Uber Supply-Demand Gap

CASE STUDY

By
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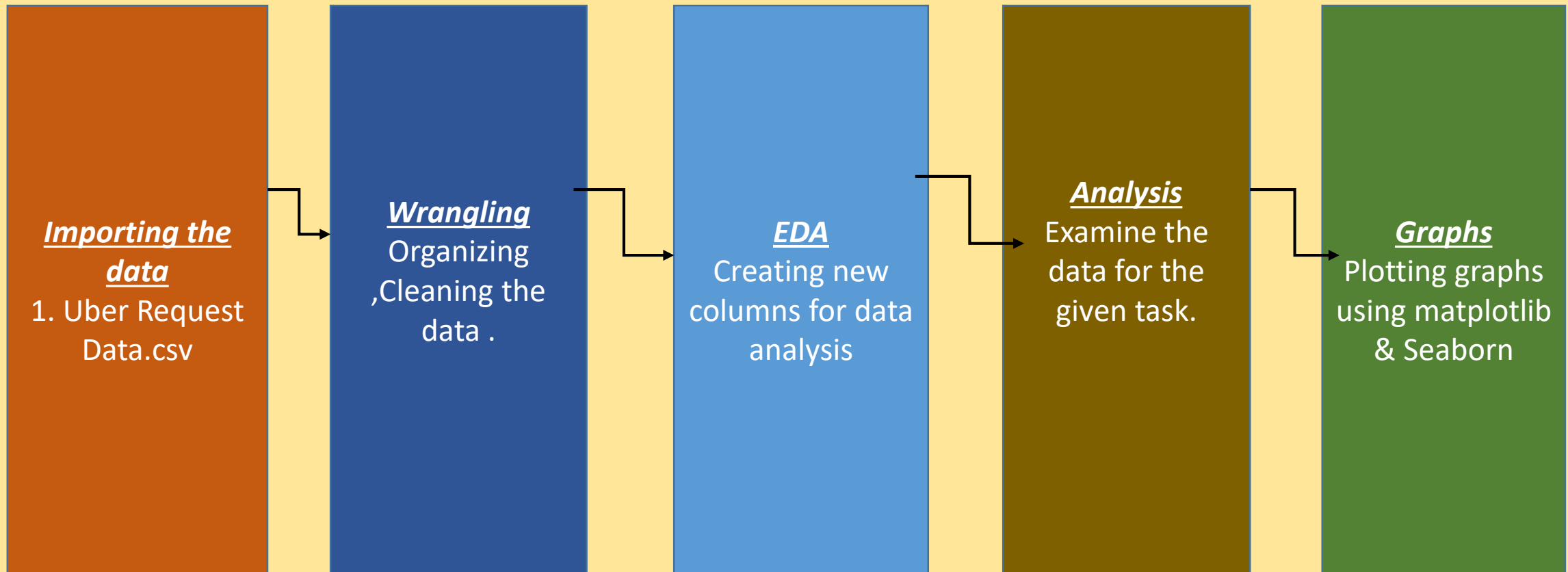
Abstract

