UBER CASE STUDY

SUBMISSION

<Abstract>

- Introduction – the project is about uber demand and supply gap analysis
- Procedures – we have got raw data from uber and derived new columns and make it better according to its need
- Results – we have found the time slot in which most gap and in identified time slot we have found the pickup point(city to airport , airport to city) which has highest gap in demand and supply
- Conclusion – we have found the reason of that gap and recommend some solution

<Analysis>

- Analysis of identified time slot and most pressing problems
- We have identified that from 5 pm in the evening the supply demand gap is at peak and in

  The early morning all the cab rider accepting the requests

- Most pressing problem of uber between no car available and cancelled trip is no car available
- Almost 40% from total request is being not completed due to no car available

<Analysis>

Analysis of most problematic type of request

- We have identified that from city to airport the demand supply gap is most
- Most cab driver not accepting request from city to airport

<Analysis>

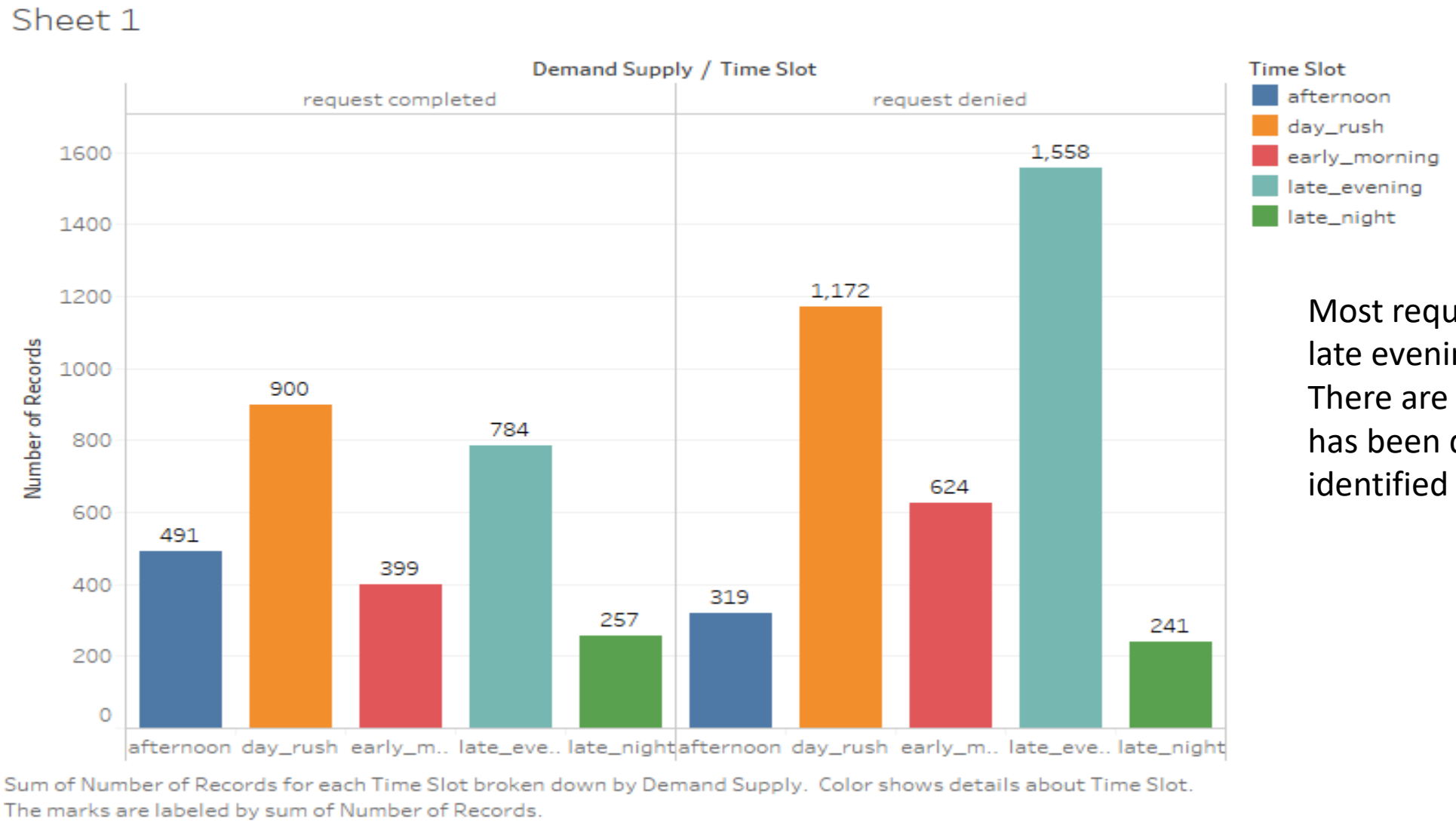
Analysis of type of request for which gap is most in identified time slot

- We have identified that in late evening the gap between demand and supply is most
- And at that time slot most of the cabs not accepting request or no cars availaible problem

  is occurring to customer.

