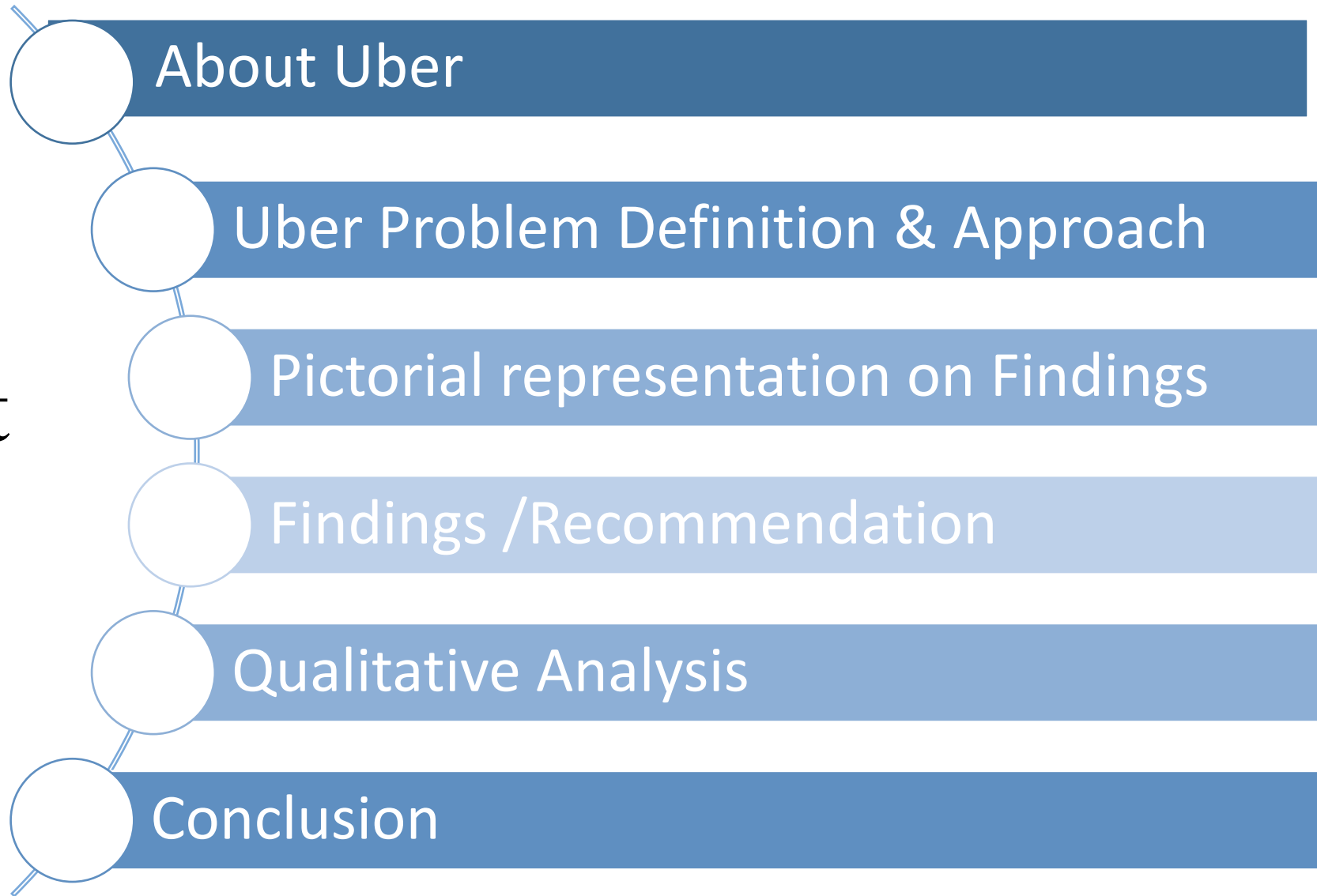


Uber Case Study: Supply Vs. Demand Analysis

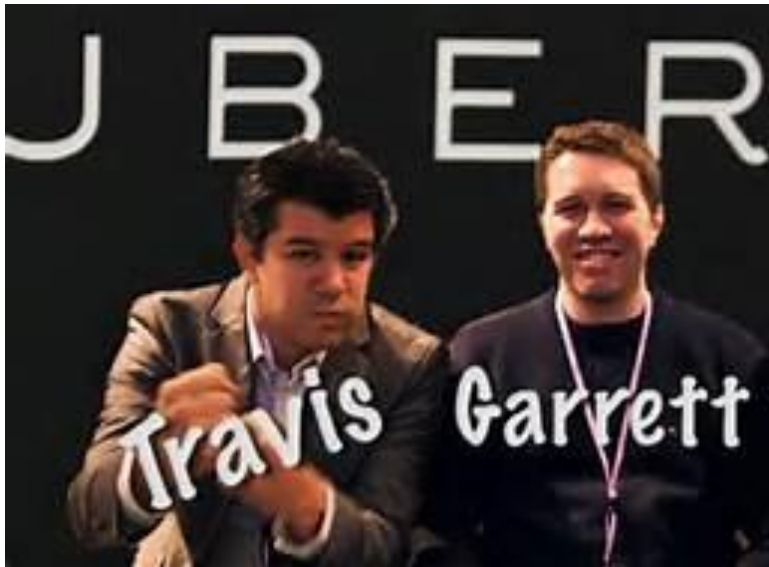
Submitted By:

