

# Uber Analysis report - Supply and Demand Gap

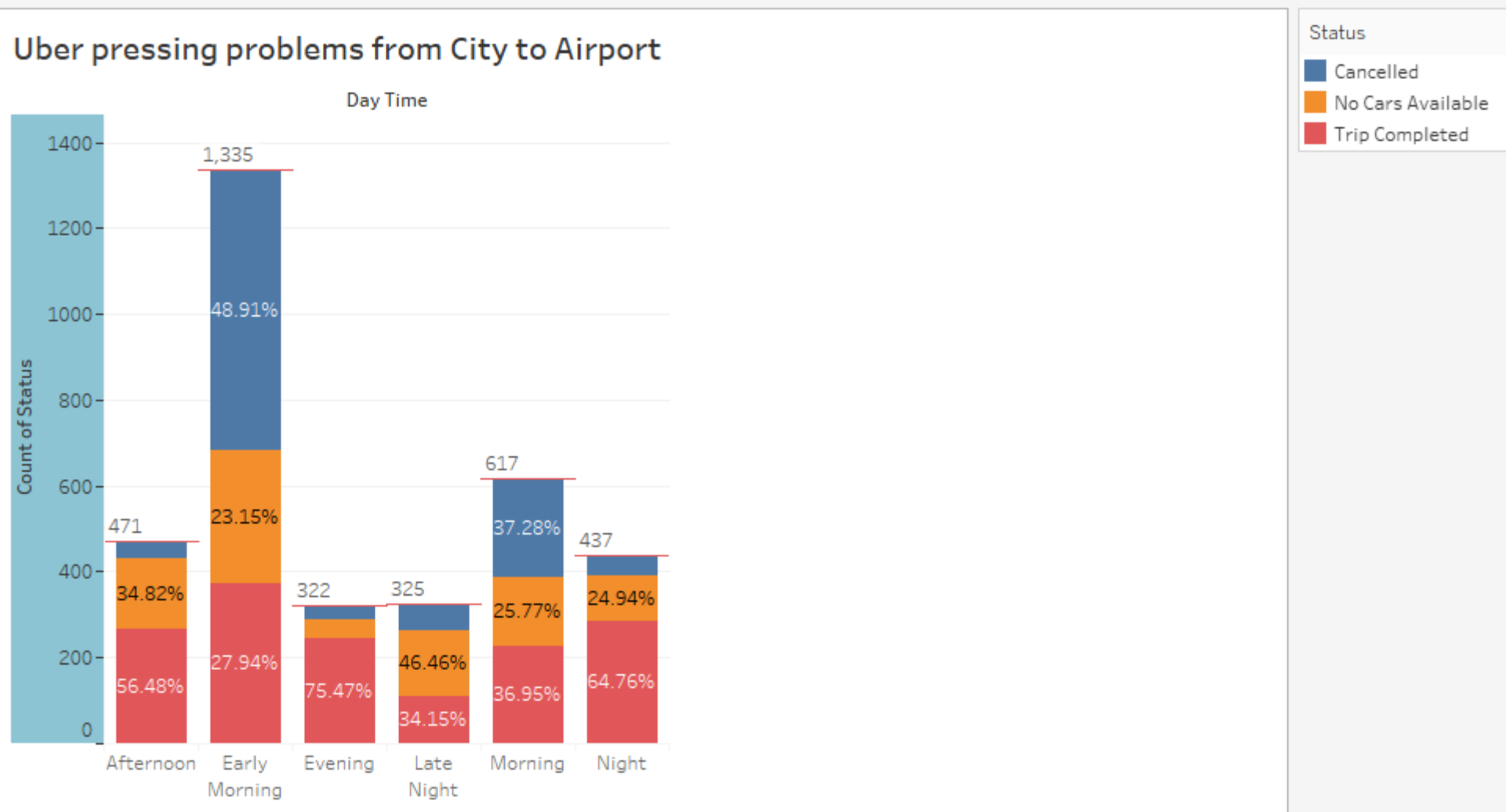
## Business Objective

The aim of analysis is to identify the root cause of the problem (i.e. cancellation and non-availability of cars) and recommend ways to improve the situation.

