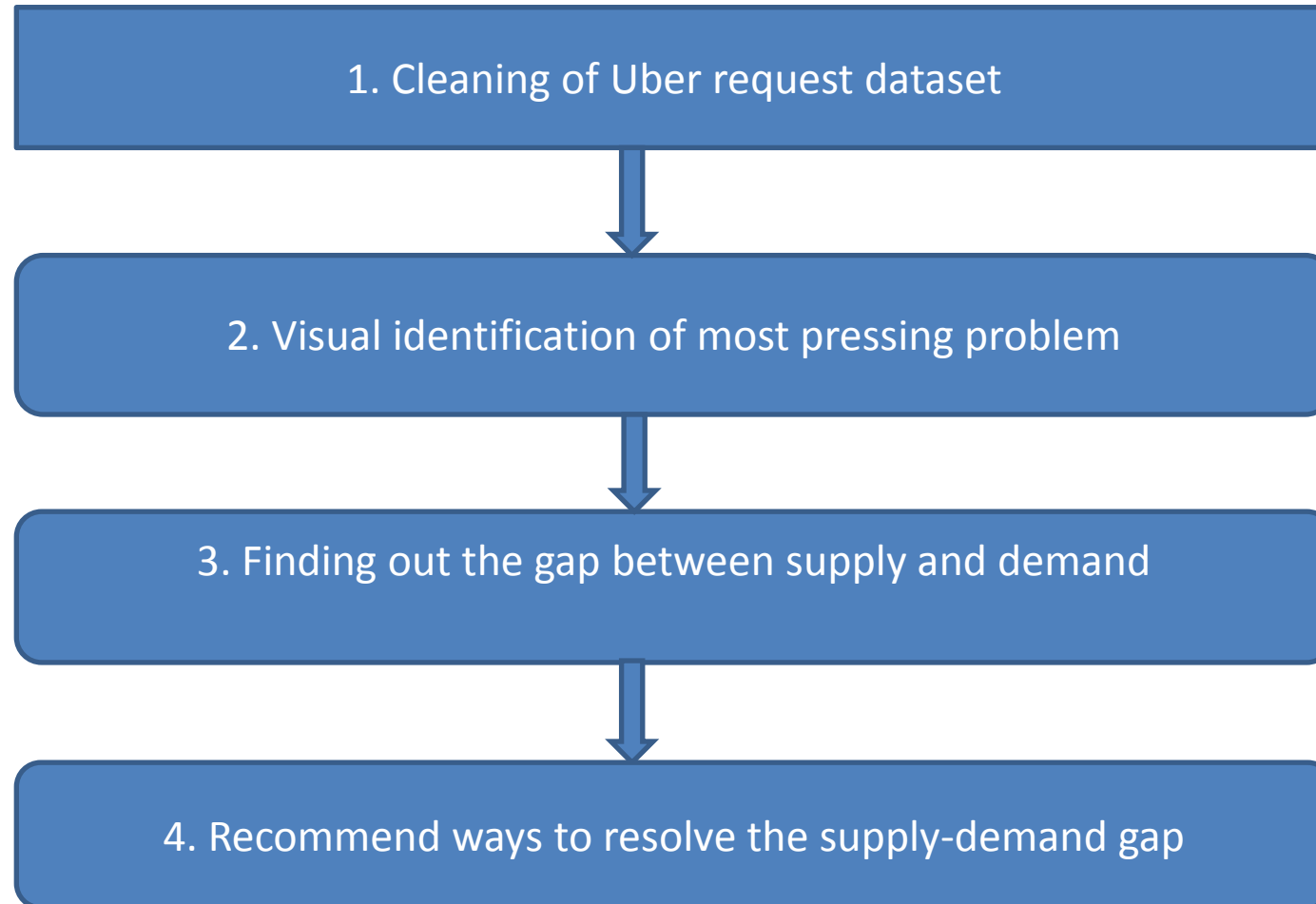# Uber Supply-Demand Gap

SUBMISSION

Presented By:

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Abstract
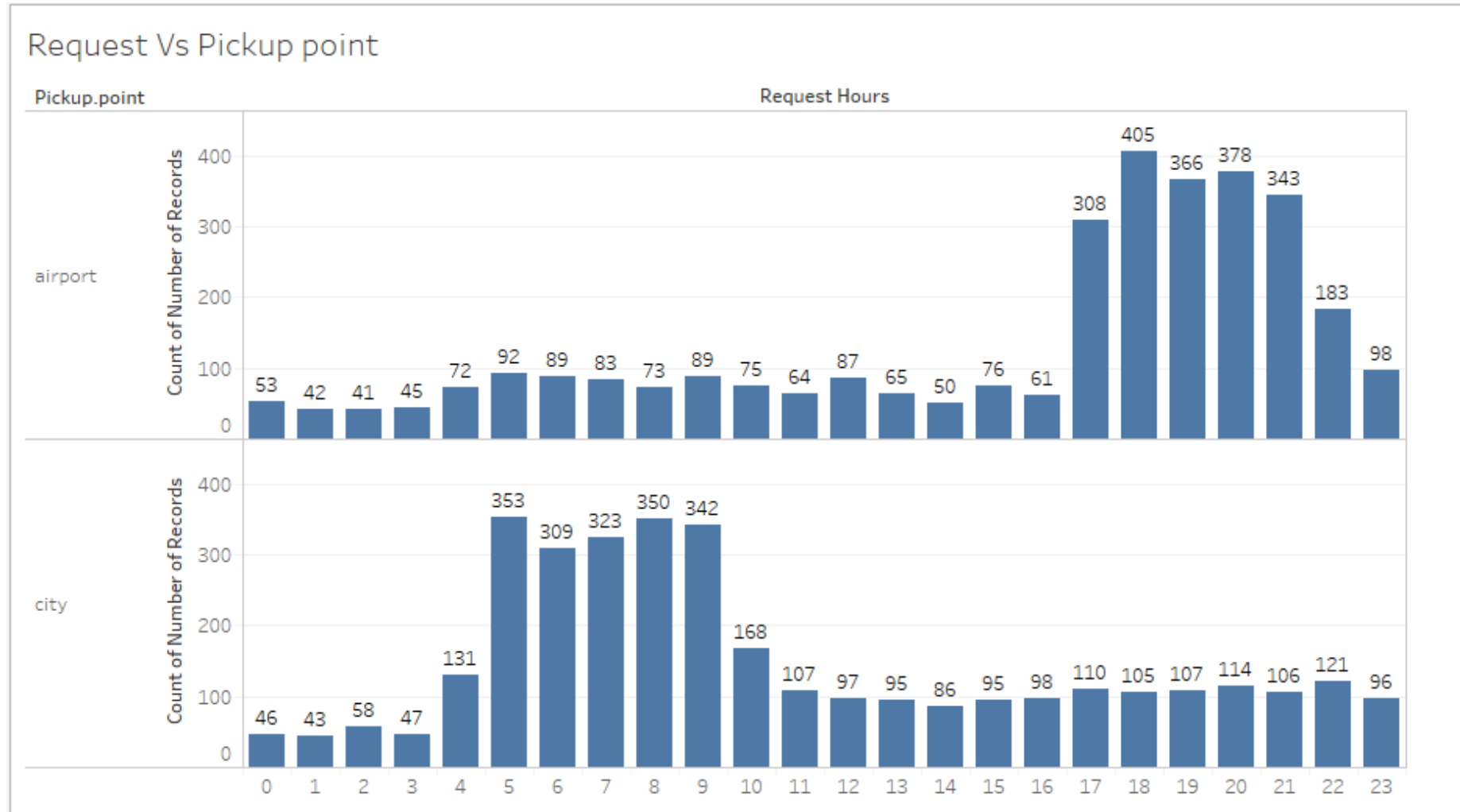
Business Objective:

Identify the root cause of cancellation and non-availability of cars, possible hypotheses of the problems and recommend ways to improve the situation.
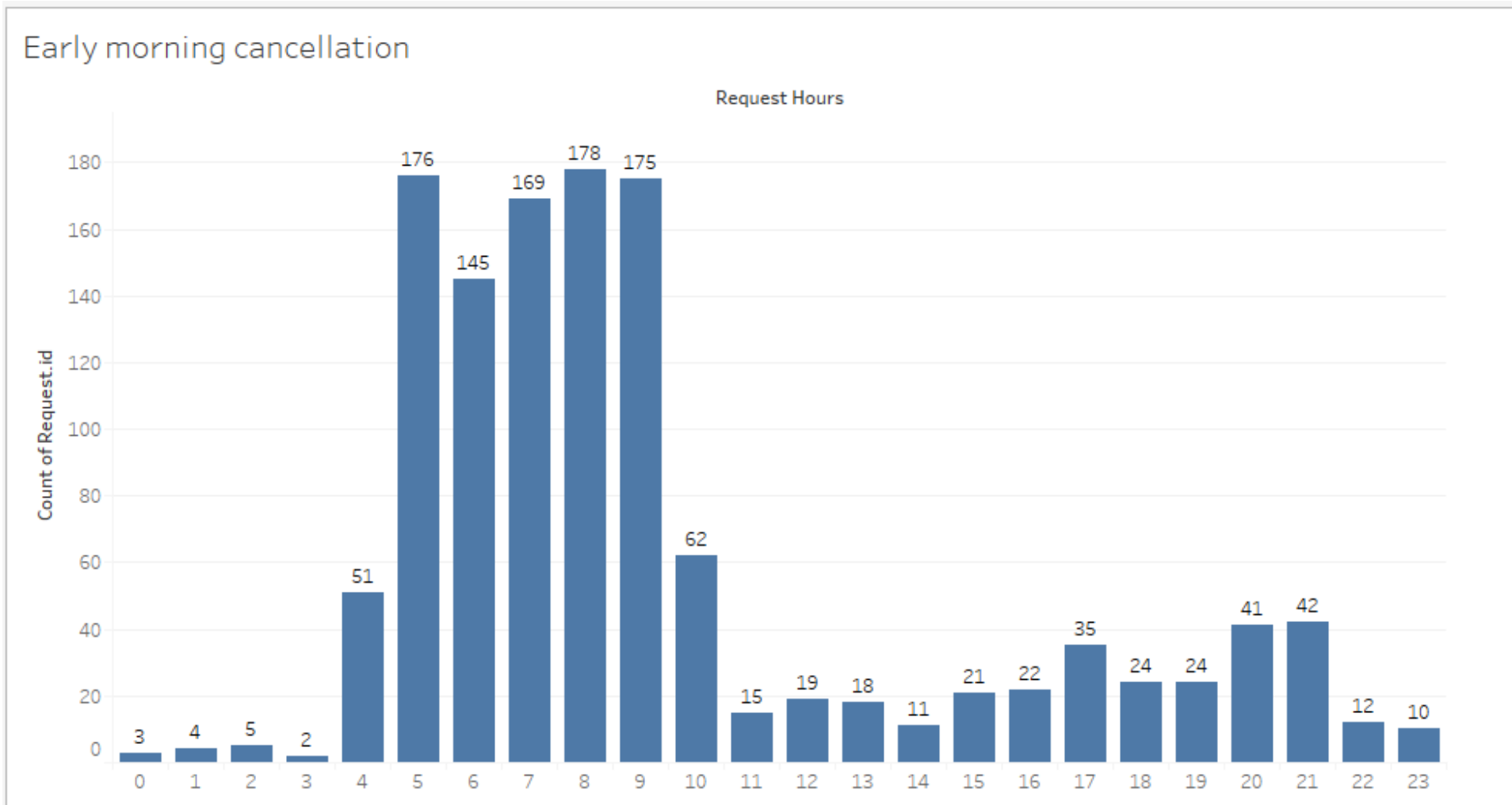
Problem solving methodology

