

UBER SUPPLY DEMAND GAP SUBMISSION

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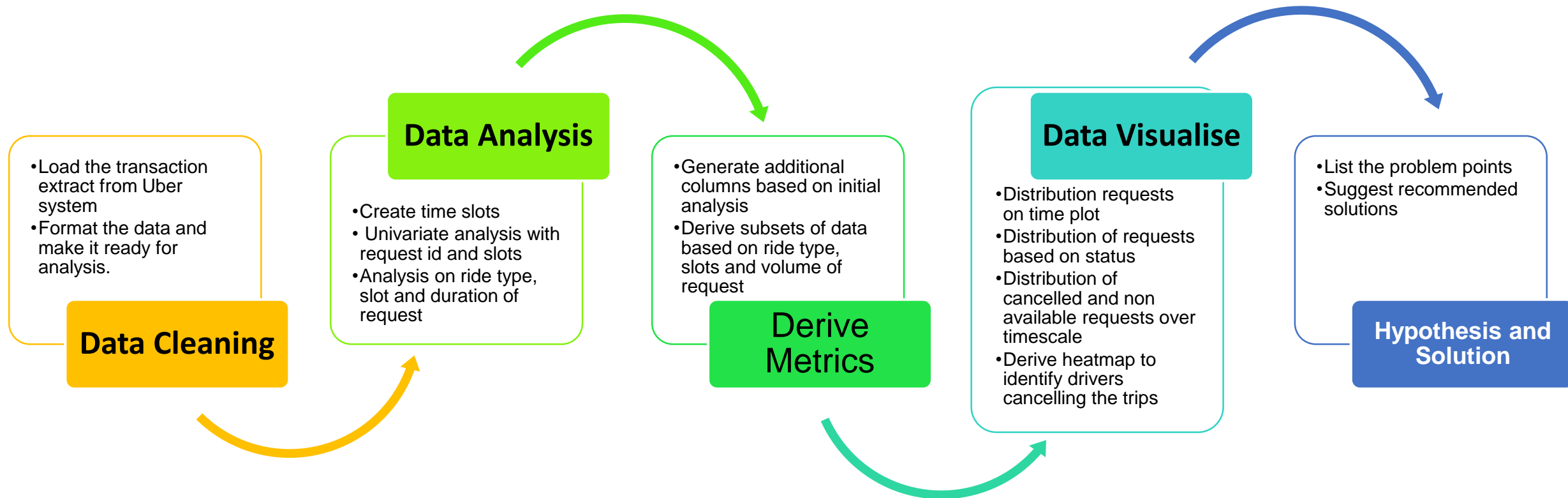
Abstract :

1. Uber wants to understand supply and demand gap, specifically for Airport Taxis, to avoid loss of revenue.
2. Uber sees problem in 2 areas.
 - a) Non availability of Cars
 - b) Cancellations from Drivers.

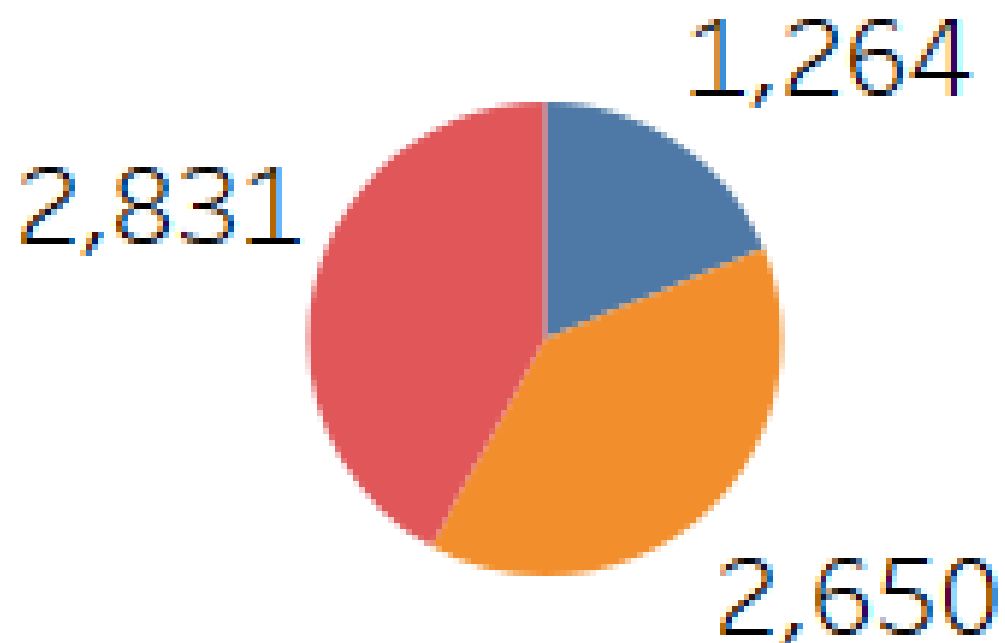
Business objective:

The objective is to identify the root causes, possible hypothesis of the problems. Recommend ways to improve the situation.

