UBER SUPPLY-DEMAND GAP

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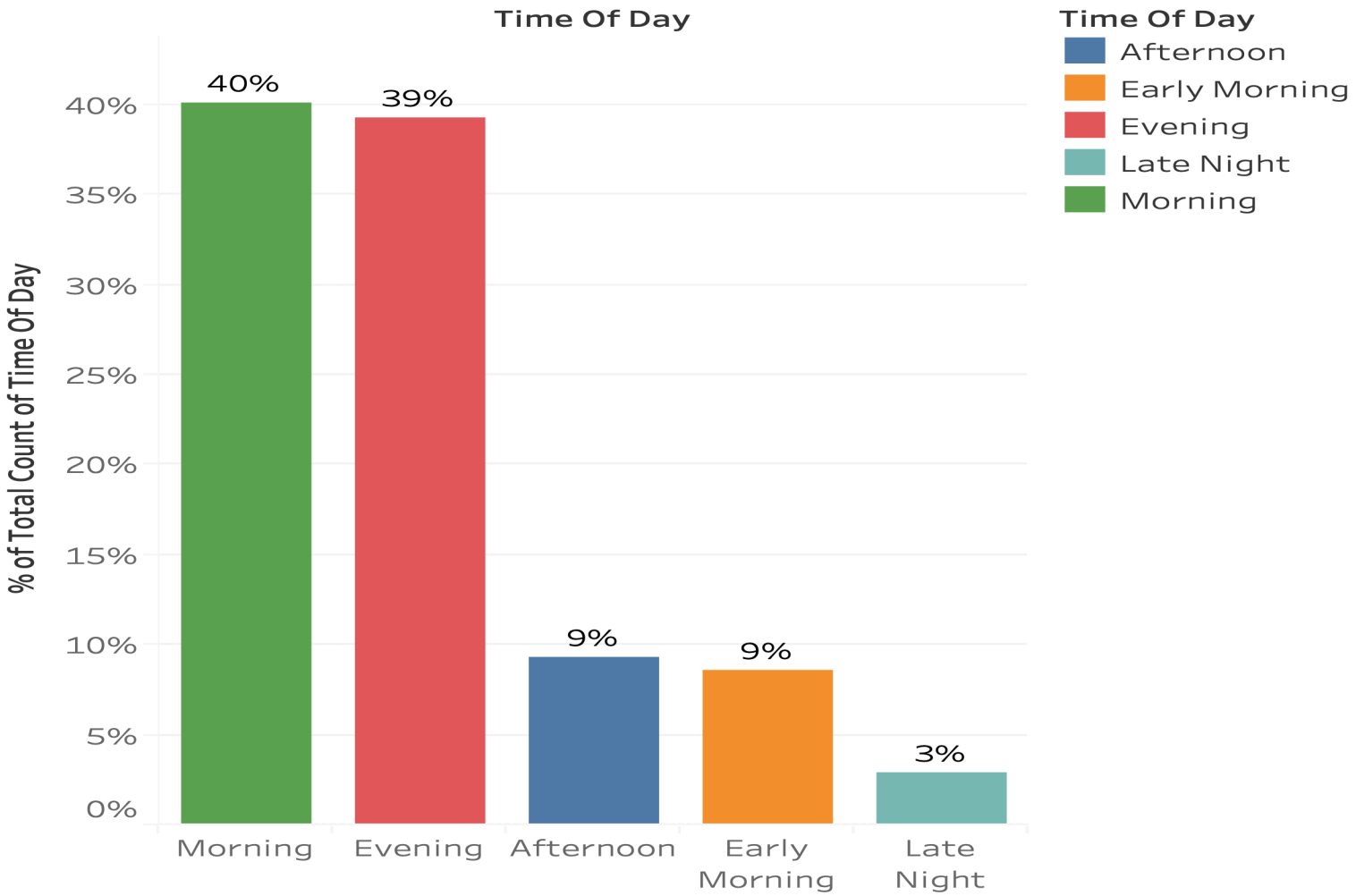
