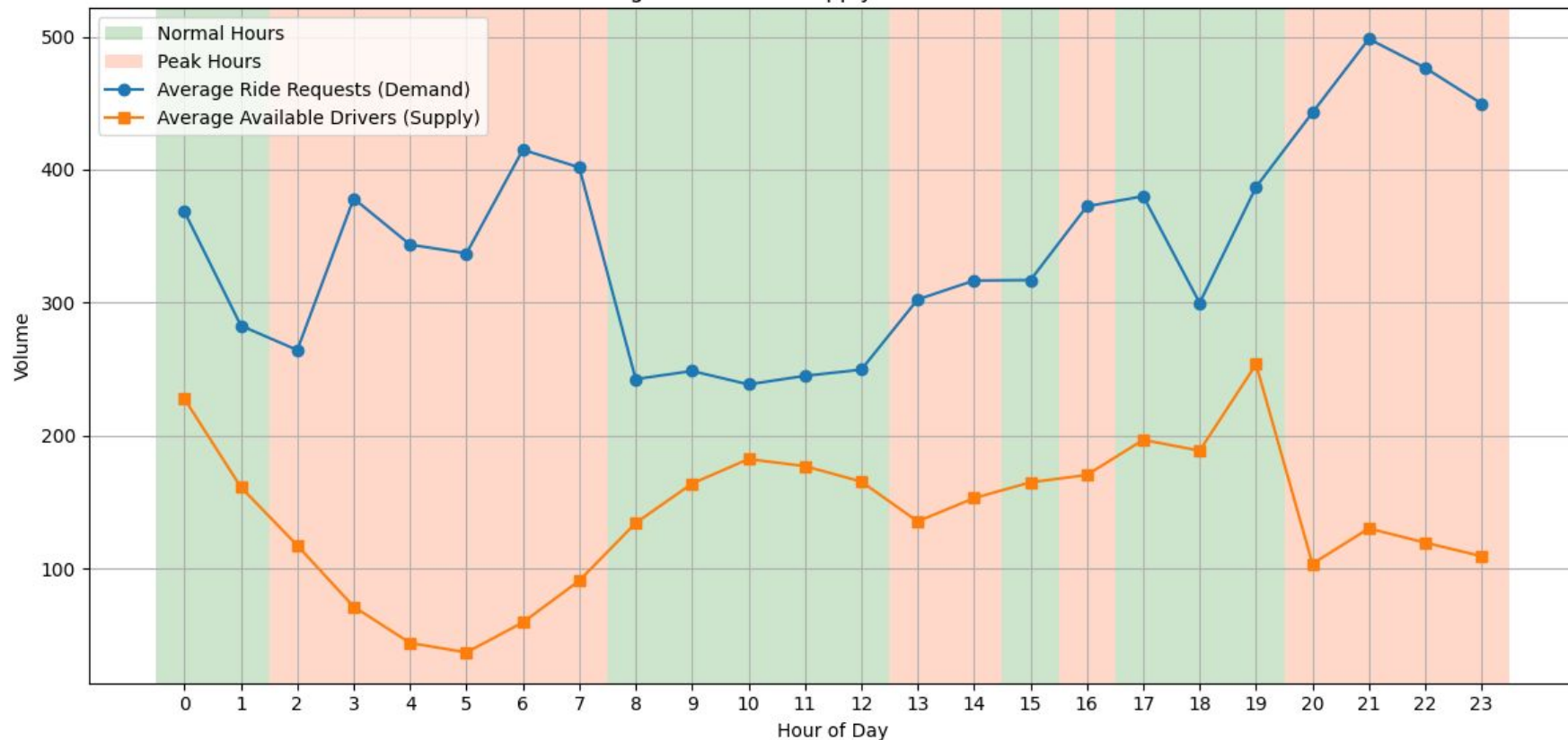


Identifying Undersupply Patterns and Peak Demand Hours



24-Hour Average Demand vs Supply Curve with Peak Hour Zones



Demand vs Supply Curve - Key Insights



- **Demand consistently exceeds supply** throughout the day.
- **Peak Hours, where FF% < 50%** (in red):
 - Severe undersupply from (2AM – 7AM and 8PM – 12AM).
 - Risk of missed rides and rider churn.
- **Normal Hours, where FF% >= 50%** (in green):
 - Short balanced windows (~8 – 12PM, 5 – 7PM).

