

# UBER CASE STUDY

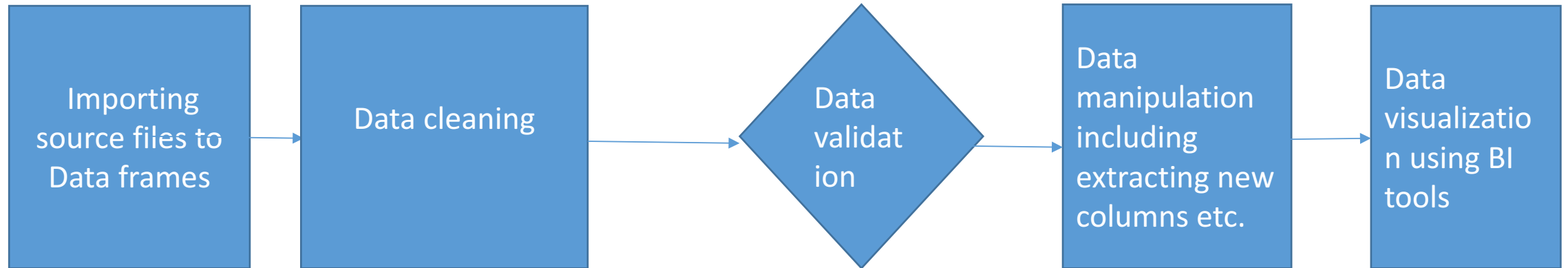
## SUBMISSION

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# Uber Supply-Demand Gap -Abstract

- This presentation provides an insight on problems faced by Uber for driver cancellation and non-availability of cars leading to loss of potential revenue. The analysis is structured based on three main pillars:
- ♦ Types of requests (city to airport / airport to city) analysis – We have analyzed the most problematic types of requests (city to airport / airport to city) and have identified what best suits our requirement.
- ♦ Time slots (mornings, evenings ) analysis- We have analyzed the problems faced by Uber in different time slots (early mornings, late evenings etc.) using plots.
- The analysis has been made considering our constraints of to and fro movement from City to Airport. I have cleaned and extracted given data based on the requirements and presented our findings through interactive graphs to help make data driven and efficient decisions.
- The subsequent slides detail out our methodology.

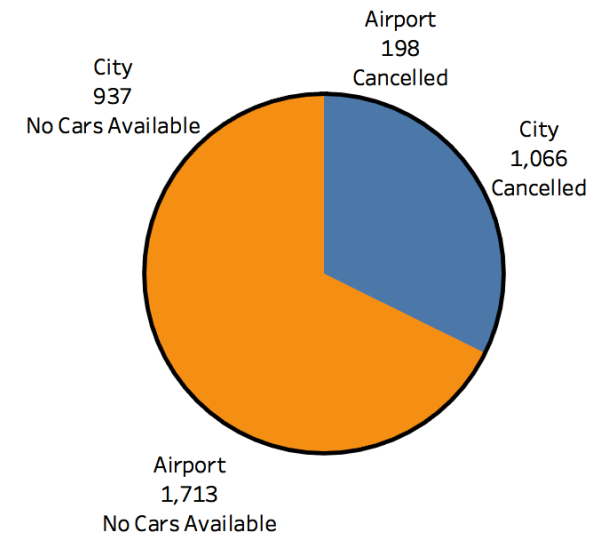
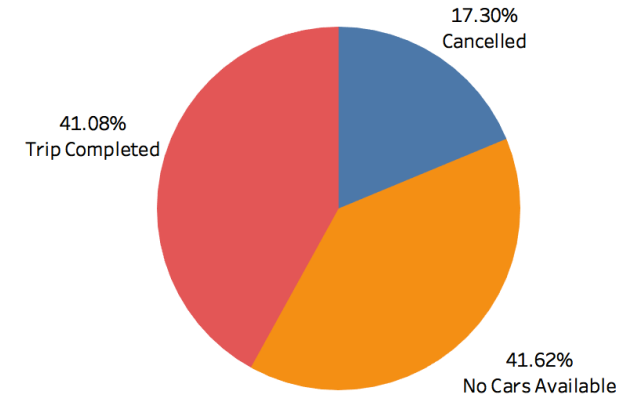
# Problem solving methodology



