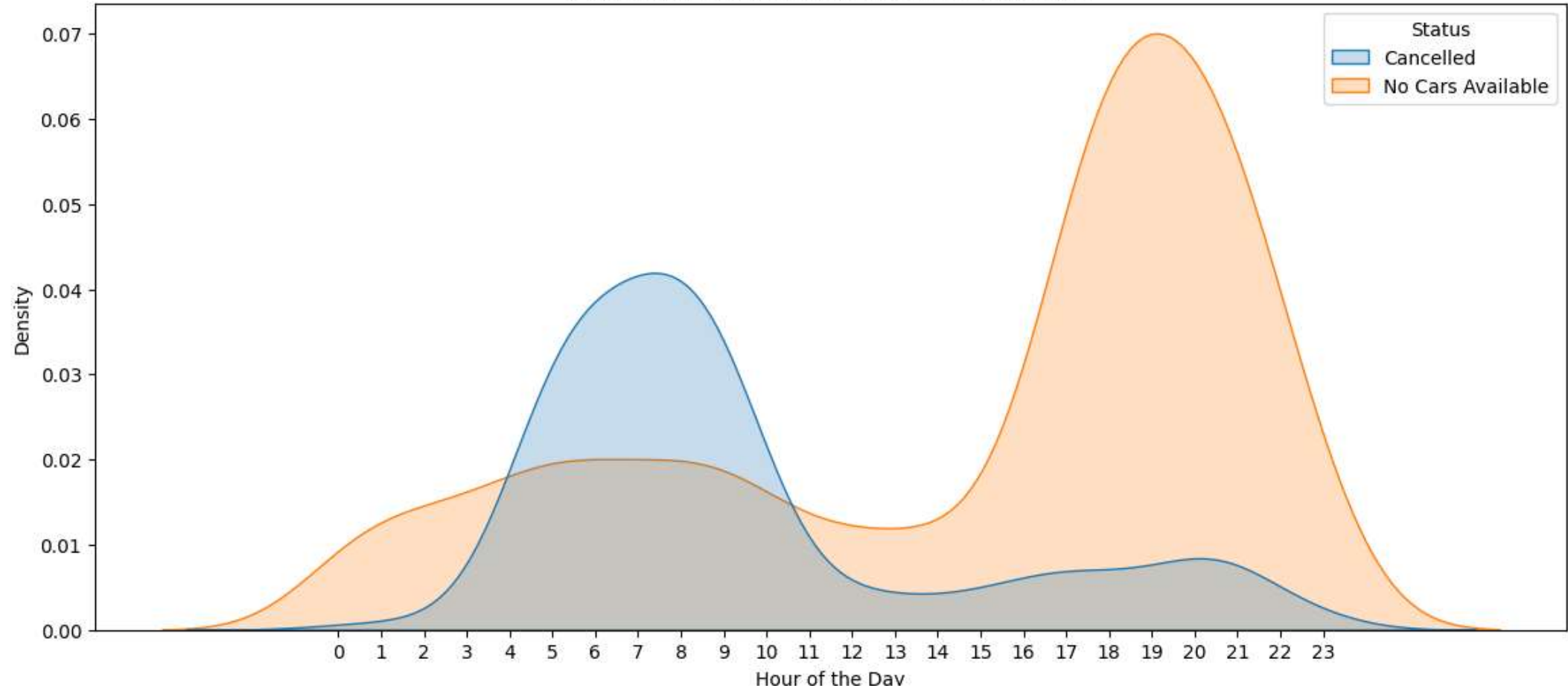


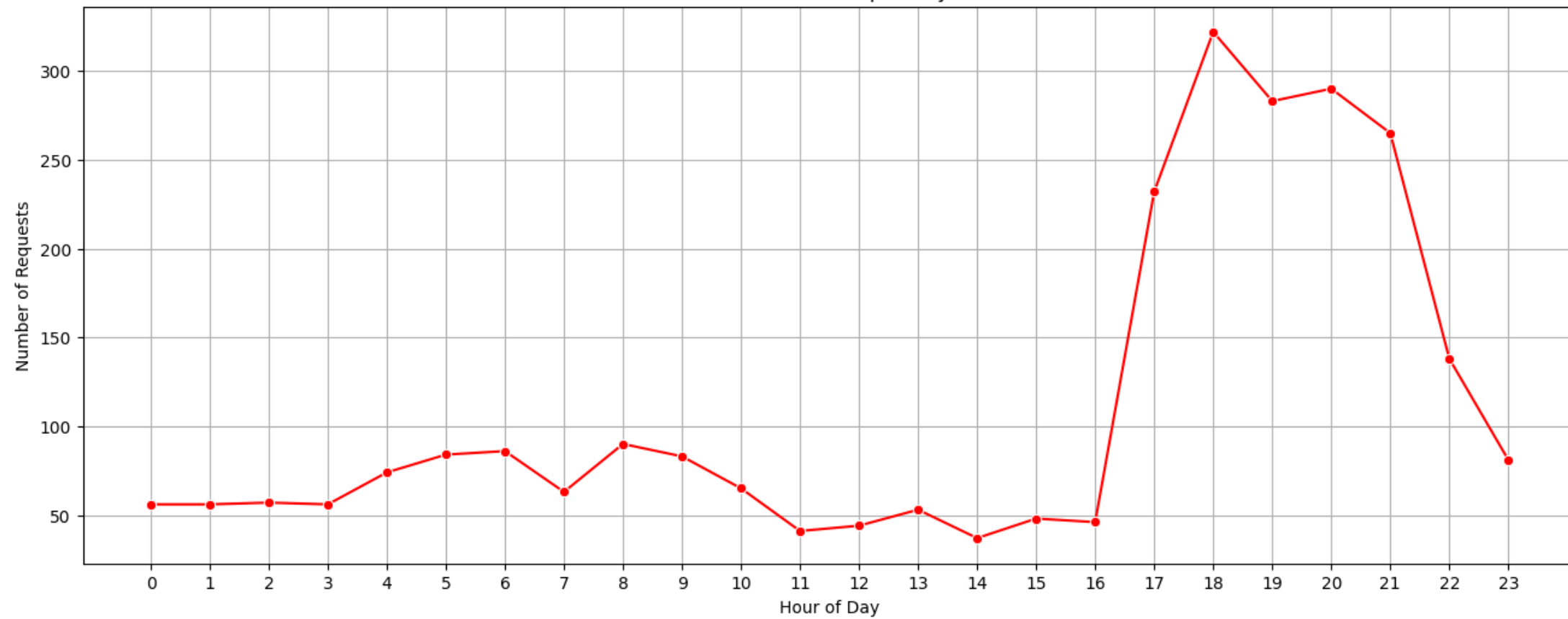
# Uber Supply Demand Gap

- Give drivers bonuses to work during busy hours and use past data to plan better.
- Make sure enough drivers are available at both the City and the Airport when needed.
- Below are the analysis and solutions we provide.

