Uber Supply-Demand Gap Problem

- **Presented By Bhaswati Paul**

3.What do you think is the reason for this issue for the supply-demand gap?

- Let us explain demands & supply.
- Demands are Uber Cab booking request & supply is given the services with in certain time frame.
- Problem Area: Most of the cases Uber is unable to fulfil the demands request.
- It is either cancelled or Cars not available.
- Impacts:
    1. These types of services highly impacted Uber over all business.
    2. Loosing the overall revenues
    3. Loosing faith of the customers.

GAP Analysis

- GAP=Total Demands-Total Supply
- From the data given for the said problem, it is observed that with in certain time slots(Evening time) is mostly suffered for ‘non availability’ of cabs.
- Attached bar graph visualised the over all pictures.

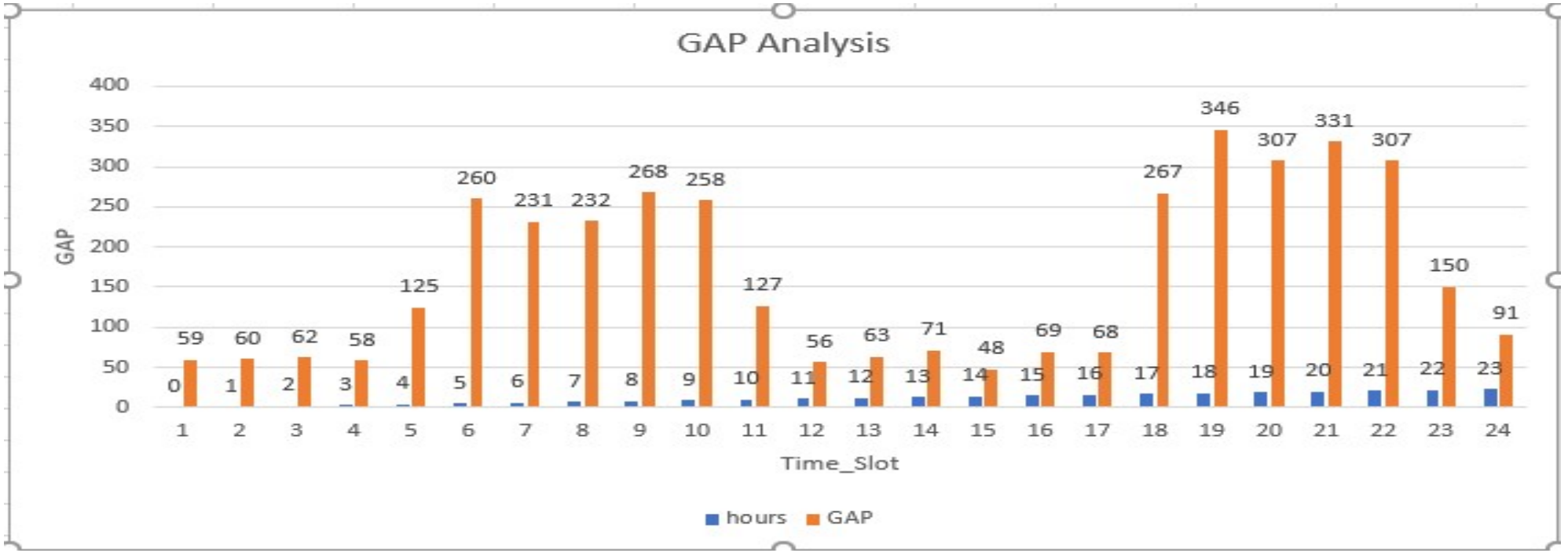
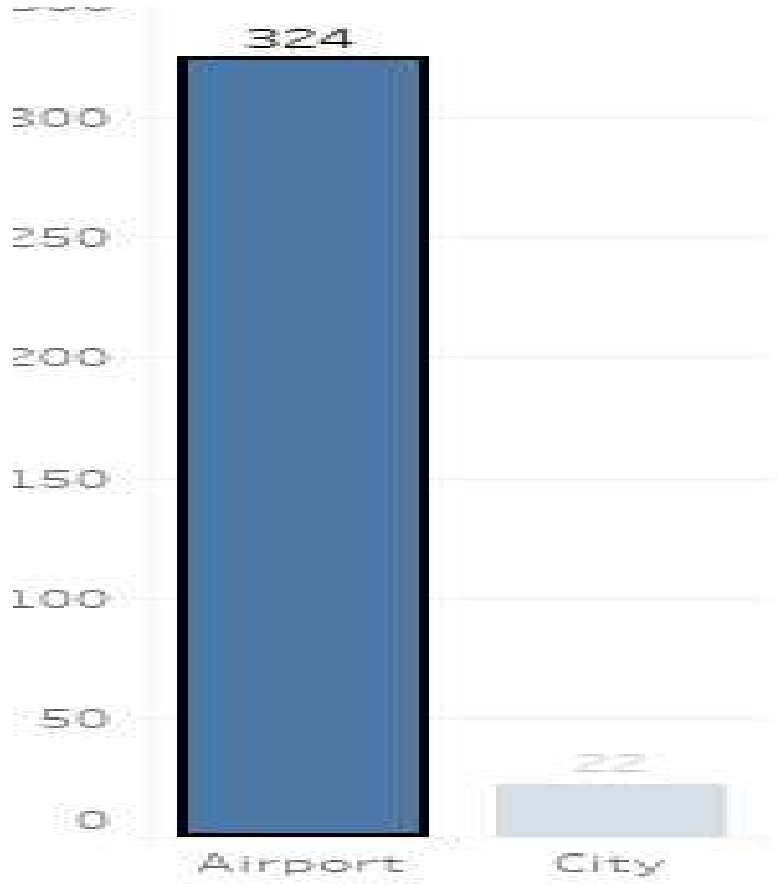


Table Data

Pickup_point	hoursCancelled	hoursNo Cars Available	hoursTrip Completed	Total	GAP
Airport	15	309	81	405	324
City	9	13	83	105	22

Data showing gap mainly impacted airport-> city trip. Where most of the cases car not available & out of 405 requests trip completed only 81 requests.


324
300
250
200
150
100
50
0
22
Airport
City

4.Recommendations:

Demands are high but supplies are less.

Some recommendations:

- Increases no. of cabs. To mitigate the problem.
- Initiate lucrative perks to the cab suppliers.
- Cab drives should be proactive to provide the services to the customers.
- Some time city traffics may causes less supply of cabs.
- Cab route should be optimised to avoid traffics prone areas.
- By using GPRS device.
- Share cabs reduce some sort of problem.
- Increases no of share cabs.