UBER SUPPLY– DEMAND GAP ANALYSIS

COURSE 2 | MODULE 4 | ASSIGNMENT

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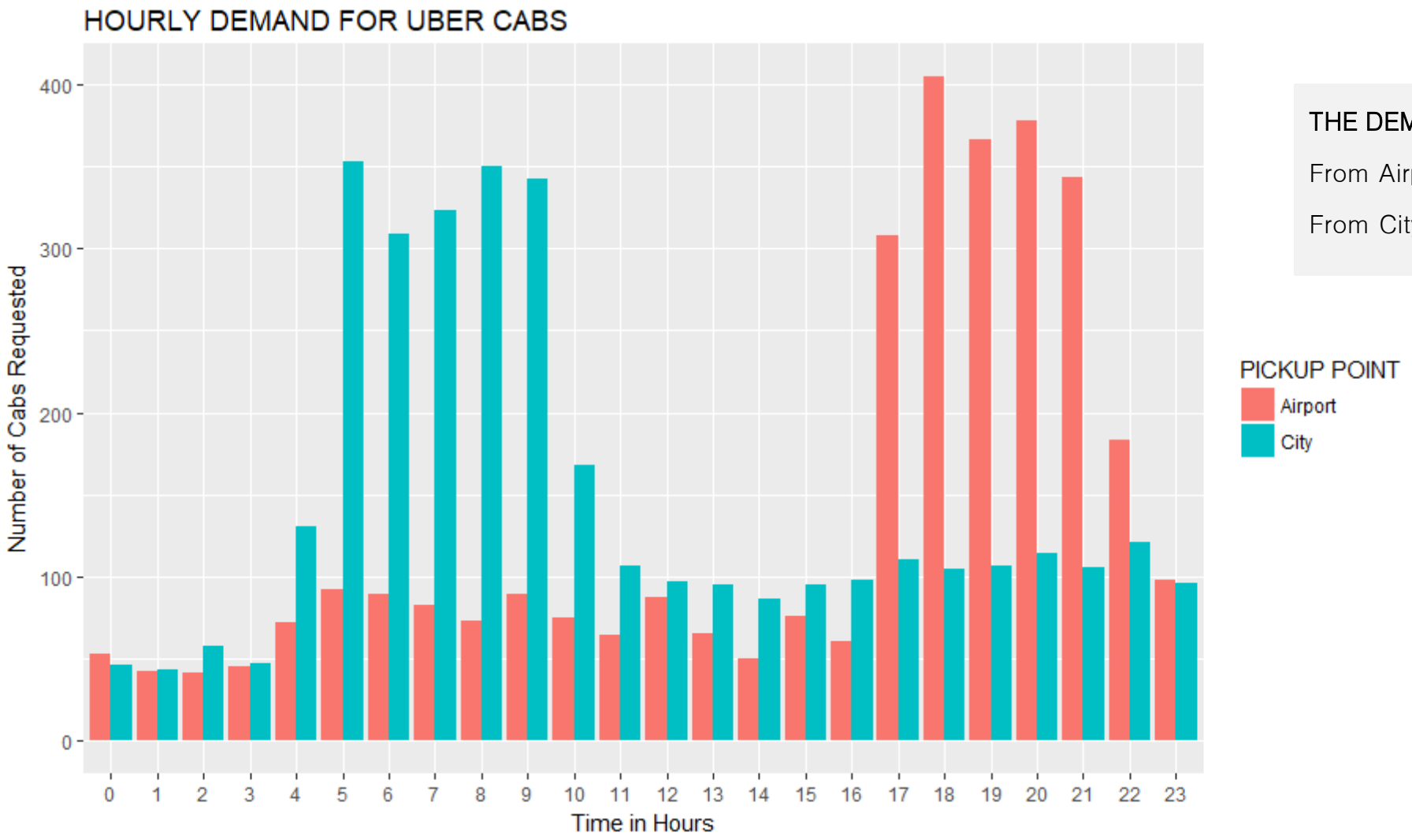
ANALYSIS OBJECTIVE

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.

