Taxi Tipping

Does location affect tipping percentage?

A study by Pooneh, Le and Chris

Motivation: Does location matter for the amount people tip cab drivers? Once we discover the areas in which cab drivers are better compensated we may be able to infer what are the main variables for tipping. Does the age of the rider matter? Do those who live in more expensive neighborhoods tip cab drivers better.

Datasets:

Taxi Data

- Cleaned data from Todd W. Schneider
  https://github.com/toddwschneider/nyc-taxi-data/blob/master/raw_data_urls.txt

Geospatial Data
- Shapefile from NYC.gov: BoroCT2010.shp

Age Data
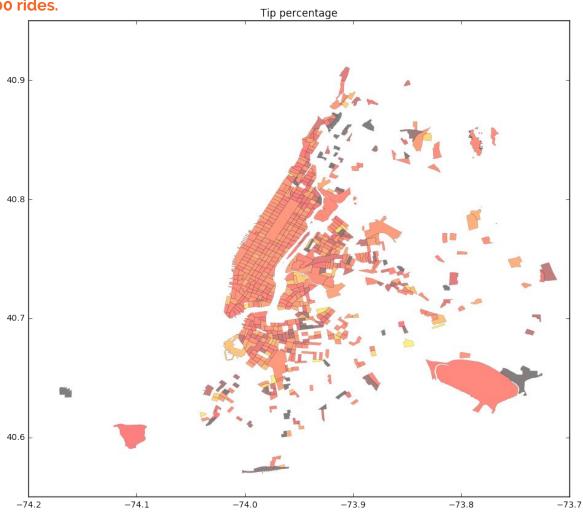- NYC.policymap.com mean age by Census Tract.

Deliverable: We wish to create a notebook which we can use to adjust scale and time frame in order to explore the spatial aspects of taxi tipping. We would also like to create a static map which displays the mean tip amount for taxi rides which end in a certain census tract.

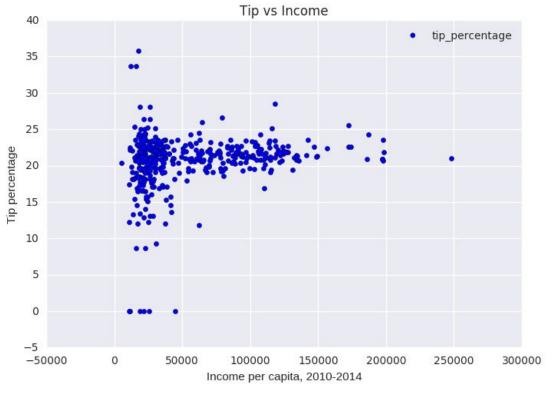**Tools:** pylab, matplotlib, geopandas, shapely

Abridged data: January 2016, random 10,000 rides.

Conclusions: **Mean tip = 19.70%, std deviation = 9.84%**

We now have the infrastructure in place in order to scale up our analysis. From our initial analysis of 10,000 trips the mean is 19.70%. Our standard deviation is 9.84%. From our map you can see that there is not much deviation from 20% based on location. Notable exceptions are JFK airport. Our initial analysis also suggests that the distribution of tips is normal.

Tip percentage

Tip vs Income

What do you see here?

End!
Get a cab home!

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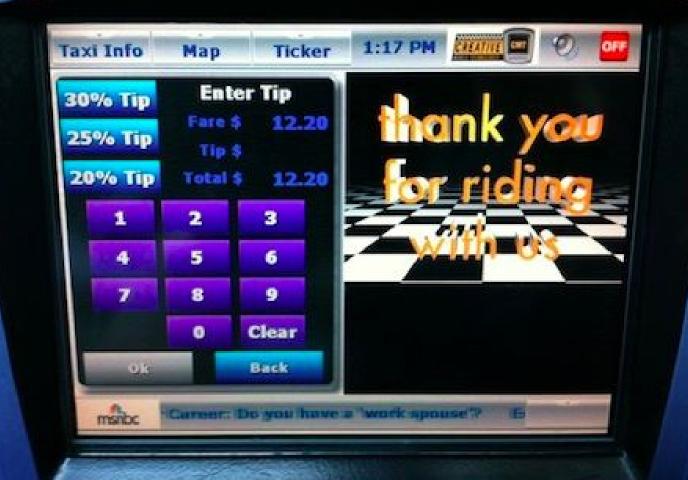
How many languages do you need to know to communicate with the rest of the world?

—

Just one! Your own.

