

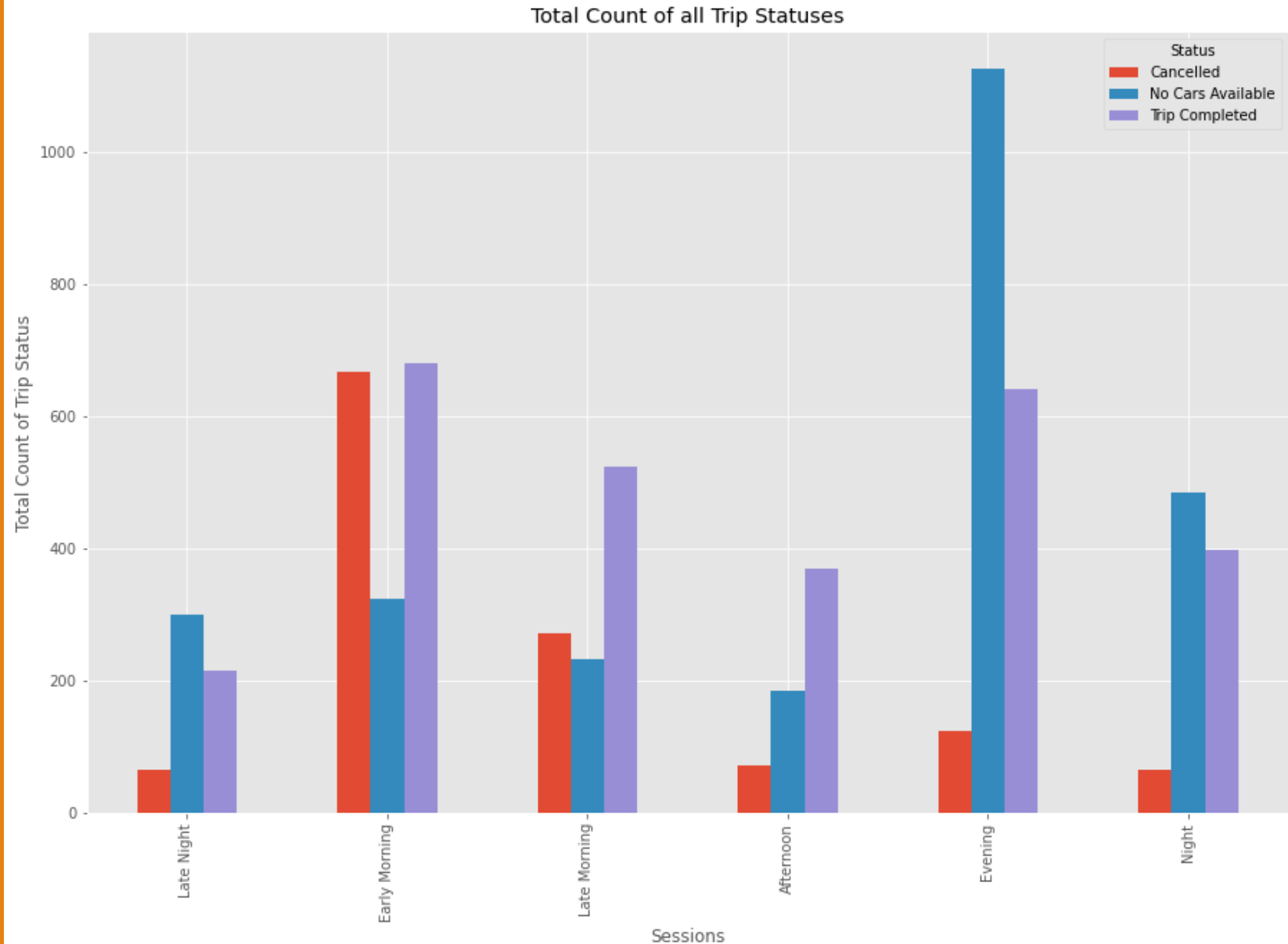
# Uber Gap Demand Analysis

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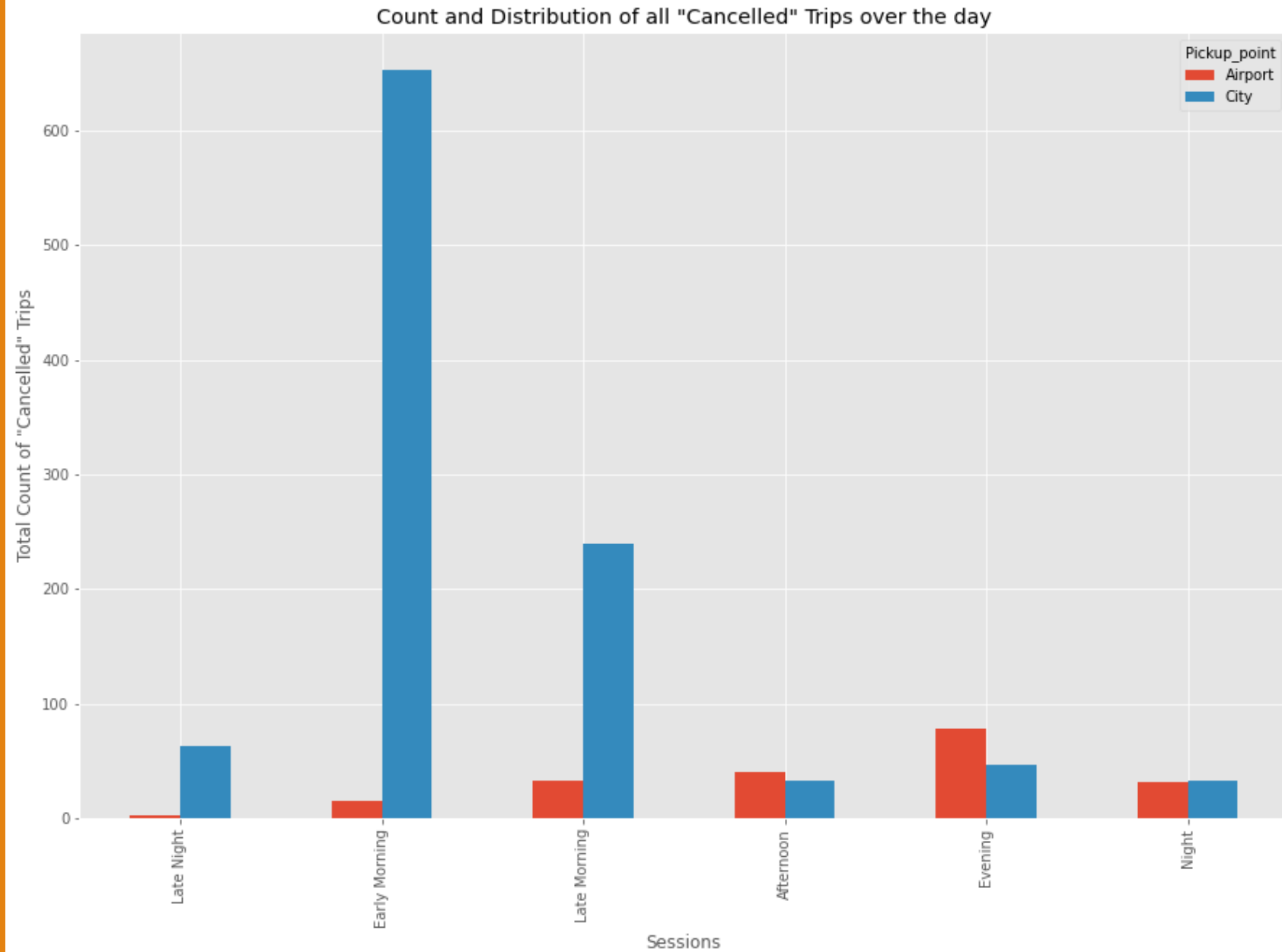
# Count trip statuses

- Maximum number of "No Cars Available" status trips can be seen in Evening Session (Time Slot: 4PM to 8PM), followed by Night session (8PM to Midnight).
- Maximum number of "Cancelled" status trips can be seen in Early Morning Session (Time Slot: 4AM to 8AM), followed by Late Morning session (8AM to Noon).



