UBER

Supply Demand Gap

PROBLEM

Driver Cancellation of requests to and from airports

No Cars available on specific times of the day

The gap between supply and demand

ANALYSIS

The Analysis has the following requisites and assumptions :
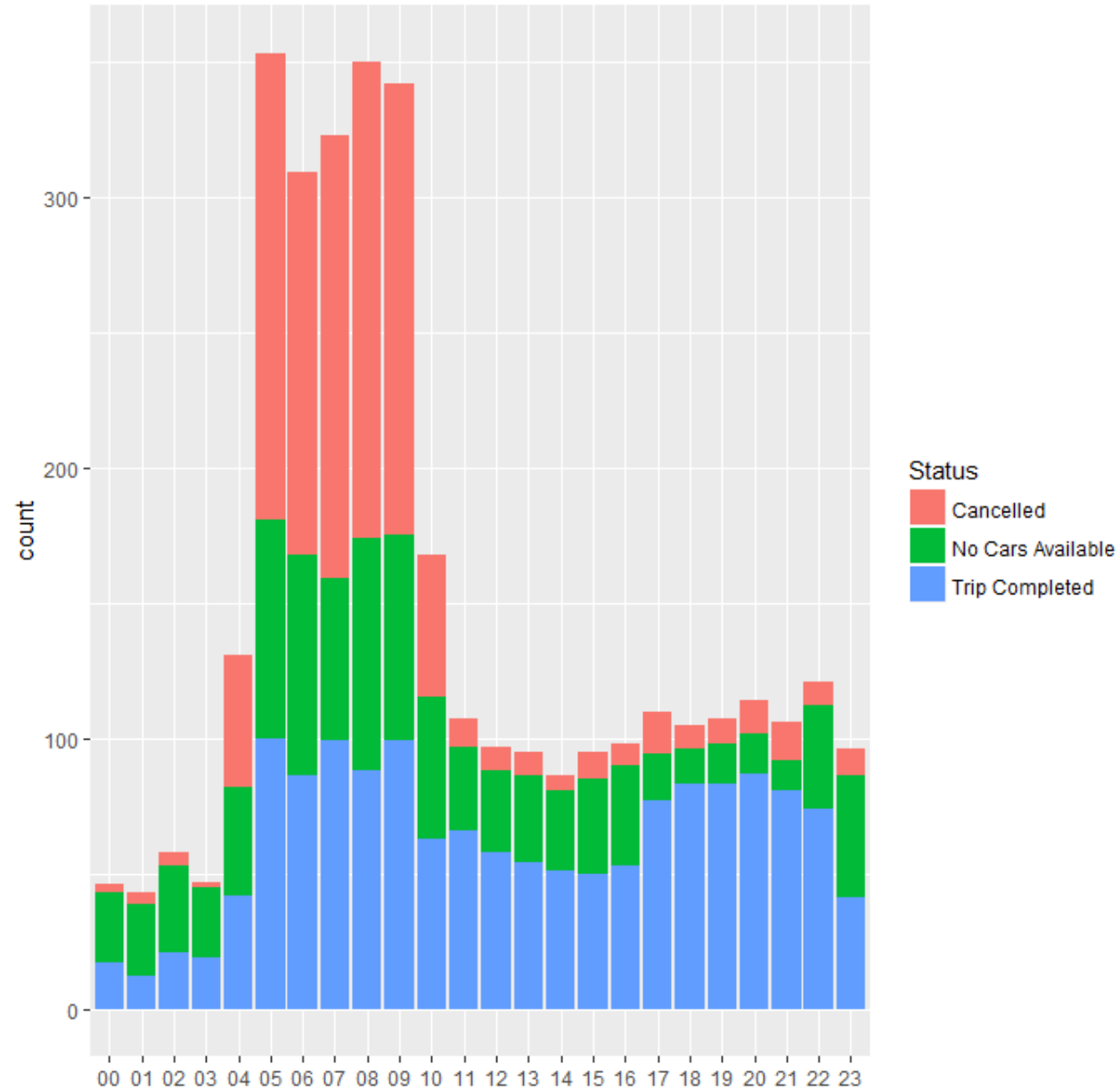
Uber customer request data is present

