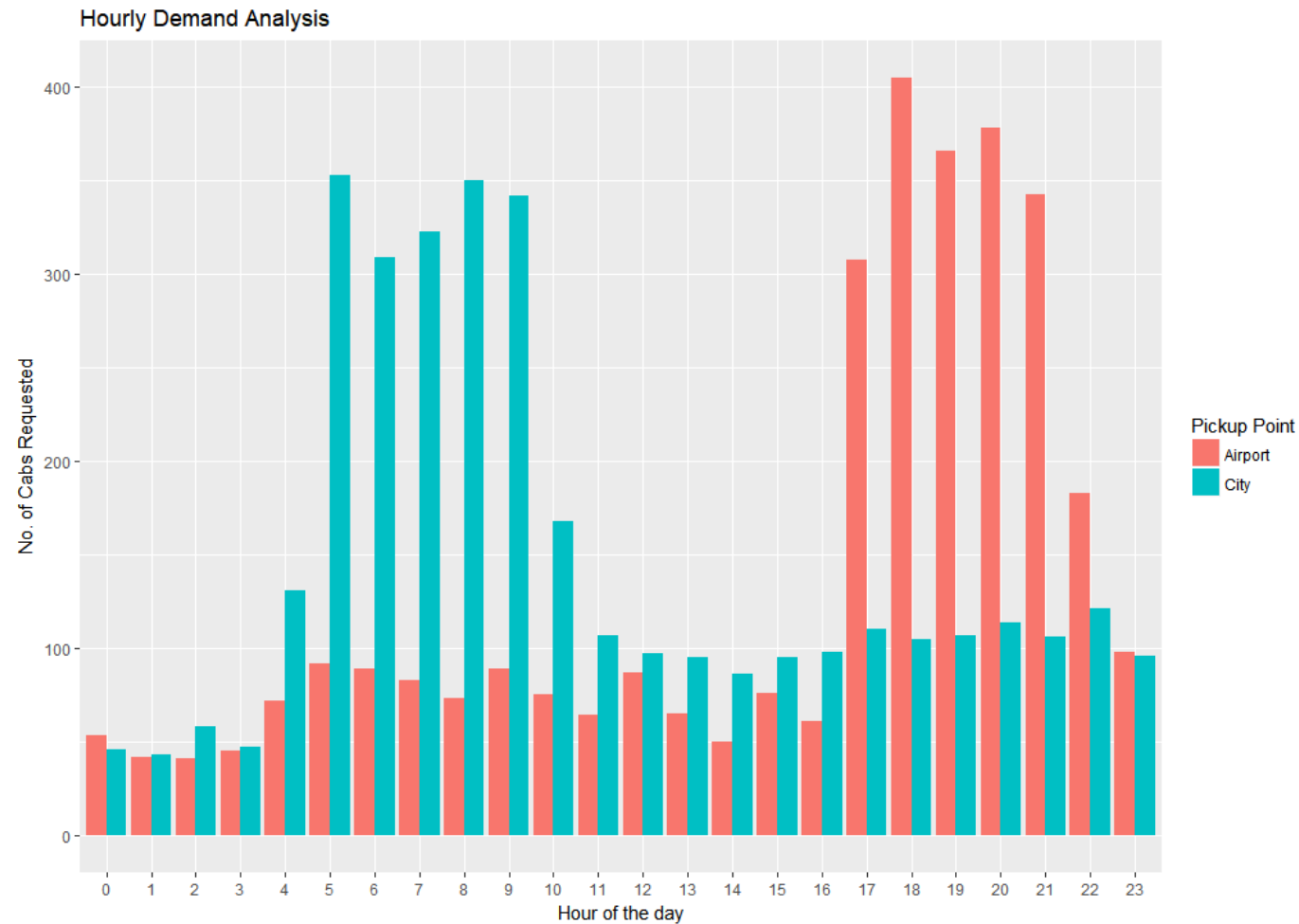


# UBER Demand & Supply analysis

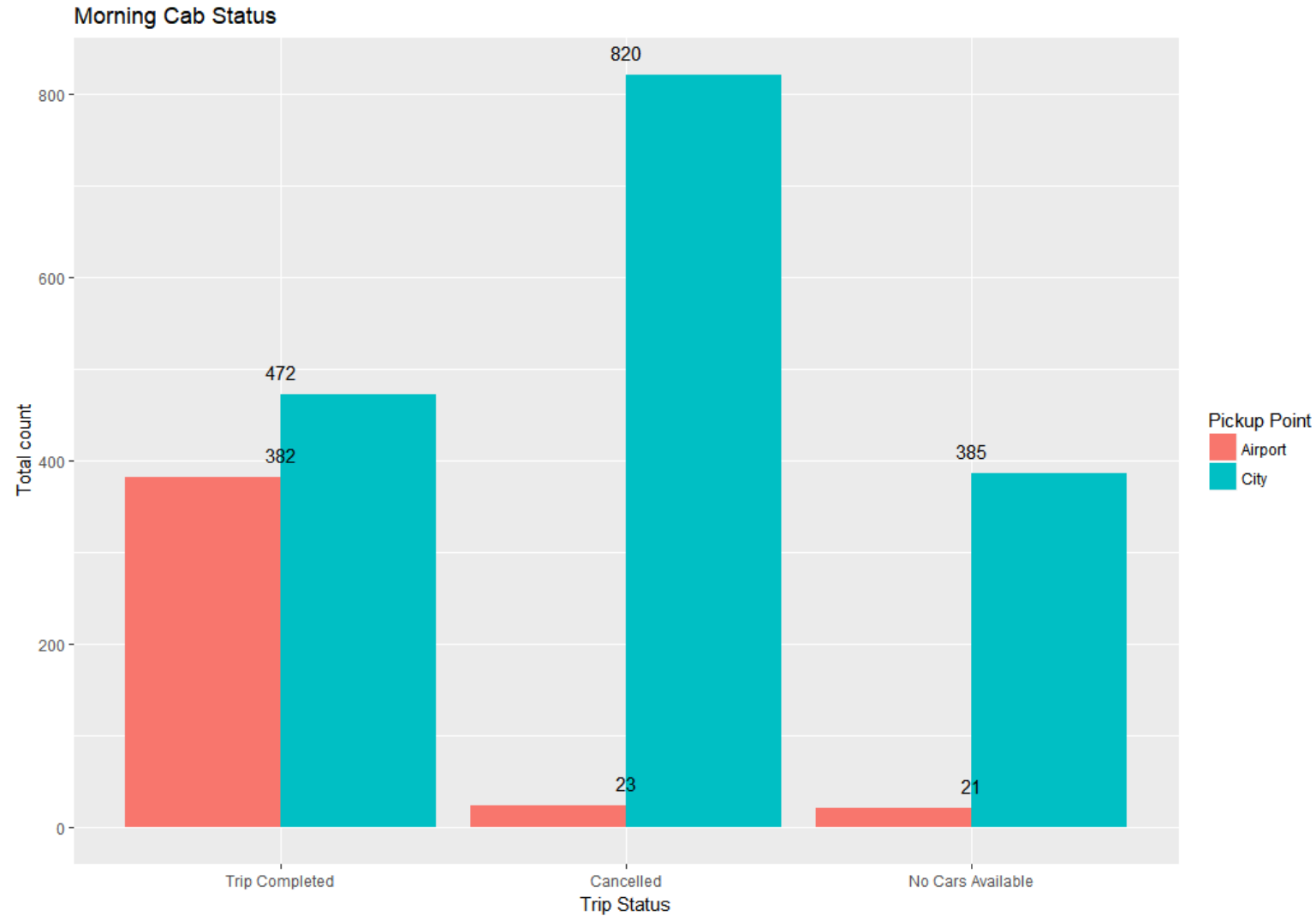
*- Analysis by Naveen Kumar Chittipolu*





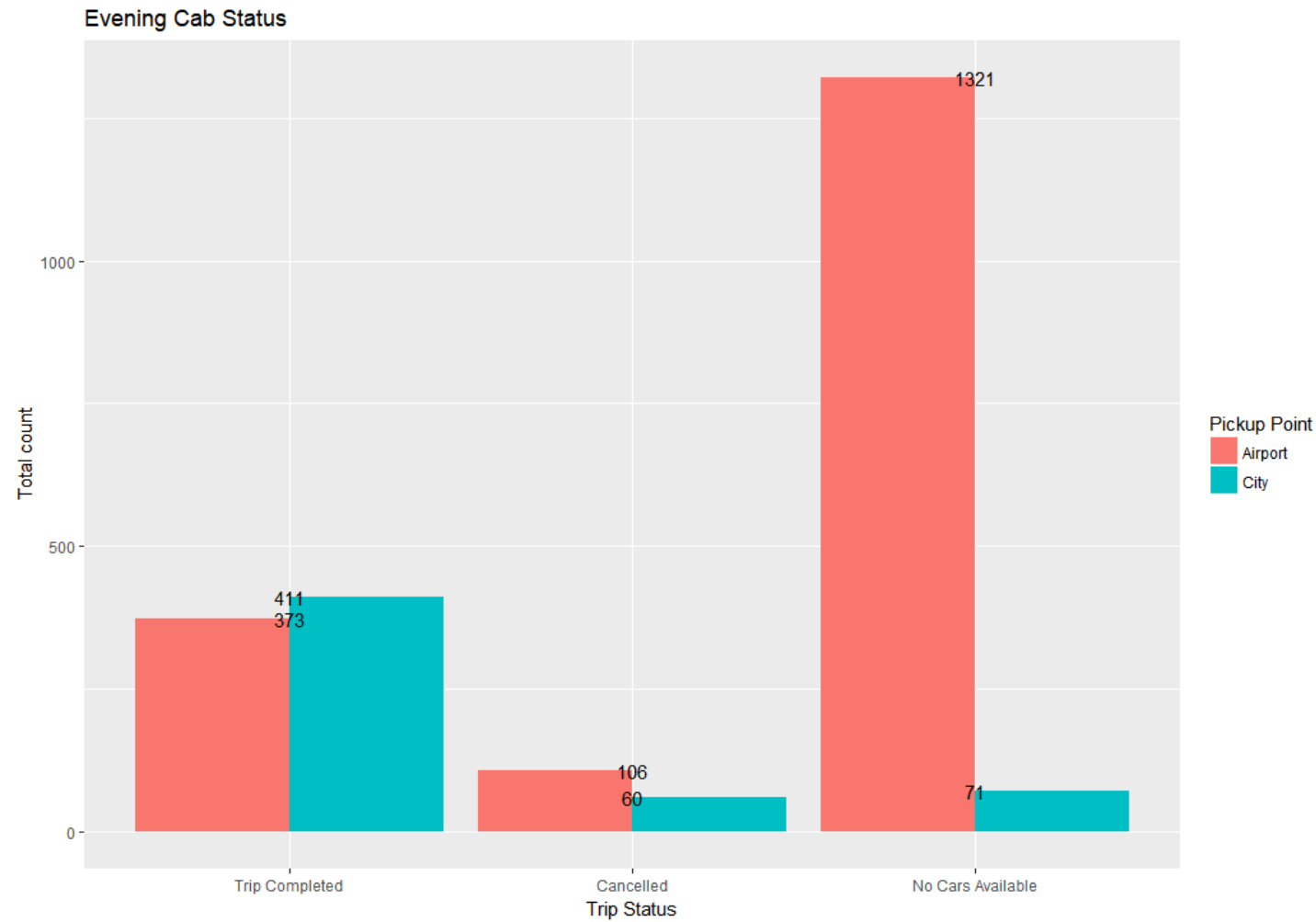
***We can observe No. of Cab requests within City is more between 5AM-10AM, whereas from Airport Cab requests are more between 5PM-10PM.***

# Morning(5-10 AM) analysis – Identify Problems



**Problem1 - Major – Observation - No. of “cancelled cab requests” in City is more in the morning compare to Airport.**  
**Problem2 - Minor - and No. of “No cars available” within City is more in the morning compare to Airport.**

