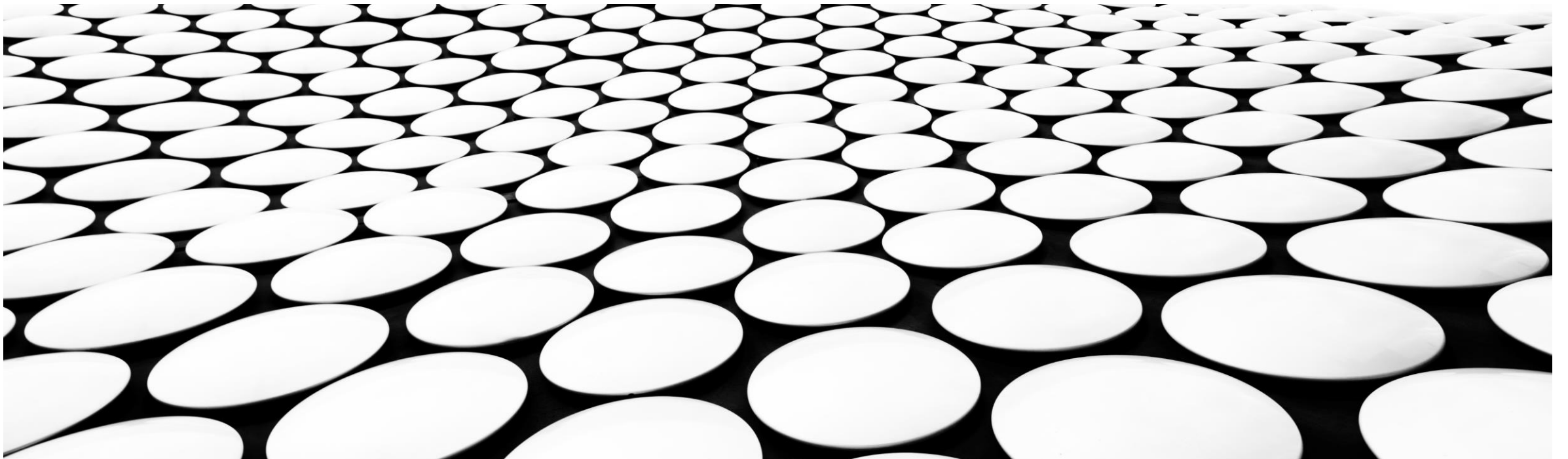
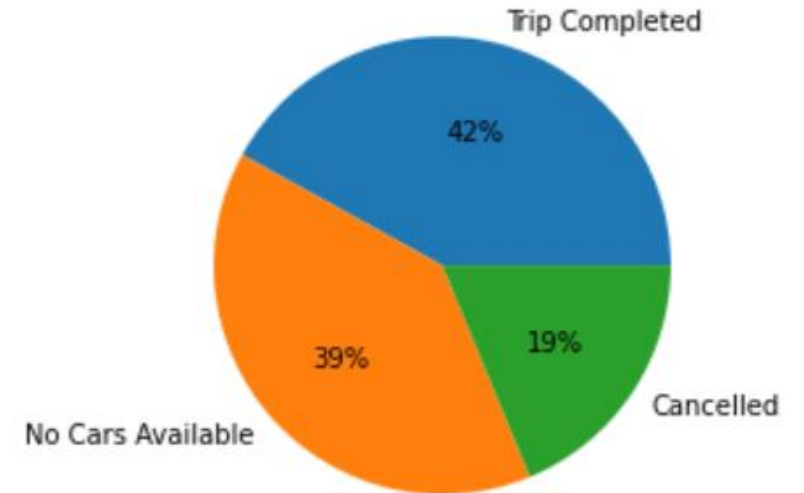