Jang Bahadur Singh Umath

Content



ABOUT UBER



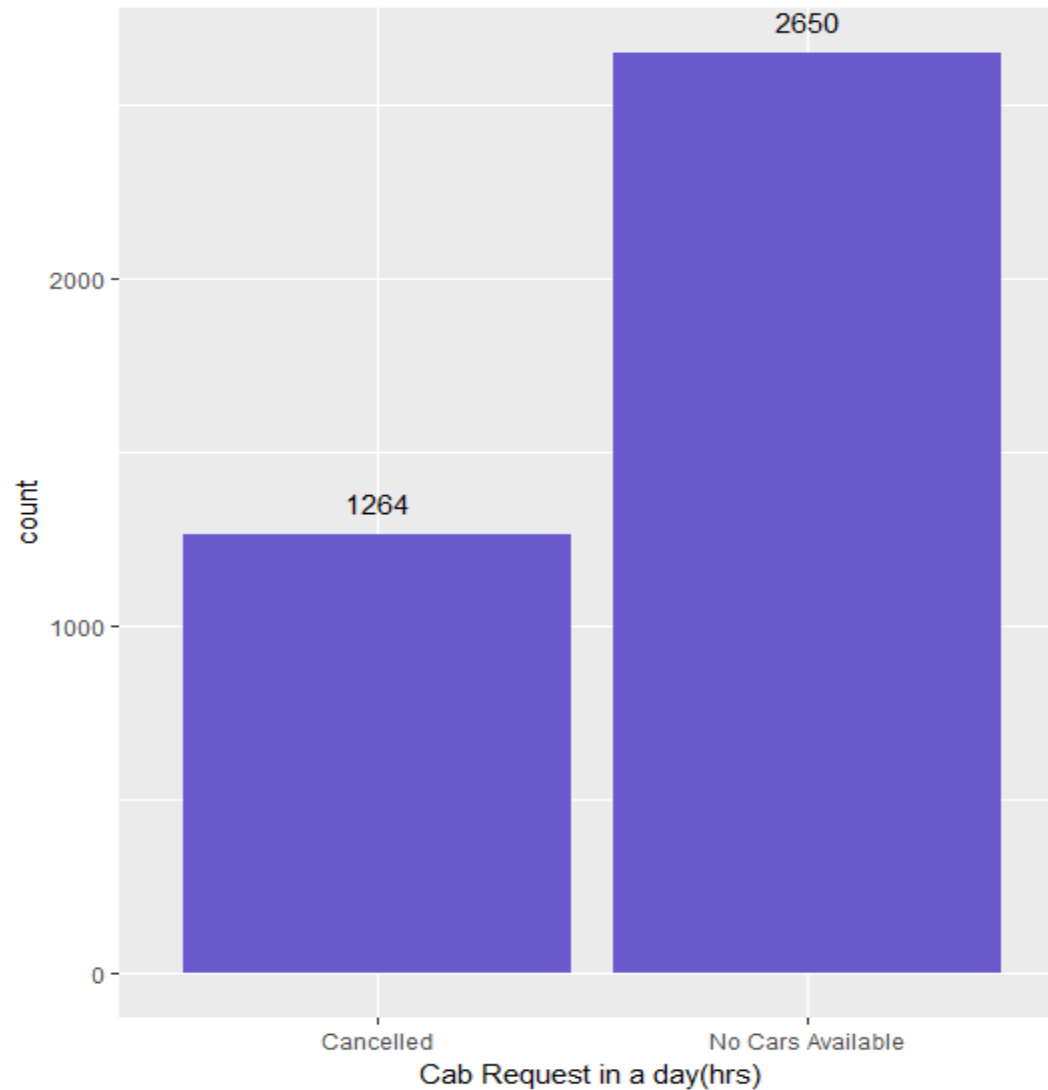
Uber was founded in 2009 as UberCab by Garrett Camp, the cofounder of StumbleUpon, and Travis Kalanick, who had sold his Red Swoosh startup for \$19 million in 2007. The founders invested \$200,000 in seed money upon conception in 2009.

Uber Technologies Inc. is an American private hire company headquartered in San Francisco, California, United States, operating in 633 cities worldwide. Uber drivers use their own cars although drivers can rent a car to drive with Uber.

