Uber Supply Demand Gap

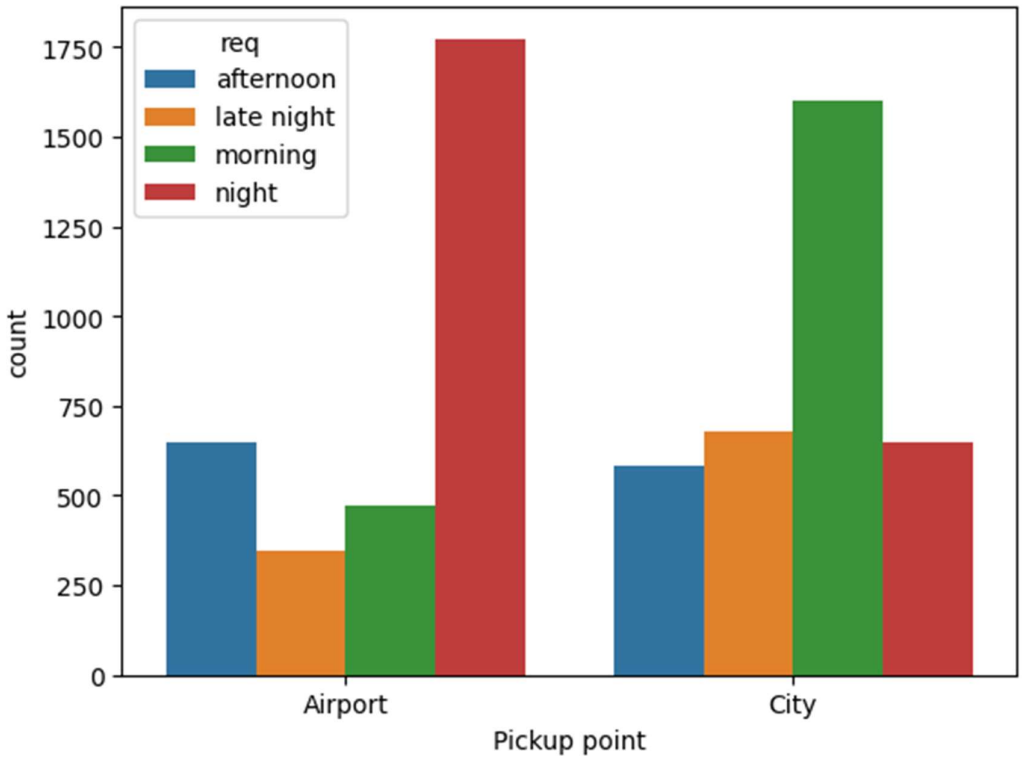

Fig 1.1

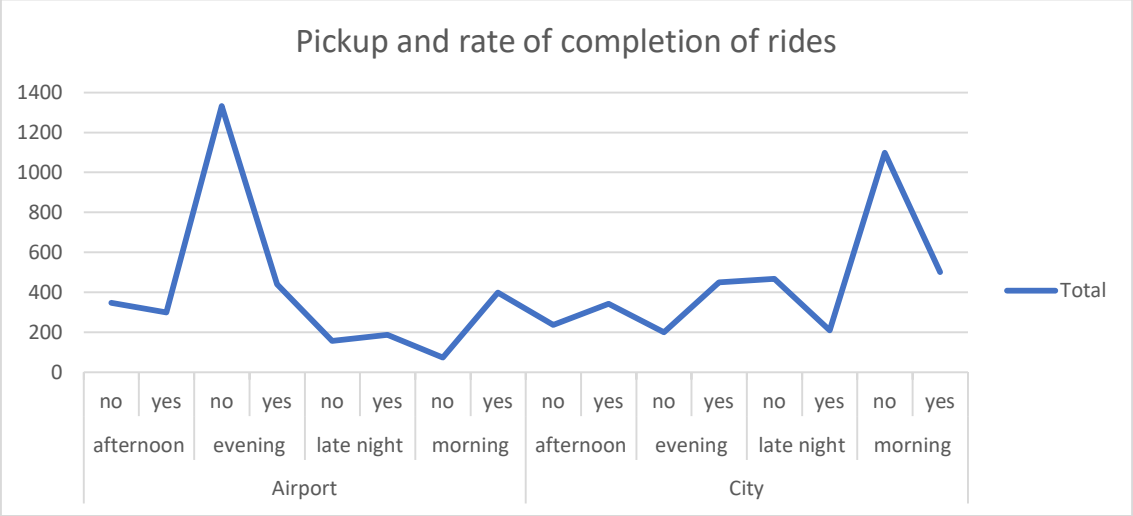

Fig 1.2

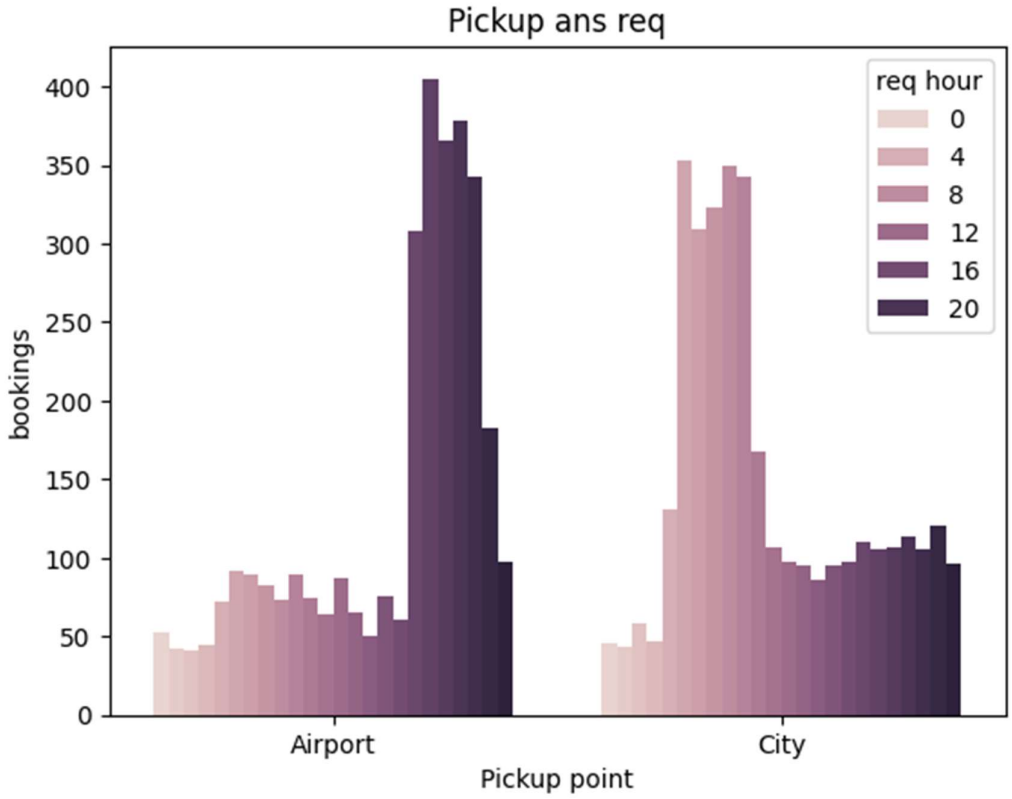
Pickup ans req
req hour
0
4
8
12
16
20
bookings
400
350
300
250
200
150
100
50
