Uber Supply- Demand Gap

SUBMISSION

Name:

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Business Objective

1. The aim of analysis is to identify the root cause of the problem (i.e. cancellation and non-availability of cars)

2. To recommend ways to improve the situation on the basis of the analysis of Uber dataset.

Problem solving methodology

1. Analyze the hours and day from Request timestamp and Drop timestamp of Uber cabs.

2. On the basis of pickup points as City, Airport to analyze the status wise number of cabs.

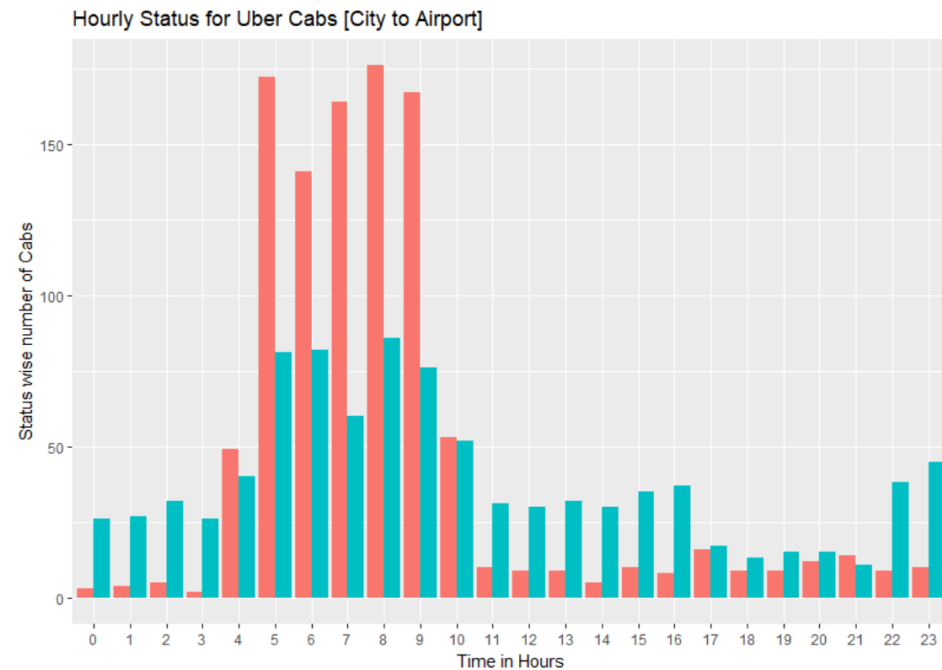3. On the basis of Trip isCompleted status analyze the Demand Supply gap

