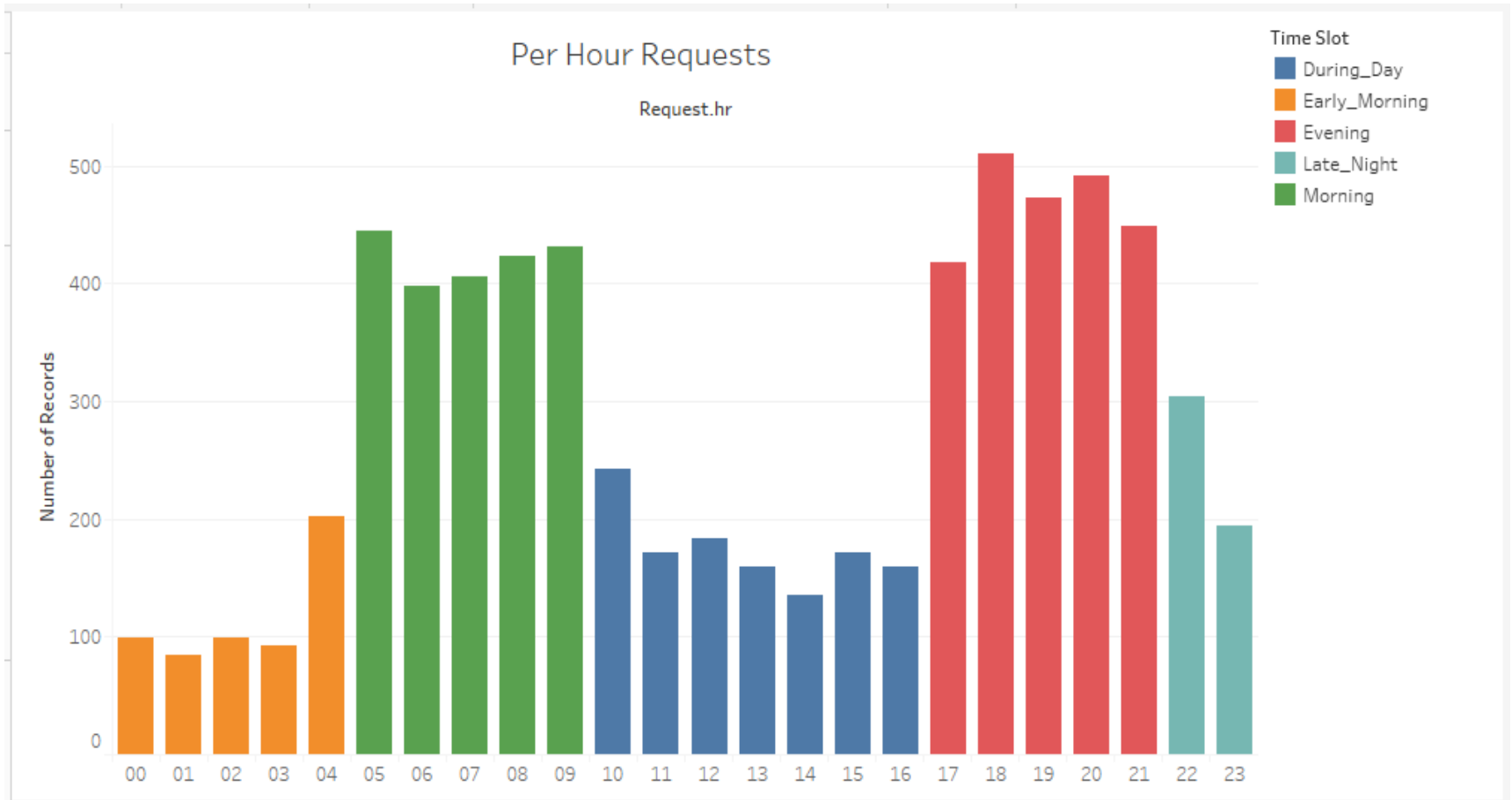# Uber Case Study

Submitted By :
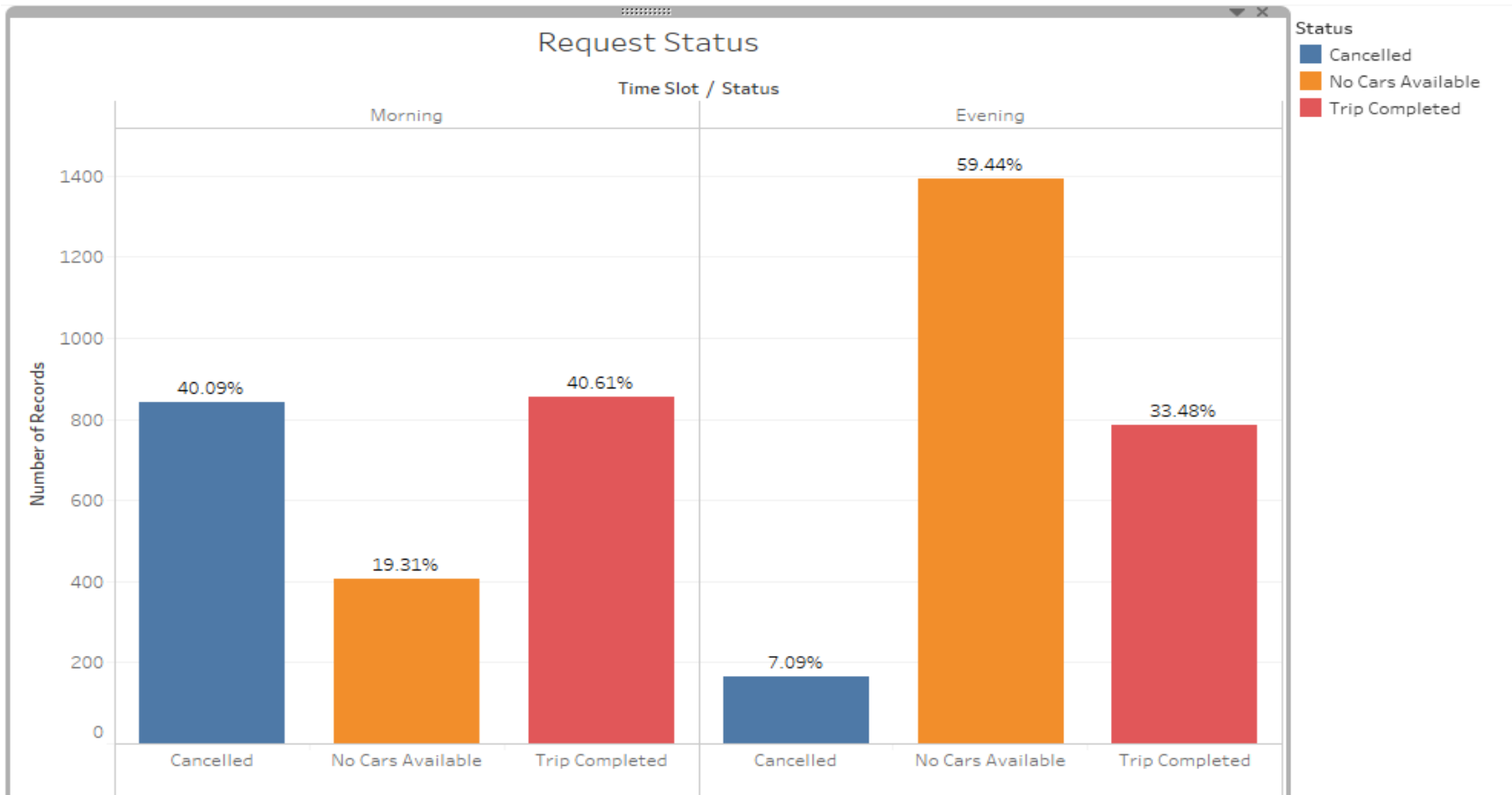
Snigdha Prakash

Per Hour Request for Uber Cars

This plot shows the frequency of the requests made for uber cars in an entire day