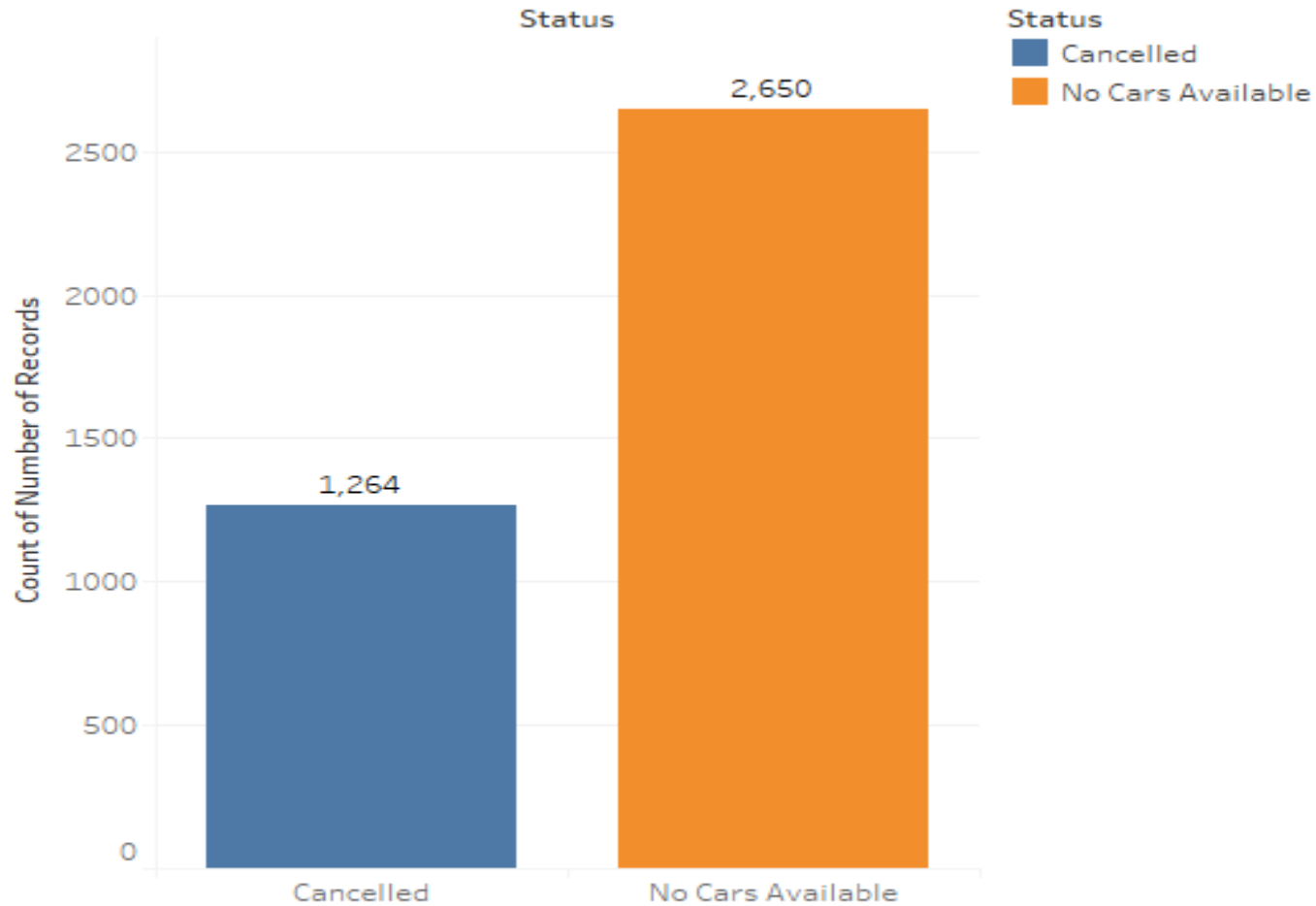
<Results>

Plot 1



Most request denied in late evening after 5pm There are 23% request has been denied in identified time slot only

Sheet 4



Count of Number of Records for each Status. Color shows details about Status. The marks are labeled by sum of Number of Records. The view is filtered on Status, which keeps Cancelled and No Cars Available.

