

Uber Supply-Demand Gap Analysis

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Objectives & Goals of Analysis

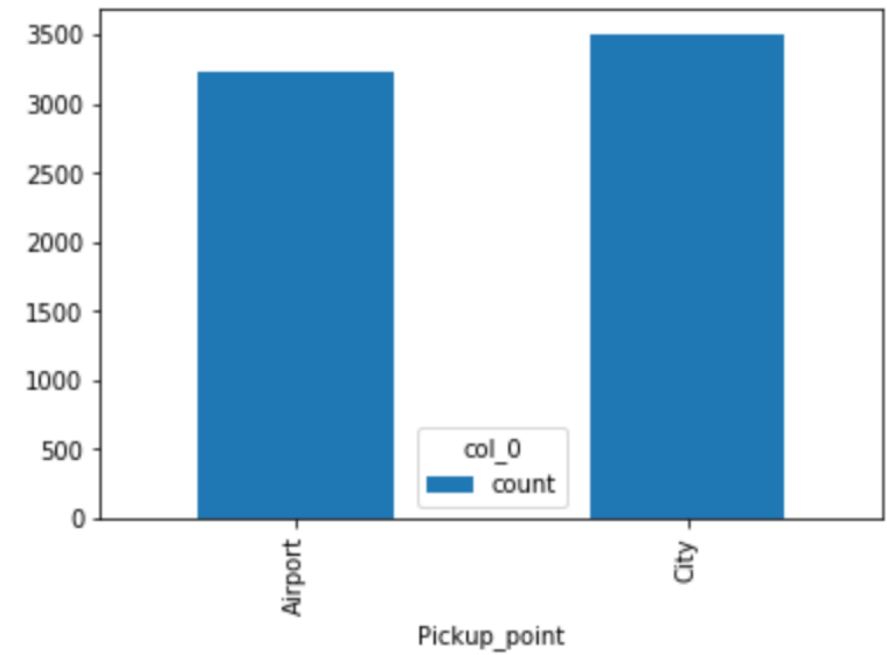
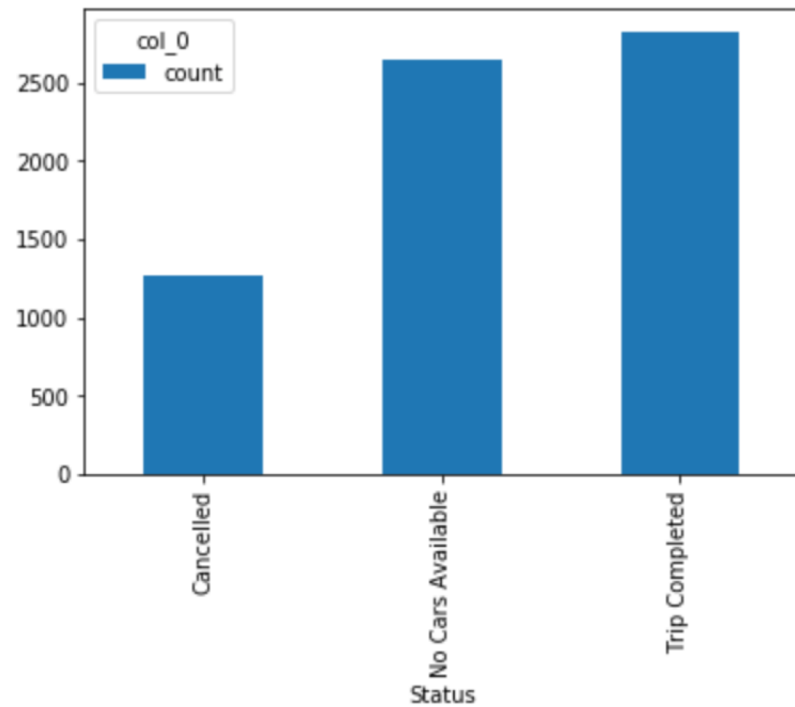
Business Objectives:

The objective is to identify reasons for non-availability and cancellation of cabs during various hours of the day. Any recommendations to improve the demand-supply gap would be made.

