



UBER CASE STUDY

ASSIGNMENT

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Abstract

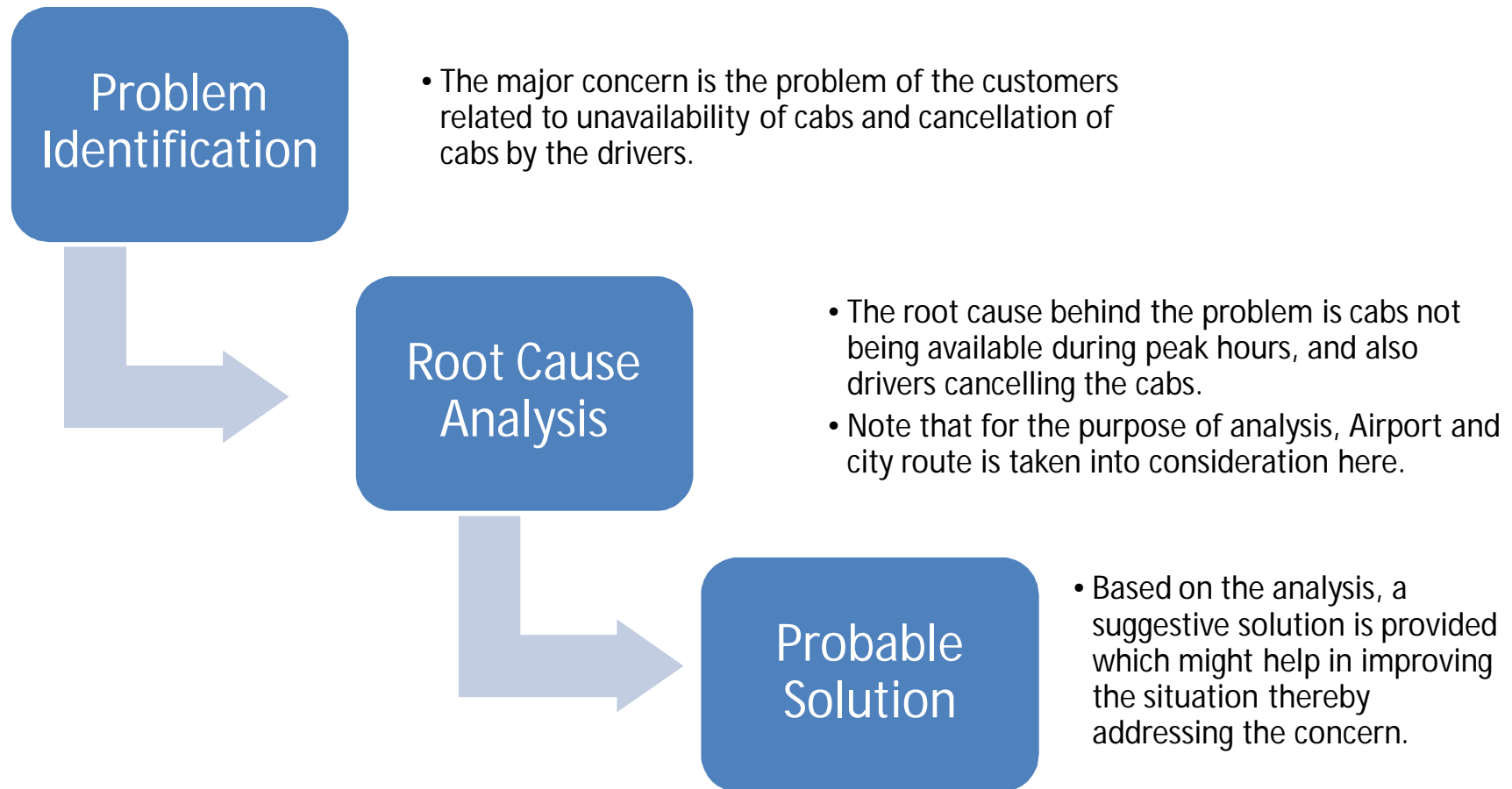
Our Company , Uber faces the issue of loss of revenue due to cab cancellations and also non-availability of cabs during peak hours causing inconvenience to the customers. For the ease of analysis , only to and from airport and city route is considered.

