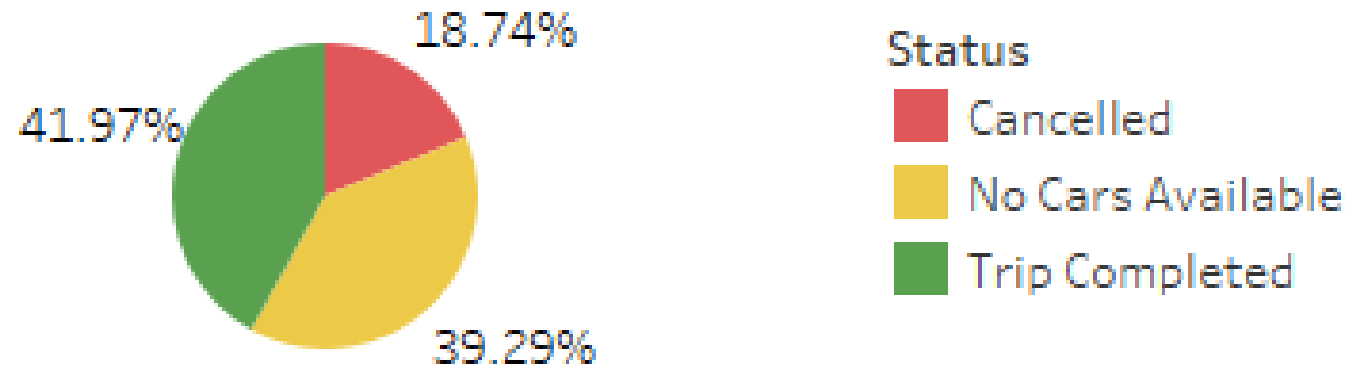


UBER CASE STUDY

Business Objective

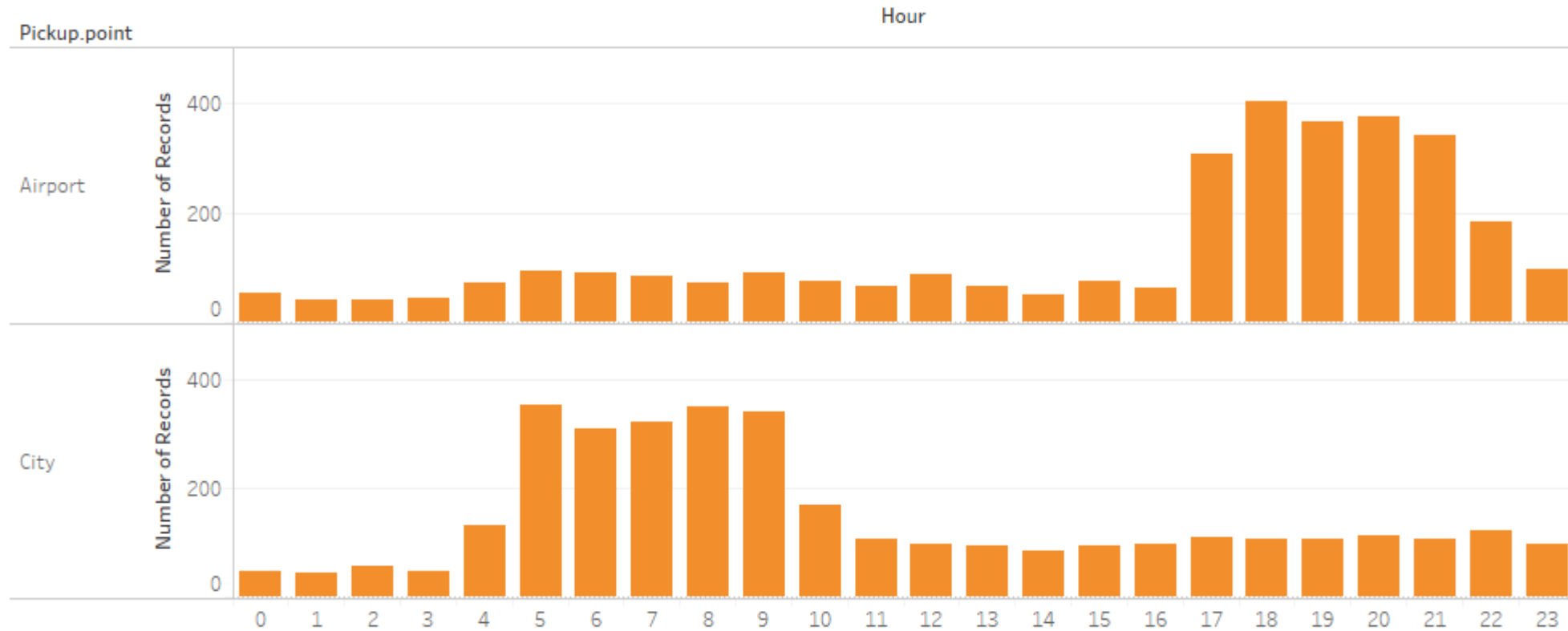
- Finding root cause of the problem (i.e. cancellation and non-availability of cars)
- Recommending ways to improve the situation.

