

Data Driven Decision for New York Taxi Service

A yellow New York City taxi cab is shown in motion, driving from left to right. The background is blurred, suggesting a fast-paced urban environment. The taxi has a 'T' logo on its side and a sign on its roof that partially reads 'FIVE STAR SERVICE'.

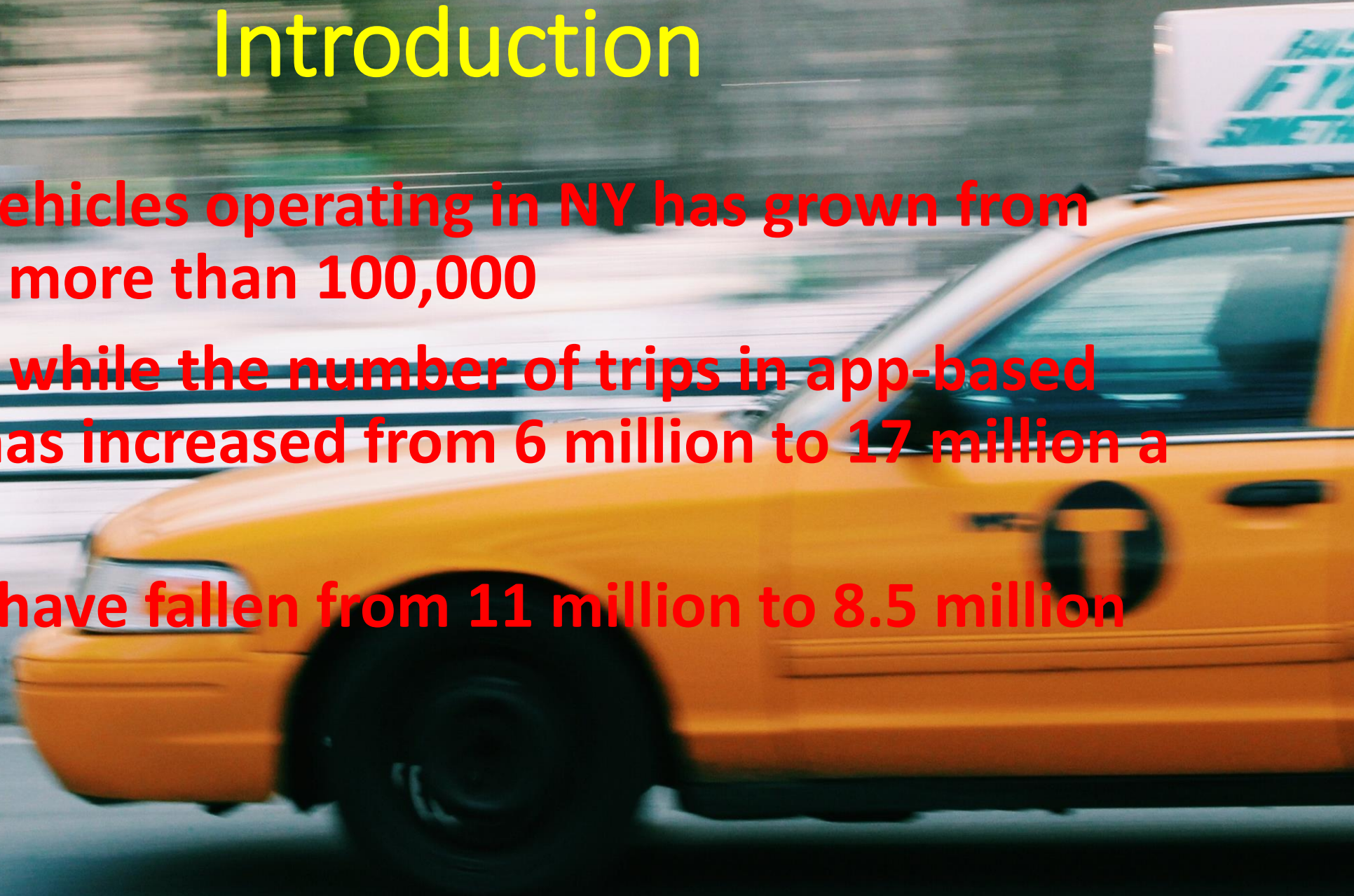