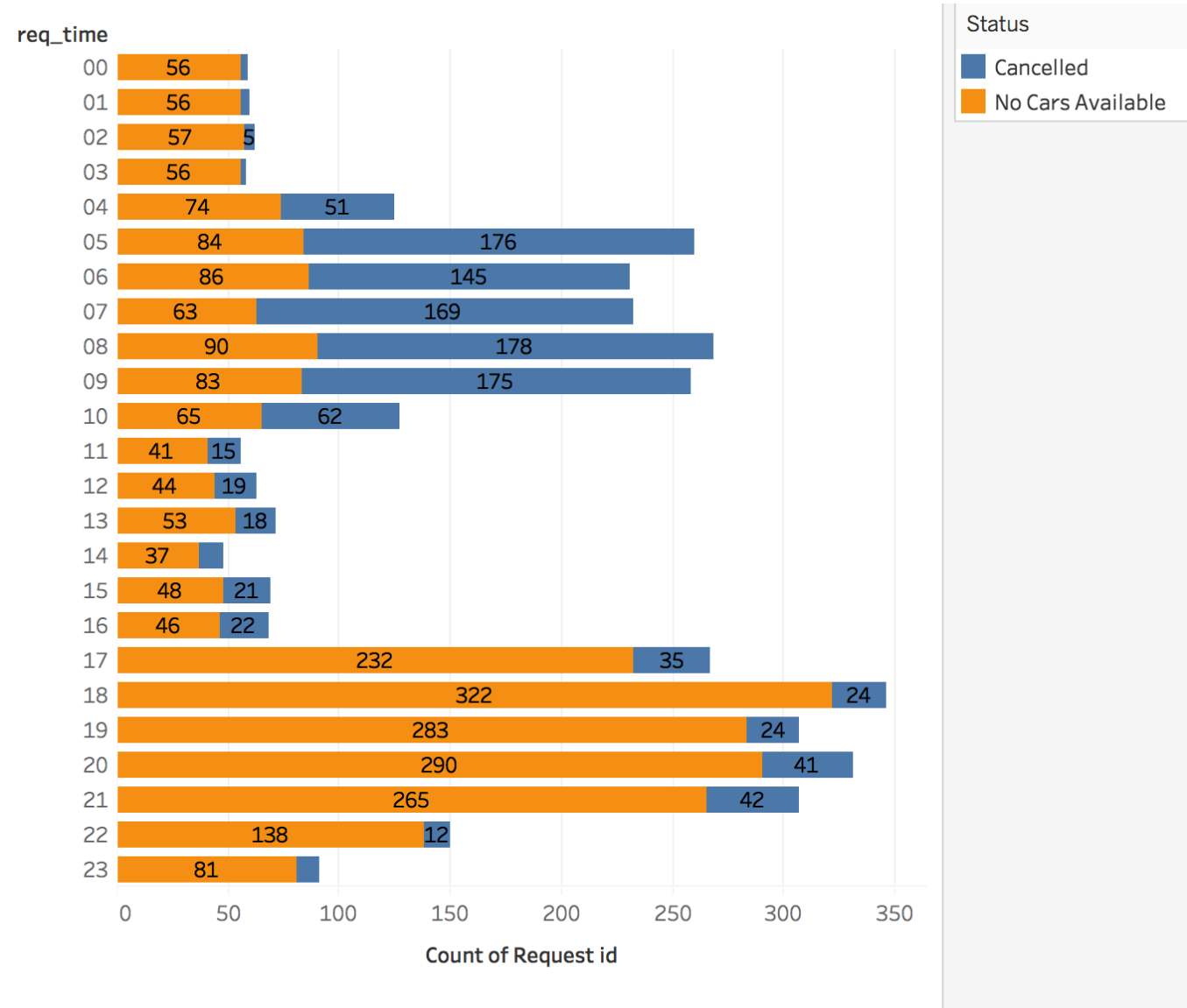
# Investment type analysis

We have Analysed that what is the percentage of Uber requests get cancelled or show 'no cars available' while commuting from city to airport / airport to city.

1. We could analyse with the graph shown that maximum number of requests ( 41.62%) are not fulfilled due to unavailability of cars.
  2. We are able to see that 17.30% of requests are getting cancelled due to some reason and Uber is loosing revenue due to it.
  3. We could analyze here that the number of cancelled requests are more from City (1066) than Airport(198) While problems faced due to No Cars Available is more in Airport(1713) than City(937)
- => So we are able to visualize that Drivers does not want to go to Airport from City.

