Research Report on the Effect of Traffic on Uber's fare price

Traffic plays a major role in the operation of many ride-sharing companies like Uber, Ola etc. Everyone knows that, prices increases when the roads are jammed. In this report, I have broken down the effect of traffic on Uber's fare price and overall business.

The influence of Traffic in Uber's fare price:

- When there is a heavy traffic, then the trip takes more time even if the distance is small. From my research, I came to know that Uber charges the price for every minute. So, during peak hours, the cost increases significantly.
- Traffic occurs mainly during office time, monsoon season, festivals or any big events. During these time, people book their ride at a time and cause limitation in cabs and this imbalance resulting in increasing the fare prices to multiple times.
- Many drivers avoid rides in congested places that makes traffic as they will get stuck for many hours which makes them tiring and time consuming. So, the shortage of riders also causes rising the price again which even results in cancellation of cabs.
- Weather like rain, fog etc will slow down everything because of water logging, accidents which makes traffic that leads to longer travel time, higher cancellation rates etc
- The other thing, I noticed is, Uber makes its highest revenues during some events like sports matches, political rallies etc that attracts huge crowds. During such events, the demand for cabs increases and thus the prices.

The impacts of Traffic in Uber's fare price:

- Traffic doesn't guarantee more profit always since heavy traffic means drivers cannot complete more rides per hour.
- From the perspective of customer, some factors like high fare, delayed rides, higher chance of cancellation often leads to negative reviews or shifting the travel to public transport.

Overall, traffic heavily influences the prices and affects everything from time to driver availability and customer satisfaction. Understanding this relationship is extremely important in building models that predicts traffic and ride demand.