**Assignment**

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:
   * What are the main factors that affect a driver's lifetime value?
   * 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?
   * Do all drivers act alike? Are there specific segments of drivers that generate more value for Lyft than the average driver?
   * What actionable recommendations are there for the business?
3. Prepare and submit a writeup of your findings for consumption by a cross-functional audience.

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

**Data Description**

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

**driver\_ids.csv**

* **driver\_id** Unique identifier for a driver
* **driver\_onboard\_date** Date on which driver was on-boarded

**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

**ride\_timestamps.csv**

* **ride\_id** Unique identifier for a ride
* **event** describes the type of event; this variable takes the following values:
  + *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
* **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