

Uber CASE STUDY

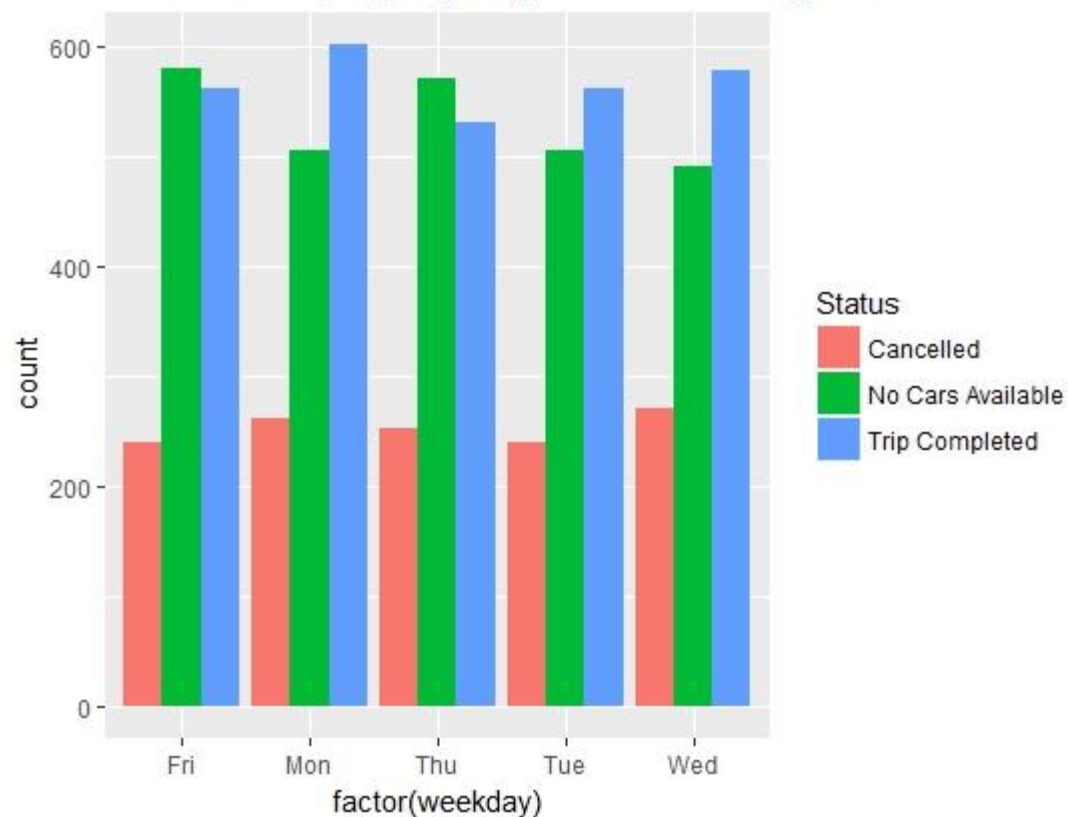
SUBMISSION

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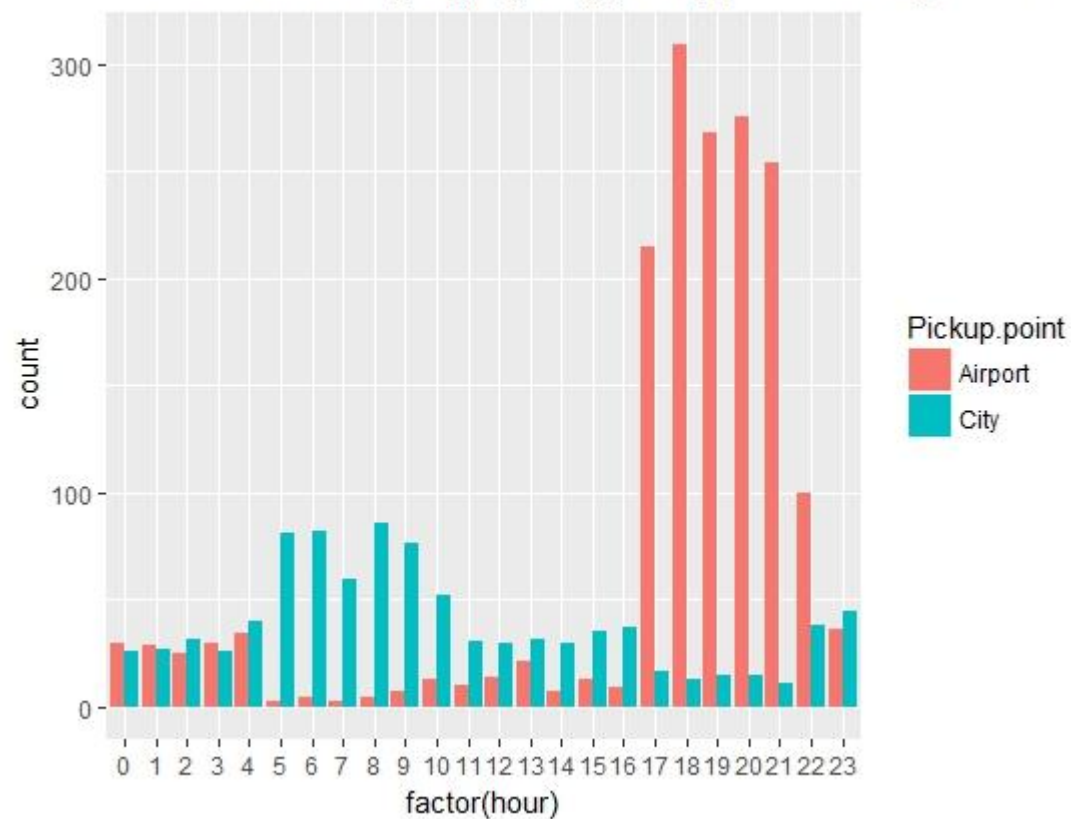
Key-points to address

- Visually identify the most pressing problems for Uber.
- Find out the gap between supply and demand and show the same using plots.
- Find the time slots when the highest gap exists