This is a modest effort to identify the root cause of this problem and address this problem in an organized manner.

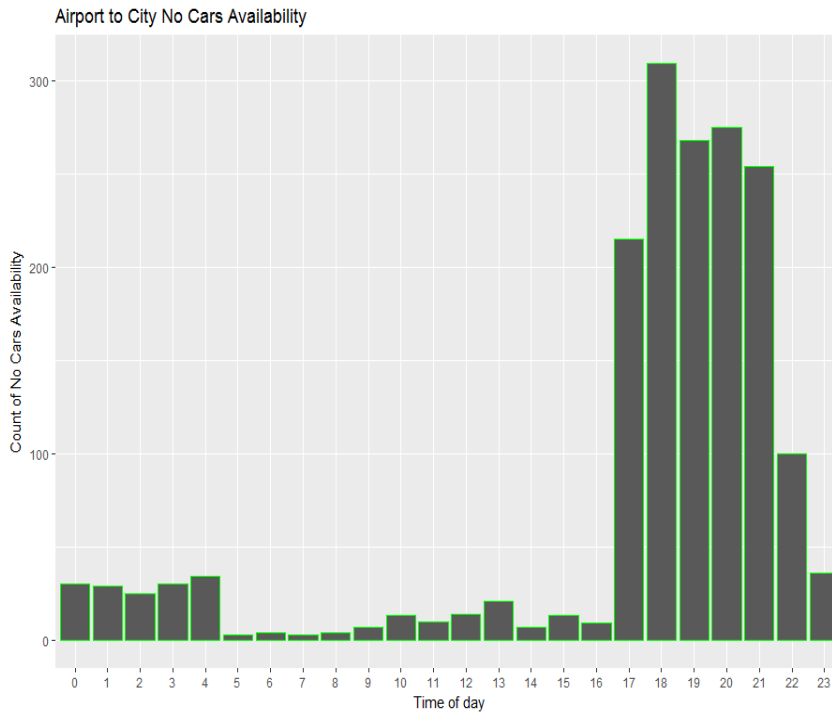
Business Objective :

- The aim of analysis is to identify the root cause of the problem of Uber (i.e. cancellation and non-availability of cars) and recommend ways to improve the situation.
- As part of the analysis, the root cause is presented along with possible hypothesis of the problem and recommended ways to improve them.

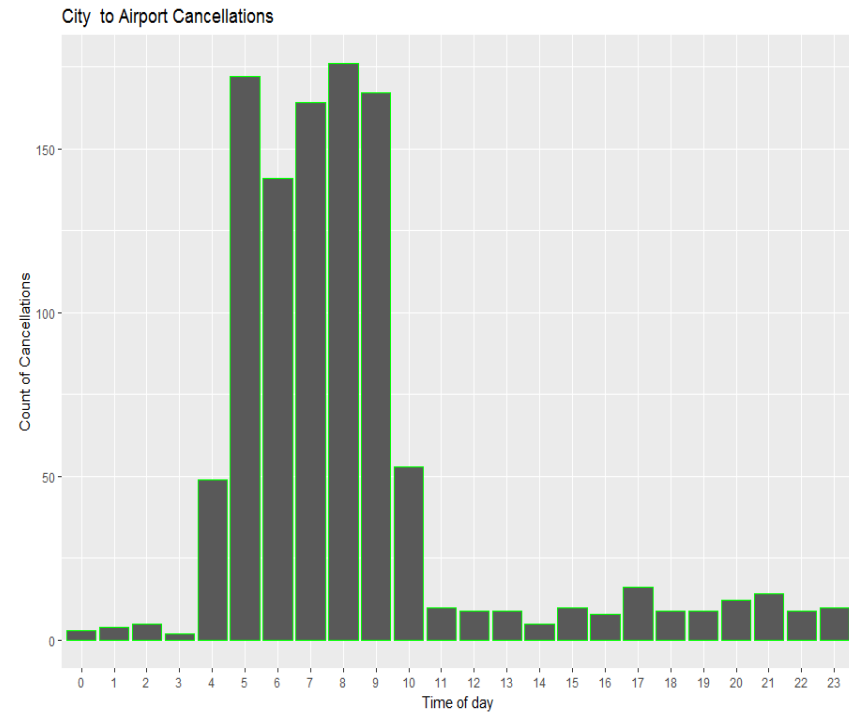
Identifying The Problem..