Trips Status



The pie chart clearly shows that there is a gap between supply and demand because 58% of the requests end up getting cancelled or there are no cabs available.

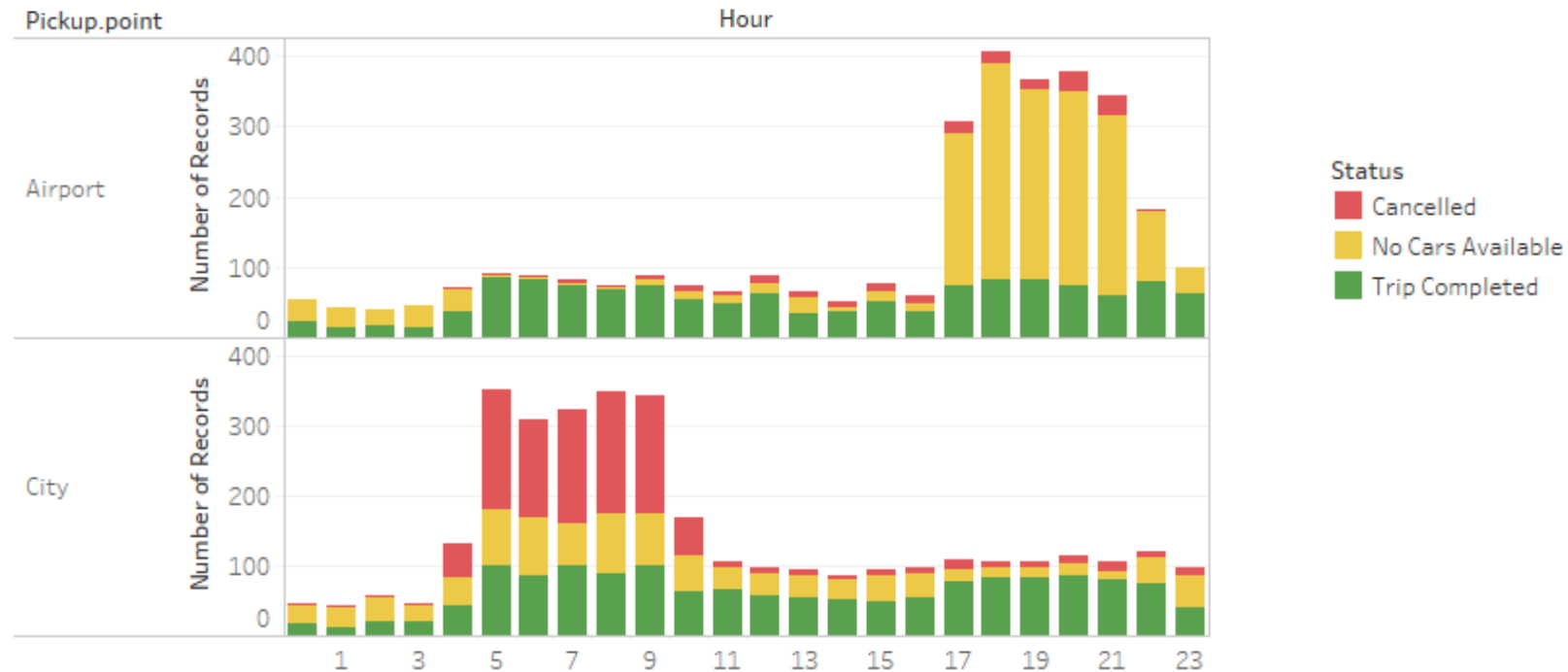
No of requests across each hour of the day at Airport and City.



If the pickup point is airport, the requests peak from 5 to 9 PM (evening hours) when most of the flights land.

If the pickup point is city, the requests peak from 5 to 9 AM (Morning hours) when most of the flights take off.

