



UBER CASE STUDY

Submitted by –

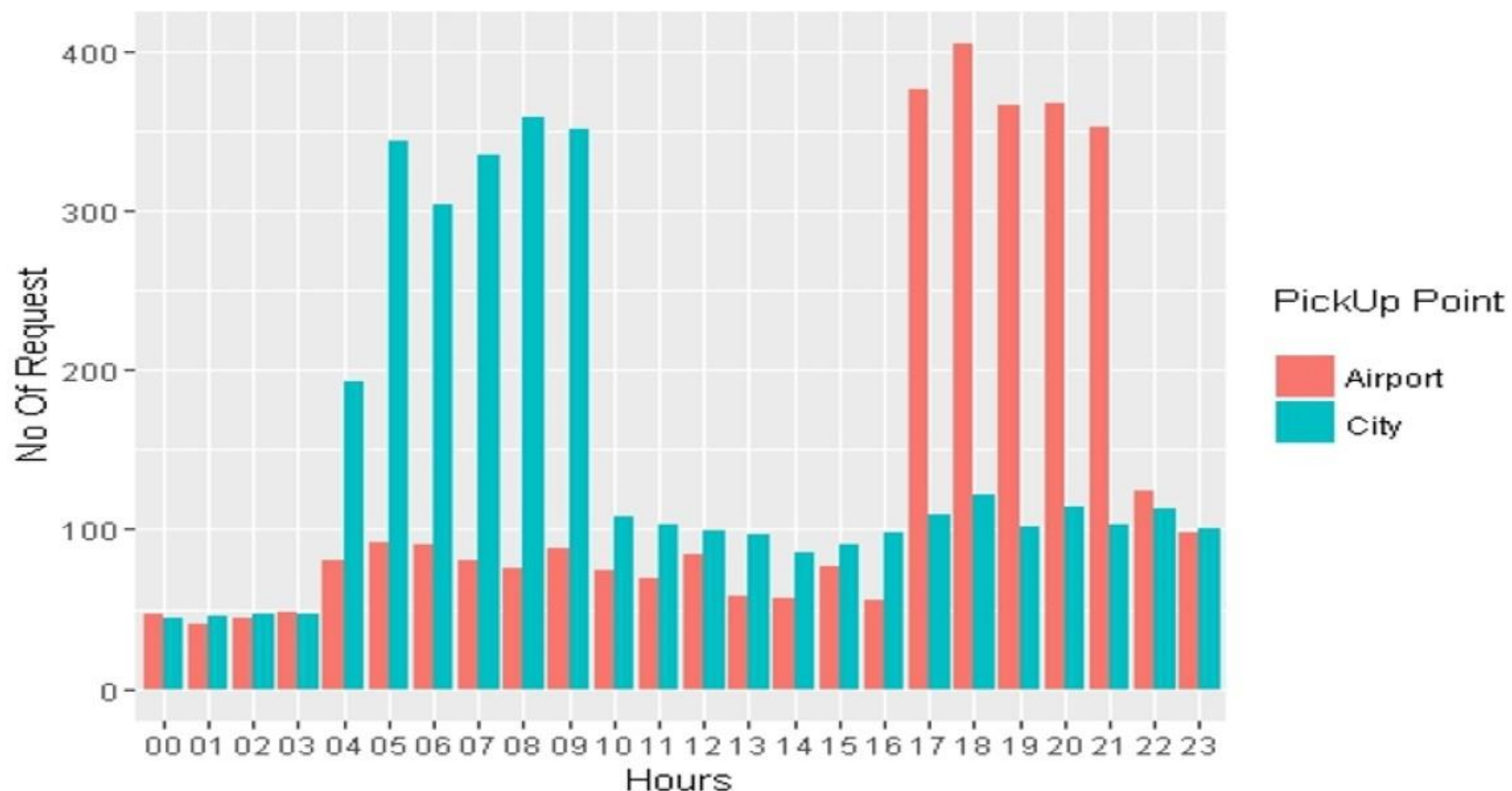
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Business Objective

