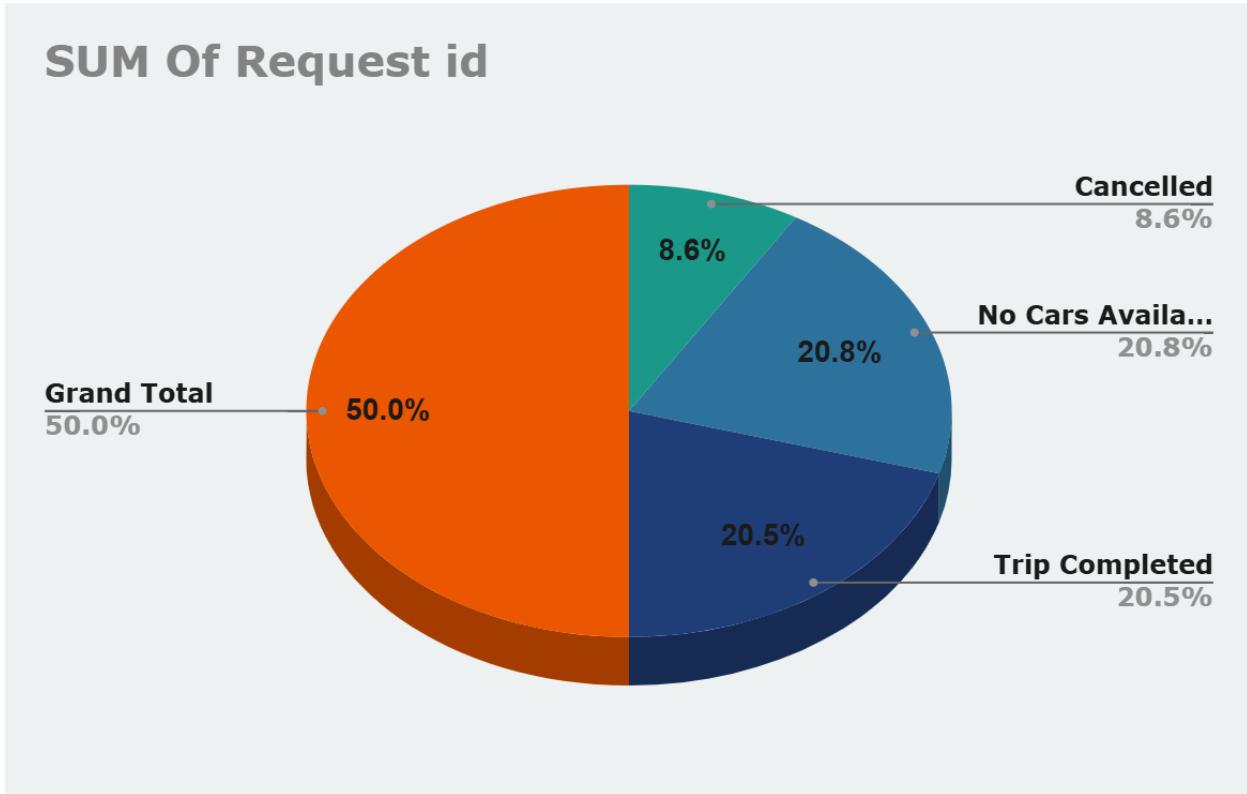