Cab unavailability on an hourly basis



The plot depicts the non-availability of cabs from Airport to city on an hourly basis.



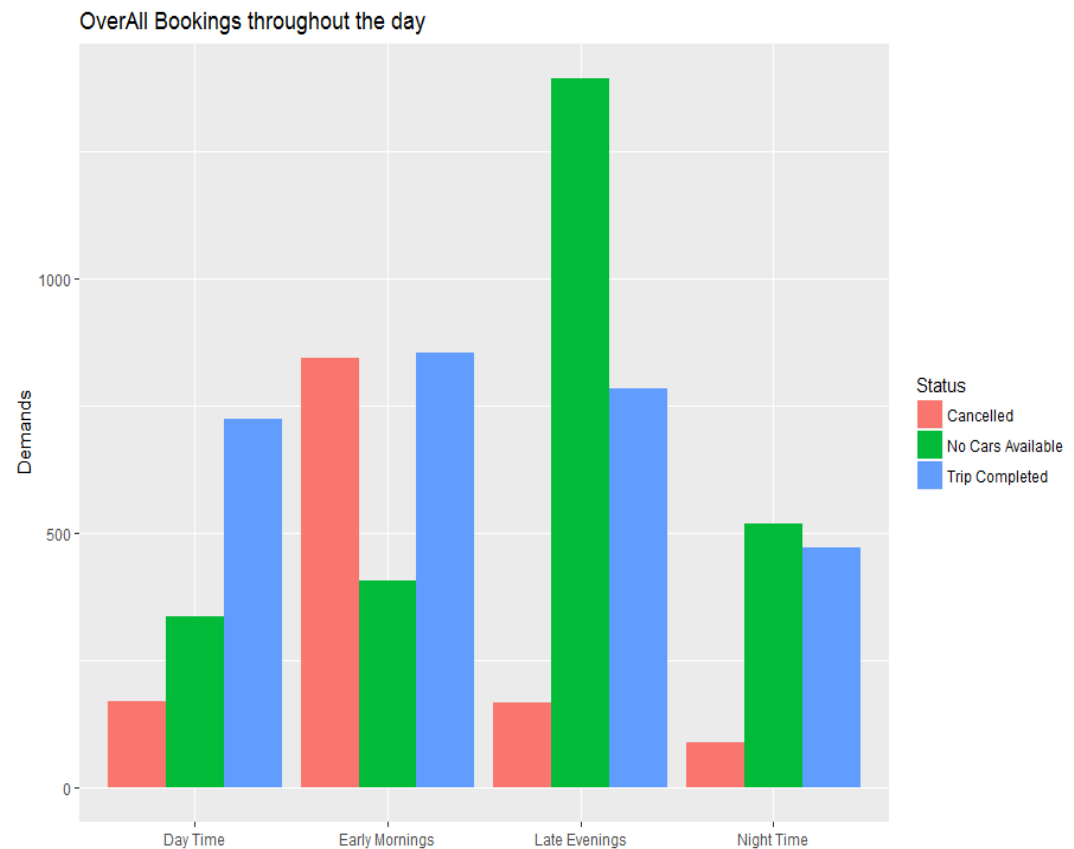
The plots depicts the cancellation of cabs from city to Airport Route on an hourly basis.

Overall Bookings Throughout the Day

In this plot we can see a comparative study of the count of trips completed, trips cancelled and unavailability of cabs throughout the day.

