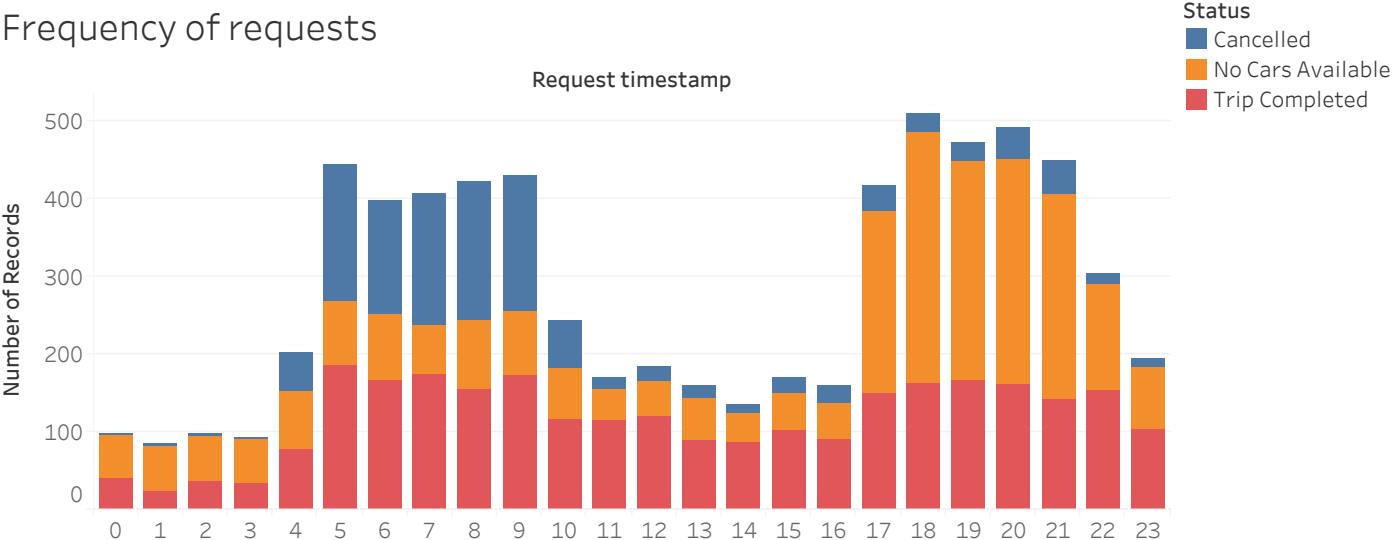
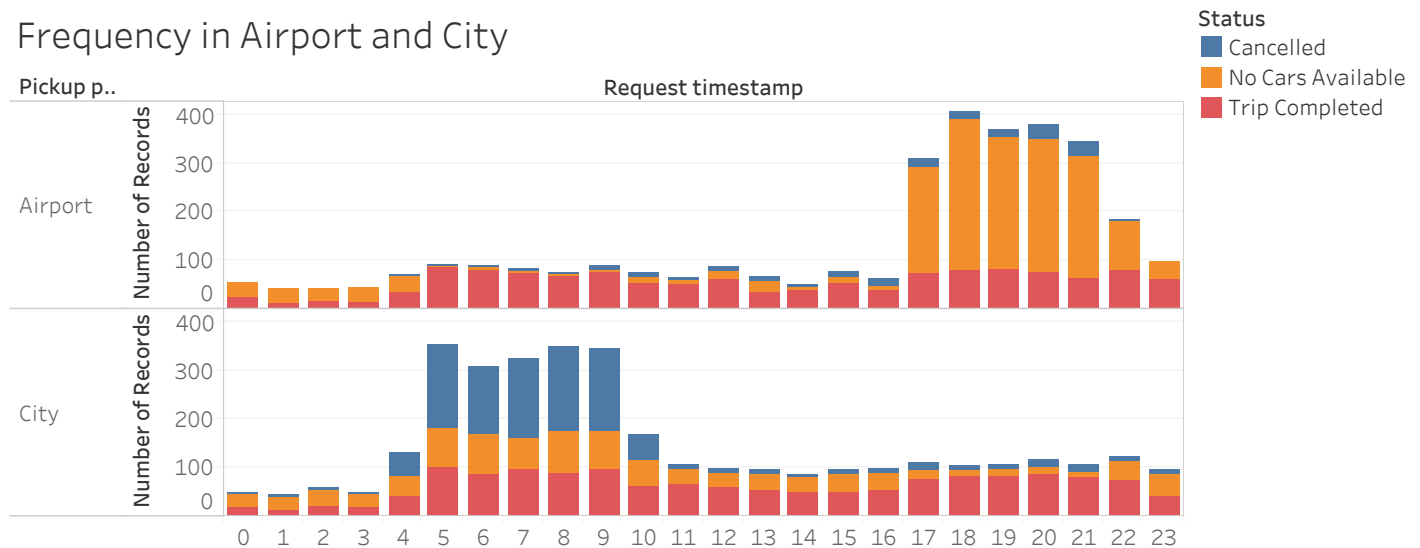


Frequency of requests



Demand for cabs is more in the early morning time(5am - 10am) and in the evening(5pm - 10pm). In Airport demand is more in the evening (5pm - 10pm). In City demand is more in morning(5am - 10am). This indicates there are more incoming flights to airport in the evening and there are more outgoing flights in the morning.

