



Project background

Automatidata is working on the TLC project. The following tasks are needed at this stage of the project:

- Explore the project data
- Implement a hypothesis test
- Communicate insights with team members and TLC stakeholders

The assignment

Exploratory data analysis is complete for the project.

The New York City TLC requests a detailed statistical analysis of payment type. Do the customers who use a credit card pay higher fare amounts than those who use cash?

Consider the following:

- The relationship between fare amount and payment type.
- Test the hypothesis that customers who use a credit card pay higher fare amounts.
- Should you conclude that there is a statistically significant relationship between credit card payment and fare amount, discuss what the next steps should be: what are your thoughts on strategies our team could implement to encourage customers to pay with credit card?

The team agrees that the next step is to perform a hypothesis test using the data. Investigate TLC's dataset to determine which hypothesis testing method best serves the data and the TLC project.

Specific project deliverables

- Statistical testing
- Report results in executive summary