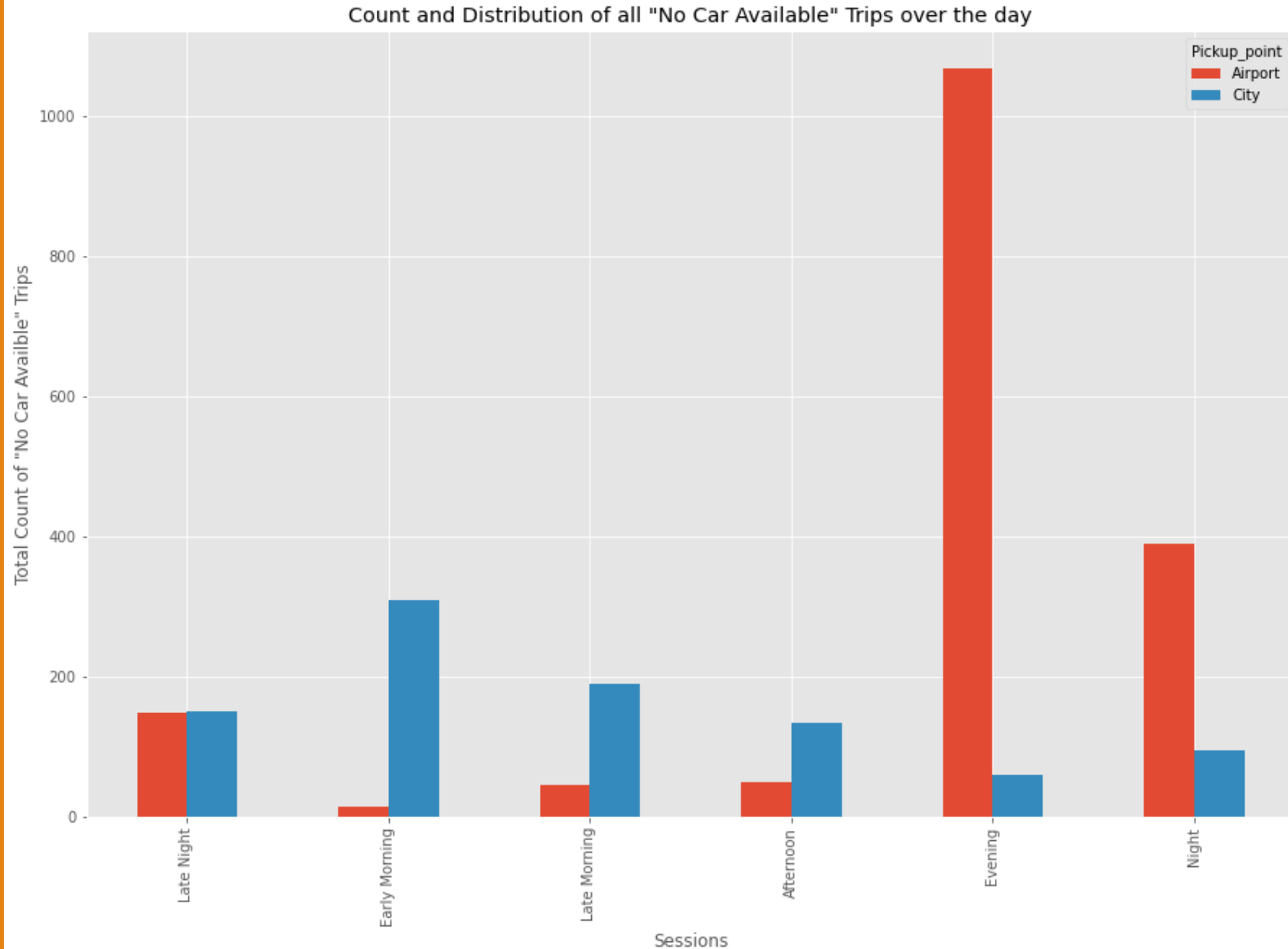
# Cancelled trips/day

- Maximum Cancellations happen in "Early Morning" (4AM-8AM) session where the pick up is "City", followed by Late Morning session (8AM-Noon) thus Most number of cancellations happen in the Morning hours (4AM-8AM) in the City to Airport route