UBER DEMAND SUPPLY GAP

SUJEET SRIVASTAVA



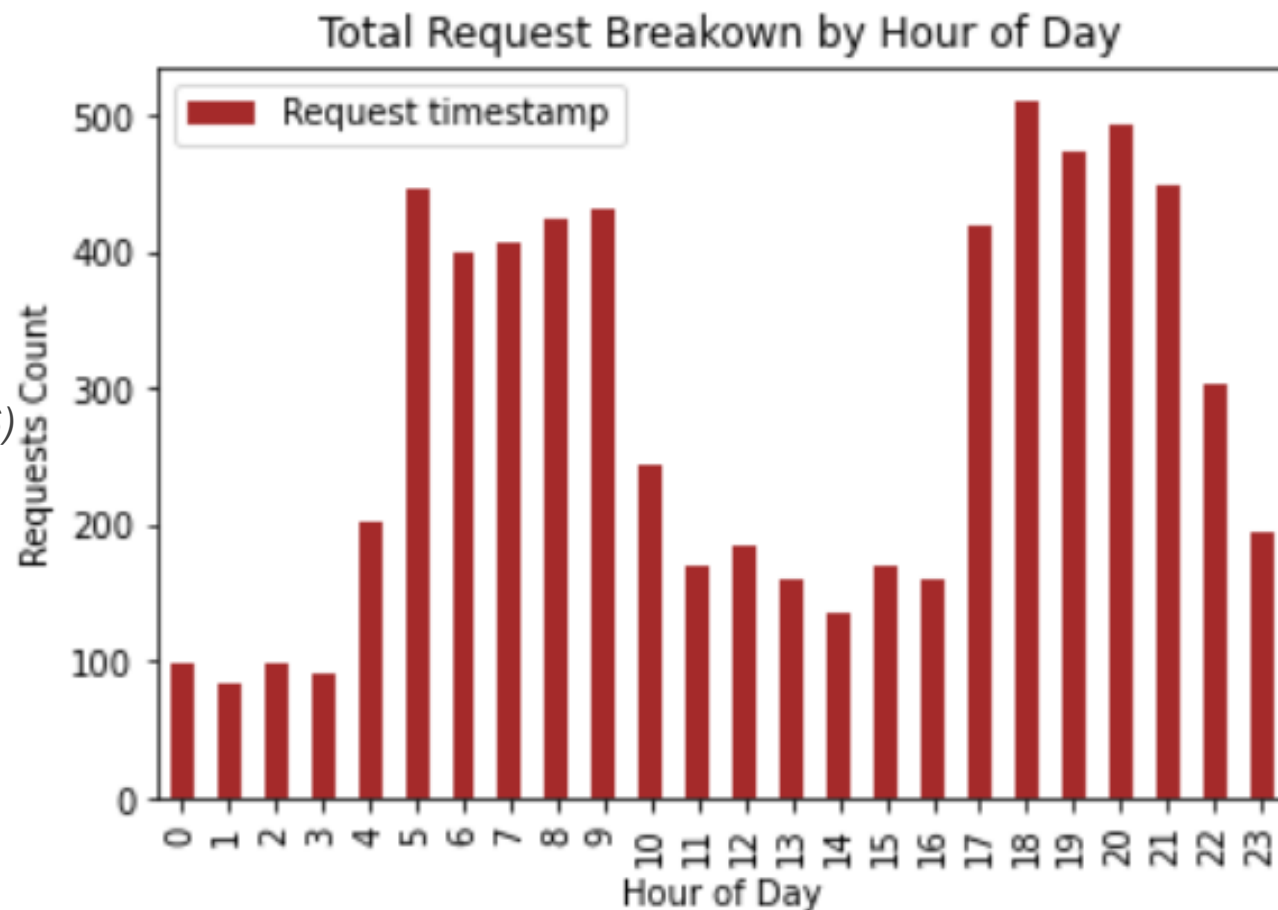
SUPPLY PROBLEM

- *Only 42% of Total Trips Booked are getting completed*
- *39% of the times No Cars are available at location of booking*
- *19% of Bookings are being cancelled by the drivers*