The data only consists records for trips from airport to city and city to airport

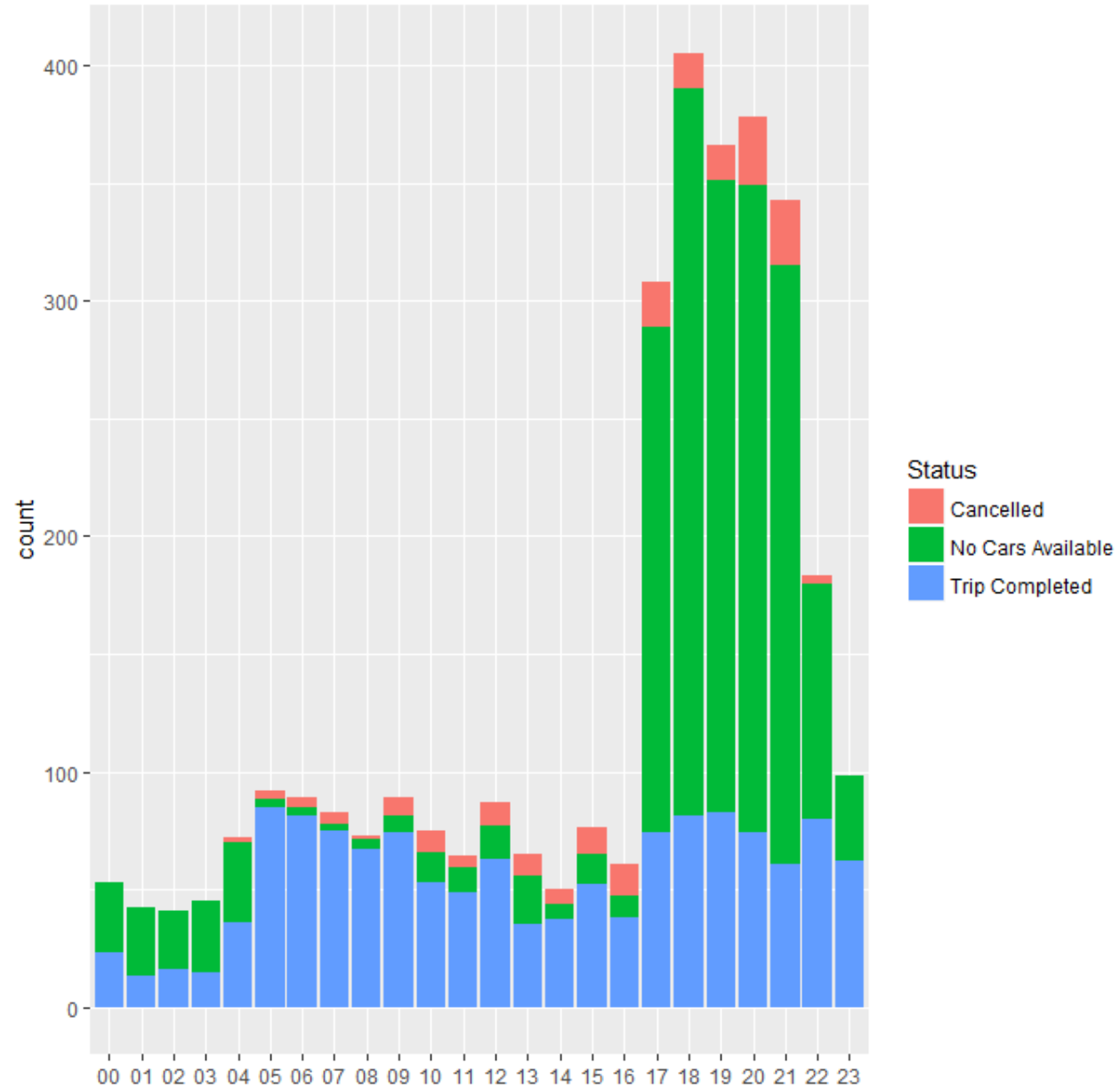The data contains Cancellation and No cars available information as well