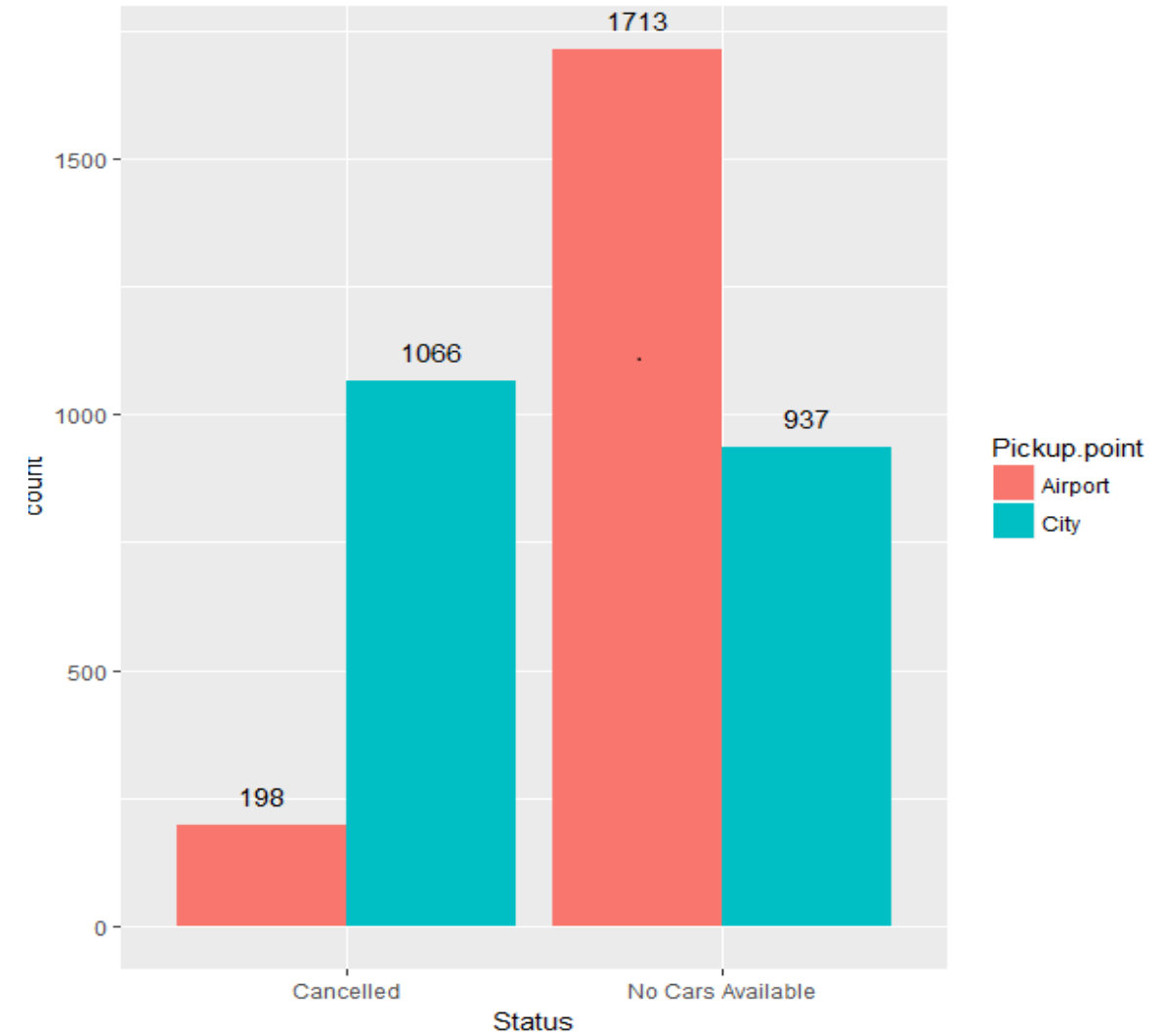
Approach

Data Provided	Data Quality Check	Data Exploration & Aim of study	Process	Expected Outcome	Recommendation
<ul style="list-style-type: none"> Data provided in CSV format by Upgrad 	<ul style="list-style-type: none"> Data Cleaning with help of R codes. 	<ul style="list-style-type: none"> Data was explored to find general trends through various plots and graphs The aim of analysis is to identify the root cause of the problem 	<ul style="list-style-type: none"> Univariate Analysis Bivariate Analysis Since regularly commute with uber hence done Qualitative Research too. Study demand and supply gap 	<ul style="list-style-type: none"> Present the root cause(s) and possible hypotheses of the problem(s) and recommend ways to improve them. 	<ul style="list-style-type: none"> Basis of outcome recommended solution