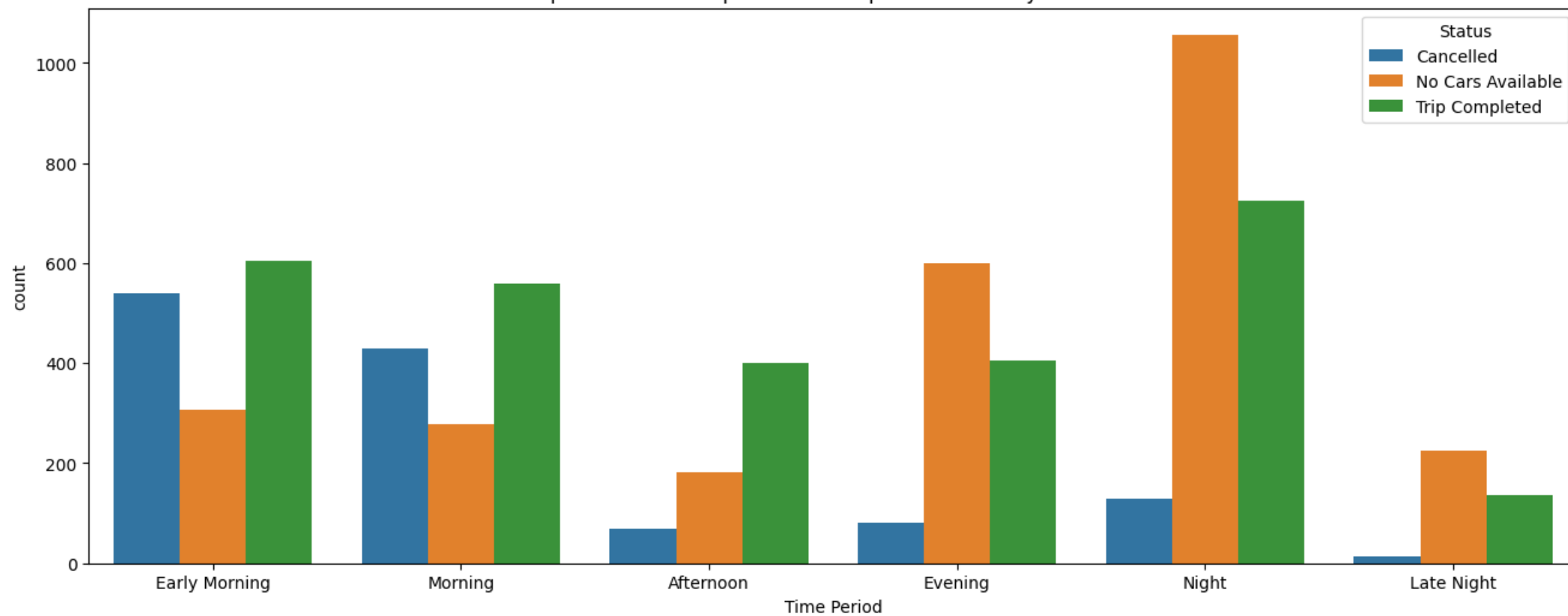
Distribution of Incomplete Trip Hours by Status