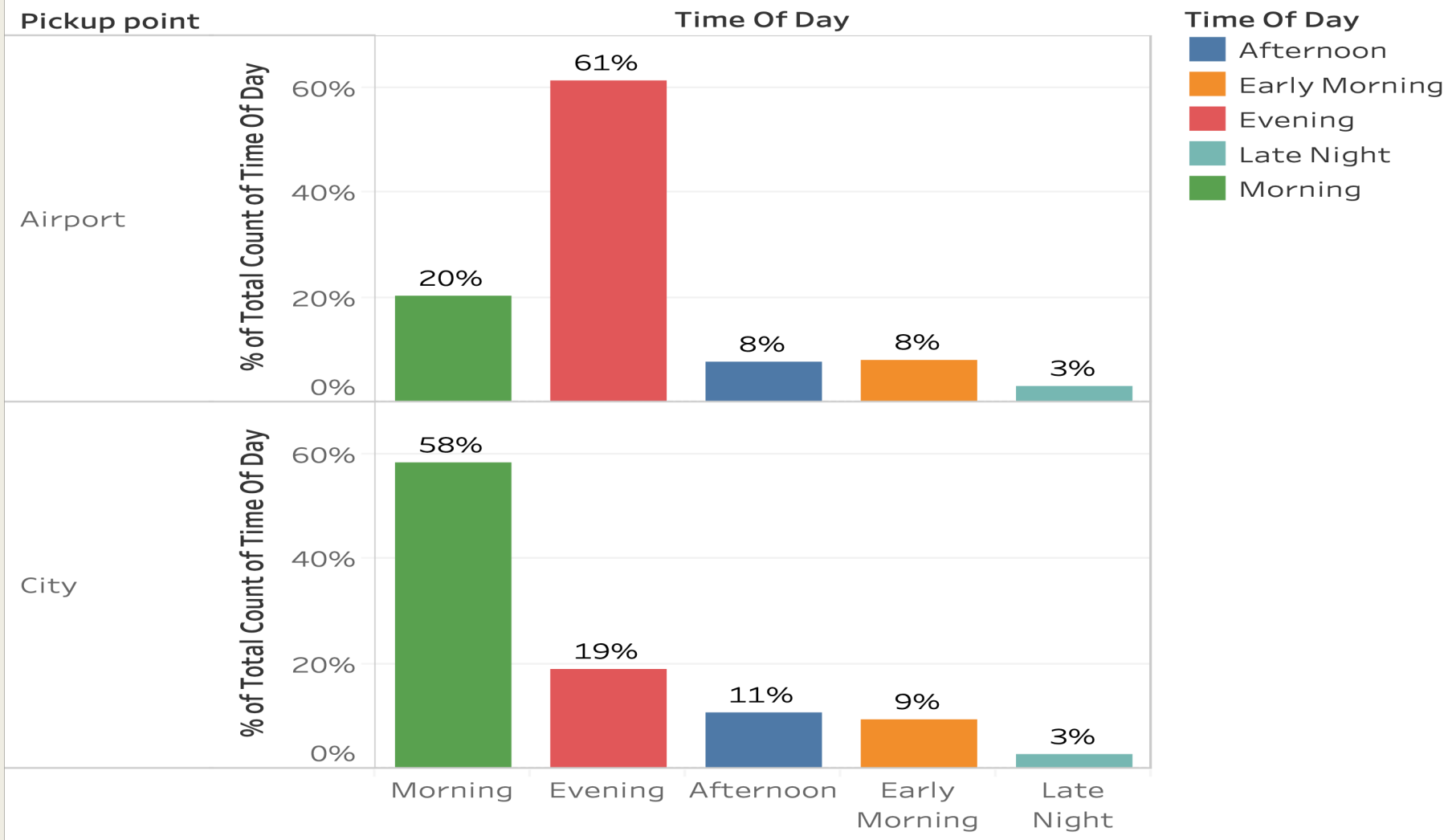
Uber's Demand Across the Day/Night