Frequency of Status for Cab Request

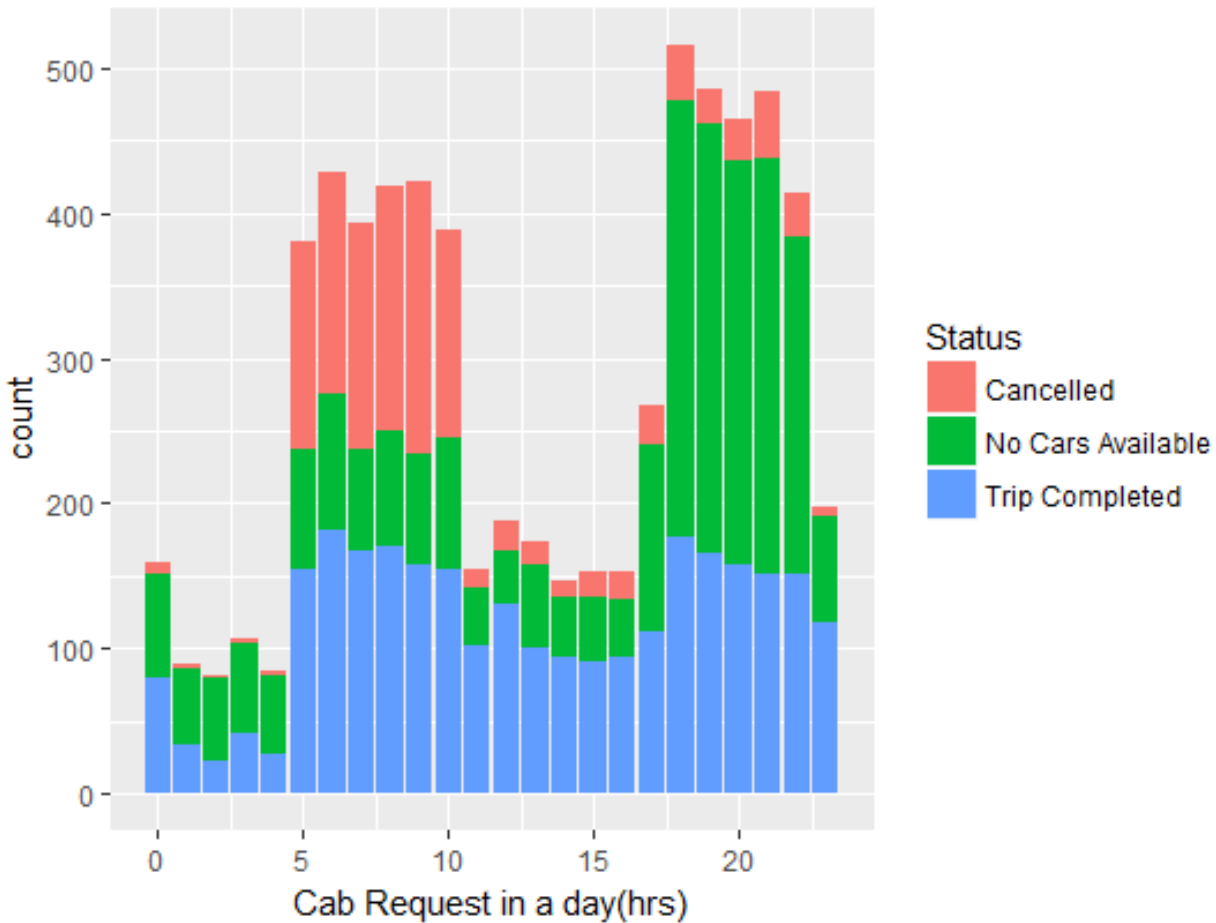


Frequency of Request



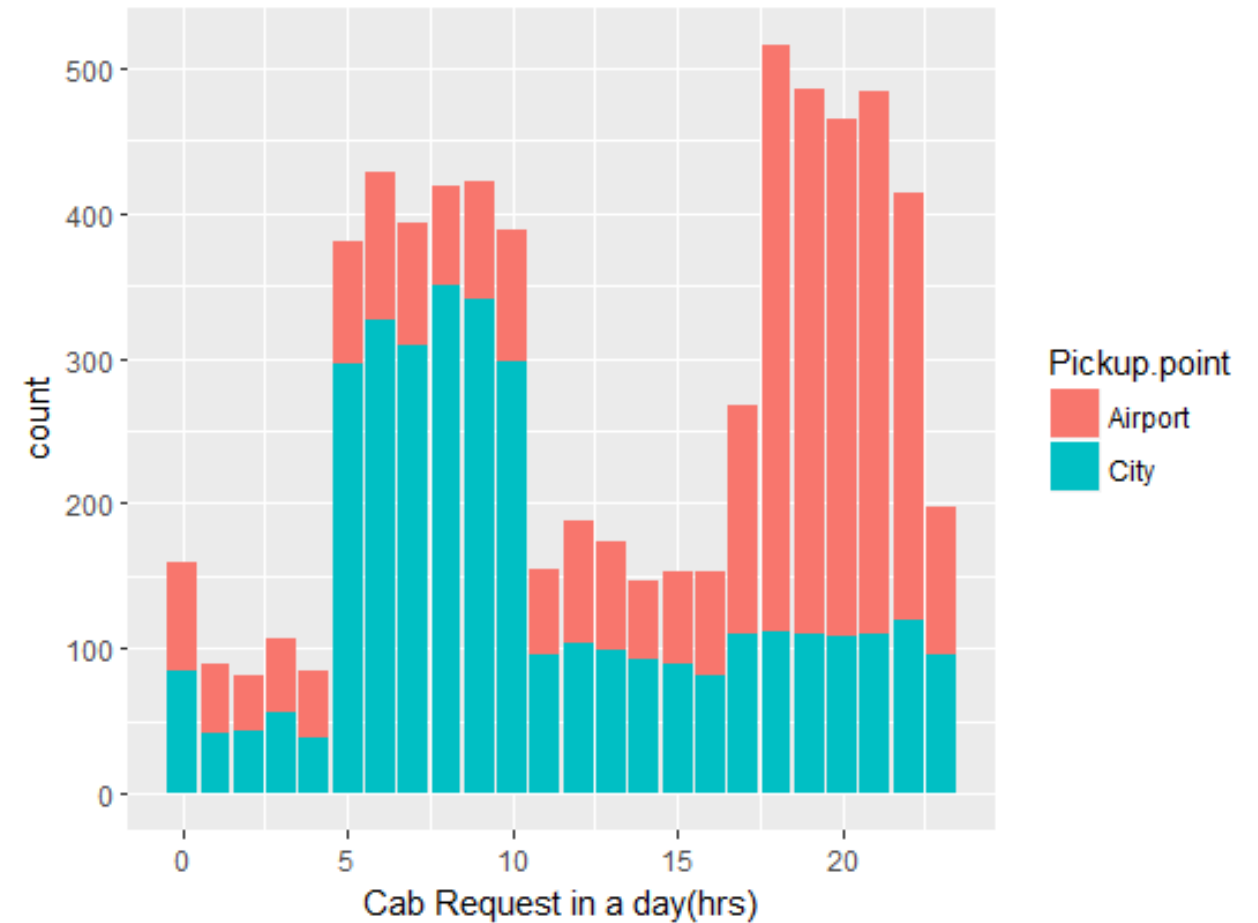
Cab Request Pattern during the day