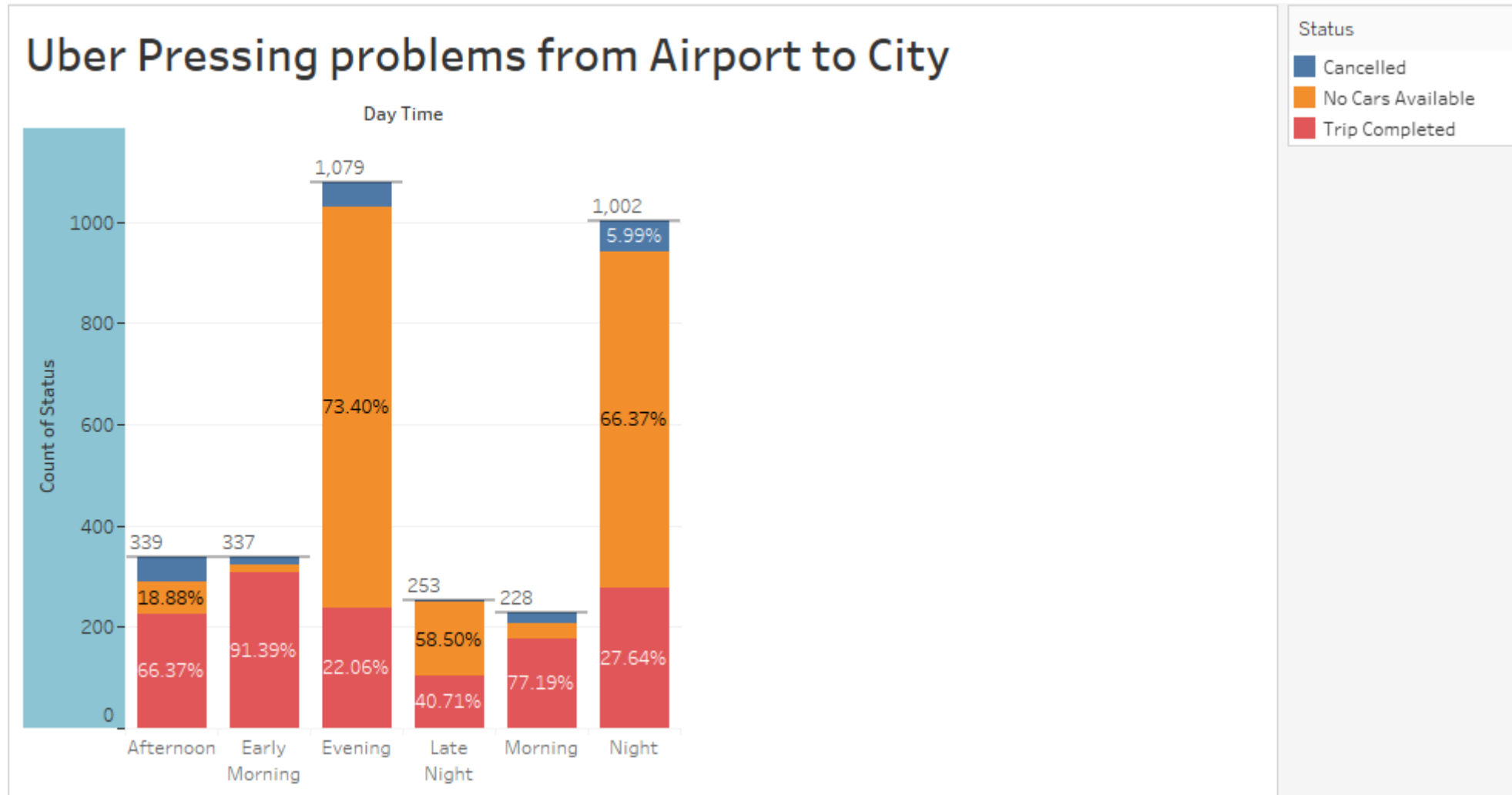
**- Nyamath Shaik**

# Identifying the most pressing problems for Uber

- Frequency of requests from City to Airport are plotted as below



- Frequency of requests from Airport to City as plotted as below



# Effected times for Uber Airport bookings

## From City to Airport Bookings

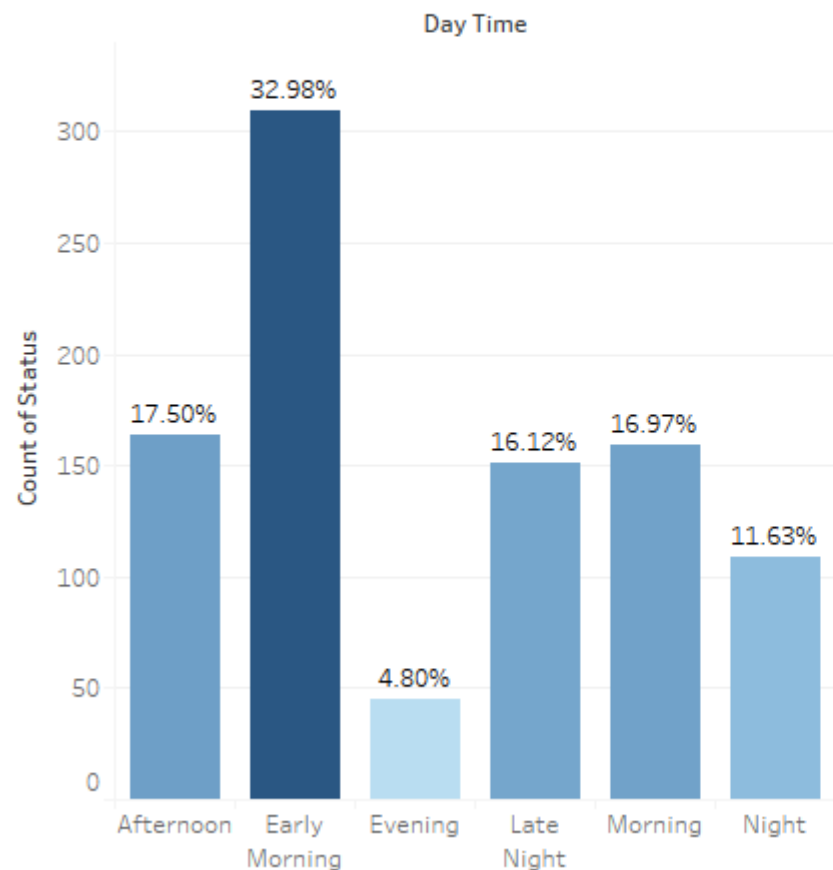
- The most effected time slots where the requests either got **Cancelled** or show **no Cars Available** are **Early Morning and Morning** slots
- Where about 72% of the requests were unsuccessful on Early mornings (4 am to 9 am) and about around 63% of the requests went unsuccessful on Mornings times (9 am to 11:59 am)

## From Airport to City Bookings

- Whereas, for Airport to City, the most effected times were Evenings, Night and Late nights where the unsuccessful request rates were 78%, 72% and 60% accordingly

