

Uber Demand and Supply Gap

The Figure below shows the variation of demand across the day for both pickup points. It can be seen that the demand at city is higher than the demand at airport until evening. Therefore, the supply of cabs at the airports will be more than the demand in the afternoon resulting less availability of rides back for the drivers. Hence instead of taking the trips to airport which are much longer (about 50 mins) and very chance of finding ride back, drivers are choosing requests to other location resulting in higher number of cancellations.

Since the supply of cabs is very less until evening the number of cabs available at airport in the evening are less when compared to the high demand at the airport resulting in unsuccessful trips with due no availability of cabs.

<Hourly variation of number of requests at different pickup points>

