



NYC Taxi: Combatting The Emergence of For Hire Vehicles (FHVs)

An analysis on the effect of Rideshare apps on the taxi business and how to remain competitive in Manhattan

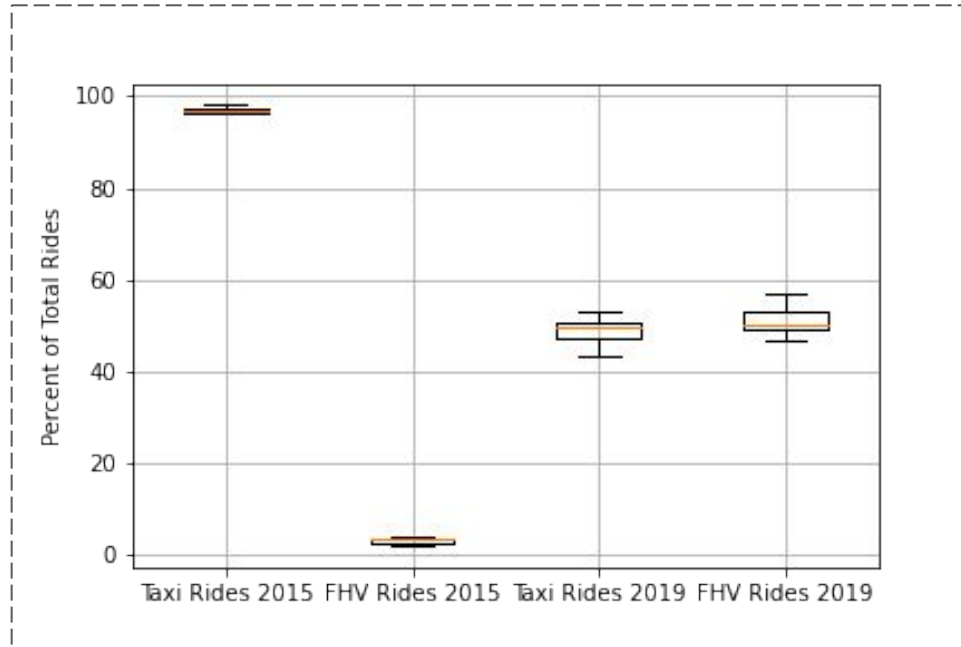
How have for-hire vehicles
such as Uber and Lyft
increased in popularity in
NYC? And how has their
emergence in the market
affected the NYC taxi
business?



How can NYC Taxi remain
competitive despite the
growth of FHV presence in
NYC?



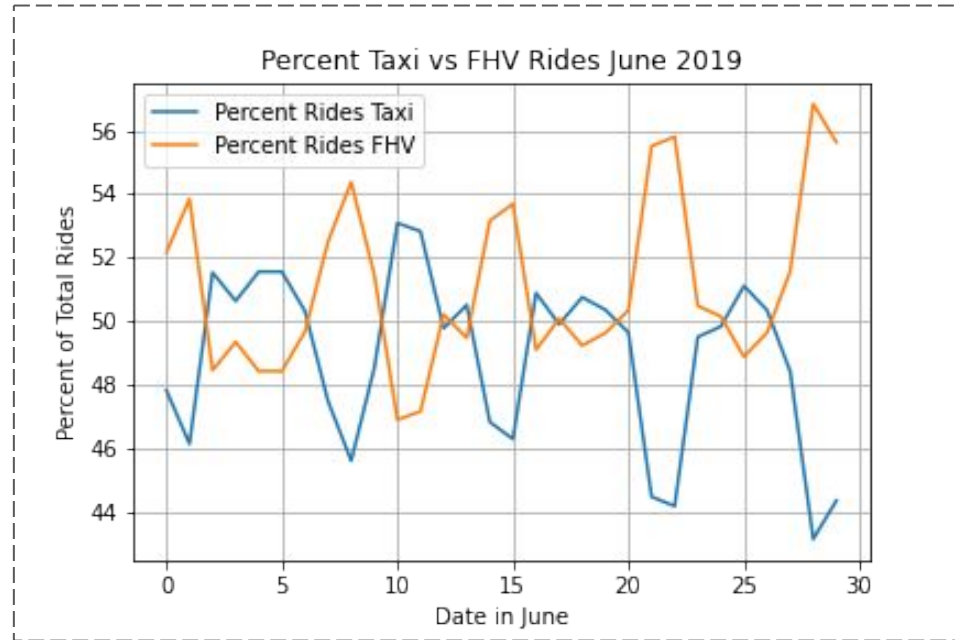
From 2015 to 2019, there was a large increase in For Hire Vehicle rides in Manhattan as companies like Lyft and Uber gained maturity in the space



