

# Uber Supply- Demand Gap At Airport

## SUBMISSION

Name:

Ashish Chandan

## Outline

The aim of analysis is to:

- Identify the most pressing problems for Uber.
- Identify gap between demand and supply.
- And recommend ways to improve the situation.

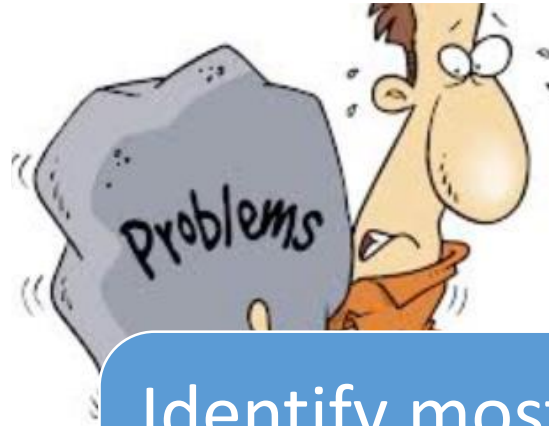
Note: For this analysis, only the trips **to and from the airport** are being considered.

# Methodology



Identify peak demand time shot:

- Airport to City
- City to Airport



Identify most pressing issue:

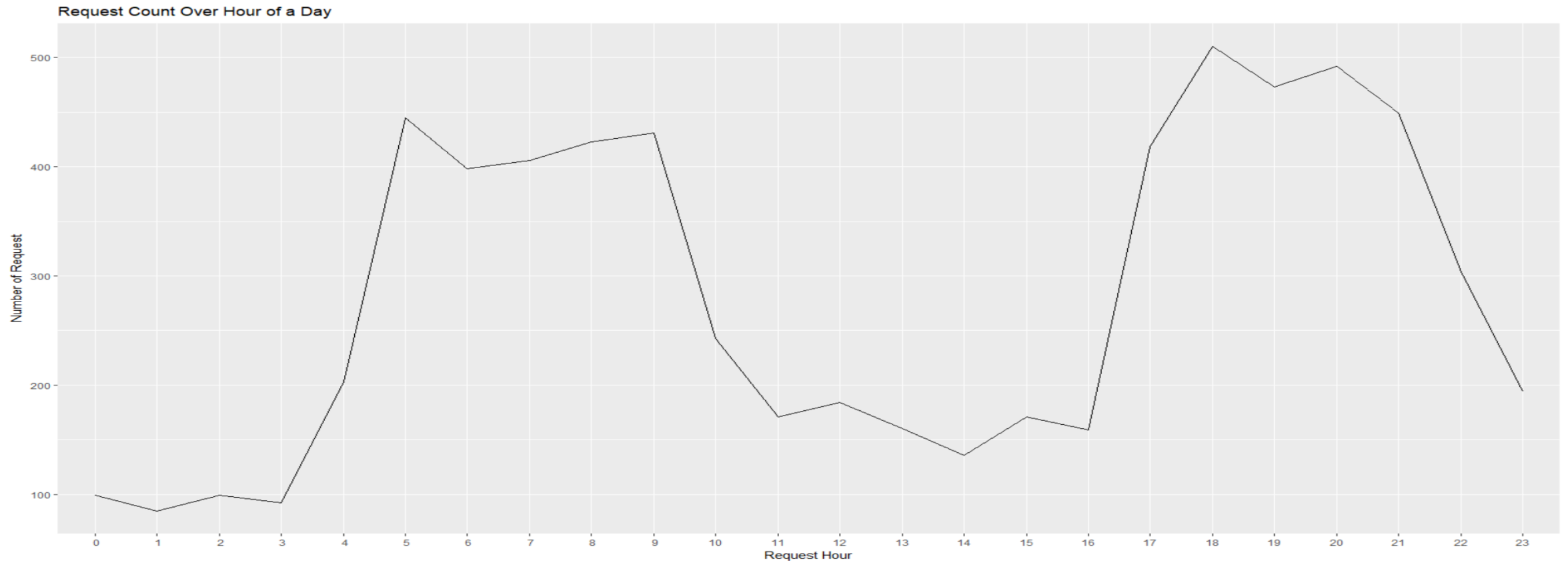
- Cancellation
- No Cab Available



Identify gap in Demand and Supply at:

