UBER CASE STUDY

SUBMISSION

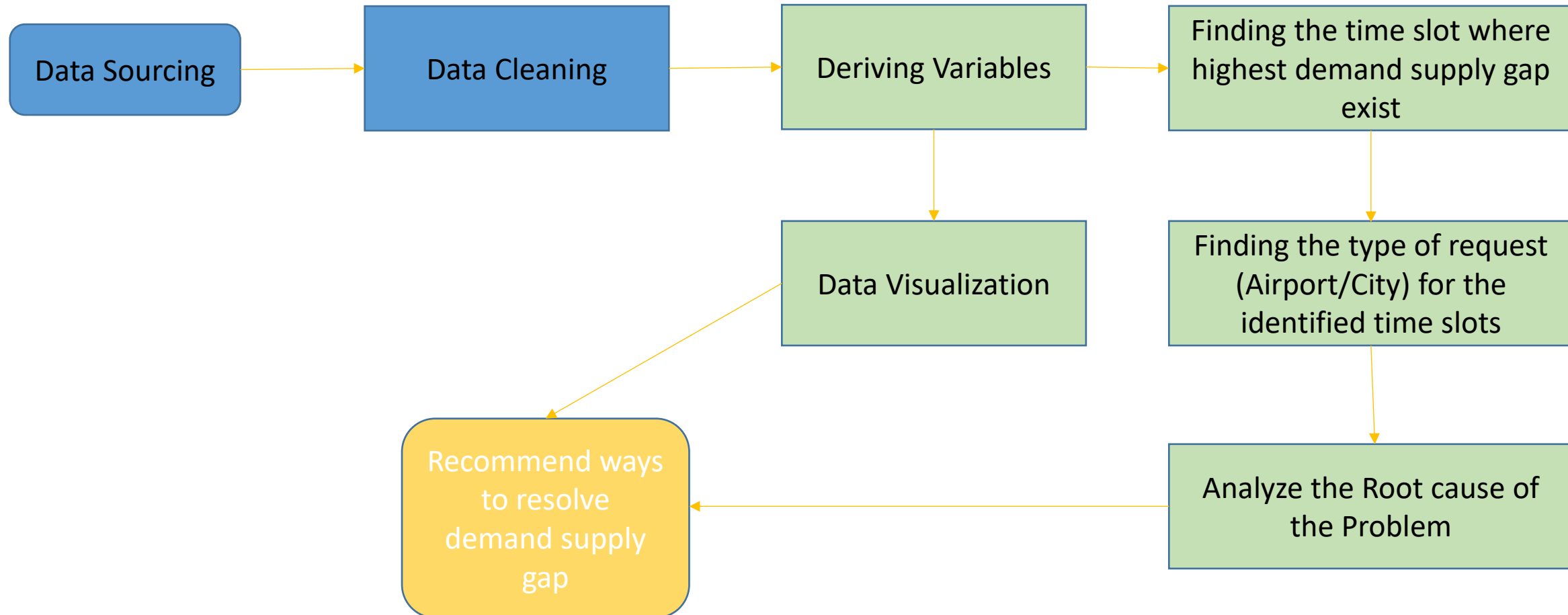By : Beltur Rangarajan Navneet

Business Objective and Goal

❑Business Objective :

