

## Uber Case Study

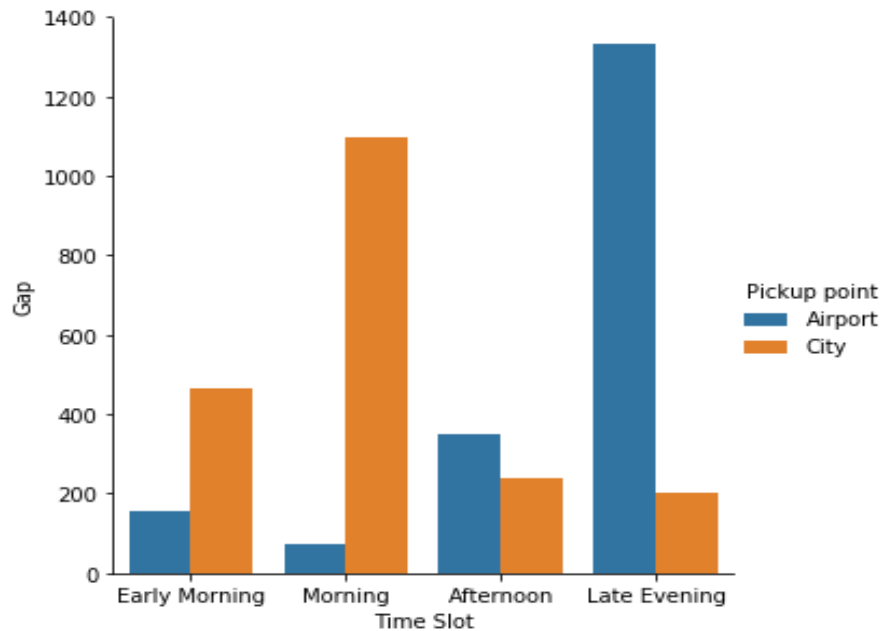


Figure1

### Answer for part 3.

As we can see from Figure1 in **Late Evening for request at Airport** the demand is more and supply is less ,that is the Gap is more because drivers are likely to work in day time 9 to 6 and complete their trips till evenings for the day and also from airport pickup in late evening they are likely to travel long distances for which they might get less monetary benefits.

**In Morning for request at City** ,Gap is more because cabs nearby to the location of booking are less and due to high demand drivers cancel pickup for location which is far from their location and also traffic in morning is more which comes more time for bookings of far locations.

### Answer for part 4.

#### Some ways to resolve supply and demand Gap at Airport are:

- Try to minimize parking charges at airport.
- Offer high base fare in late evenings at airport.

**Some ways to resolve supply and demand Gap at City are:**

- Offer high base fare in mornings at city.
- Try to minimize bookings in morning which are far from driver current location.
- Bonus for most to and fro airport trips over a month for drivers.