MAXIMIZING REVENUE FOR DRIVERS

Through Payment Type

Agenda

- Problem Statement
- Research Question
- Data Overview

Problem Statement

In the fast-paced taxi booking sector, making the most revenue is essential for long-term success and happiness.

Our goal is to use data-driven insights to **maximize revenue streams** for taxi drivers in order to meet this need. Our research aims to determine whether payment methods have an impact on fare pricing by focusing on the relationship between payment type and fare amount..

Research Q

Is there a relationship between total fa

Can we nudge customers towards payment method
without negatively impacting c

Data Overview

For this analysis, we utilized the comprehensive datas[...] cleaning and feature engineering procedures to conc[...] essential for our investigation.

Relevant columns used for this reseach:

- passenger_count (1 to 5)
- payment_type (card or cash)
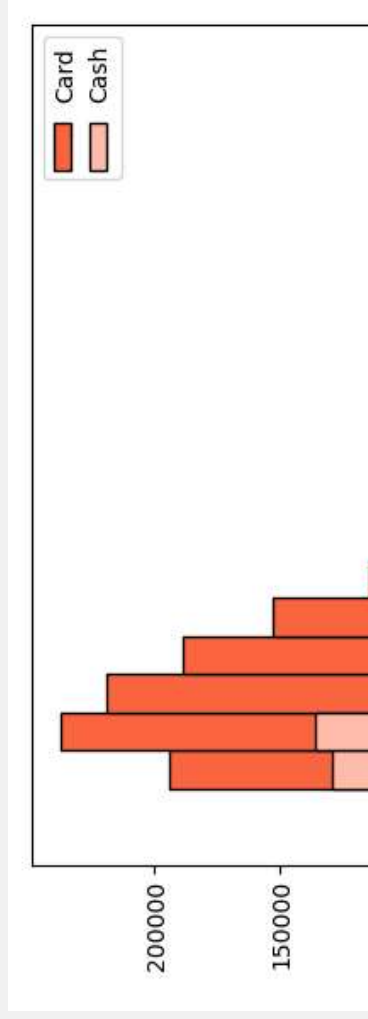- fare_amount
- trip_distance (miles)

passenger_count	trip_[...]
1	
1	
1	

Methodology

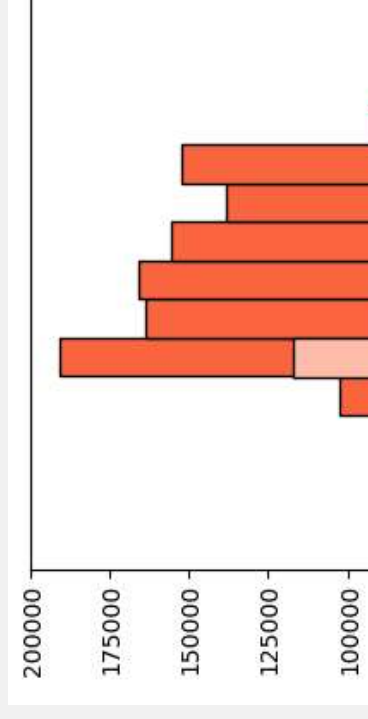| Step	D...
Descriptive Analysis	Performed statistical analysis to sum... amounts and payment types.
Hypothesis Testing	Conducted a T-test to evaluate the re... amount, testing the hypothesis that ... amounts.

Journey Insights

- Customers paying with cards tend to have a slightly hig[her]
  compared to those paying with cash.

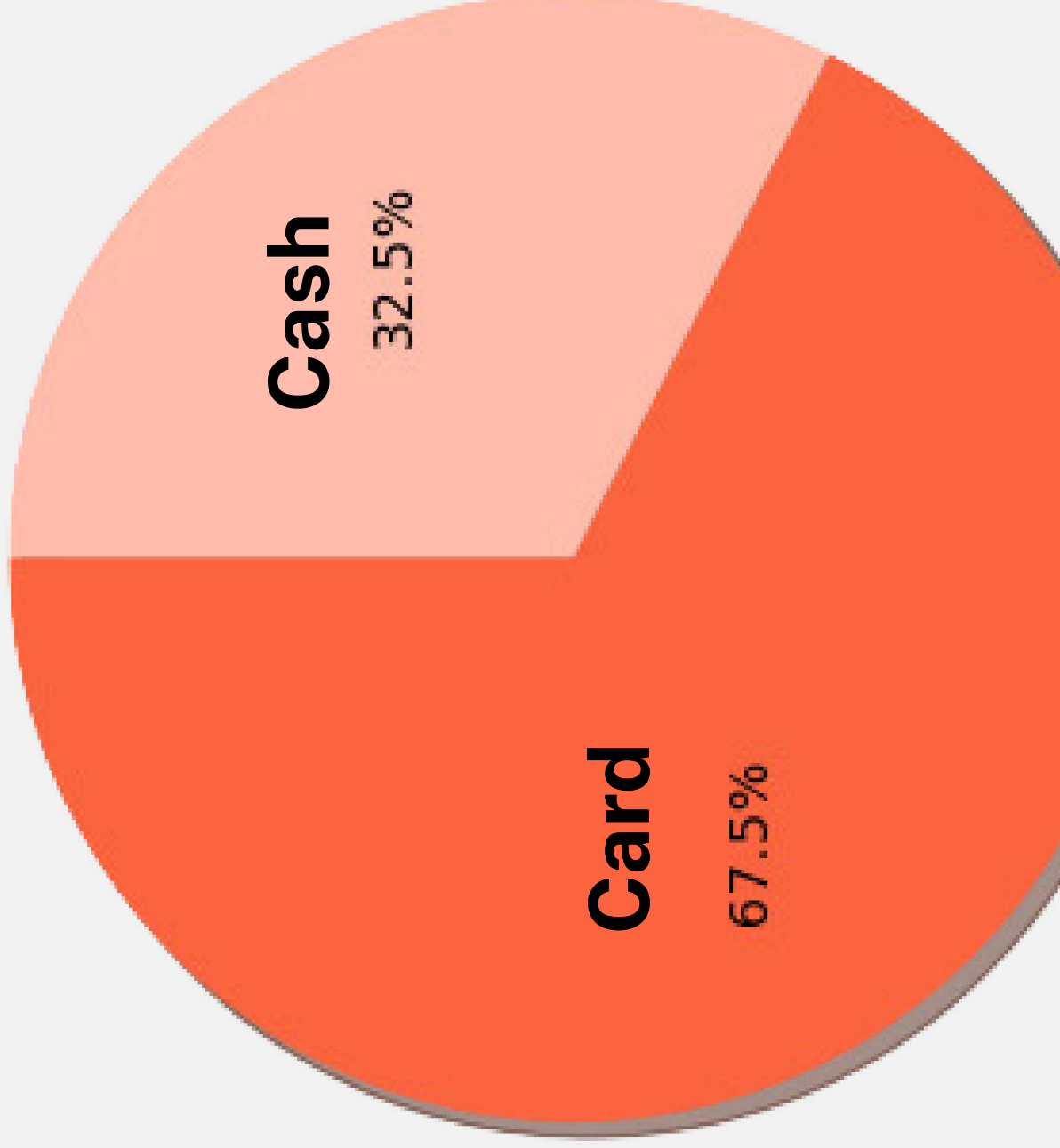- Indicates that customers prefers to pay more with card
  long trip distance.