# Supply and Demand Gap Analysis

## Supply and Demand Gap from City to Airport

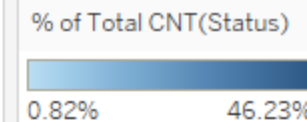
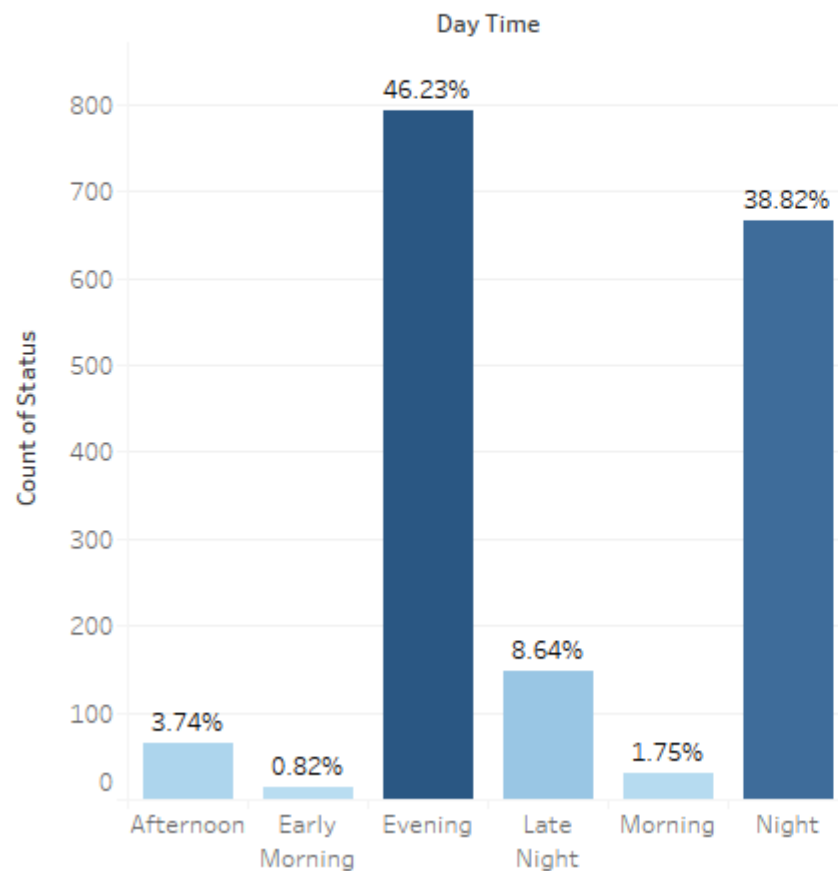


% of Total CNT (Status)

4.80% 32.98%

# Supply and Demand Gap Analysis Conti..

## Supply and Demand Gap from Airport to City



# Findings from Supply and Demand Gap Analysis

## **From City to Airport Bookings**

- The highest Supply and Demand gap from City to Airport requests exists for Early mornings from 4 am to 9 am. About 33% of requests are failed due to unavailable cabs

## **From Airport to City Bookings**

- Whereas, for Airport to City, the highest gap exists on Evening and Night times which is from 5 pm to 11pm, where 46% and 39% of requests are failed due to unavailable cabs

# Findings and Suggestions

## Findings

- We see that there around 9% of requests are been cancelled due to unavailability of cabs on Early mornings.
- Which is the highest across the different time slots for the bookings from City to Airport.

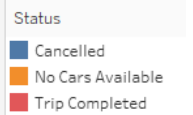
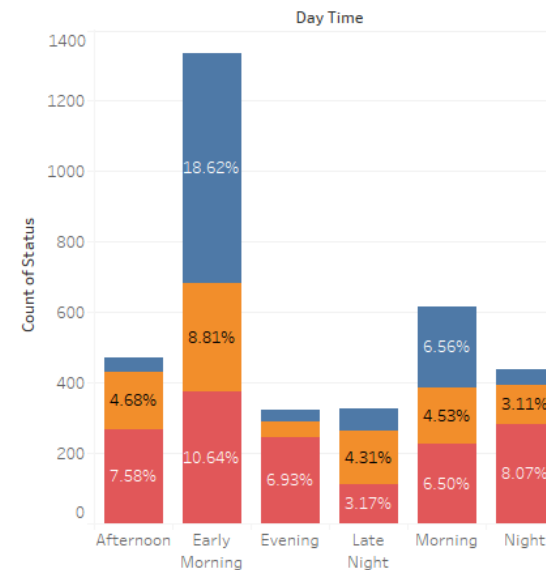
## Reasons

- About 39% of requests on a day are on early mornings and reason of such huge demand is because most of the flights fly at that time and people book cabs to catch their flights

## Suggestions

- Since most of the flights are flying on early mornings, I would Sincerely recommend Uber to increase their Supply at those time Slots, that is from 4 am to 9 am in the early mornings

## Supply and Demand Gap from City to Airport





## Findings

- Can clearly see that there about 45% of requests are been cancelled due to unavailability of cabs on Evenings and Nights.
- Which is the highest across the different time slots for the bookings from Airport to City.

## Reasons

- More than 60% of requests on a day are from Evening to Night and reason of such huge demand is because most of the flights might be taking off at those times. And Since there is such a huge demand the cabs go unavailable.

## Suggestions

- Since most of the flights are taking off from Evenings to night,

I would Sincerely recommend Uber to increase their Supply at those time Slots, that is from 5 pm to 9 pm.

