Report on uber supply demand gap analysis

Objective

Analyze Uber request data to identify when and where supply-demand mismatches occur, and recommend actionable solutions to close the service gap.

Summary:

Uber's supply-demand gap analysis reveals huge differences during traveling peak hours,This is primarily due to commuter demands being huge and drivers not being numerous. The second pattern revealed is an unusually huge number of cancellations at pickups in the city, presumably due to traffic or drivers rejecting short-distance pickup offers. Airport pickups, in turn, possess an incomplete number of cars available, primarily during early mornings. Investigation also reveals that key hours for failed request occurrence cluster at 8, 9, 18, and 19, corresponding to office commutation hours.

Problem statement:

uber finds difficulty in matching their riders especially in peak hours from city and airport. These service gaps not only reduce operational efficiency but also negatively affect customer satisfaction

Insights:

- There is high demand and supply gap during peak hours
- During early morning No cars available at the airport.
- Cancellations and No Cars Available are the main reasons for failure
- City: High cancellations, possibly due to traffic or driver preferences.
- Airport: High vehicle unavailability during off-peak hours.

Recommendations:

- Offer incentives in peak times
- Adjust driver shifts
- Use demand forecasting to balance driver distribution
- Collect feedback so that they gets the customers opinions

Conclusion:

Uber faces critical service gaps during peak travel hours and at key pickup points. With a data-driven strategy involving incentives, driver shift planning, and smart matching technology, these gaps can be closed, improving user satisfaction and operational efficiency.