

Uber Request Gap Analysis

Insights & Recommendations
Summary Report

Key Insights

- A large number of ride requests go unfulfilled during peak hours — Early Morning (5–9 AM) and Evening (5–9 PM). (Fig 1.1)
- At the Airport, most failures are due to 'No Cars Available', while in City, cancellations dominate. (Fig 1.2, Fig 1.3)
- Ride demand peaks at 7–9 AM and 5–9 PM, but completion doesn't match demand. (Fig 1.4)
- Peak-hour failures cause lost revenue and poor customer experience. (Fig 1.5)

Business Solutions

- Incentivize drivers during peak commute hours (Morning & Evening).
- Assign more drivers to Airport during late hours to reduce 'No Cars Available' issues.
- Improve app communication to avoid morning city cancellations.
- Use real-time dashboards and heatmaps to dynamically assign drivers.

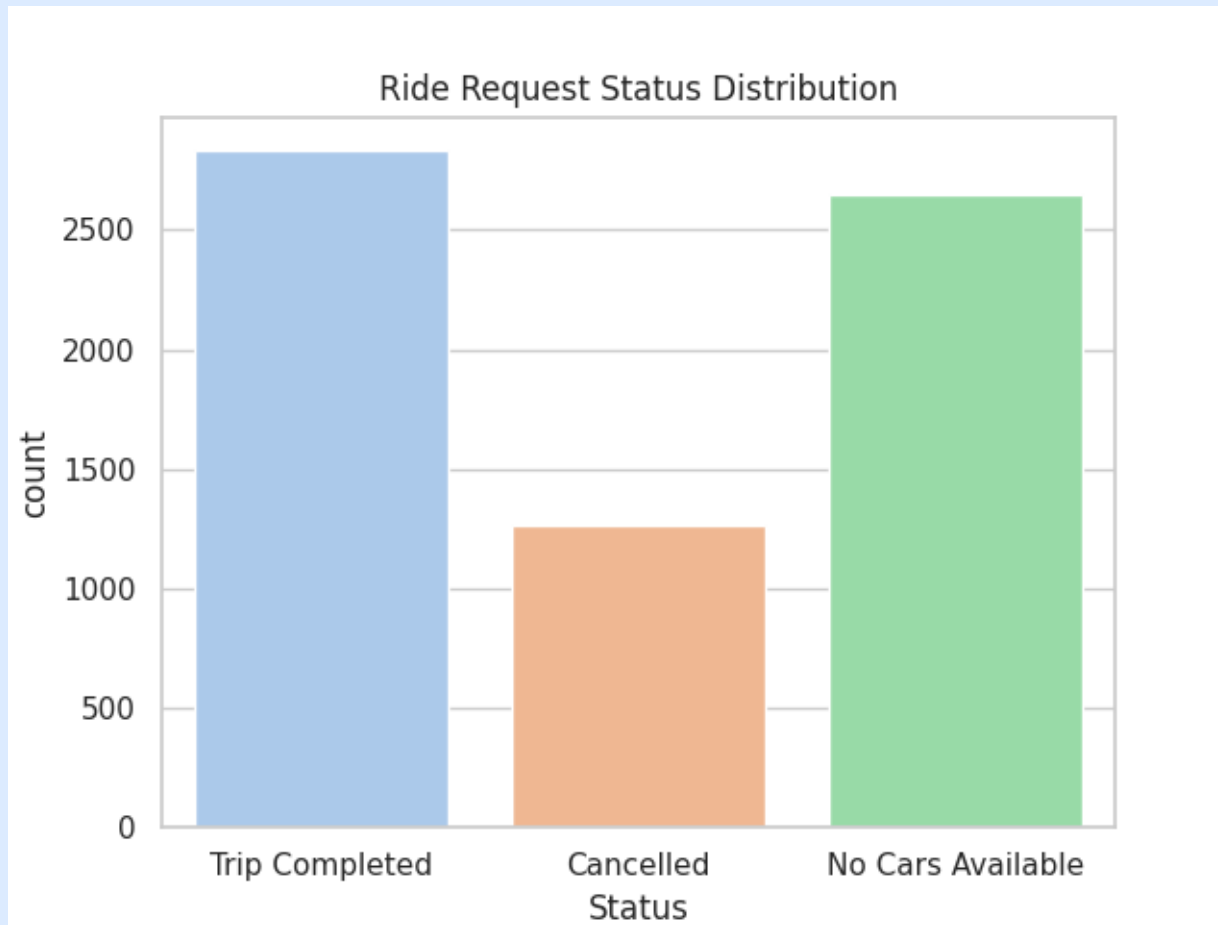


Fig 1.1 – Ride Status Distribution