Observation :

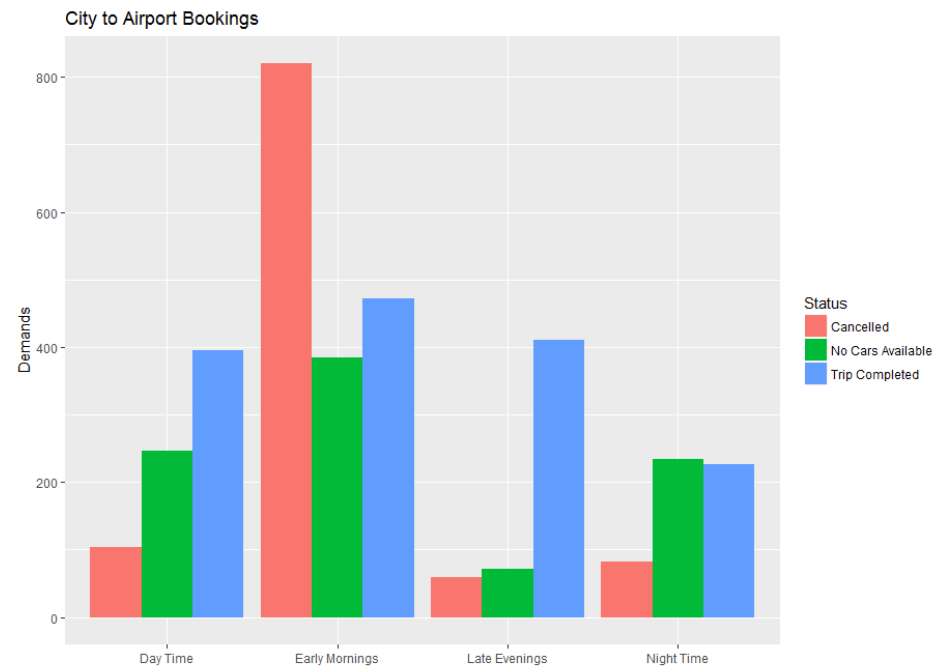
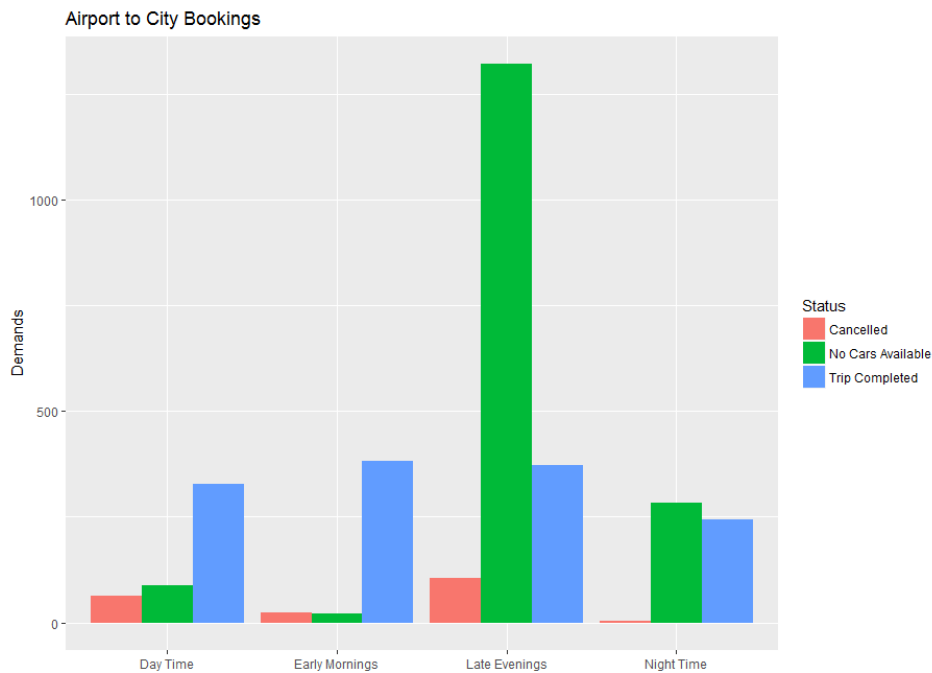
There is a high percentage of cabs not being available in the evenings whereas the percentage of cabs getting cancelled in the early mornings is high.