Driver location per minute is not present only the requests from the customer and the status of the request for a specific time and driver etc.
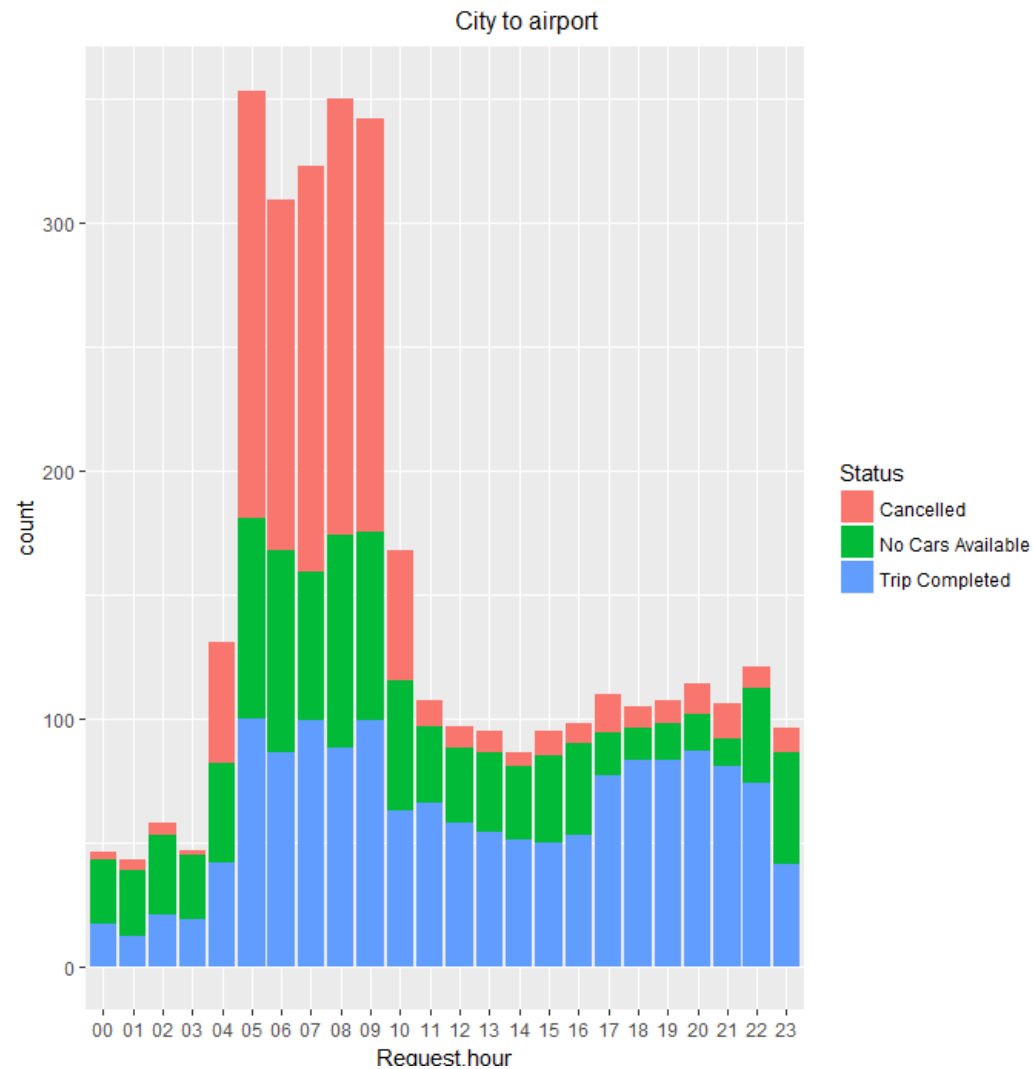
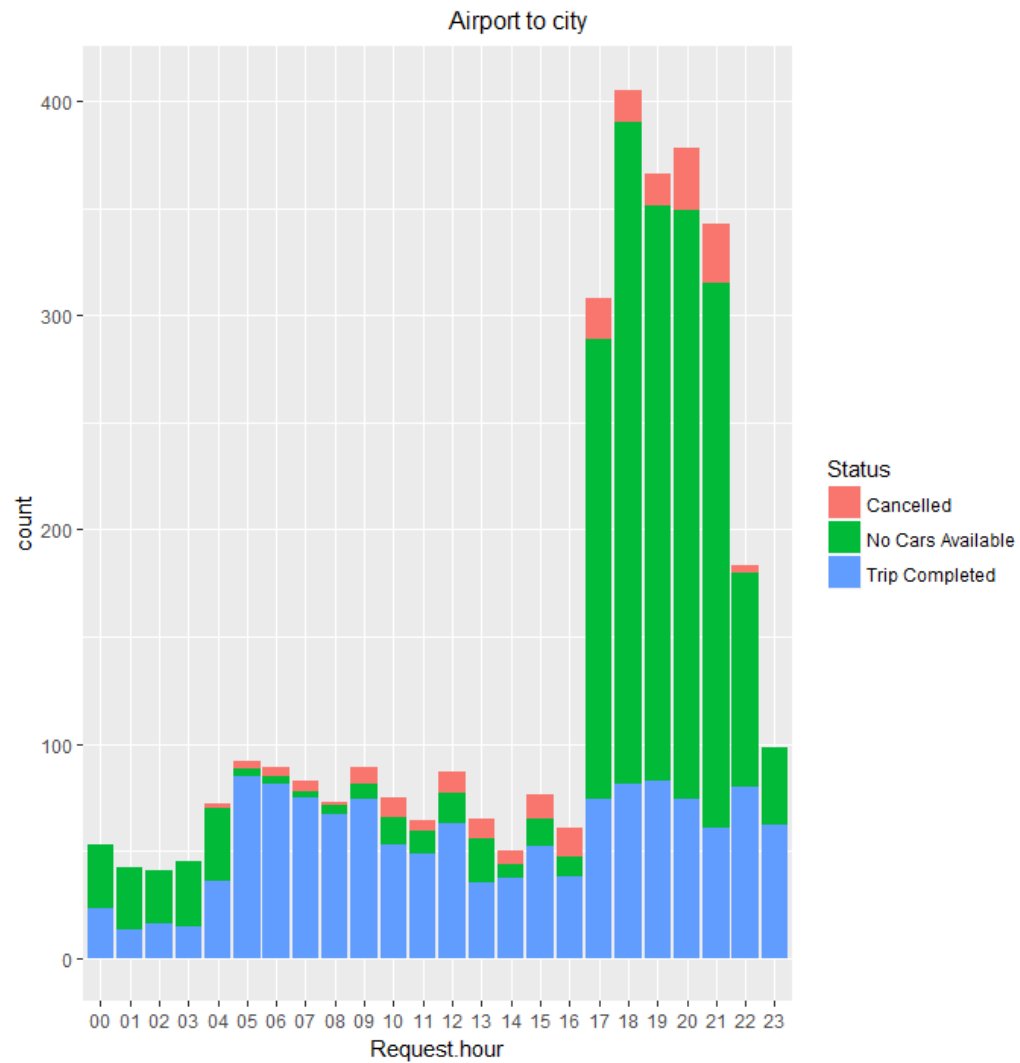# ANALYSIS : TYPE OF REQUESTS PER HOUR