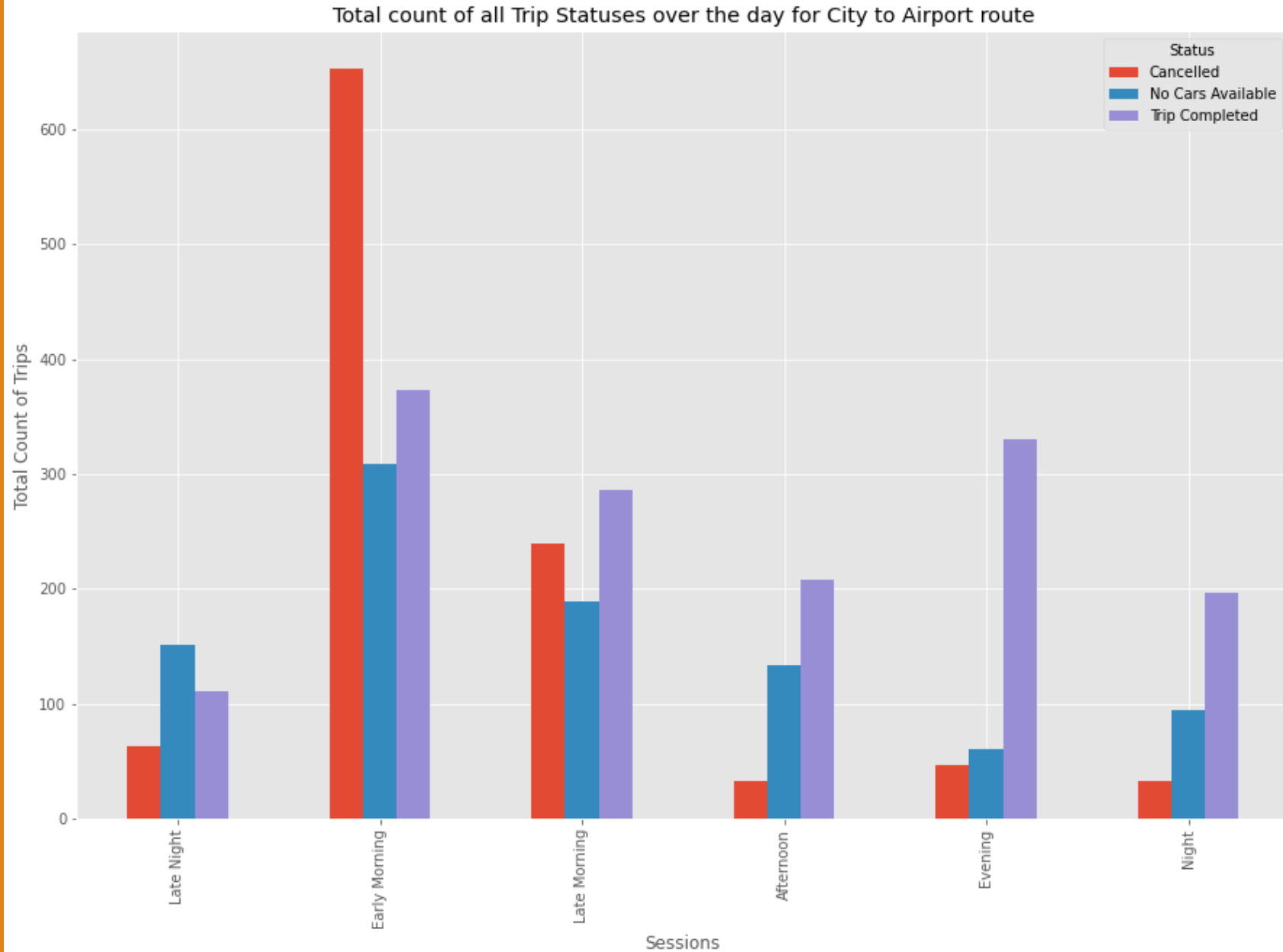
# No-cars available/day

- Maximum "No Cars Available" trips happen in "Evening" (4PM-8PM) session where the pick up is "Airport", followed by Night session (8PM-Midnight)



