



Uber Supply-Demand Gap

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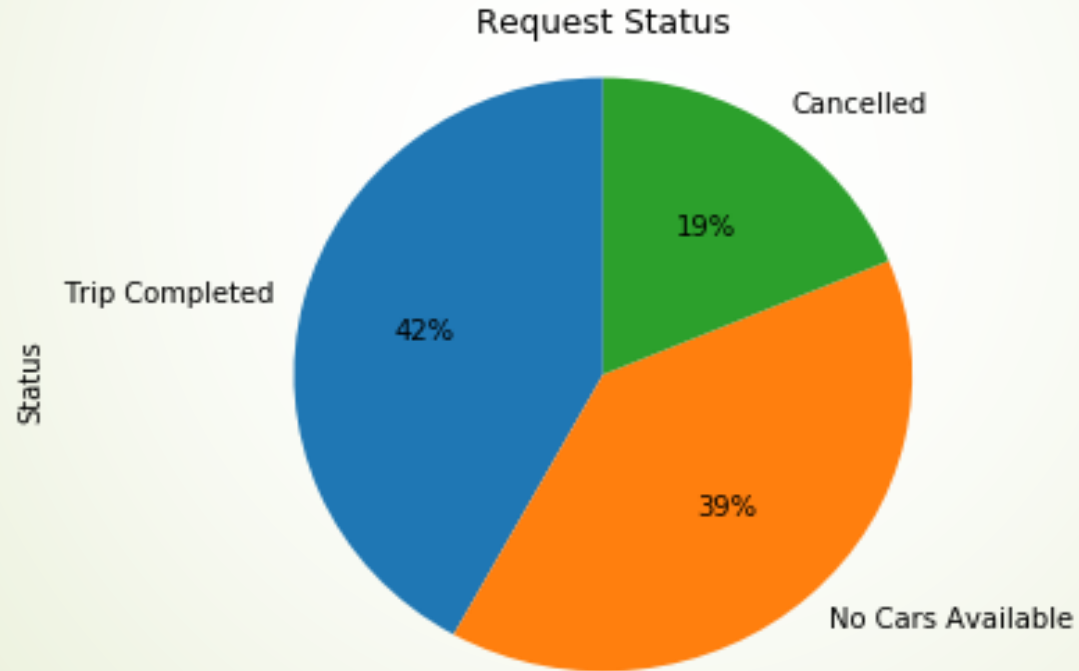
Business Objective

The Aim of Analysis is to identify:-

- The root cause of the problem (i.e. Cancellation and No cars available)
- Recommend ways to improve the situation.