- Find the types of requests (city-airport or airport-city) for which the gap is the most severe in the identified time slots
- What do you think is the reason for this issue for the supply-demand gap? Write the answer in less than 100 words. You may accompany the write-up with plot(s).
- Recommend some ways to resolve the supply-demand gap.

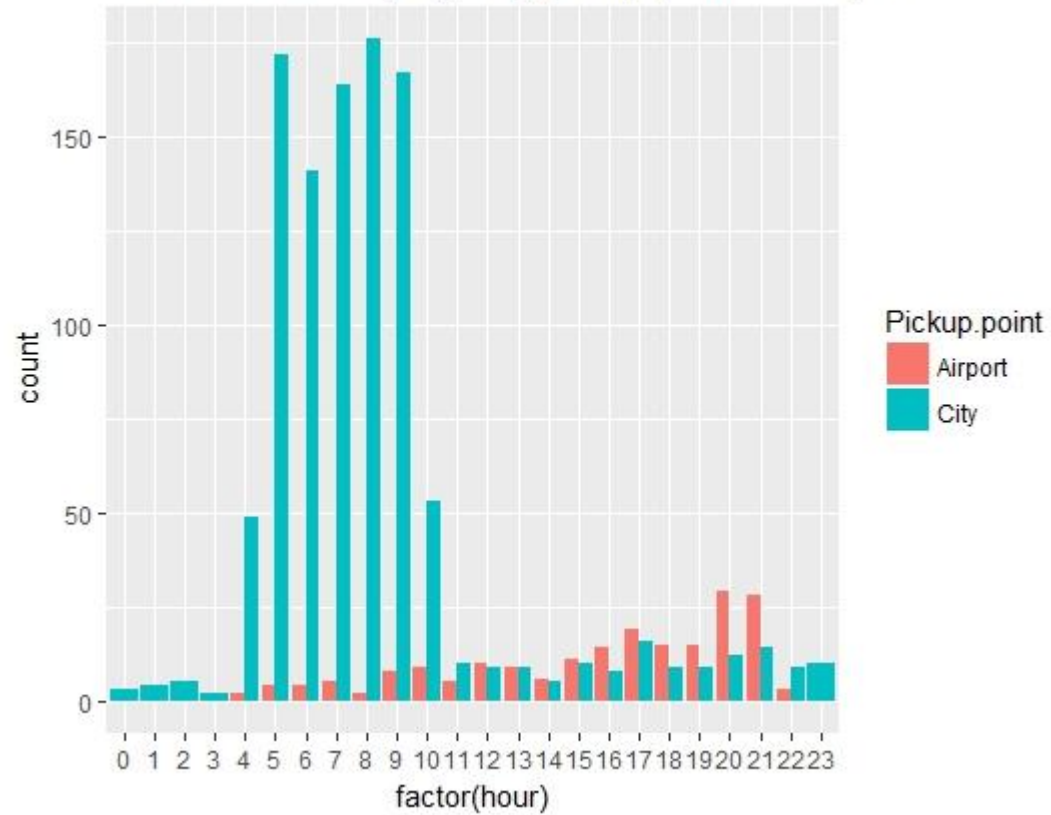
Cab availability highlighting status - weekday based



