

# Uber Case Study Analysis

A hand is holding a black smartphone. The screen shows the Uber app's splash screen, which features a close-up of a person's face and the word 'UBER' in white capital letters. Below the word 'UBER' are three white dots. The background of the slide is a solid dark blue-grey color.

May 13th 2019 by Madhusudhan Anand

# Overview

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 improve the situation. As a result of your analysis, you should be able to present to the client the root cause(s) and possible hypotheses of the problem(s) and recommend ways to improve them.

# Data Cleanup

Plot of Requests from City vs Airport



Notice that the biggest circle here is that there are not enough cabs available at airport

## **Details**

<b>Trip Completed</b>	<b>2831</b>
<b>No Cars Available</b>	<b>2650</b>
<b>Cancelled</b>	<b>1264</b>

# Ride Status Plot Visualization

Status

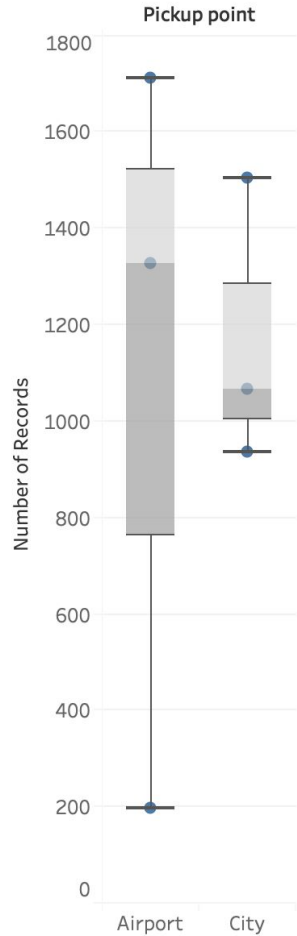
Cancelled

No Cars Available

Trip Completed

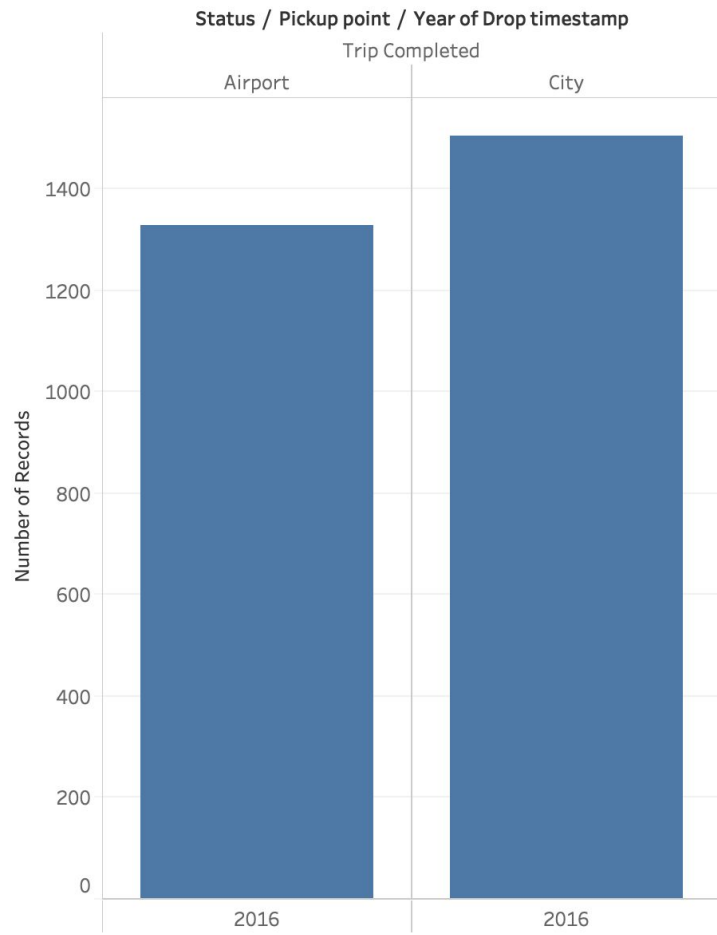


## Box Plot of City vs Airport



More demand comes from Airport. But no demand between 1300 to 18:00. However, the most demand is from 2:00 till 12:00 during which the cabs are not available.

## Plot of Requests from City vs Airport



Airport to city has completed rides, however there were not enough rides, as more demand came from airport to city. Most cabs returned empty from airport

### From City

- There are more cancellations from city
- Cabs are available, yet they were cancelled

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# What can Uber do to maintain supply during demand?

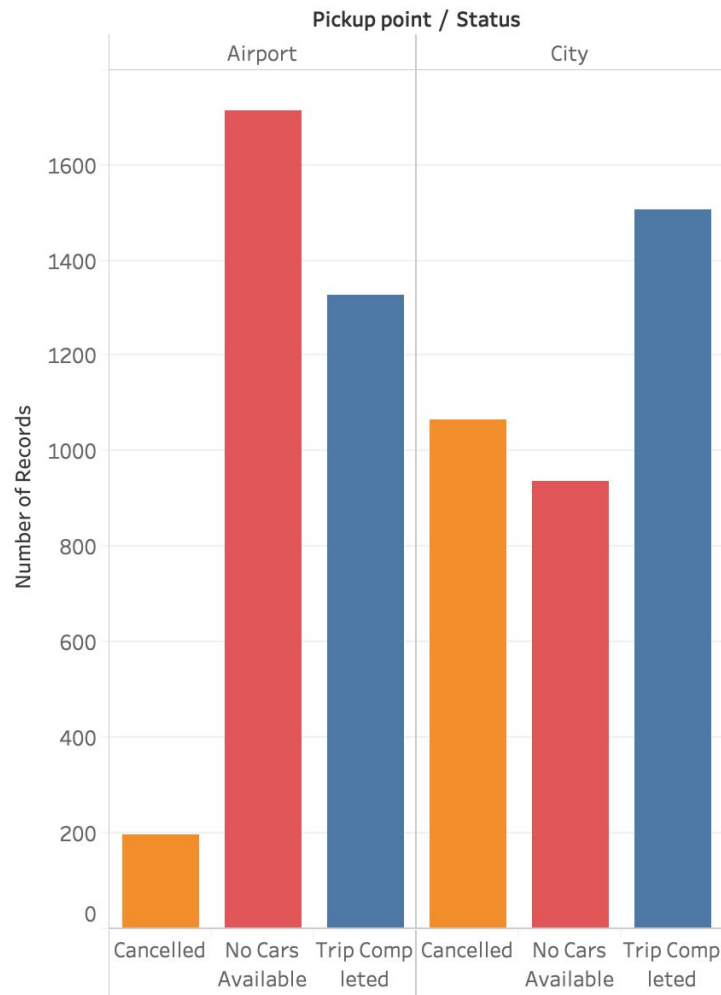
**Option 1 - notice the chart. No cars at airport. Most cancellations are from city to airport**

Incentivise drivers to take rides to Airport.

## Client Implications:

- Keep enough cars at Airport between 2:00 hours and 16:00 hours
- Penalise drivers who cancel the booking from City to Airport

Ride Status Plot Visualization





Thank you