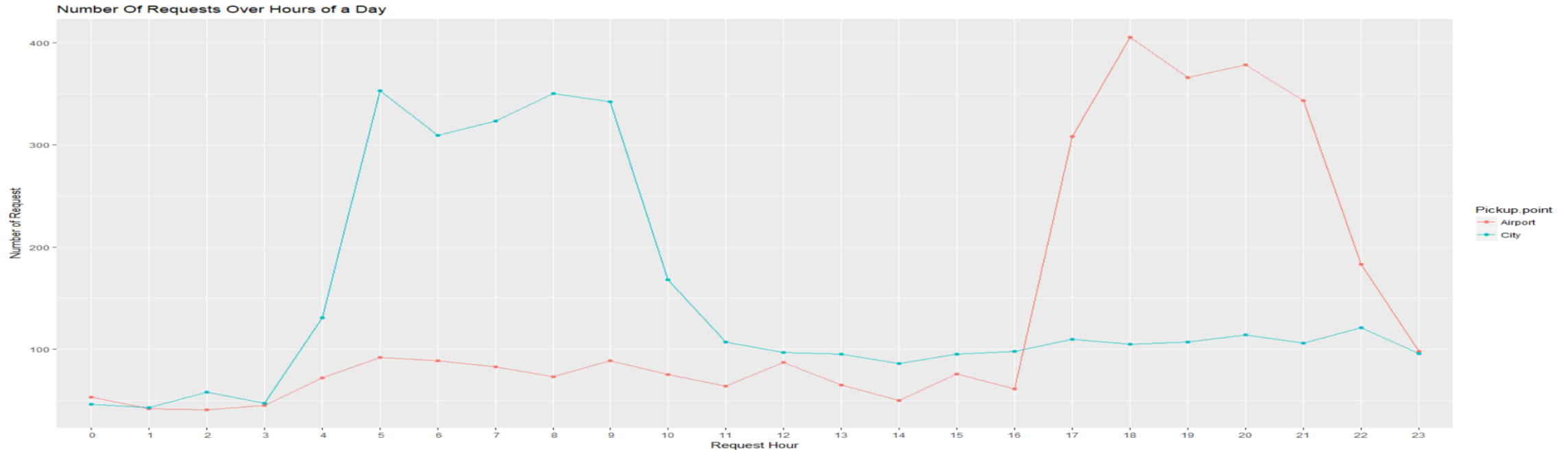
- Airport
- City

# Request Count Variation



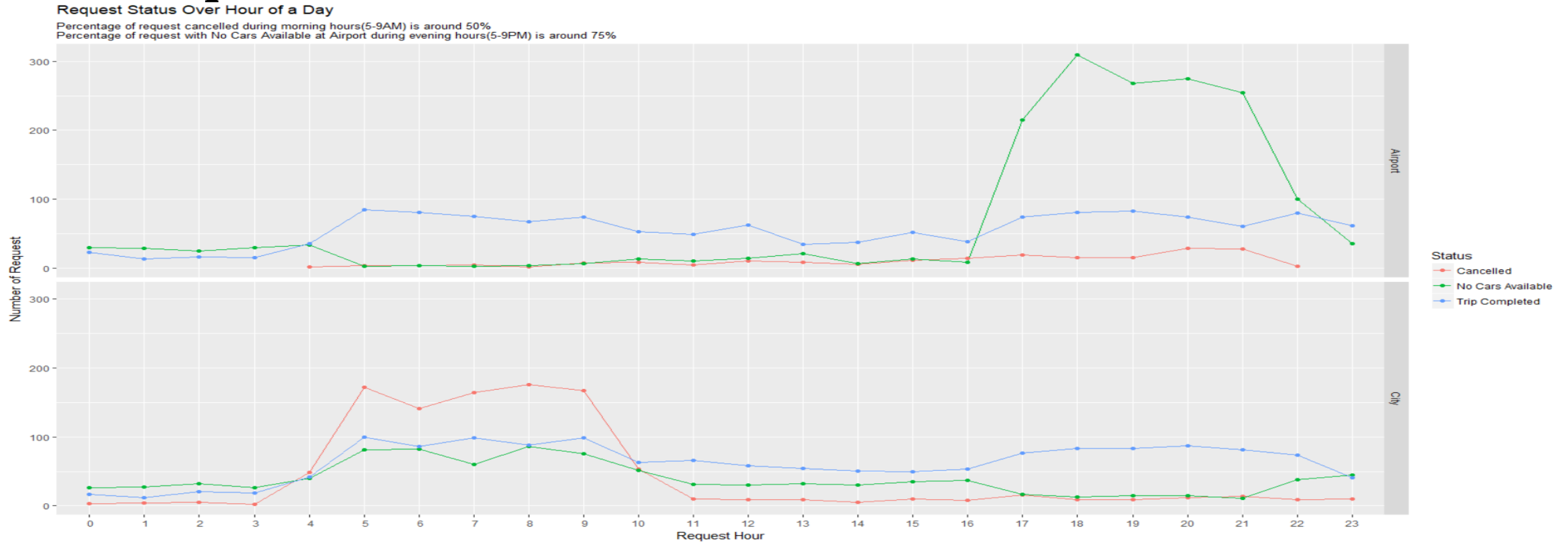
- Morning 5-9AM and Evening 5-9PM are durations when demand is quite high.

