

*Changing the way of*

# TRANSPORTATION

"CREATIVE DESTRUCTION"

BY AADILA JASMIN

# Yellow Taxis were once The Dominant Players

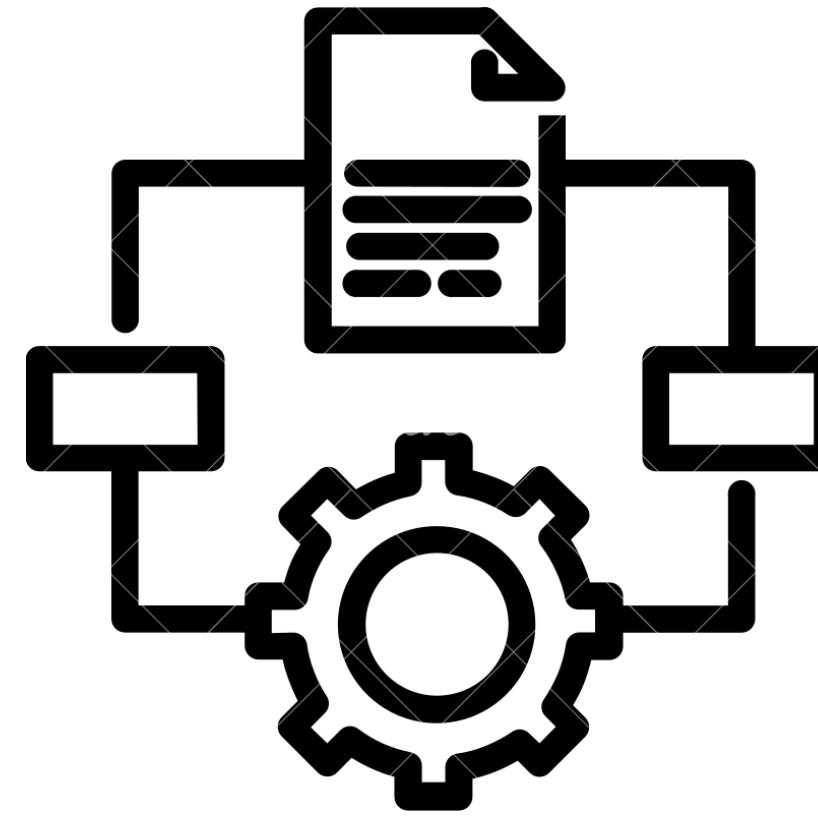


- Yellow taxis were the primary mode of transportation for people in cities
- The first yellow taxi was introduced in 1910
- Became an iconic symbol of urban life
- Were dominant for over a century
- Tightly controlled by local governments and were "almost" impossible to compete against

# Very Soon, Ride Hailing Applications Took Over!



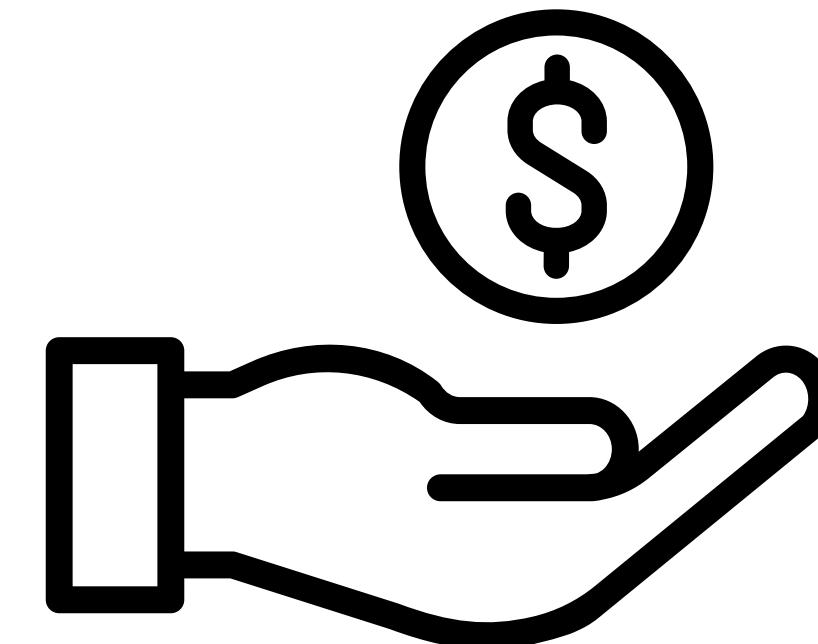
# Lyft & Uber Changed The View of Transportation