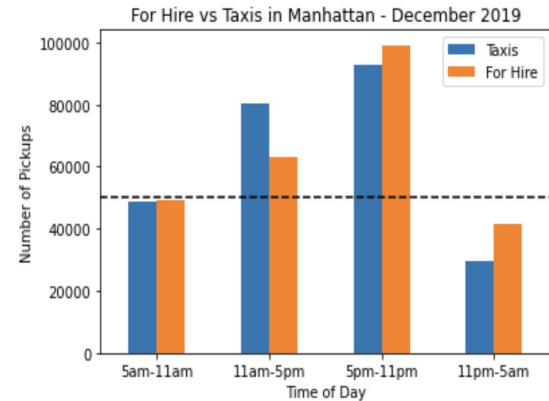
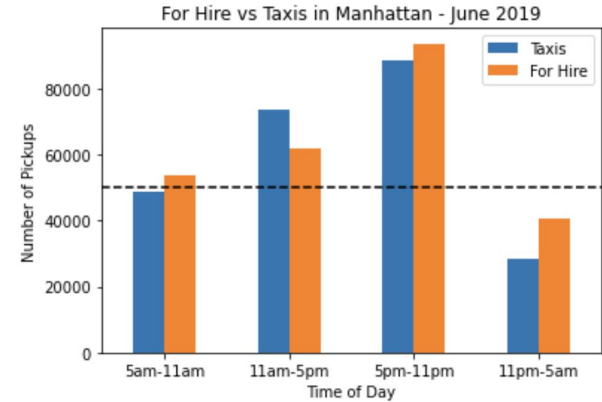
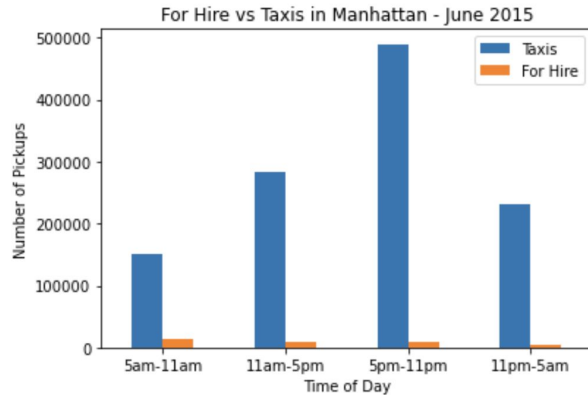
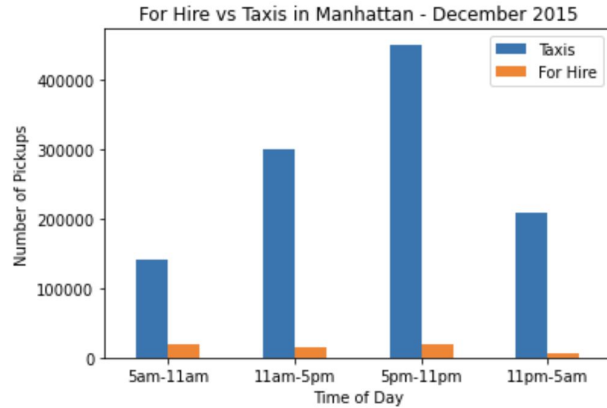
T-test comparing change in percent taxi rides from 2015 to 2019: p-value = 1.0343156277768903e-40

T-test comparing change in percent FHV rides from 2015 to 2019: p-value = 1.03431562777692e-40