Esmael

8/13/2020

Data Incubator

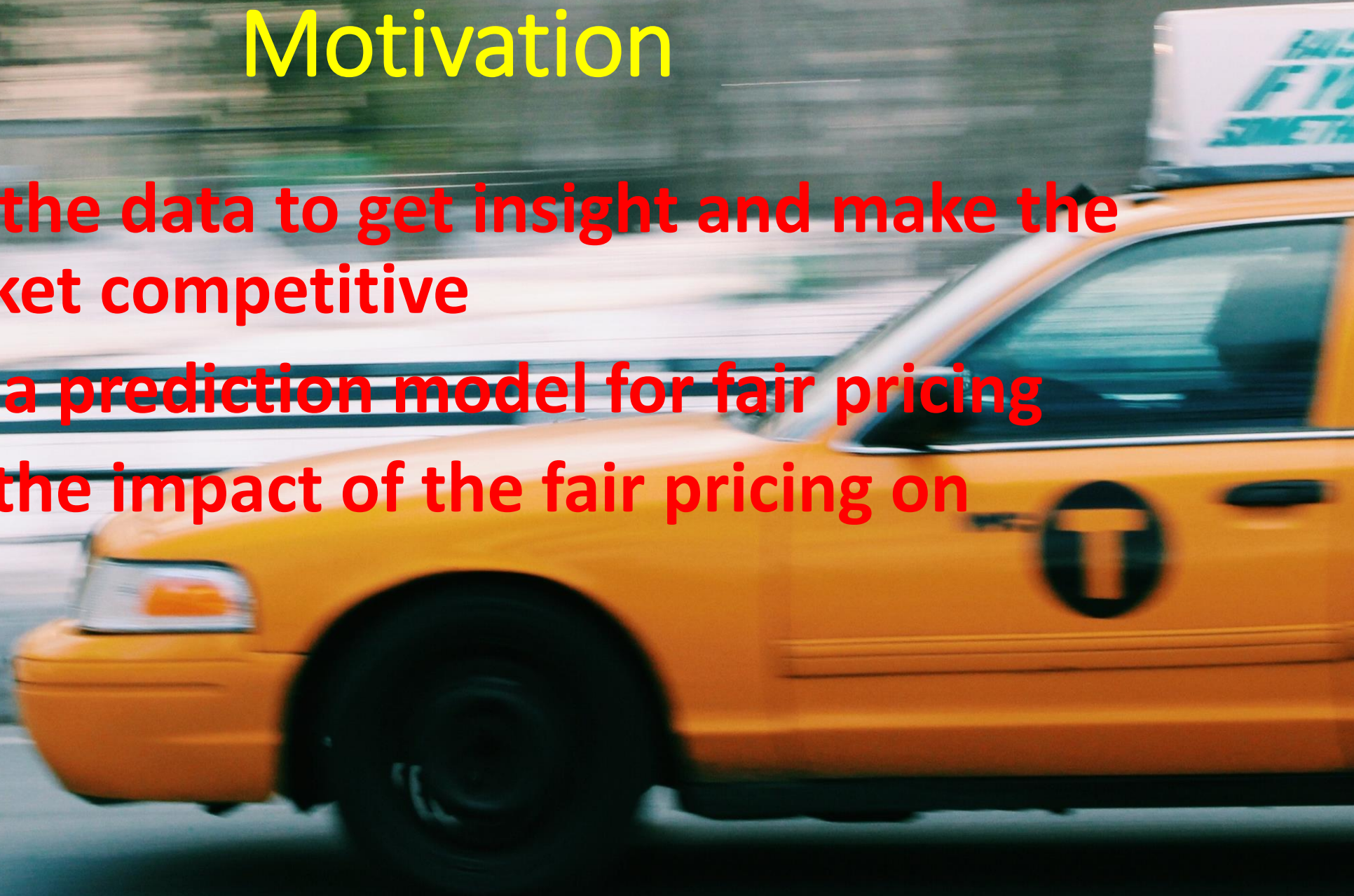
Introduction

- For-hire vehicles operating in NY has grown from 63,000 to more than 100,000
- However, while the number of trips in app-based vehicles has increased from 6 million to 17 million a year
- Taxi trips have fallen from 11 million to 8.5 million