Brief: Identify the supply demand problem for City – Airport and Airport-City Taxi ,Recommendation for solving the issue.
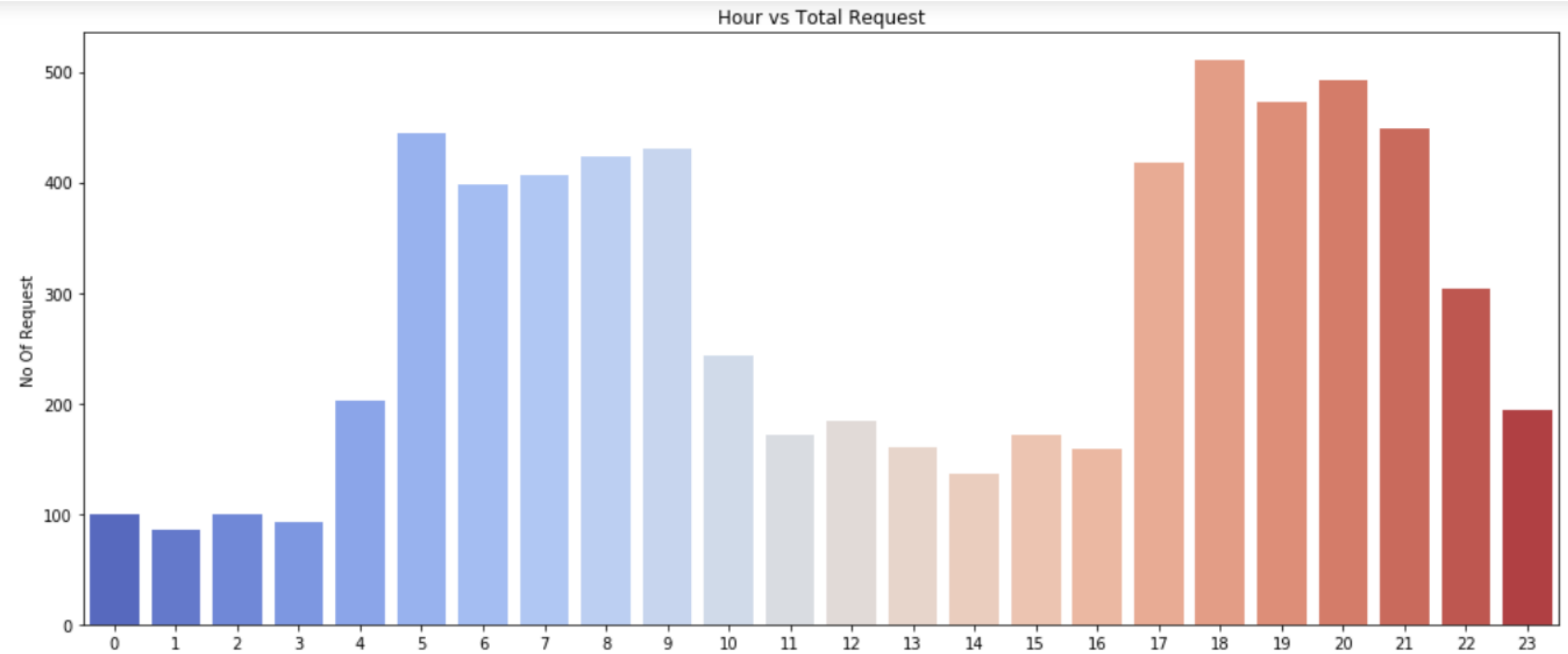
Goals:

- ***Visually identify the most pressing problems for Uber.***

- ***Find out the gap between supply and demand and show the same using plots..***

- ***Recommend some ways to resolve the supply-demand gap.***
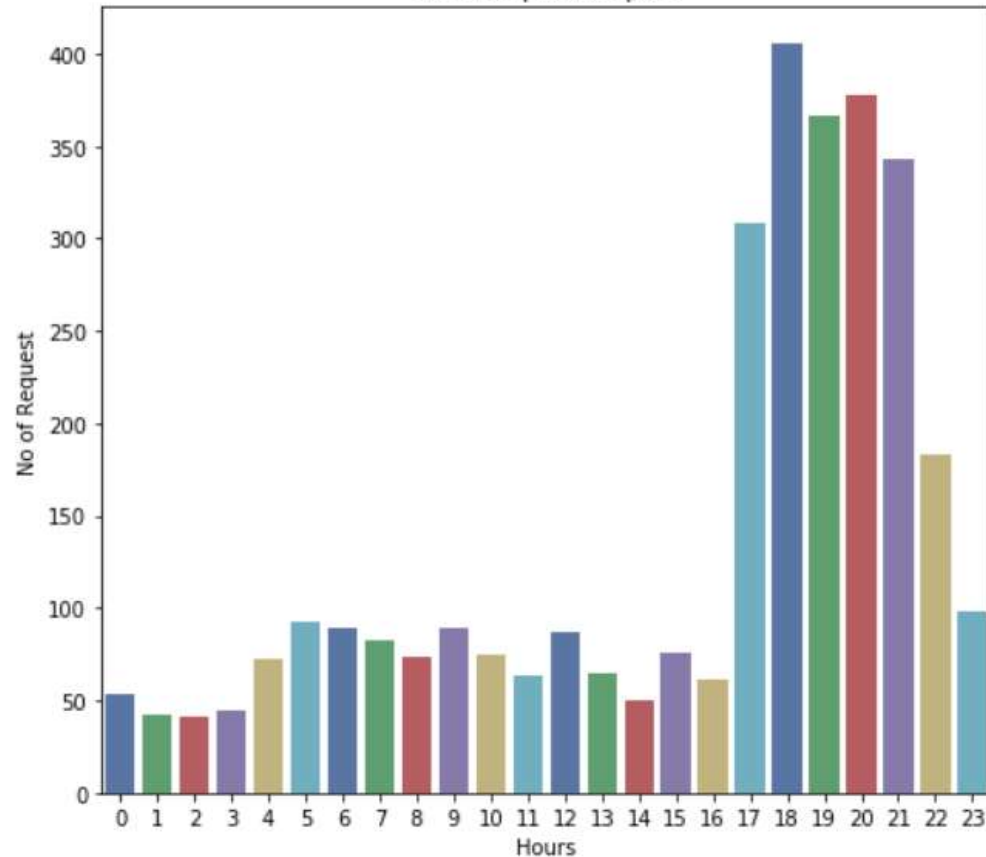
Problem solving methodology