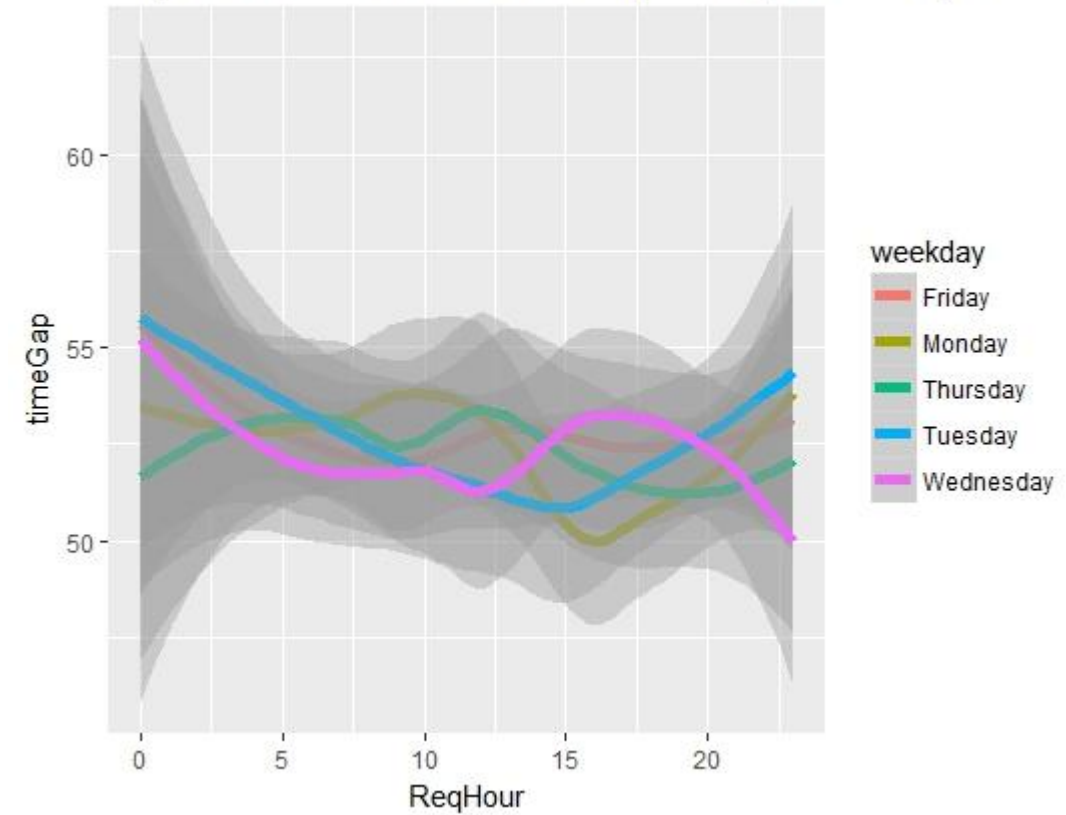
Cab non-availability highlighting pickup point - hourly based



Cancelled Cab highlighting pickup point - hourly based



request hour to time taken to complete trip - weekday based



Conclusions

1. There are many cancellations from city to airport during 4AM to 10AM. Considering the data provided from (Monday to Friday), 4AM to 10AM is highly considered as start of working hours. Likewise from 5PM to 10PM will be end of working hours lack of cab availability from airport.
2. Possible ways to solve the demand-supply gap:
As time slots are already identified for both airport and city pickup points, Uber can come up with cabs specific to airport/City in the dedicated time slots in pool mode to attract more customers and for ease of commute. Uber can provide time slots of 1Hrs/2Hrs or any other time factor ranging from 4AM to 10AM.