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City to Airport:
High number of cancellations from drivers between 4AM to 10 AM i.e. early morning to morning
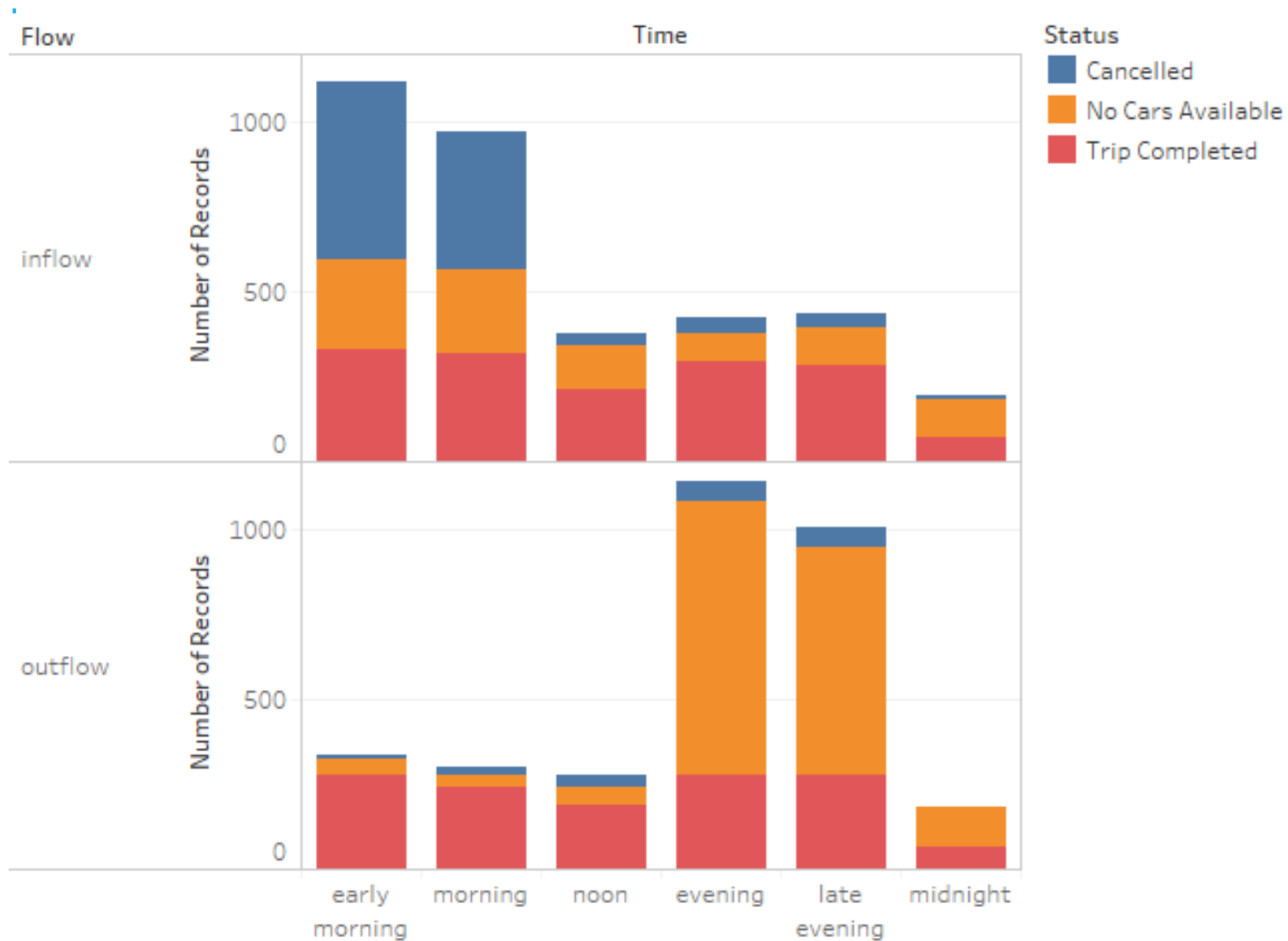
ANALYSIS : TYPE OF REQUESTS PER HOUR