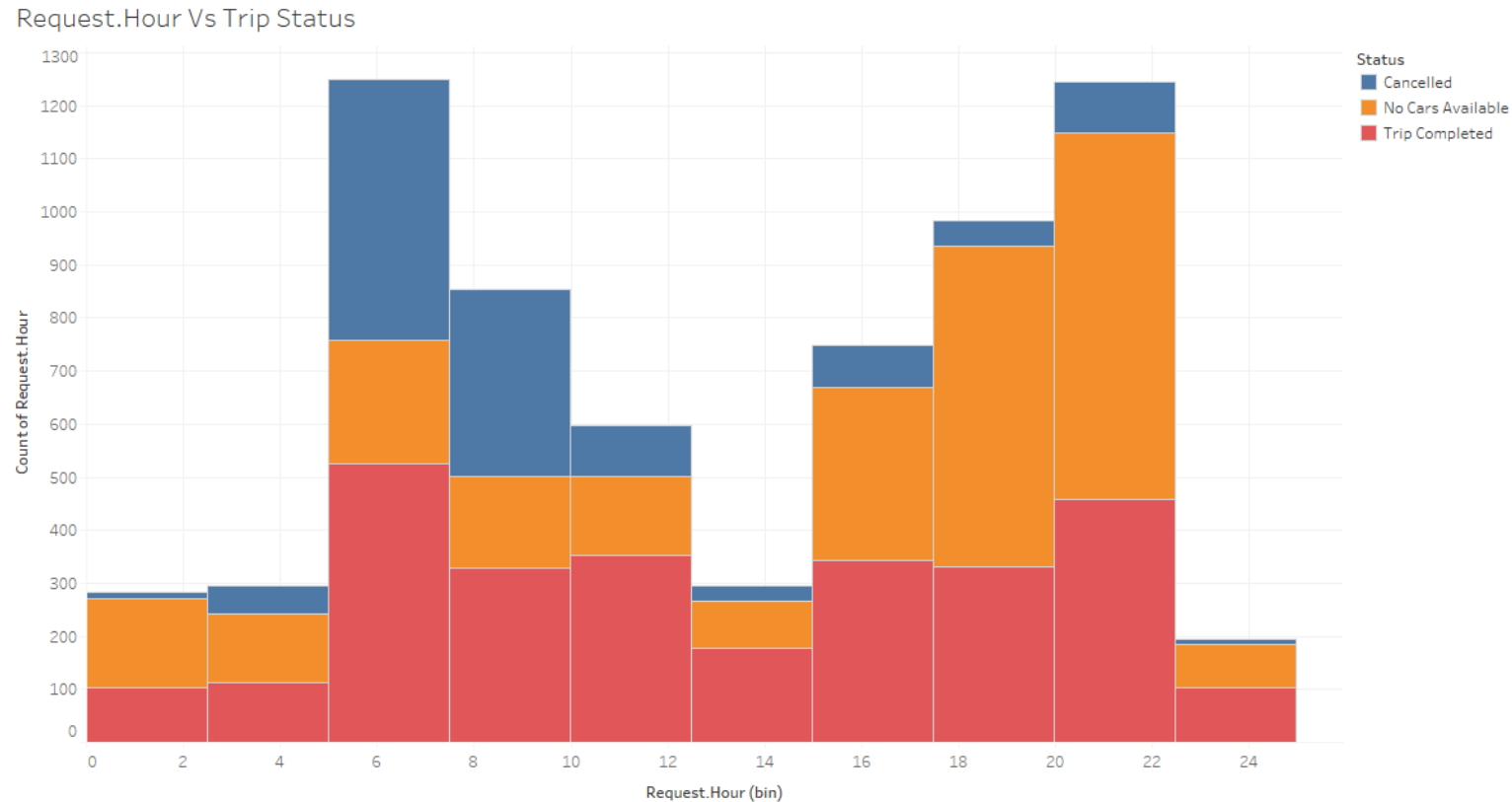➢ To Identify the Root Cause of the problem which is the gap in demand supply leading to loss of potential revenue.

❑Data Analysis Goals :

➢ Identify The time slots where the highest demand Supply Gap exists

➢ Identify the type of trip (Airport-City or City-Airport) which is suffering with the highest demand supply Gap.

➢ Recommend ways to improve the situation.

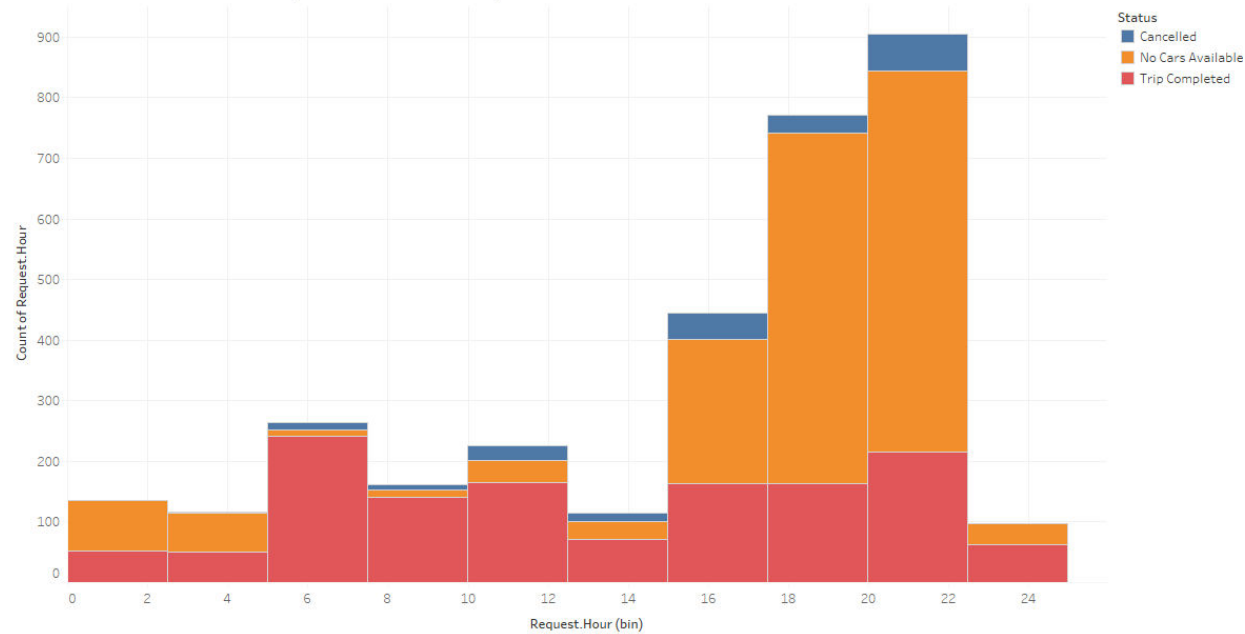# Problem solving methodology – Flow Chart

