

UBER Case Study

Strategy and Business Objectives

Business Objective

- Analyse the demand supply gap for Uber for route from Airport to City and vice versa to effectively take measures to address the issue

Strategy

- Multivariate Analysis to be done on different segments (Route , Status , Time) to come up with a detailed result

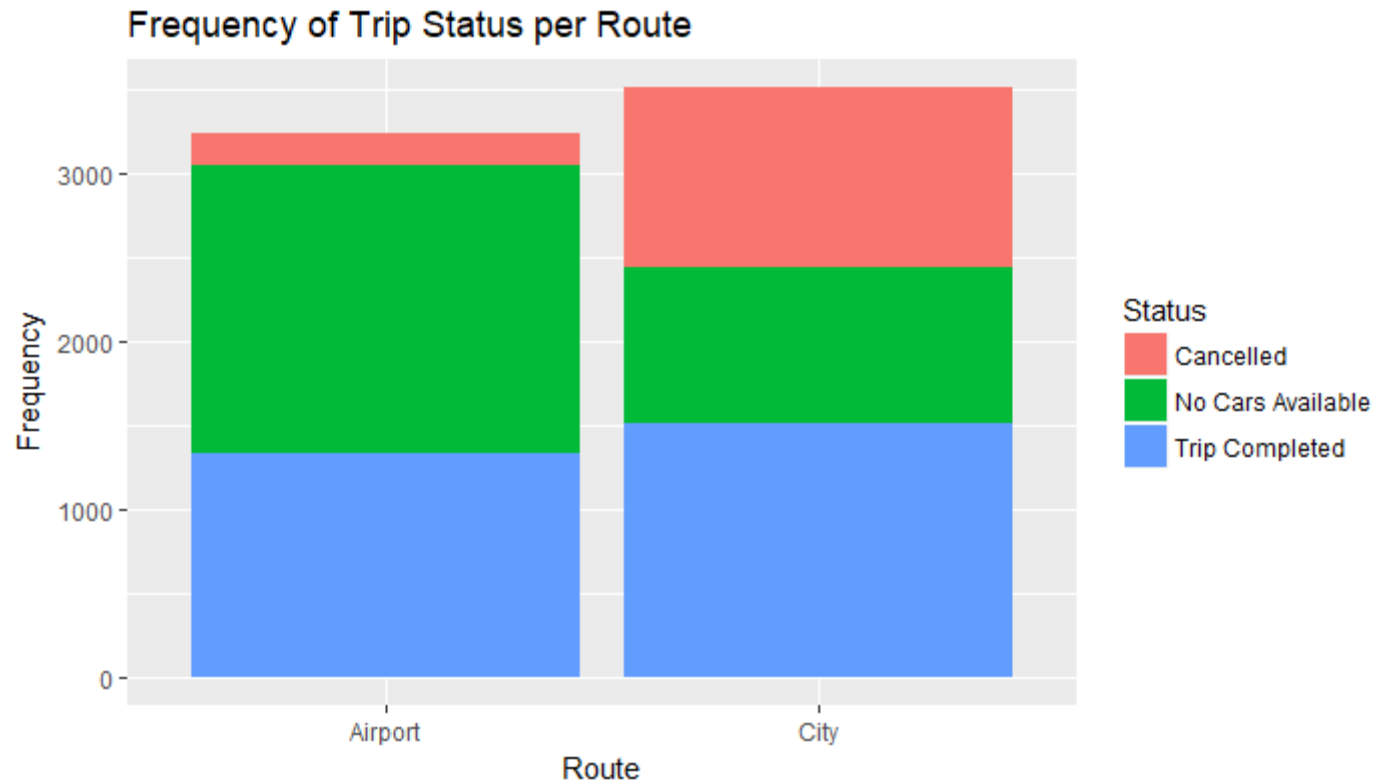
Assumptions

- Analysis is done by dividing day hours into 3 slots – Morning (before 10) , Afternoon(10-14) and Evening(14-24)
- Trend followed is similar throughout the year
- Drivers who have got 15 or more request are frequent drivers to that Route