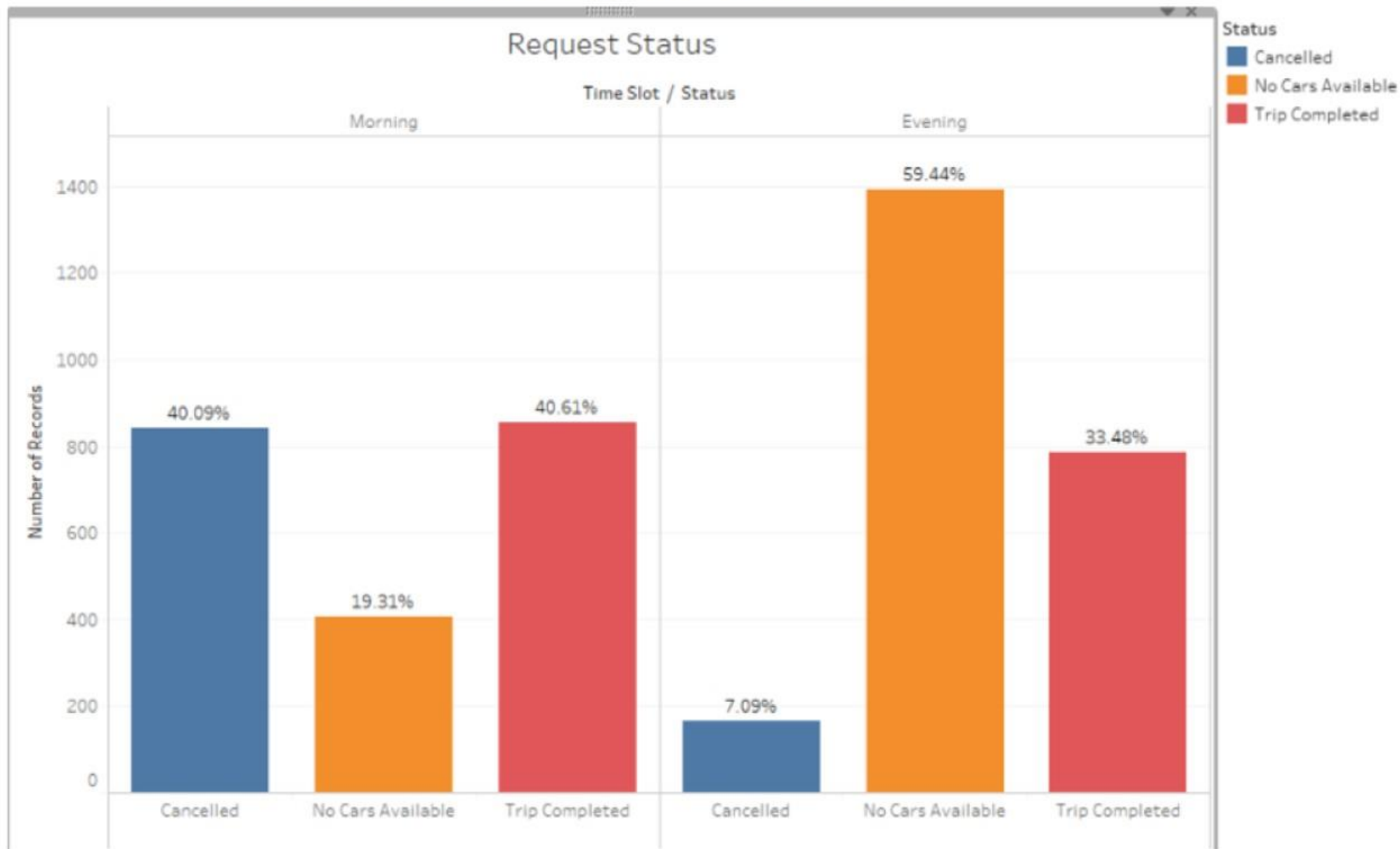
- 1. Finding the possible root cause of the potential loss of revenue caused by Non Availability and Cancellation of Cabs.
- 2. Analysis of the Supply-Demand Gap created because of the problems mentioned above.
- 3. Ways to resolve the Supply-Demand gap.

Per Hour Request for Uber Cars

Hour Wise Trip Request at City & AirPort(5 Days Report)