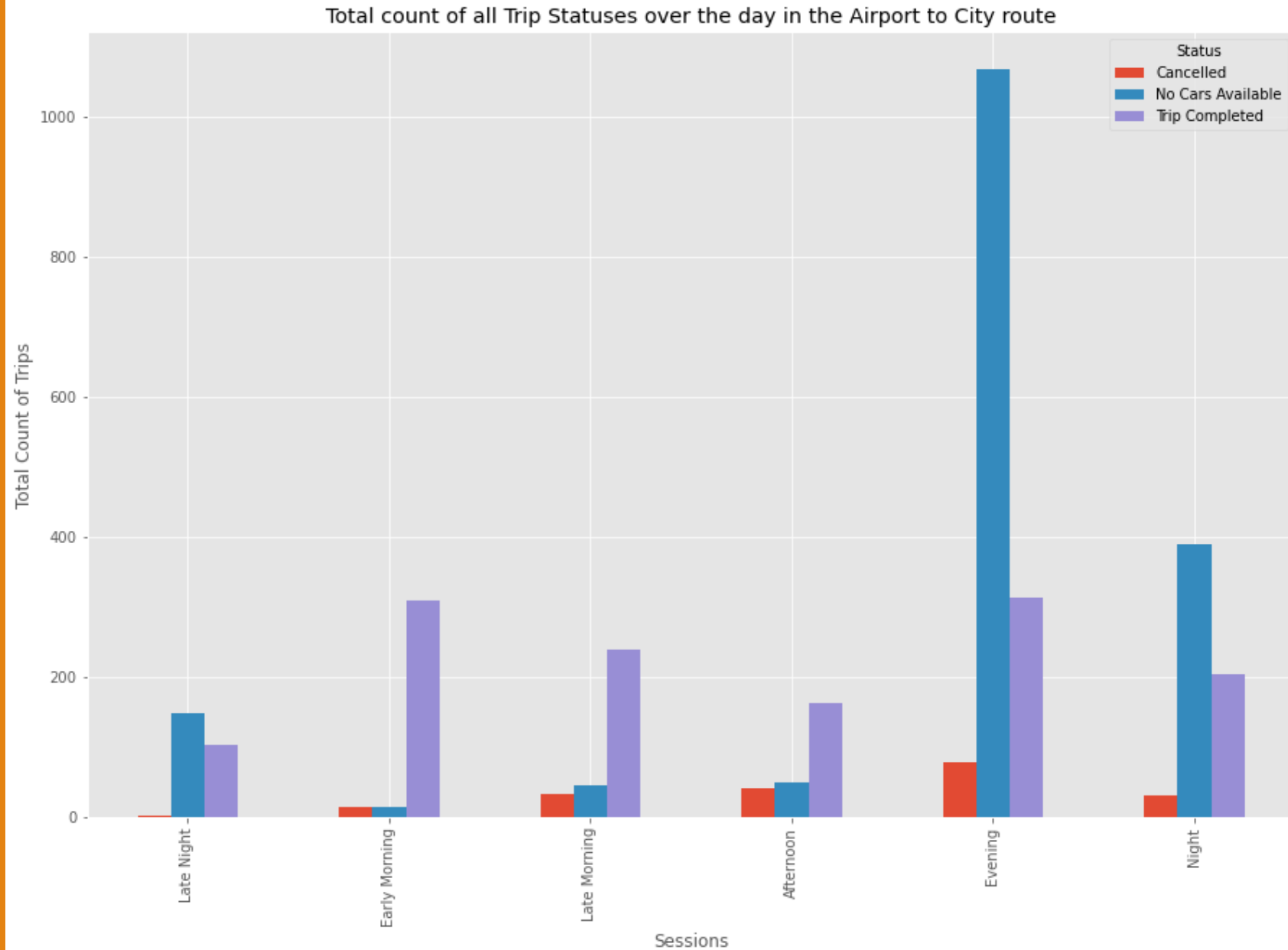
# Trip status city to airport/day

- We see that maximum trips are cancelled from City to airport in the Early Morning session followed by Late Morning Session



