Uber supply demand Gap

Vaddigadda Pradeep

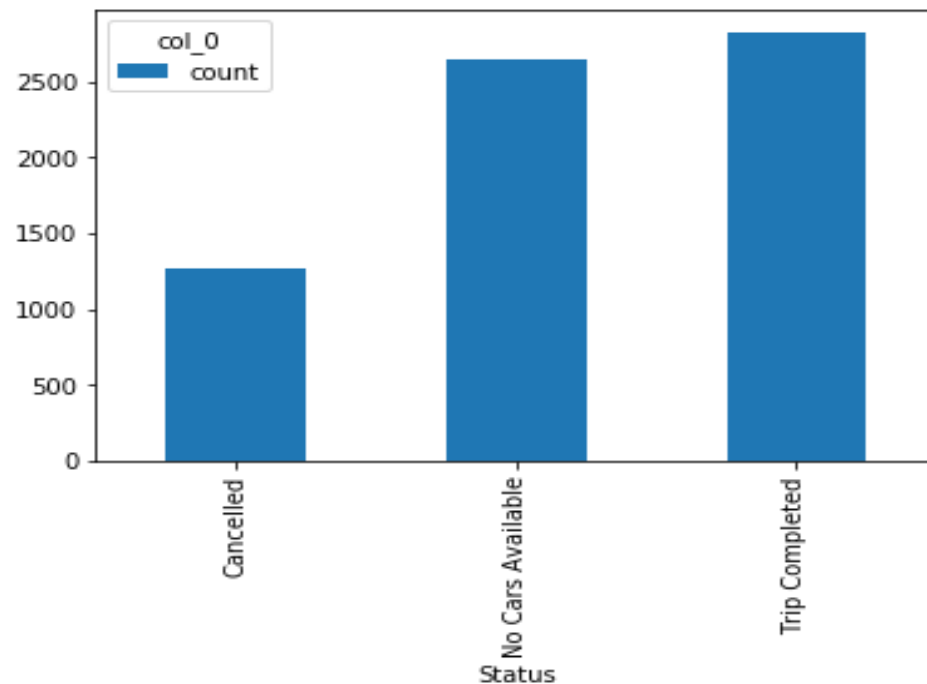# Objectives & Goals of Analysis

Business Objectives:

The objective is to identify reasons for non-availability and cancellation of cabs during various hours of the day. Any recommendations to improve the demand-supply gap would be made.

Goals of Analysis:

- **Identify critical problems in availability/ cancellation resulting in declined customer experience .**

- **Demand-Supply Gap analysis-** Understand reasons for demand supply gap

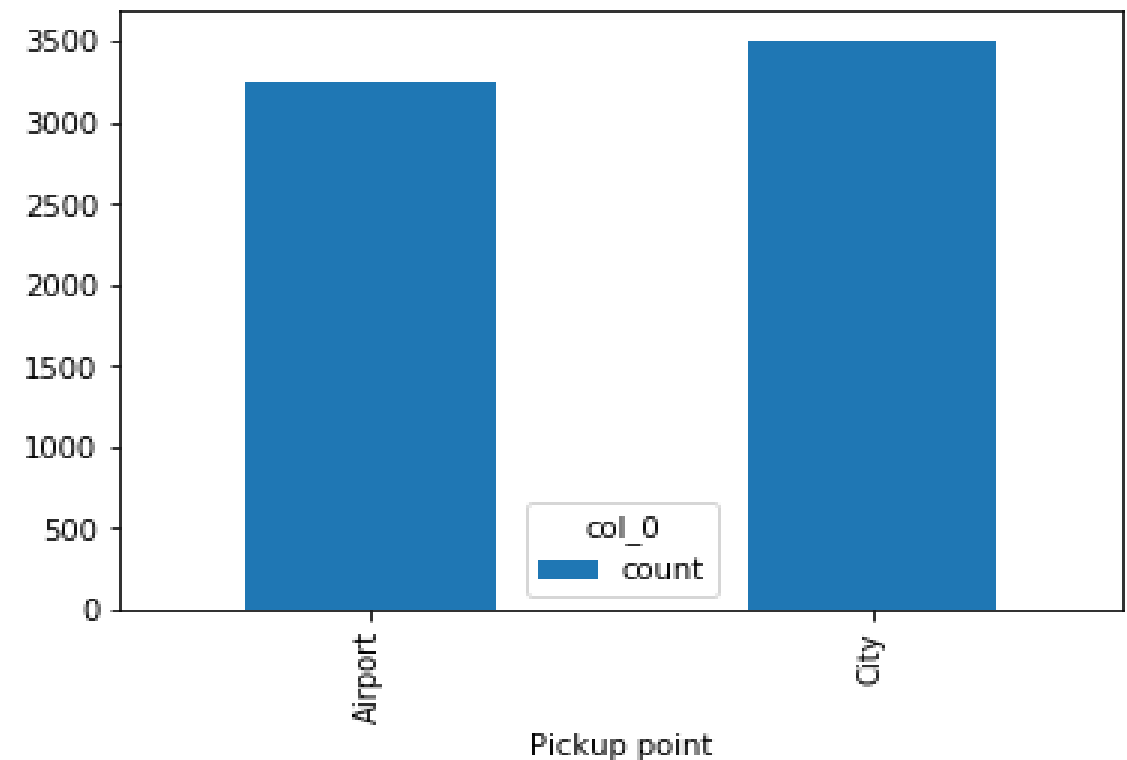- **Recommendations-** Possible solutions to mitigate the gap