Effective  
Algorithms



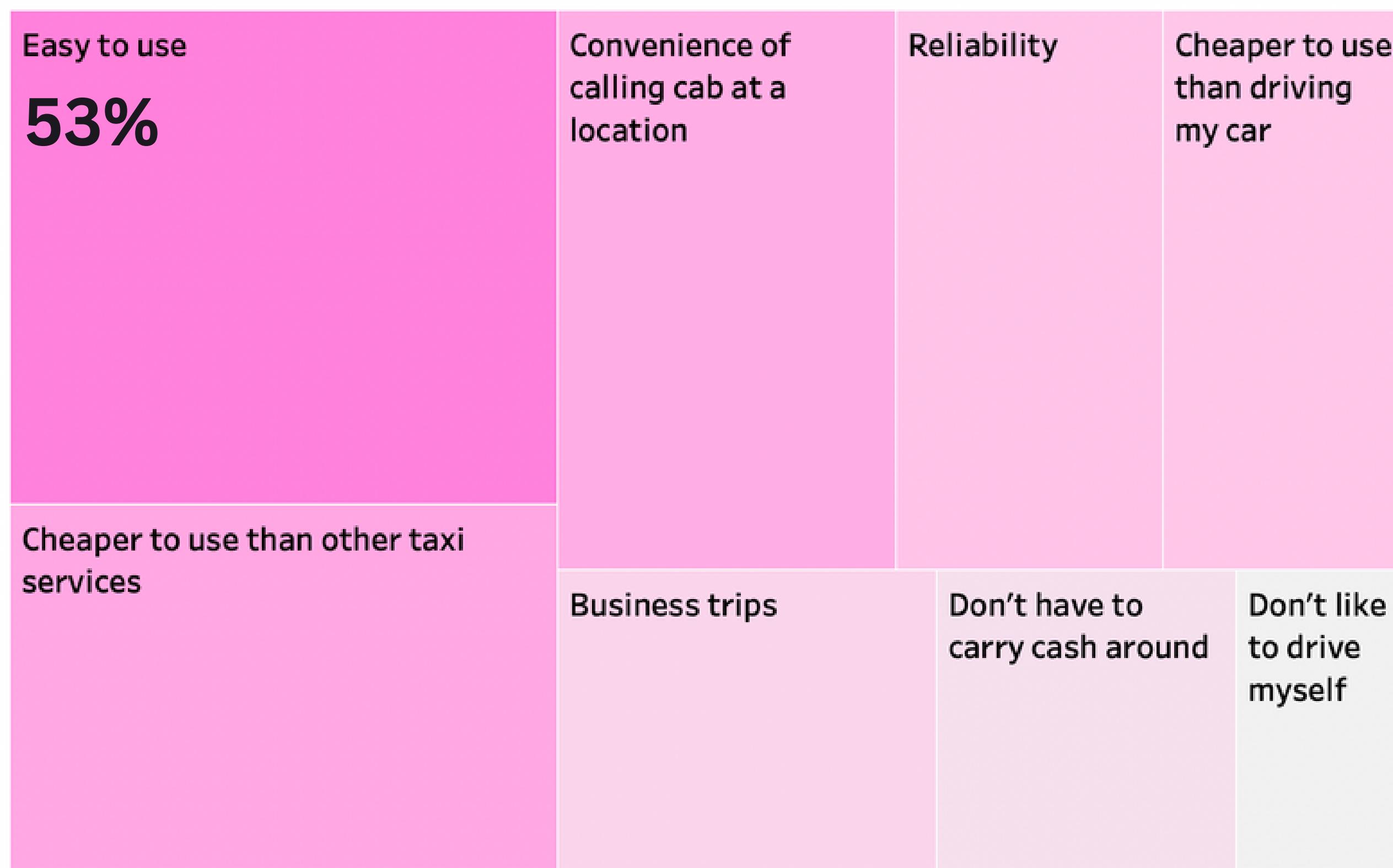
Independent  
Drivers



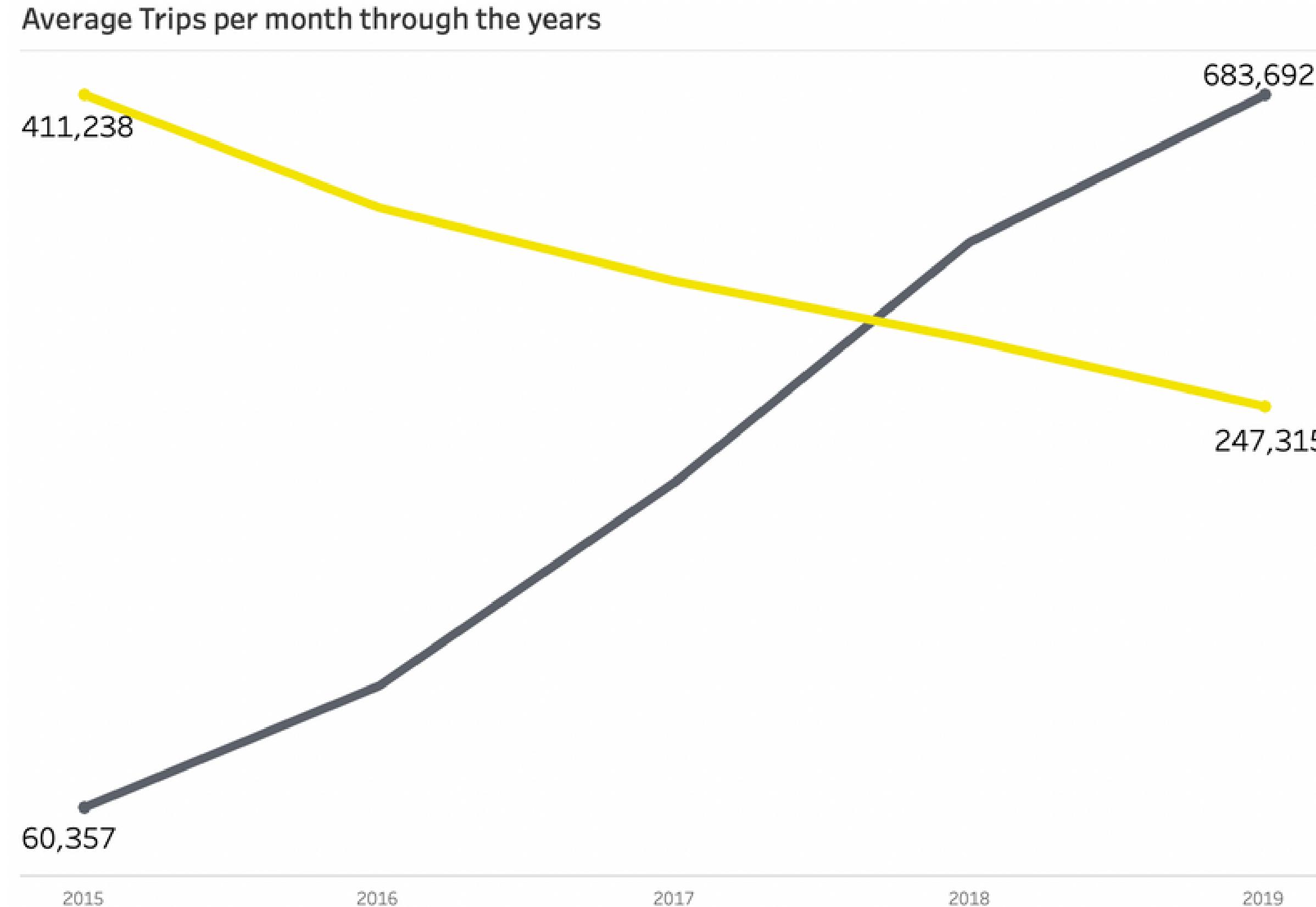
Fare based on  