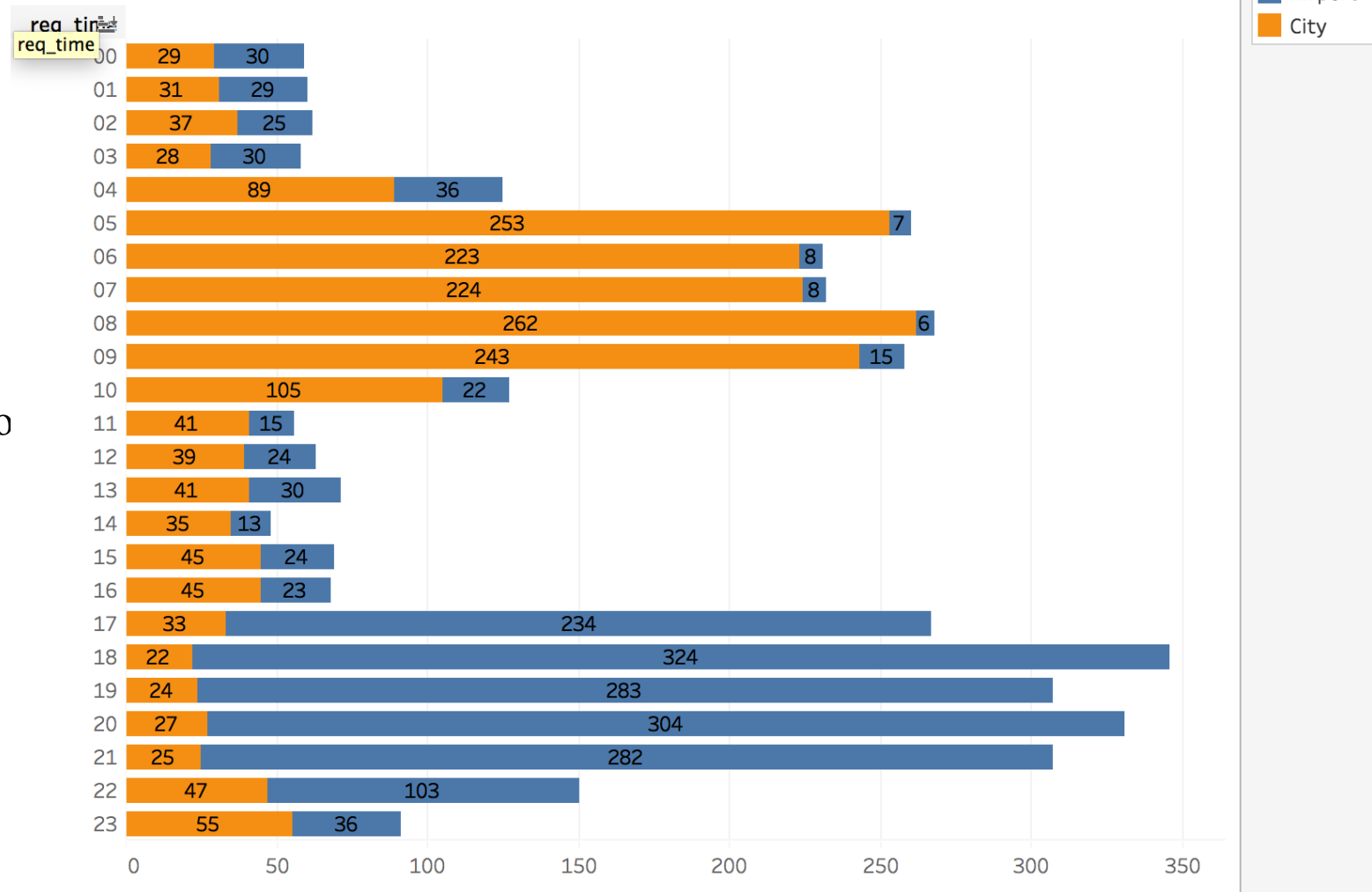


We could analyse that from 5am to 9am and 17pm to 22pm maximum number of requests got cancelled or Cars were not available.



## <Results>

1. We are able to see that more number of requests are getting cancelled from City in time between 5am to 9am
2. We are able to see that maximum number of requests are getting cancelled from airport in time between 17pm to 21 pm



# Conclusions

In the early Morning there is more number of requests are coming from city for Airport. Due to less number of requests from airport in the morning Drivers has to wait for the next ride.

In the evening there is more number of requests coming from Airport to City but less number of cars are available.