Peak hours is between 5:00-10:00 IST & 18:00-22:00 IST High Cab Unavailability



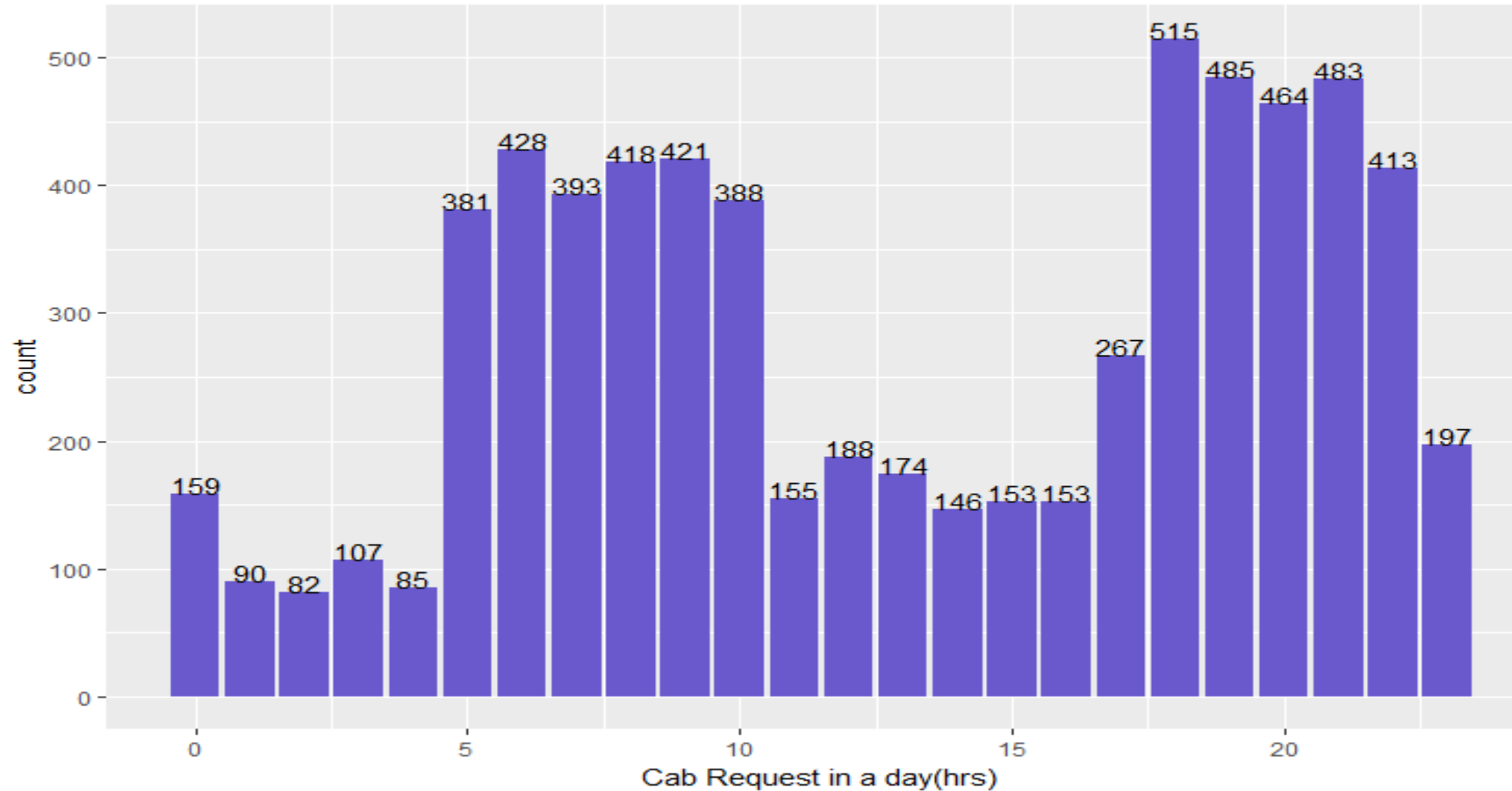
Cab Request Pattern during the day

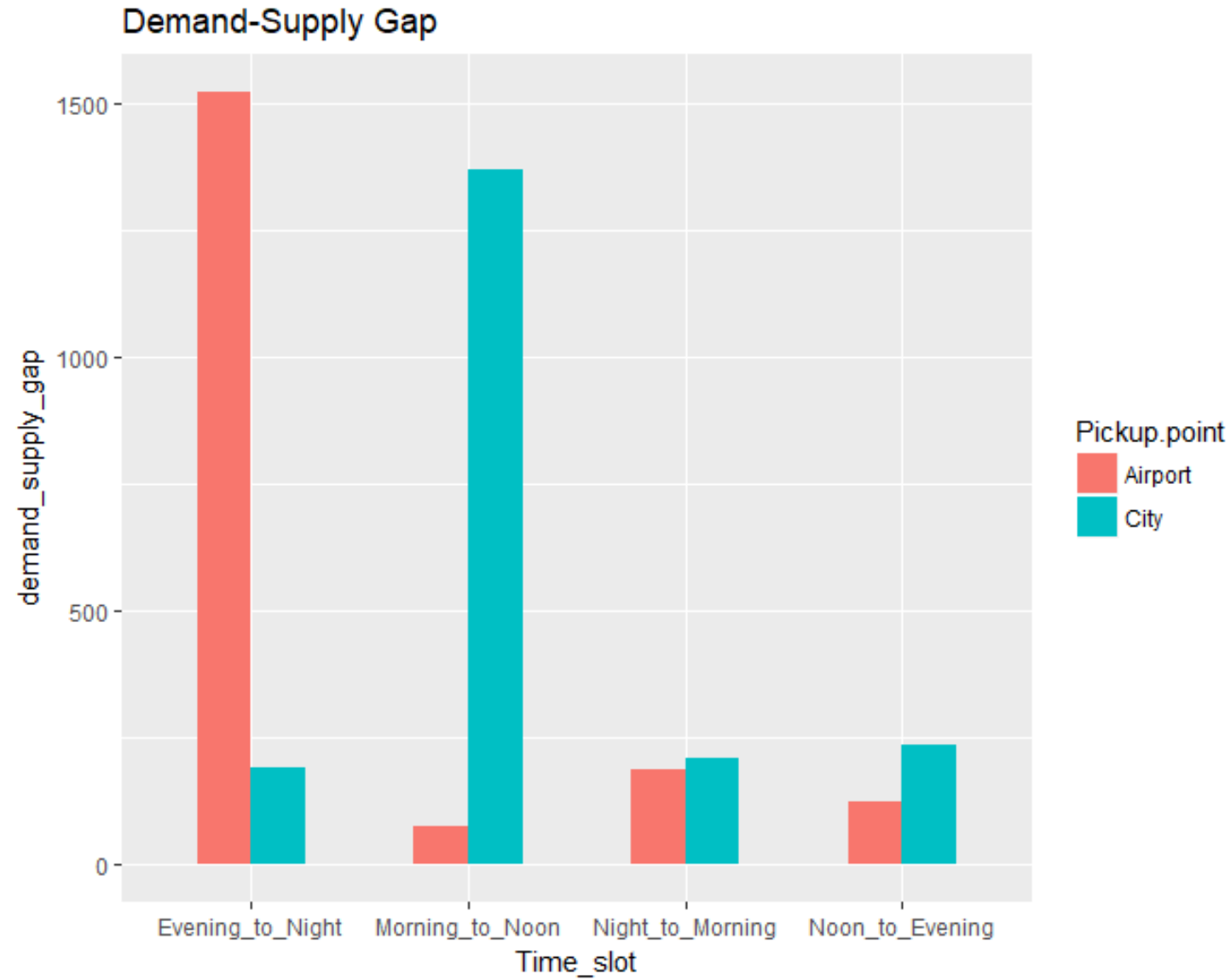
