

# Uber Supply-Demand Gap

**BY**

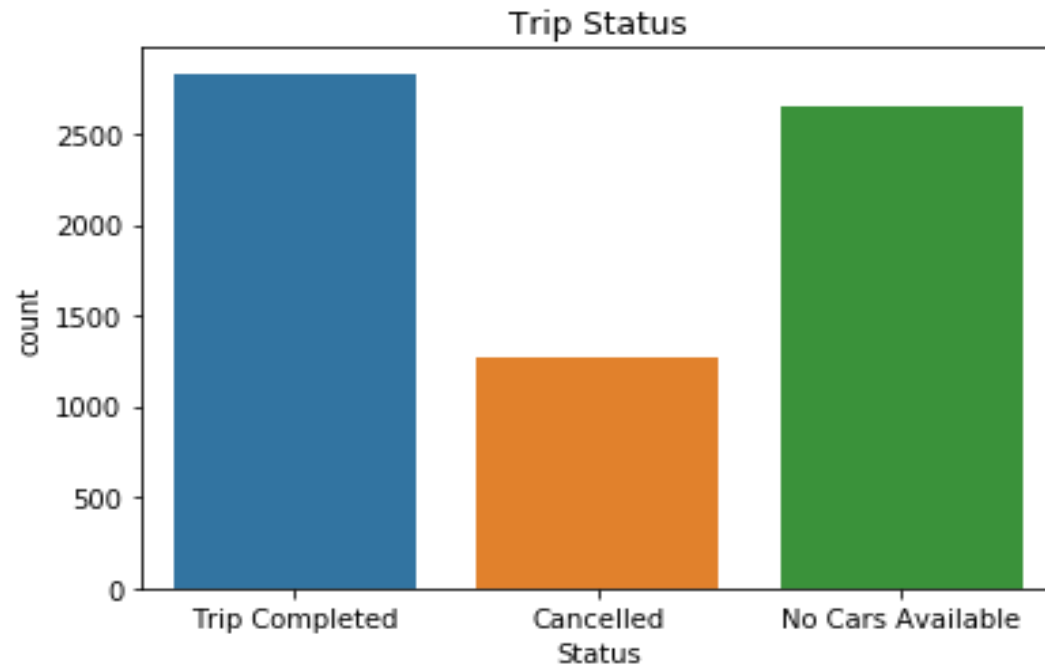
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# Business Objectives

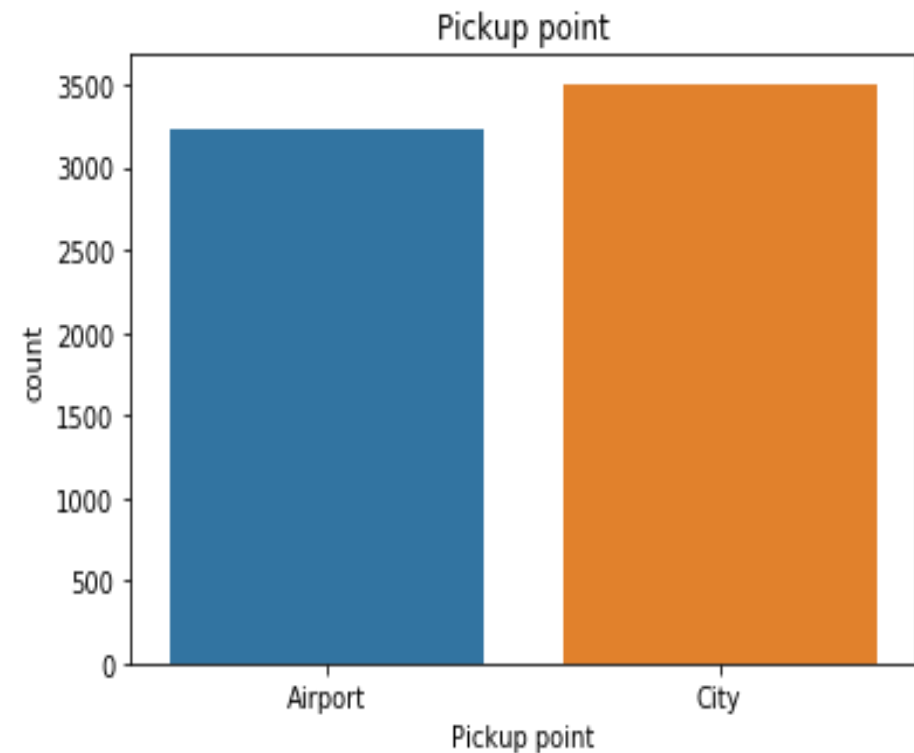
- The aim of analysis is to identify the root cause of the problem (i.e. cancellation and non-availability of cars) and recommend ways to improve the situation.
- If these are the problems faced by customers, these very issues also impact the business of Uber. If drivers cancel the request of riders or if cars are unavailable, Uber loses out on its revenue.
- The data is used is only from the Airport to city and city to Airport.