Maximum rush is during the morning hours (5 am to 9 am) and during the evening (5pm to 11pm)
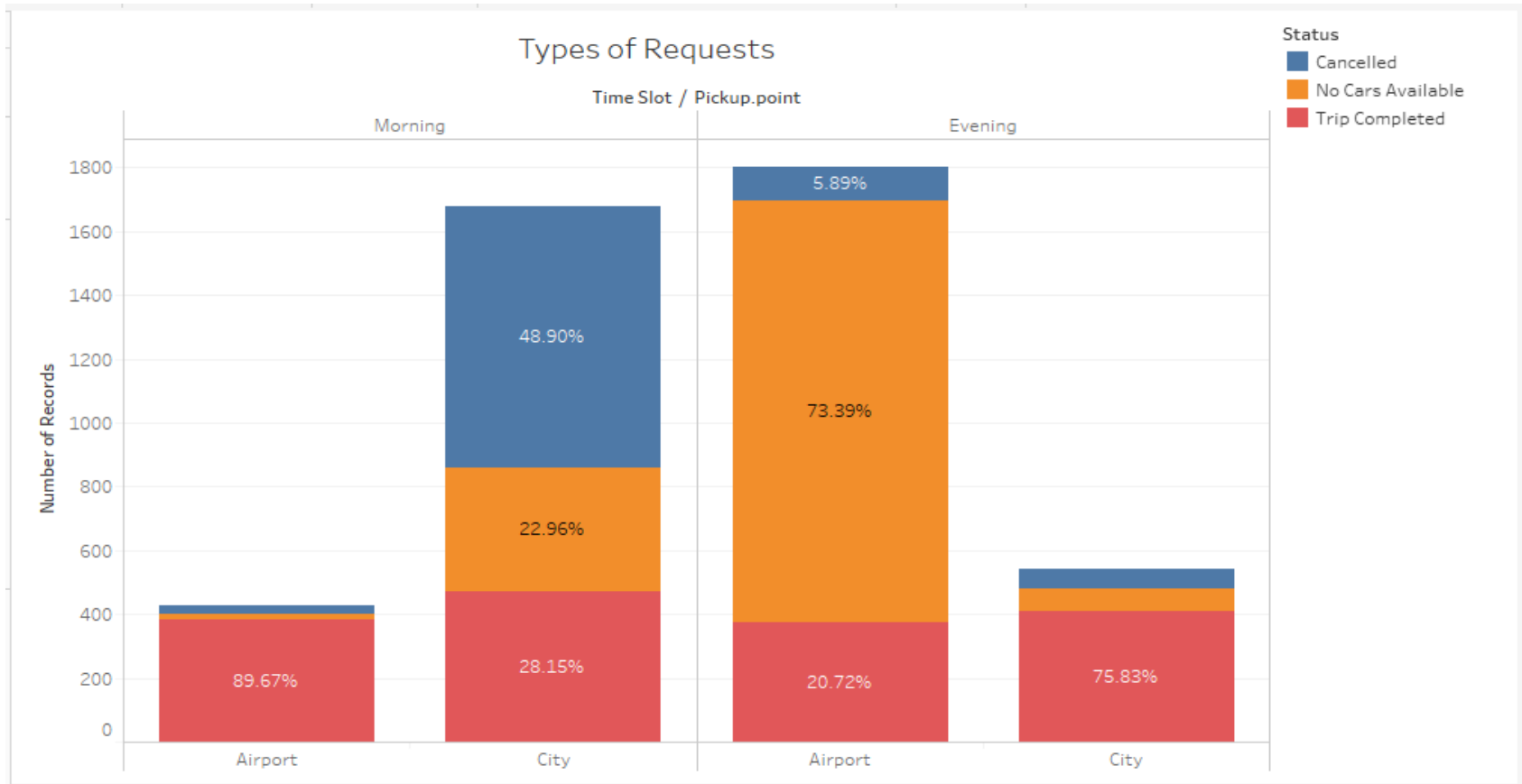
Problematic Time Slots