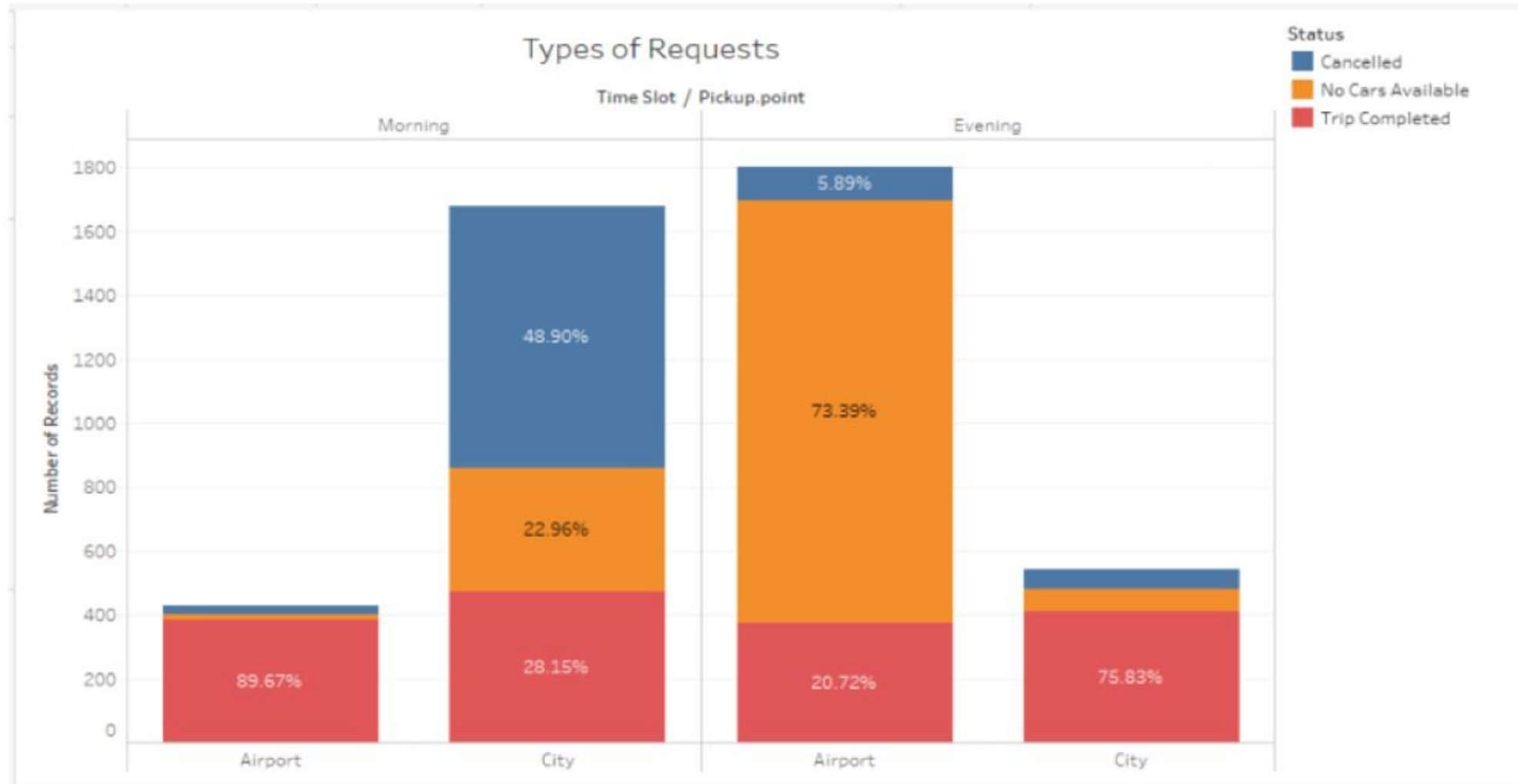


Problematic Time Slots



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



Issues for Supply Demand Gap

Problem of non-availability of cars(~74%) during evening hours for the request made from Airport to the city. Few reasons can be –

1. Uber drivers are busy serving the requests made within the city
2. 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
3. There is a rush of passengers coming in due to many flights landing at this time and all drivers are already occupied