Approach:



Request Processing Distribution



Status

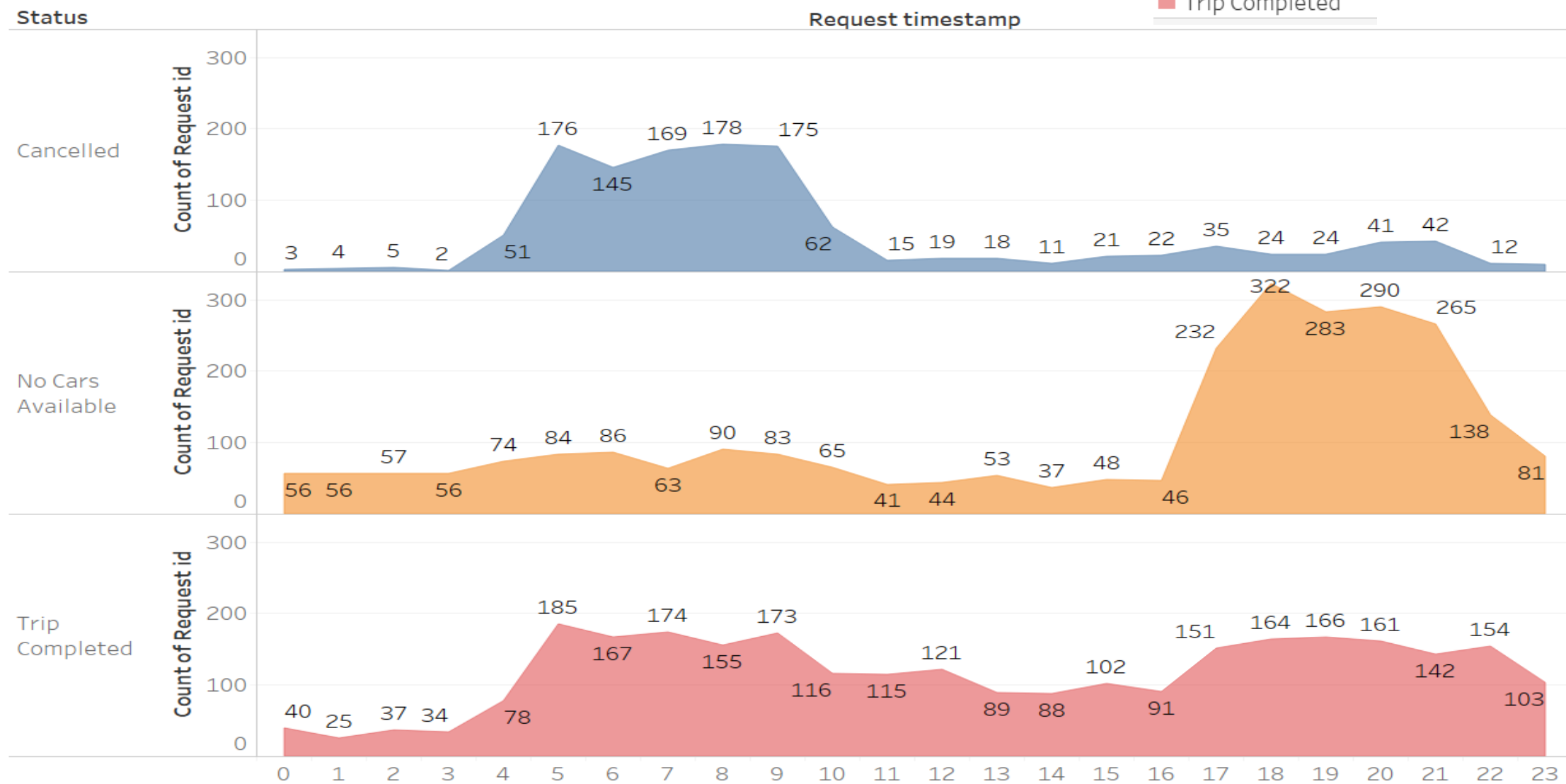
- Cancelled
- No Cars Available
- Trip Completed

CNT(Request id)