Supply & Demand

# Key Reasons for Using Ride-Hailing Services

% of respondents

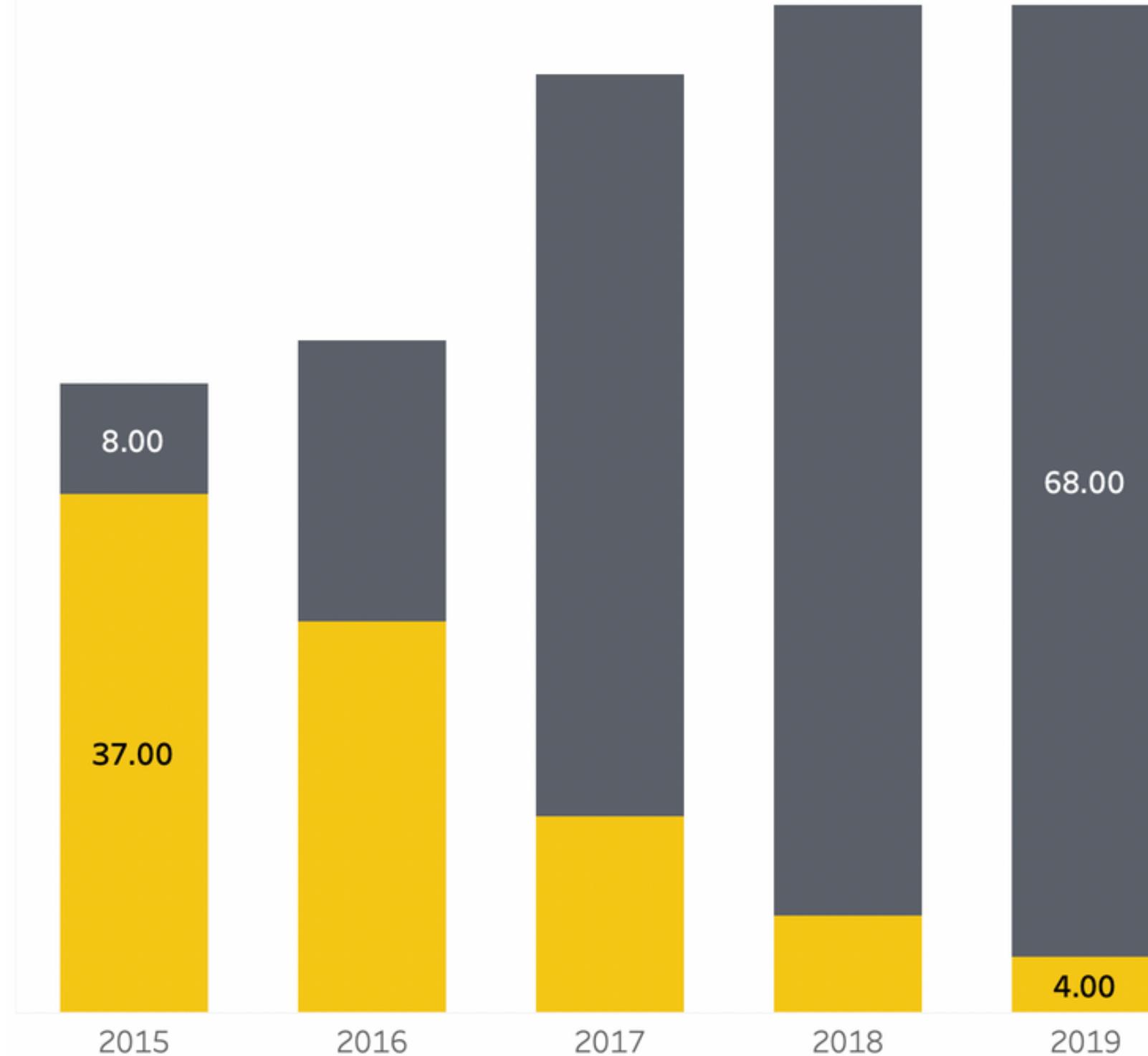


# Ride hailing Apps captured the rides of Yellow Taxis



# Ride hailing Apps have taken Market Share from Yellow Taxis

Market share of **Yellow Taxis** and Ridesharing Apps in USA  
(In %)



