**Taxi and Limousine Commission Ride Prediction Model Proposal**

## **Overview:**

New York City Taxi and Limousine Commission (TLC) contracted our team to build a regression model that predicts ride durations based on distance, time of day, season, and additional variables as we find necessary.

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| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| **1** | Write a project proposal  Plan | * Global-level project document | Udo Bankole, Director of Data Analysis |
| **1a** | Understand the data  Plan |  | Luana Rodriquez, Senior Data Analyst |
| **2** | Data exploration and cleaning  Analyze | * Data files ready for EDA | Deshawn Washington, Data Analysis Manager |
| **2a** | Inspect data files for missing data  Analyze |  | Luana Rodriquez, Senior Data Analyst |
| **3** | Compute descriptive statistics  Plan **and** Analyze | * EDA results | Uli King, Senior Project Manager |
| **3a** | Visualization building  Analyze **and** Execute | * Tableau dashboard/   visualizations | Luana Rodriquez, Senior Data Analyst |
| **4** | Conduct hypothesis test  Analyze **and** Construct | * Analysis of testing results between two important variables * Share results of testing | Uli King, Senior Project Manager |
| **5** | Build a regression model  Construct | * Review testing results * Determine the success of the model | Luana Rodriquez, Senior Data Analyst |
| **5a** | Evaluate the model  Execute |  | Deshawn Washington, Data Analysis Manager |
| **6** | Communicate final insights with stakeholders  Execute | Communicate with Stakeholders | Udo Bankole, Director of Data Analysis |

**Milestone 1: 2 - 4 days Milestone 2: 2 weeks**

**Milestone 3: 1 - 2 weeks Milestone 4: 3 weeks**

**Milestone 5: 4 weeks Milestone 6: 3-5 days**