Importing the data
1. Uber Request Data.csv

Wrangling
Organizing ,Cleaning the data .

EDA
Creating new columns for data analysis

Analysis
Examine the data for the given task.

Graphs
Plotting graphs using matplotlib & Seaborn

Number of Request Raised for Entire Day
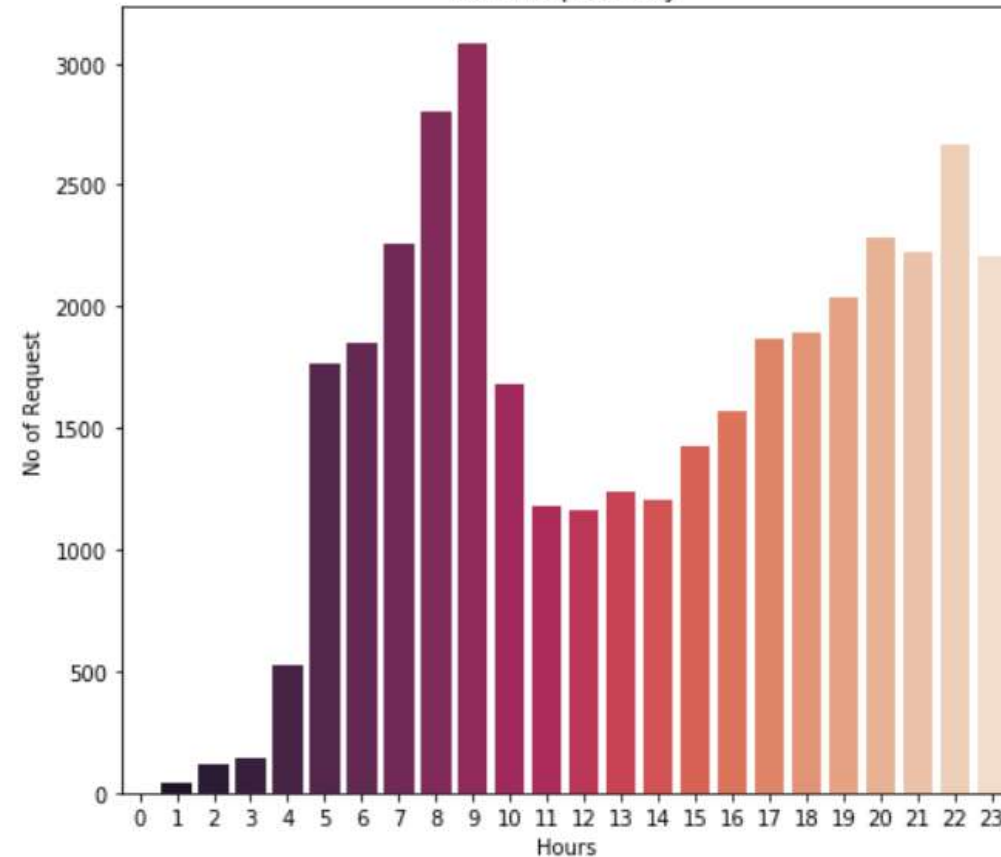

Hour vs Total Request