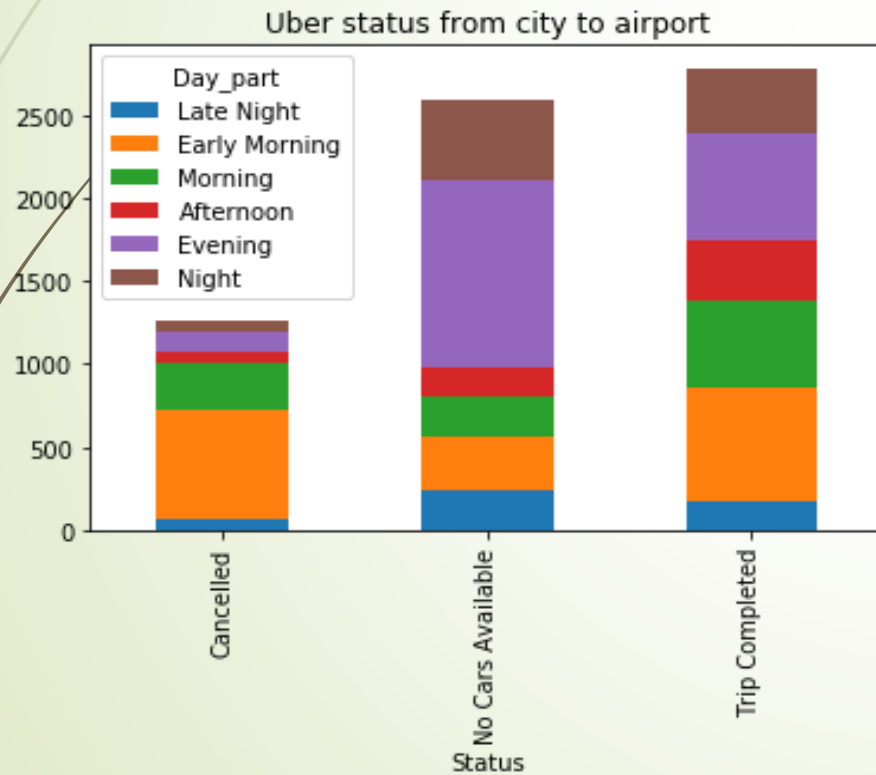
Request's Frequency

1. The frequency of request that gets 'Cancelled' is 19%.
2. The frequency of request that shows 'No Cars Available' is 39%.