Time Slot Analysis
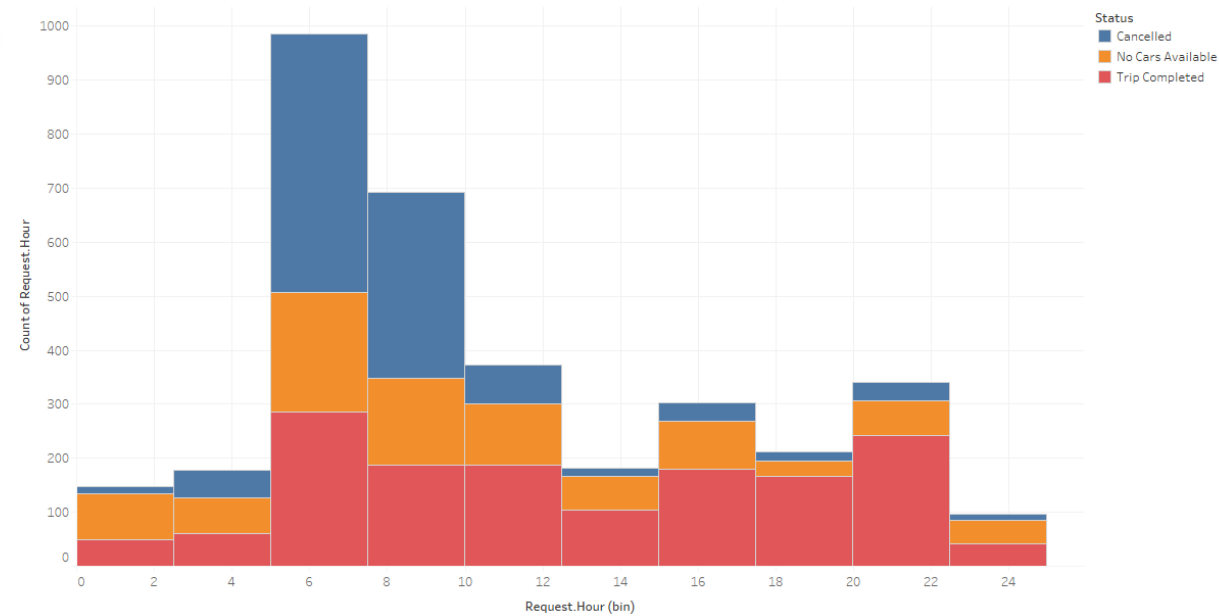

Request.Hour Vs Trip Status

- *Around 18:00 to 22:00 no. of trips completed are very less compared to Cancellation and unavailability of cars*
- *No. of Unavailable cars are highest during that time.*

Types of requests (city-airport or airport-city) Analysis

Request.Hour Vs Trip Status(Pickup from Airport)
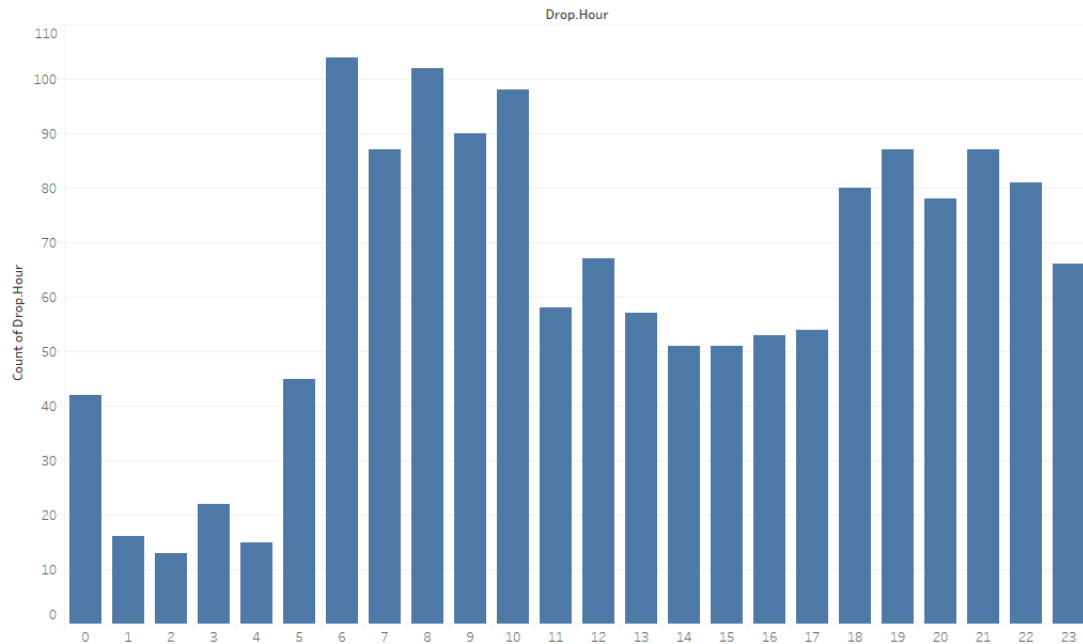
Request.Hour Vs Trip Status(Pickup from City)