# Analysing Trip status and Pickup points



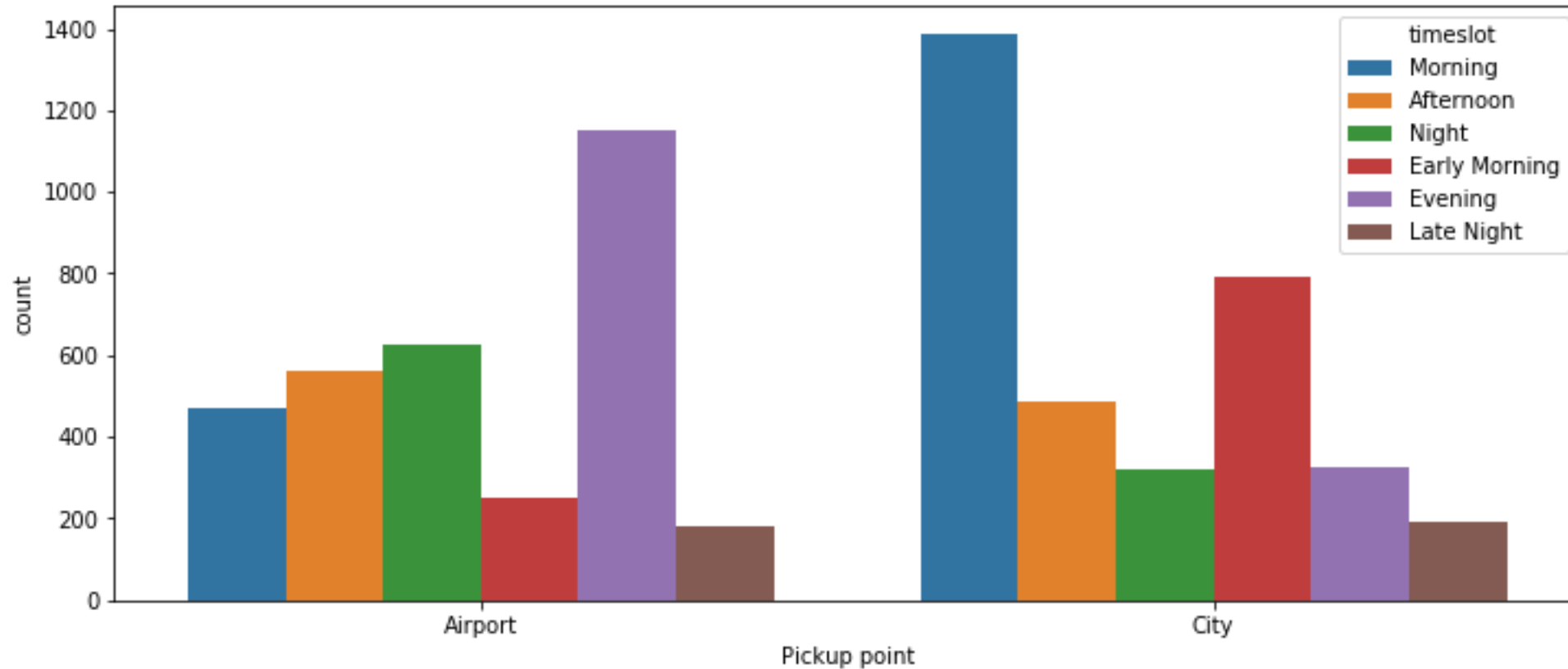
Cancelled	1264
No Cars Available	2650
Trip Completed	2831

