Uber: Supply–Demand Gap

- Shashank Khandelwal

Agenda

- Business Understanding
- Business Objectives
- Univariate Analysis
- Bivariate Analysis
- Derived Metrics
- Hypothesis
- Recommendation

Business Understanding

You may have some experience of travelling to and from the airport.

Have you ever used Uber or any other cab service for this travel?

Did you at any time face the problem of cancellation by the driver or non-availability of cars?

These are the problems faced by customers, these very issues also impact the business of Uber.

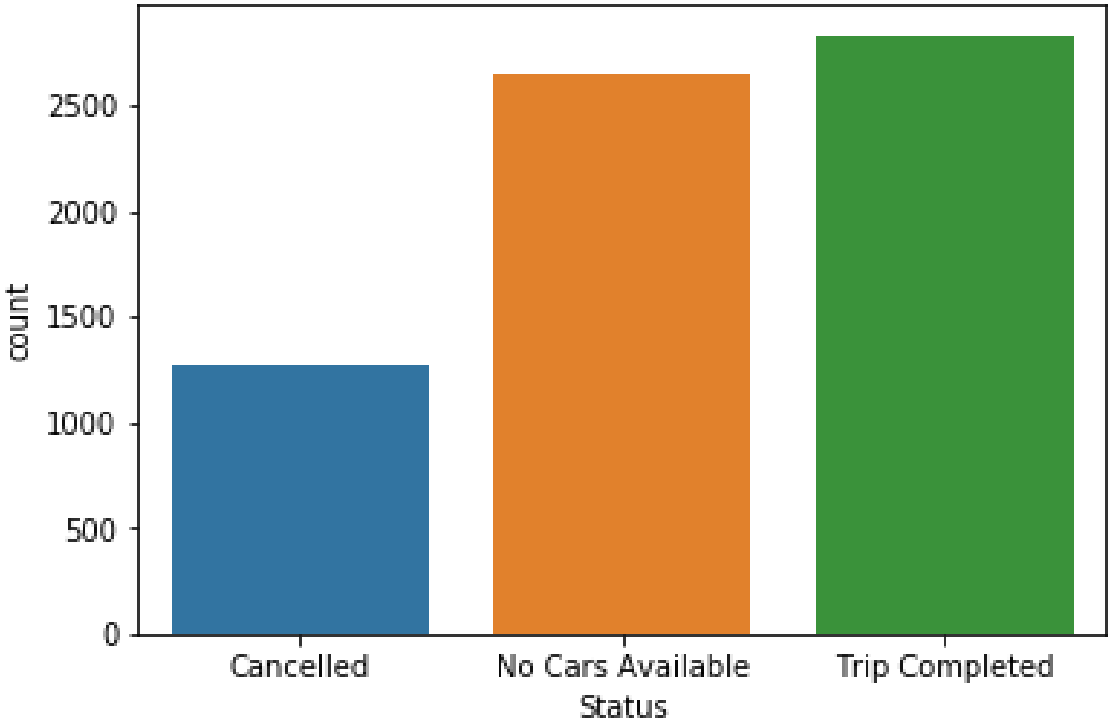
Either drivers cancel the request of riders or if cars are unavailable, Uber loses out on its revenue.

