

Uber Supply–Demand Gap Analysis Report

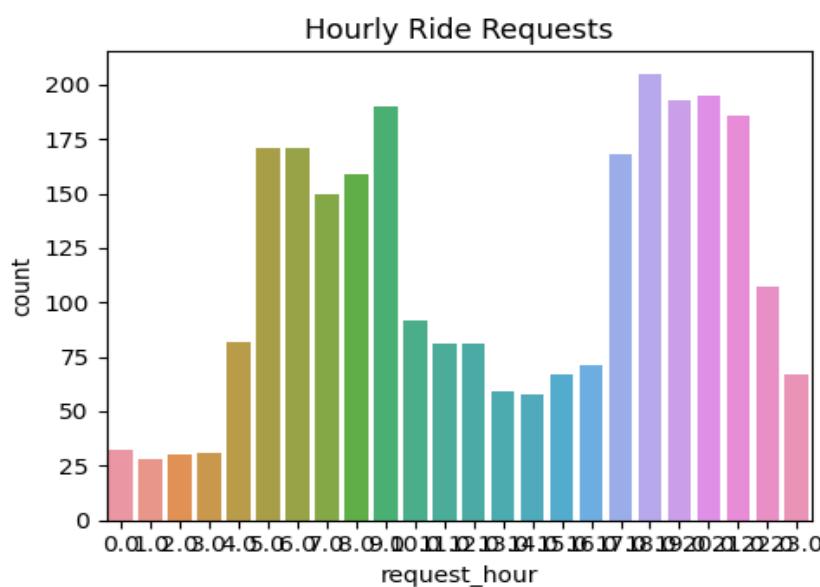
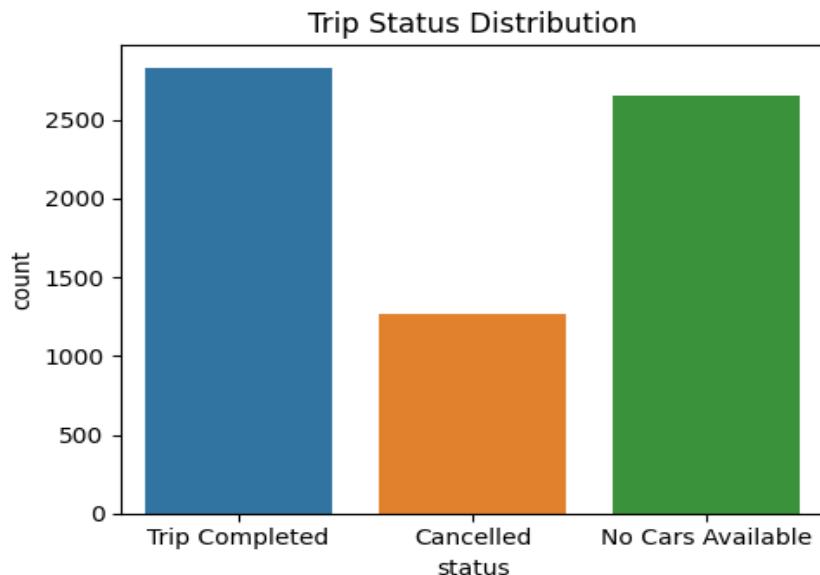
Project Name: Uber Supply–Demand Gap Analysis

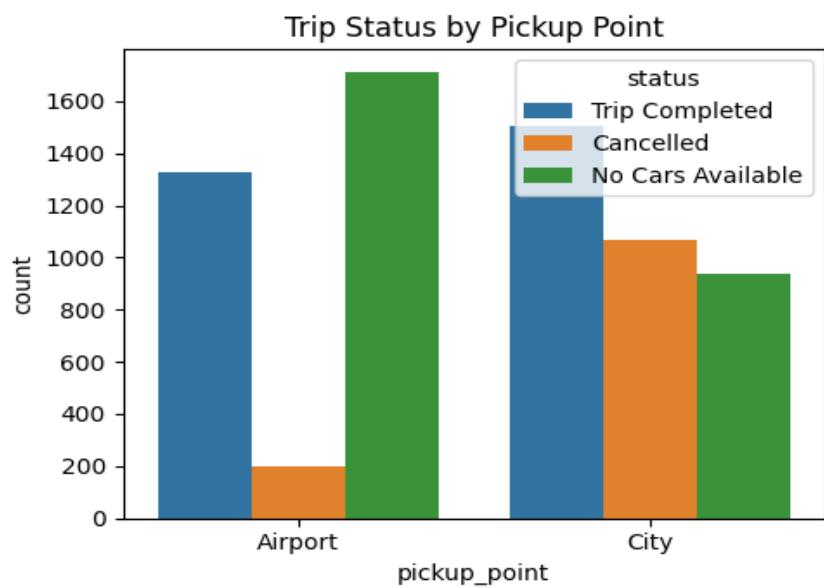
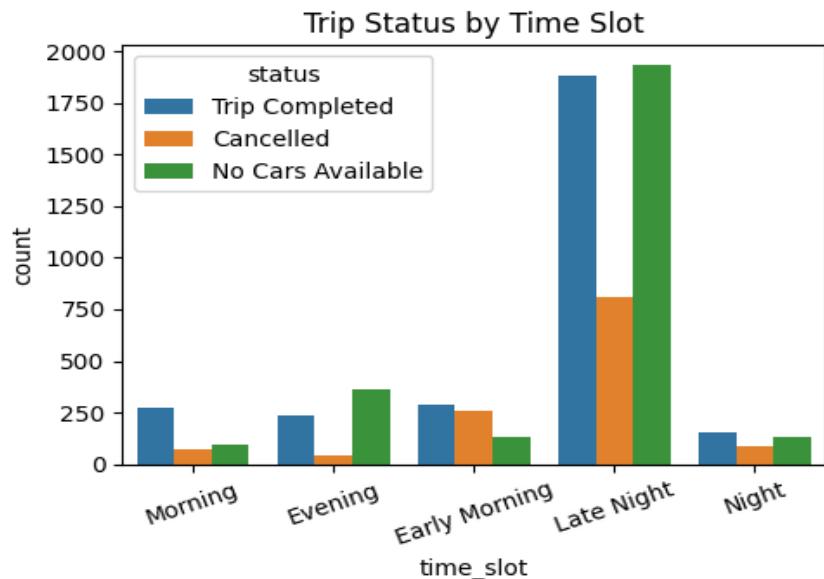
Problem Statement: Uber experiences frequent ride cancellations and unfulfilled requests due to imbalance between rider demand and driver availability during specific time slots and locations.

Business Objective: To analyze demand–supply patterns and propose data-driven strategies to reduce cancellations, improve ride fulfillment, and enhance customer satisfaction.

Methodology & Key Insights:

- Data cleaning and feature engineering were performed.
- Peak demand occurs during early morning and evening hours.
- Airport pickups show higher supply gaps compared to city pickups.





Solution to Business Objective:

Introduce rush-hour pricing during peak periods and provide targeted incentives for airport and night-time drivers. Use predictive analytics to pre-position drivers before demand spikes.

Conclusion & Future Scope:

The supply–demand gap is predictable and manageable through data-driven strategies. Future enhancements include real-time dashboards and machine learning-based demand forecasting.