Issues for Supply Demand Gap

- **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

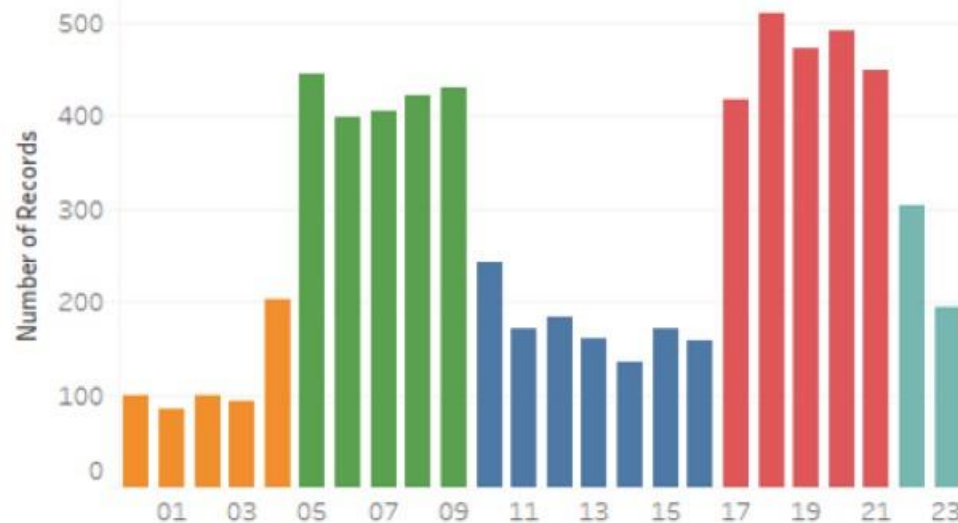
Ways to solve this Supply-Demand Gap

- 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

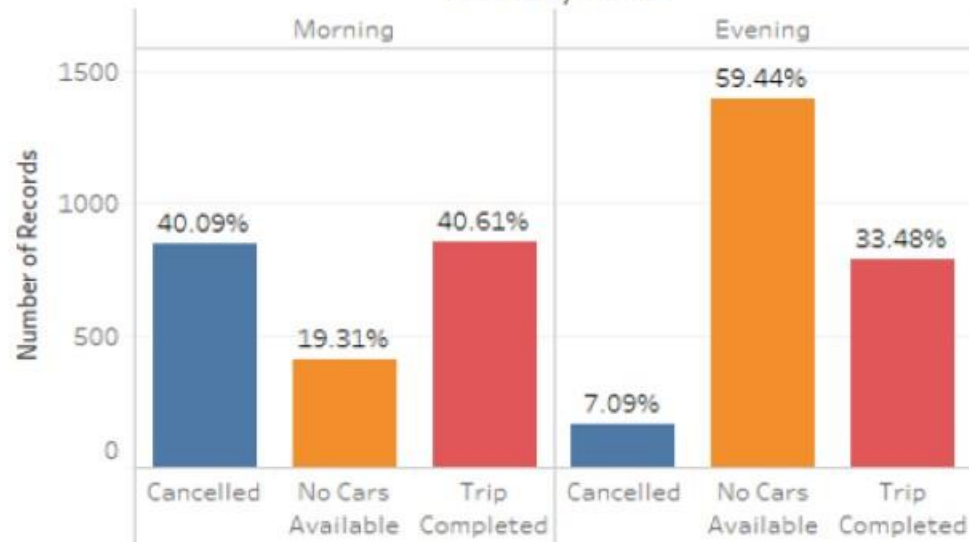
Per Hour Requests

Request.hr



Request Status

Time Slot / Status



Time Slot

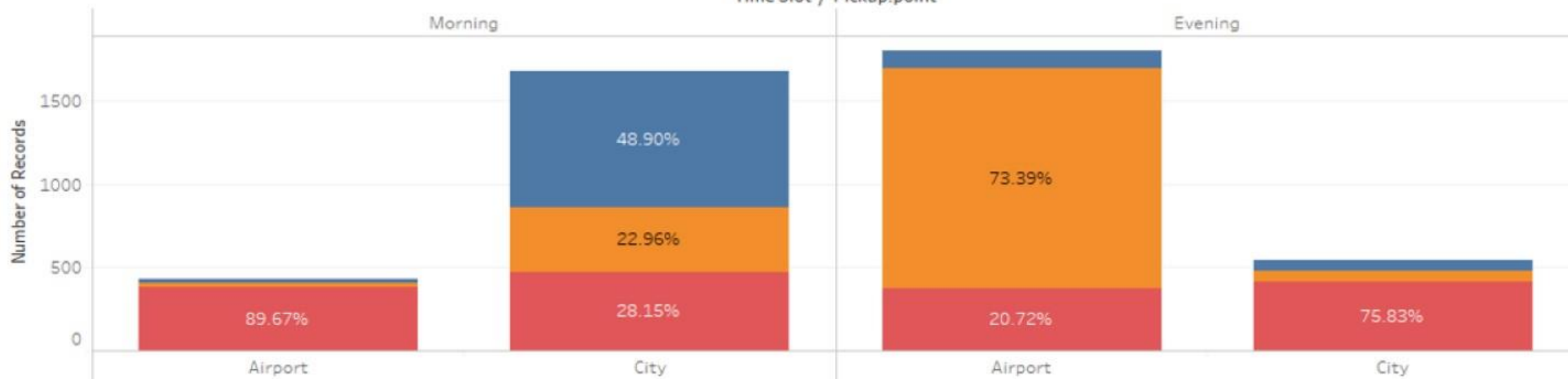
- During_Day
- Early_Morning
- Evening
- Late_Night
- Morning

Status

- Cancelled
- No Cars Available
- Trip Completed

Types of Requests

Time Slot / Pickup.point



Summary

- **Rush during morning and during evening 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 to city in the evening.**
- **These can be addressed by giving lucrative incentives to the drivers for long distance journey and by encouraging customers to plan their cabs trips in advance**