


Uber Supply- Demand Gap

Insights & Recommendations Based on Ride Request Data

Summary of Key Findings


Major gap identified during Early Morning (5–9 AM) and Night (11 PM–3 AM).



Airport pickups show highest 'No Cars Available' during Night hours.



City pickups show highest cancellations during Early Morning slots.



Fulfillment rate is lowest at 5 AM, 6 AM, and 11 PM.

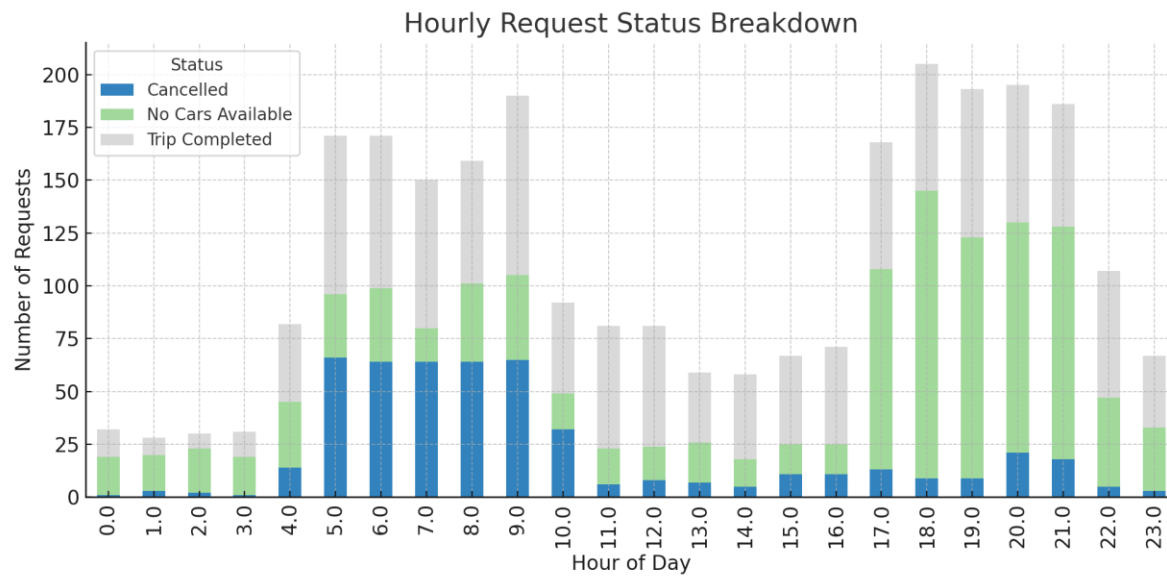
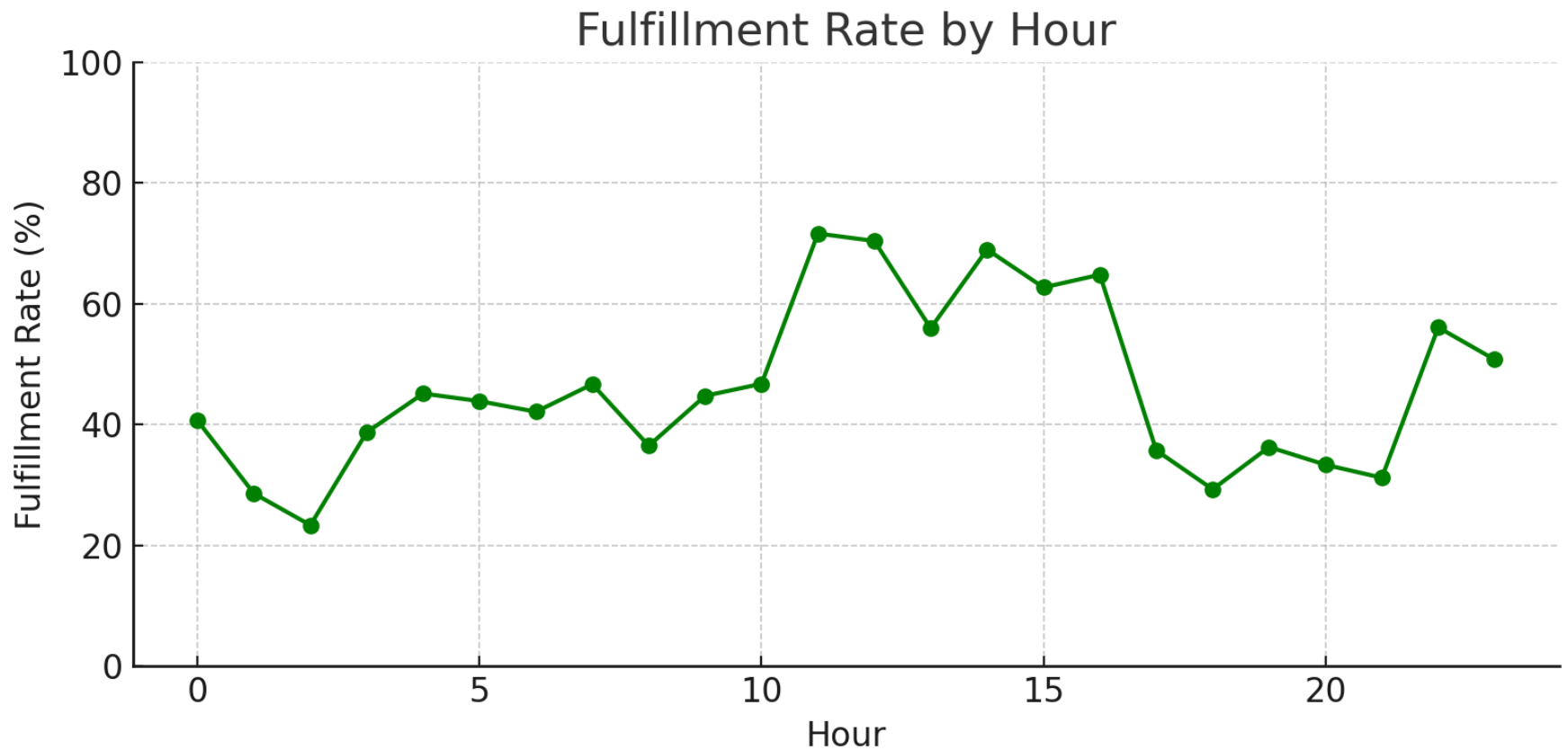


