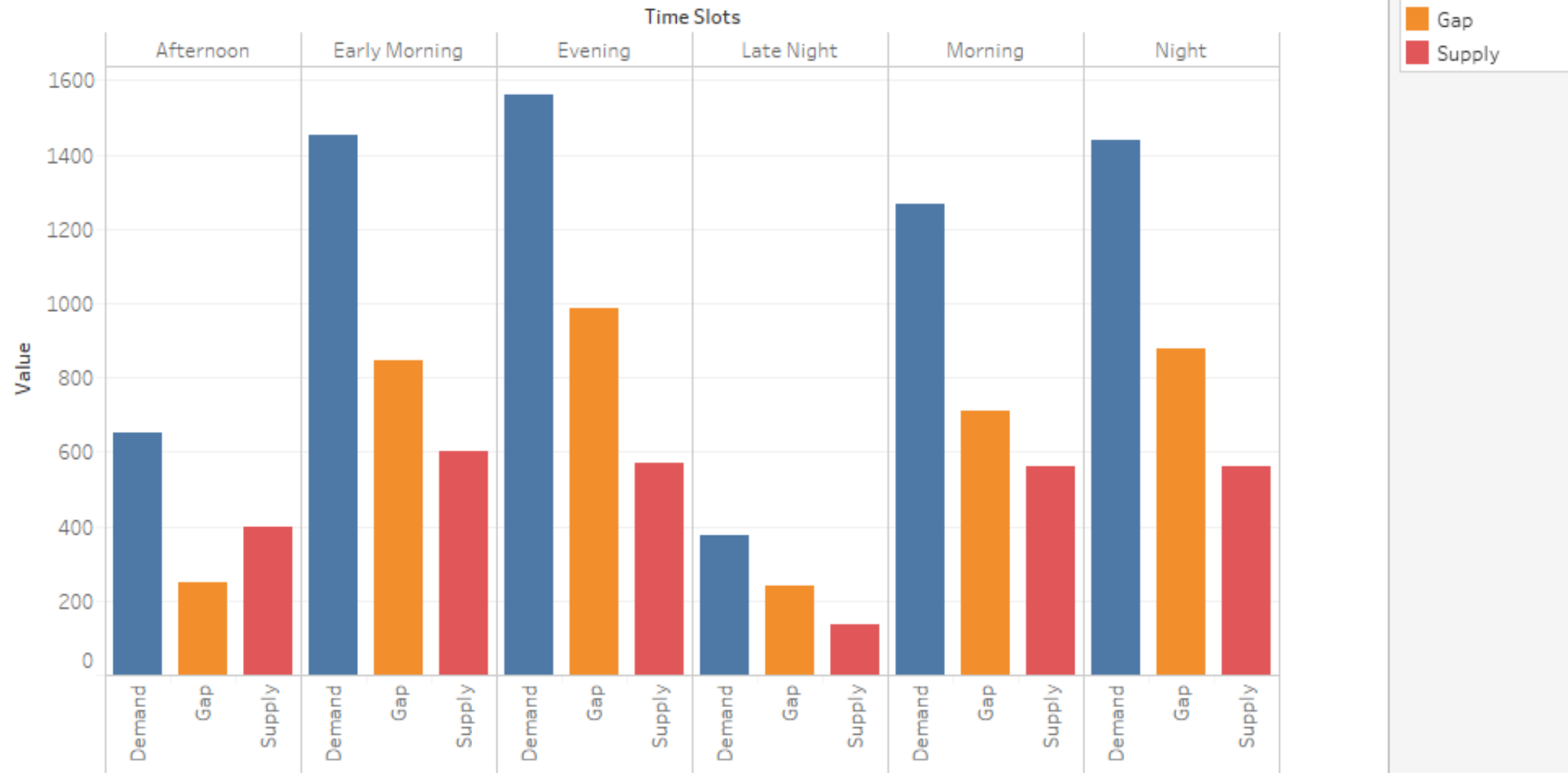


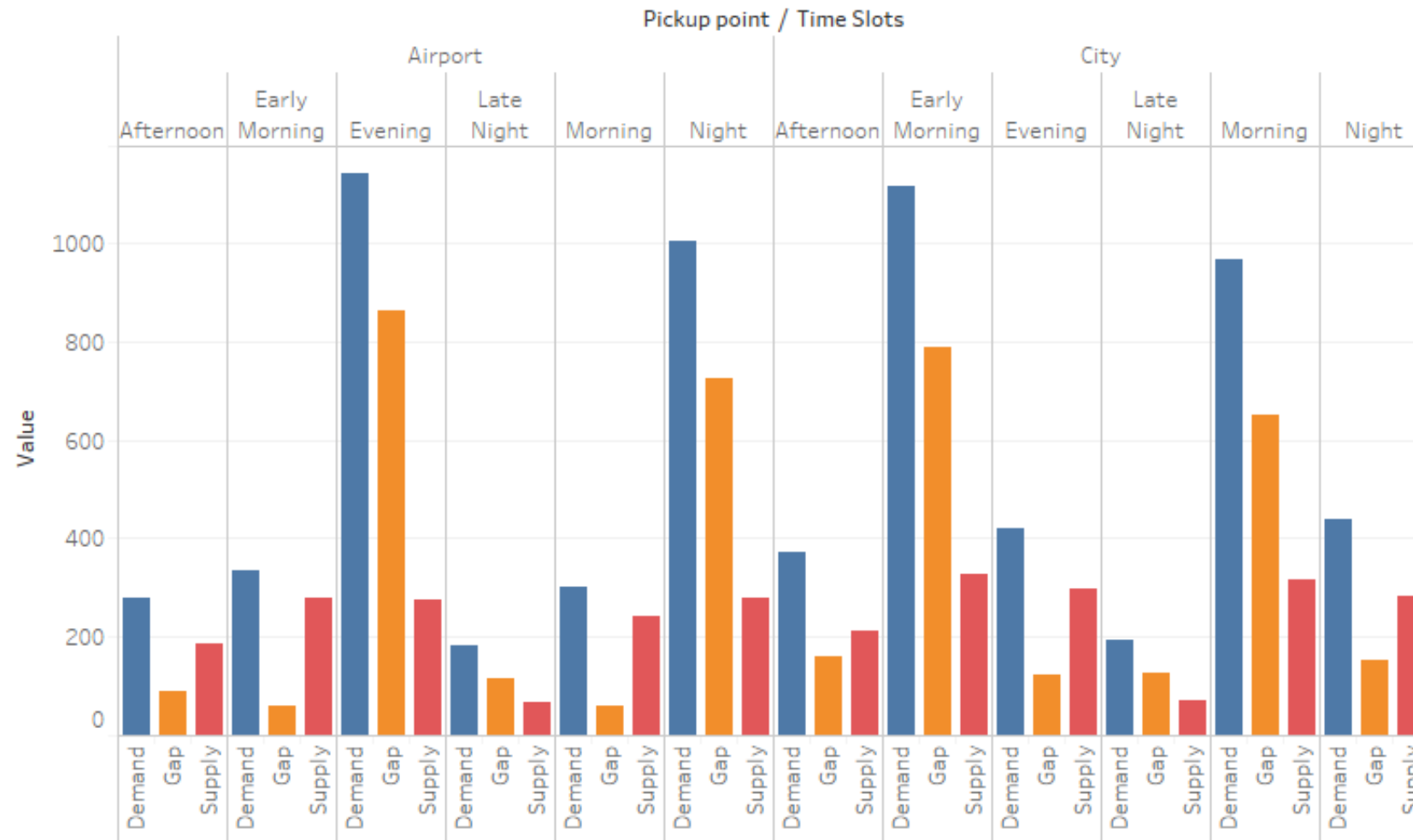
# Uber Supply-Demand Gap Analysis

ROHIT TATER

## Demand Supply Gap - Time Slots



## Demand Supply Gap - Pickup Point/Time Slots



Measure Names

Demand

Gap

Supply



# Analysis

## Graph Analysis:-

Demand Supply Gap is highest in

- Early Morning from city to Airport
- Evening from Airport to city

## Reasons:-

- Drivers doesn't prefer to travel in peak hours (i.e Early Morning and Evening), as Traffic is high.
- Day Shift Drivers doesn't prefer to go airport in evening time which increases gap at evening and night.

## Recommendations:-

- Surge Price/Incentive for requests in time slots where gap is high will promote the drivers to accept rides.
- To decrease Cancellation, Cancellation Charges can be imposed on the drivers who cancel the request.