## Evening(5-10 PM) analysis – Identify Problems



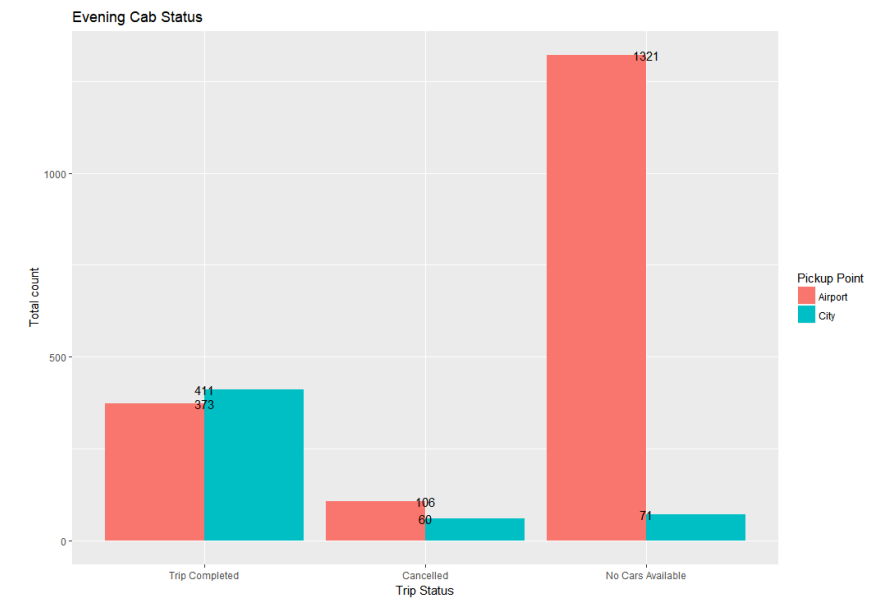
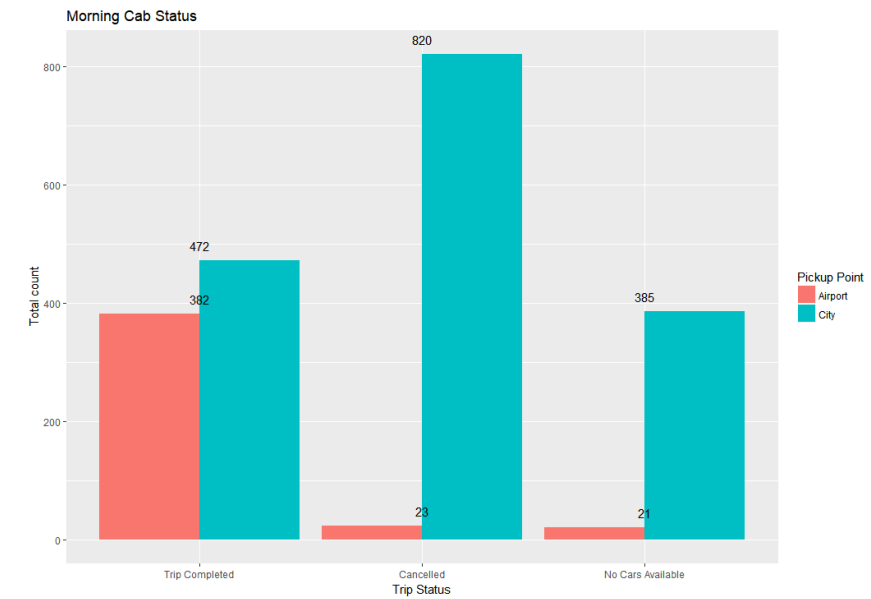
**Problem1 - Major – Observation - No. of “No cars available” at Airport is more in the evening compare to Airport.**



# Most pressing problems for Uber

***Problem1 - Major – Observation - No. of “cancelled cab requests” in City is more in the morning compare to Airport.***

***Problem2 - Major – Observation - No. of “No cars available” at Airport is more in the evening compare to Airport***



*More Number of ride cancellations done by driver, is creating a shortage of supply for City to Airport rides. Shortage is around ~80 rides.*