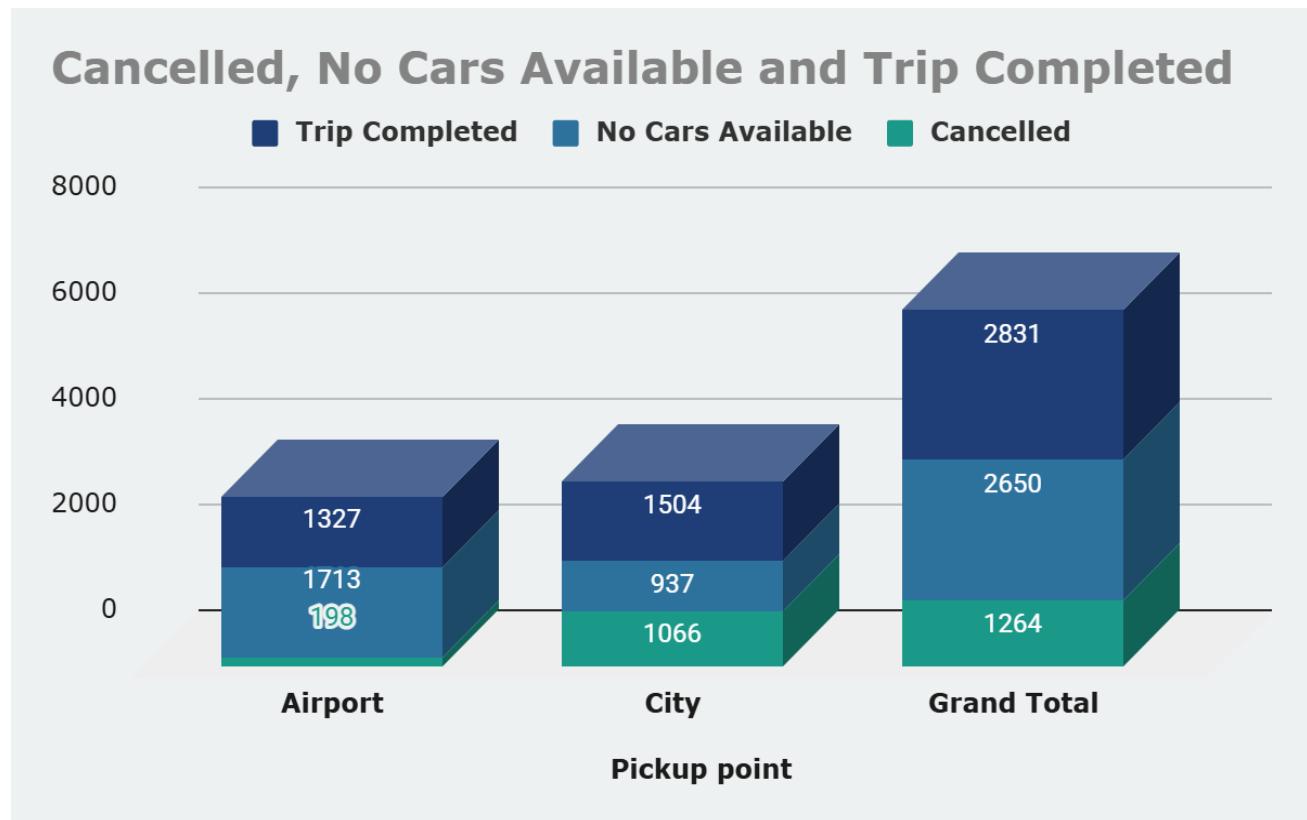
# Uber Supply-Demand Gap Analysis Report

