Thanks for participating in the first round of the Lyft Data Challenge!

You'll find three CSV files attached with the following data:

`data/driver_ids.csv`

driver_id	Unique identifier for a driver
driver_onboard_date	Date on which driver was on-boarded

`data/ride_ids.csv`

driver_id	Unique identifier for a driver
ride_id	Unique identifier for a ride that was completed by the driver
ride_distance	Ride distance in meters
ride_duration	Ride duration in seconds
ride_prime_time	Prime Time applied on the ride

`data/ride_timestamps.csv`

ride_id	Unique identifier for a ride
event	`event` describes the type of event (see below)
timestamp	Time of event

You can assume that:
- All rides in the data set occurred in San Francisco
- All timestamps in the data set are in UTC

After exploring and analyzing the data, please:

1. Recommend a Driver's Lifetime Value (i.e., the value of a driver to Lyft over the entire projected lifetime of a driver).
2. Please answer the following questions:
   a. What are the main factors that affect a driver's lifetime value?
   b. What is the average projected lifetime of a driver? That is, once a driver is onboarded, how long do they typically continue driving with Lyft?
   c. Do all drivers act alike? Are there specific segments of drivers that generate more value for Lyft than the average driver?
   d. What actionable recommendations are there for the business?
3. Prepare and submit a writeup of your findings for consumption by a cross-functional audience.

Here is an overview of the event types:

requested_at	passenger requested a ride

accepted_at	driver accepted a passenger request
arrived_at	driver arrived at pickup point
picked_up_at	driver picked up the passenger
dropped_off_at	driver dropped off a passenger at destination

You can make the following assumptions about the Lyft rate card:

Base Fare	$2.00
Cost per Mile	$1.15
Cost per Minute	$0.22
Service Fee	$1.75
Minimum Fare	$5.00
Maximum Fare	$400.00

Submission instructions:

- Summarize your conclusions at the beginning of your writeup.
- Your writeup should be a **PDF (max 5 pages)** and labeled with the following naming convention:
  [Team Name]_[Writeup]_[First Student Initials]_[Second Student Initials].pdf;
  Ex. *"LyftDataChallengeTeam_Writeup_DF_HL.pdf"*
- Your writeup and all of your working materials should then be saved together as a **zip file** with the following naming convention:
  [Team Name]_[First Student Initials]_[Second Student Initials].zip;
  ex: "LyftDataChallengeTeam_DF_HL.zip"
- The max file size for your zip file is 10 MB (so please do not include the raw data CSVs).
- Keep in mind that we will be assessing the challenge based on its technical soundness and depth, business applications and insights, and structure and organization.
- Our intention is for teams to spend no more than 8 hours on this prompt.
- The deadline to upload your submission is **Sunday, September 15 11:59pm PDT**. Late entries will not be evaluated.
- If you have questions or technical difficulties, please contact us at
  data-challenge@lyft.com