(With a little help from your smart phone)

Tip

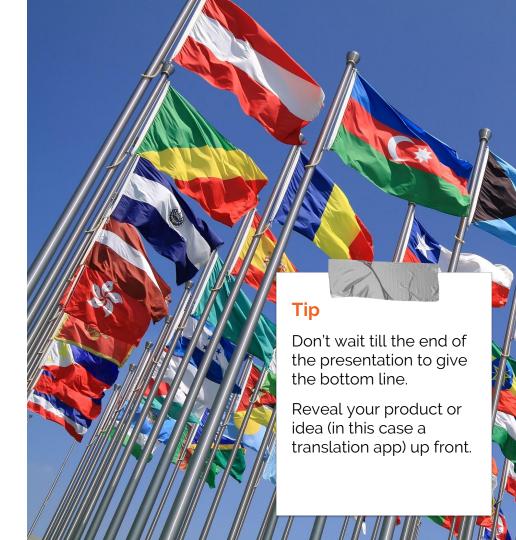Remember. If something sounds like common sense, people will ignore it.

Highlight what is unexpected about your topic.

The Google Translate app can repeat anything you say in up to **NINETY LANGUAGES** from German and Japanese to Czech and Zulu

Tip

Don't wait till the end of the presentation to give the bottom line.

Reveal your product or idea (in this case a translation app) up front.
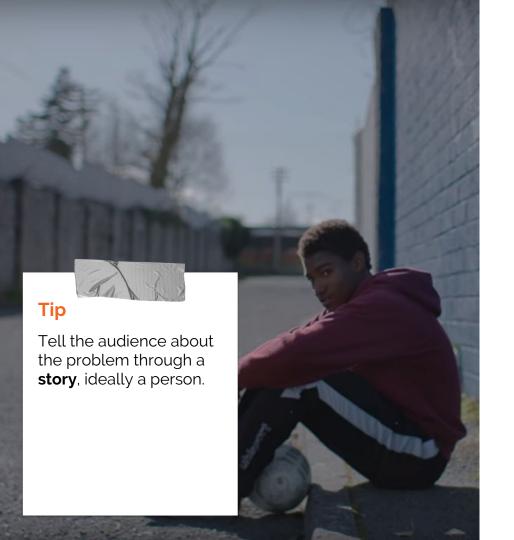
2. Examples

By the end of this section, your audience should be able to visualize:

➜ **What**
What is the pain you cure with your solution?

➜ **Who**
Show them a specific person who would benefit from your solution.

Meet Alberto.

He recently moved from Spain to a small town in Northern Ireland.

He loved soccer, but feared he had no way to talk to a coach or teammates.

Meet Marcos.

He recently opened a camera shop near the Louvre in Paris.

Visitors to his store, mostly tourists, speak many different languages making anything beyond a simple transaction a challenge.

Story for illustration purposes only

Tip

If one example isn't sufficient to help people understand the breadth of your idea, pick a couple of examples.

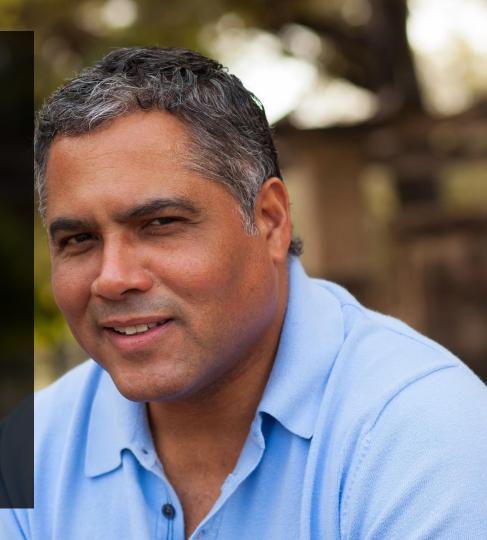A translation barrier left Alberto feeling lonely and hurt Marco's business.
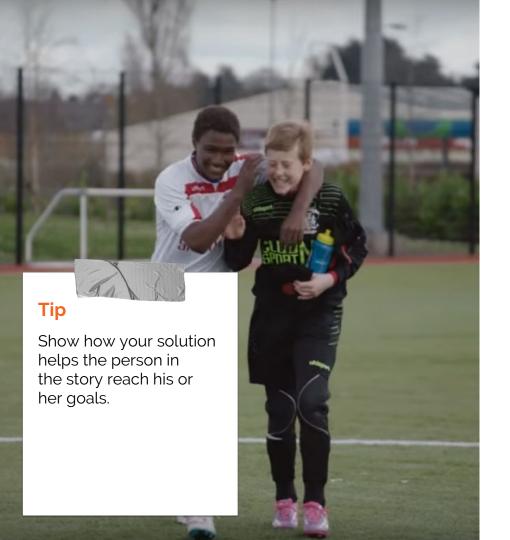
Tip

Ideally, speak of people in very different situations, but where each could benefit from your solution.