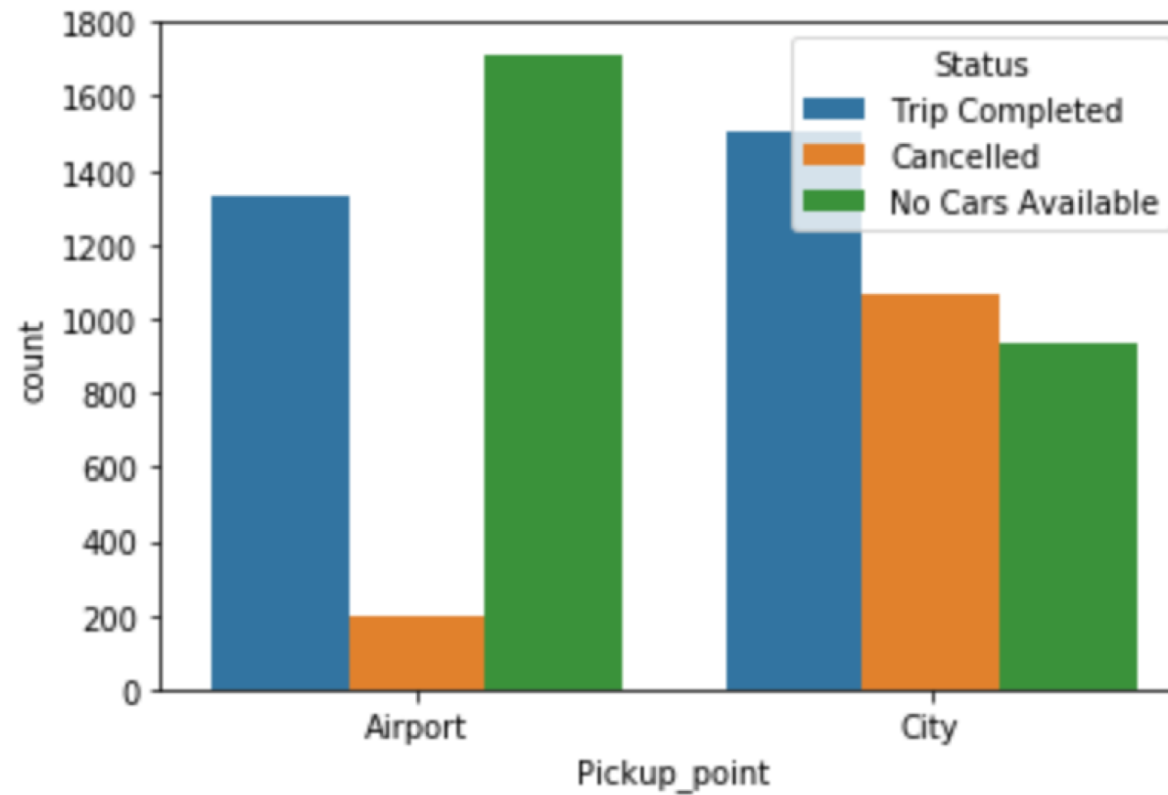
Goals of Analysis:

- **Identify critical problems in availability/ cancellation resulting in declined customer experience .**
- **Demand-Supply Gap analysis-** Understand reasons for demand supply gap
- **Recommendations-** Possible solutions to mitigate the gap

Analysis by single variable



Bivariate Analysis

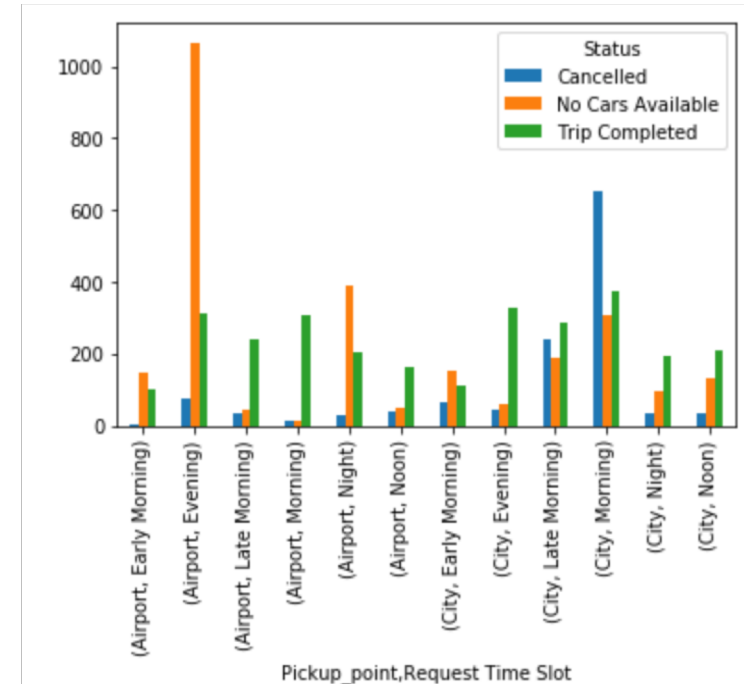
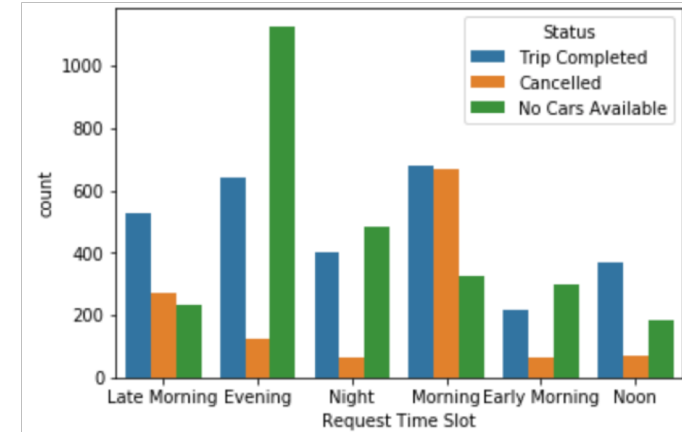


