

# UBER Supply – Demand Assignment

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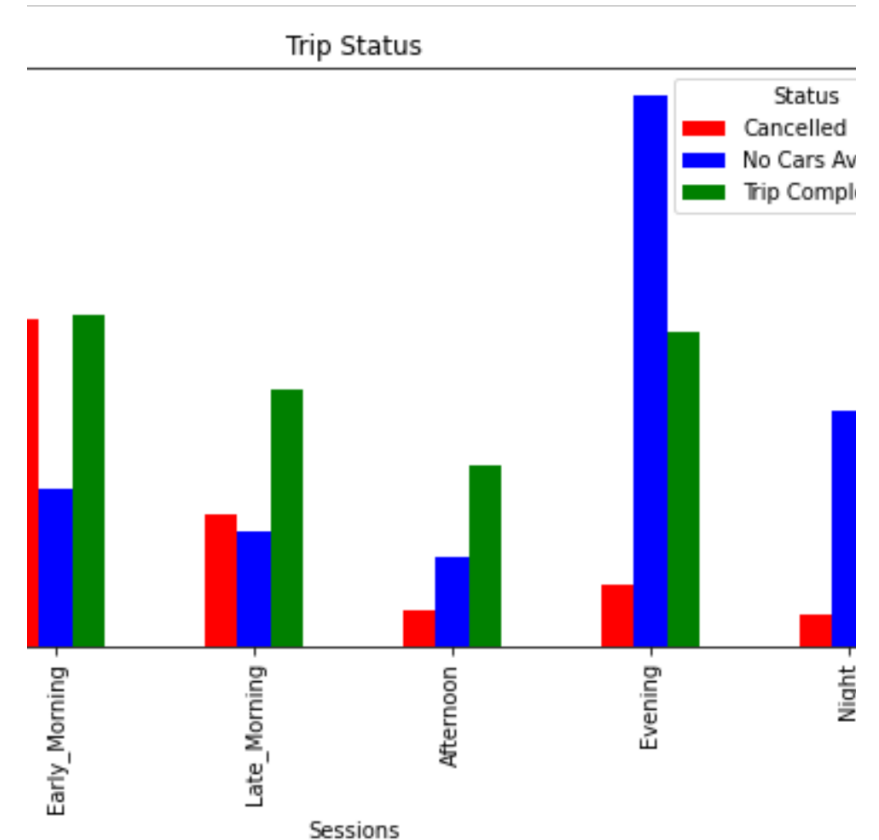
# Problem Statement – Cancelled Trips and Availability of Cabs

## Trip Cancellations

- **City to Airport - More Trips are cancelled in Early Morning between 4-8 AM & Late Morning between 8AM-12PM**
- **Maximum cancellations are from City To Airport between 4 AM - 8 AM**

## No Cars Available

- **Airport to City – More unavailability observed between Evening 4-8 PM and Night 8PM-12AM**
- **Maximum number of No car available trips is in the evening (4 PM to 8 PM) from Airport to City.**



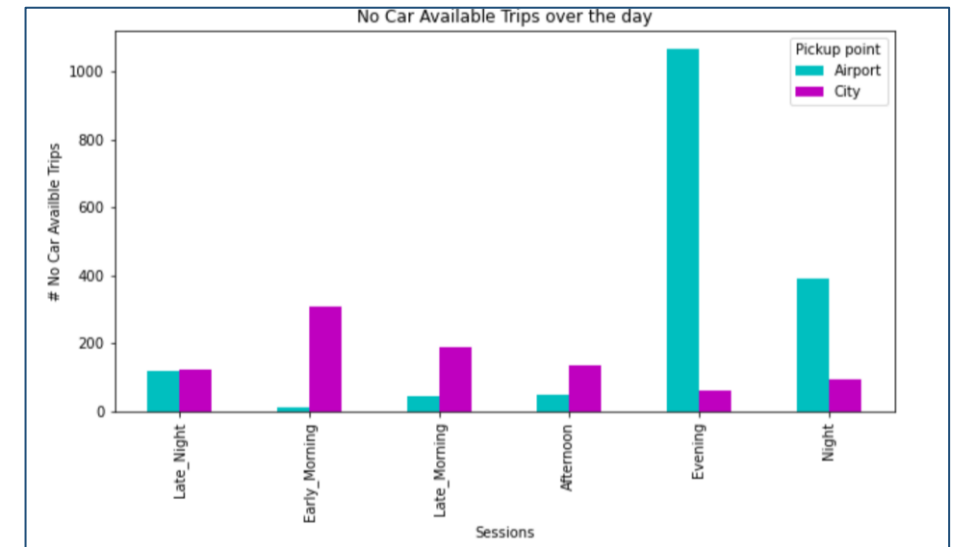
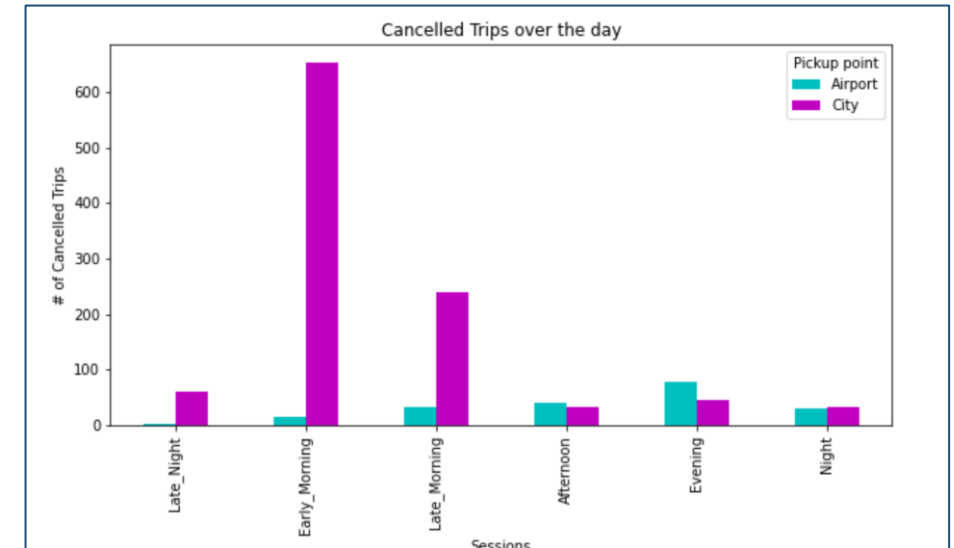
# Cancelled Trips & Cars Availability