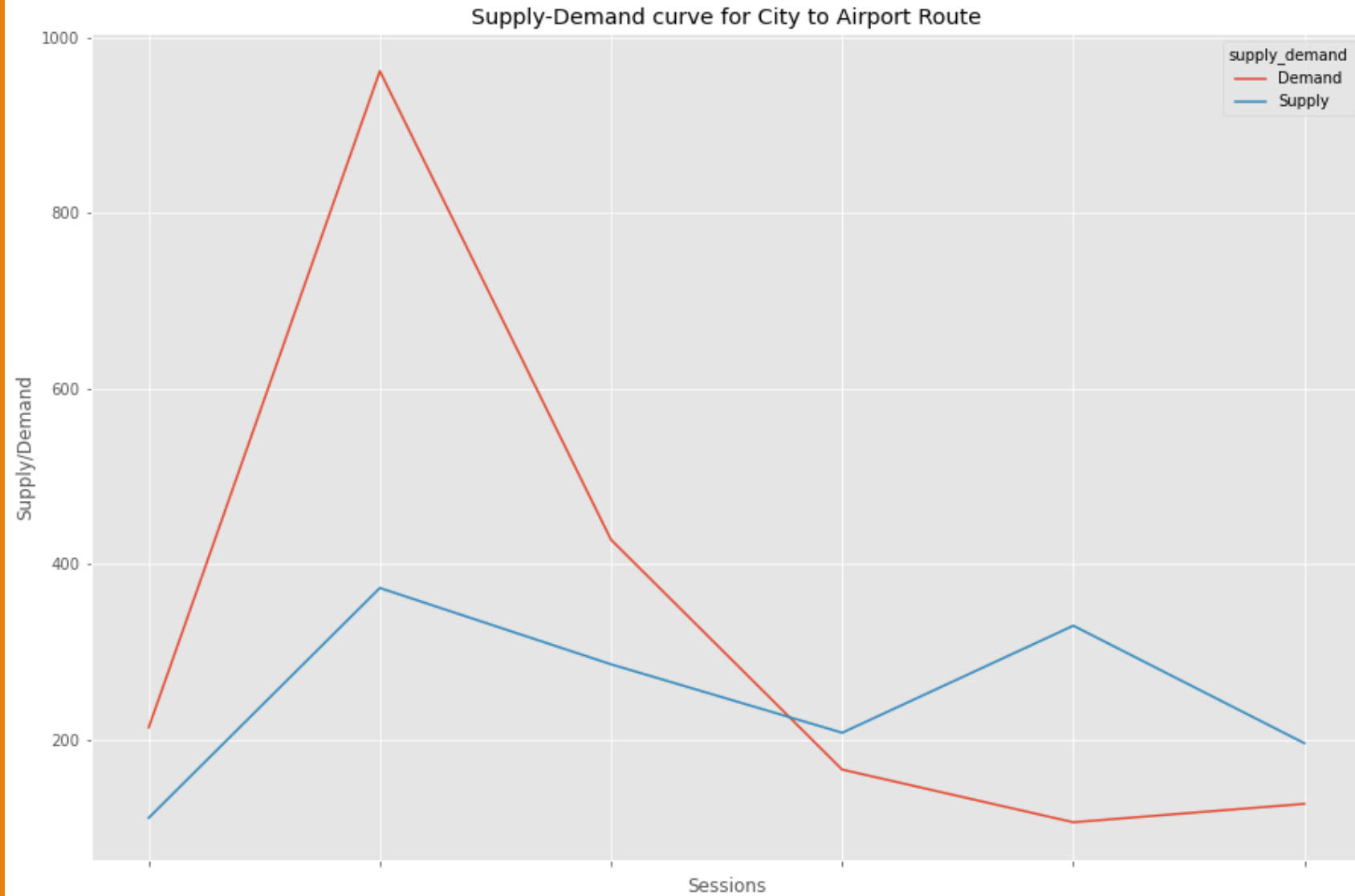
# Trip status airport to city/day

- We see that maximum number of "No Cars Available" from Airport to city in the Evening session followed by Night Session