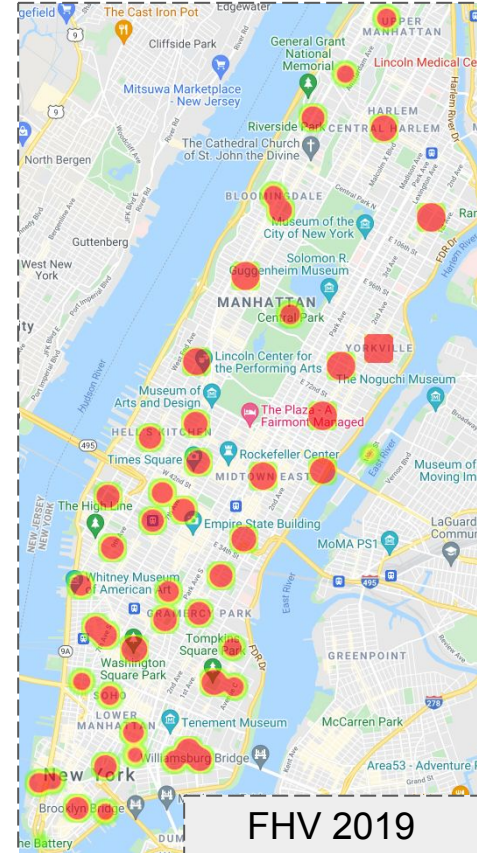
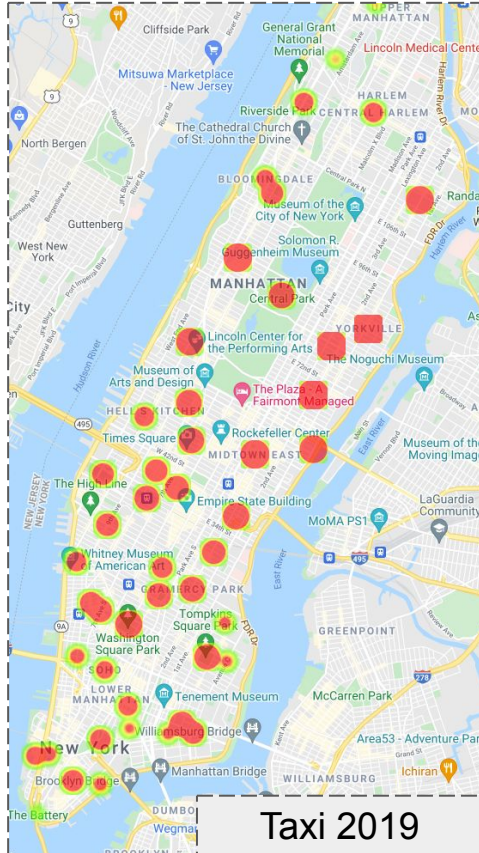
New Yorkers are choosing For Hire Vehicles on the weekends; NYC Taxi maintains popularity during weekdays



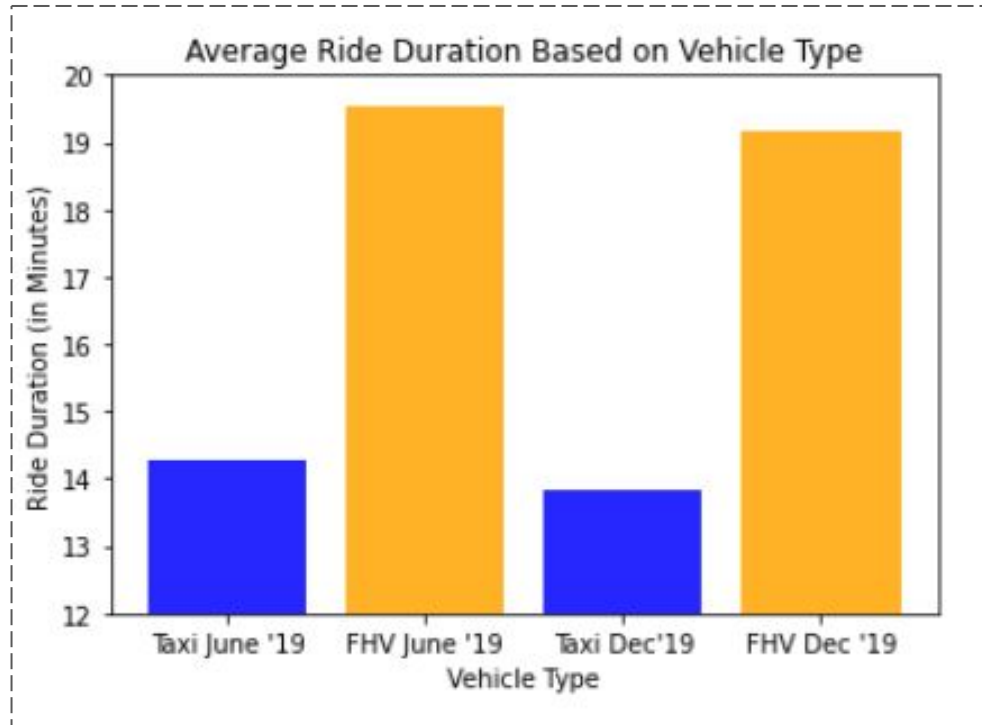
New Yorkers prefer FHV's during the evenings and late night



