# Practice Project : Automatidata scenario

## 1. Background on the Automatidata scenario

Congrats on your new job as a data analyst at a data consulting firm called Automatidata. Automatidata works with its clients to transform their unused and stored data into useful solutions, such as performance dashboards, customer-facing tools, strategic business insights, and more. They specialize in identifying a client's business needs and utilizing their data to meet those business needs.

Automatidata is consulting for the New York City Taxi and Limousine Commission (TLC). New York City TLC is an agency responsible for licensing and regulating New York City's taxi cabs and for-hire vehicles. The agency has partnered with Automatidata to develop a regression model that helps estimate taxi fares before the ride, based on data that TLC has gathered.

The TLC data comes from over 200,000 taxi and limousine licensees, making approximately one million combined trips per day.

*Note: This project's dataset was created for pedagogical purposes and may not be indicative of New York City taxi cab riders' behavior.*

## 2. Project background

Automatidata is in the earliest stages of the TLC project. The following tasks are needed before the team can begin the data analysis process:

A project proposal identifying the following:

Organize project tasks into milestones.

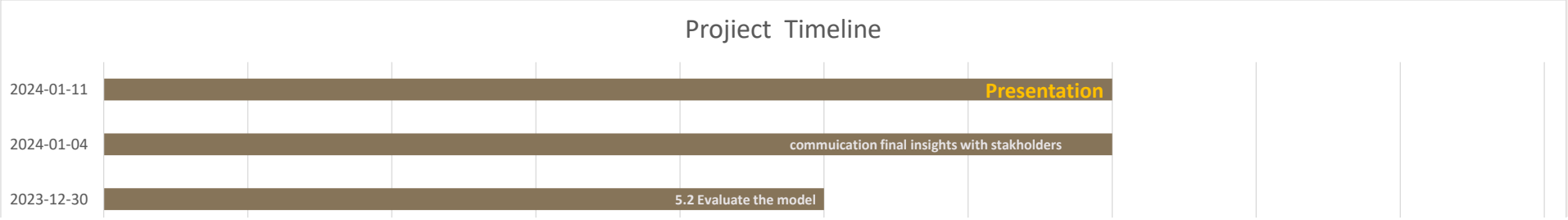
Classify tasks using the PACE workflow.

# Automatidata Project Proposal

Start Date 2023-11-09

**Overviews**: The New York City Taxi and Limousine Commission seeks a way to utilize the data collected from the New York City area to predict the fare amount for taxi cab rides.

| Milesstones | Tasks | Deliverable/Reports | Relevant Stakeholder | Start | End | Notes |
|---|---|---|---|---|---|---|
| Stage 1: Project Proposal | 1.1 discuss and understand customer needs | Project Proposal | | 2023-11-09 | 2023-11-11 | |
| | 1.2 Establish structure for project workflow (PACE) | | | 2023-11-14 | 2023-11-23 | |
| | 1.3 Write a project proposal | | | 2023-11-24 | 2023-11-27 | |
| Stage2: Understand The Data | 2.1 Compile summary information about the data | Data files ready for EDA | | 2023-11-25 | 2023-11-28 | |
| | 2.2 Begin exploring the data | | | 2023-11-28 | 2023-12-03 | |
| Stage3: EDA | 3.1 Data exploration and cleaning | EDA report | | 2023-12-08 | 2023-12-10 | |
| | 3.2 Visualization building | Tableau dashboard | | 2023-12-11 | 2023-12-16 | |
| Stage 4: Statistical Tests | 4.1 compute descriptive statistics | Analysis of testing results between two important variables | | 2023-12-12 | 2023-12-17 | |
| | 4.2 conduct hypothesis testing | Share results of testing | | 2023-12-18 | 2023-12-21 | |
| Stage 5: Regression Modeling | 5.1 Build a regression model | | | 2023-12-22 | 2023-12-29 | |
| | 5.2 Evaluate the model | | | 2023-12-30 | 2024-01-04 | |
| Stage 6 : commuicate final insights | commuication final insights with stakholders | Final Reprot | | 2024-01-04 | 2024-01-11 | |
| | Presentation | Result Presentation | | 2024-01-11 | 2024-01-18 | |



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