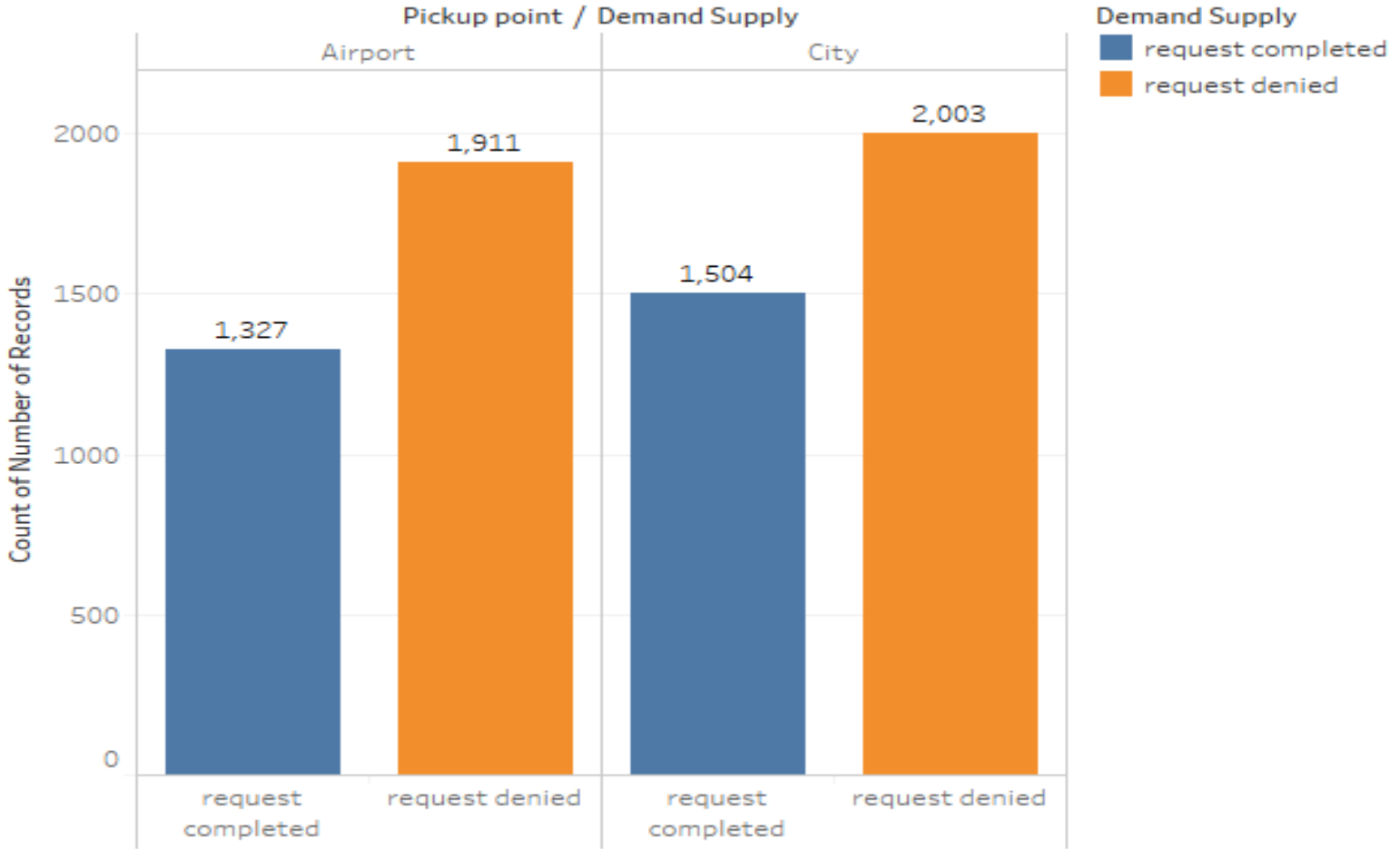
Most pressing problem is No Cars Available mostly