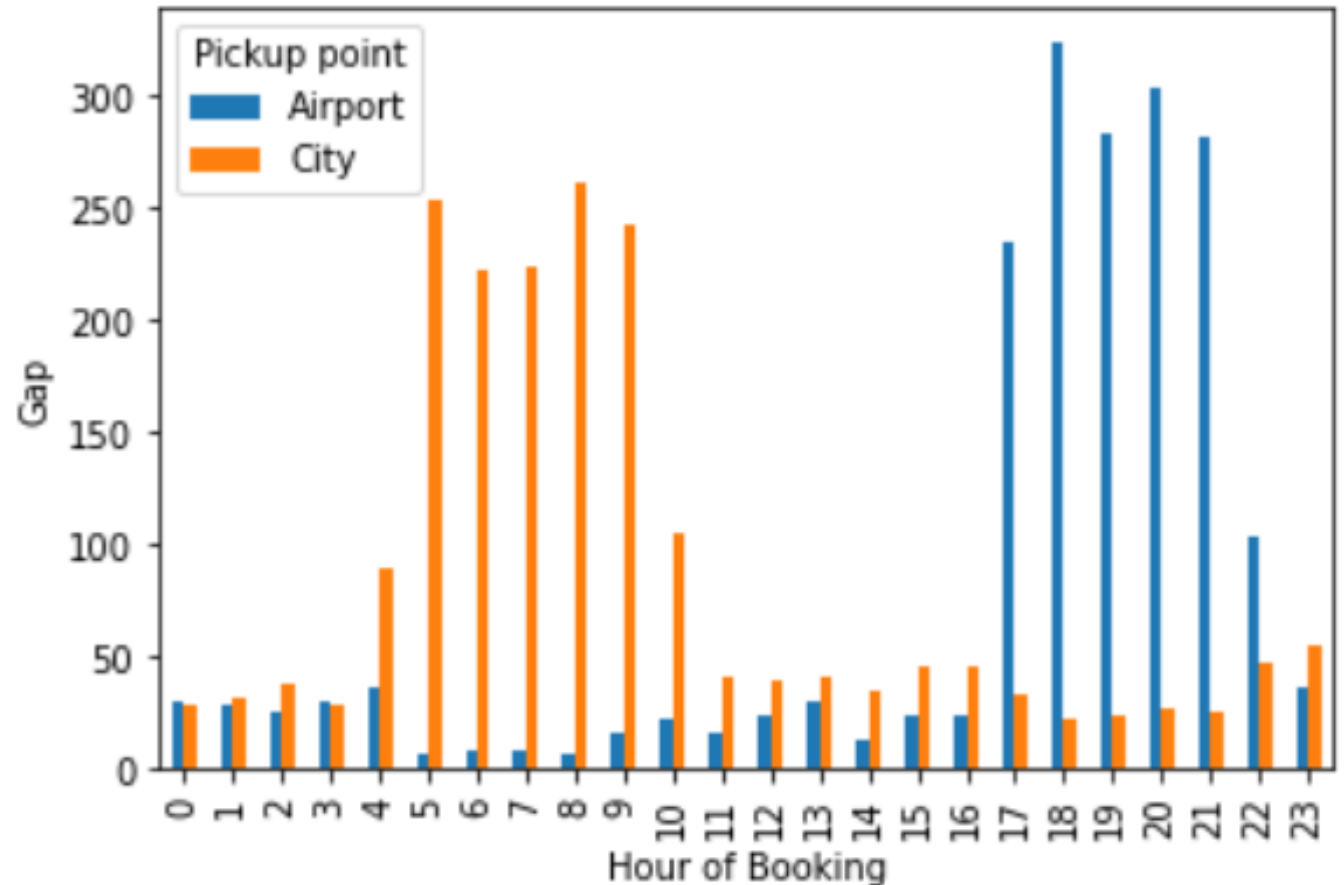
DEMAND BREAKDOWN

- *There is high demand for service in Morning and Evening*
- *No Cars Available – Peaks up in the evening (Slide 5)*
- *Cancellation by drivers – Peaks up in the morning (Slide 6)*



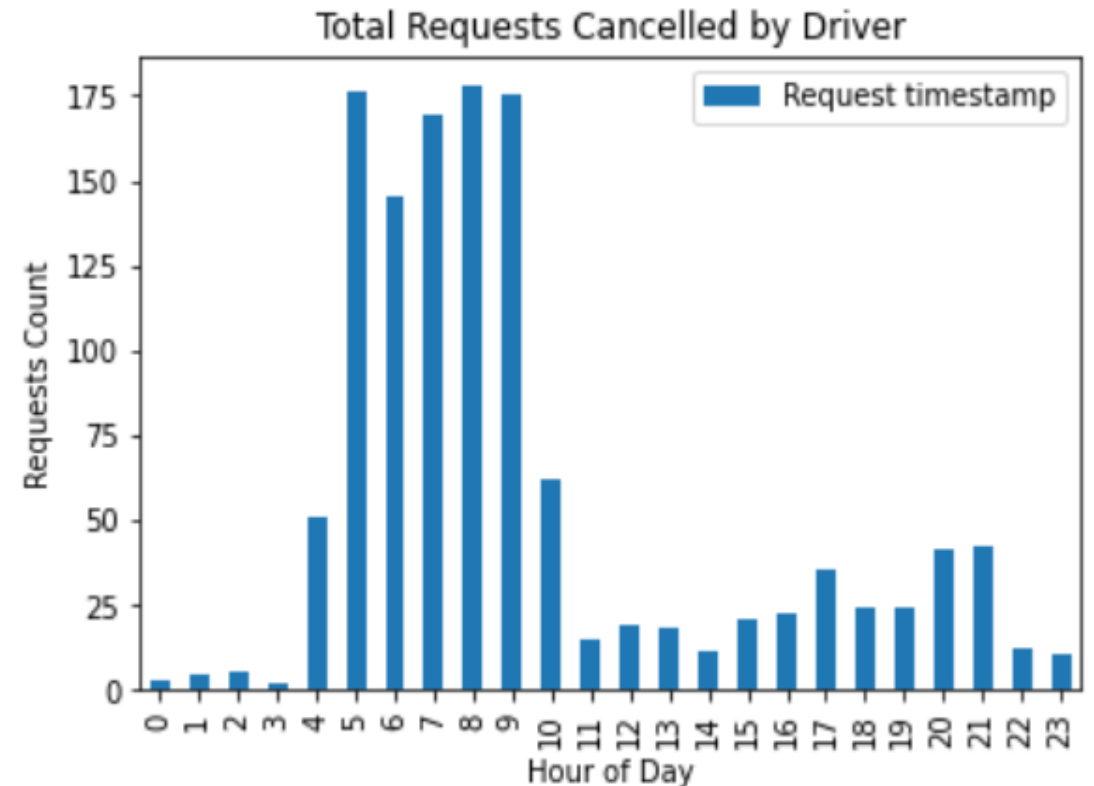
GAP ANALYSIS : BREAKDOWN BY PICKUP POINT