The Real Problem .. Lets have a closer look

Airport to city route has a higher non availability of cabs in the late evenings

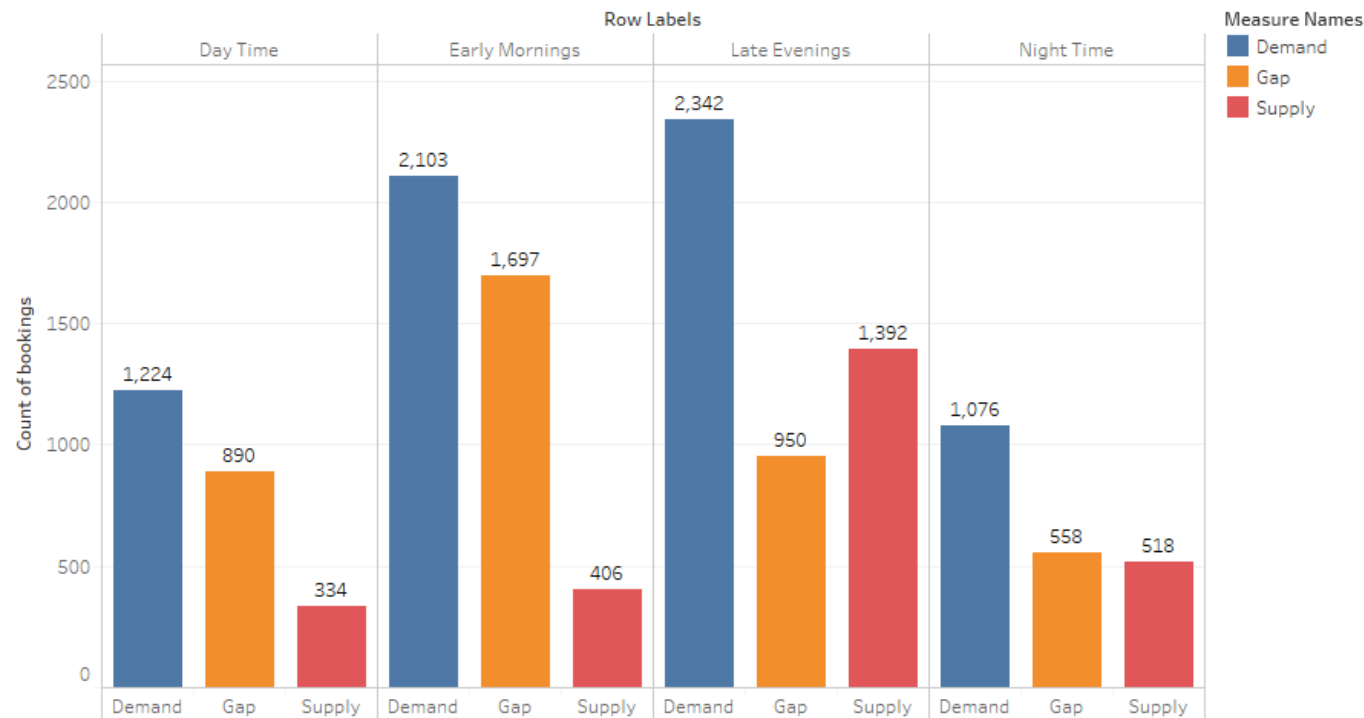
City to Airport route has a higher cancellation of cabs in the early mornings and also non availability of cabs during daytime.



What does the Demand Supply Gap Analysis say ..

A closer look at the overall Demand-Supply Gap Analysis Suggest that there is a huge Gap in Demand and Supply during the early hours of the day and also during the daytime. This gap is mainly due to the high number of cancellations from the city to the airport at this time.