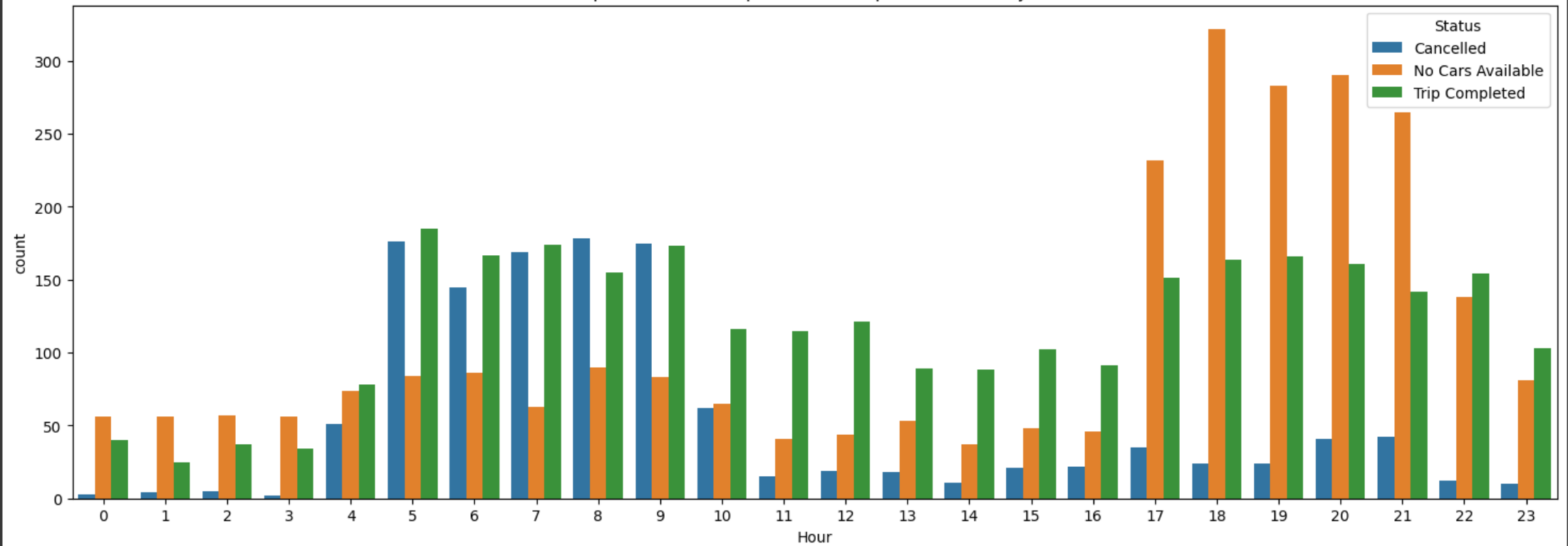
No Cars Available Request by Hour

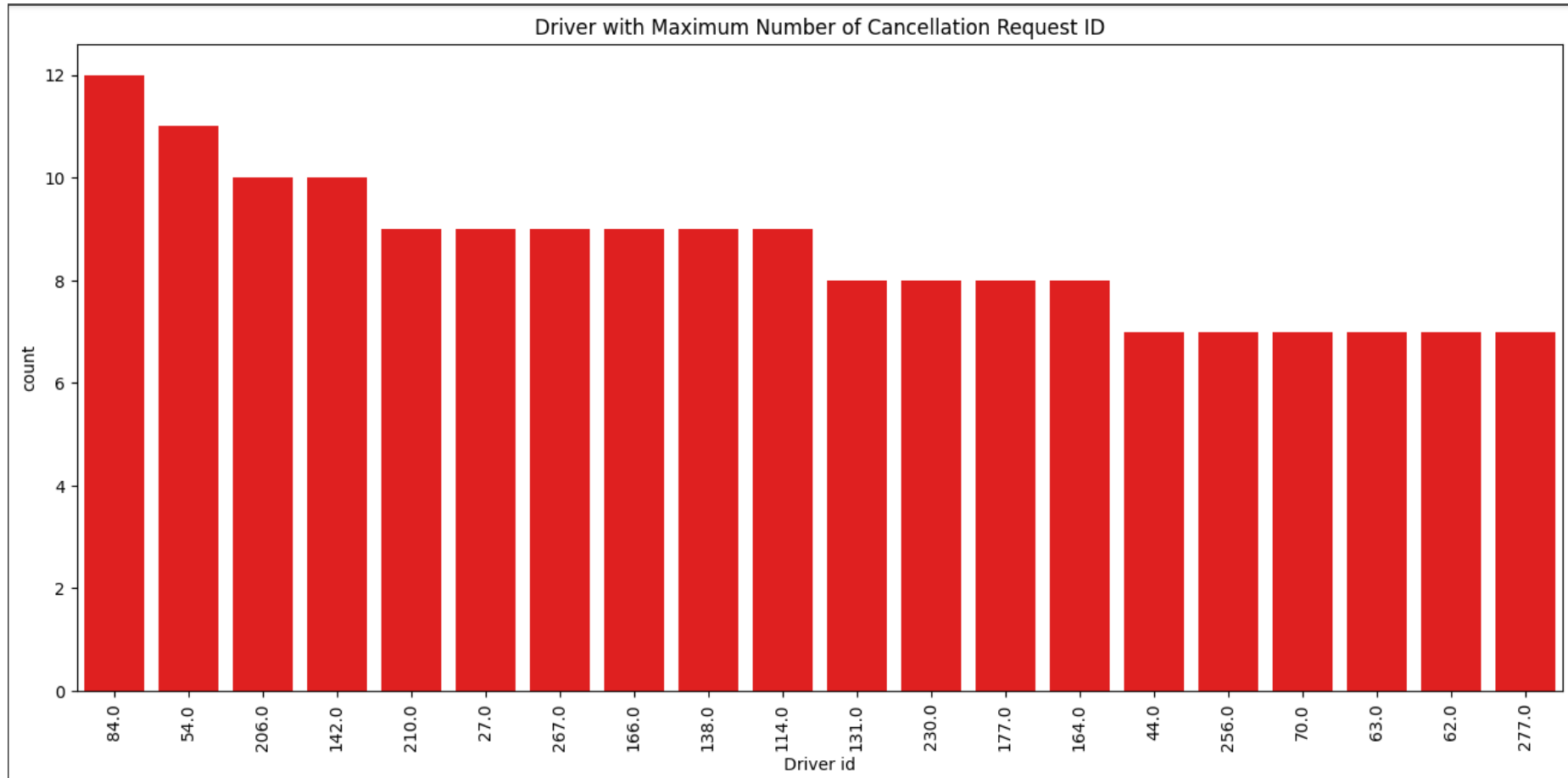