## 1. Chart 1: Overall Trip Status Distribution



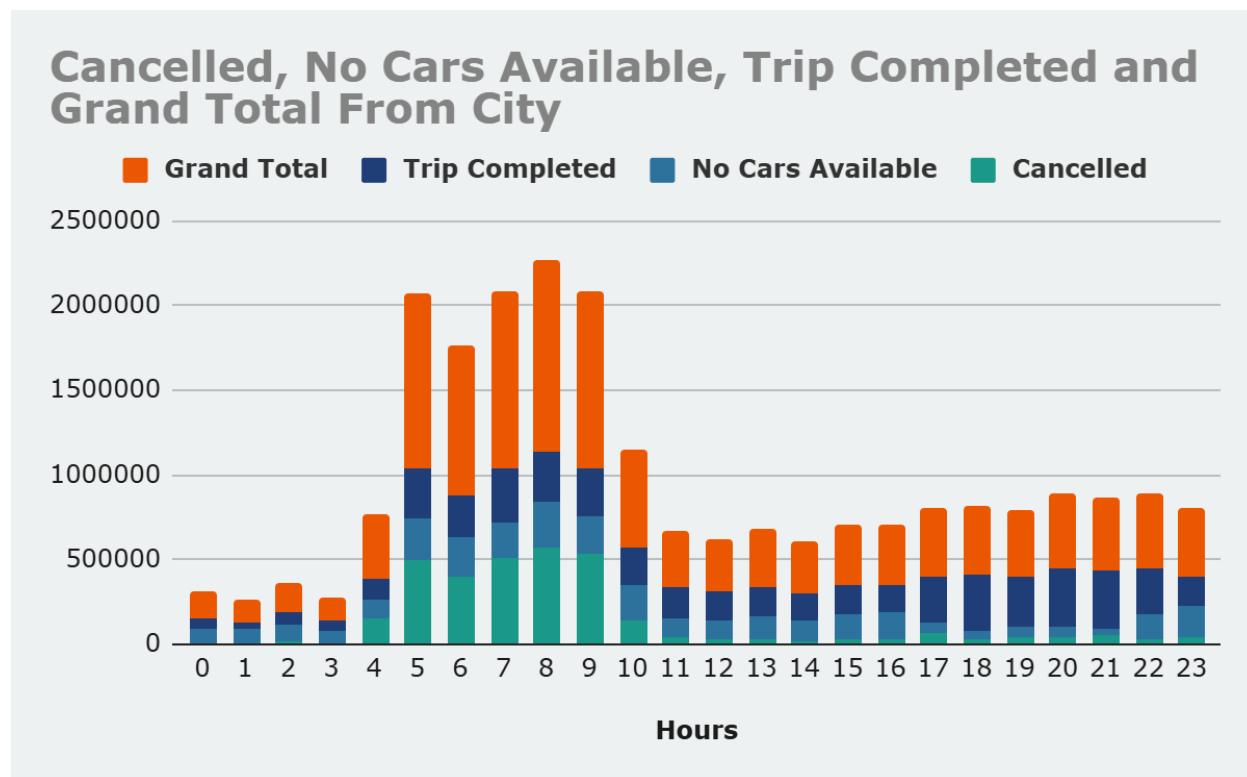
- **What this chart shows:** A high-level breakdown of all 6,745 trip requests into three categories: Completed, Cancelled, and No Cars Available.
- **Key Observation:** Only 42% of all trip requests result in a completed ride. The majority (58%) are lost due to unfulfilled demand.
- **Insight:** The business is losing more than half of its potential revenue because it cannot match passengers with drivers effectively.