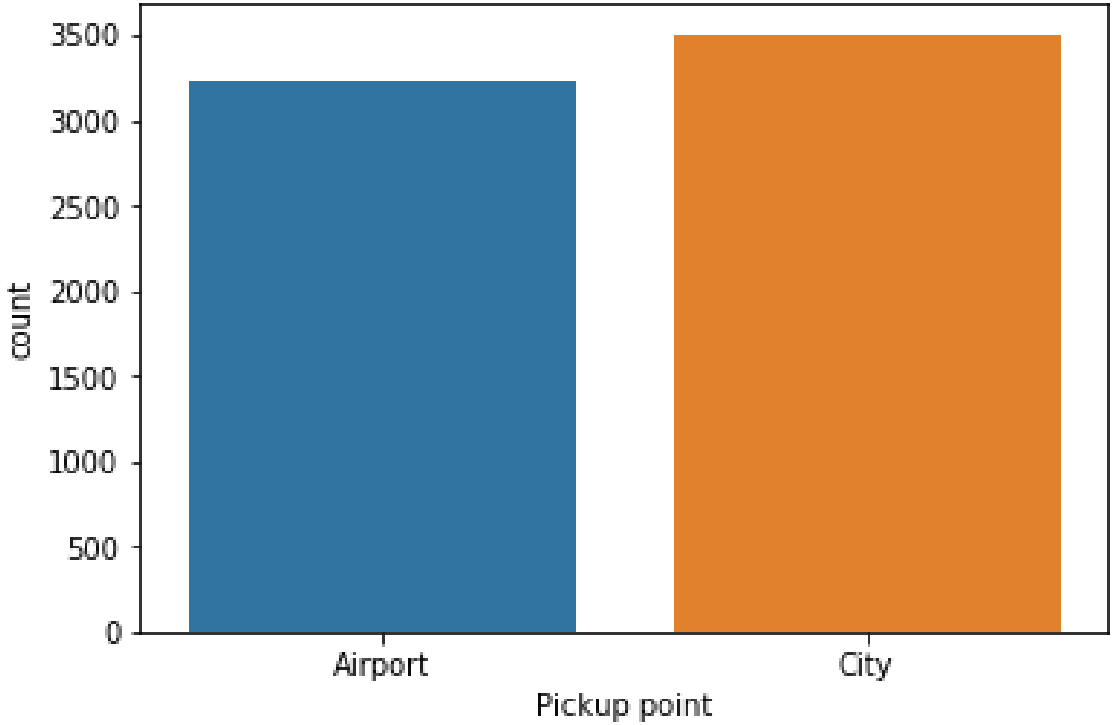
Business Objectives

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

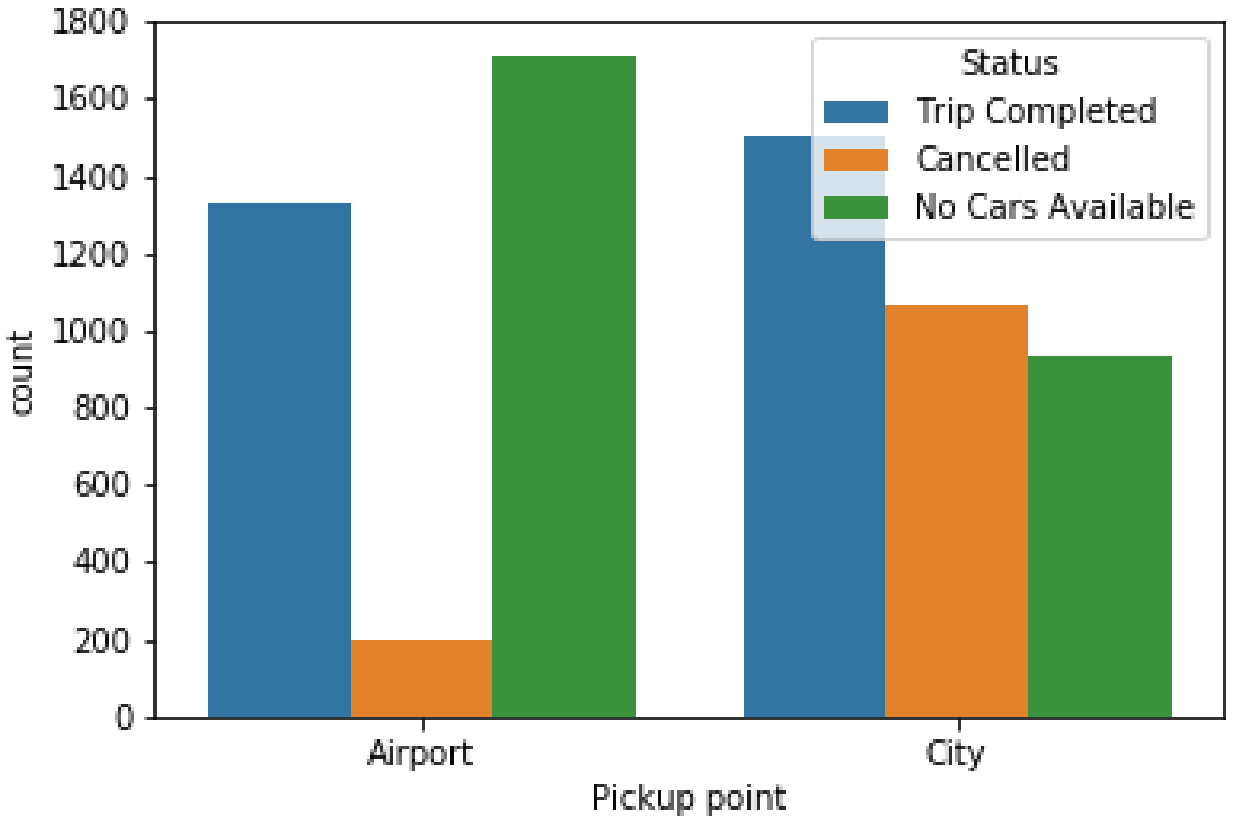
Recommend ways to improve the situation.