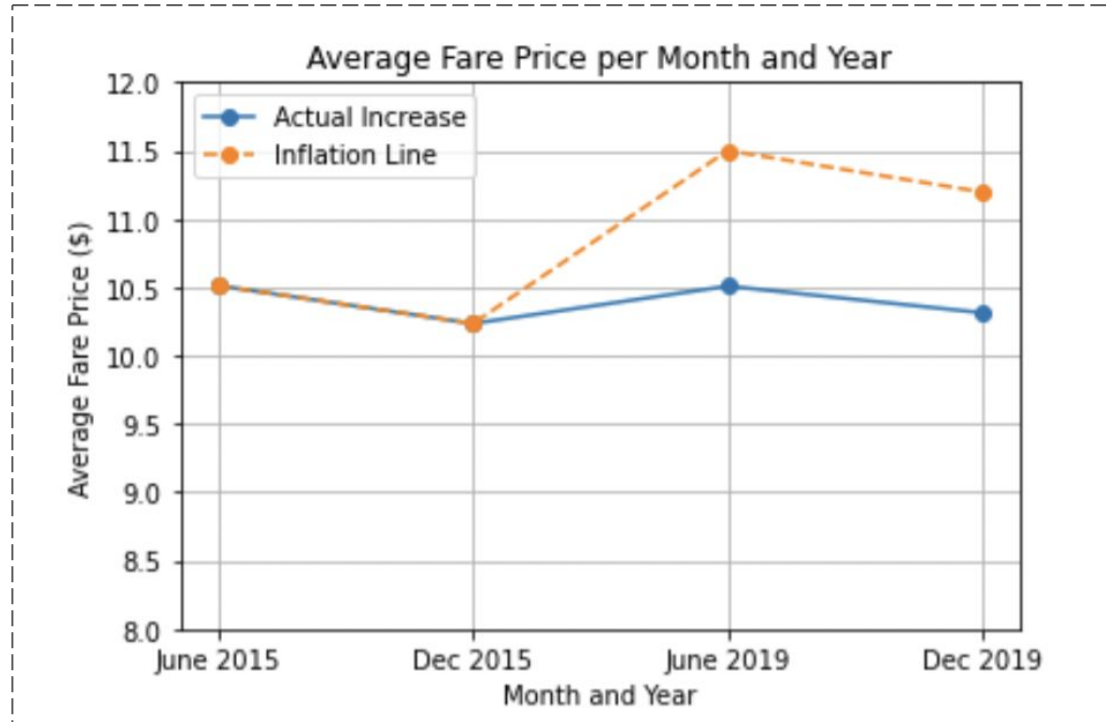
While for hire vehicles offer a convenience especially in less trafficked areas,
Yellow Taxis are targeting the right areas



New Yorkers are choosing For Hire Vehicles for longer trips



Despite little change in taxi fare values, in accounting for inflation, taxis are keeping prices stable.



Based on our analysis, we recommend NYC Taxi consider the following to remain competitive in NYC market:



Continue to keep fare prices stable



Continue to be present in high traffic areas, along major avenues



Work with city council to identify additional taxi stand areas to appeal to consumer desire for convenience



As weekends and evenings/late night offer an opportunity, cater a marketing strategy around these timeframes; consider marketing the Curb app more heavily during these times

Appendix

<https://www1.nyc.gov/site/tlc/about/tlc-trip-record-data.page>