Frequency in Airport and City



In Airport the trend clearly says there is huge difference in demand and supply from 5pm to 10pm. 'No cars are available' at this time. (The average time taken to reach airport is 50mins). There are no requests to airport from city before this period (after noon) which may be the reason for cars unavailability. This tells that there are more incoming flights to airport in that period and minimum number of outgoing flights.

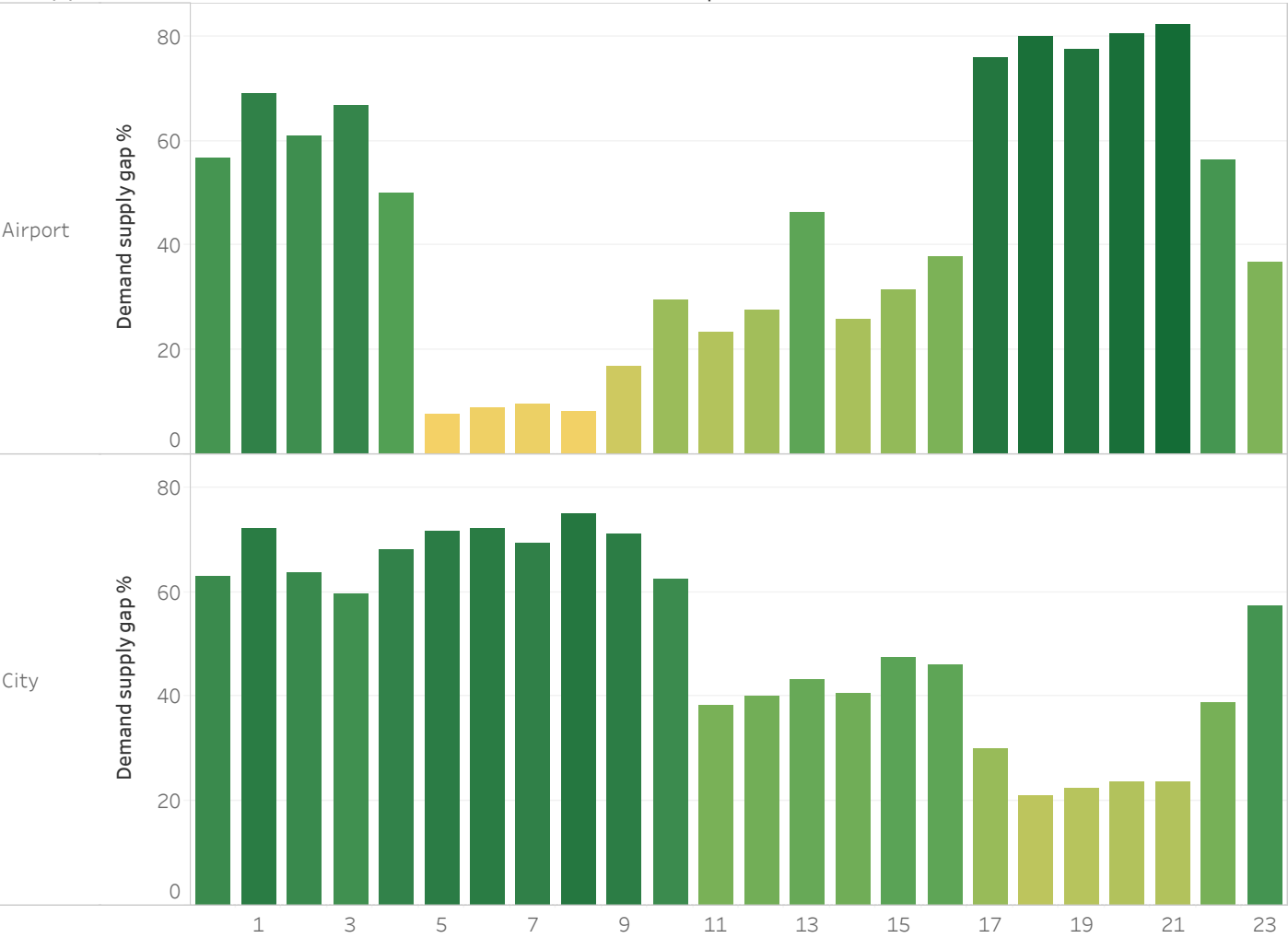
This is also the reason for drivers to cancel requests to airport in the morning as there are no incoming flights in the afternoon which is difficult for cabs drivers to get return trip.