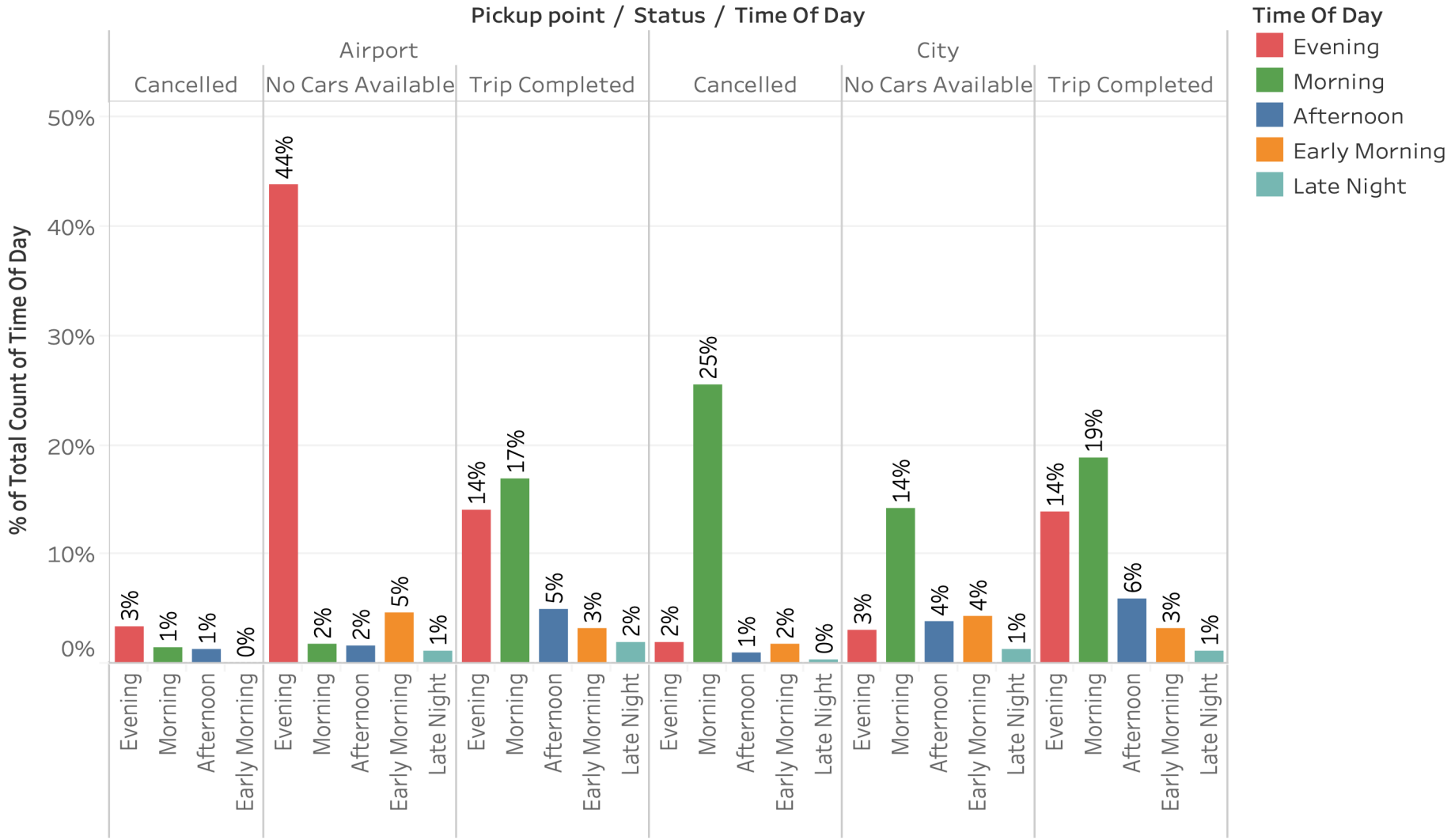
% of Total Count of Time Of Day for each Time Of Day. Color shows details about Time Of Day.

