

Uber Case Study

Assignment

Abstract

The cab service provider Uber has facing the loss in revenue due to the cab cancellations & non-availability of cabs during the peak hours which causing inconvenience to their end customers.

For the ease of Analysis, only the To & From airport & city route has been considered.

Business Objective

To Identify the root cause of the problem and recommend the best possible solution to solve the supply-demand gap.

Identify the Problem

Problem Identification

Major concern related the unavailability of the cabs & cancellation of cabs by the drivers

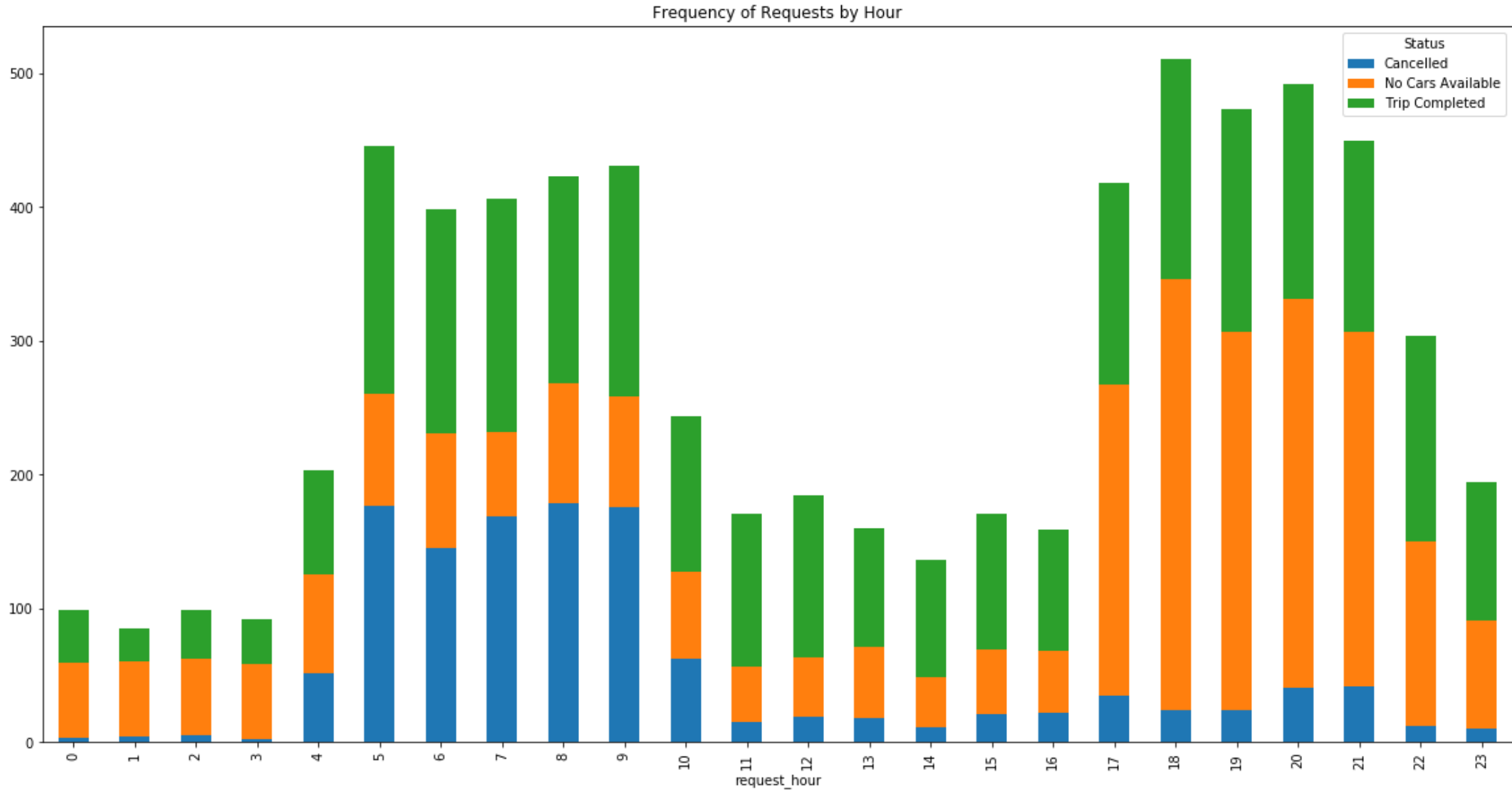
Root Cause Analysis

1. Cabs are not being available or cancelled by the drivers during the peak hours
2. Airport & city route is taken into the consideration to analyze the problem statement.