From the total, Only 42% of the trips were completed



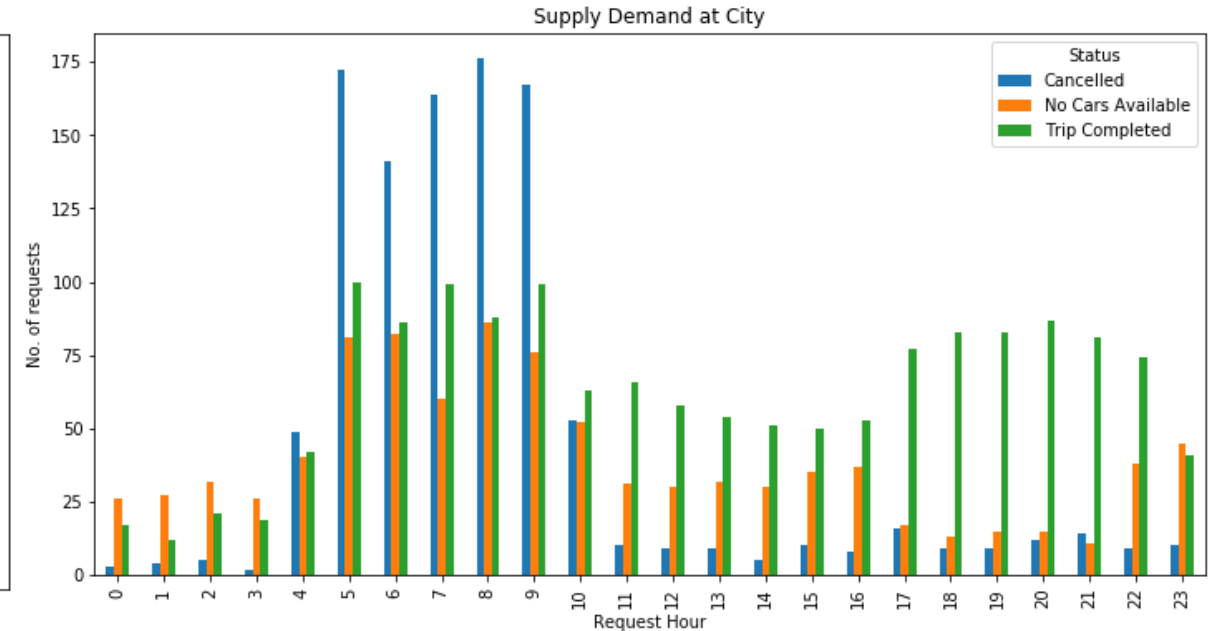
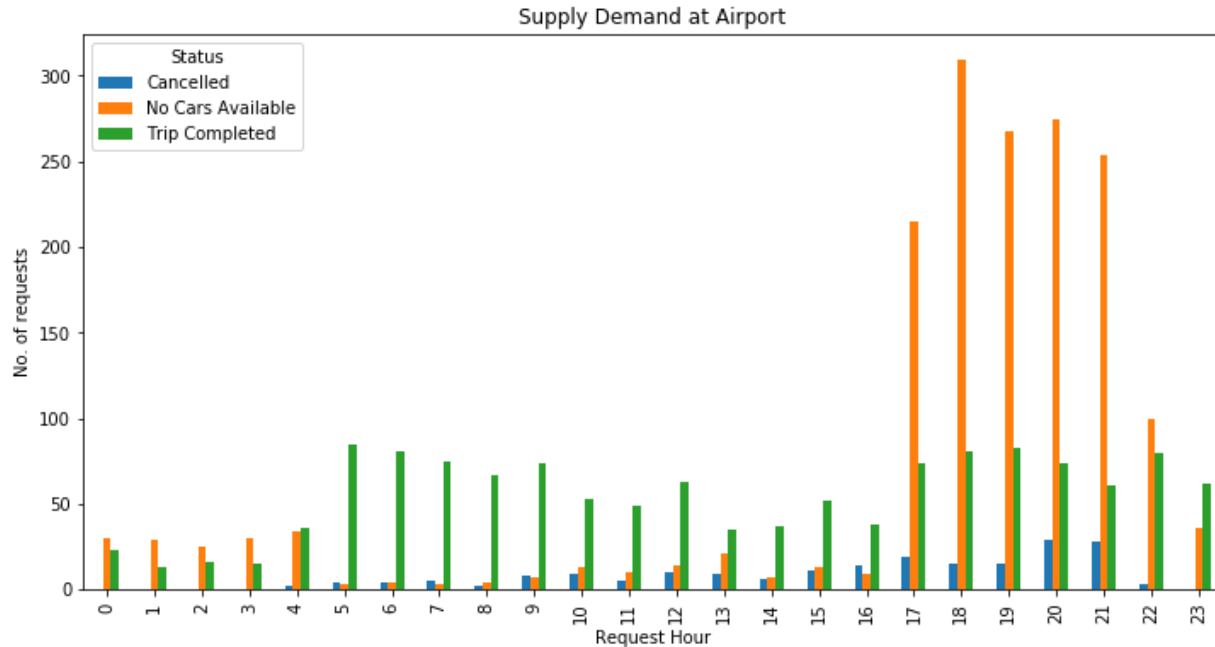
We can observe that there is not much difference in airport and city pickup requests.