The 'Non availability of cars' in the city is also more in the morning 5am to 10am is almost equal to rides completed. The drivers should be encouraged to start their trips early in the morning to meet some demand.

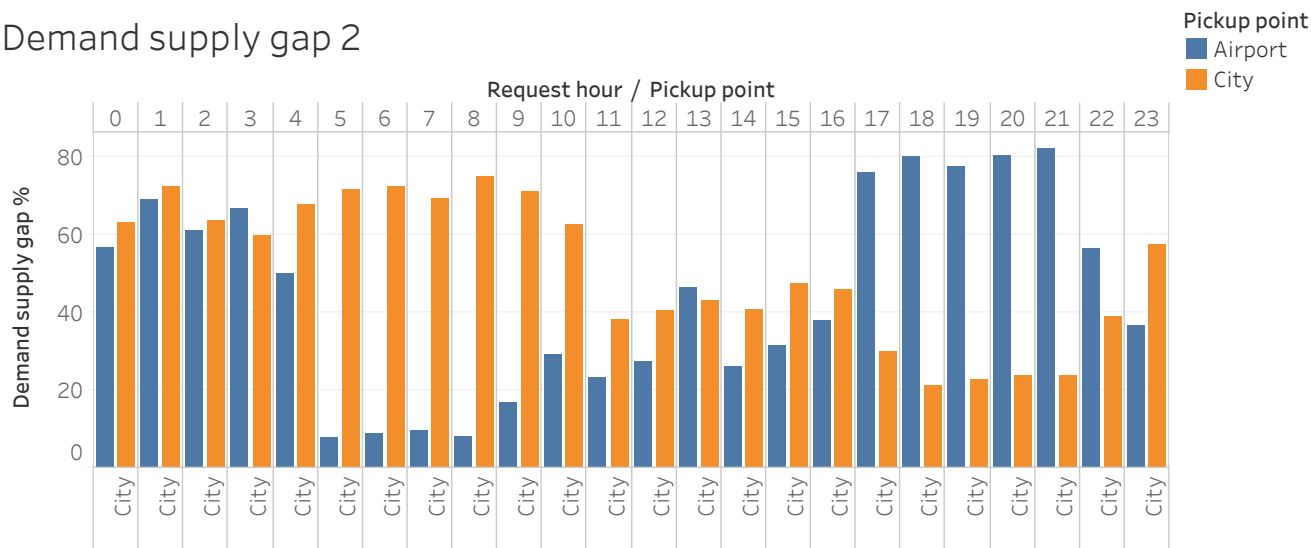
Demand Supply gap 1

Pickup p..

Request hour



Demand supply gap 2



As observed earlier from demand supply gap is more in city in the morning 5am - 10am. Demand supply gap is more in airport in the evening time 5pm - 10pm.

We have already seen the reason for this - There may be more outgoing flights in the morning and more incoming flights in the evening.

In night from 12am- 5am The demand supply gap is more in both airport and city, as it is generally the sleeping time for most of the drivers.

Conclusion:

The demand for trips to airport is more in morning which tells that there may be more outgoing flights.

The demand for trips to city from airport is more in evening which tells that there may be more incoming flights.

The demand supply gap is more in city in the morning as the drivers are cancelling the requests to Airport. This may be due to reason that the demand in airport is less in the afternoon which makes it difficult to get return trip for those who take trip to airport. So most of the drivers don't want to go to airport in the morning and cancelling the ride.

The demand supply gap is more in Airport in the evening as there are no cabs available at the airport in the evening.

The demand to airport from the city is less before evening so there will not be more cabs available at airport in the evening to meet the heavy demand coming in the evening.

Ways to resolve demand supply gap:

Most of the time uber is not able to meet 60 percent of the demand. It has to expand the business by increasing the number of cabs.

Uber should make sure that existing drivers should not cancel the requests. The 'Non availability of cars' in the city is also more in the morning. The drivers should be encouraged to start their trips early in the morning. The drivers who are going to airport should be given more incentives and other freebies so that they will not cancel the rides.

The requests that Uber gets from places near to Airport should be given to the drivers at airport instead of drivers with in city.

The Uber should introduce a facility to book trips in advance. When users pre book trips, these can be allocated to drivers at Airport who will not get return trip during less demand time.

In the evening where demand at airport is more, Uber can keep more XUV's at airport with sharing facility and the cabs that are going to airport in the evening should be of sharing mode, Which can accommodate more passengers while returning from Airport.