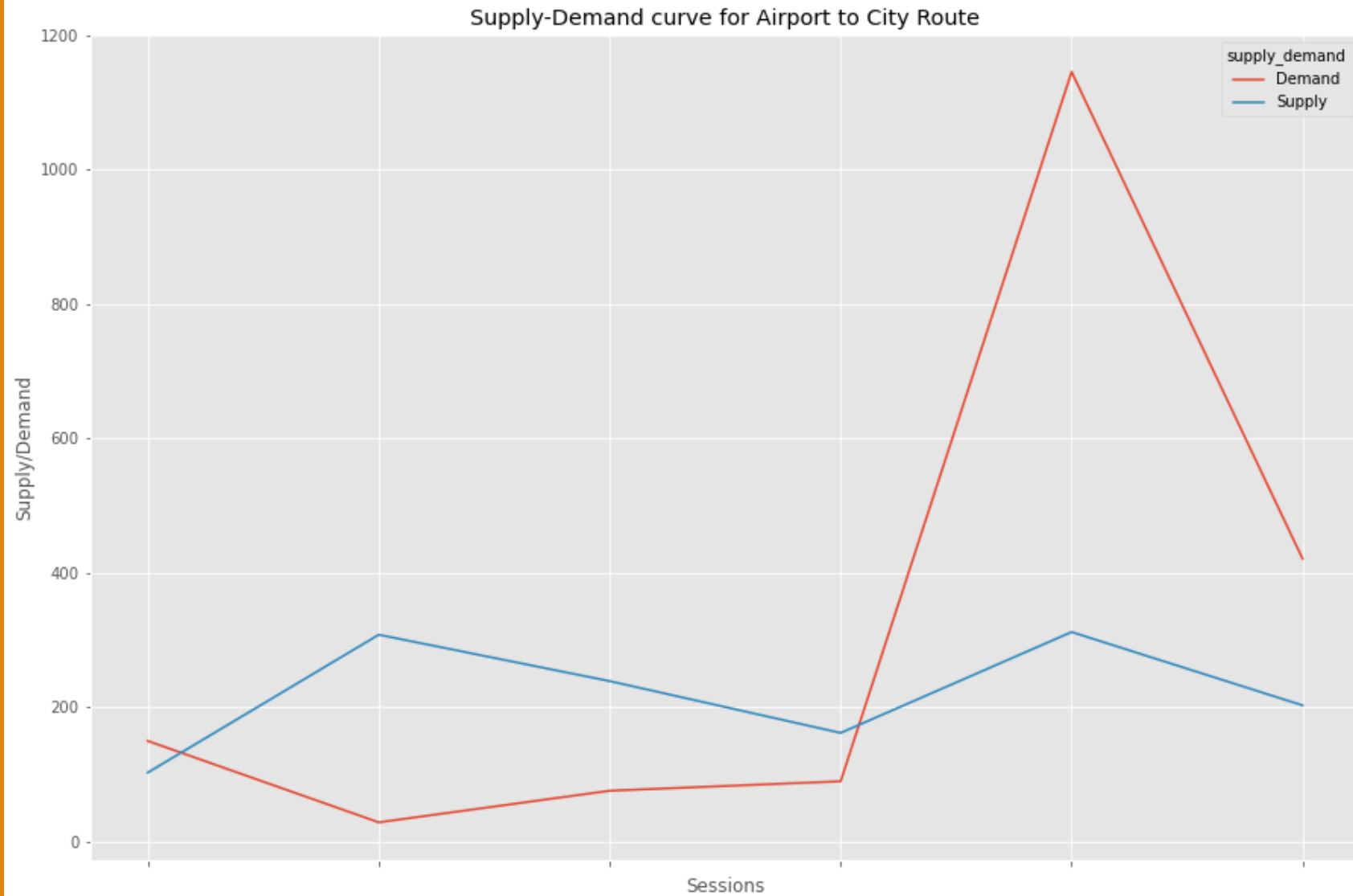
# City to airport

- We observe that the Demand is very high in the morning from City to Airport route but the supply is very low



# Airport to city

- We observe that the Demand is very high in the evening in the Airport to City route but the supply is very low





# Solutions

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- **Correlating these two plots, a possible hypothesis could be:**
- The demand during morning and afternoon hours from the Airport to City is quite low, which means that a driver who completed a City to Airport route in the morning hours may have to wait a really long time to get a ride back to the City, or he may have to come back without a passenger. Both situations are not ideal for drivers, which might be the reason for highest number of "Cancelled" trips in the City to Airport trip in the morning hours
- The vice versa happens in evening when there are too many flights coming in to the airport and hence there is a high demand for cabs and not enough supply. which is why most number of "No Cars Available" were observed in Evening in the Airport to City route.
- **Possible Solution:**
- Give incentives/surge pricing/bonus for trips from City to Airport during Morning hours.
- Give incentives/surge pricing/bonus for trips from Airport to City during Evening hours.
- Uber can give Gas expense to drivers when they return from Airport without a ride or go to airport for pick up without a ride.
- Uber can increase market share by marketing campaigns and offers to customers when demand is low.