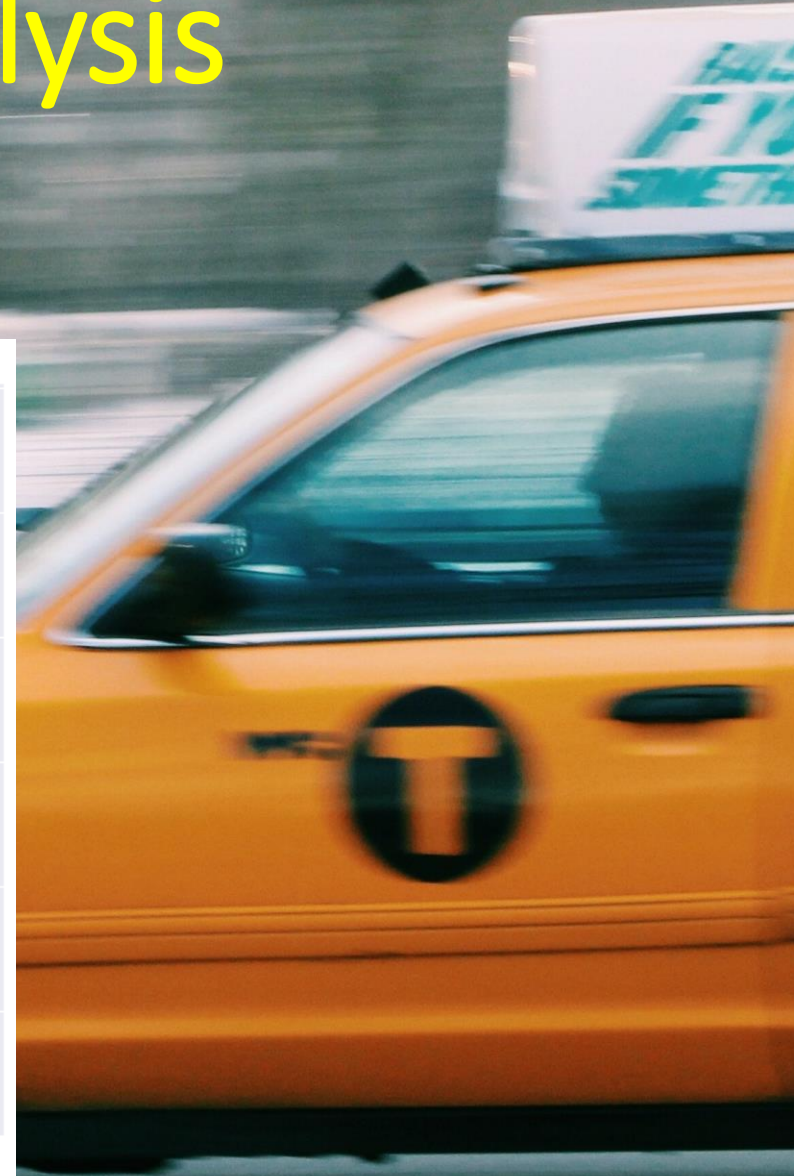
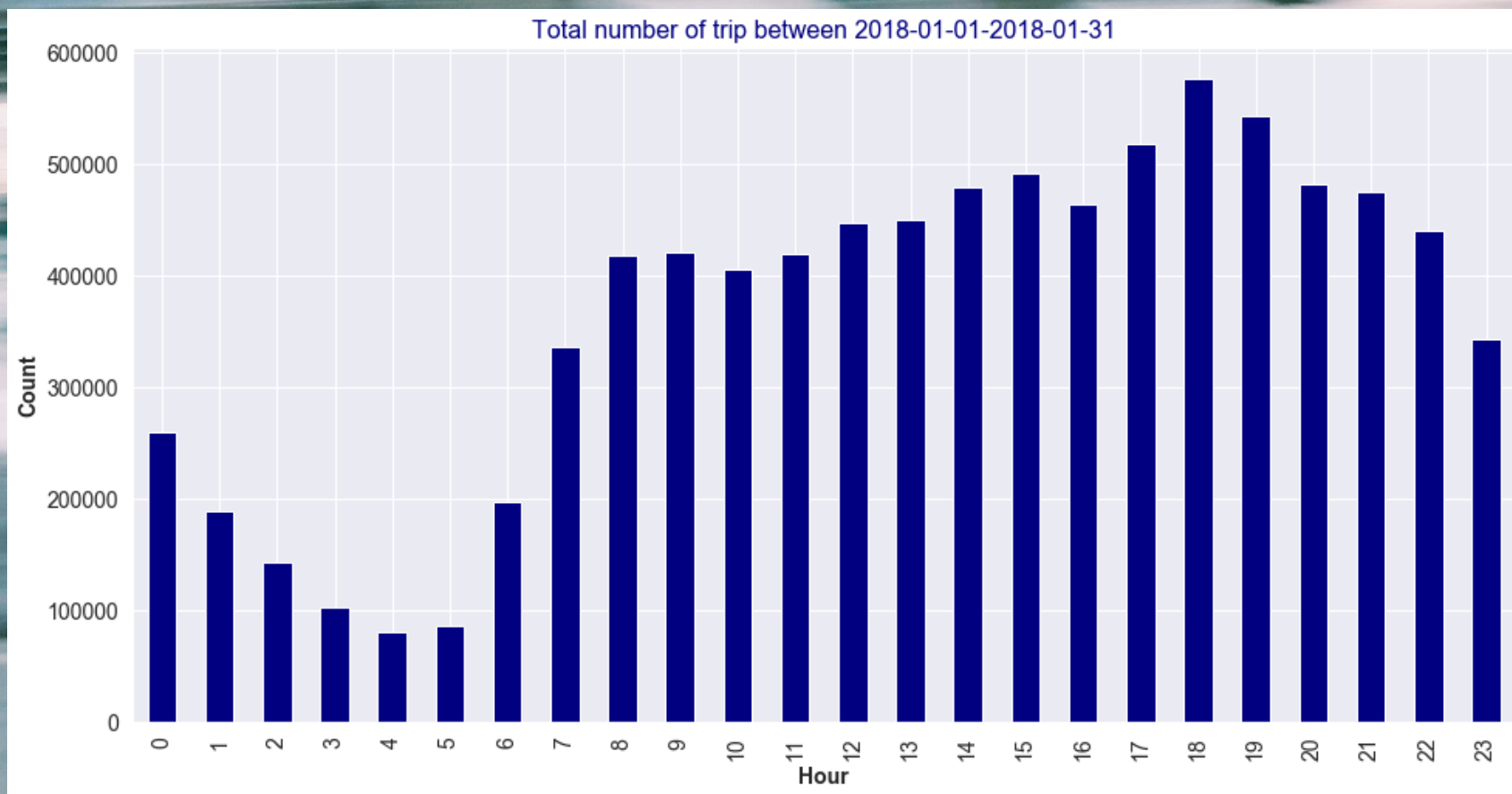


Motivation

- Liberate the data to get insight and make the taxi market competitive
- Develop a prediction model for fair pricing
- Analyze the impact of the fair pricing on demand



Preliminary Data Analysis



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