Uber's Demand Across the Day/Night at Pick up points



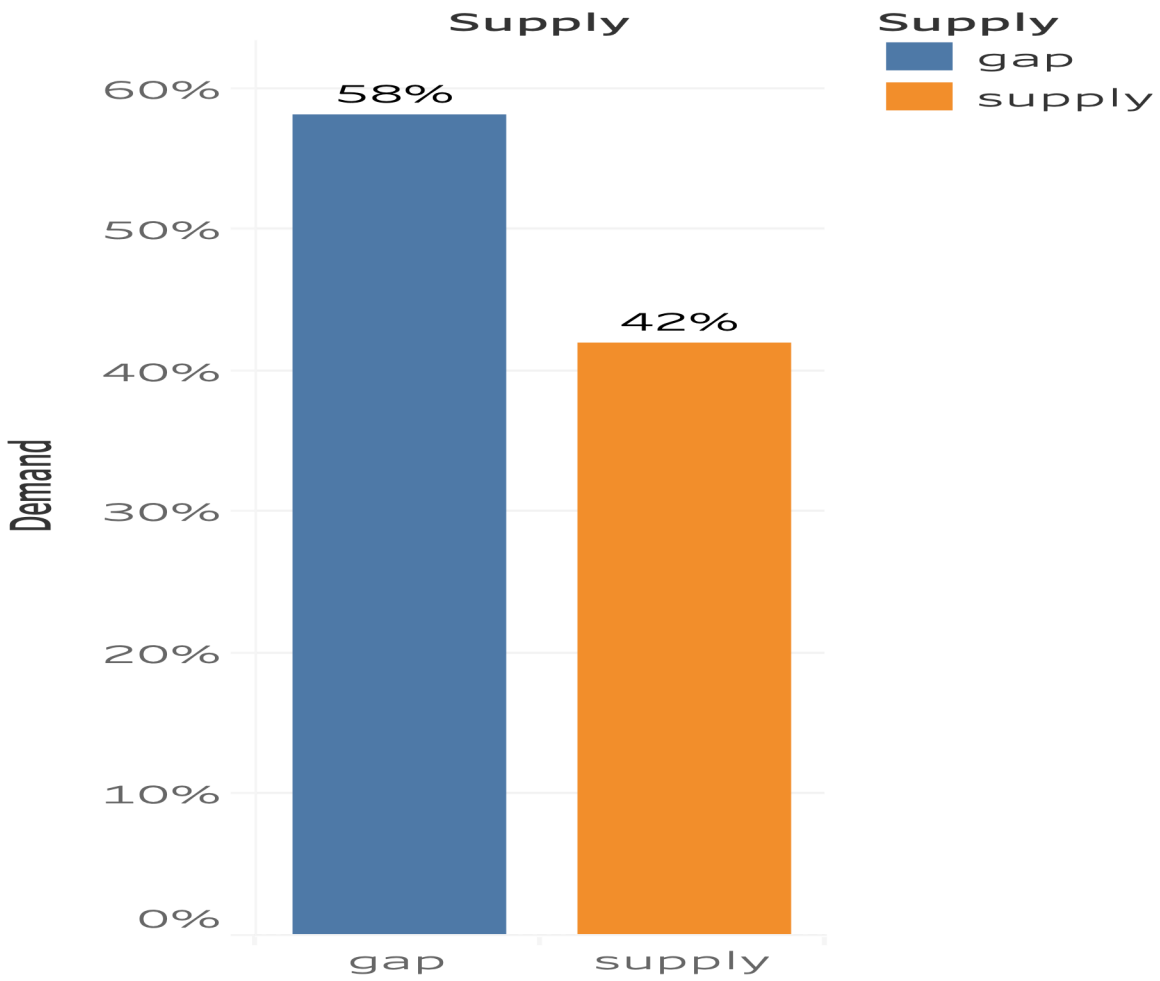
% of Total Count of Time Of Day for each Time Of Day broken down by Pickup point. Color shows details about Time Of Day.

