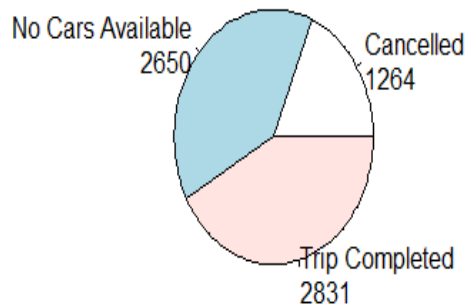With the available data i.e. 6745 trips I have classified the status by Pie Chart as below.
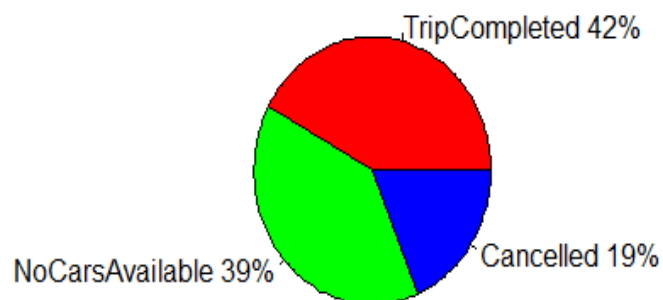
Pie Chart by Number of Trips

Pie Chart of Status (with sample sizes)

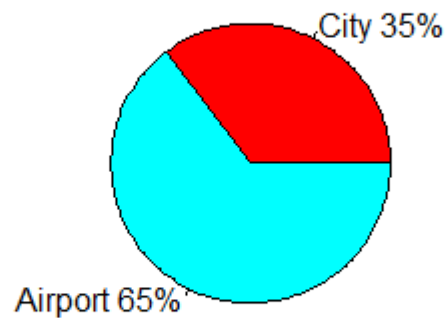## Pie Chart by Percentage wise

Pie Chart of Trip Status

From above chart it is observed that only 2831(i.e. 42%) Trips are completed; 1264(i.e. 19%) Trips are Cancelled and 2650(i.e. 39%)Trips are No Cars Available.

It is clear that we have lost 58% business either due to lack of our cabs or due to not having proper route.
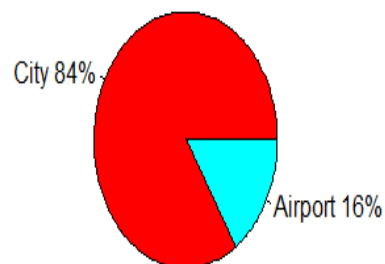
We can classified this further:

1. No Cars Available:

Pie Chart of Trip Status - NoCarsAvailable

City 35%

Airport 65%

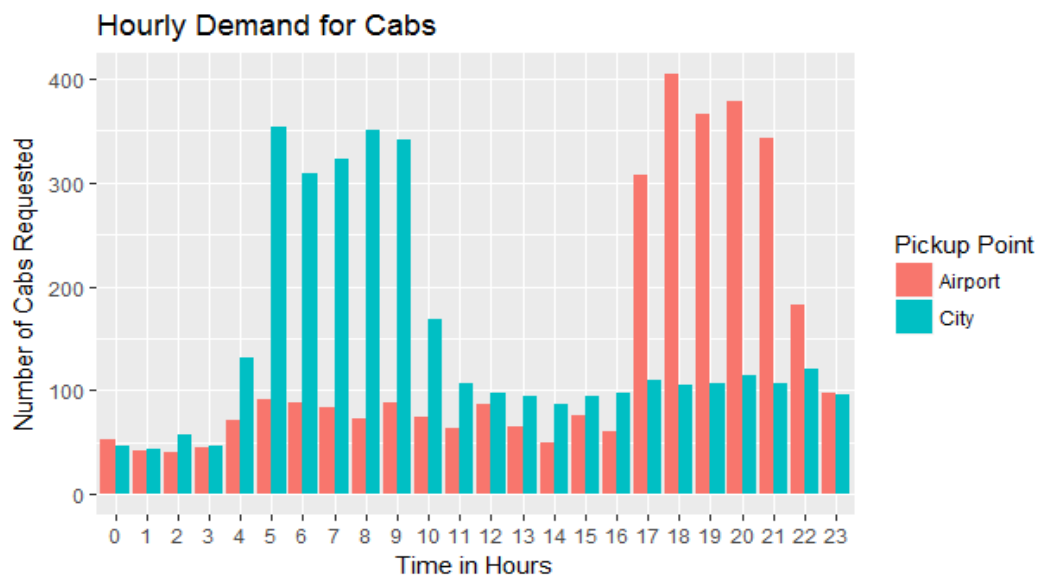For No Cars Available category Uber got more requests(60%) from Airport.