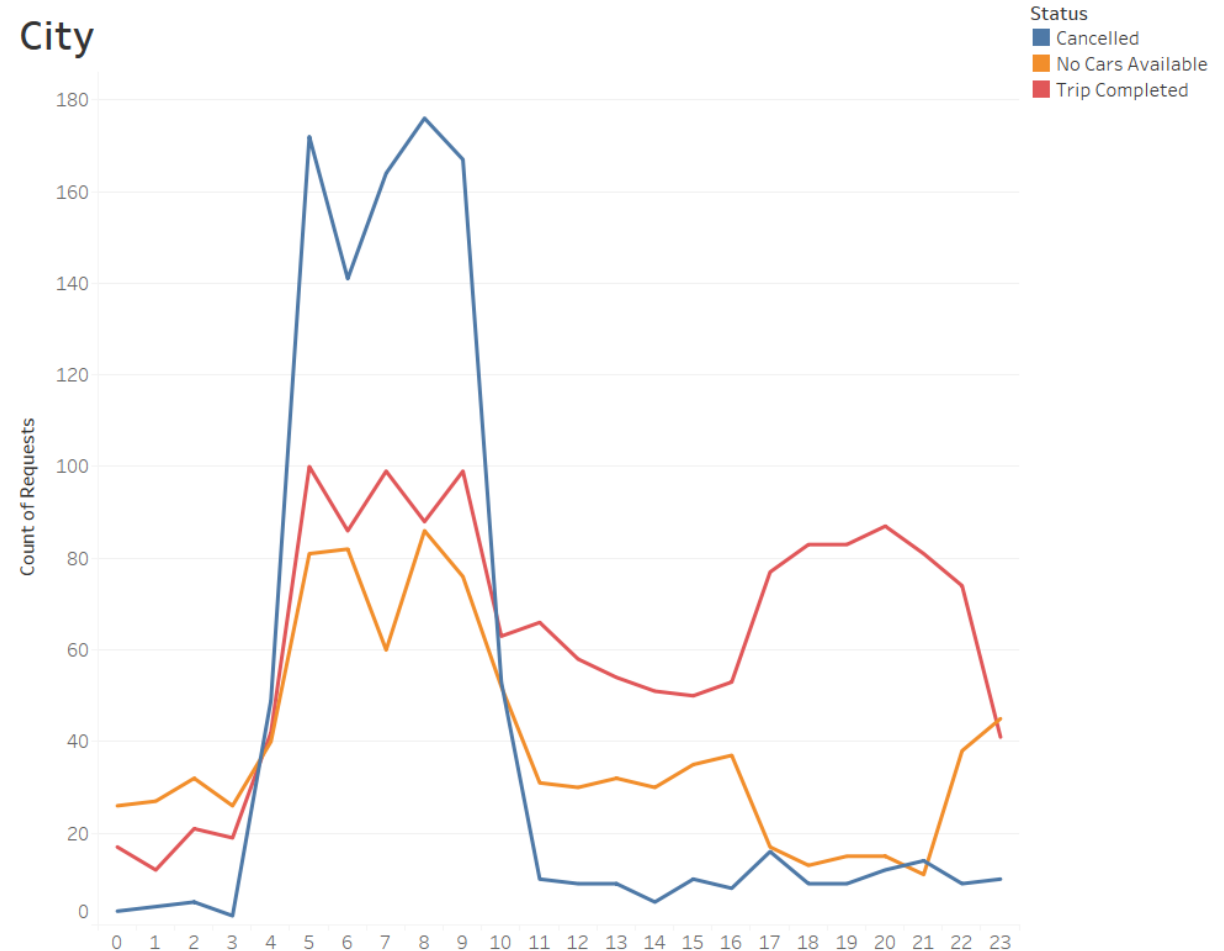
## **Possible reason for the supply demand gap –**

*Drivers are not interested to go to Airport during morning hours. One of the reasons may be, they may not be getting the return ride from Airport to City since the count of bookings from the Airport to City in the morning are less compare to City. Refer Slide2. Bookings from Airport to City in the morning are less because of inflow of the flights to the airport.*

## **Suggestions –**

*Give drivers some “bounty points”(Extra money) who accepts morning rides from City to Airport. Since the shortage is ~80 round robinly select driver and assign ride and notify driver about the bounty points scheme.*

City



*~300 rides demand is not met because of the “no car availability” at the Airport between 4PM to 11PM.*