Uber's Supply across the time slots at Pick up points



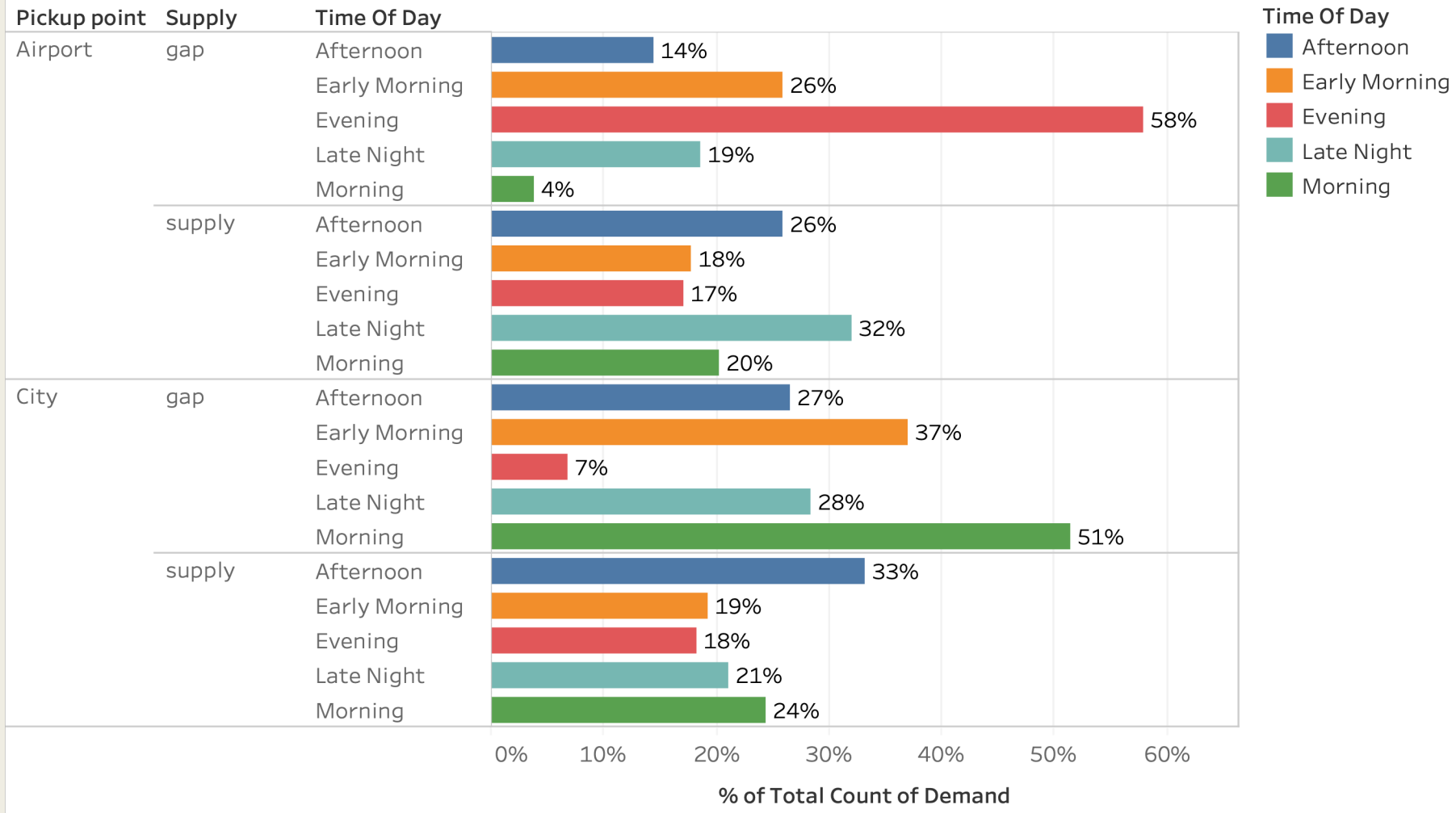
% of Total Count of Time Of Day for each Time Of Day broken down by Pickup point and Status. Color shows details about Time Of Day.

Uber's Total Demand Supply Gap



% of Total Count of Demand for each Supply. Color shows details about Supply.

Uber's Total Demand Supply Gap across time slots & pickup points



% of Total Count of Demand for each Time Of Day broken down by Pickup point and Supply. Color shows details about Time Of Day.

Recommendation

- During Evening hours i.e. between 4 PM and 10 PM there is high demand at the Airport and during morning hours i.e. between 4 AM and 12 Noon there is high demand at the City
- Only 42% has been supplied and rest 58% has not been supplied either due to non-availability of Cars or Cancelled
- Typically since Flights frequency is less during the day and chances of idle time high for drivers, the drivers don't take the Morning trips. So suggest an incentive package to encourage drivers to take this trips
- The supply of cars at the Airport needs to be increased during Evening hours as many would return to the city
- There are some gaps in the data provided like Cancellation reason and who cancelled the request. In cases where the Customer has cancelled some more data like when it was cancelled need to be capture and when it was accepted and how much wait time was given to the Customer needs to be captured as this would give insights of there was delay by the driver in coming than was told and in this time if any competitor with much less wait time was preferred by Uber can be explored and action can be taken accordingly.