Analysis

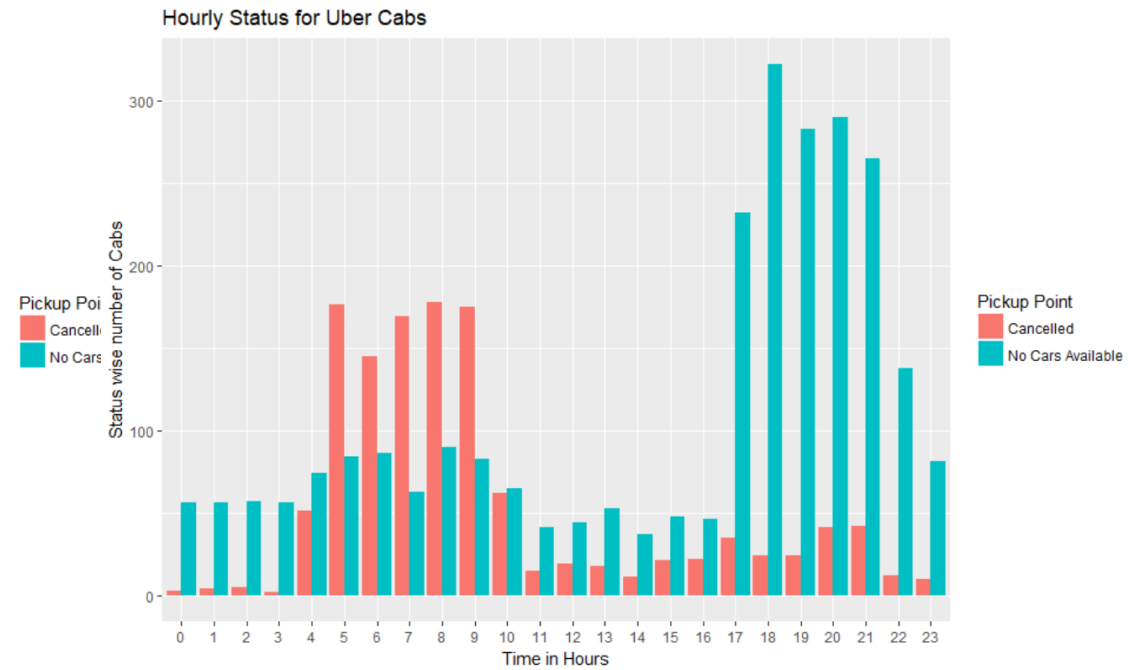# Frequency of requests that get cancelled is shown as below:
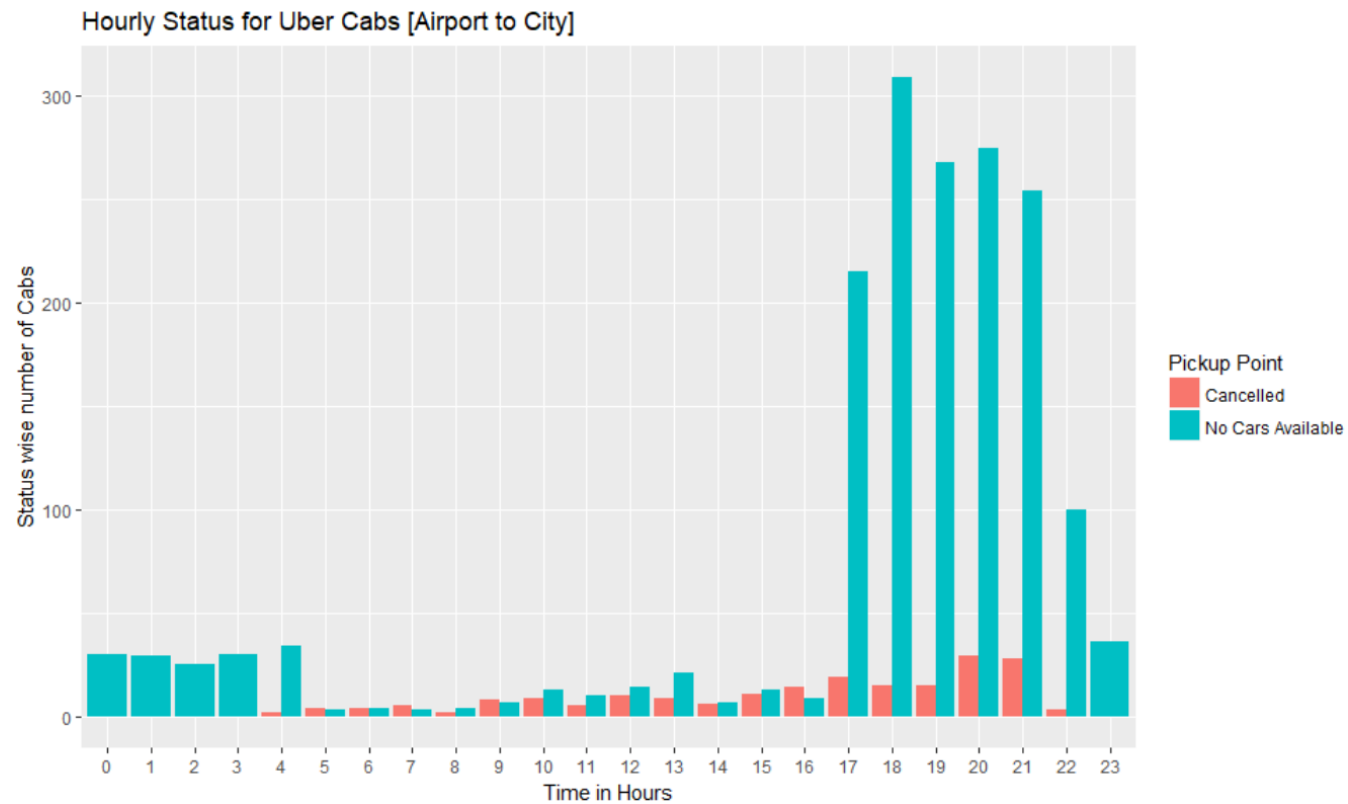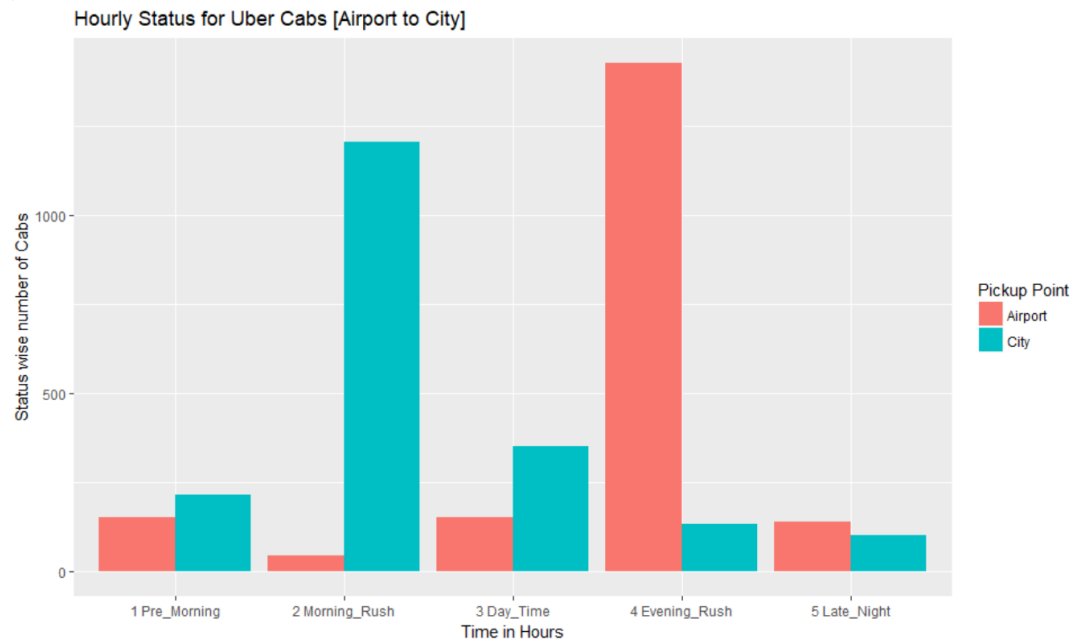
Analysis