No of requests and their status across each hour at Airport and City

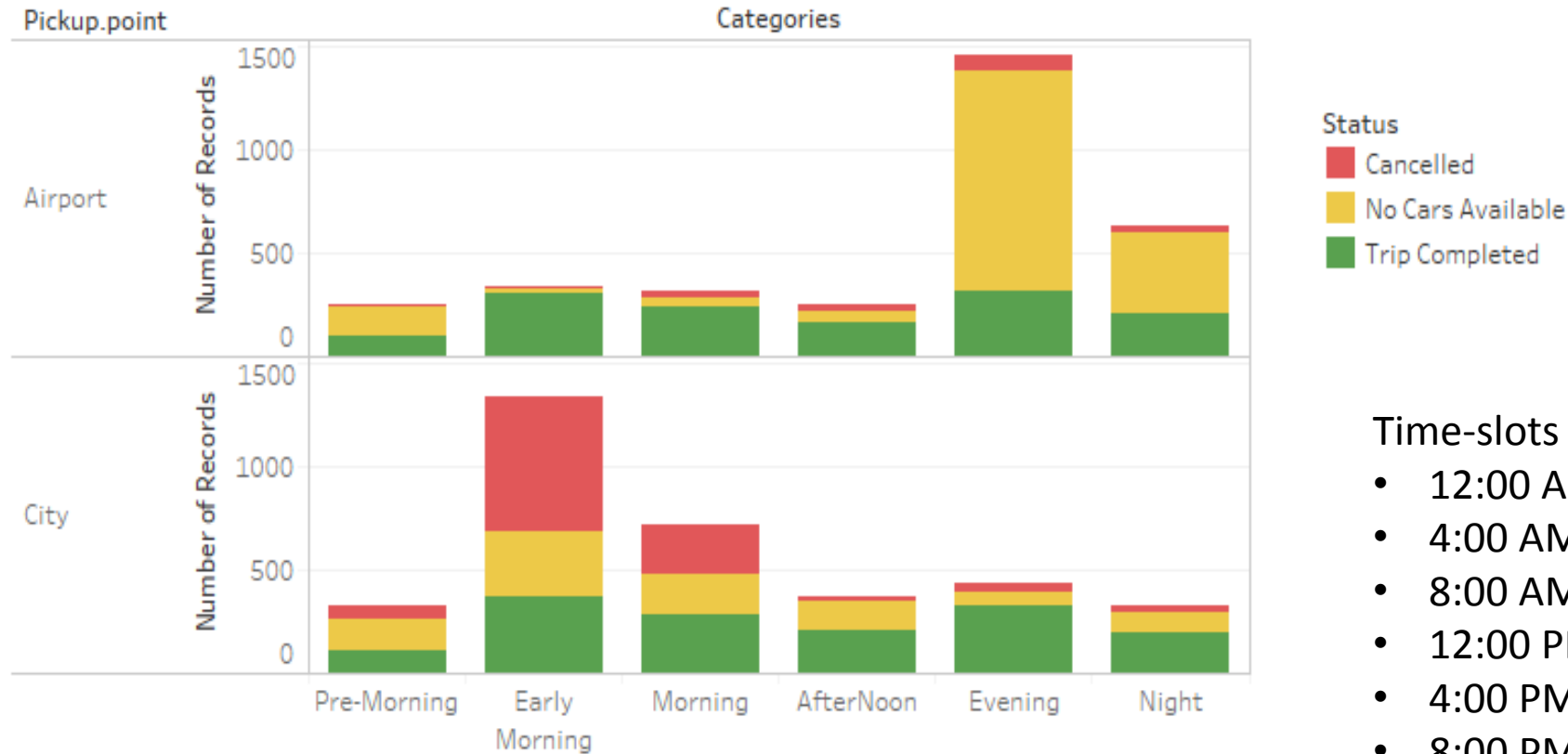


The frequency of requests across each hour, with each bar representing how many of those requests got completed or cancelled or no cabs were available.

Non Availability at airport is at the peak from 5:00 PM to 9:00 PM

Cancellation at City is at the peak from 5:00 AM to 9:00 AM

Categorizing the hours into different time slots.



Problems :

Airport – No cars are available in the Evening

City – Cancellation is high early morning.

Problems at City

- In the city, the main problem is that most requests are being cancelled during Morning hours.
- This might be due to the fact that the driver has to wait for a longer time for next trip once he gets to the airport, because frequency of flights landing decrease and he has to drive back alone. Whereas, if he makes trips in the city he could be making more money.

Problems at Airport

- Whereas, at the airport the most pressing problem seems to be that cars aren't available, during the peak time (Evening).
- As there were less no of requests from the city before this peak period fewer cabs would have got to the airport and this is not enough to meet the demand.

Recommendations:

- Recommendation to solve the problems:
 1. Pay the driver more maybe by increasing the cost per km if the trip is to the airport (i.e, Collect more from passengers).
 2. Pay a marginal amount to the driver incase he travels back alone from the airport.
 3. Pay a particular amount extra to the driver, if he makes significant trips to the airport monthly.