**Research final business solution discussion and verbiage**

- Ridership (# of trips, tips and car pool info) over income (CCA)

- Ridership (# of trips, tips and travel distance) over weather

- Ridership (# of trip, car pool and tips) over major sports evets (Sports CCA vs others CCA)

- Crime data by location vs car pool and share authorization (CCA) <Wait time suggestion>

**Income level**

* + 依照車輛級別 + 地區富裕程度 = Optimize vehicle distribution

*Users Side*

* + - 富裕的區域派送較好的車輛, 增加users’ experience 好感度

*Business Side*

* + - 使用tips的data 給drivers references (思考一下這樣是不是真的好)
    - Users’ experience好感度增加 -> 增加打車frequency

**Weather**

* + Give discount to long distance trip
    - Users: 減少轉乘, 又能得到折扣
    - Driver: 一趟遠的車程可以賺比較多錢, 短程花很多時間在pick up
  + 給司機各地區的搭車demand

假設：

1. 某區辦公大樓多, 距離大眾交通工具站很遠, 可能在雨天更傾向打車
2. 某區的停車位較少, 雨天更難找車位, prefer打車

**Major sports event**

* Optimize vehicle distribution
* Carpool benefit: Less time waiting for trip request, less downtime

**Crime**

*Users*

* Extend wait time for users’ safety

*Company*