# Pickup analysis at different timeslots



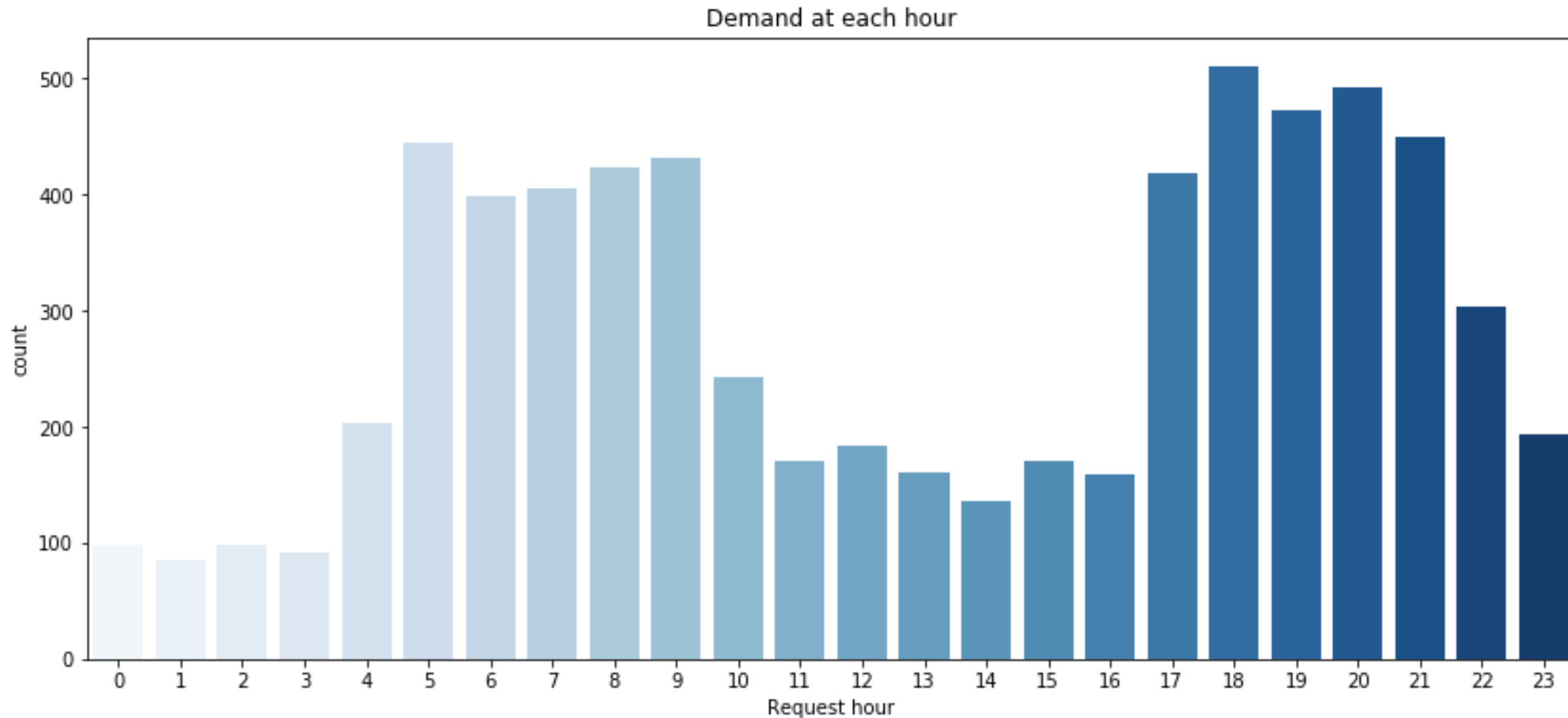
- From the plot it is clear that most of the requests are got in morning and evening slots
- Airport has the highest request in the evening and City has the highest request in the morning