Demand-Supply Analysis for different time slots of the day



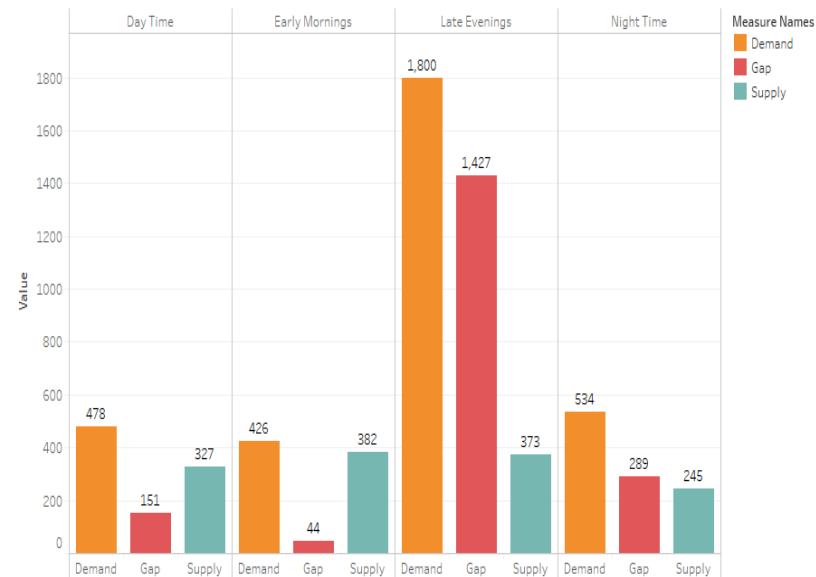
Demand, Gap and Supply for each Row Labels. Color shows details about Demand, Gap and Supply. The view is filtered on Row Labels, which keeps Day Time, Early Mornings, Late Evenings and Night Time.

What does the Demand Supply Gap Analysis say ..

Airport to city route has a big gap between demand and supply in the late evenings.

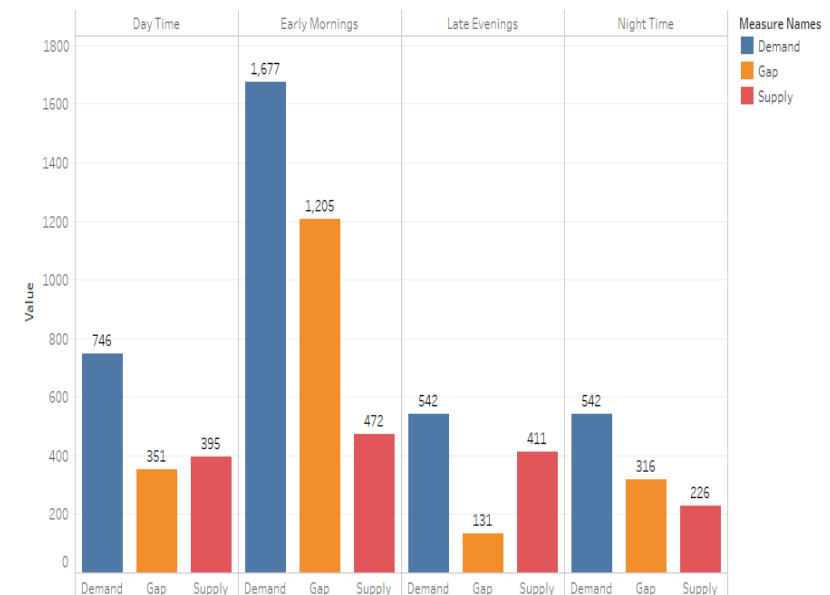
The gap in demand and supply in the city to airport route is mainly in the mornings

Airport Pickups demand supply graph during different time slots



Demand, Gap and Supply for each Row Labels. Color shows details about Demand, Gap and Supply. The view is filtered on Row Labels, which keeps Day Time, Early Mornings, Late Evenings and Night Time.

City to Airport Pickups demand supply graph during different time slots



Fixing the problem..

Some measure needs to be taken to address this problem.

- The driver should not be allowed to cancel any rides from the city to the airport during the early morning time. i.e 5am – 9am.

This will also reduce the non-availability of cabs during the early hours of daytime as more cabs will be available at the airport.

- The other solution to this problem would be to increase the incentive of the drivers if they make a to and fro trip between the airport and city specially between 4pm to 9pm. A one side trip from the city to airport or the airport to city takes approx. 1 hour to complete. This will result in the increase of cabs going to the airport during the afternoon and evening. This has a two-fold advantage.

1. One is that it will reduce the 'no-cab availability' problem from the airport to city in the late evenings

2. The other is it will reduce the number of cancellations during the daytime. i.e approx between 2-5pm.



Thank You