Data - Trips requested between 11-15 July 2016 for Airport , City

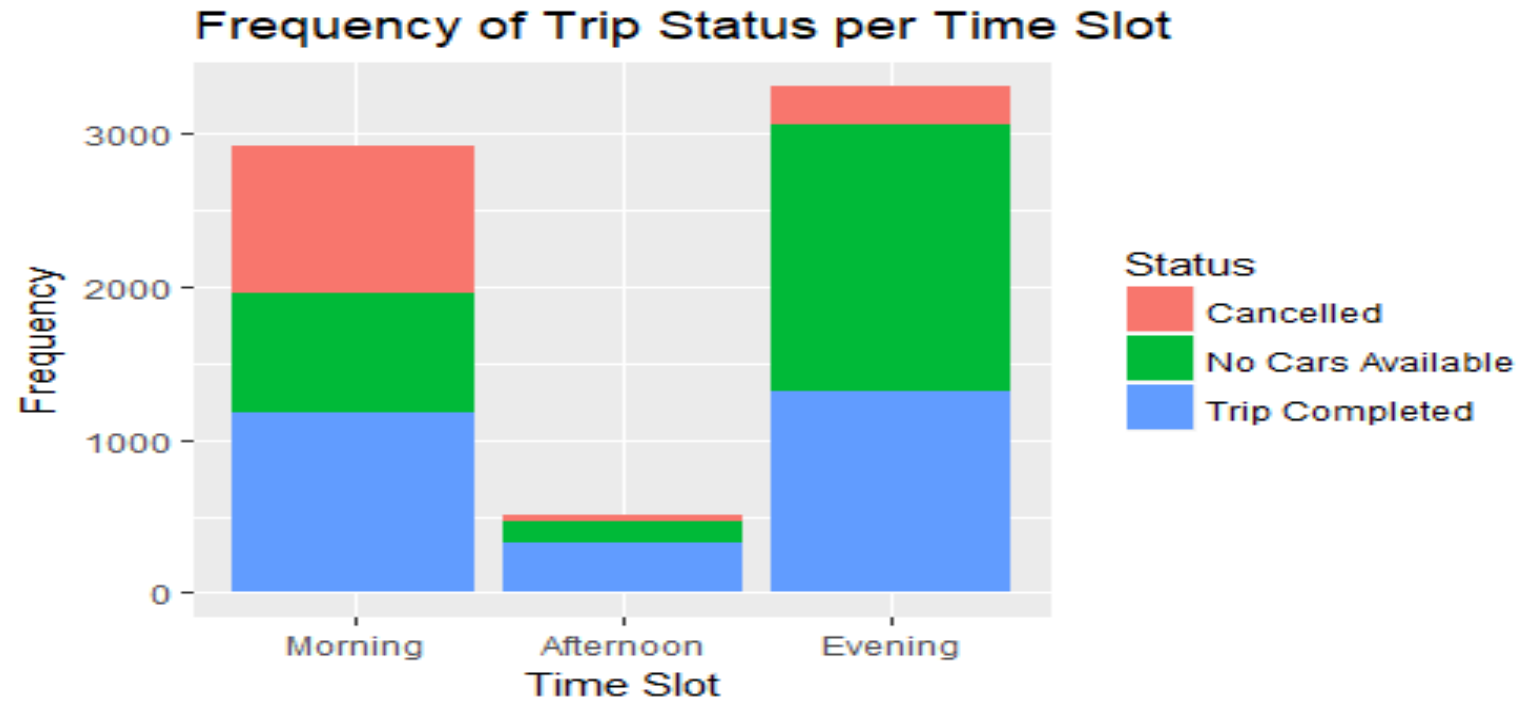
- 6745 request across 5 days
- Data for two routes (Airport to City , City to Airport)
- Derived metric like Request Hours , Is Frequent Driver , Day of the week calculated for better analysis

Frequency of Trip Status per Route



- Trips from City to Airport are marginally more than Airport to City
- Trips Cancelled are highest from City to Airport
- Cab unavailability is highest from Airport to City