Trip Distance

Fare amount

Pro...
Pa...

- The ...
  signi...
  with ...
  trans...
  32.5...

- This
  cust...
  note...

Cash
32.5%

Card
67.5%

Passenger Count Analysis

- Among card payments, rides with a single passenger (passeng constituting 40.08% of all card transactions.

- Similarly, cash payments are predominantly associated with si cash transactions.

- There is a noticeable decrease in the percentage of transactions that larger groups are less likely to use taxis or may opt for altern

- These insights emphasize the importance of considering both analyzing transaction data, as they provide valuable insights into

Cash	20%	7%	2%	1%	2%

ent_type
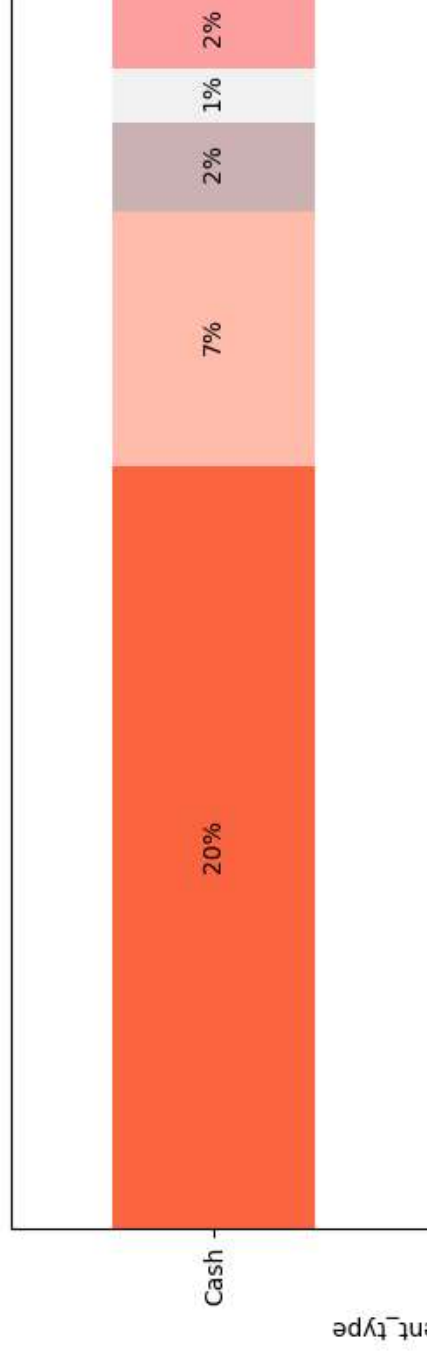
Hypothesis Testing

Null hypothesis: There is no difference in average fare and customers who use cash.
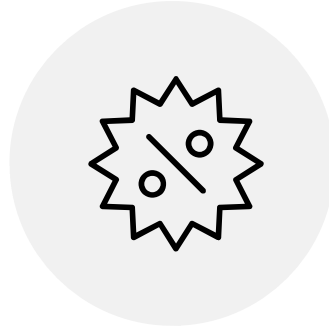
Alternative hypothesis: There is a difference in average cards and customers who use cash

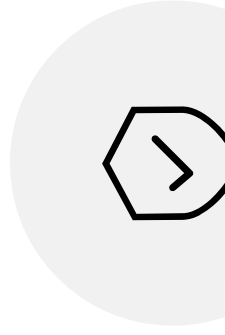With a T-statistic of 165.5 and a P-value of less than 0.05

Recommendations

Encourage customers to pay with cred[it] ... generating more revenue for taxi cab drive[r]

Implement strategies such as offering ... transactions to incentivize customers to [...]

Provide seamless and secure credit ca[rd] ...

Thank y