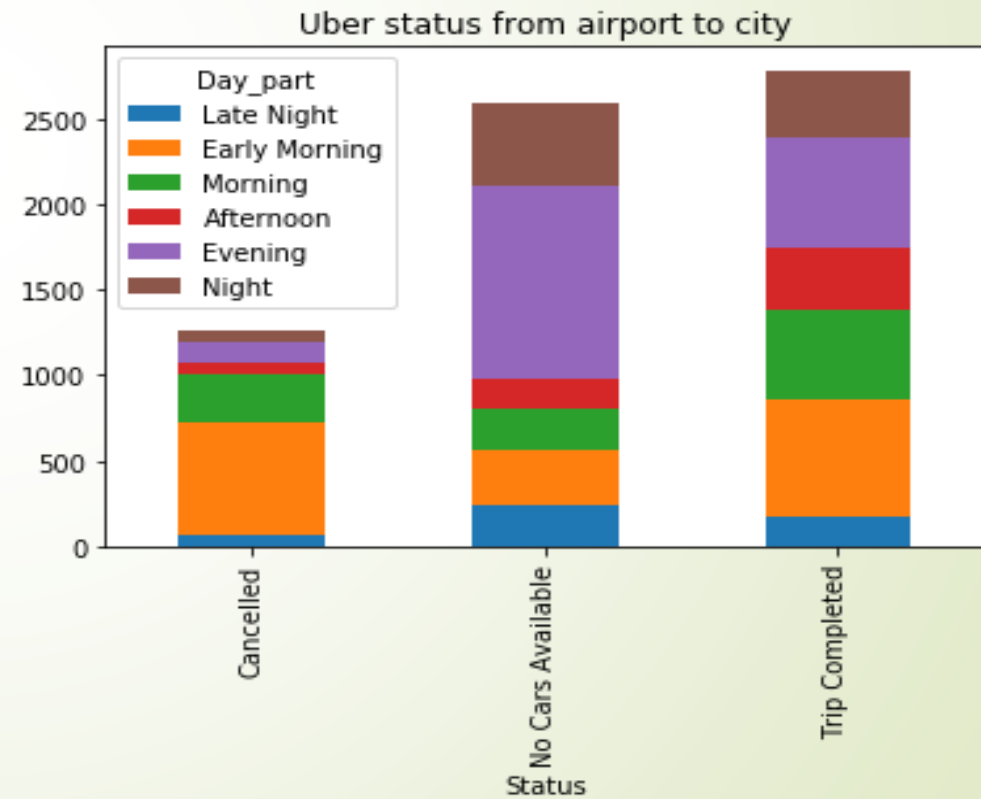


Uber Status

➤ City to Airport

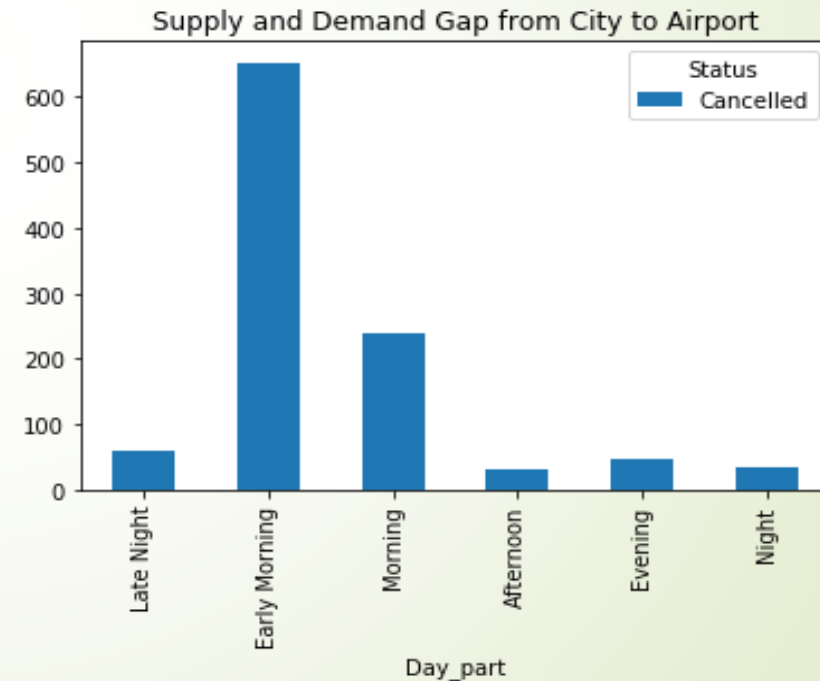
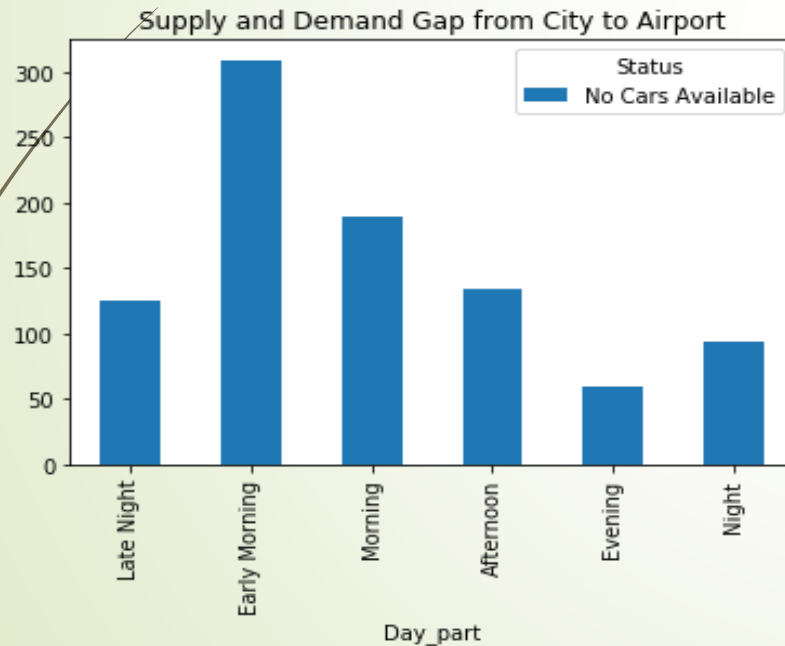