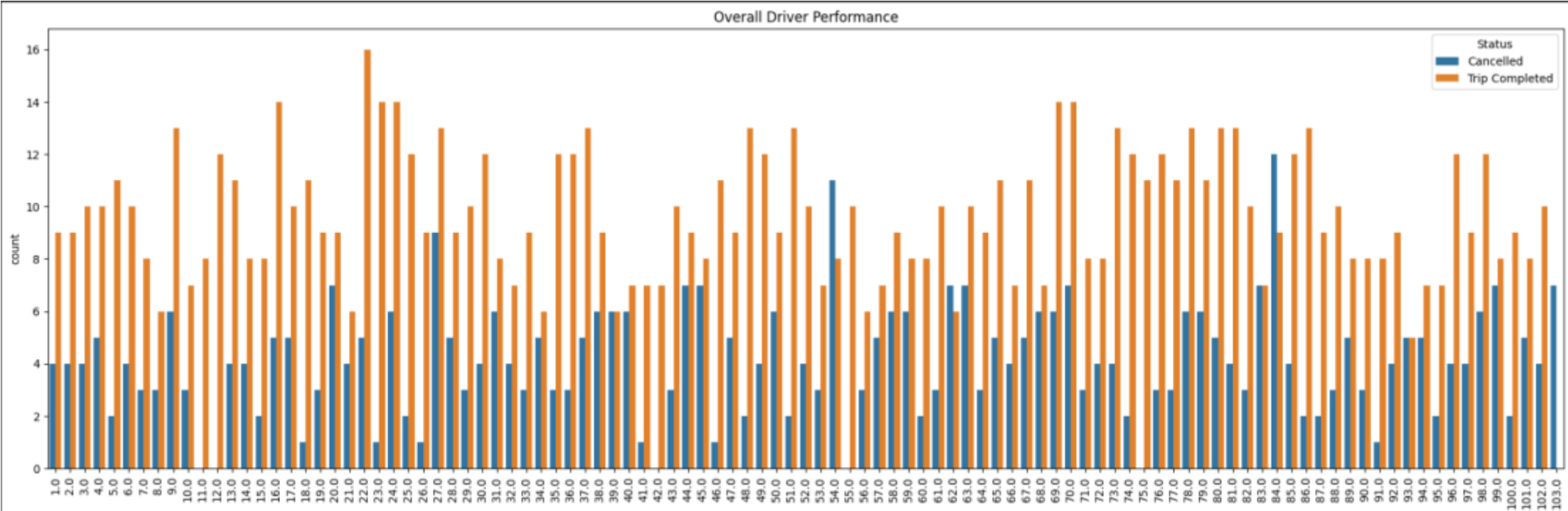
Comparision of Incomplete and Complete demand by Time Peroid