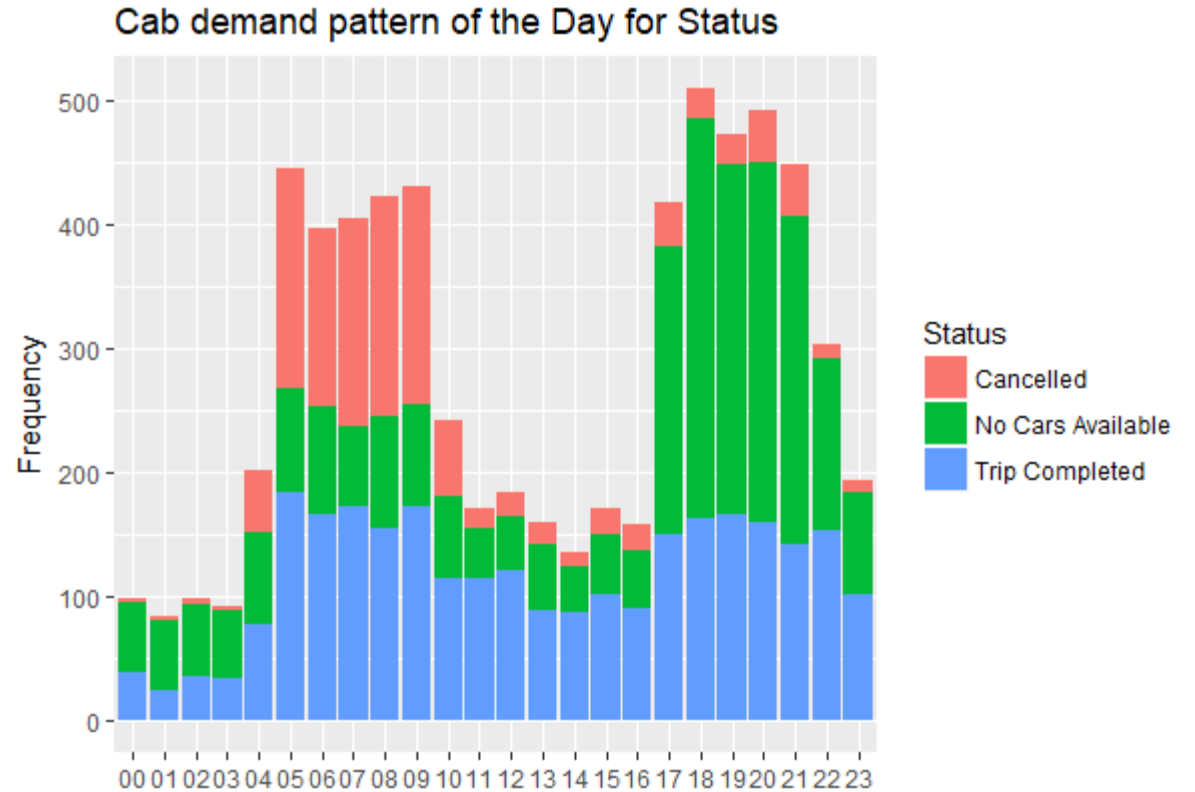
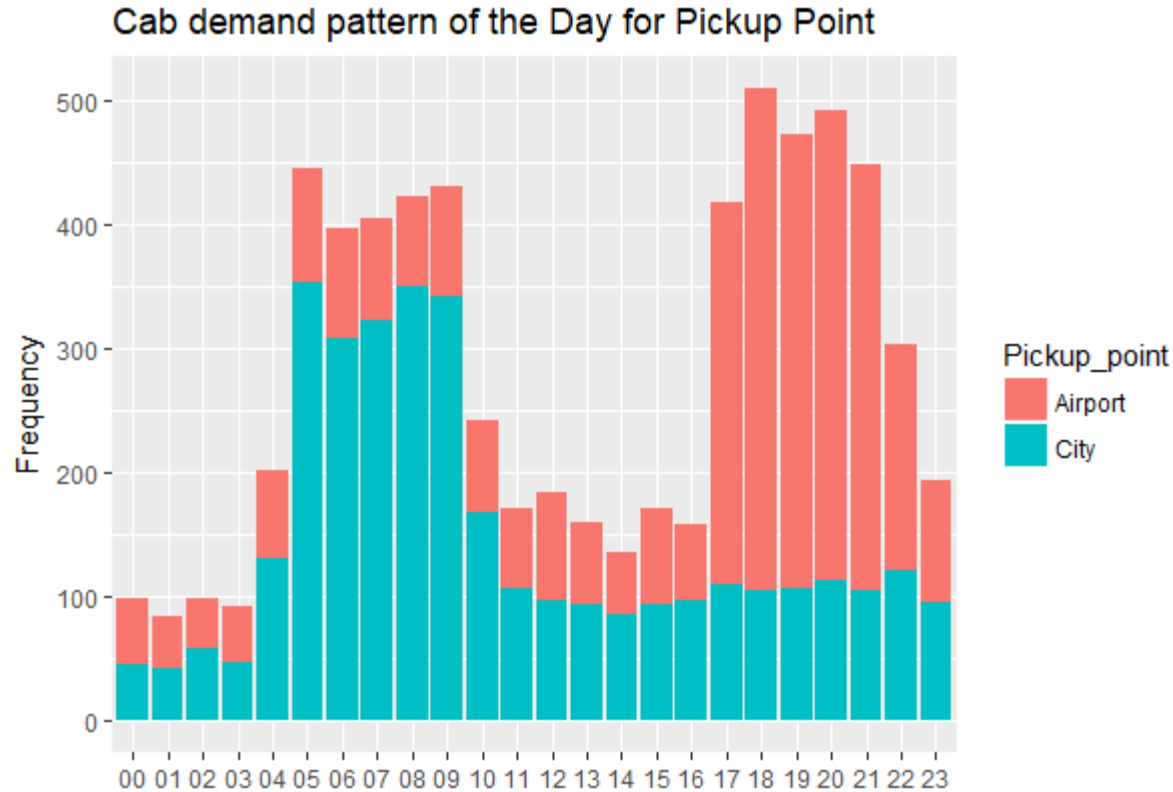
Frequency of Trip Status per Time Slot