Univariate analysis :

Number of request by status

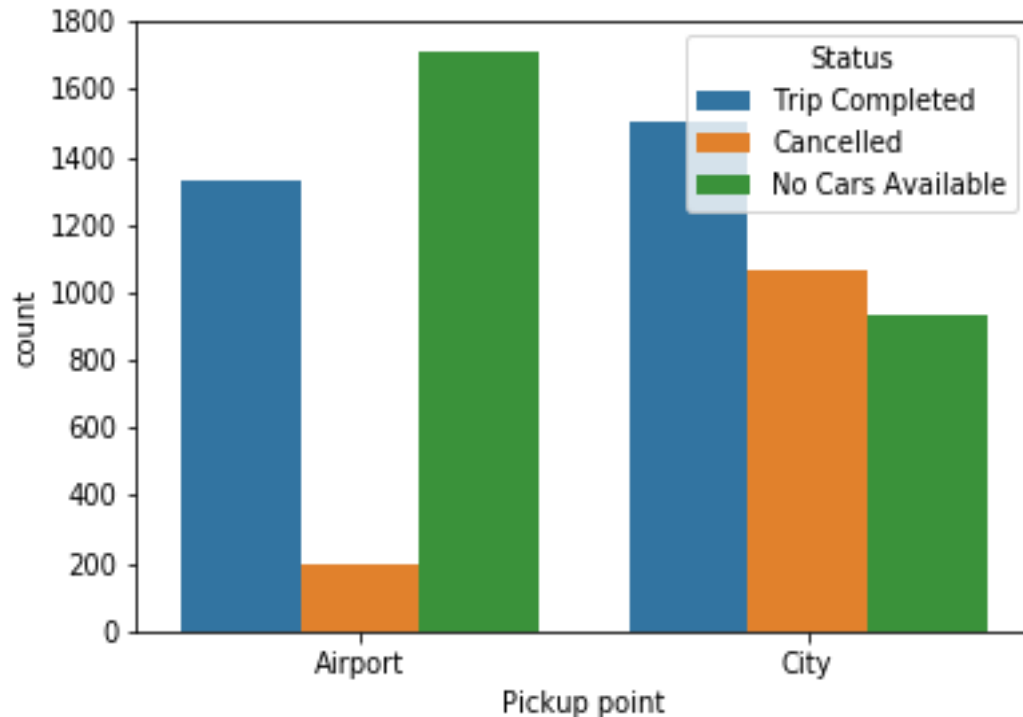Here ' No cars available' is more than the number of trips cancelled