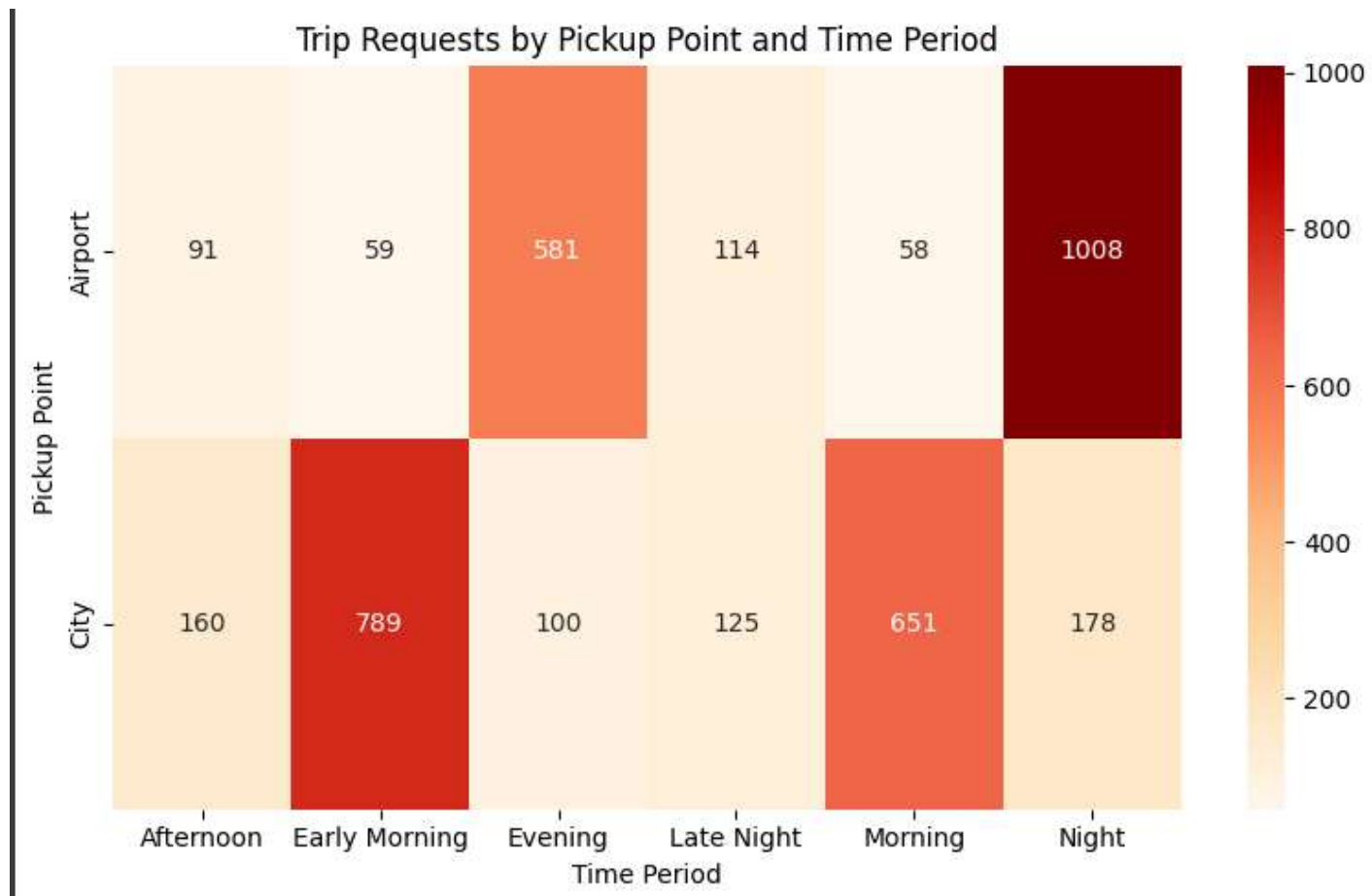


Comparison of Incomplete and Complete Demand by Hour

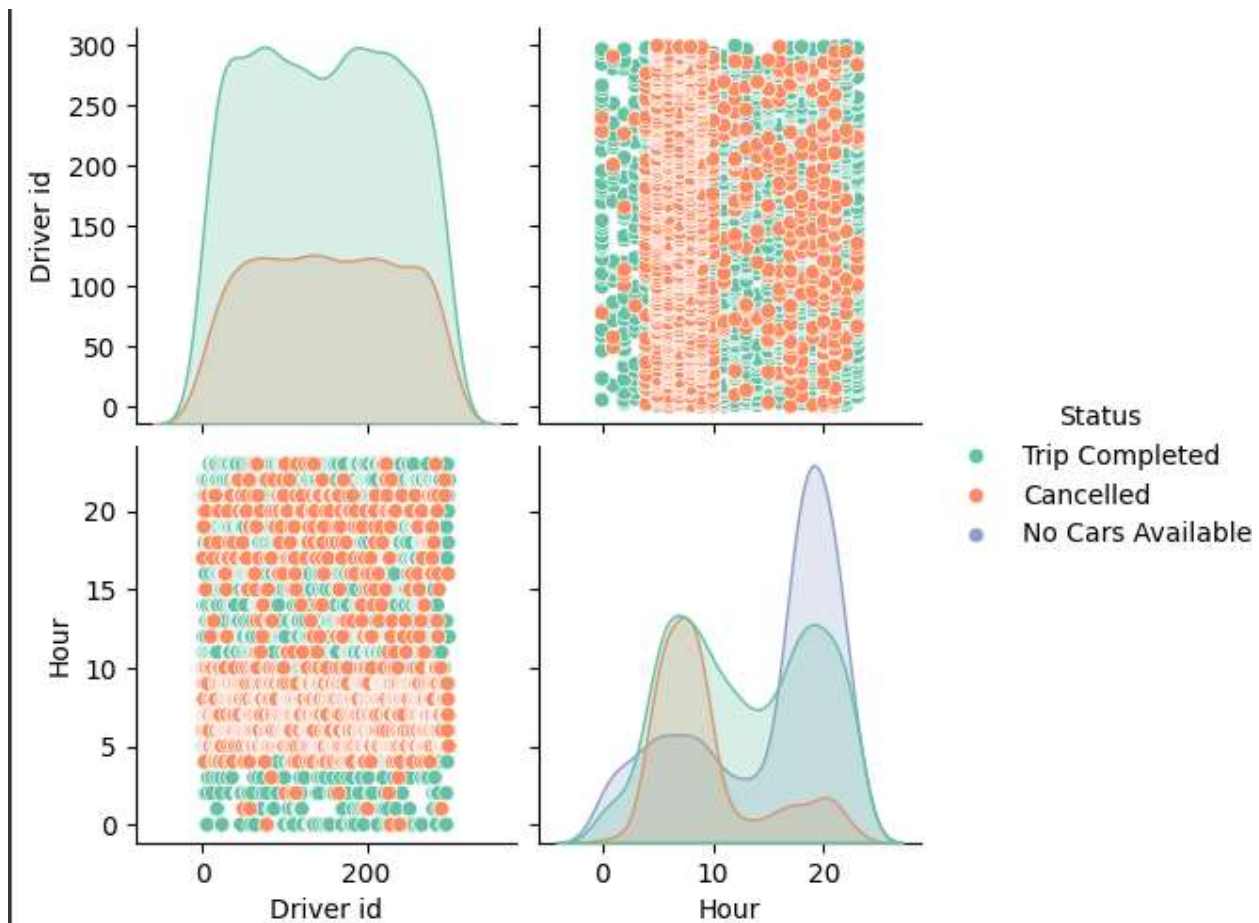












	Total_requests	Complete_request	Cancel_request	No_car_request	Completion_rate	Incompletion_rate
►	6745	2831	1264	2650	41.97	58.03

	Pickup_point	Total_requests	Complete_request	Cancelled_request	No_Cars_request	Completion_rate	Incompletion_rate
►	Airport	3238	1327	198	1713	40.98	59.02
	City	3507	1504	1066	937	42.89	57.11

	Hour	Total_requests	Complete_request	Cancelled_request	No_Cars_request	Completion_rate	Incompletion_rate
▶	0	99	40	3	56	40.40	59.60
	1	85	25	4	56	29.41	70.59
	2	99	37	5	57	37.37	62.63
	3	92	34	2	56	36.96	63.04
	4	203	78	51	74	38.42	61.58
	5	445	185	176	84	41.57	58.43
	6	398	167	145	86	41.96	58.04
	7	406	174	169	63	42.86	57.14
	8	423	155	178	90	36.64	63.36
	9	431	173	175	83	40.14	59.86
	10	243	116	62	65	47.74	52.26
	11	171	115	15	41	67.25	32.75
	12	184	121	19	44	65.76	34.24
	13	160	89	18	53	55.63	44.38
	14	136	88	11	37	64.71	35.29
	15	171	102	21	48	59.65	40.35

	Driver_id	Total_requests	Cancelled_request	Incomplete_rank
►	84	21	12	1
	54	19	11	2
	142	20	10	3
	206	17	10	3
	27	22	9	4
	114	20	9	4
	138	17	9	4
	166	17	9	4
	210	17	9	4
	267	15	9	4
	131	14	8	5
	164	16	8	5
	177	21	8	5
	230	18	8	5
	20	16	7	6
	44	16	7	6



