



## Estimate The Number of Uber Rides?

### Clarifying Questions

- Do we have to calculate the number of Uber Rides in a particular geography? **Bangalore**
- Are we calculating Daily, Monthly, or Annual? **Monthly**
- Are we targeting any particular category in Uber like Cab, Auto, or Uber Connect? **All Categories**

The goal is to estimate the number of Uber Rides in Bangalore monthly across all categories.

### High-Level Equation and Walkthrough of Solution

- **Bangalore Population:** ~10M
- **Age Split:**
  - < 15 years → ~15/80, 18.75L
  - 15 - 55 years → ~40/80, 50L
  - 55 years → ~25/80, 31.25L
- **Potential Users:**
  - ~10% of 15-55 years → 5L
- **Uber Users:**
  - ~40% of Potential Users → 2L
- **Ride Categorization:**
  - **Power Users** (~20%) → 30 Rides/Month
  - **Medium Users** (~40%) → 10 Rides/Month
  - **Low Users** (~40%) → 1 Ride/Month

### Total Rides Calculation

- Power Users: **1200K**
- Medium Users: **800K**
- Low Users: **80K**
- **Total Uber Rides in Bangalore per Month: 2.08M**

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