Fig 1.1 -
Hourly
Request
Status
Breakdown

Fig 1.2 - Fulfillment Rate by Hour



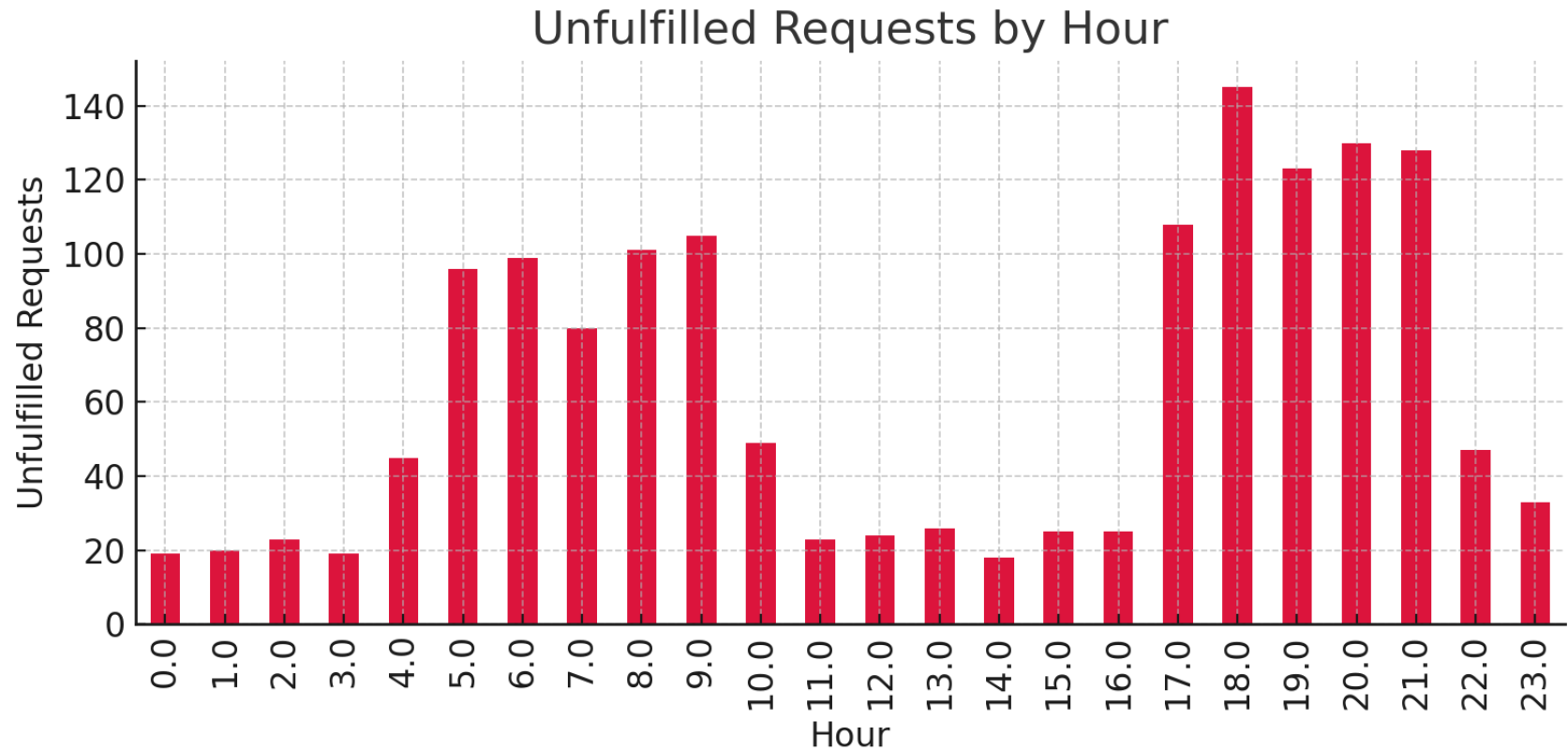
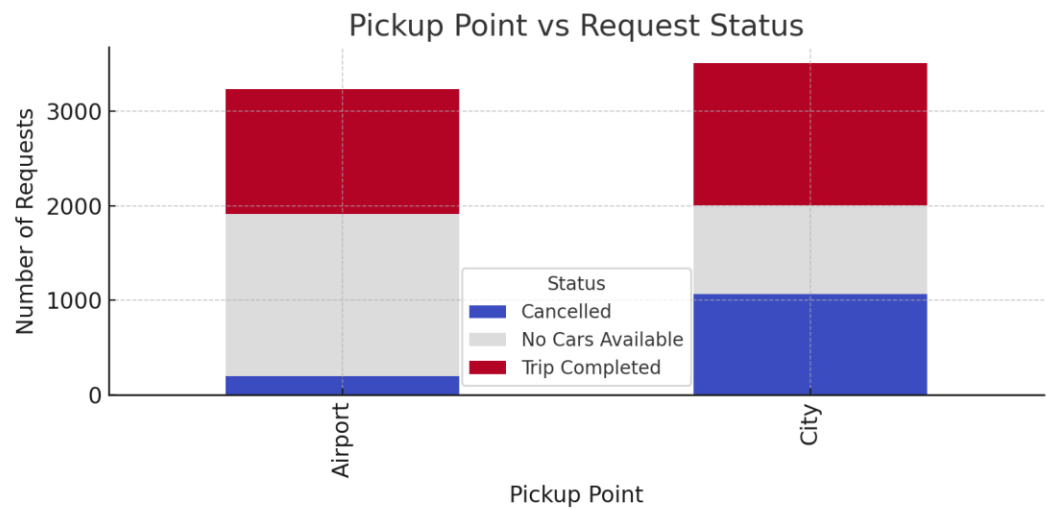


Fig 1.3 - Unfulfilled Requests by Hour

Fig 2 -
Pickup
Point vs
Request
Status



Solutions for Supply-Demand Gap

- Introduce Rush Hour Pricing to incentivize drivers during peak hours (5–9 AM).
 - Offer structured Night Shifts to improve cab availability during 11 PM–3 AM.
 - Use real-time driver notifications and heatmaps to guide supply.
 - Encourage pooling during low supply time windows.
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