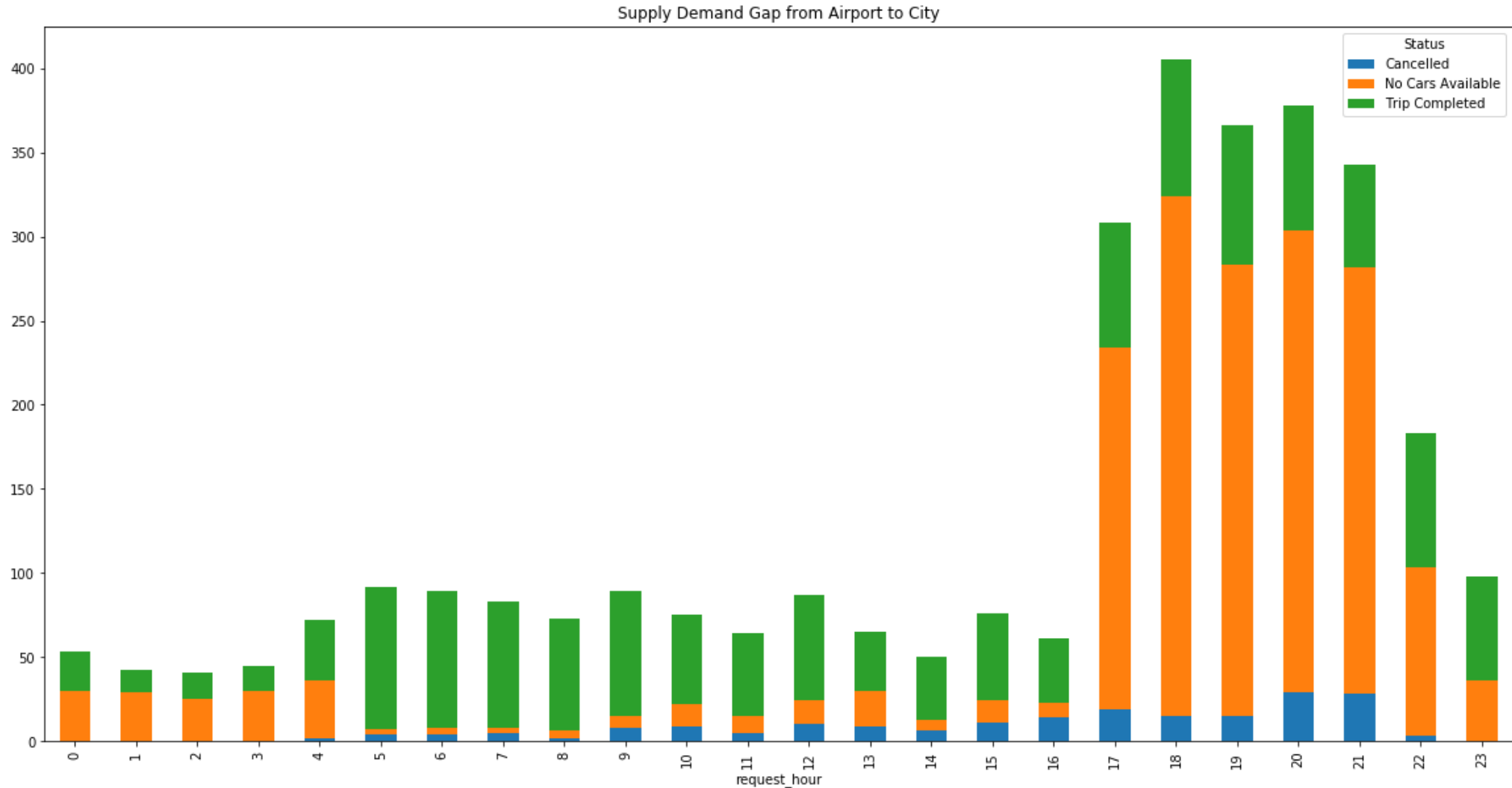
Possible Solution

Recommended the solution to improve the situation thereby