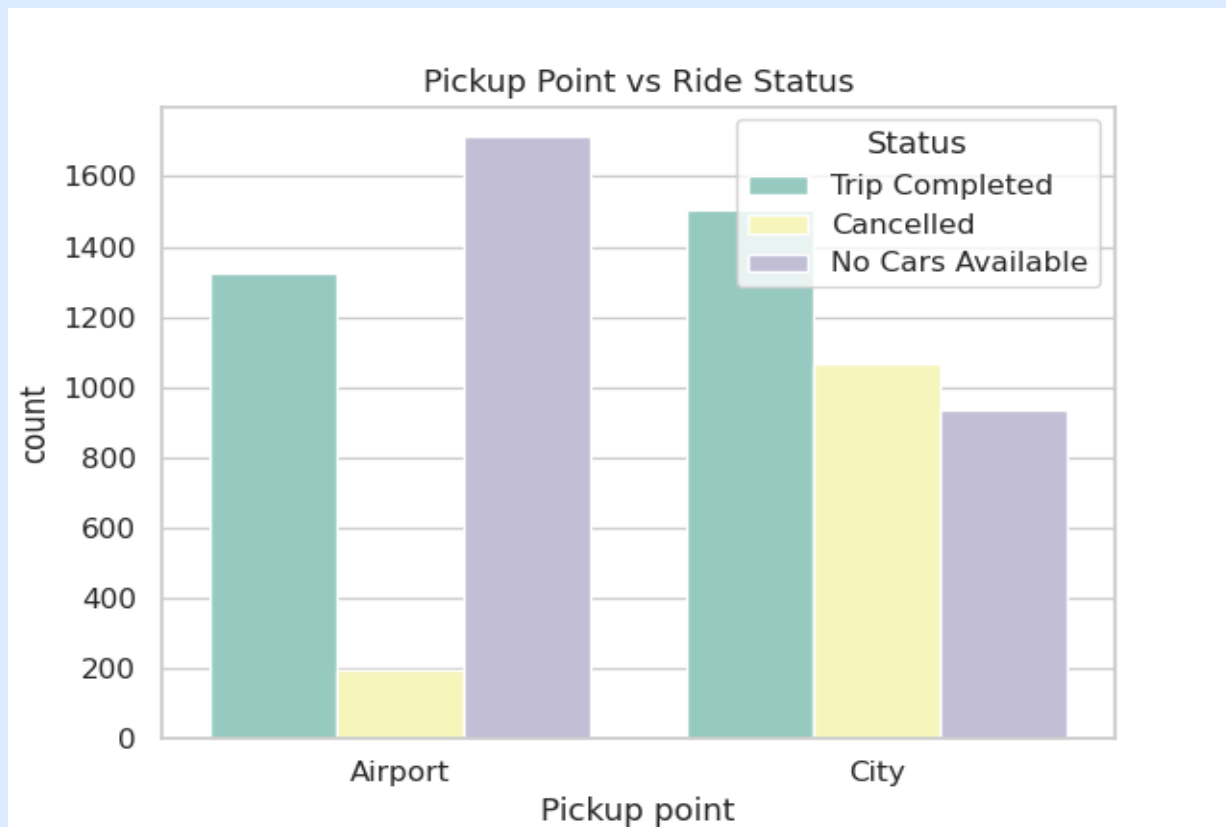


Fig 1.2 – Pickup Point vs Status

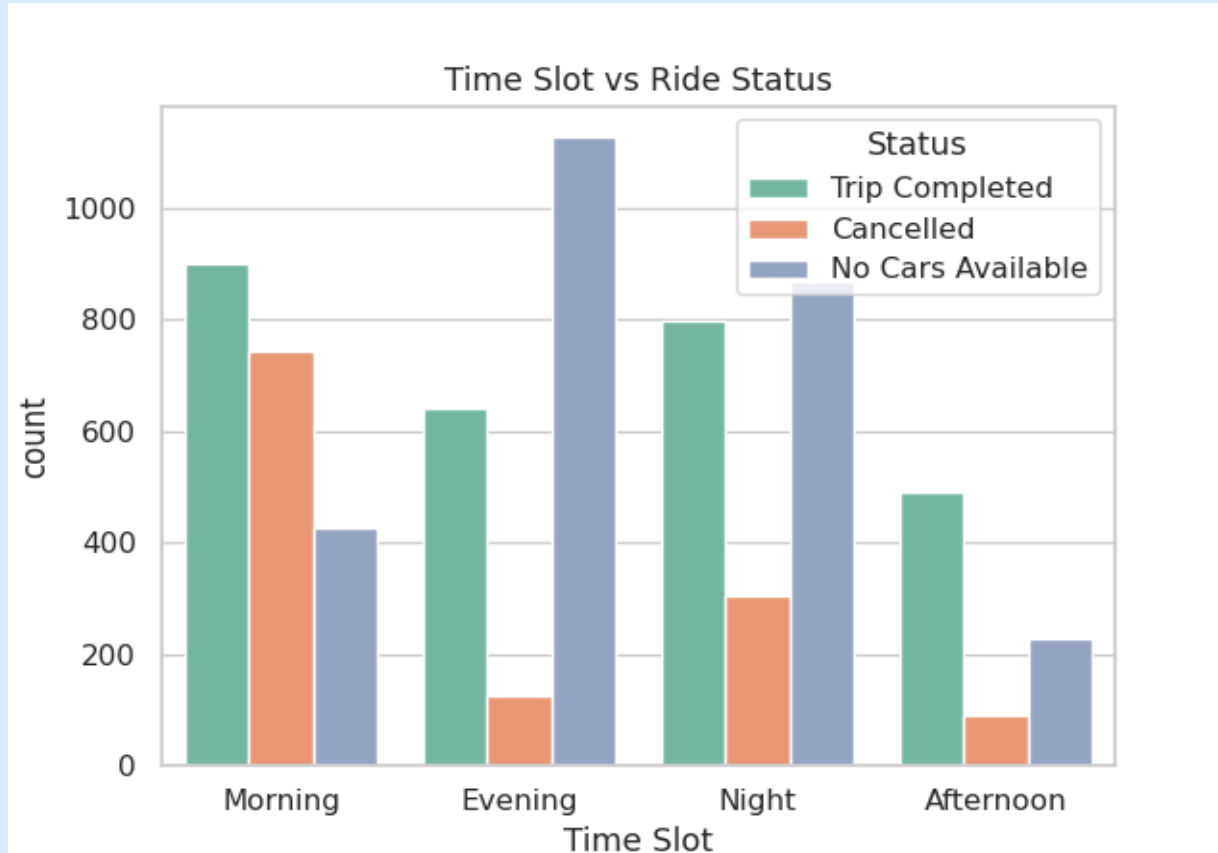


Fig 1.3 – Time Slot vs Status

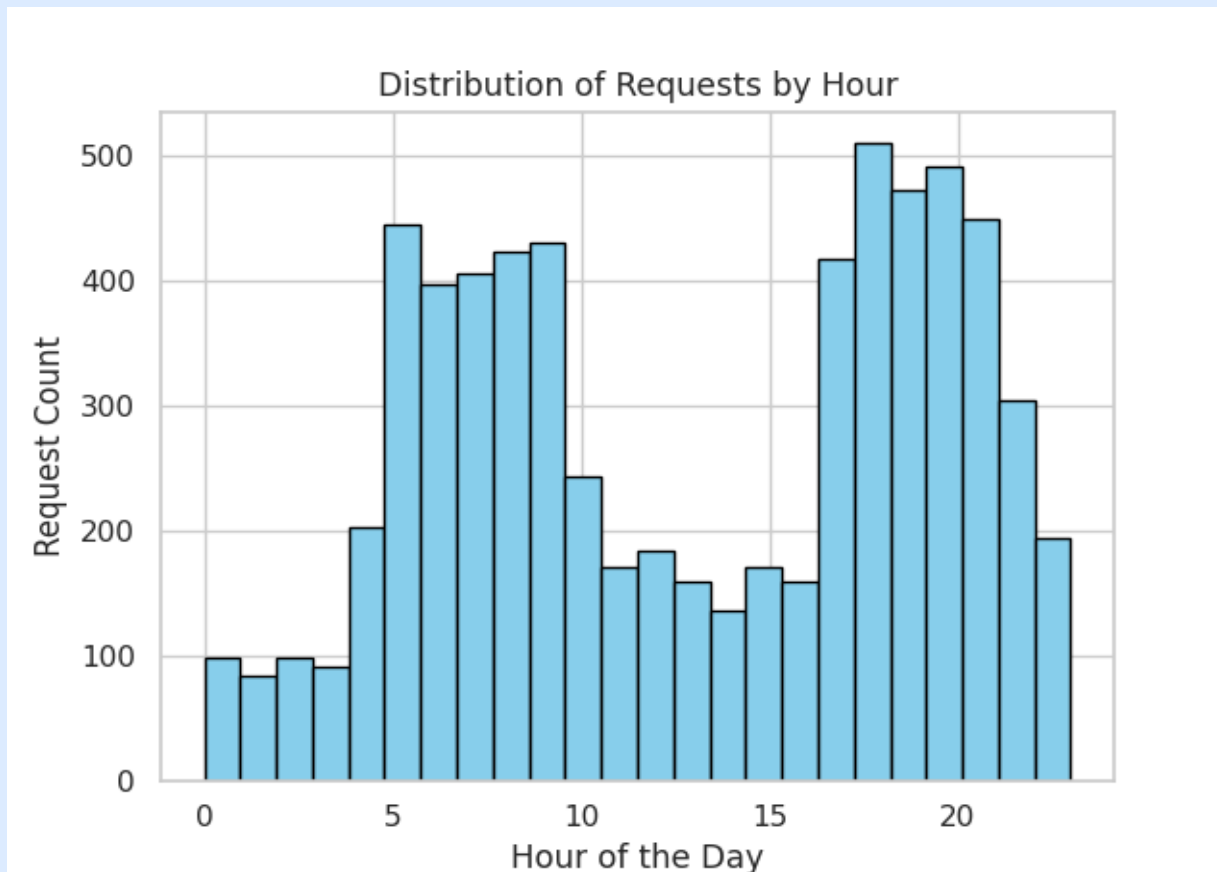


Fig 1.4 – Hourly Demand vs Status

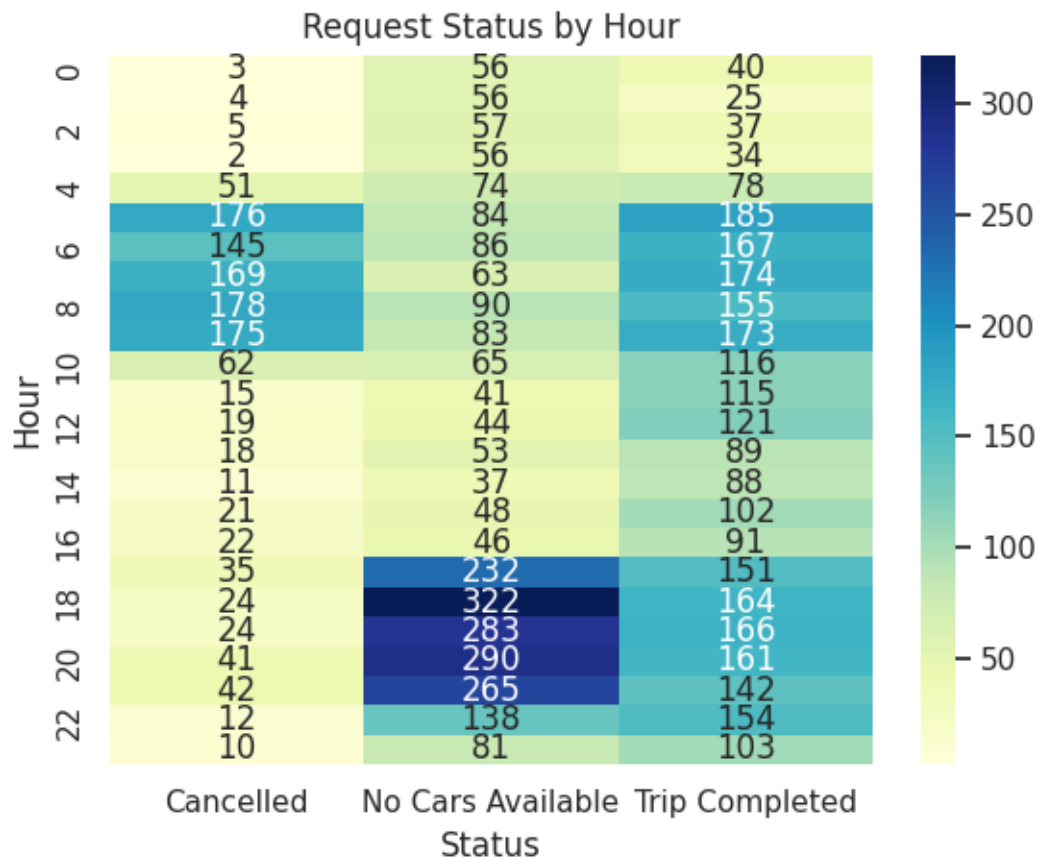


Fig 1.5 – Heatmap of Hour vs Status