We are focusing on Morning and evening hours where most of the trips are either cancelled or there are no cars available

The major problem is with "No Cars Available" during the Evening slots. While there is problem of "Trips cancelled" during the Morning slots

Analysis based on Types of requests

In morning, there are more number of requests from city To airport.
While during the evening, there are more requests from Airport to city

Around 49% of the requests made for uber cabs from City to airport gets cancelled during the Morning hours. During evening time, close to 74% of requests from Airport to the city is not addressed due to Non-availbilityof the cabs.
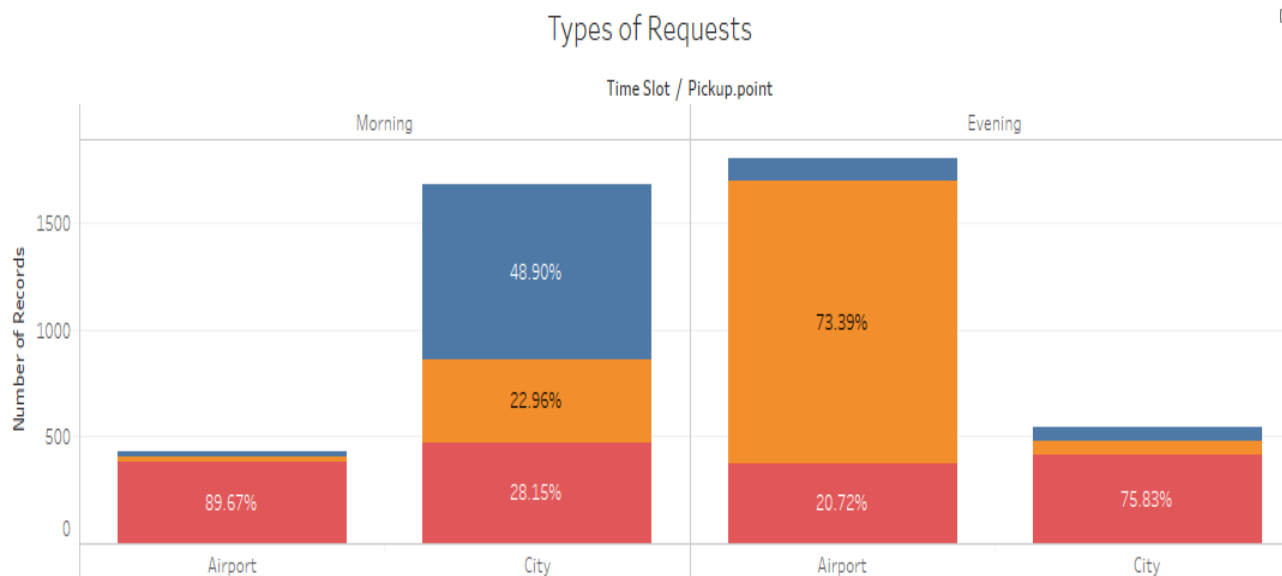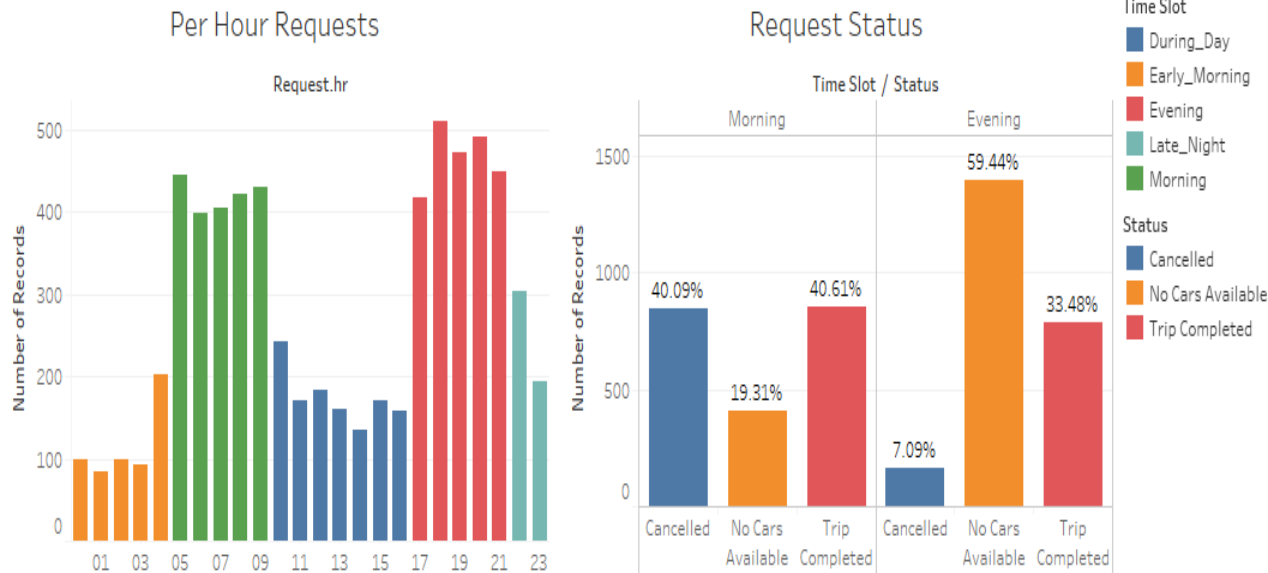
Issues for supply demand gap