Total request by pickup location

here the requests for pickup points are AirPort and city are almost equal although there is a slight difference
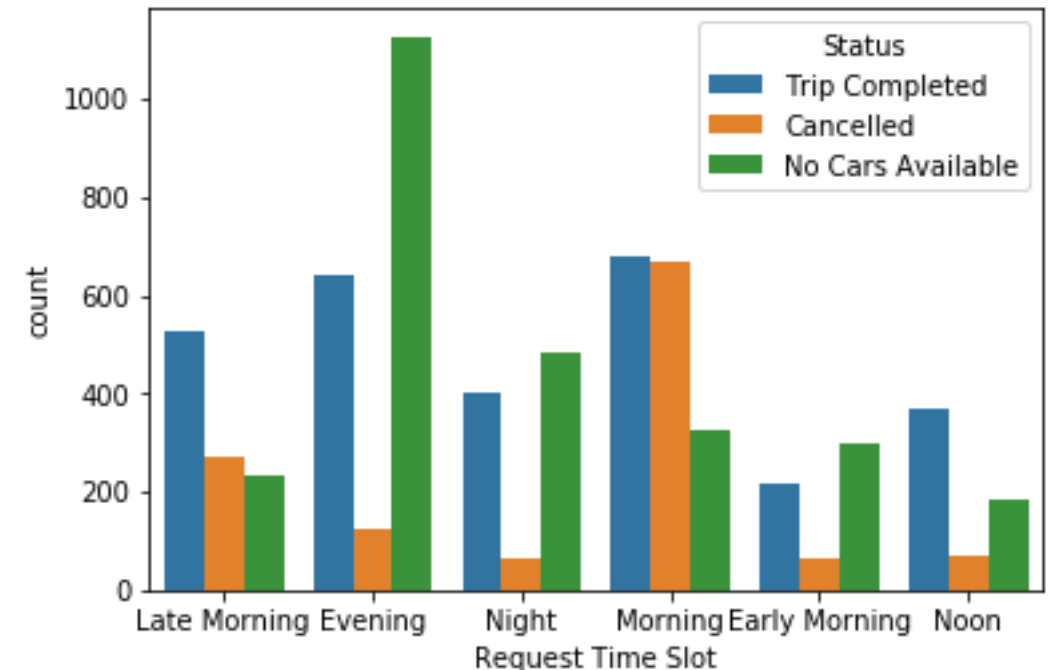
Analysis by timeslot and location

UpGrad

Number of request by status and pickup location

No of requests by status and time slot

1) There are more 'NO CARS AVAILABLE ' from AIRPORT to CITY
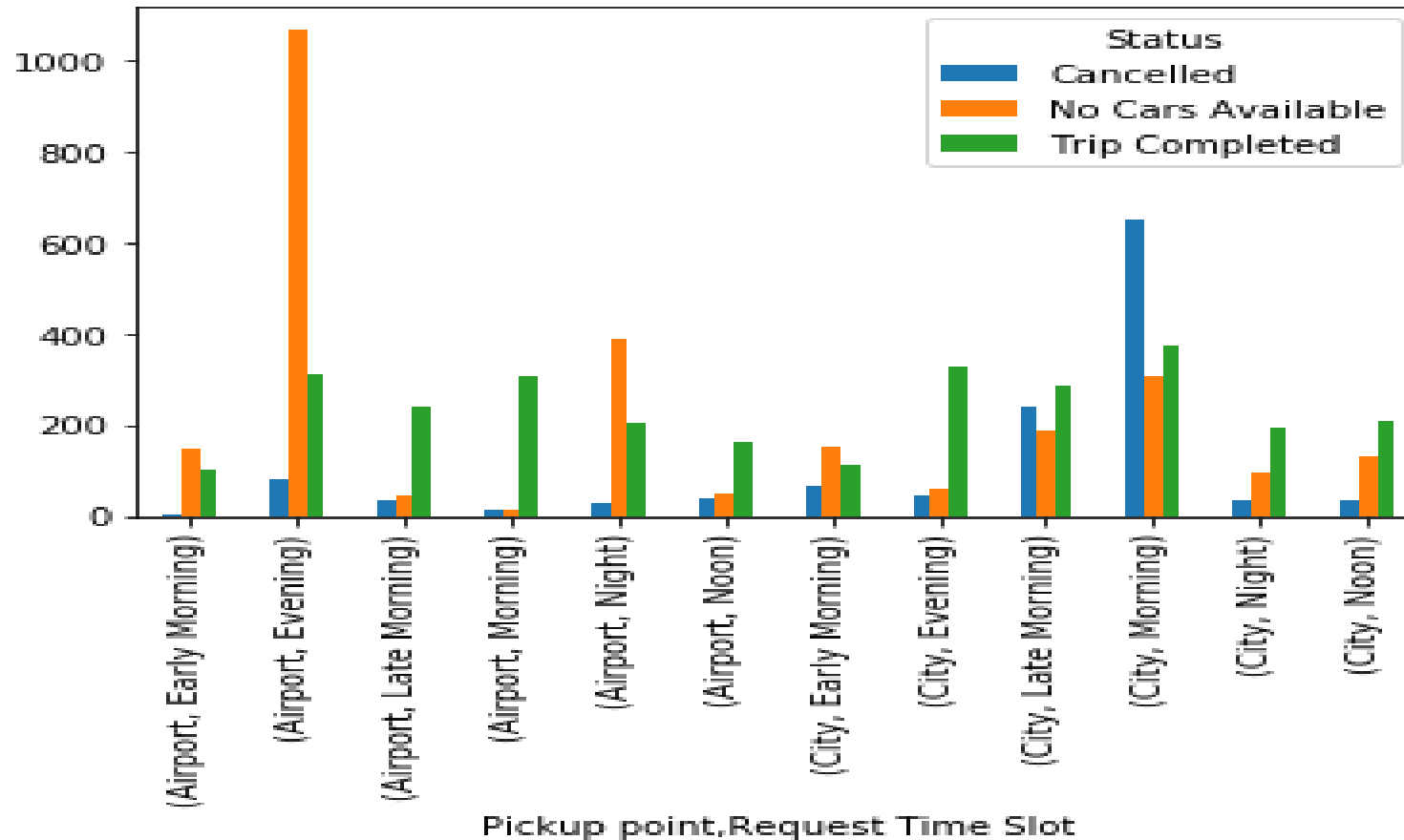
2) There are more CARS CANCELLED from City to AIRPORT