- Cab cancellation is highest in the morning
- Cab unavailability is highest in evening
- Trips completed is marginally more in evening
- Traffic in Afternoon is the least

Demand Supply Analysis Throughout the Day

Demand Supply Pattern for All Drivers



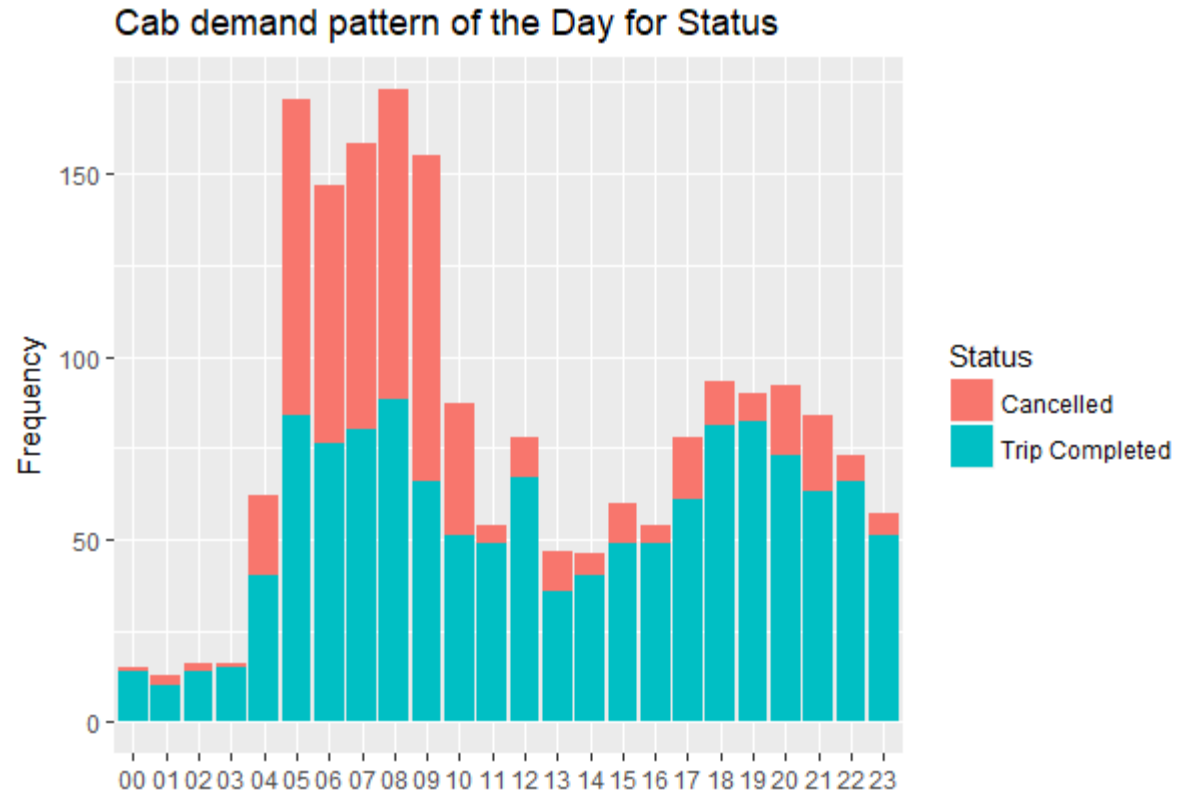
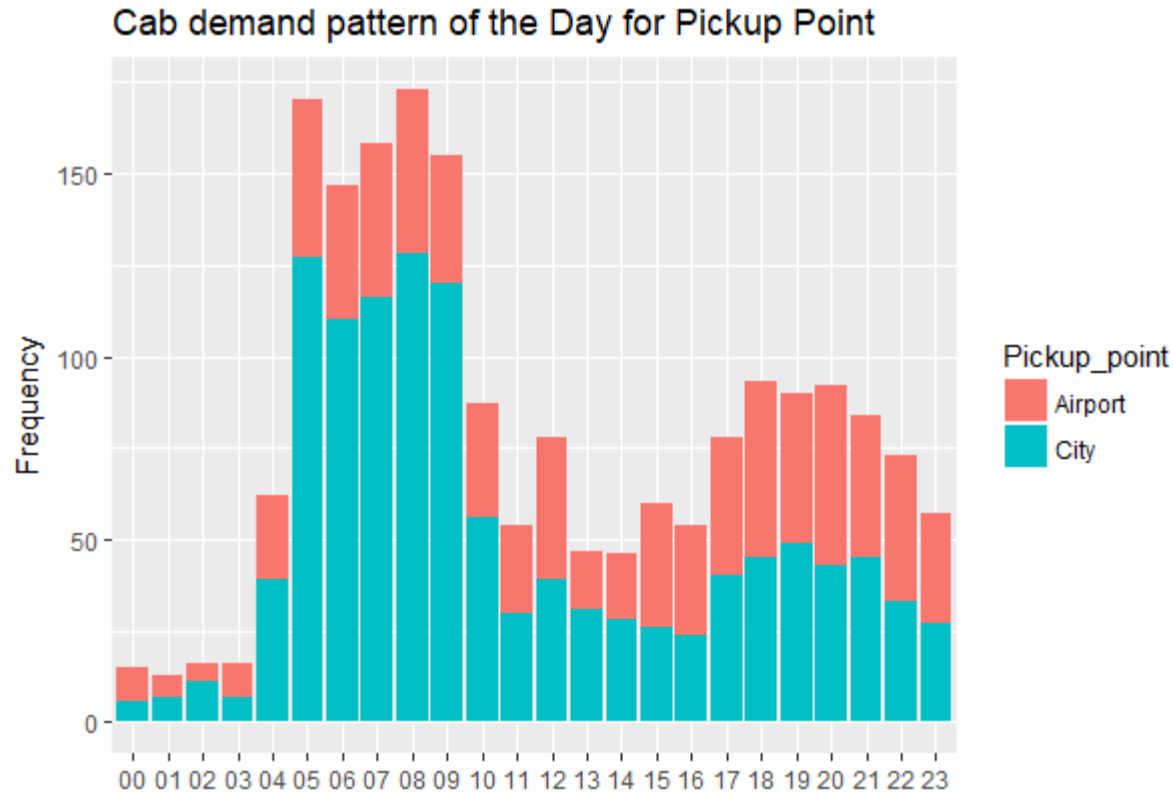
- Cab cancellation is highest in the morning from City to Airport (from 5am-10am)
- Cab unavailability is highest in evening from Airport (from 5pm-11pm)
- Traffic is more in the evening from Airport to city
- Demand and Supply are reasonably ok for Afternoon

Conclusion from Segmented Analysis

- The Demand Supply Gap is highest in the evening from Airport because the inflow of the cabs throughout morning and Afternoon is less
- In morning due to Driver cancelling the cab the inflow of the cab is not there at Airport , probable reasons for it can be the Peak Hour traffic of the Day , Low incentive , high cost breakfast and lunch at Airport
- This Analysis has been done taking all the requests . To validate analysis we will take sample of the data provided which is taking the request for most frequent driver and will analyse the trend for the same

Demand Supply Analysis Throughout the Day For Frequent Drivers

Demand Supply Pattern for Frequent Driver



- Trends for the most frequent driver matches our previous conclusion which validates analysis

Proposed Resolution

- **Motivate Drivers** to go to Airport from City in morning rush hours by giving them extra money incentives
- **Motivate Commuters** to share the cab by slashing share cab fares in evening rush hours
- **First In First Out Allocation** of cab from Airport to City to reduce waiting time for drivers
- Providing **Free Parking Area** near Airport with breakfast and lunch in less cost to the drivers