2. Cancelled Trips:

Pie Chart of Trip Status - Cancelled

City 84%

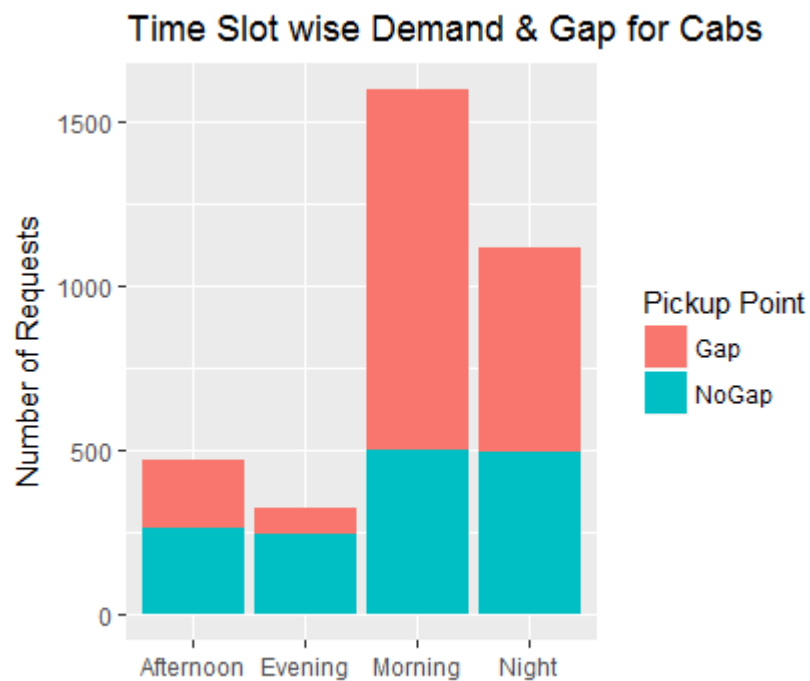Airport 16%

For Cancelled Trips Uber got more requests (84%) from City.

Grouped the data in Bar Chart – Stacked to visualized the City & Airport trips per hour
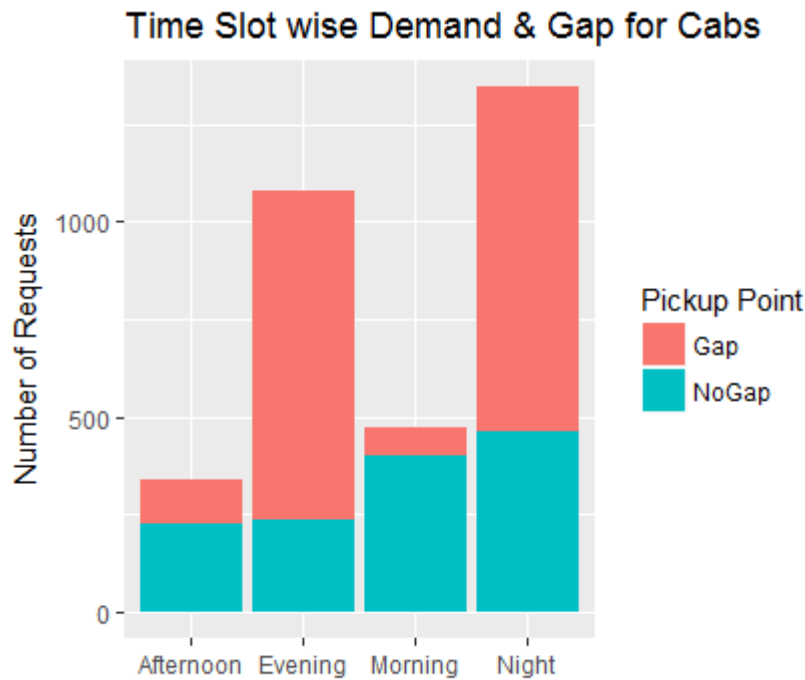

Time-Slot wise Demand and Gap Plot for City Trip

For City Trips Highest Gap is during Morning hours.

The Gap is because this is Early Morning; Cab drivers are yet to start or not willing to go to Airport.

Time-Slot wise Demand and Gap Plot for Airport Trip

Time Slot wise Demand & Gap for Cabs

For Airport Trips Highest Gap is during Night hours.

The Gap is because this is Late Night; hardly Cab drivers are available at Airport.

If we want to minimize this Gap then we have to address both issues separately.

1. No Cars Available;
    This happens at airport during late night hours.
    To capture this market either we can start fixed cab service or shuttle during those hours.
    We will pay fix charges to cab drivers.

    Also we will attract new cabs to fill this Gap and make as less as possible.

2. Cancelled Trips:
    Cab drivers are being cancelled Airport Trips because they are NOT sure about passengers for Return trip.

    We can modify our marketing plan so that we can charge extra for passenger and can pay extra to Cab drivers to compensate this.

    Also we can give them extra if they make 20 trips during those hours in a month.
    Also company will ready to bear some loss if he returns empty.