PICKUP POINT ANALYSIS



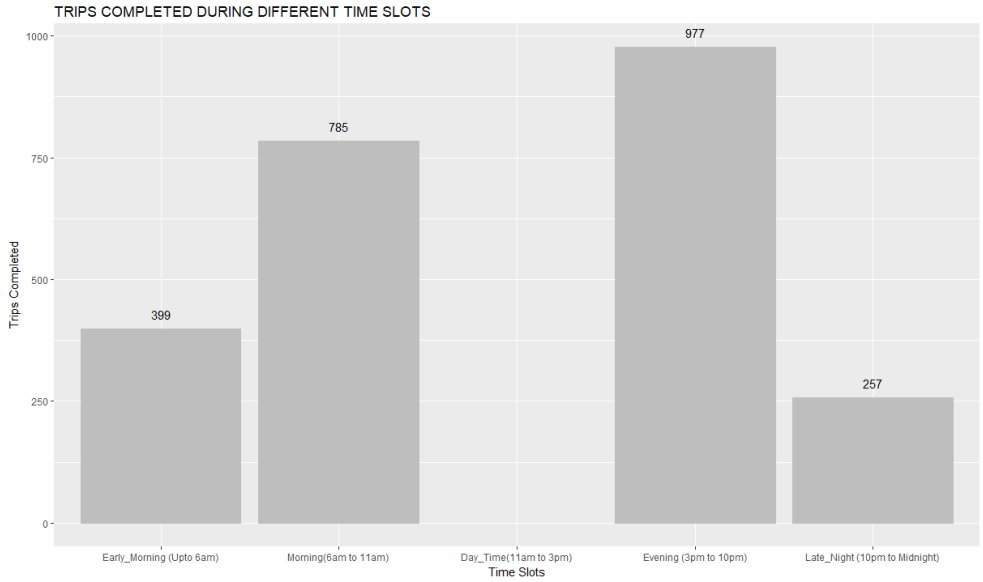
THE DEMAND FOR CABS IS HIGH

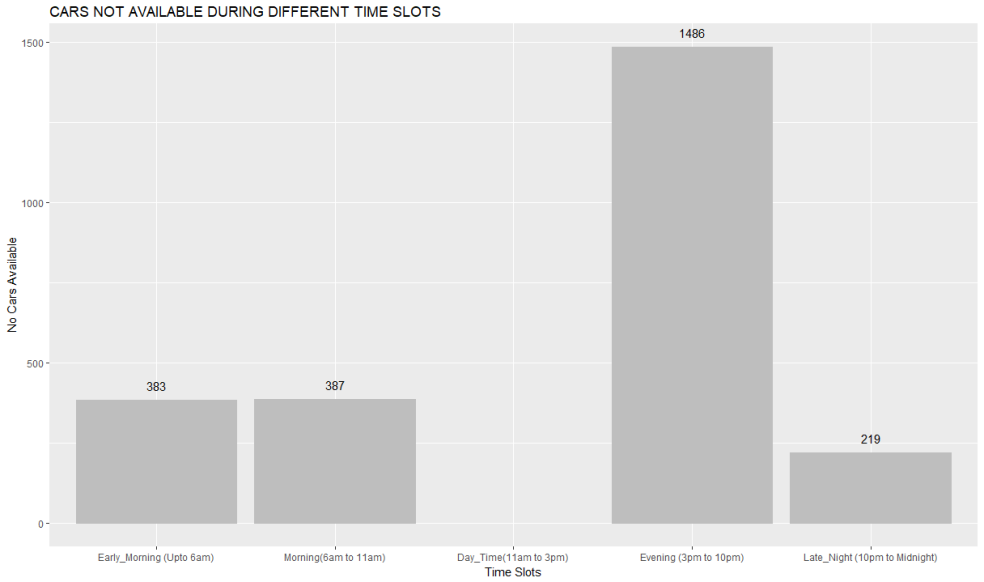
From Airport to city between 5pm to 11pm