- *Around 18:00 to 22:00 Demand of Pickup from Airport is Huge*
- *No. of Unavailable Cars are highest at 18:00 to 19:00 Hours*
- *No. of Unavailable cars are highest during that time from Airport*

Root Cause Analysis

- **Problem Statement**:

  Huge Gap in Demand Supply at 18:00 hrs. to 19:00 hrs. from Airport to City due to unavailability of Cars

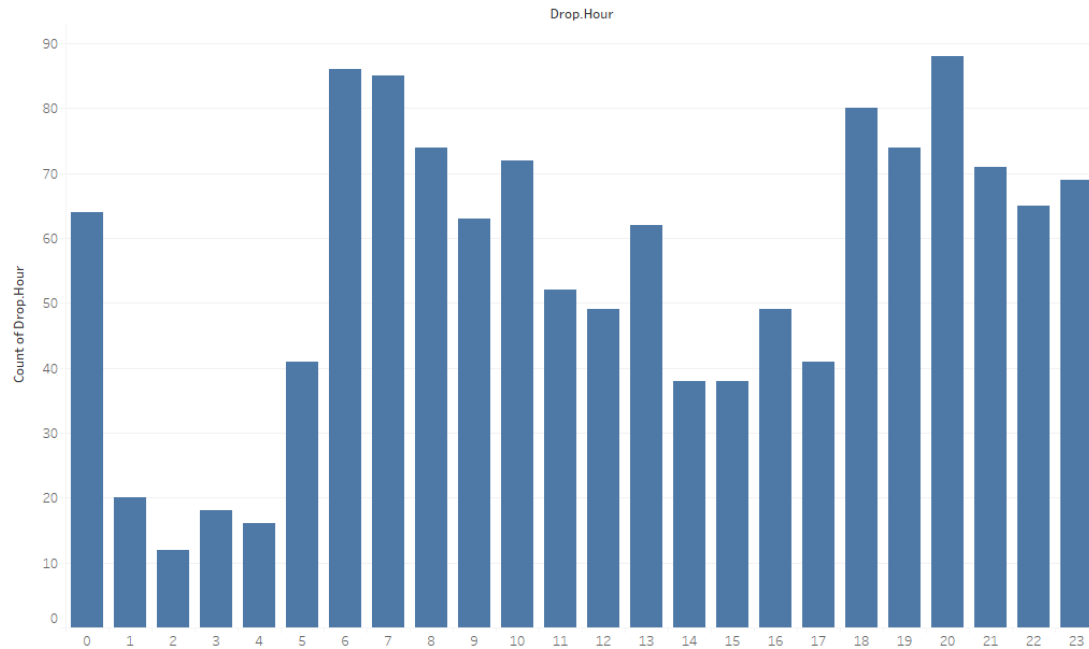Drop.Hour Vs No. of Drops to Airport

Drop.Hour

- No. of cars going to Airport before 18:00 are way less than the demand
- No. of drops to airport is maximum at around 06:00 to 11:00 hrs.
- Between 11:00 to 18:00 hrs , no. of pickup is less.
- Huge waiting time for many drivers.

Root Cause Analysis contd …

- **Problem Statement**:

    Huge Gap in Demand Supply at 18:00 hrs. to 19:00 hrs. from Airport to City due to unavailability of Cars

Drop.Hour Vs No. of Drops to City

- Average travel time between City to Airport is 52 min.
- No. of Pickup from city in the evening is less.
- Cabs going to city from Airport generally does not come back in the evening

Analysis Conclusion

- Huge Gap between Number of Cars available and Demand of cars at the Airport from 18:00 to 22:00 Hrs.

Recommendations

❑ Airport Shared Shuttles :- for people who won't mind to pool the cab to go to common locations.

❑ Allow User to Pre-schedule Cabs , this would help the drivers to know their schedule and avoid wait time.

❑ Scope for Predictive analysis of the flights take off and landing schedule.