1) Most ' No Cars Available 'are in the Evening.

2) Most Cancelled trips are in the Morning.

Outcome Result 1 :
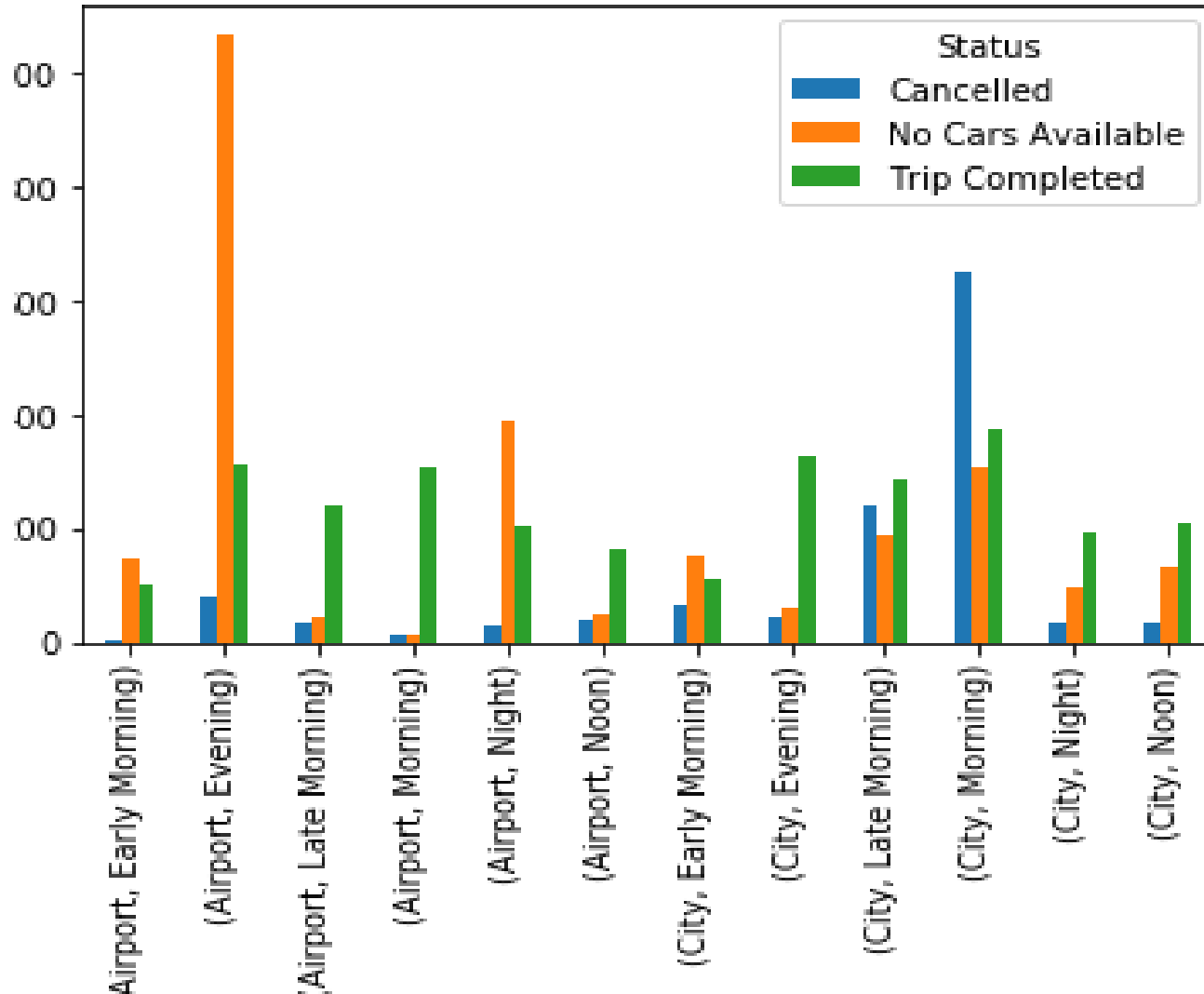
Visualization for pickup point and request time slot