Analysis Results:-

There are more No cars available from Airport to City.
There are more cars Cancelled from City to Airport.

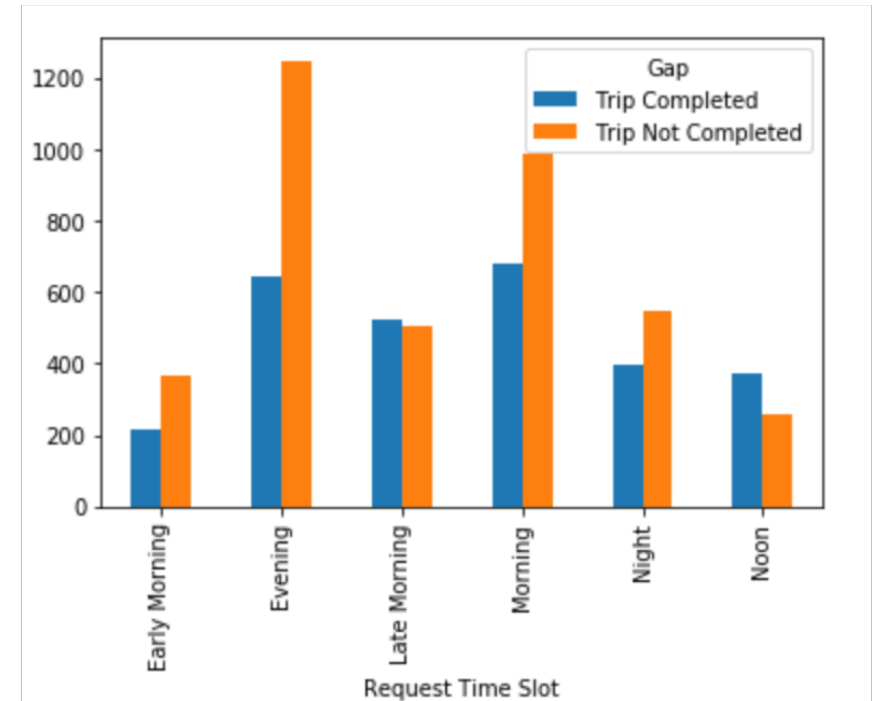
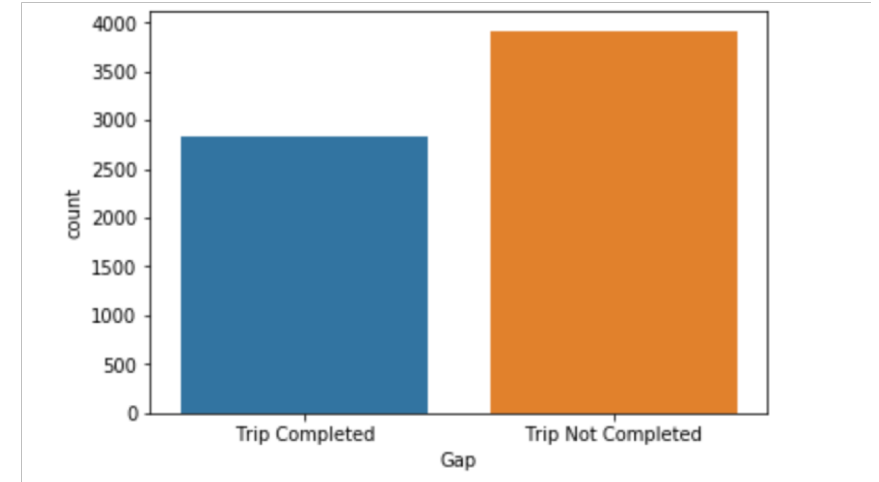
Outcome Analysis:

- Most No Cars Available are in the Evening.
- Most Cancelled trips are in the Morning.
- Most No Cars Available are in the Evening from Airport to City.
- Most Cancelled trips are in the Morning from City to Airport.