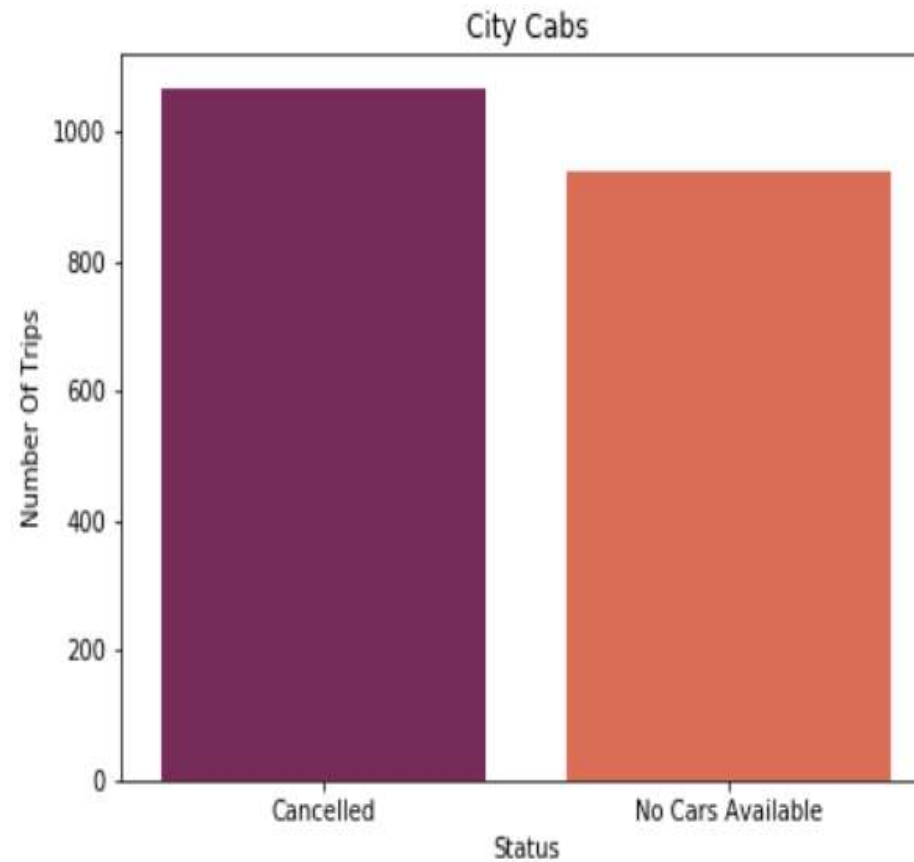# Airport & City Total Request
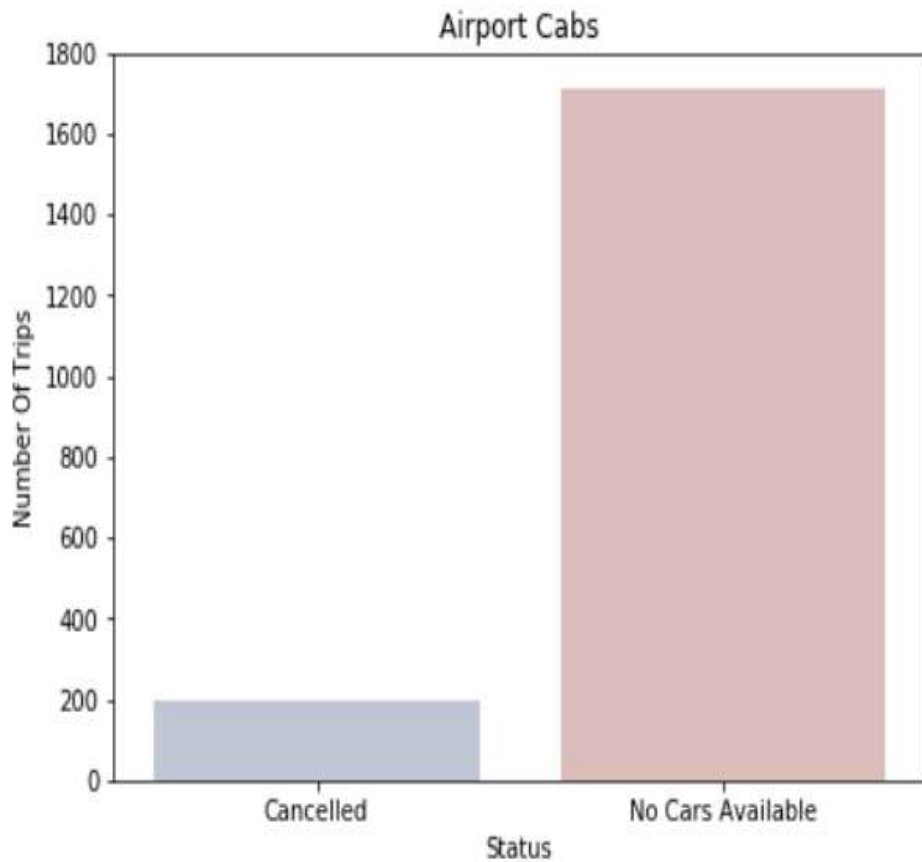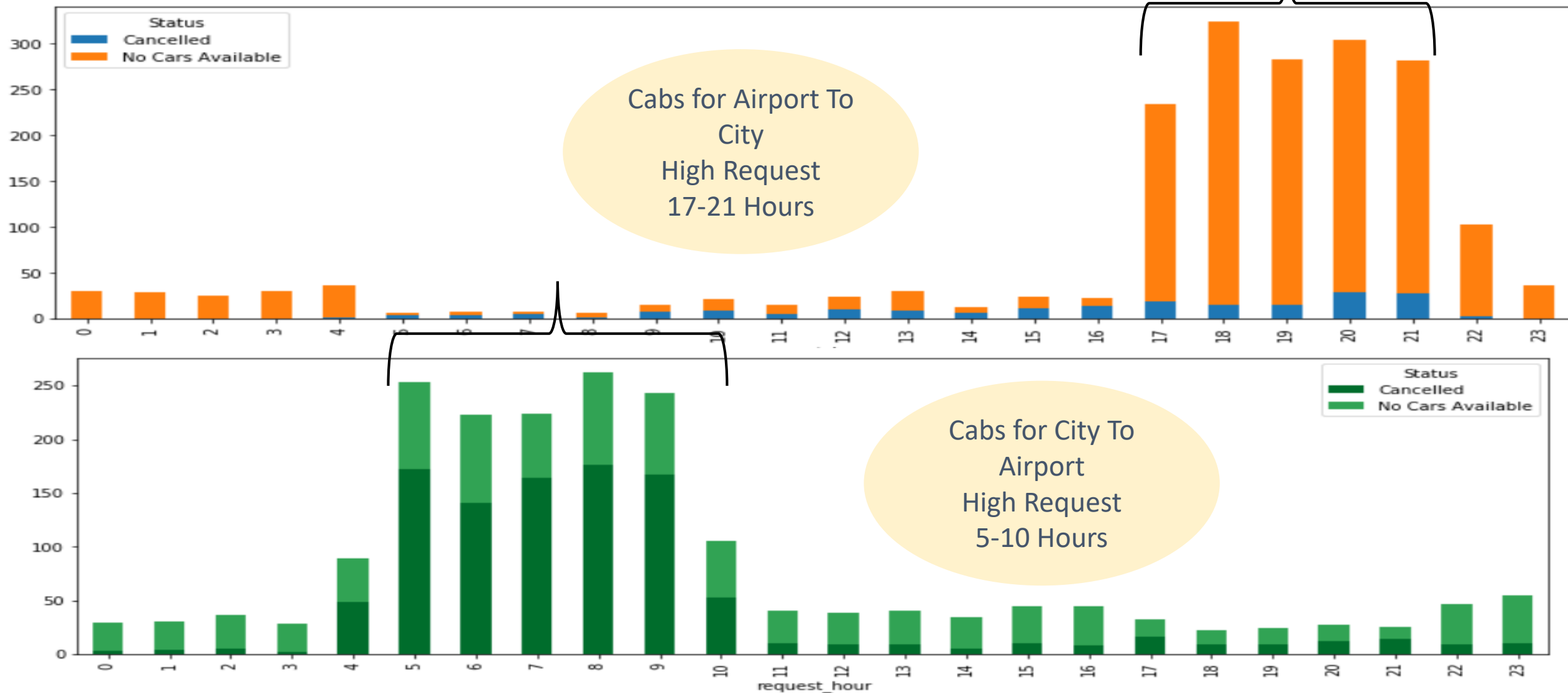