Recommendations:

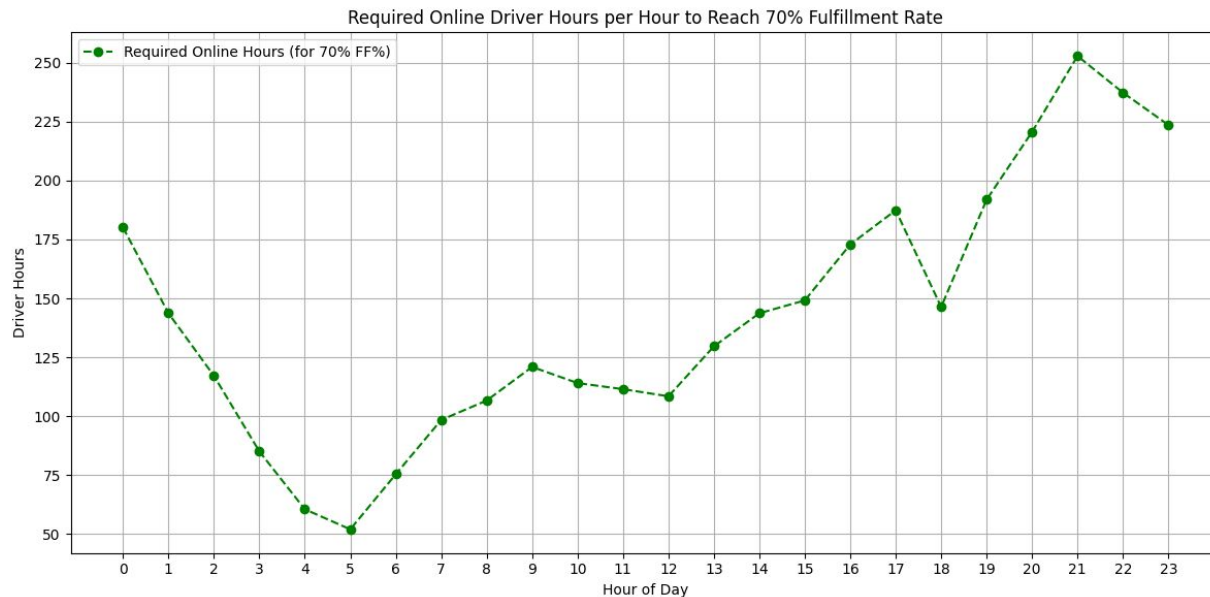
- **Shift more drivers to peak hours.**
- **Incentivize evening and early morning availability**
- **Use hourly FF% to guide dynamic driver allocation**

Improving coverage during red zones = higher fulfillment, more revenue.

Estimating Required Online Hours for Good Fulfillment



- In economics, a FF% of **70%** is considered as “**Good Fulfillment**”.
- On average, we need **143 more online hours (hourly)** to achieve FF% = **70%**.
- The following chart shows the required online hours needed to achieve a 70% fulfillment during 24 hours. (**for each day hour**)



Forecasting Impact of Competitor Exit



In week 15, we expect a **15%** increase in the online hours, also, we expect a **50%** increase in the total number of price checks, which potentially leads to an increase in the **ride requests per hour**.

The number of **boarded rides** is affected by two factors:

- Online hours during the week.
- Rides per online hour.

An increase of **50%** in price checks will lead to a **12.2% increase** in ride requests.

- The estimated **online hours** for the entire week 15 : **27,994.3 hours**.
- The estimated **rides per online hour** for week 15 : **2.02 rph**.

The estimated boarded rides for week 15 is : **56,548.5 rides** for the entire week

Advice to Jeeny's GM to Improve Boarded Rides



1. **Align Driver Supply with Peak Demand Hours:**

- a. The demand is not evenly distributed throughout the day.
- b. Use hourly-level FF% and gap analysis to pinpoint critical undersupplied hours.
- c. Offer time-based incentives to get more drivers online during those periods.

2. **Train Drivers to Operate Efficiently:**

- a. Encourage drivers to stay in hot zones and accept rides quickly.

3. **Monitor and Improve Fulfillment Rate (FF%)”:**

- a. Set minimum FF% targets by hour and area.
- b. Use real-time alerts for operations team when FF% drops below 70%.