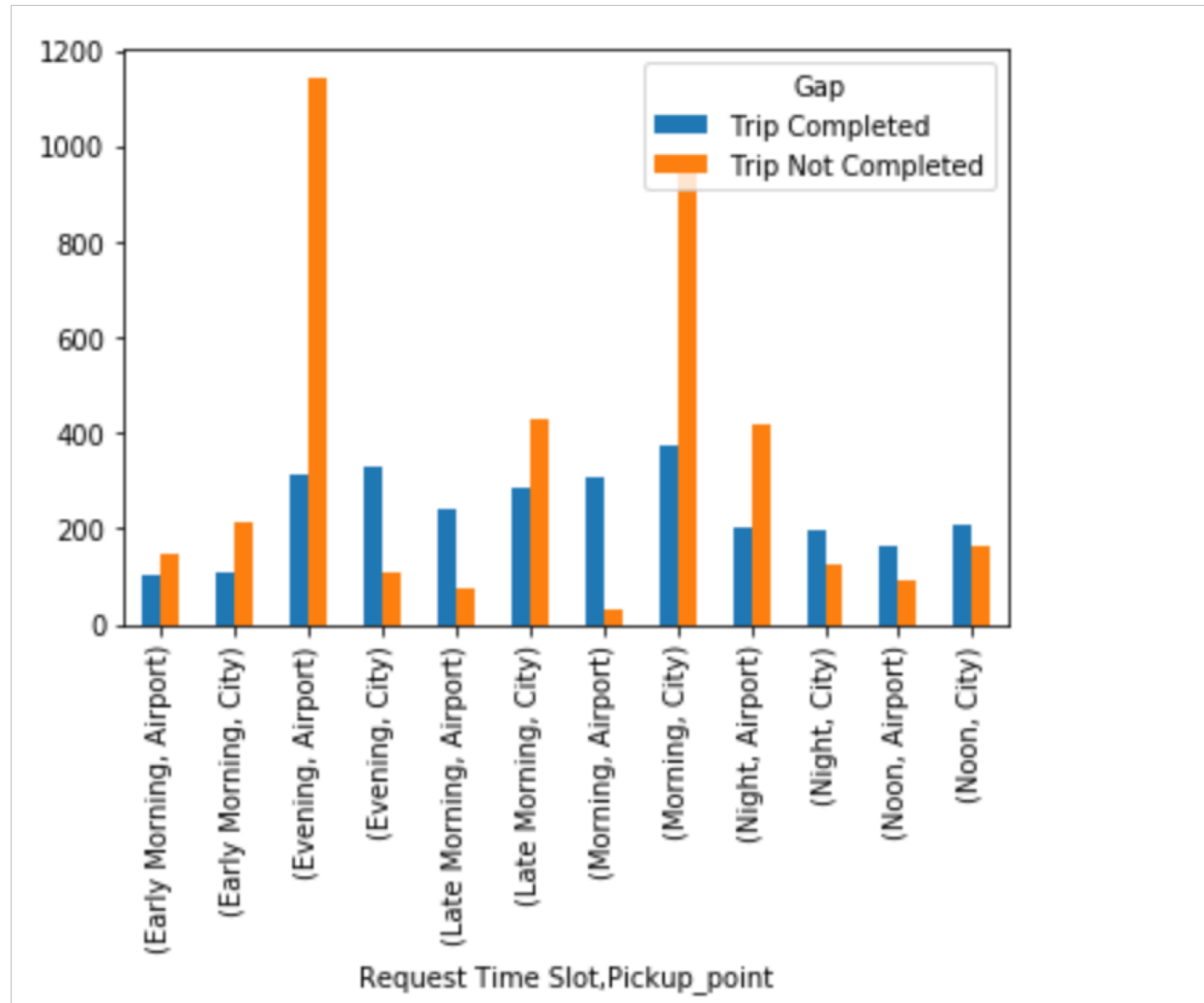


Outcome analysis -1

- More Trip Not Completed than Trip Completed
- Most Trips are Not completed in evening.



Outcome analysis -2



Hypothesis:

Pickup Point - City :

As per the analysis, the morning time slot is most problematic where the requests are being cancelled. Most probably the requests are being cancelled by the drivers due to the morning rush as it being the office hours and seeing the destination as airport which would be too far, the driver would think to earn more for the shorter trips within the city.

Pickup Point – Airport

Upon analysis, the evening time slot seems to be most problematic for pickup points as airport where the requests being No Cars Available. The reason seems to be that not enough cars are available to service the requests as cars might not be available at the airport due to the cars serving inside the city.

Conclusions :

- Based on the data analysis performed, following recommendation can be used by Uber to bridge the gap between supply and demand: -

For bridging the demand supply gap from airport to city, making a permanent stand in the airport itself where the cabs will be available at all times and the incomplete requests can come down significantly. Uber can provide some incentives to the driver who complete the trip from city to airport in the morning part. This might result the driver to not cancel the request from city to airport trips. Last but sure solution to bring down the gap is to increase the numbers of cab in its fleet.