Row Labels	Airport			Airport Total	City			City Total
	Cancelled	No Cars Available	Trip Completed		Cancelled	No Cars Available	Trip Completed	
Evening	5.97%	73.43%	20.60%	76.88%	11.06%	13.00%	75.94%	23.12%
Morning	5.64%	5.24%	89.12%	20.11%	49.03%	22.87%	28.10%	79.89%

- **Problem of non-availability of cars(~74%) during night hours for the request made from Airport to the city. Few reasons can be –**
  - Uber drivers are busy serving the requests made within the city
  - This is the time when people leave for home from their offices and even a short distance trip might be taking too long because of the traffic
  - There is a rush of passengers coming in due to many flights landing at this time and all drivers are already occupied

- **Problem of Trips cancelled(~49%) during Morning hours for the requests made from the city to the Airport. Few reasons can be –**
  - Uber drivers speculates that there are may not be next flight coming until the late afternoon or evening time and they may not get next passengers.
  - There are more request for short distance travel within the city during this time and they may be looking at more gains here

Ways to solve this Supply-Demand Gap

- **In order to address "No cars available" issue during the evening time –**
    - Uber should give encourage car pooling by giving lucrative offers to the passengers such that people may be encouraged to travel in groups from the airport to the city
    - If uber has a dedicated team taking care of the long distance travel requests, they should check the scope of expanding the size of the team of drivers such that there are more drivers taking charge than the earlier numbers
    - There should be incentive for the driver for the airport trips so that they are encouraged to return back to the airport after dropping their first passenger

- **In order to address "Trips cancelled" issue during the morning time –**
    - There should be incentives for the driver who accepts the trip to the airport . Their percentage share in the that particular trip income should be increased.
    - Uber should encourage car pooling so that more uber drivers are free to cater to the airport drop requests
    - Uber should provide lucrative offers to encourage people to book their taxi trips to the airport in advance. So that the drivers are well informed and they can plan their other trips well

Summary

- **Rush during morning (5 am – 09 am) and during evening (5pm – 11 pm) are the areas of concern**
- **No Cars available and Trips cancelled are the most problematic issues**
- **Challenges are faced during the travel from the city in the morning and travel from the airport at night.**
- **These can be addressed by giving lucrative incentives to the drivers for long distance journey and by encouraging customers to plan their taxi trips in advance**