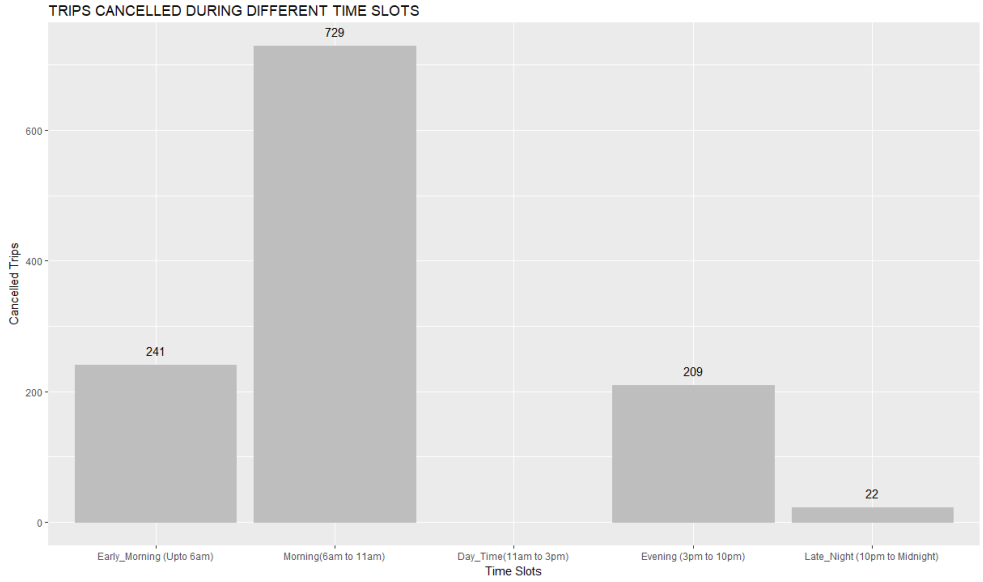
From City to Airport between 5am to 10am

