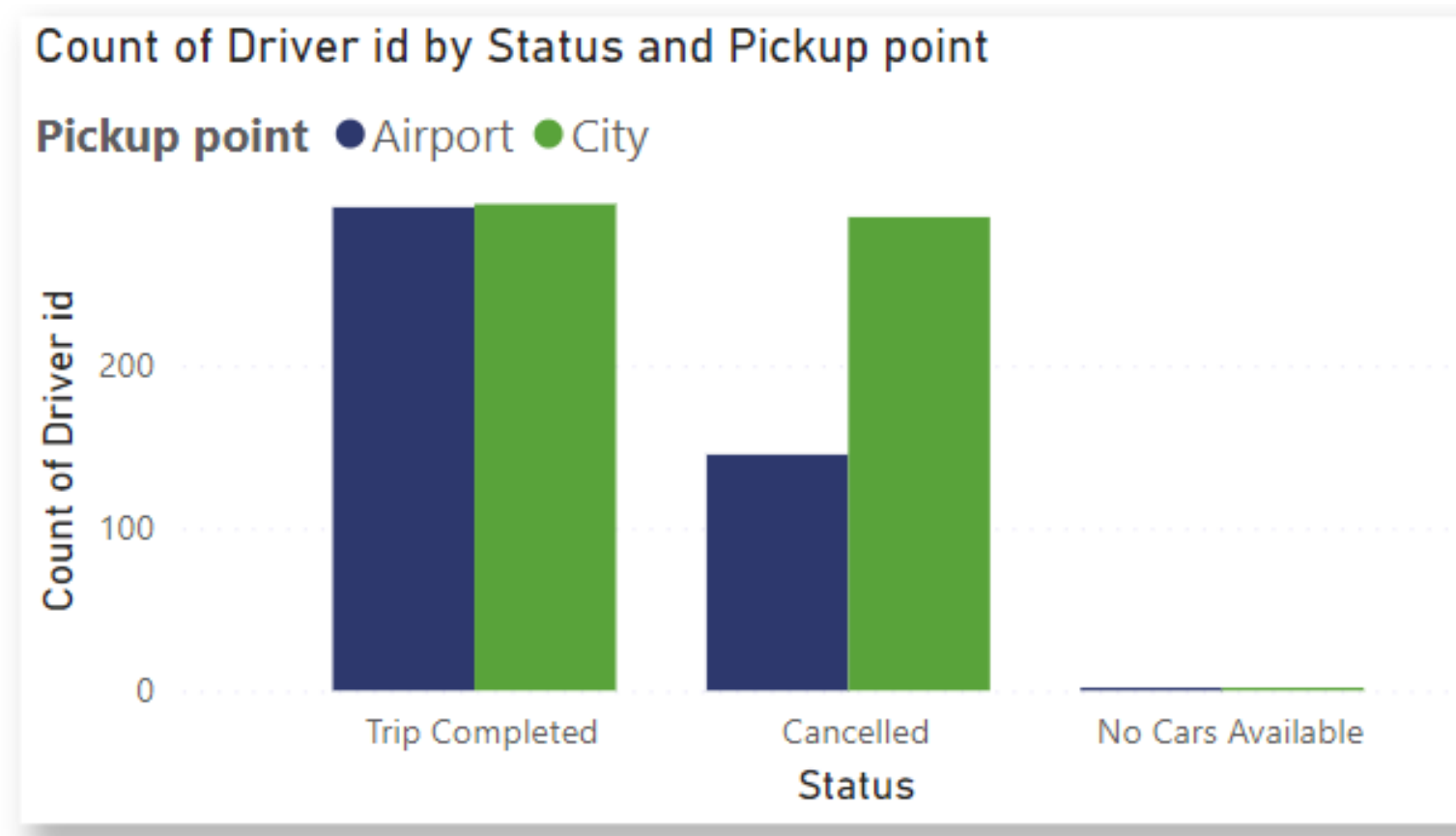
Sum of Request id by Pickup point



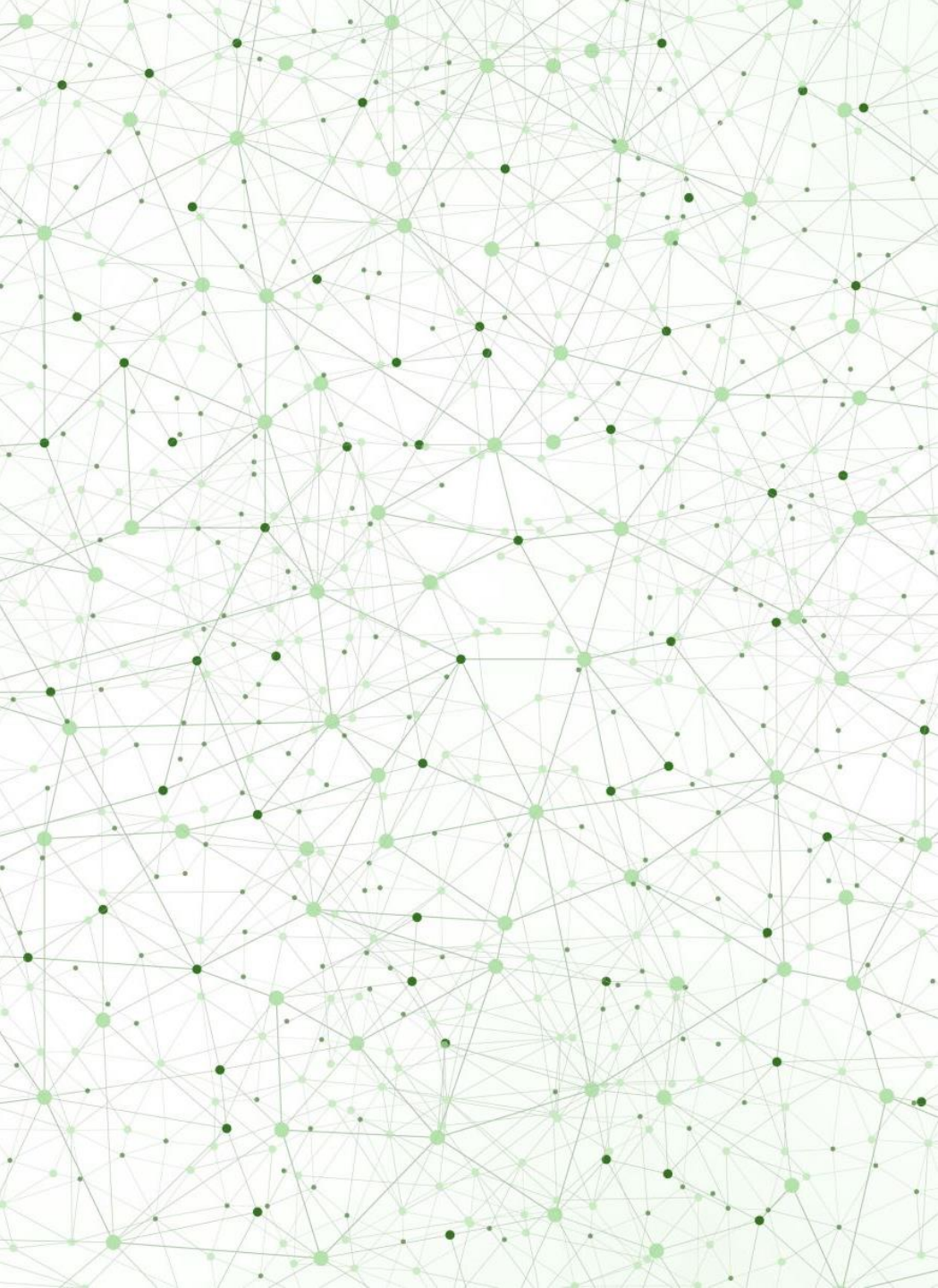
# Supply & Demand Gap Analysis:

And in the last chart, 297 Drivers have completed the Airport trip, and 299 Drivers are completed the city trip.

The Total of 145 Drivers cancelled the Airport Trips, and 291 Drivers cancelled the city Trips.







## Conclusion

In summary, this project provides a thorough examination of Uber request data, uncovering valuable insights and offering recommendations for enhancing service delivery and addressing demand-supply gaps in both airport and city settings.



Thank You