No of request Airport

No of request City

Here we can conclude the peak hours for Airport To City is 17-21 Hours & for City to Airport is 5-10 Hours
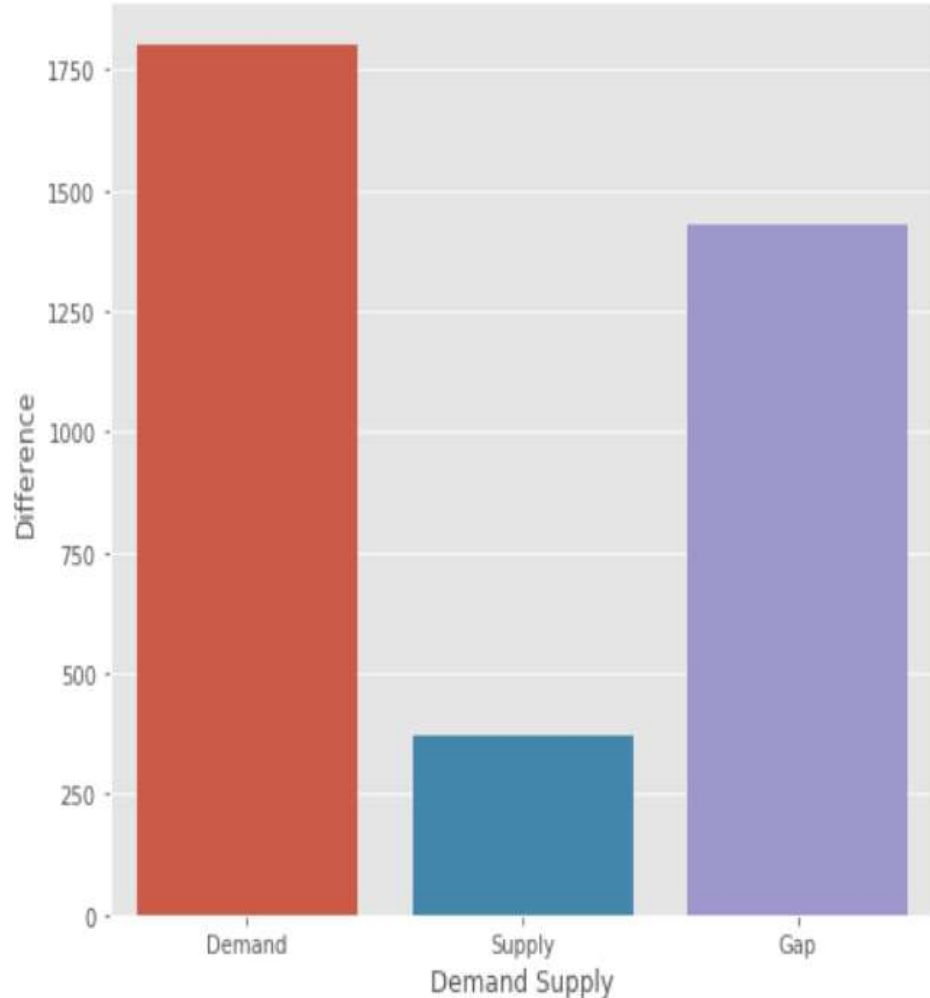
Graph for Unavailability of Cabs