5:00-10:00 IST City to airport Request & 18:00-22:00 IST Airport to city Request



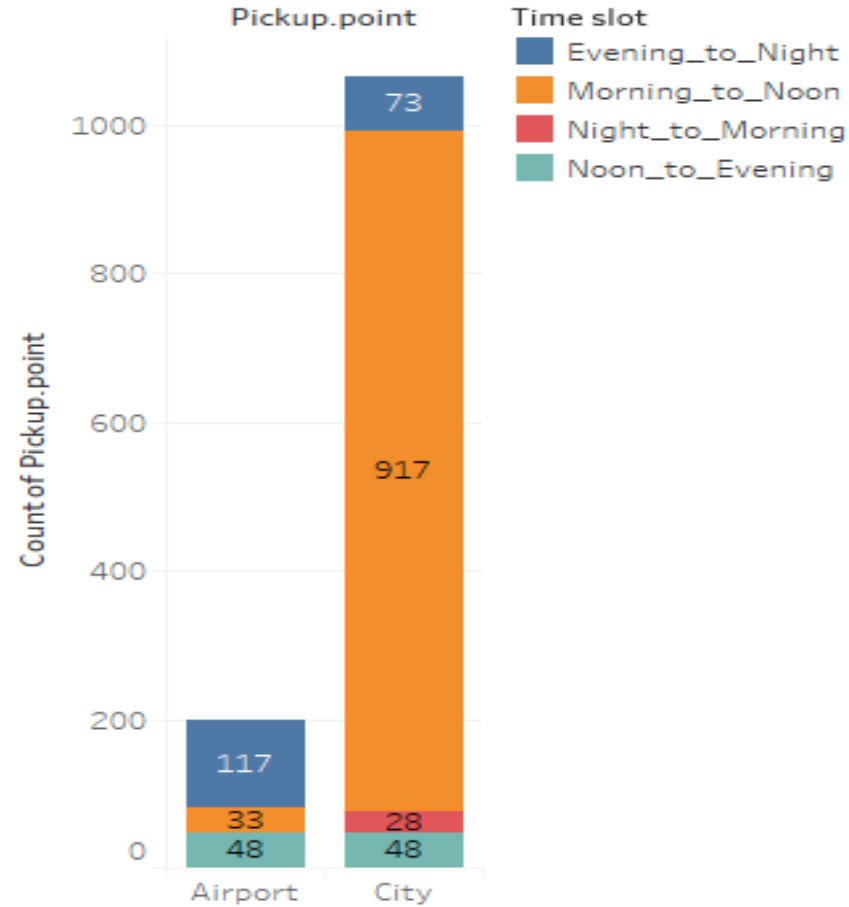
Cab Request Pattern during the day(hrs)