- Here mostly ''no cars available are seen'' at evening times(5p.m to 9 pm) at airport

REASON:

- evening is the most preferred time of landing hence there are high number of requests and most of cabs were serving inside the city so there are less no of cabs available at airport for pick up since no cabs are reached earlier to airport

- Since demand is high there and it is not served gap exists between demand and supply
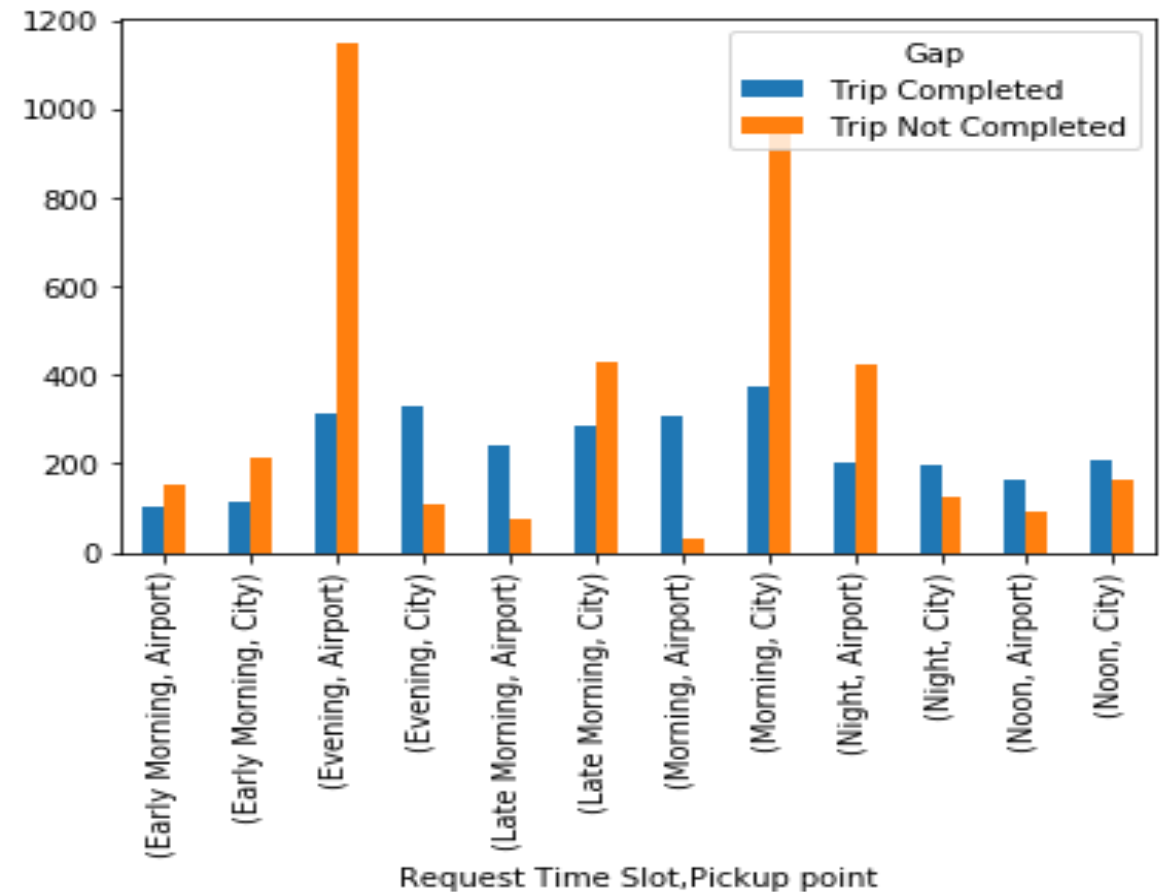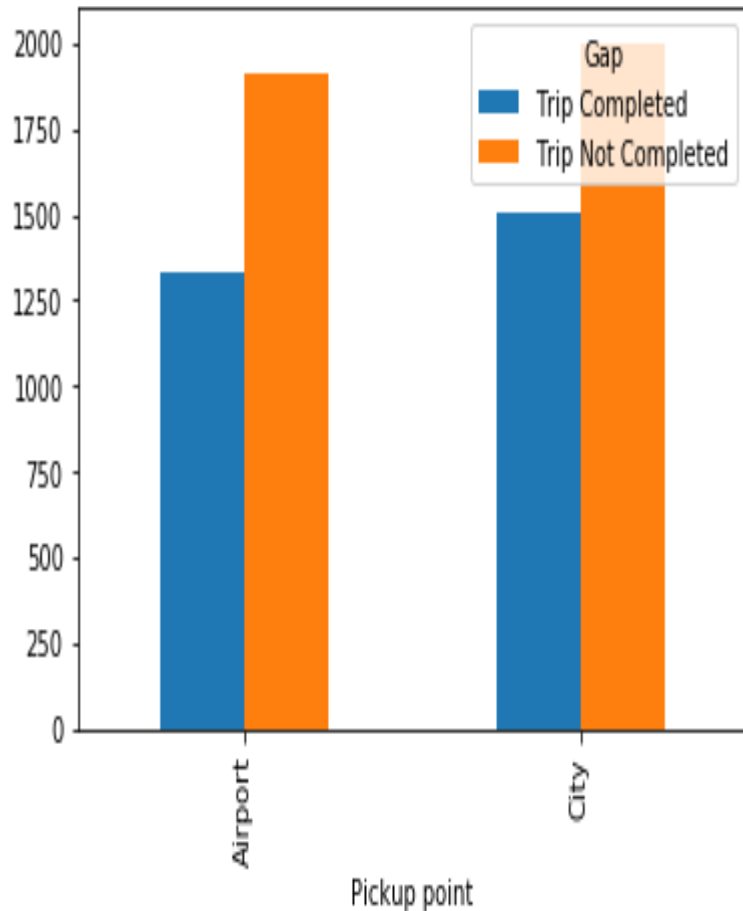
Out come result 2:

- Here most no trips were cancelled in morning(5AM to 8 Am) from city

- Reasons:

- There may be more distance from city to airport and the requests were low in morning times from airport drivers need to wait for a long time they loose the requests in city since it is morning and it is a rush hour in city

- Gap exists between demand and supply

Supply demand gap

Demand is more than supply we can observe it in below graphs

Conclusion:

- Based on analysis 'gap exists between demand and supply

- Early morning and morning for city pickup

  Since distance is far and it is a rush time period in city and low requests from airport to city which makes drivers wait for long hours

  so that drivers cancelled the requests in morning it creates huge gap between demand and supply

- Evening for airport pickup

Since there are more number of flights are arriving at evening and there are high number of requests at that time and less number of cabs are available since no cabs reached earlier it creates huge gap between demand and supply

Recommendations

- Encouraging the pool of customers to the airport that ensures driver a larger income
- Making a permanent stand at airport can help to serve better the requests for the coming demand
- Giving more incentives to the drivers for trips to airport in morning can help to serve the demand
- Increase in number of cabs in the fleet since there are more no cars available in the evenings at airport