Here we can see the total number of cancelled and Unavailability of cabs
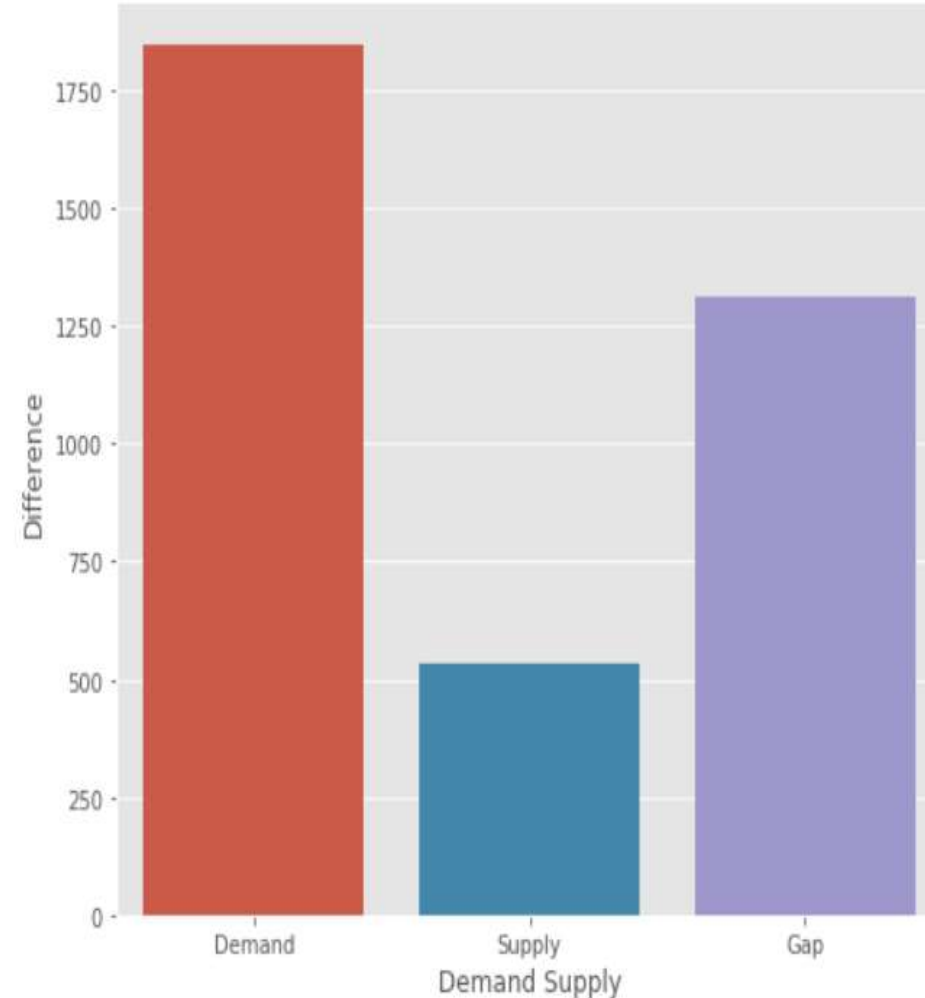
Hour Wise Unavailability of Cabs

Supply Demand Gap

Demand Supply Gap For Airport Taxi

Demand Supply Gap For City Taxi

Here we can see the there is a huge gap between total demand and supply

Reason for Gap

Airport Pickup:

- *For Airport Taxis are less during the day , As a result there is less amount of taxi from airport.*
- *Drivers are sitting idle waiting for flights.*
- *Most of the drivers are not driving in the late night.*

City Pickup:

- *Drivers are getting short trips within the city as a result they are cancelling the airport trips.*
- *Travelling to airport during day time is painful because of huge jam in Bangalore*

Recommendation

- *Drivers should be given Incentives for Airport trips.*
- *The petrol cost and the base price should be given to the drivers for coming back to city without passengers.*
- *There should be a big penalty for cancelling the trips.*
- *Bonus should be given to the drivers for driving in late night.*
- *Some rules should be introduced so that the drivers should complete certain numbers of trips to airport.*