Peak hours is between 5-10 & 18-22





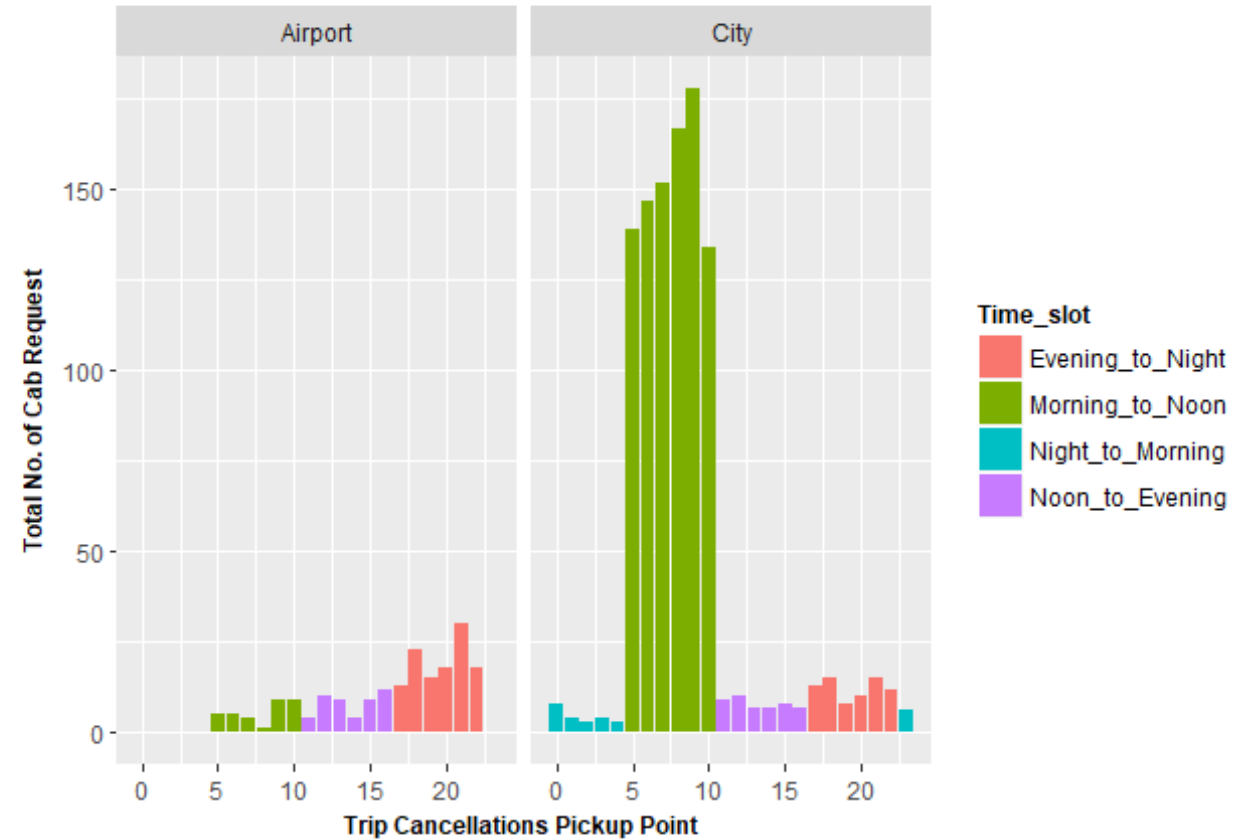
Trip Cancellation during the Day from Pickup point



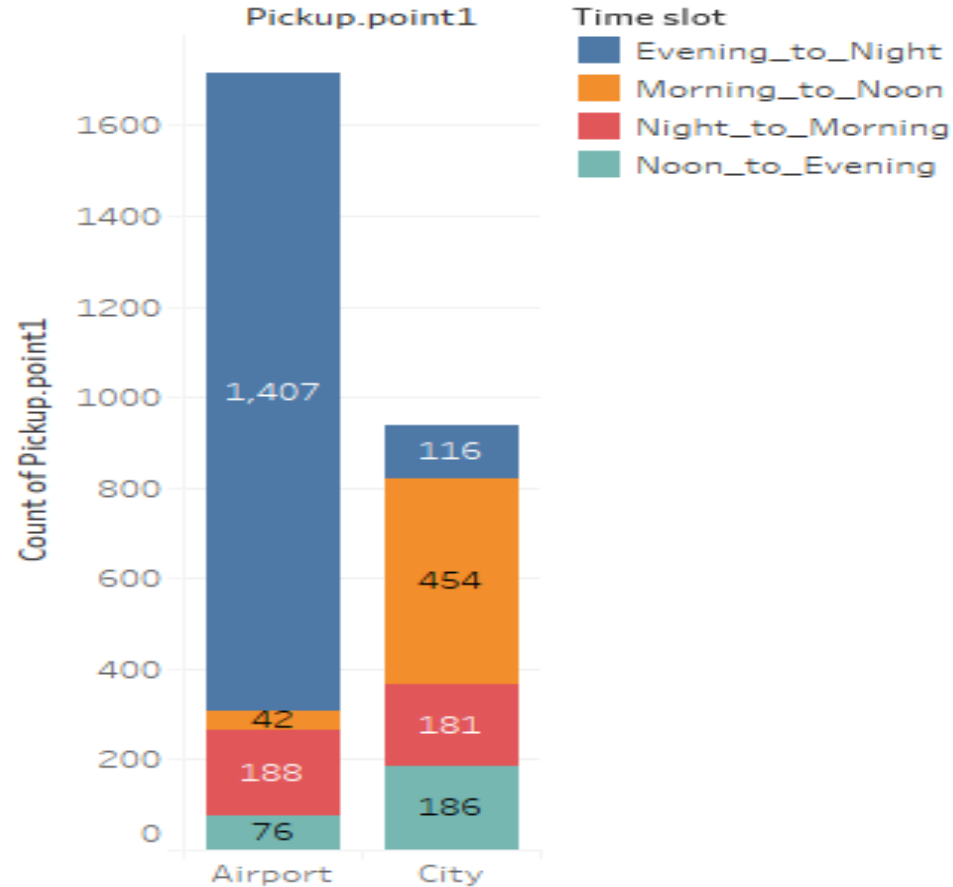
Count of Pickup.point for each Pickup.point. Color shows details about Time slot.

