

UBER PICK UPS IN NEW YORK DATA ANALYSIS

ANALYSIS BY AREA

Suburban Areas where non-Uber companies are providing service

Columbia
Erie
Essex
Greene
Saratoga
Sullivan
Ulster
Washington

These areas add to about 2% of the total demand for the Non-Uber companies

ANALYSIS BY TIME

1. Day of the week - The general trend seen is that non-Uber companies have a slightly higher demand than Uber on the weekends. On Sundays, the demand for Non-Uber is 2% higher than Uber. Similar difference is seen on Mondays as well.
2. Hours of the day - The non-Uber companies seem to have a higher demand than Uber during 4 am - 3 pm. The early morning hours seem to indicate that these maybe rides for long distance fares from airports or near by states Connecticut and New Jersey.

ANALYSIS BY DEMAND

A. PEAK TIMES

1. When peak times were analyzed, the time frame from 4am to 8am indicated that areas Connecticut, Manhattan and JFK Airports were the prime locations where pick-ups were requested by non-Uber users.
2. For time-frame 9am to 3pm pick ups were requested from Connecticut, Manhattan, JFK and LaGuardia Airports by non-Uber users
3. Uber does not seem to be serving in these areas at all. Airports are a prime location with heavy demands during the day, and Uber can definitely benefit from these areas.

B. LONG WEEKEND ANALYSIS

1. During the time period of July - September there are two long weekends 4th July and Labour day.
2. On the weekend of 4th July, the most popular pickups for non-Uber rides were Manhattan, Bronx, JFK and LaGuardia Airports.
3. On the Labor day weekend, the popular pickups for non Uber rides were JFK, LaGuardia and EWR Airports.
4. Uber in this time period was not serving any of the airports and these rides consist of upto 25% of the demand.

C. Steadily increasing non-Uber demands

1. Analysis was done by the hour to understand areas where Uber demands were steady and non-Uber demands were rising. The purpose was to understand where Uber can increase its services to existing areas to cope up with the increasing demands for cabs.
2. Bronx is one area where the demand kept rising in hour slots 1am - 2am, 5am - 8am and 2pm-5pm.
3. New Jersey showed an upward trend in timeframes 9am - 11am and decreasing from 5pm onwards.

CONCLUSION

- Based on the analysis we understand where Uber is currently not serving in terms of areas, time frames when Uber can increase their routes served and areas where demands are consistently increasing Uber can add more drivers on those areas.
- Uber could modify their algorithms to include these routes as options to their drivers.
- Provide drivers more incentives to serve areas like airports where the toll rates are covered which makes these areas feasible for drivers.
- The given data had only pick up areas and times. Had there been more information around the fares, distance covered and destinations that would definitely help in understanding profitability of the rides.