addressing the concern

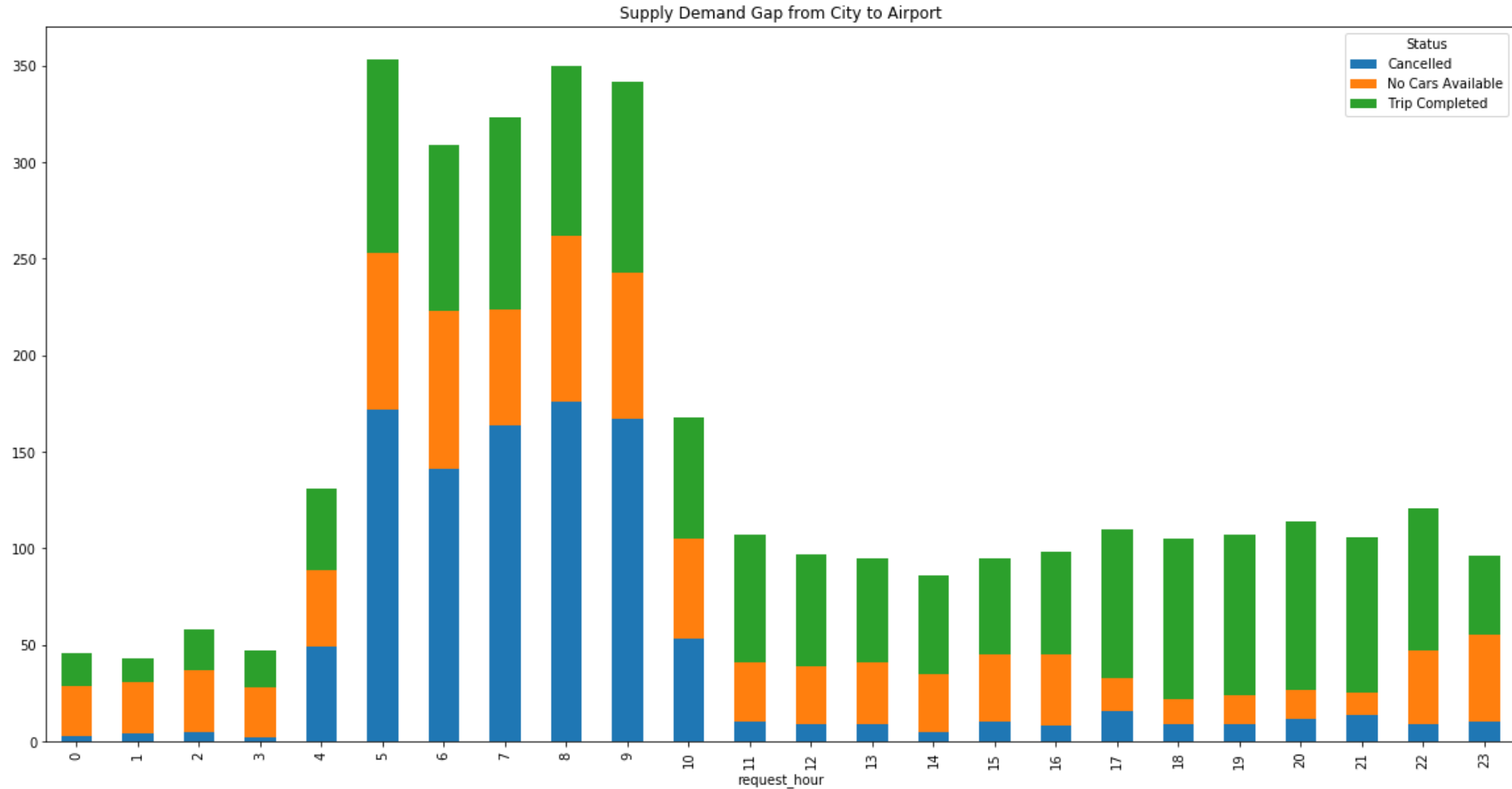
Indicates the Frequency of Requests per hour