➤ Airport to City



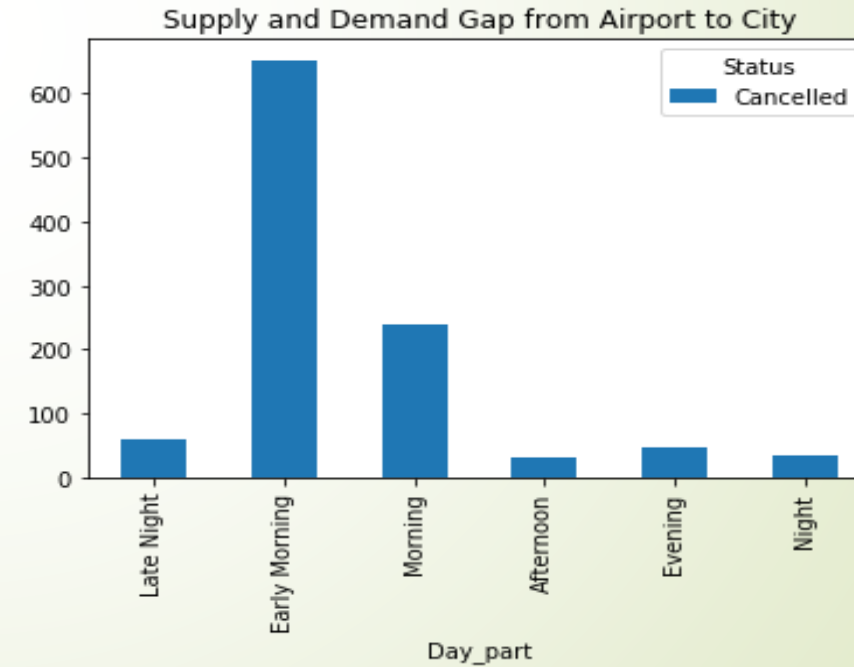
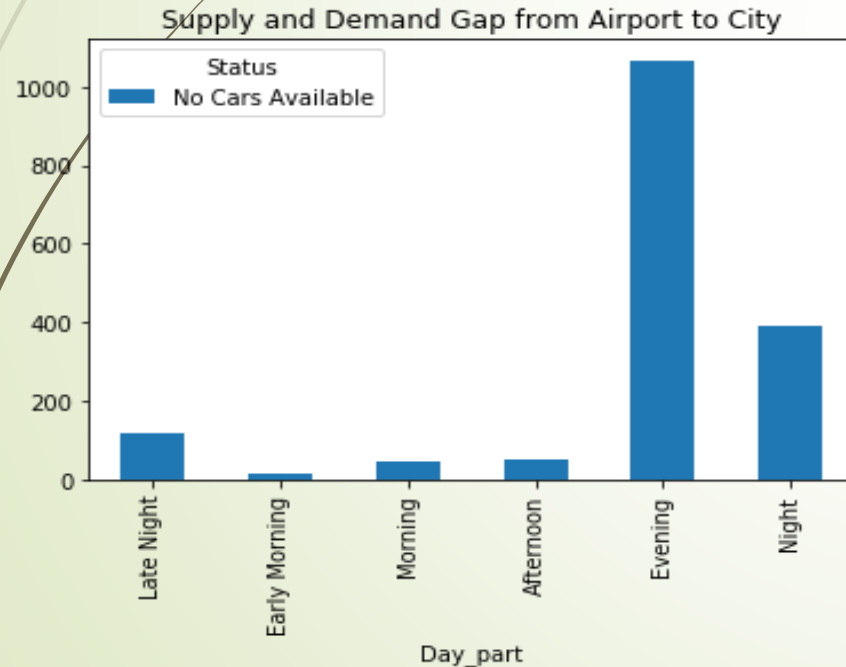
ROOT CAUSE (Time Slots)

- City-Airport - This route faces 'Cancellation' and 'No cars available' issue in EARLY MORNING in the time slot of 4-8 hours.



ROOT CAUSE (Time Slots)

- Airport-City – This route faces 'No cars available' issue in EVENING in the time slot of 16-20 hours and 'Cancellation' in EARLY MORNING in the time slot of 4-8 hours.





Reasons :

- The most common reason for the 'cancellation' for the cabs from City-Airport can be **timing of the flights** as there are lesser flights which results in **less frequency rate of request for cabs** in the time slot of EARLY MORNING.
- And 'No cars available' from Airport-City in EARLY MORNING because of cancellation of cabs from City-Airport and **lesser cabs available for ride** from there.



Recommended Solutions :

- Flights timings can not be controlled by Uber so in order to provide better services in EARLY MORNING time-slot, Uber can provide incentives to their drivers.
- Uber can charge surge prices from the rider in the time slot of EARLY MORNING, which can help them to give incentive to their drivers.