- *There is higher gap for Airport to City travel during evening (5pm to 9pm).*
- *There is higher gap for City to Airport travel during morning(5am to 9am).*



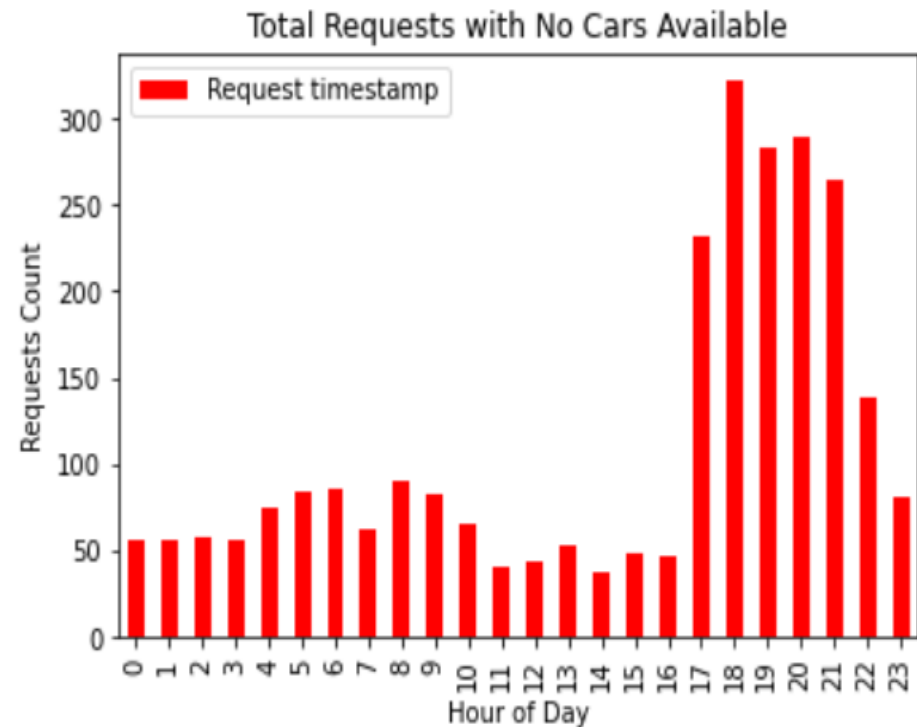
REASONS FOR DEMAND SUPPLY GAP : MORNING TIME (5AM TO 9AM)

- *During morning time higher number of requests are cancelled by drivers.*
- *Drivers might have a preference to start their day after 9 , thereby we are seeing more cancellations of booking in the morning.*



REASONS FOR DEMAND SUPPLY GAP : EVENING TIME (5PM TO 9PM)

- *During evening time higher number of requests are cancelled due to no cars available.*
- *drivers might have preference to operate in cities during closure of their service.*





RECOMMENDATIONS

- *Restrict number of cancellations allowed for Drivers , penalize them for more than limited cancellations*
- *Onboard More car service providers on the platform*
- *Find out location where Demand is less than Supply , and shift cars from those location to this place*
- *The drivers can be incentivized more in cases where we see that Demand is higher but Supply is not there. The customers willing to pay extra in such scenarios as well.*



Thank You