0
Airport
City
Pickup point

Fig 1.3

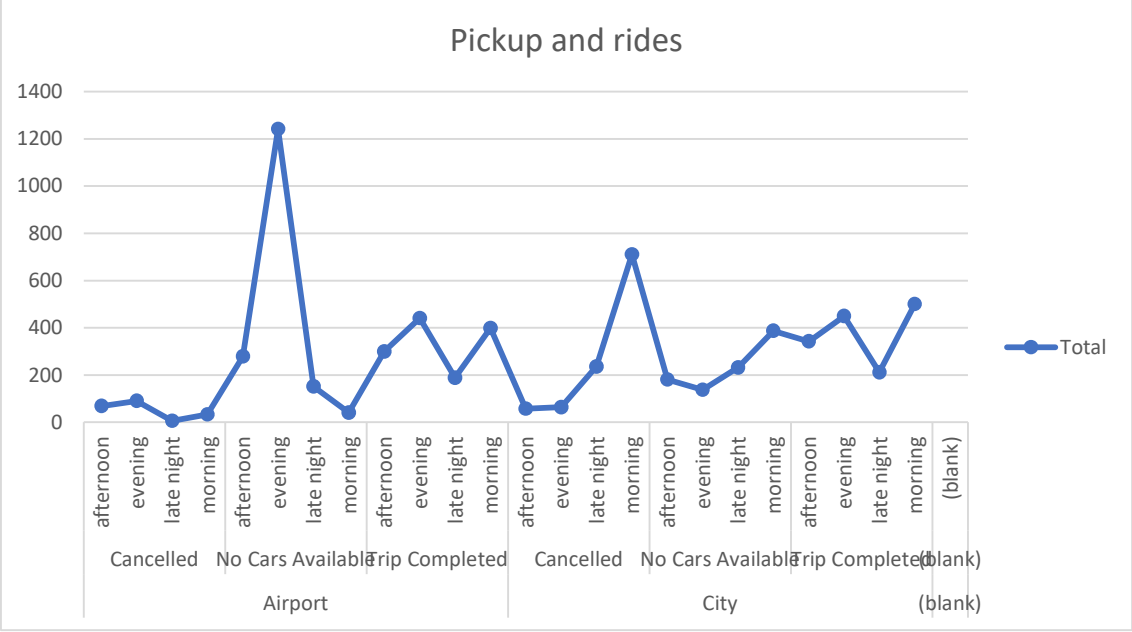
Pickup and rides
1400
1200
1000
800
600
400
200
0
Total
afternoon
evening
late night
morning
Cancelled
No Cars Available
Trip Completed
(blank)
Airport
City
(blank)