Cabs supply demand gaps between Airport to City on hourly basis

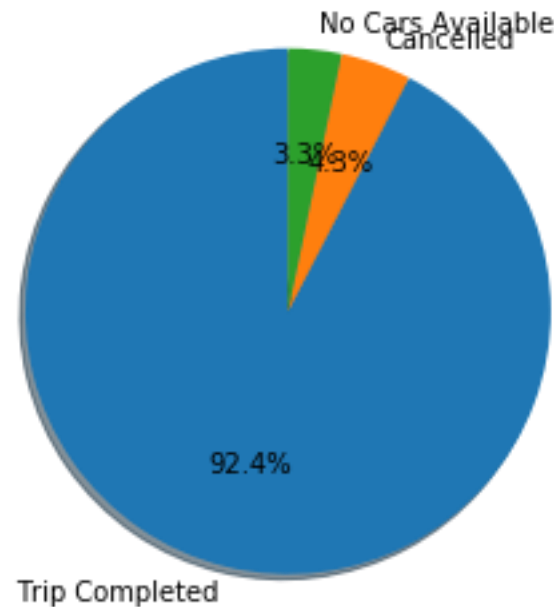


Cabs supply demand gaps between City to Airport on hourly basis

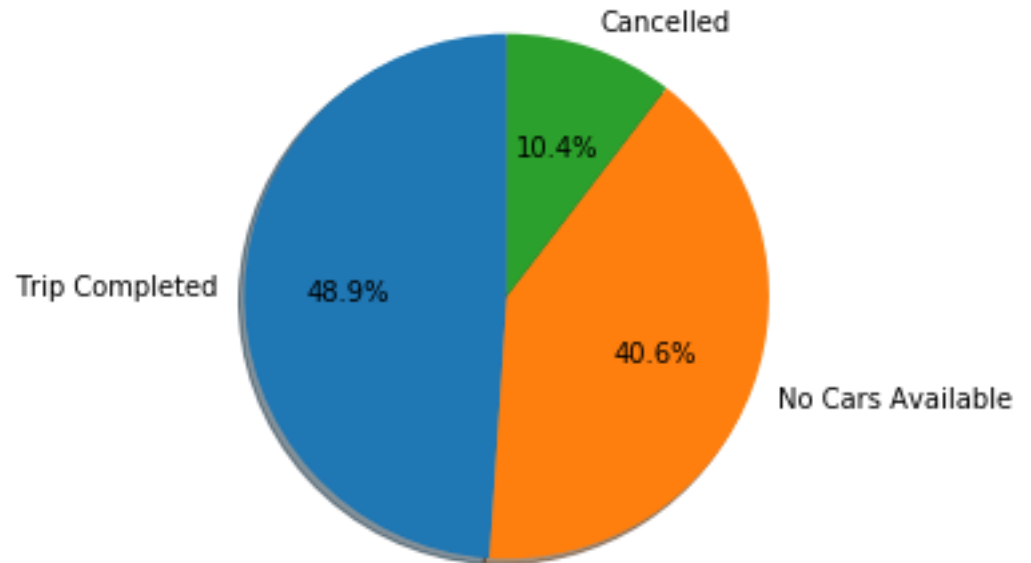


Close Observation on Real Problem in the Morning hours

Airport to City route has higher trips completed in the morning hours

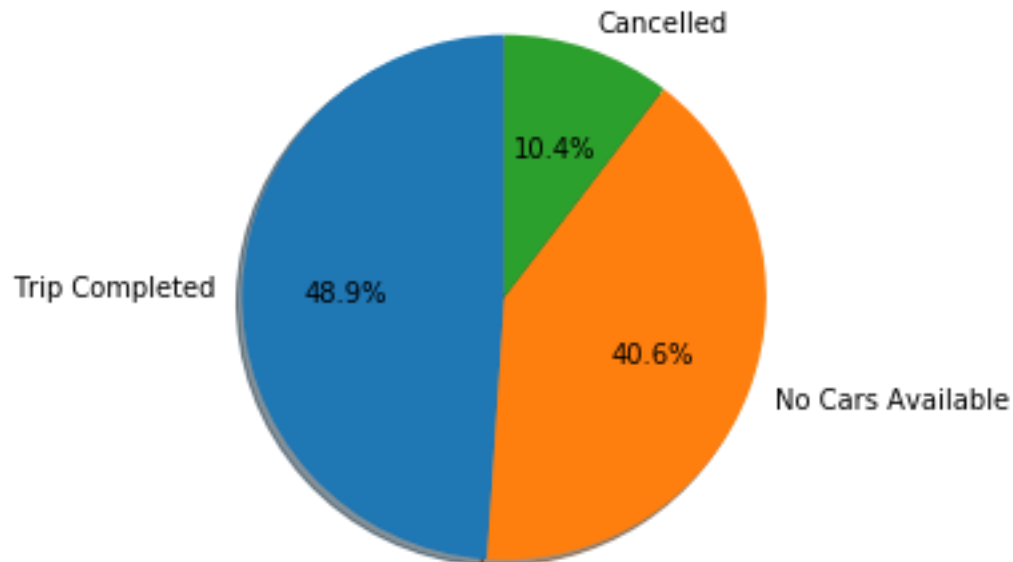


City to Airport route has higher number of non-available or cancelled cabs in the morning hours