Airport to City:

Low number of cancellations but

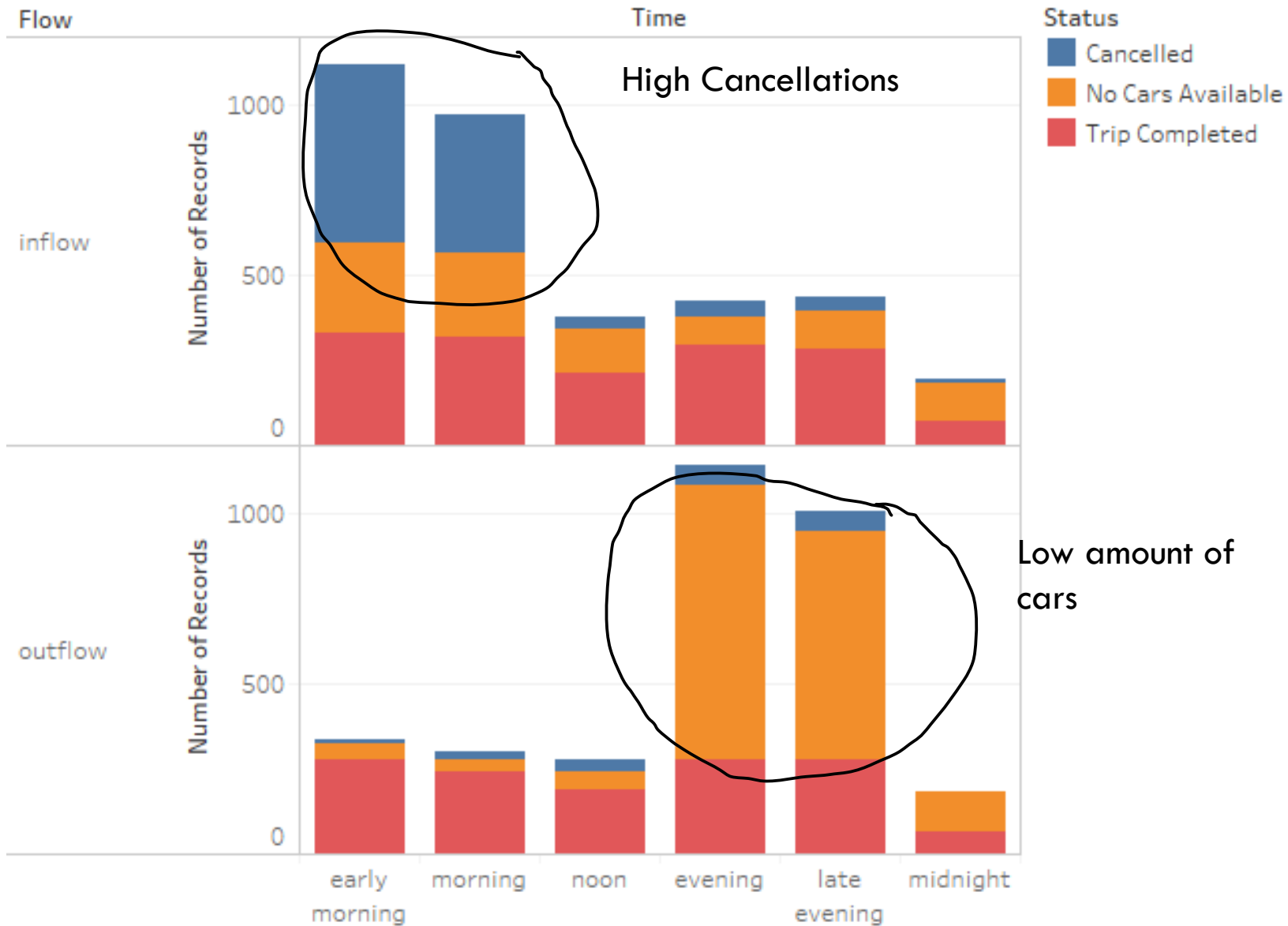High supply gap (No cars available) between 5 pm up until 10PM