40% request not fulfilled by this problem

<Results>

Plot 3

Sheet 2

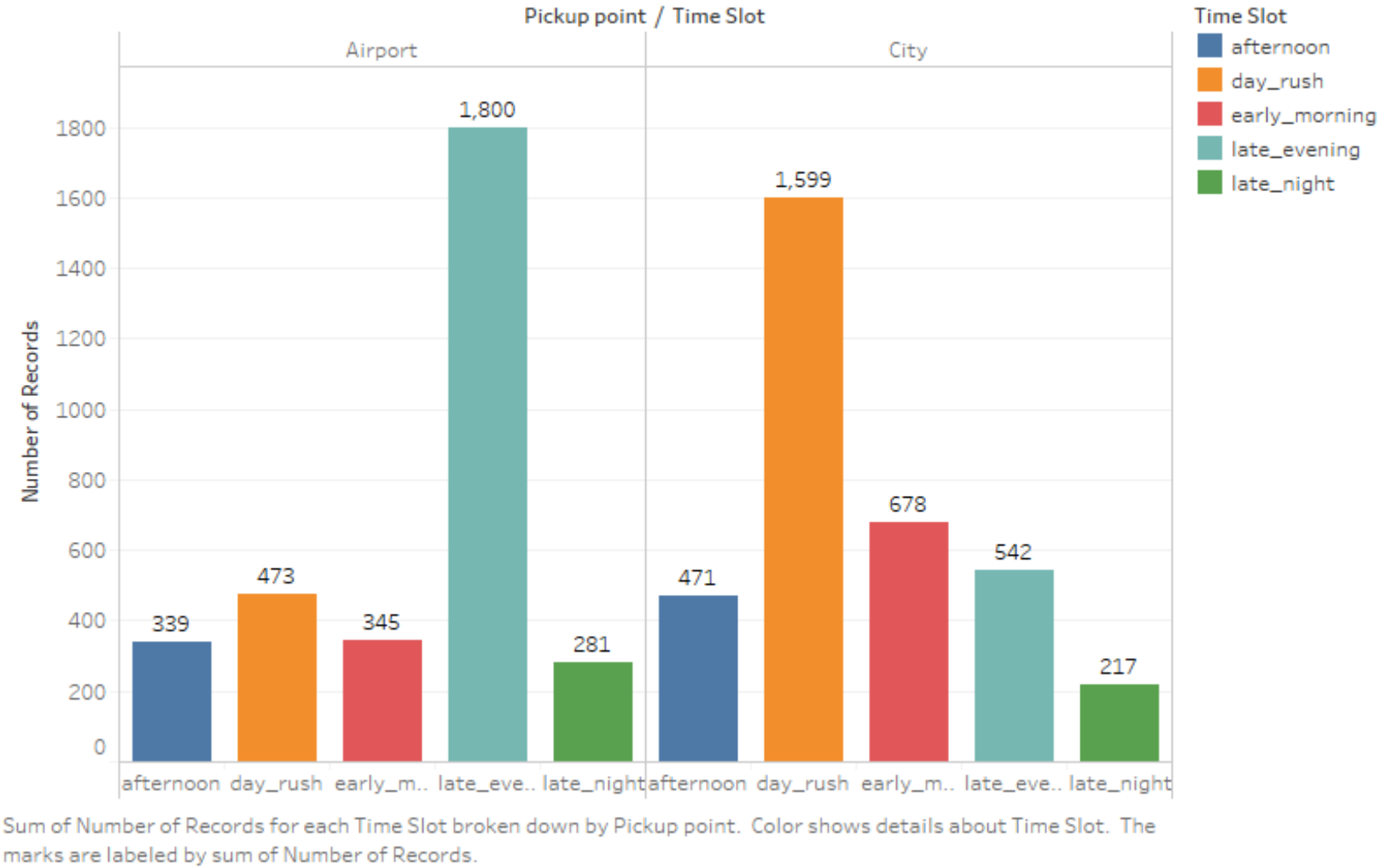


Count of Number of Records for each Demand Supply broken down by Pickup point. Color shows details about Demand Supply. The marks are labeled by count of Number of Records.

Most problematic type of request which not be fulfilled is city to airport 57% of request get denied of total request from city to airport

<Results>

Plot 3 Sheet 3



We have identified in late evening airport to city request is being denied or not be fulfilled by uber 55% request is denied in evening with respect to other time slot

<reasons for gap >

- The gap is from airport to city in the evening because may be in the late evening office hours ends and cab driver preffered to take them because their homes are in city and cab driver think it will easy for them to get next ride easily so there are less car available nearby airport.

some suggestion

- cab driver should charge more as they charge in peak hours
- Uber should get flight landing and takeoff detail so in this way they will understand when there is most flight landing and from that they should inform driver that it will better to take cab at that specific time