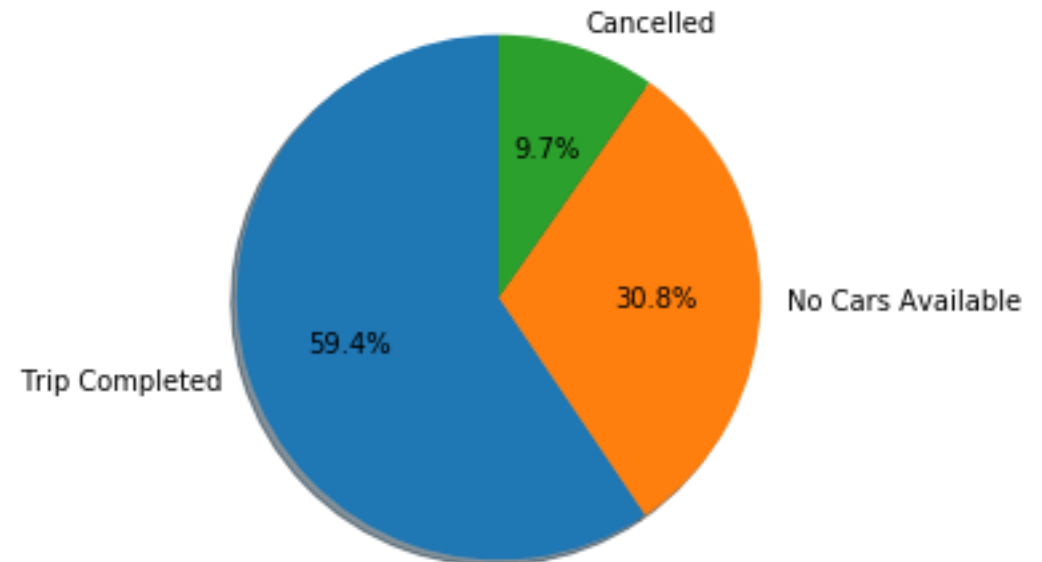


Close Observation on Real Problem in the Evening hours

Airport to City route has 40.6% of cabs unavailability in the evening hours

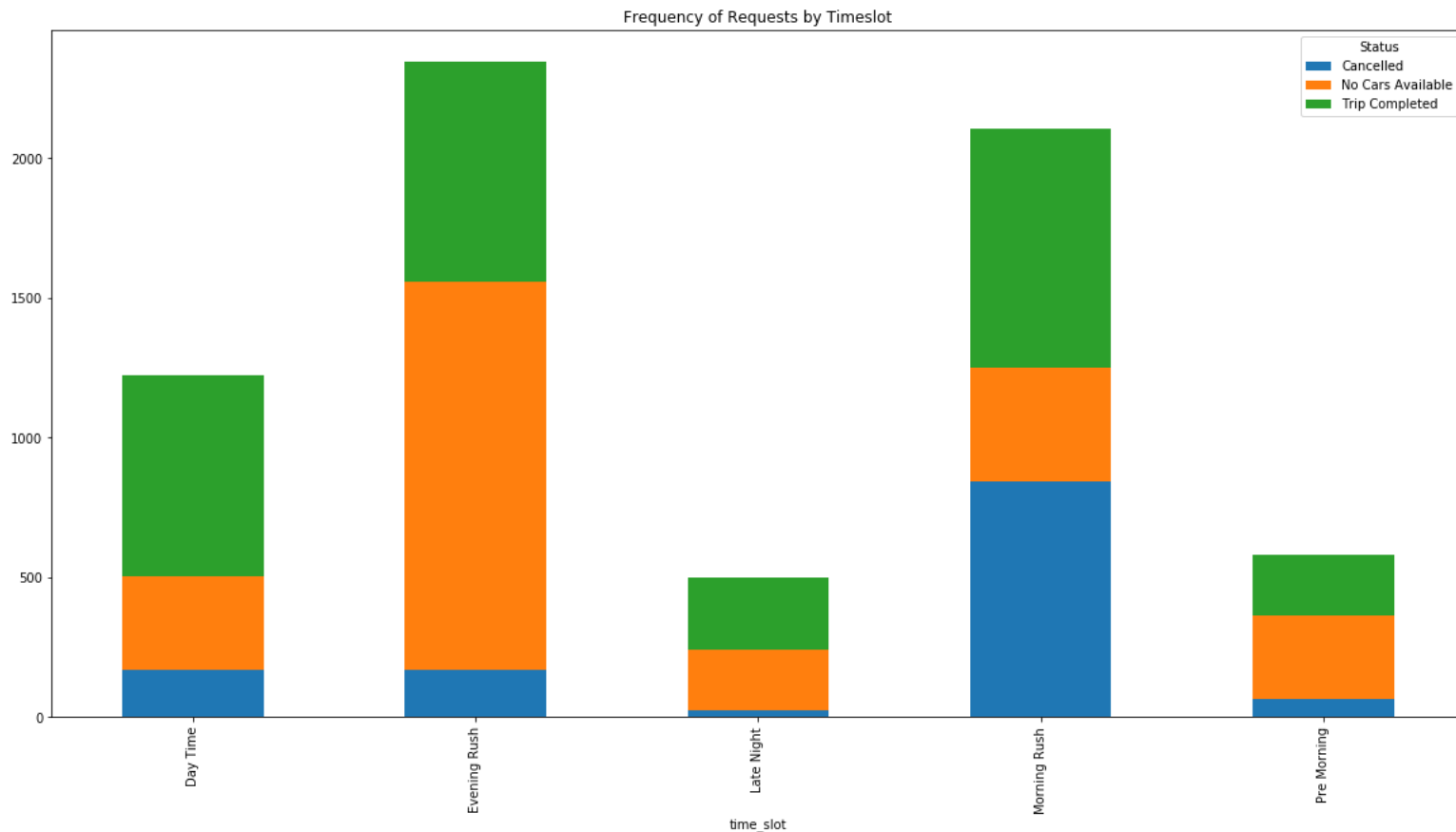


City to Airport route has 30% non available cabs In the evening hours



What does the Supply Demand Gap Analysis Say?

A closer look at overall Supply-Demand-Gap Analysis suggests that there is a huge gap in supply demand during the morning hours of the day. This gap is mainly due to the higher Number of cancellations from city to airport.



What does the Supply Demand Gap Analysis Say?

1. Airport to city has big gap between demand and supply in the late evening
2. The gap in demand and supply in the city to airport is mainly in the morning

Recommended Solution

Some measure needs to be taken to address this problem

1. Driver shouldn't be allowed to cancel any rides from the city to airport during the morning hours. i.e. 5am – 10am. This will also reduce the non-availability of cabs during these hours.
2. The other possible solution to this problem would be to increase the incentives for the drivers who accepts the trip between city to airport/airport to city in the morning hours. This will increase more number of cabs going to the airport during the afternoon and evening. This has two-way advantages.
 - It will reduce the no cab availability from airport to city in late evening
 - Reduce the cancellation in daytime

UpGrad



Thank You