# Request Count Variation at Airport and in City



- Number of requests in city for airport in morning hours(5-9AM) is highest in a day.
- Number of requests at airport during evening hours(5-9PM) is highest.

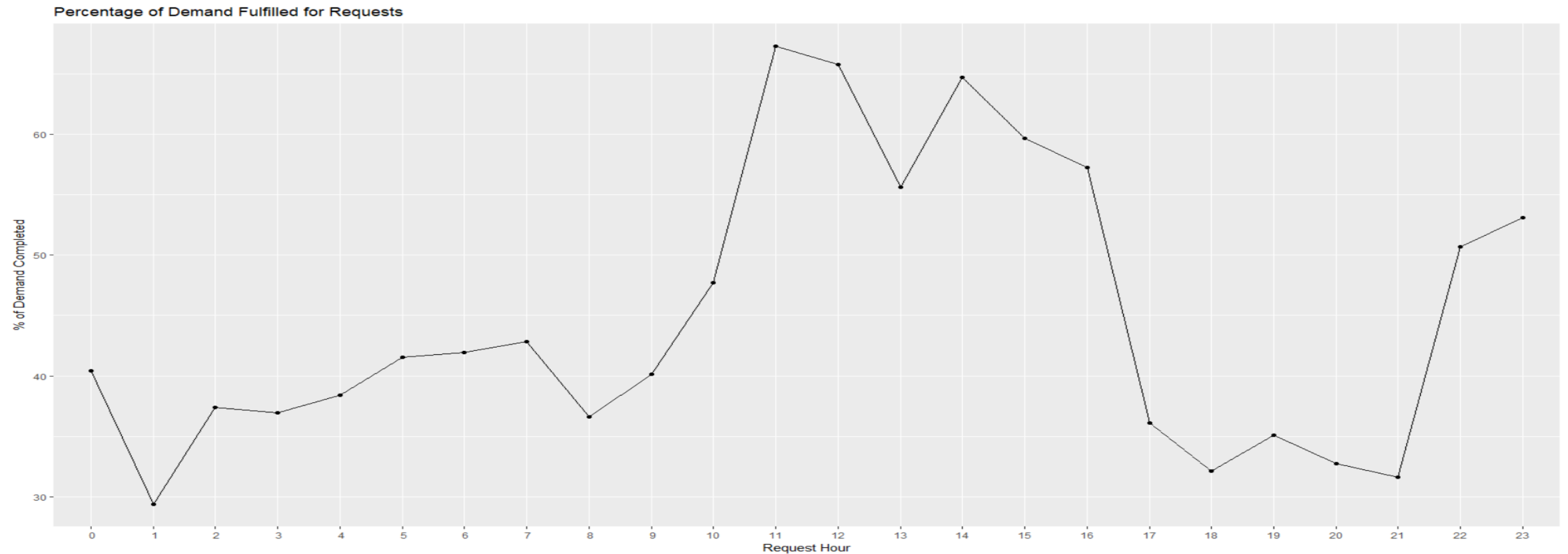
# Request Status Count Variation



Two most pressing problems for Uber:

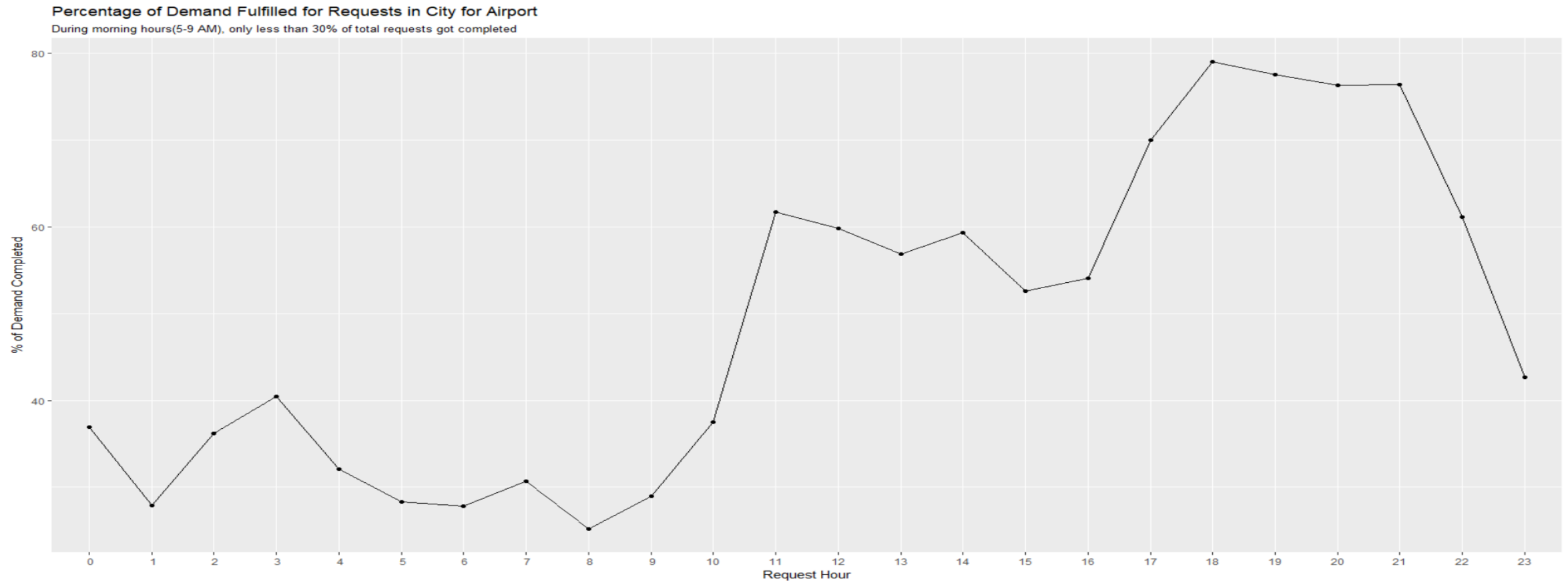
- 1) A large number of trips got cancelled during the Morning peak time slot in city.
- 2) Cabs were not available for a large number of requests during the Evening peak time slot at airport.

# Percentage of Total Request Completed



During morning and evening hours, percentage of request completed is quite low i.e. most supply-demand gap exists during these hours.