TIMESLOT ANALYSIS

SPECIFIC TO STATUS OF THE TRIP





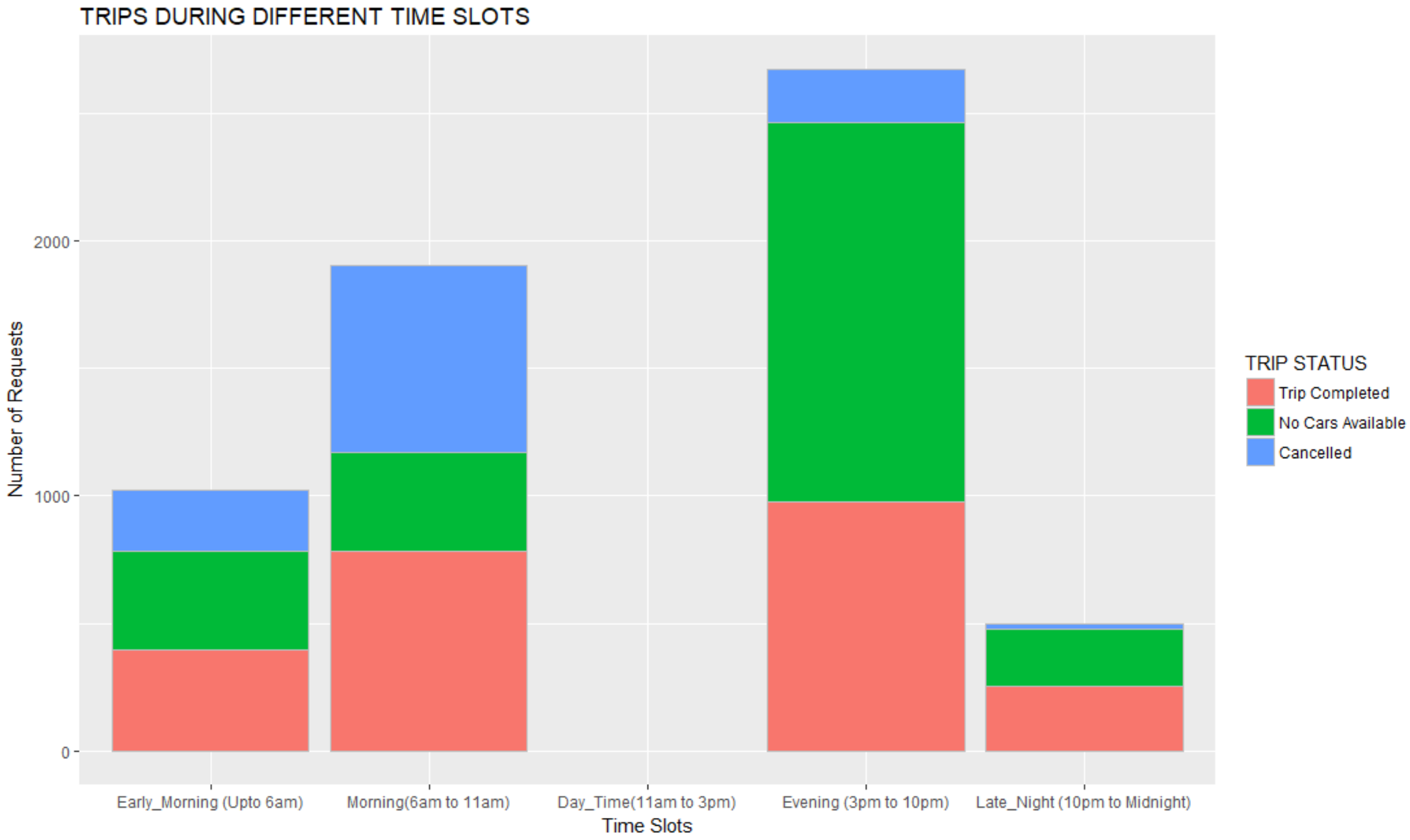


OBSERVATIONS

1. The number of cancelled trips is high during the Morning time slot.
2. The requests from City to Airport and vice versa are very less in the Day time.