Morning 5AM – 9AM the cancellation is more

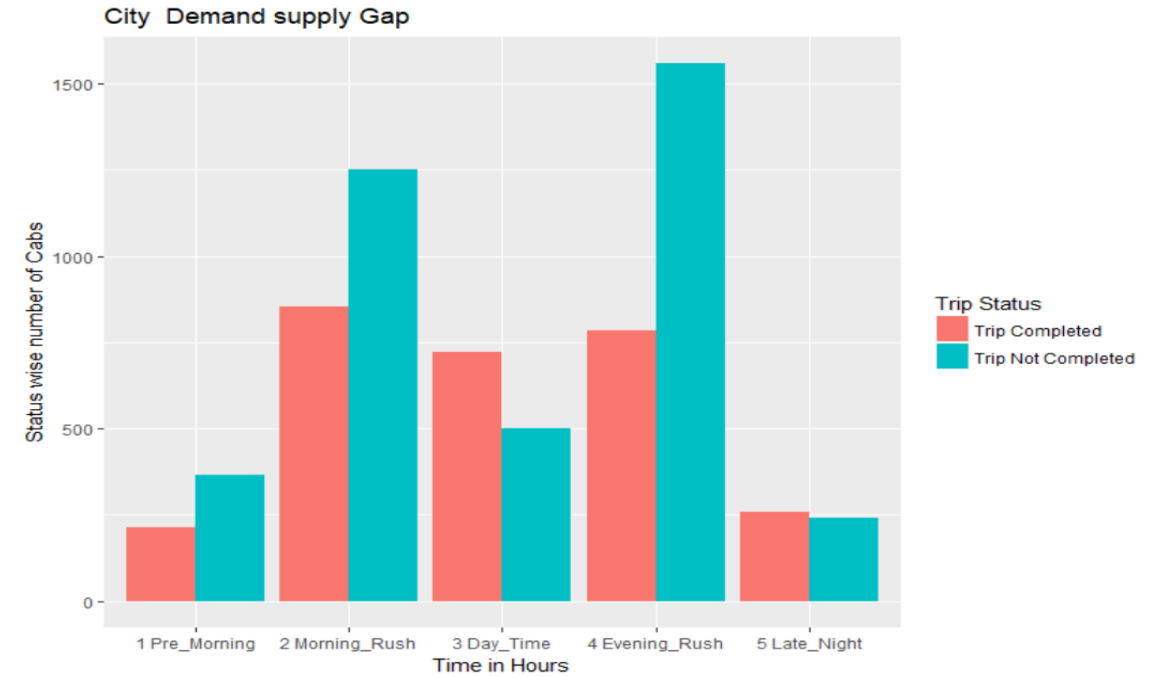**Evening 5PM – 9PM the Cars are not available**