- **Ridesharing Apps have also contributed to the growth of the ground transportation market as a whole.**
- **The number of Ride-Sharing trips increased by 67 Million from 2015 to 2019 in NYC**

# The Competition has Shifted!

**FROM**  
Yellow Taxis v/s Ride Hailing  
Applications

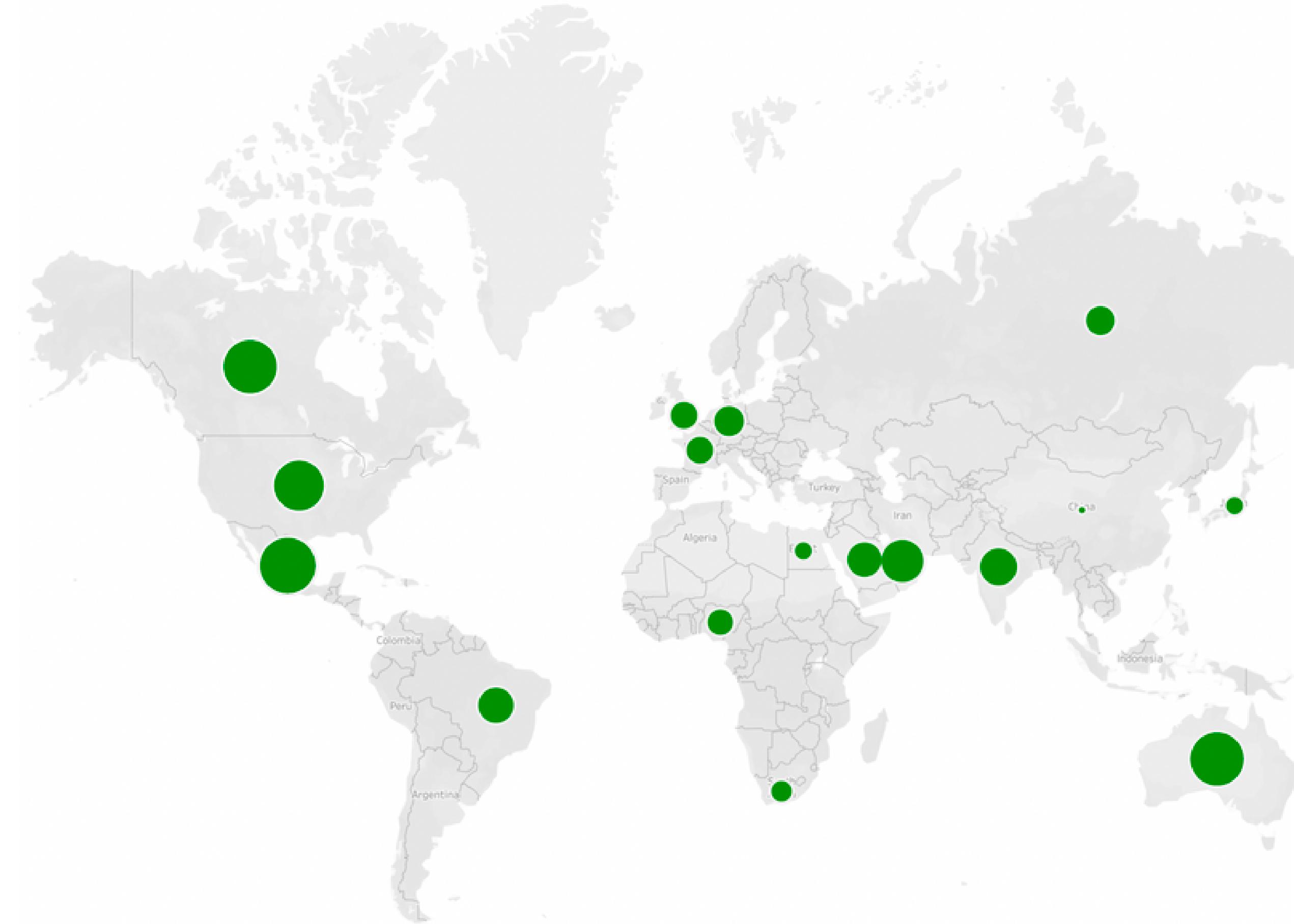


**TO**  
Between Different Ride-Hailing  
Applications



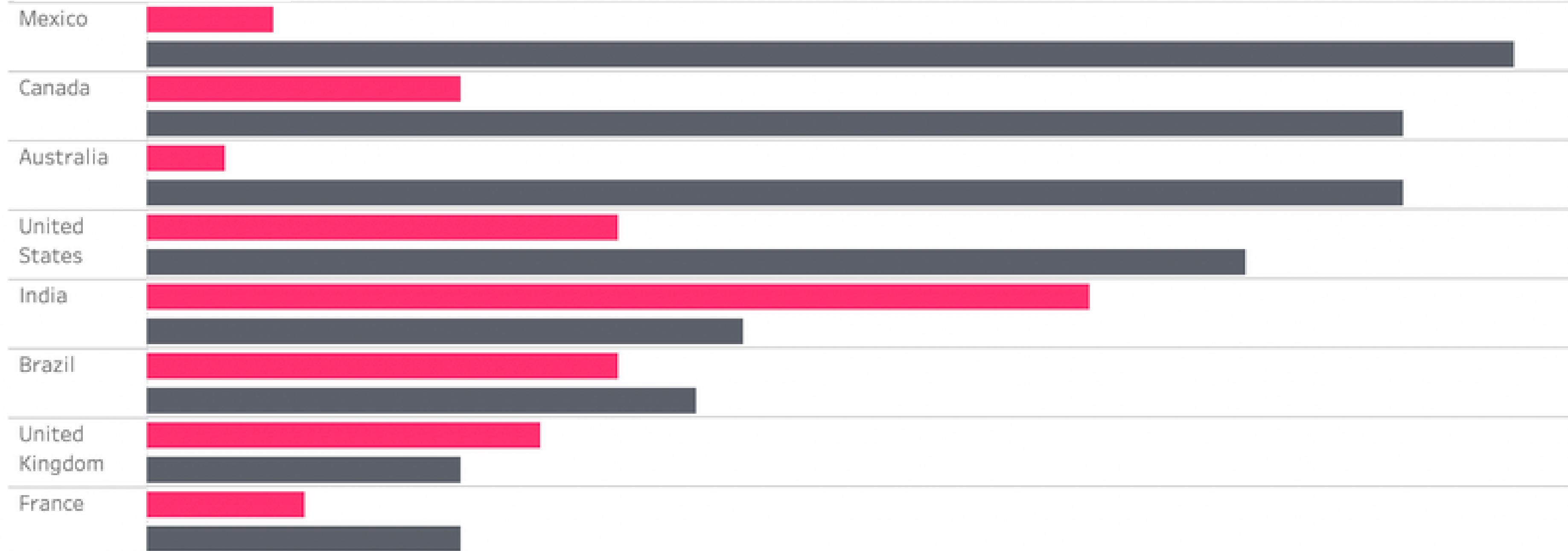
# Ubers Market Share in different Countries

- Uber mainly has prominence in **Canada, North America, South America, and Australia.**
- All other countries have shown heavy competition to Uber with other applications including Ola, Lyft, Didi, etc.



# Uber is also facing Competition in its Top Markets

UBER Vs **Competitors** in Countries based on Market Share%



*Thank  
you*

# Resources

- <https://commonwealthmagazine.org/transportation/uber-lyft-riders-subsidize-taxi-livery-firms/>
- <https://toddwschneider.com/dashboards/nyc-taxi-ridehailing-uber-lyft-data/>
- <https://secondmeasure.com/datapoints/rideshare-industry-overview/>
- <https://www.businessofapps.com/data/uber-statistics/>
- <https://www.mckinsey.com/What-US-consumers-think-of-shared-mobility.pdf>
- <https://www.forbes.com/sites/liyanchen/2015/09/09/uber-wants-to-conquer-the-world-but-these-companies-are-fighting-back-map>