Uber Case Study
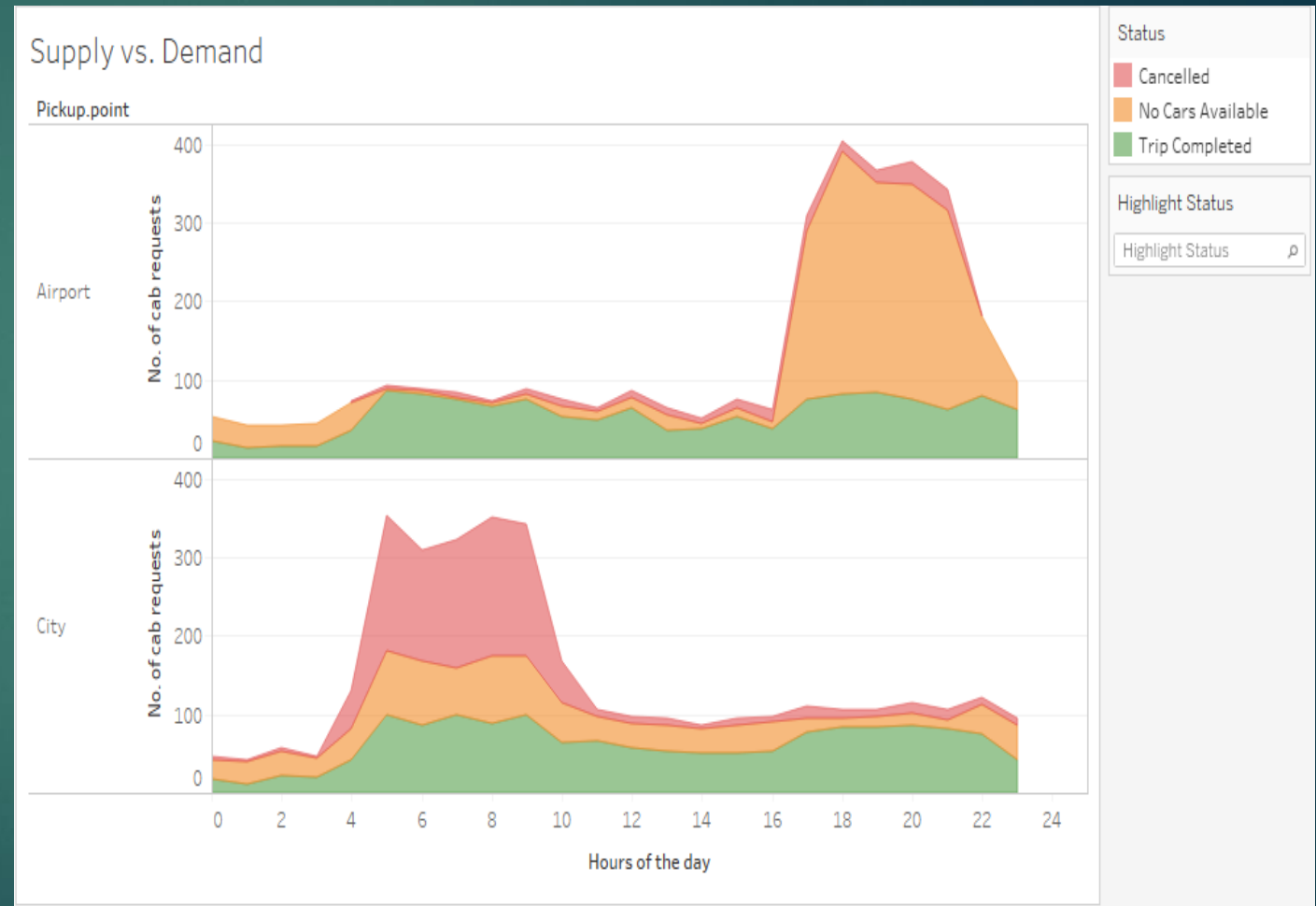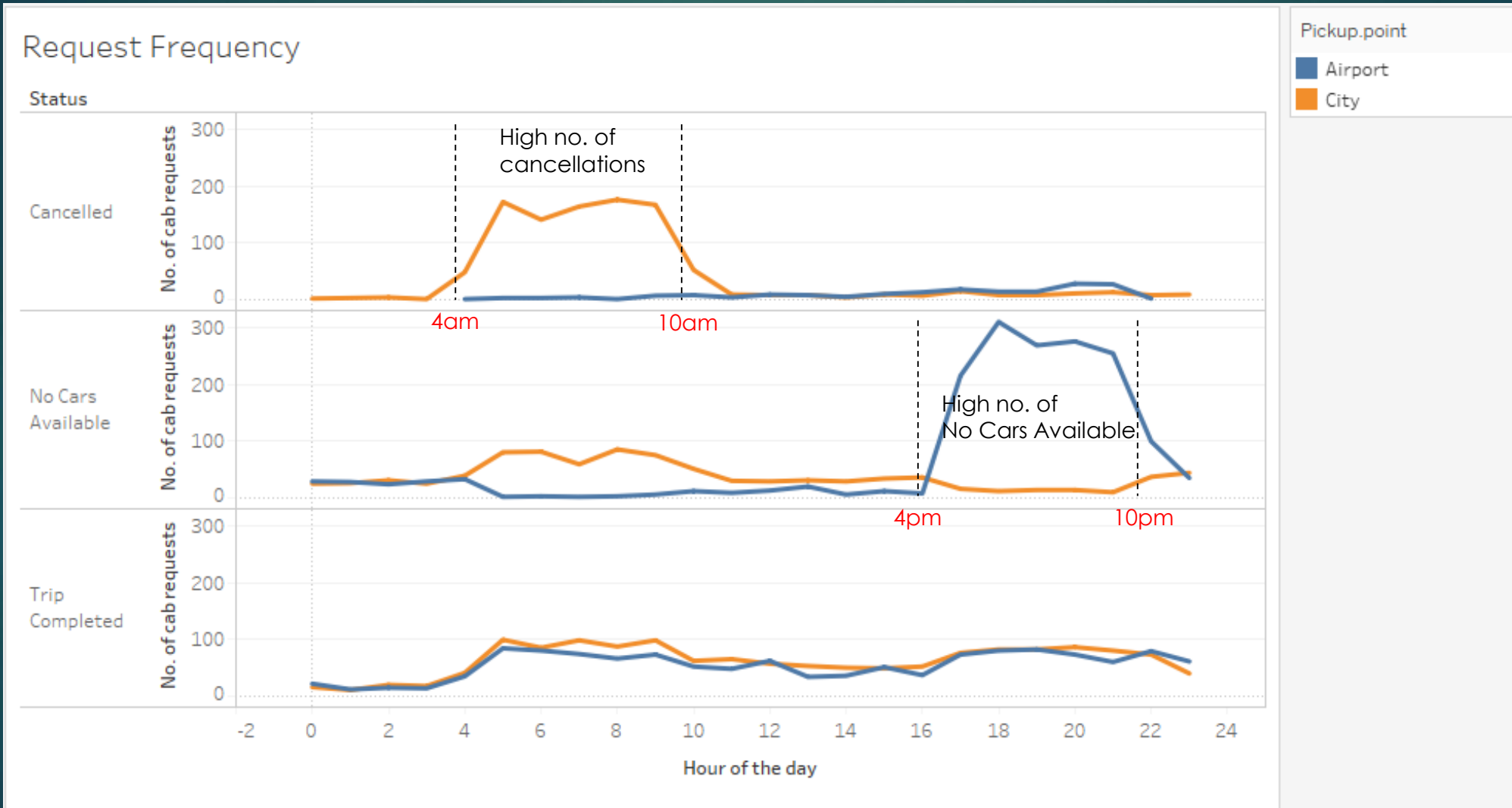
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Supply vs Demand

- There is huge amount and supply and demand mismatch during early morning and late night hours.

- Around 75% of the requests go unfulfilled, that are either cancelled or no availability of cabs.

Cab Requests frequency

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- Cab requests from City to Airport during 4AM to 10AM

  - Approx. 75% of bookings are either cancelled or cabs are not available.

- Cab requests from Airport to City during 4PM to 10PM.

  - Approx. 75% of bookings are either cancelled and cabs are not available.

- Probable hypothesis:

  1. Lack of incoming flights to the airport in the early morning hours, thus denying any business for the drivers at the airport.

  2. Drivers would not want to go the airport in the early morning hours, due to high traffic.

  3. Drivers may not want to drive to the airport because of long distance from the city. They will lose out on making short multiple trips that attract incentives.

Recommendations

- Investigation is needed about why there are high number of requests with cars that are cancelling the requests.

- Based on the Uber business model, assign specific drivers to operate between the airport and city during the peak hours and provide incentives based on the count of airport trips.

- Subscribe around 300 more drivers to operate from the airport during the peak late evenings.

- On Uber business model, collaborate with few third party drivers/organization that can provide the services in absence of the native Uber drivers.