Hourly Status for Uber Cabs [City to Airport]

Hourly Status for Uber Cabs

Analysis

Airport to City – pickup time Analysis - Morning Rush is more
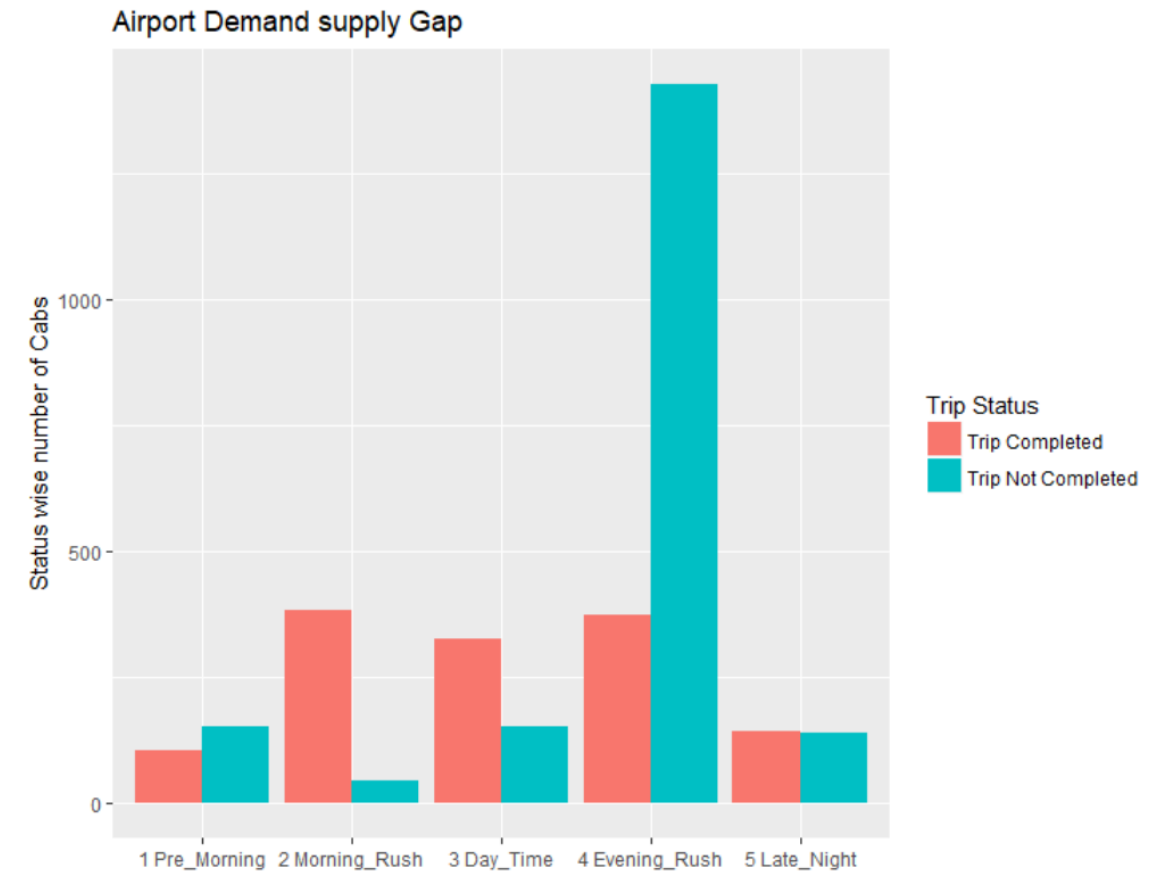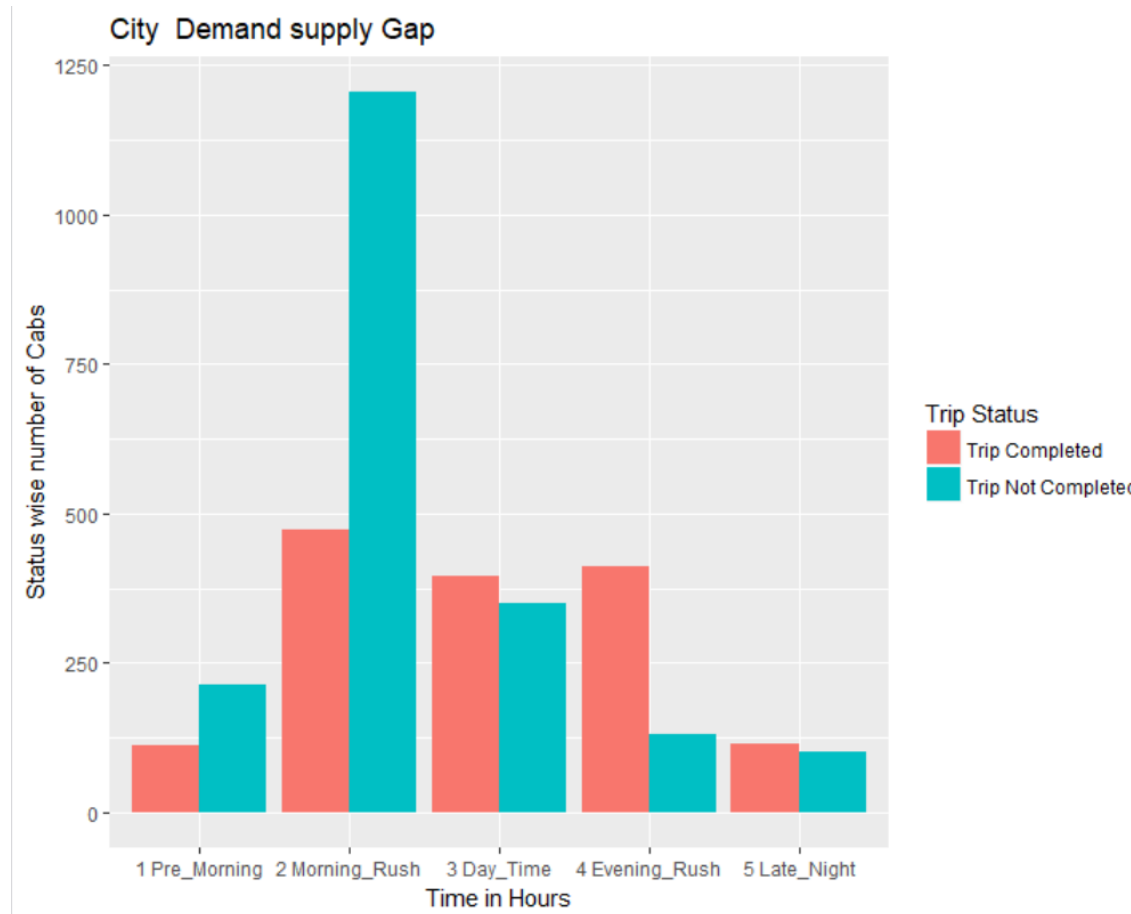
City to Airport – pickup time Analysis – Evening Rush is more

Analysis

In Morning, City pick up demand gap is more where as in the evening Airport to City demand gap is more.

Results

- Overall the cancellation is high during morning hours.

- Cars are not available during evening hours

- There is wide fluctuation in the Proportion of trips completed vs cancelled/no cars available

- In morning between 5AM-9AM the cancellation is more at City

- In the evening between 5PM-9PM the cabs are not available as per demand at Airport

Possible Resolution

Following can be the recommendation to improve the issues.

- Drivers can be given bonus from city to airport to reduce the cancellation.

- Uber can co-ordinate with airport authority to reduce the idle time.

- Car pool can be introduced to serve the more number of customers in Rush hours.

- Impose penalty for cancellation of requests by Driver.

- Provide base price to comeback to city with empty passengers.