Univariate Analysis

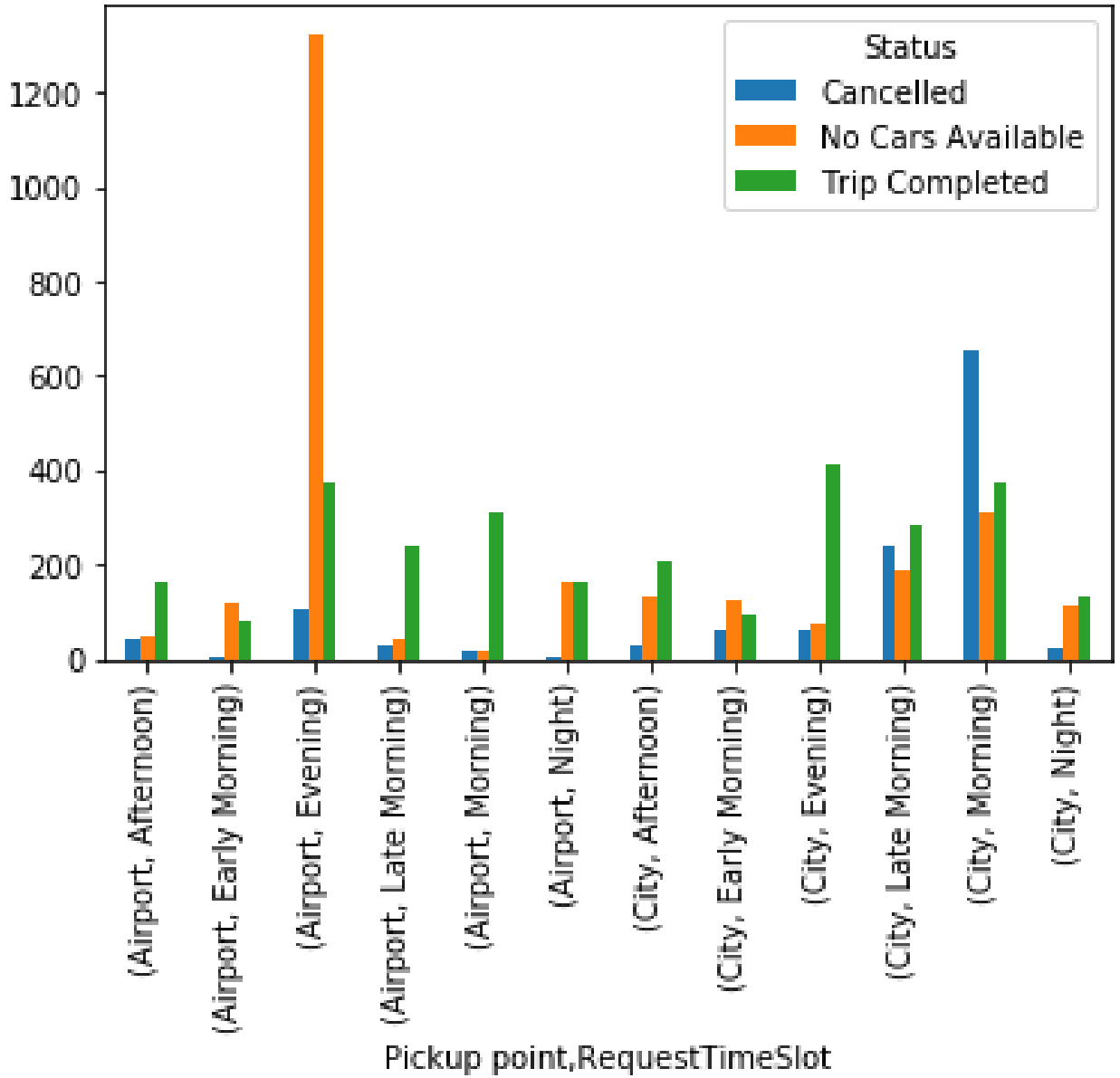




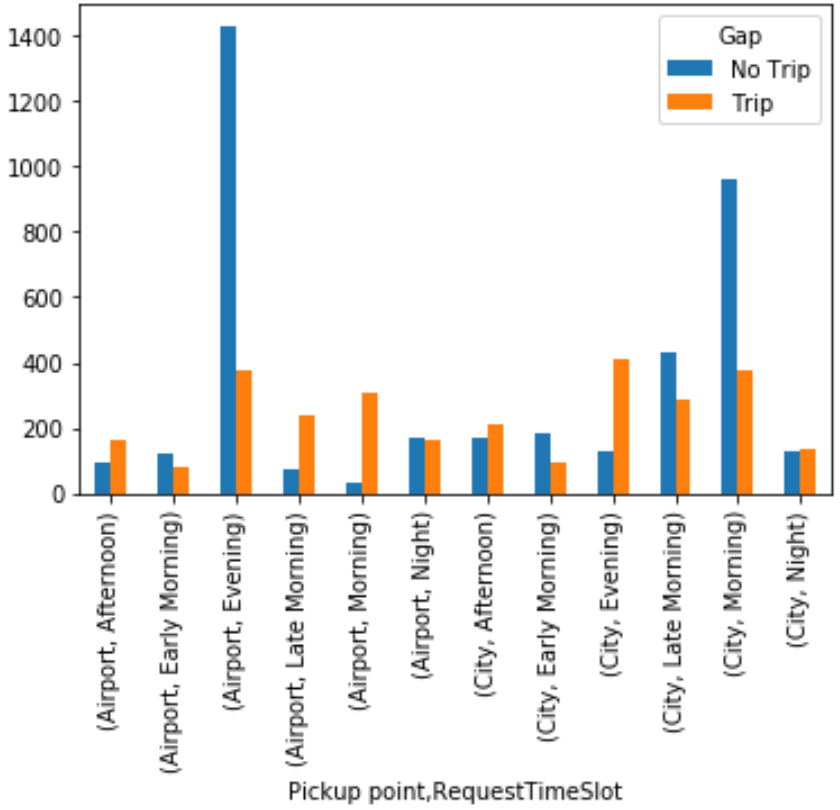
Bivariate Analysis

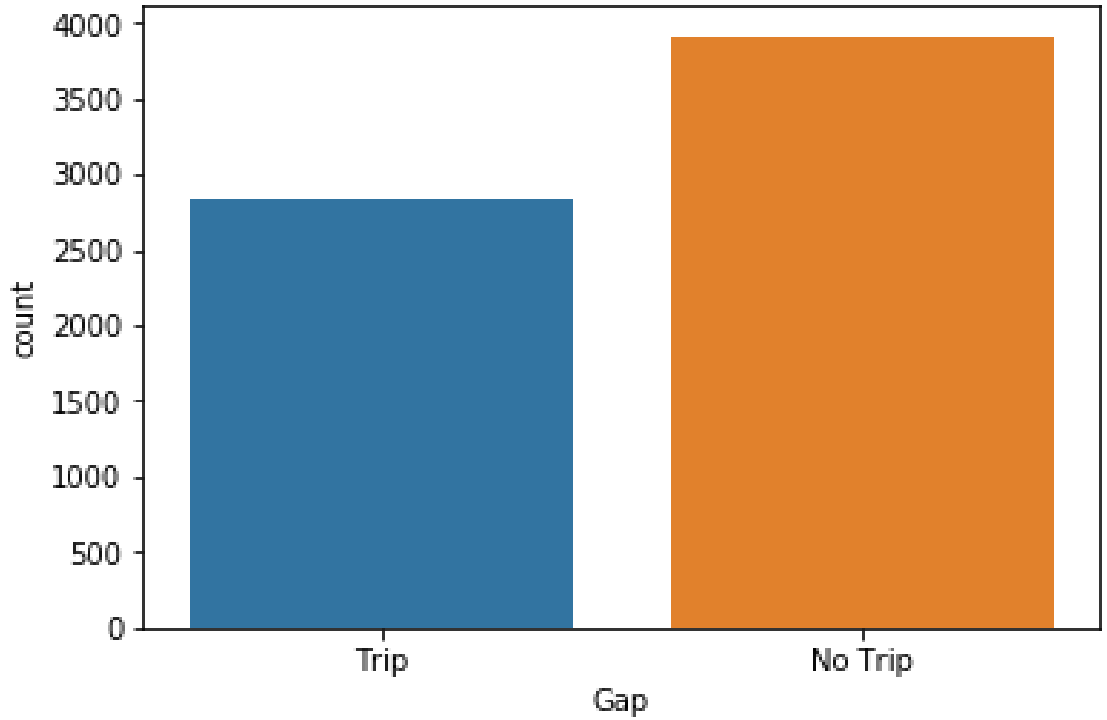


Derived Metric



Supply Demand Gap

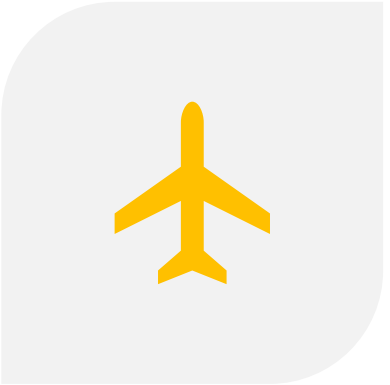




Hypothesis

PICKUP POINT: CITY

THE MORNING TIME SLOT SHOW THE GREATEST NEGATIVE GAP AND IT IS PROBLEMATIC DUE TO REQUESTS ARE BEING CANCELLED. REASON BEHIND REQUEST CANCELLATION COULD BE MORNING RUSH. IT CAN BE CONSIDERED THAT MOST PROBABLY DRIVES CANCELLED THE REQUEST FOR AIRPORT AS THEY CAN GET MANY RIDES WITHIN THE CITY INSTEAD OF SINGLE AIRPORT RIDE.



PICKUP POINT: AIRPORT

THE EVENING TIME SLOT SHOW THE GREATEST NEGATIVE GAP AND IT IS PROBLEMATIC DUE TO NO CARS AVAILABLE. REASON BEHIND *NO CARS AVAILABLE* COULD BE DUE TO NOT ENOUGH CARS ARE AVAILABLE AS CARS MIGHT NOT BE IN THE AIRPORT AREA DUE THEY ARE IN THE CITY AND SOME OF THE DRIVERS MIGHT HAVE GONE TO HOME.

Recommendations

For Airport to city, an Uber stand can be created at Airport where Cabs will available all the time, this will itself lower down the **No Cars Available** status.

For City to Airport, Uber can give some small reward or something to the drives in the morning. This might attract drivers to go for Airport, this step can be helpful in reducing the number of cancellation during morning time for Airport.

There is definitely need of more cars for filling the Gap.