Trip Cancellation during the Day from Pickup point

Inference: Trip Cancellations are high from city during peak morning hours (5-10AM)



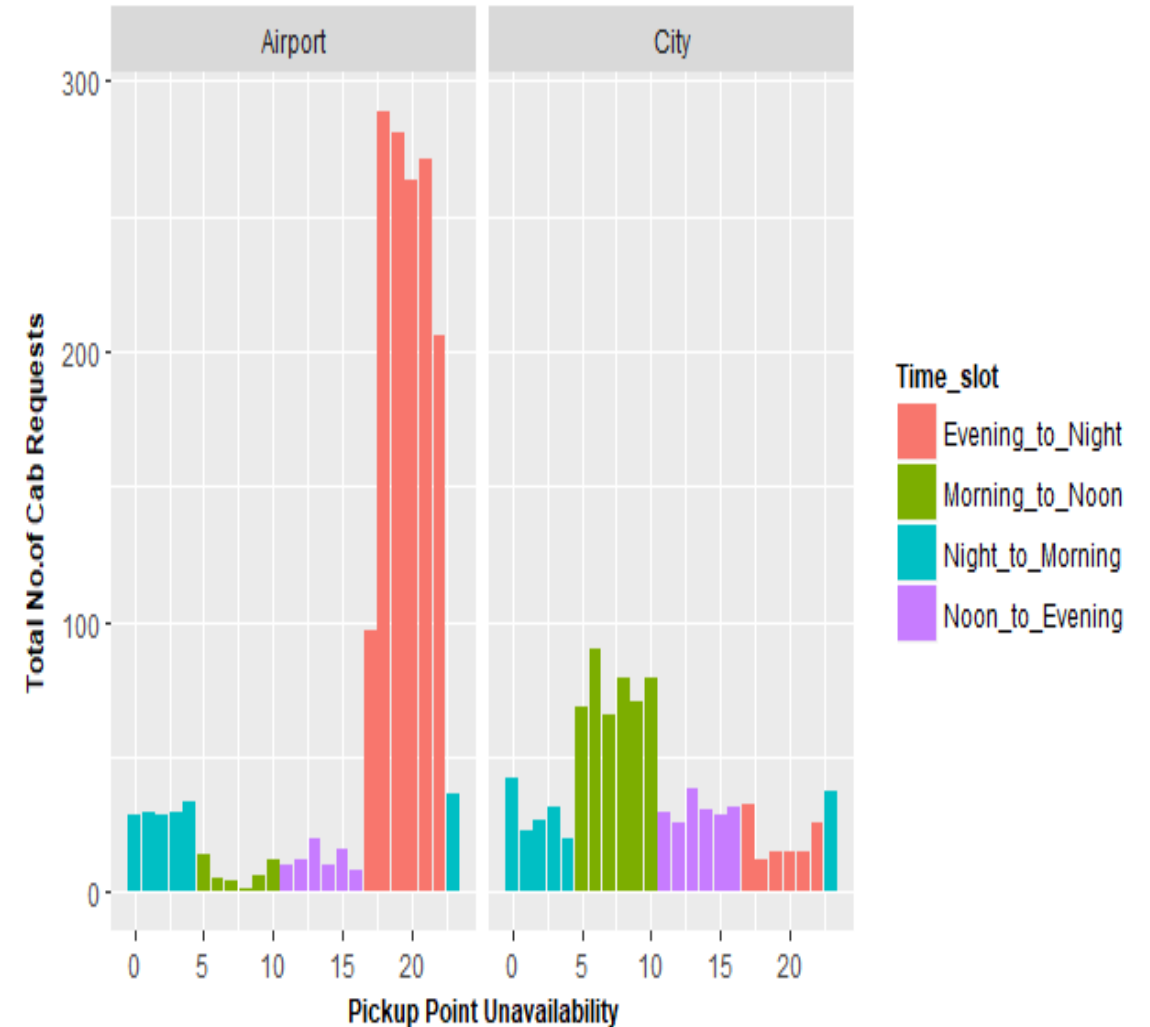
Trip Unavailable during the Day from Pickup point



Count of Pickup.point1 for each Pickup.point1. Color shows details about Time slot.

Cab unavaialble during various days To/from City/Airport

Inference: Cab Unavailability persists through all days in peak evening hours from Airport



Conclusion

Extremely High Cancellation in Morning Slot for City PickUp are clear Root Cause for over all High Cancellations & Loss of Buisness.

Extremely High Demand in Evening Slot for AirportPickUp are clear Root Cause for over all High Unavaibility& Loss of Buisness.