## 2. Chart 2: Problem Distribution by Location (City vs. Airport)



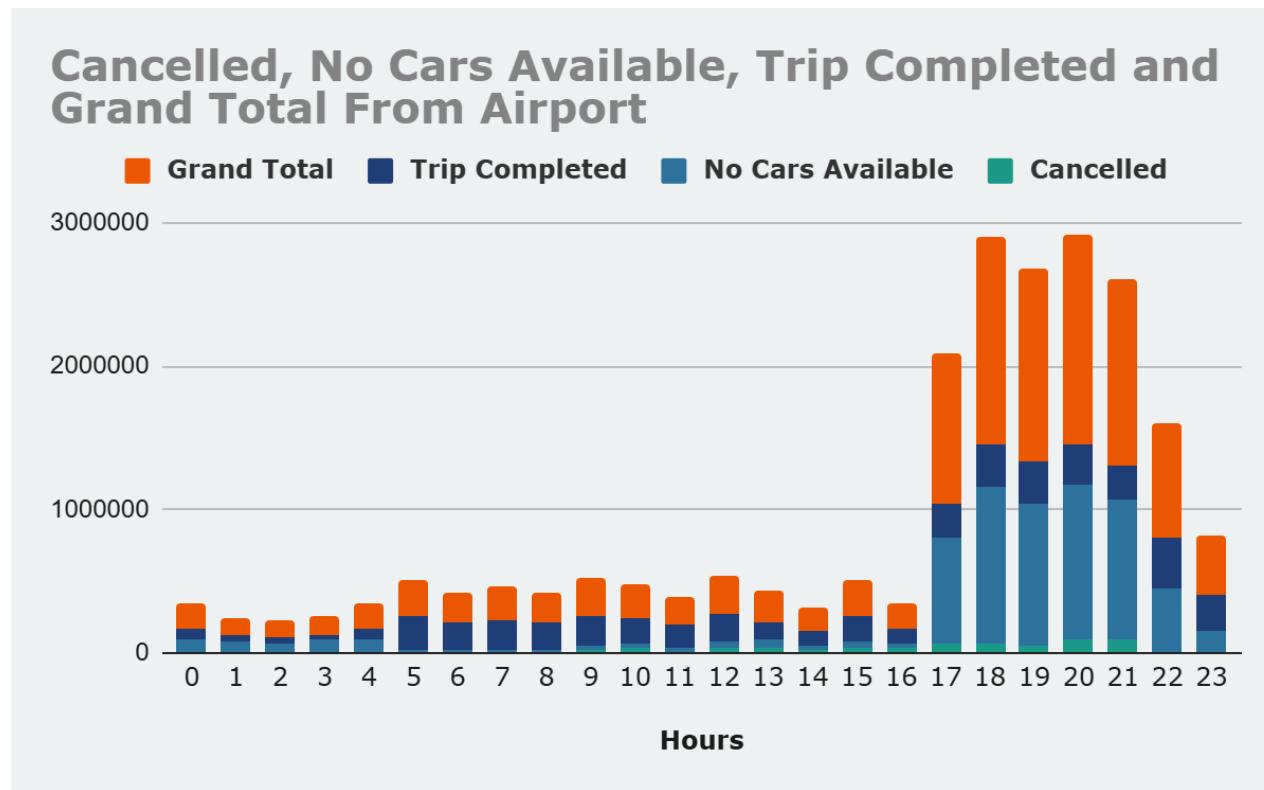
- **What this chart shows:** A comparison of trip outcomes based on where the passenger is trying to get picked up.
- **Key Observation:**
  - **City:** The dominant issue is "**Cancelled**" (Drivers accept, then reject)
  - **Airport:** The dominant issue is "**No Cars Available**" (Zero supply)
  - **Insight:** The root causes are different. In the City, drivers are *present* but unwilling to take the trip. At the Airport, drivers are simply *not there*.

### 3. Chart 3: The Morning Rush (City - 5 AM to 9 AM)



- **What this chart shows:** The volume of requests versus completed trips specifically in the City during morning peak hours.
  - **Key Observation:** Between 5:00 AM and 9:00 AM, there is a massive spike in "Cancelled" trips. The demand is high, but the supply line (completed trips) stays flat.
- Insight:** Drivers in the city are likely rejecting trips that head towards the Airport or other long-distance locations during rush hour, possibly because they fear waiting too long for a return fare.

#### 4. Chart 4: The Evening Crisis (Airport - 5 PM to 9 PM)



- **What this chart shows:** The volume of requests versus completed trips specifically at the Airport during evening peak hours.
- **Key Observation:** Between 5:00 PM and 9:00 PM, "No Cars Available" skyrockets. Demand peaks at over 400 requests per hour, but supply is almost non-existent.  
**Insight:** There is a critical shortage of drivers at the airport during flight arrival times. Drivers may have left the airport earlier to avoid evening traffic or because they didn't anticipate the surge.

#### 5. Recommendations & Solutions

Based on the data analysis, the following actions are recommended to close the supply-demand gap:

##### Problem A: City Cancellations (Morning)

- **Solution 1: Destination Incentives.** Offer a higher fare or a "bonus" for drivers who accept Airport trips during morning rush hours (5 AM–9 AM) to compensate for the return trip risk.
- **Solution 2: Pre-Booking.** Allow passengers to schedule airport rides in advance so drivers can plan their shifts better, reducing spur-of-the-moment cancellations.

#### **Problem B: Airport Unavailability (Evening)**

- **Solution 1: Airport Surge Pricing.** Implement dynamic pricing at the airport specifically between 5 PM and 9 PM to attract drivers from the city to drive towards the airport.
- **Solution 2: Waiting Area Perks.** Improve the physical infrastructure for drivers at the airport (better waiting zones, restrooms, food) to encourage them to stay and wait for evening arrivals rather than driving back to the city empty.