Maximum cancellations observed  
from City to Airport in the early  
morning

4:00 AM – 8:00 AM

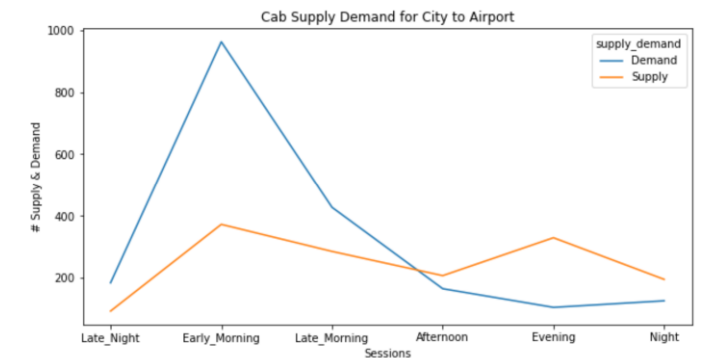
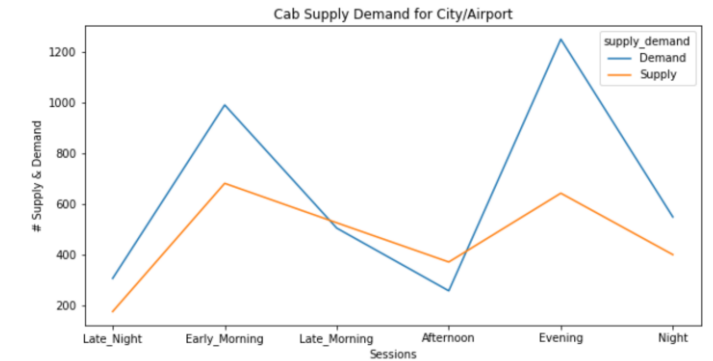
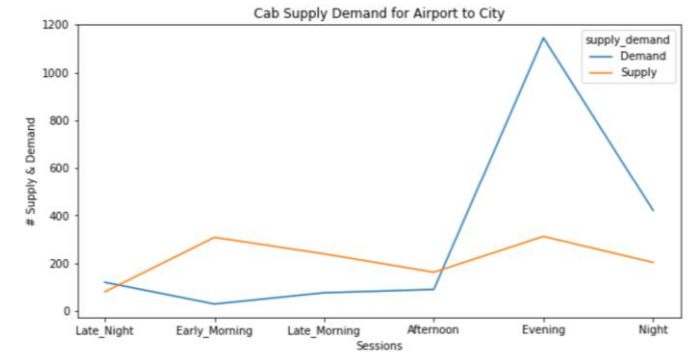
4:00 PM – 8:00 PM

Maximum cabs unavailability  
observed from Airport to City in  
the evening 4 PM – 8 PM



# Supply Demand Gap

- From Airport to City, Demand is higher at 1200 requests whereas supply is about 200 only in the evenings.
- From City to Airport, Demand is higher at 1000 requests whereas supply is about 200 in the mornings.
- Max of Supply is 600 and max of Demand in the morning is 1000. Similarly max of demand is 1200 whereas supply is 600 only.
- Overall Supply is less than demand.



# Recommendations to meet Supply vs Demand

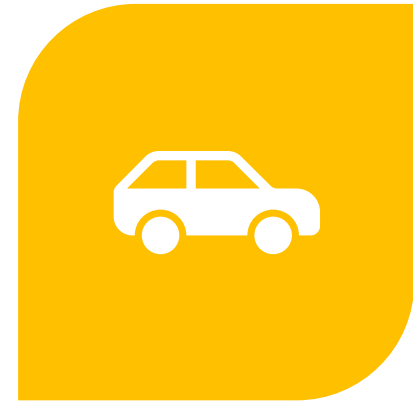
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INCREASE PRICE IN THE EVENINGS  
FROM AIRPORT TO CITY AND GIVE  
BONUS TO DRIVERS



INCREASE PRICE IN THE MORNINGS  
FROM CITY TO AIRPORT AND GIVE  
BONUS TO DRIVERS



UBER CAN GIVE GAS PRICE DURING  
OFF HOURS TO AIRPORT AND CITY  
FOR PICKUP WITHOUT A RIDE