Then, Marcos discovered Google Translate

He has his visiting customers speak their camera issues into the app.

He's able to give them a friendly, personalized experience by understanding exactly what they need.

A simple gesture

Coaches Gary and Glen knew no Spanish.

They used Google Translate to invite Alberto to join in... "Do you want to play?"... "Can you defend the left side?"

Tip

Show how your solution helps the person in the story reach his or her goals.

From outsider to star

Alberto scored 30 goals in 21 games. He is now being scouted by several professional clubs in the Premier League. And he's a favorite of the other boys on the team.

See a short video on Alberto's story

Tip

Stories become more credible when they use concrete details such as the specific complex moves Alberto learned through Translate and his 30 goals in 21 games performance stats.

3. Examples

People need to understand how rare or frequent your examples are.

Pick 1 or 2 statistics and make them as concrete as possible. Stats are generally not sticky, but here are a few tactics:

➜ **Relate**
  Deliver data within the context of a story you've already told

➜ **Compare**
  Make big numbers digestible by putting them in the context of something familiar

It's no surprise Marcos uses Google Translate in his shop regularly.

There are 23 officially recognized languages in the EU.

Tip

Don't let data stand alone. Always relate it back to a story you've already told, in this case, Marco's shop.

More than 50 million Americans travelled abroad in 2015

THAT'S MORE THAN THE POPULATION OF CALIFORNIA AND TEXAS COMBINED

Source: travel.trade.gov

Tip

When a number is too large or too small to easily comprehend, clarify it with a comparison to something familiar.

4. Closing

Build confidence around your product or idea by including at least one of the these slides:

➜ **Milestones**
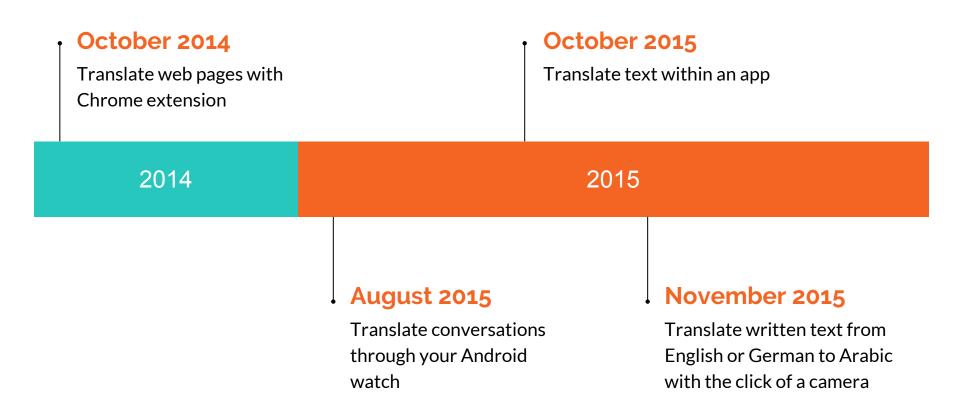What has been accomplished and what might be left to tackle?

➜ **Testimonials**
Who supports your idea (or doesn't)?

➜ **What's next?**
How can the audience get involved or find out more?

Milestones

October 2014

Translate web pages with Chrome extension

October 2015

Translate text within an app

2014

2015

August 2015

Translate conversations through your Android watch

November 2015

Translate written text from English or German to Arabic with the click of a camera

What people are saying

With this app, I'm confident to plan a trip to rural Vietnam

Wendy Writer, CA

Visual translation feels like magic

Ronny Reader, NYC

Translate has officially inspired me to learn French

Abby Author, NYC

Quotes for illustration purposes only

Know a 2nd language? Make Google Translate even better by joining the community.

Tip

Inspire your audience to act on the information they just learned.

Depending on your idea, this can be anything from downloading an app to joining an organization.

Good luck!

We hope you'll use these tips to go out and deliver a memorable pitch for your product or service!

For more (free) presentation tips relevant to other types of messages, go to
heathbrothers.com/presentations

For more about making your ideas stick with others, check out our book!