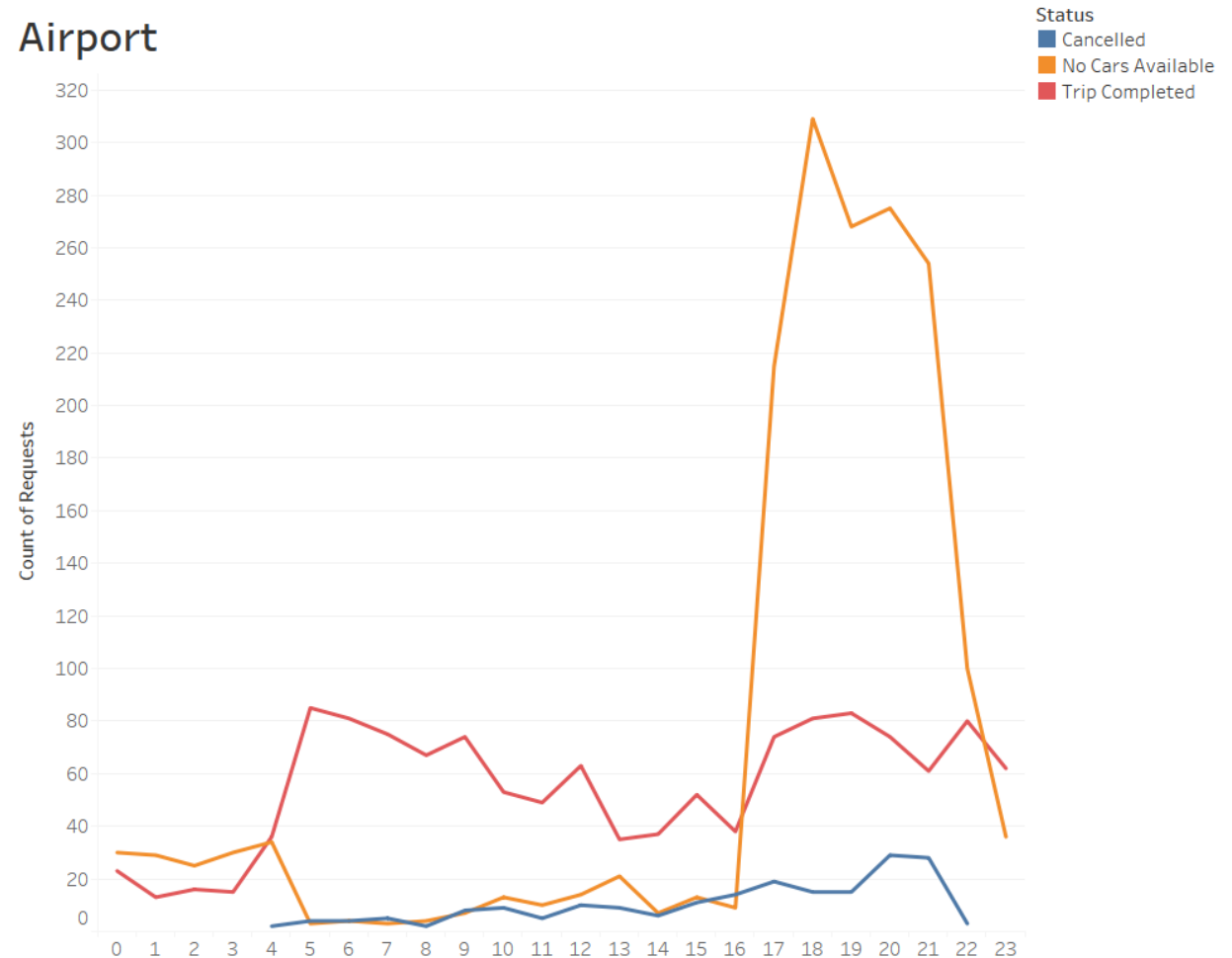
## **Possible reason for the supply demand gap –**

*One of the reason is in flow of the flights is more in the night. Other could be drivers are not interested in waiting at the Airport till late night or work in the night shifts.*

## **Suggestions –**

*Give drivers some “bounty points”(Extra money) who work in the night shifts. Allow cab sharing from Airport to City during the night time to handle more number of rides in the peak hours.*

**Airport**





Thank you!