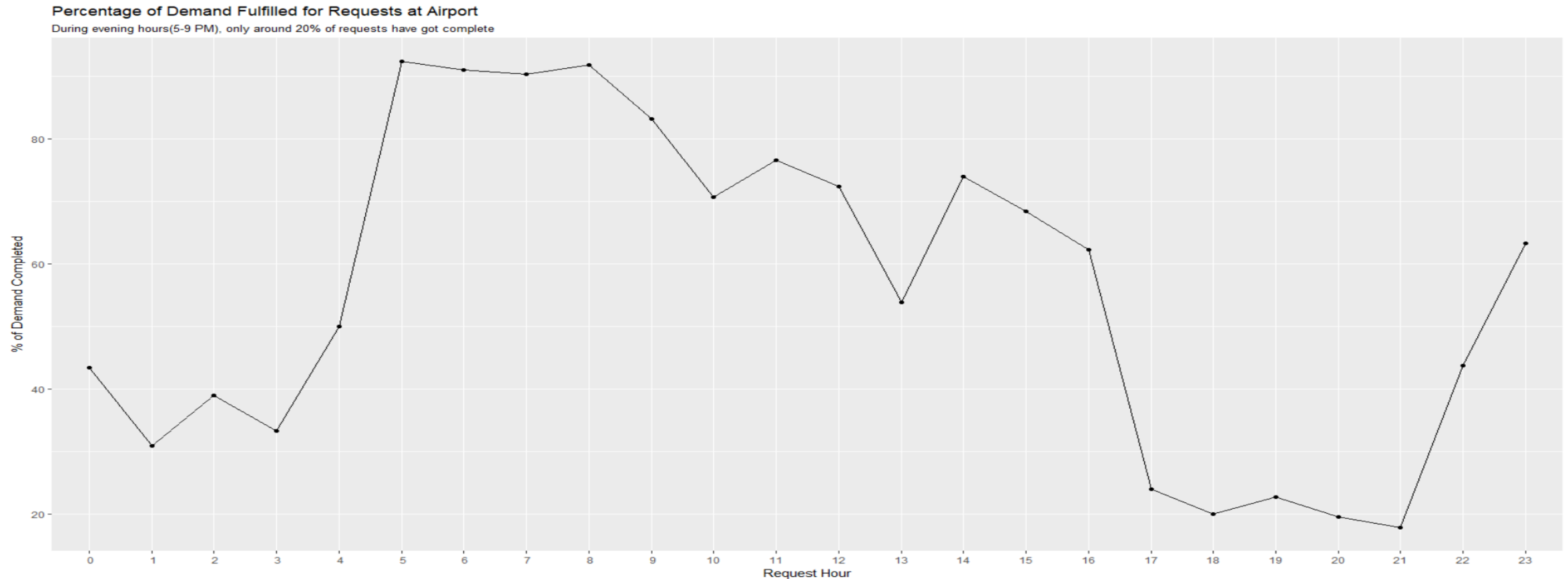
# Percentage of Total Request Completed in City



There is very high demand of cars for airport in city however number of request completed is very low due to higher cancellation, resulting in high gap between demand and supply.



# Percentage of Total Request Completed at Airport



During evening pick hours, there is very high demand of cars at airport however number of request completed is very low due to lack of cars in the area resulting in high gap between demand and supply.

## Conclusion: High Demand Supply Gap in City

- Issue 1:

There is very high demand of cars for airport in city however number of request completed is very low due to **higher cancellation**, resulting in high gap between demand and supply.

- Reason:

A large number of flights leave the airport during Morning rush time slot. There are very less incoming flights in the Morning rush. A driver who reaches airport during that time has to spend idle time to pick a customer back to the city. The driver could utilize this idle time for other trips if he chooses not to go to the airport. Otherwise he has to return back empty seated which is a waste of gas mileage for him. Due to this a large number of service requests were cancelled in morning rush resulting in huge supply demand gap.

- Recommendation :

Provide attractive perks to drivers by providing more share of money made during morning ride to airport.

## Conclusion: High Demand Supply Gap in Airport

- Issue 1:

During evening pick hours, there is very high demand of cars at airport however number of request completed is very low due to lack of cars in the area resulting in high gap between demand and supply.

- Reason:

At the airport Incoming flights are more and outgoing flights are less during Evening rush slot. As the outgoing flights are less, the cabs coming to the airport are also very less during that time. This is drastically reducing the availability of cabs at airport in the evening rush time slot. As the incoming flights are more, the passengers are also more in the evening. These passengers are not getting sufficient cabs to leave the airport in the evening. This is leading to a huge supply demand gap at the airport in evening rush time slot.

- Recommendation :

Provide attractive perks to drivers by providing more share of money made during evening ride from airport to city.