UBER CASE STUDY

Business Objectives

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. As a result of your analysis, you should be able to present to the client the root cause(s) and possible hypotheses of the problem(s) and recommend ways to improve them.

**Note:** For this case study, only the trips to and from the airport are being considered.

1. Visually identify the most pressing problems for Uber.

* Create plots to visualise the frequency of requests that get cancelled or show 'no cars available'; identify the most problematic types of requests (city to airport / airport to city etc.) and the time slots (early mornings, late evenings etc.) using plots

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

* Find the time slots when the highest gap exists
* Find the types of requests (city-airport or airport-city) for which the gap is the most severe in the identified time slots