ANALYSIS

- Inflow : City to Airport data. Pickup point being the city.
- Outflow : Airport to city data. Pickup point being the airport.
- Time slots:
  - Midnight : 12 AM until 4AM
  - Early Morning : 4 AM until 8AM
  - Morning : 4AM until 12PM
  - Noon: 12PM until 4PM
  - Evening: 4PM until 8PM
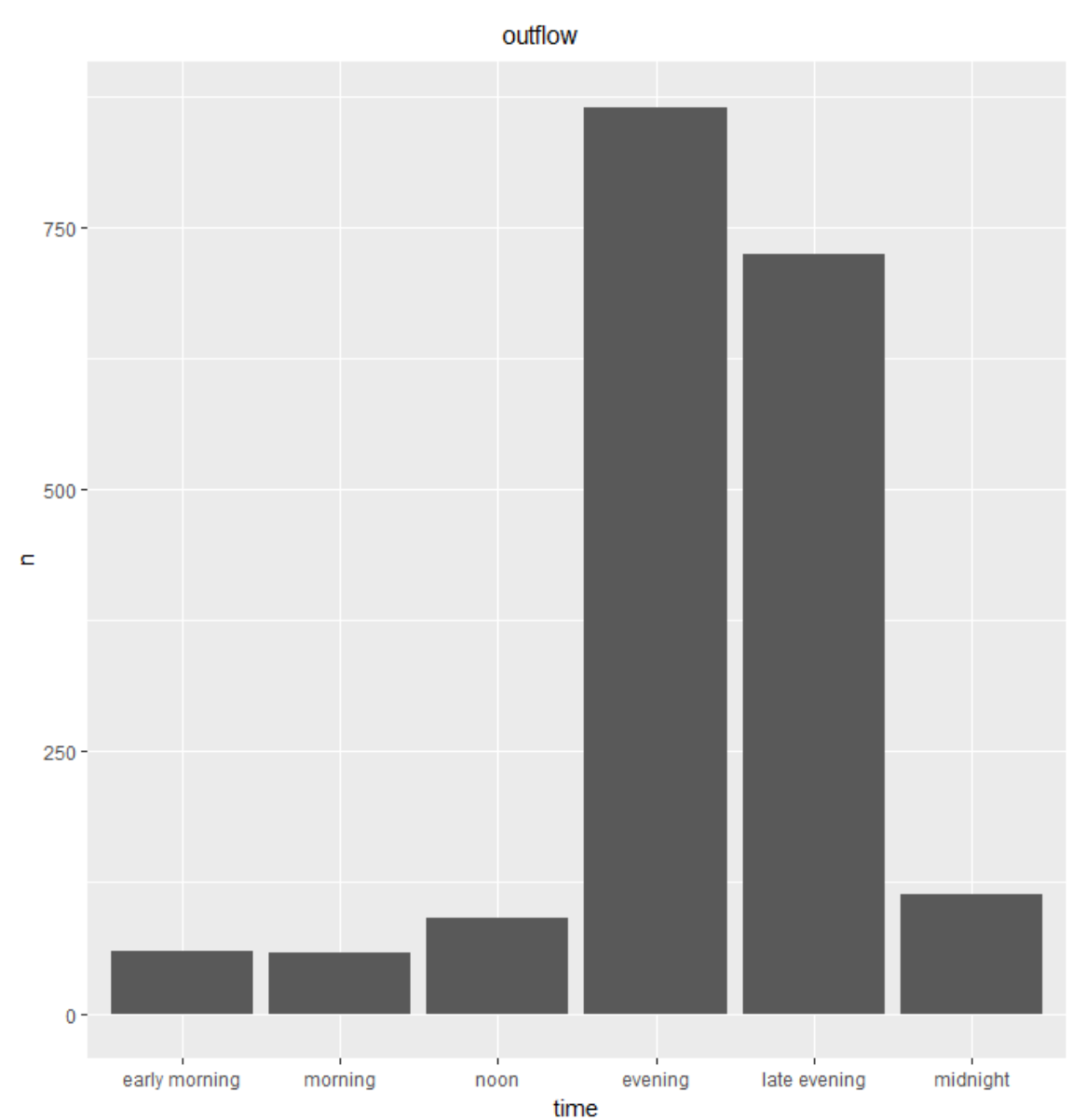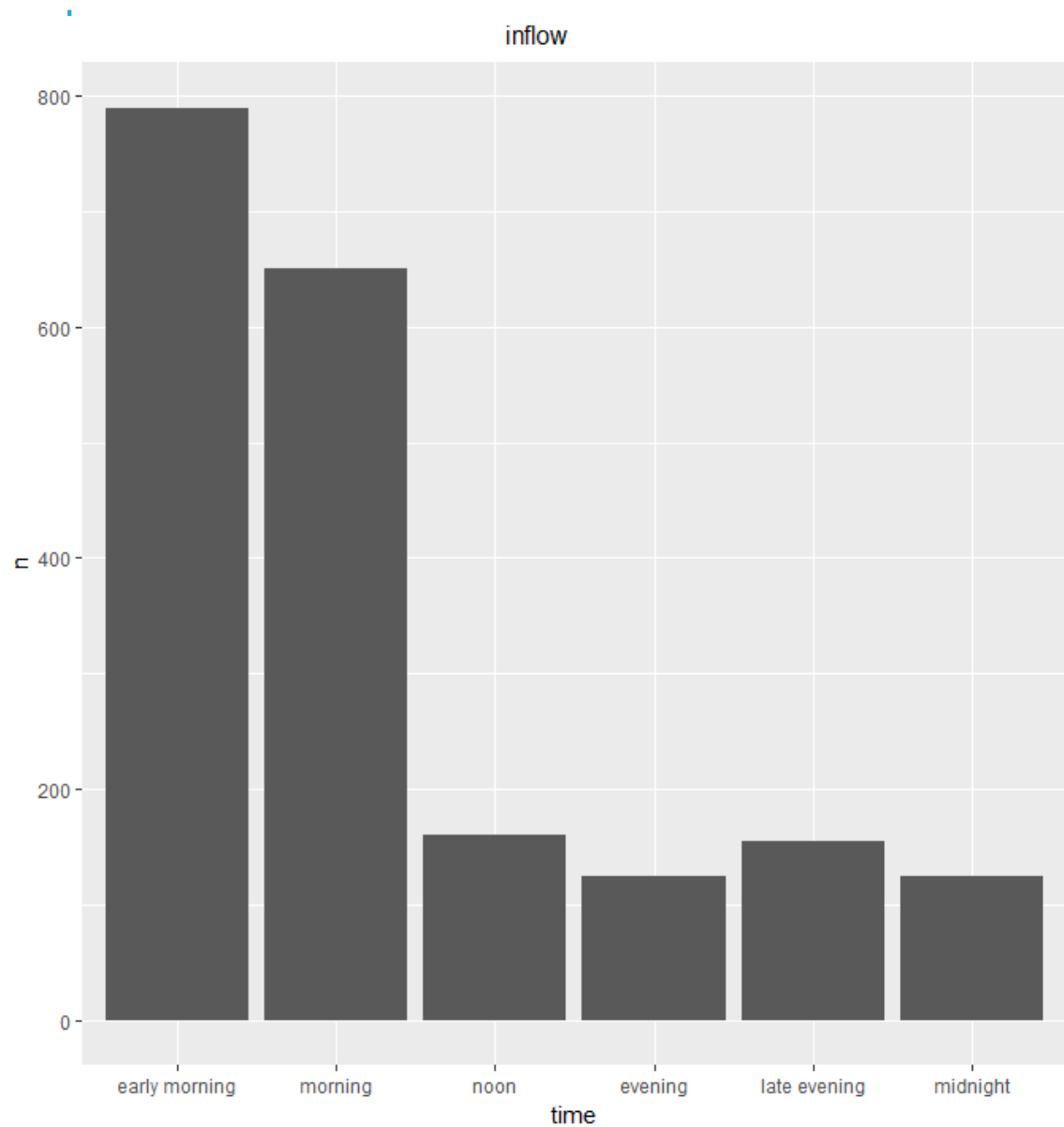 - Late Evening: 8PM until 12 AM

ANALYSIS : STATUS OF REQUESTS PER TIME SLOT

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ANALYSIS : SUPPLY-DEMAND GAPS

CAUSES :

1. Drivers are cancelling requests to Airports at early morning and mornings as they will have to wait a long time to get a newer requests. There are very less amount of cancellations the rest of the day.

2. A lot of users getting No Cars available on evening and late evening from the airport as the drivers are leaving the airport beforehand.

3. Drivers are looking for increased surged prices for more profit.

SOLUTION :

1. Add a Uber hub at airports like OLA does to allow customers to get a cab directly from the airport.

2. Give drivers a bonus for driving to and from the airport when the supply demand gap is high.

3. Allow pre booking at higher prices so drivers can plan out their trips beforehand.