# UBER SUPPLY DEMAND GAP

Total Request

6745

Average Request

3385

Incomplete Rate

58%

Pickup point

Airport

City

Hour

4

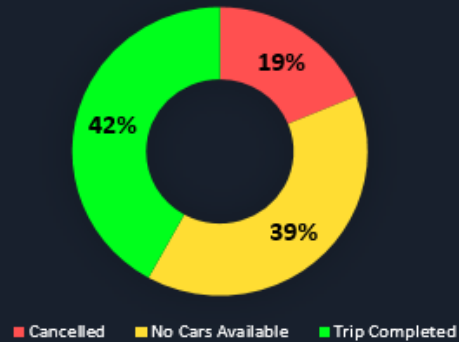
5

Driver id

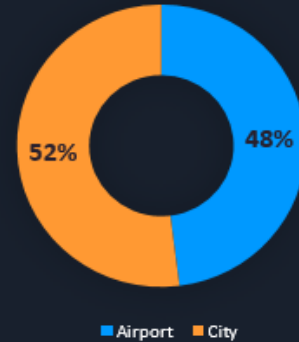
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2

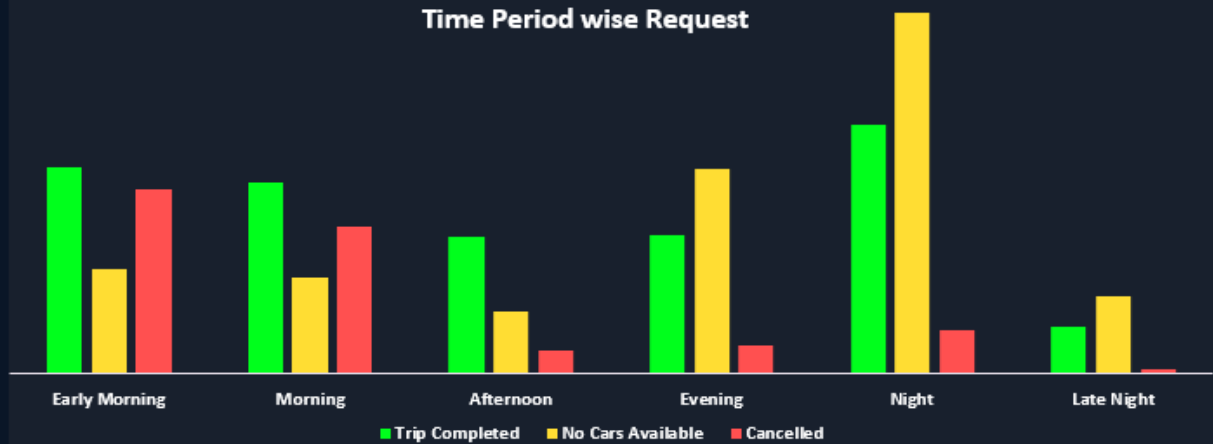
Status wise Rate



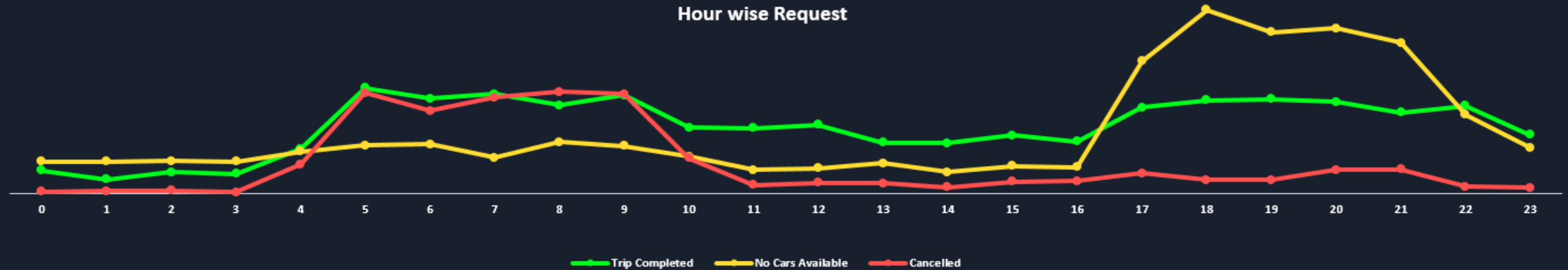
Pickup Point



Time Period wise Request



Hour wise Request



# Conclusion

- Many people want rides at Night and Early Morning, but not enough drivers are available, so many trips don't happen.
- More people request rides from the City than the Airport.
- In the Afternoon and Late Night, fewer rides happen, so drivers can be used better during these times.
- When drivers aren't available during busy times, Uber loses money and riders get frustrated.