TIMESLOT ANALYSIS

CONSOLIDATED

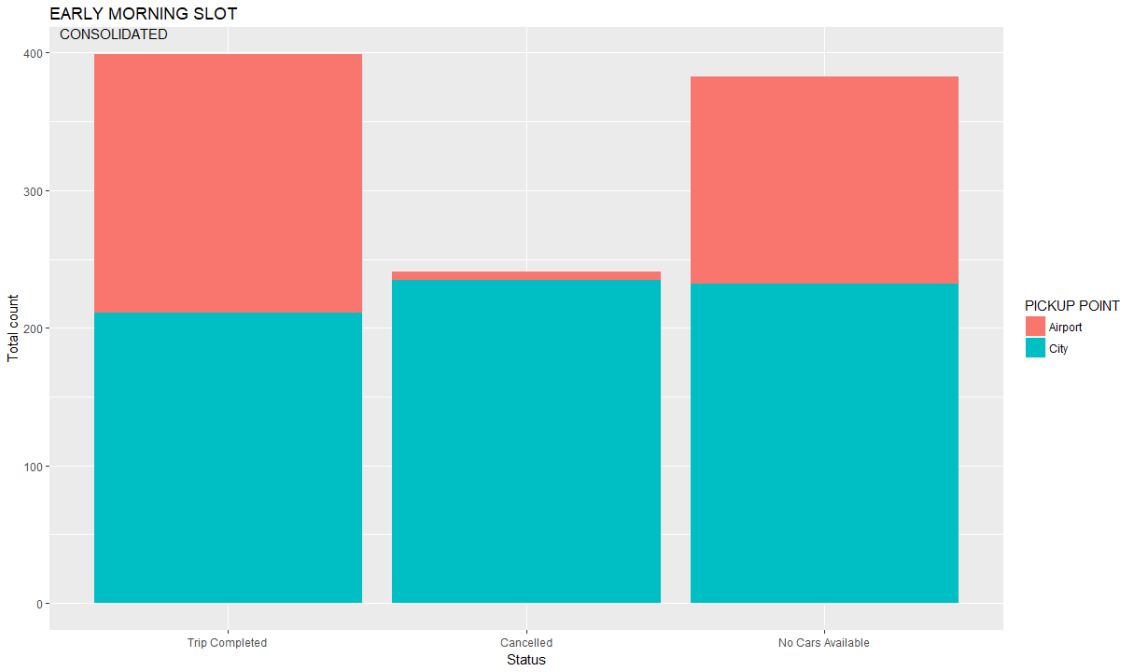


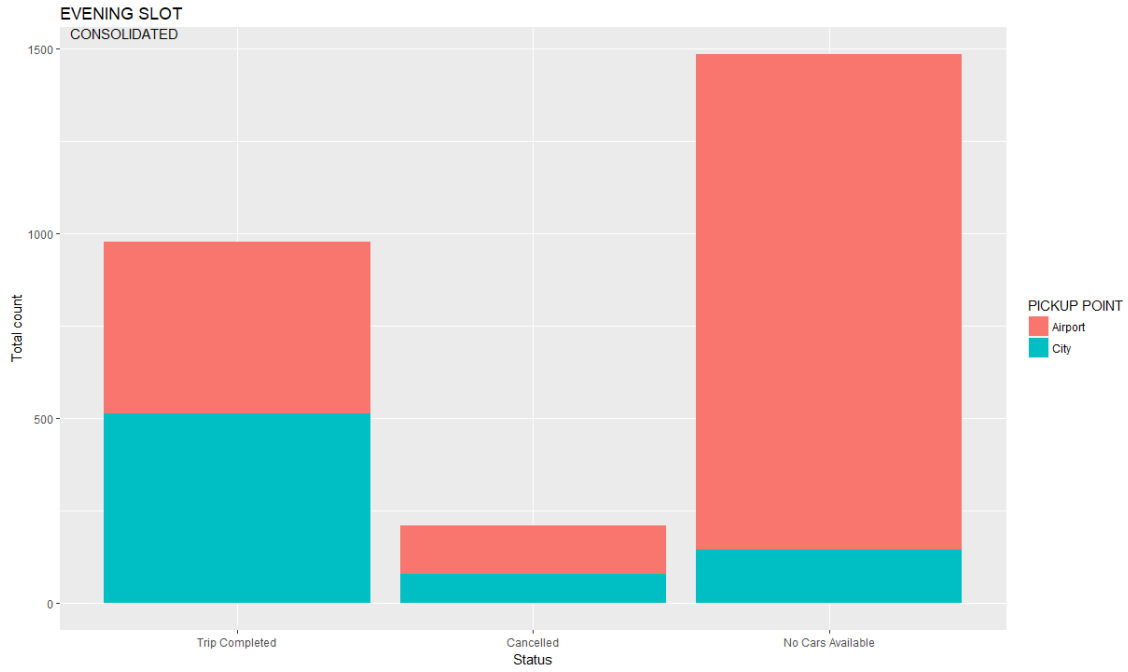
OBSERVATIONS

1. When requests from City to Airport are peak there are more number of Cancellations.
2. When requests are from Airport to City are peak Uber has no cars available.
3. Less number of cancellations I the Late night time slot.

PICKUP POINT ANALYSIS

CONSOLIDATED





OBSERVATIONS

1. Cancellations are high from City to Airport in the morning slot.
2. Cars not available from Airport to city in the evening time slot.

HYPOTHESIS

BASED ON OBSERVATIONS

HYPOTHESIS 1:

Drivers have to wait for a longer duration at the Airport i.e. till the evening slot to get a ride back to city. Which in turn increases the parking cost and time loss for the drives thus there are a lot of cancellations during that time slot and in turn no cars available during the evening peak hour.

HYPOTHESIS 2:

Cancellation are high in the morning slot due to peak hours and the drivers choose inter city rides overs airport rides.

HYPOTHESIS 3:

SOLUTION

BASED ON HYPOTHESIS

1. During the day when there is a lean demand from City to Airport and vice versa, Uber should encourage its drivers to station at the Airport so that the evening rush hour can be adequately served.
2. Uber should give parking incentives for the drivers to encourage city to Airport rides in the Morning and reduce cancellations.
3. Pre-booked Uber cab service through the airlines can help Uber access the demand and station the cabs at airport for evening hour.

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