1. Cleaning of Uber request dataset

2. Visual identification of most pressing problem

3. Finding out the gap between supply and demand

4. Recommend ways to resolve the supply-demand gap

Problems Identification

Problem 1: Number of request from city is very high during early morning timeslots and number of request from airport is very high during late evening timeslot.
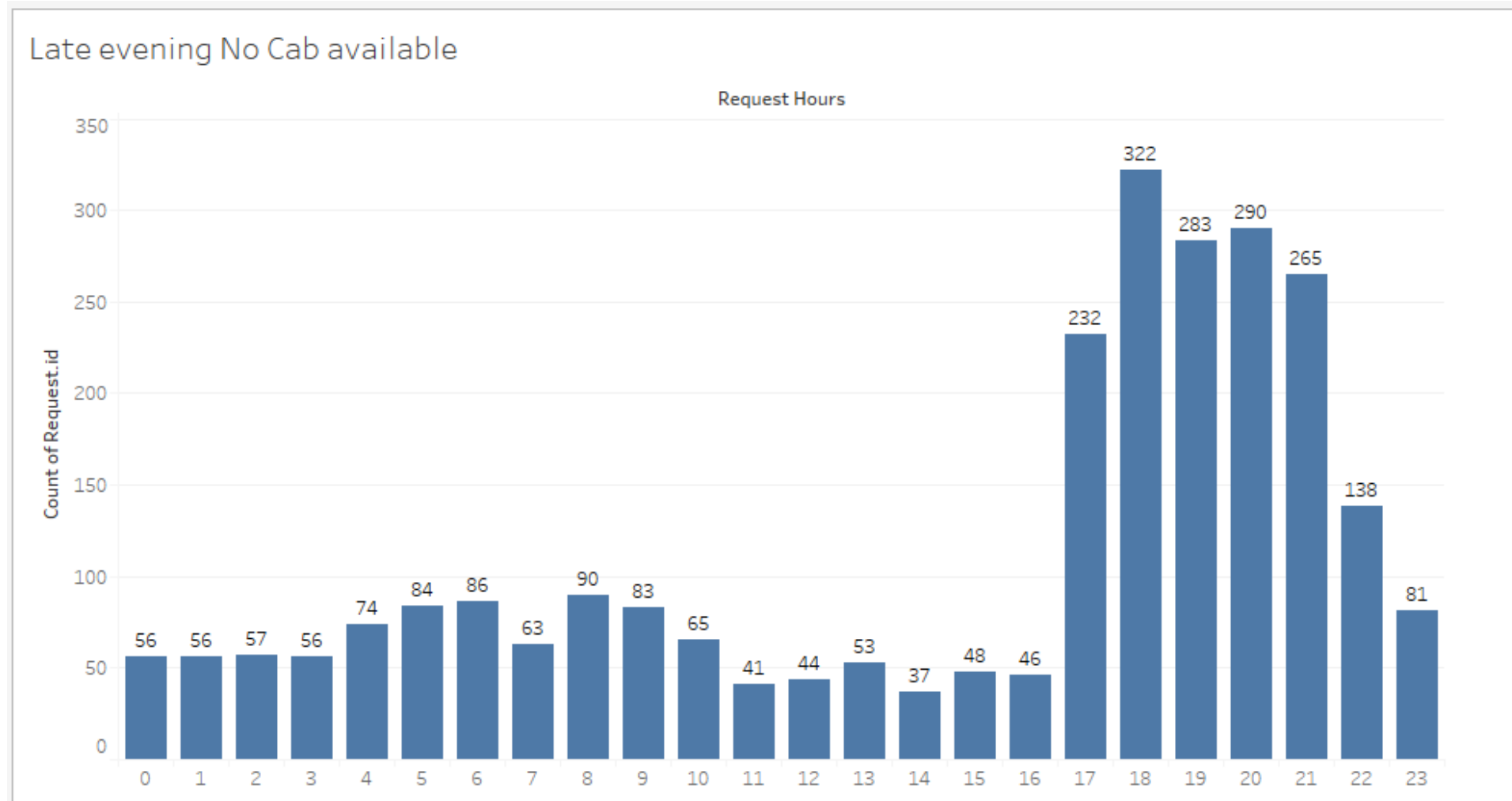
Problems Identification

Problem 2: Number of request which is getting cancelled is very high between the time slots of 5am to 9am.

Problems Identification

Problem 3: Number of request when there is no cab available is very high during late evening timeslot of 5pm to 9 pm.

Results

Analysis of gap between supply and demand in late evening (5PM to 9PM) timeslot

Analysis of gap between supply and demand in early morning (5AM to 9AM) timeslot

Parameter	value
Total not available car request	1392
Not available car request from airport	1321
Not available car request from city	71
Percentage of not available car request from airport	94.90 %
Percentage of not available car request from city	05.10 %

Parameter	Value
Total cancelled car request	843
Cancelled car request from airport	23
Cancelled car request from city	820
Percentage of cancelled car request from airport	2.73 %
Percentage of cancelled car request from city	97.27 %

Possible reason for this supply demand gap

➢ At the airport, outgoing flights are less and incoming flights are more during late evening. That's why cab requests from airport to city is higher in evening.

➢ At the airport, outgoing flights are more and incoming flights are less during early morning. That is why, cab request from city to airport is higher in morning.

Recommendation to Uber

➢ Increase fare of the early morning cab request from city and late evening cab request from airport.

➢ Reduce the amount charged from cab driver for early morning cab request from city and late evening cab request from airport.

➢ Provide discount for the early morning cab request from airport and late evening cab request from city