# Supply Demand at Pickup points



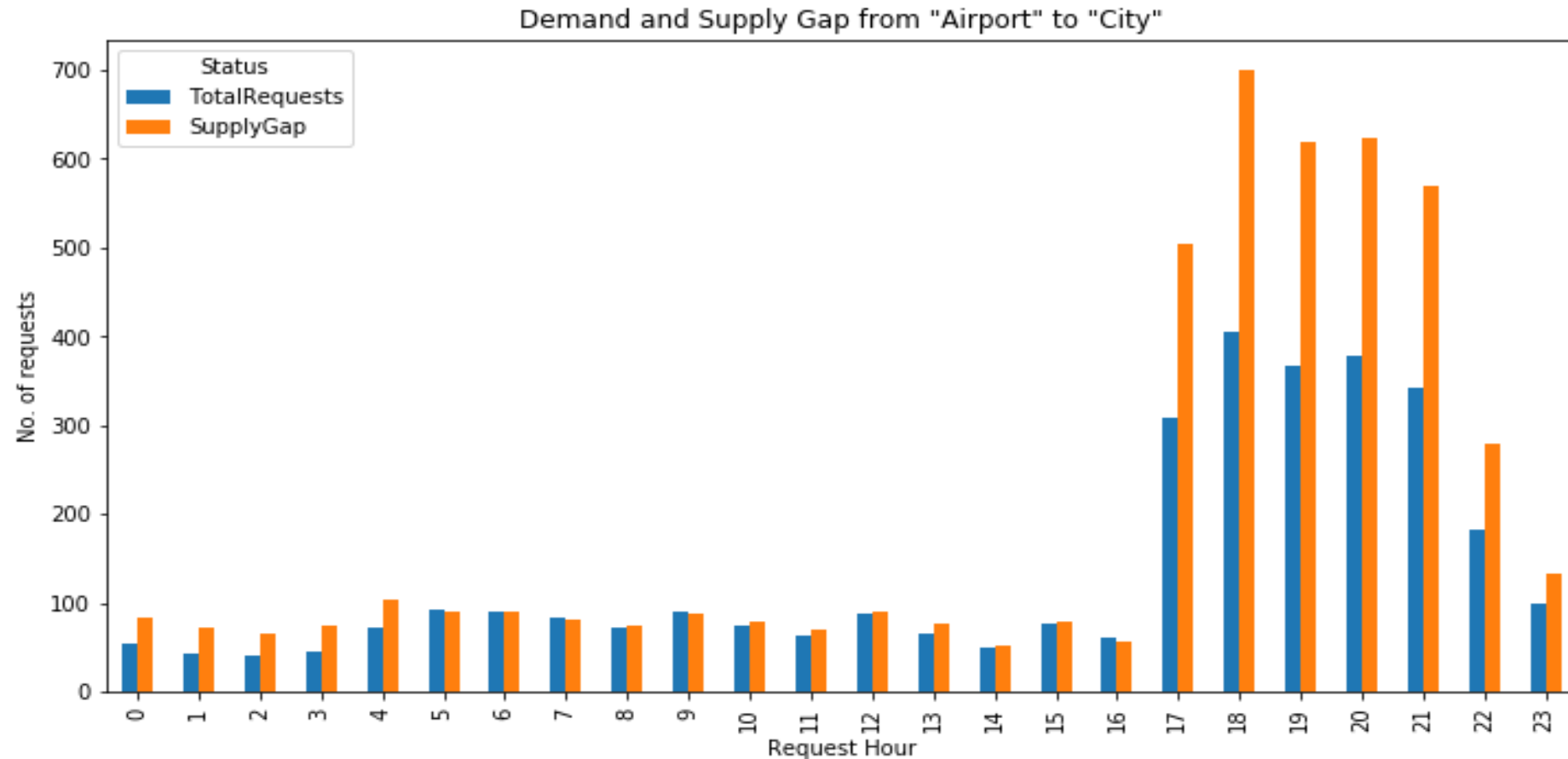
- The requests are high at airport in Evening hours and cars are not available
- The requests are high at city in Morning hours and trips are cancelled more by the drivers

