

# RCA - 2

## Problem Statement:

- Uber has received some complaints from their customers facing problems related to ride {cancellations by the driver} and (non-availability of cars for a specific route) in the city.
- The uneven supply-demand gap for cabs from (City to Airport and vice-versa) is causing a bad effect on customer relationships as well as Uber is losing out on its revenue.
- The aim of analysis is to identify the root cause of the problem (i.e., cancellation and non-availability of cars) and recommend ways to tackle the situation.

Understand → ACT → Prevent

Clarify?

is it for one city | multiple cities → Bangalore?

→ Reason for Cancellation

→ Cancellation rate:  $\frac{\text{Cancelled by driver}}{\text{Confirmed Booking}}$

$\frac{\text{\# of Confirmed Bookings}}{\text{\# of attempted Booking}}$

"past one month"

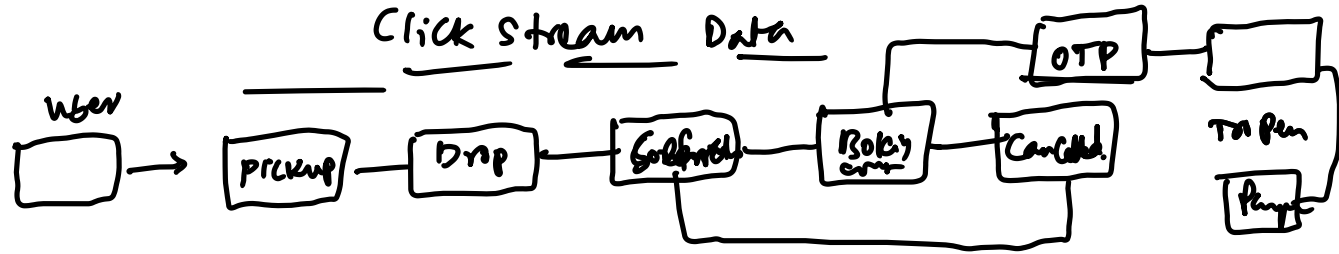
## Rule out :-

- cancellation by customer
- Road Repairs
- Cabs strike?
- 

## Internal

- What time in a day Cancellations rate is high?
- Time un-availability Cabs is high
- Airport → City | City → Airport?
- City → City?
- app / browser
- ios | Android
- Any feature level Recently
- Pricing Changes → snaps?
- Policies Changes

{TROPICS?}



Dynamic pricing?

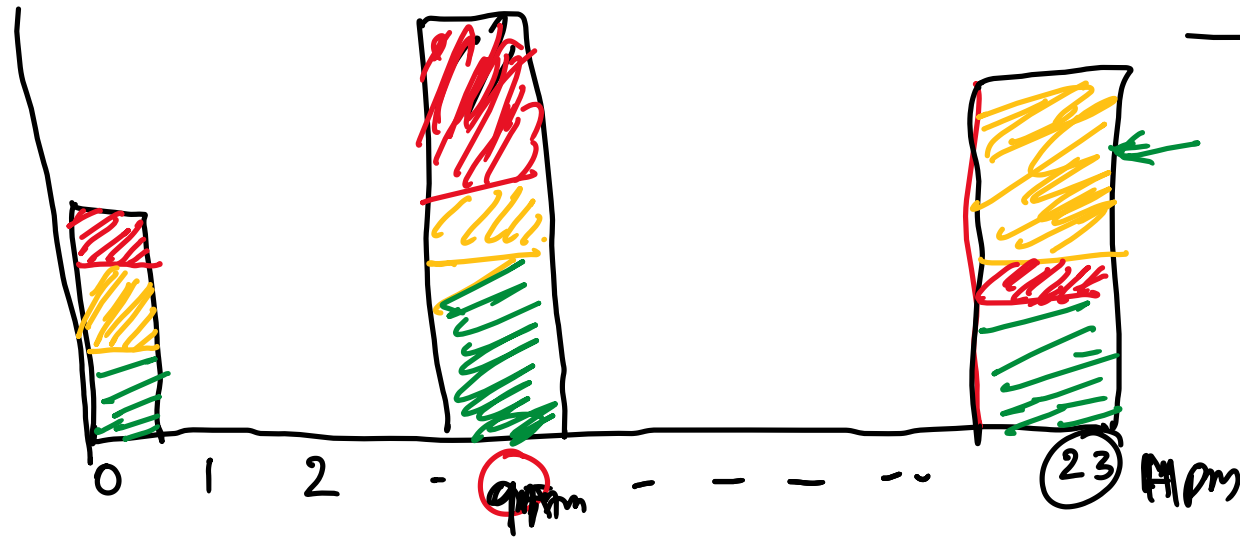
## External

- Airport increased toll fee
- Competitor running discount
- Road issues
- ~~drivers become inactive~~
- weather
- payment issues {Drivers?}
- Fuel prices
- Drivers right issues

Cancelled

Trip Completed

NO Avail 100



hour Status  
Trip, NO, Can

hour  
0

Status  
Completed  
25

Non-availability  
35

Cancelled  
-

