

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Uber Supply and Demand Case Study Analysis

Key Insights and Potential Solutions

Key Insights

- **No Cars Available:** Peak during the **Evening (4 PM to 8 PM)**, especially from **Airport to City**.
- **Cancellations:** Highest during **Early Morning (4 AM to 8 AM)**, particularly for **City-to-Airport** trips.
- **Driver Behavior:** Drivers avoid **morning trips** due to long wait times for return trips, leading to cancellations.

Demand and Supply Imbalance

- **City to Airport (4 AM - 8 AM):** High demand, low supply, leading to cancellations.
- **Airport to City (4 PM - 8 PM):** High demand, low supply, resulting in "No Cars Available."

Potential Solutions

- **Incentivize Morning Trips:** Bonuses for **City-to-Airport** trips during the morning.
- **Incentivize Evening Trips:** Incentives for **Airport-to-City** pickups in the evening.
- **Gas Cost Compensation:** For drivers returning without passengers, reducing their financial burden.

Marketing and Additional Strategies

- **Marketing Campaigns:** Promote rides during low-demand periods.
- **Dynamic Pricing:** Adjust prices to balance demand and supply.
- **Driver and Customer Feedback:** Incorporate insights for more tailored strategies.

Conclusion

- Recap the major insights and solutions.
- Emphasize the importance of aligning supply with demand.
- Invite questions from the audience.