Fig 1.4

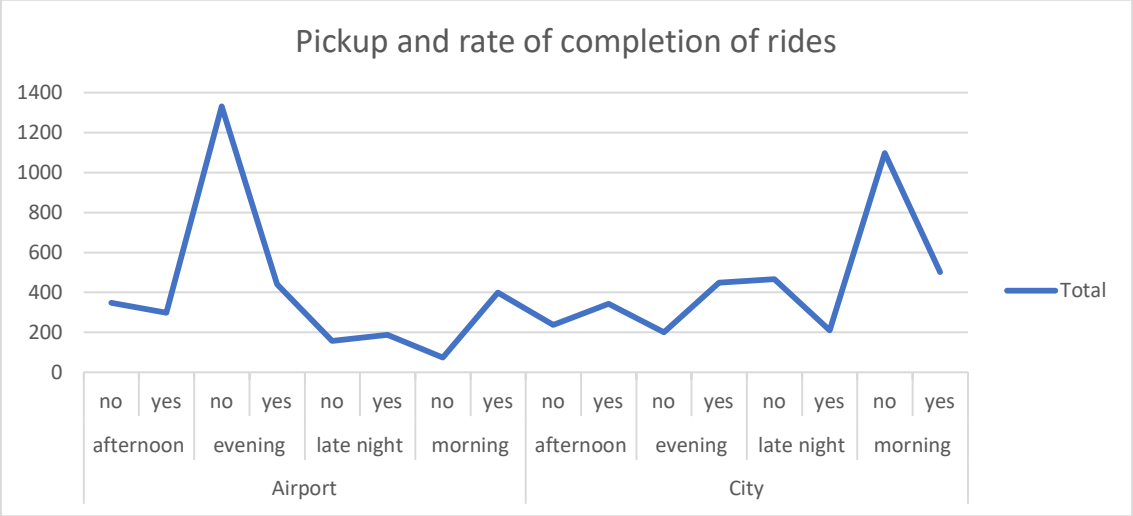

Fig 1.5

- From our analysis we can conclude that there is a high demand of cars at morning in City and at night at Airport from fig 1.1. There is high rate of non completion of rides at evening at airport region and at morning at city region from fig 1.2.

- Fig 1.3 shows hourly no of bookings at airport and city region.which indicates highest no of bookings at night time at airport and highest no of bookings at moring in city.

- Fig 1.5 shows us that problem of non avilablity of cars is highest during evening time. and most of the cancellation occurs at morning.

Solutions for Supply Demand Gap

- We need to make cars available during evening time and need to assign drivers of good profile at morning to avoid cancellation of rides.

- Airport has high problem of unavilablity of cars at evening which is solve by increasing cars at airport at evening. same for city at morning this can be solve in the same way.

Driver Id	Rate of Cancellation (%)
267	60.00
206	58.82
103	58.33
104	58.33
54	57.89
84	57.14
131	57.14
135	54.55
62	53.85
229	53.85
138	52.94
166	52.94
210	52.94
39	50.00

Fig 1.6

From fig 1.6 drivers with this id have highest rate of cancellations by changing this drivers can increase the rate of successful completion of rides.