6,745

Time plot on request processing based on status

Time Plot - Request Processing Trend

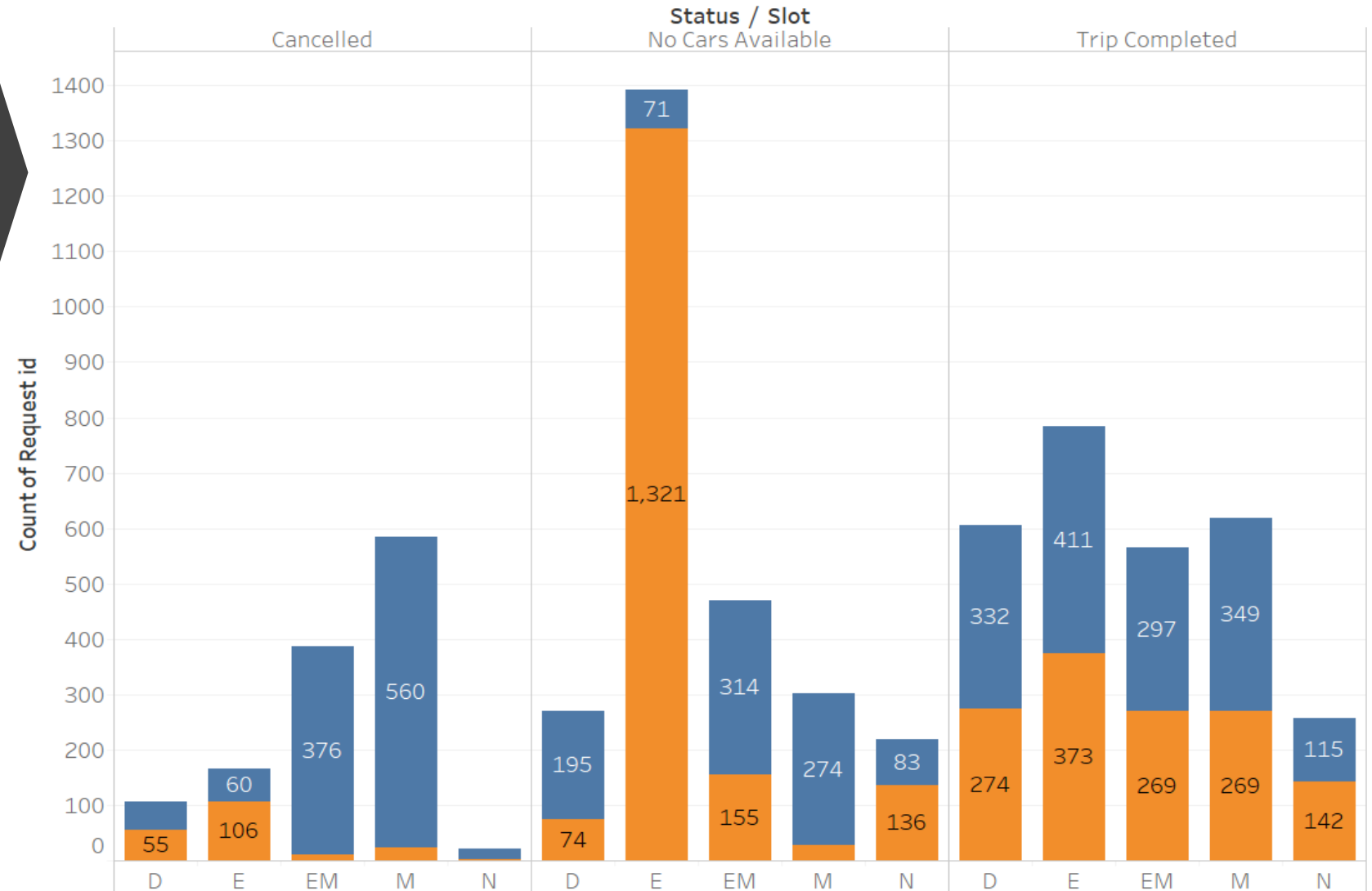


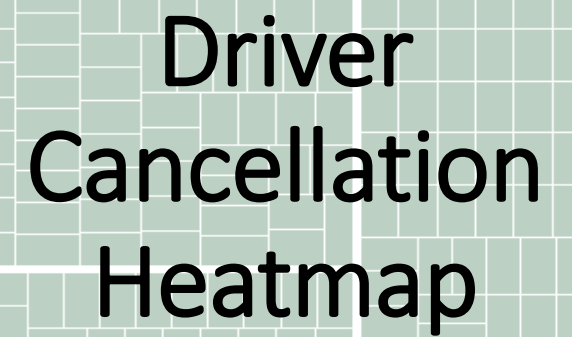
Time Slot Vs Requests Vs Status Vs Riding Direction

Ride Type

- Towards Airport
- Towards City

E- Evening, till 9 pm
EM – Early Morning, till 6 Am
D – Day Time, till 6 pm
N – Night, till midnight
M- Morning, till 10 Am





Conclusions :

Root cause

- High demand of cars at airport during evening hours (5-9 PM), but no cabs are available to serve the customers
- Cancellation of requests are high in the morning hours (5-10AM)

Hypothesis

- More arrival at airport in the evening and cabs routed towards airport are also less
- High international departure in the morning hence high demand. But driver is reluctant to go to airport could be due to idle time after drop
- More rejections from specific set of drivers, during the morning hours.

Solution

- Provide surge price feature in high demand slot
- Provide more incentives for time slots where demand is more
- Provide self driven vehicles with higher premium rates
- Include other means of transport such as auto rikshaws