# Demand at each hour



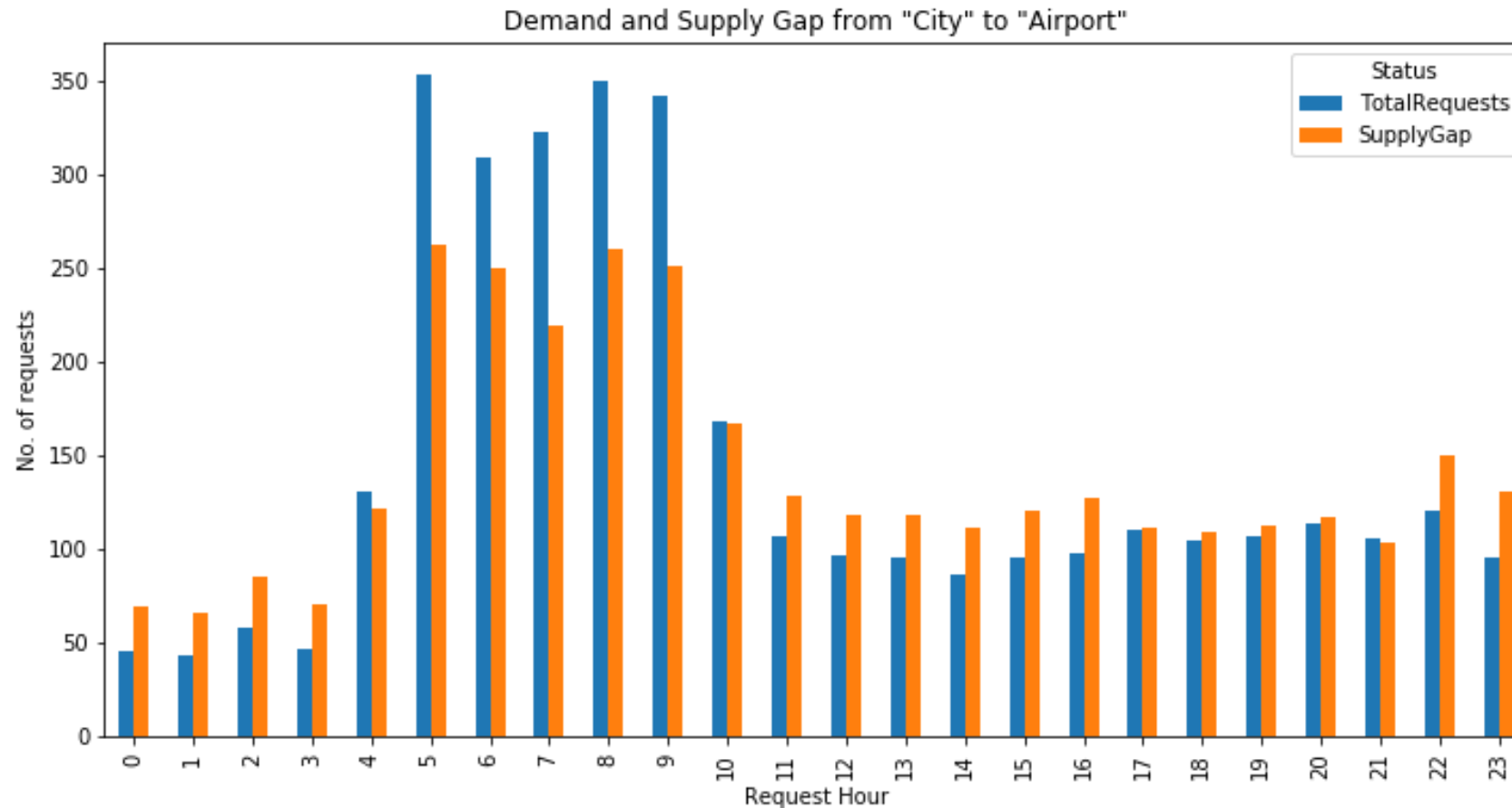
From the graph it is clear that there are high requests from 5am to 9am and 5pm to 10 pm

# Demand and Supply Gap from Airport to city



From the graph we can observe that there are high requests from airport at evening time and the demand is more than supply mostly from 5pm to 11pm

# Demand and Supply Gap from city to Airport



From the graph city to Airport we can observe that there are high requests from aiCity at morning slot and the demand is more than supply mostly from 5Am to 10Am



# Issues

- There is a high demand for cabs from airport to city, from 5pm to 10pm hence there are no cars available at city and that makes a supply gap more
- Also, there is high demand for cabs from city to airport, from 5Am to 10Am and the drivers are cancelling the trips as it will be difficult for them to get a return trip as the demand is less from airport to city in morning hours.

# Solutions to overcome the issues

- Offering incentives to the drivers if they complete more trips, so that they will not cancel the trip.
- Charging the cancellation fee from the driver after a limited number of cancellations.
- Charging Some extra money to Airport trips so that the driver can return even without a trip order.
- Offering extra payment during peak Hours
- Offering more incentives can also increase more people to join on uber.