

Yellow-Taxi Analysis in NYC

Presented by Bilibili Group
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Background - Why interesting? How Useful? Why important?



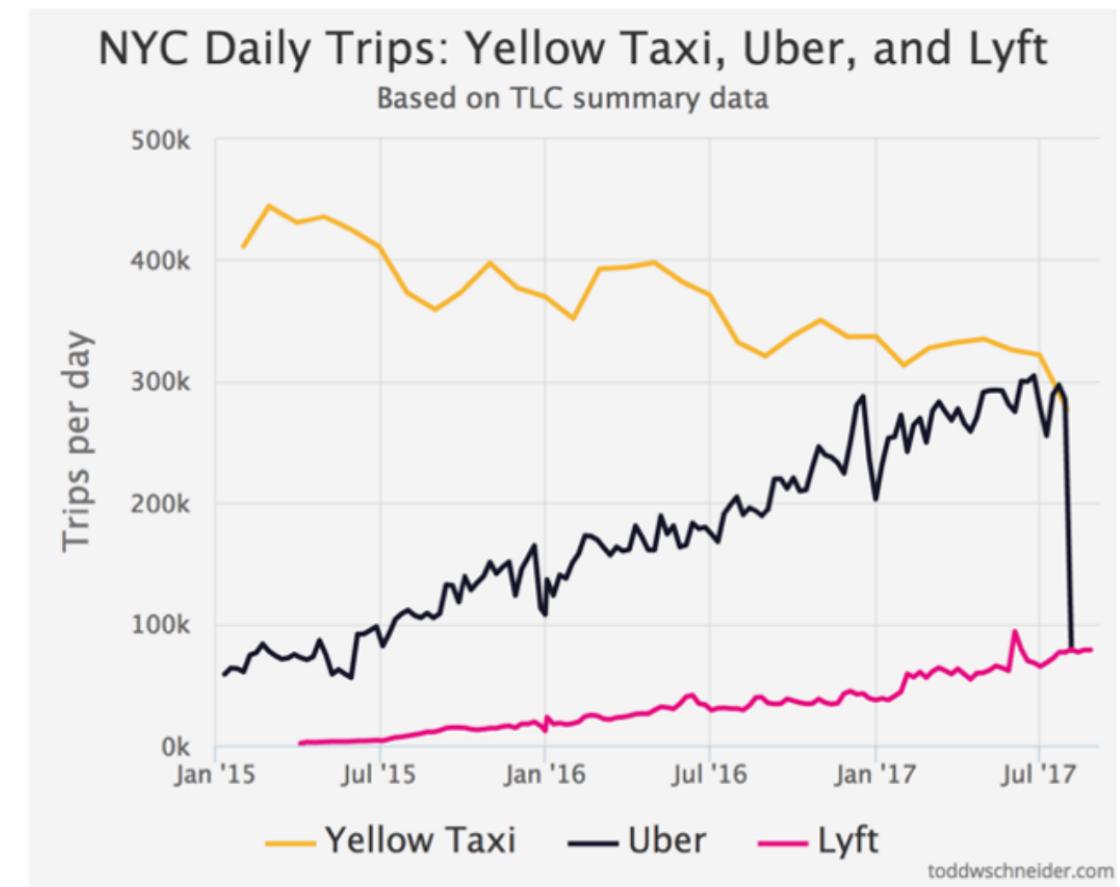
Background - Why we choose this topic

Volume

1.1 billion individual taxi trip
from Jan. 2009 to Jun. 2015

Veracity

LA(single) vs. NYC(multiple)

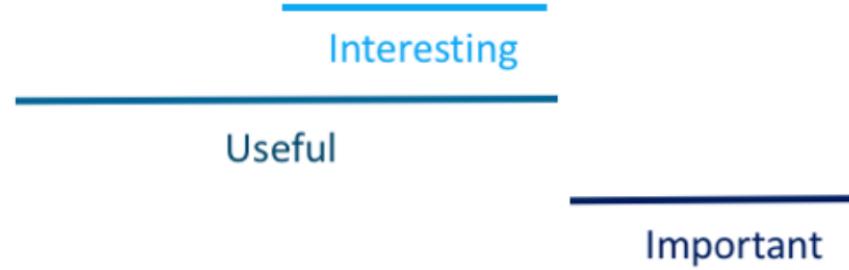


Solution – Story Telling



Background - Why interesting? How Useful? Why important?

Our visuals address all of these questions and many more.



How bad is the rush hour traffic from Midtown to JFK Airport?

Where does the Bridge and Tunnel crowd hang out on Saturday nights?

What time do investment bankers get to work?

How has Uber changed the landscape for taxis?

Could Bruce Willis and Samuel L. Jackson have made it from 72nd and Broadway to Wall Street in less than 30 minutes?

Solution – Who is the audience?



Solution – Who is the audience?

Ride-sharing service

UBER



lyft

Breeze™
BIKE SHARE
Presented by hulu

Individuals
(especially for tourists)



Technical Details – How to design, build and evaluate?



Solution – Story Telling

What if ofo wants to enter into NYC after landed in Seattle?

How can Uber and Lyft extend market share?



Solution – What are the deliverables?



Solution – What are the deliverables?

Paper



Describe the
project

Interactive
Infographic



Scatter plot
Pie chart
Line chart
Chord graph
Slope graph

Video



Show
how to use
the infographic



Technical Details – What are the technologies you plan to use?



Technical Details – How to design, build and evaluate?

Extract Information

Choose Vis Techniques

Dimension Wheel





Technical Details – What are the design considerations?

Data Preprocessing

Show large amount of Information





Technical Details – What are the technologies you plan to use?

Tool libs



d3-brush
d3-geoPath
...
...

Visualization techniques



Scatter plot
Choropleth map
Slope graph



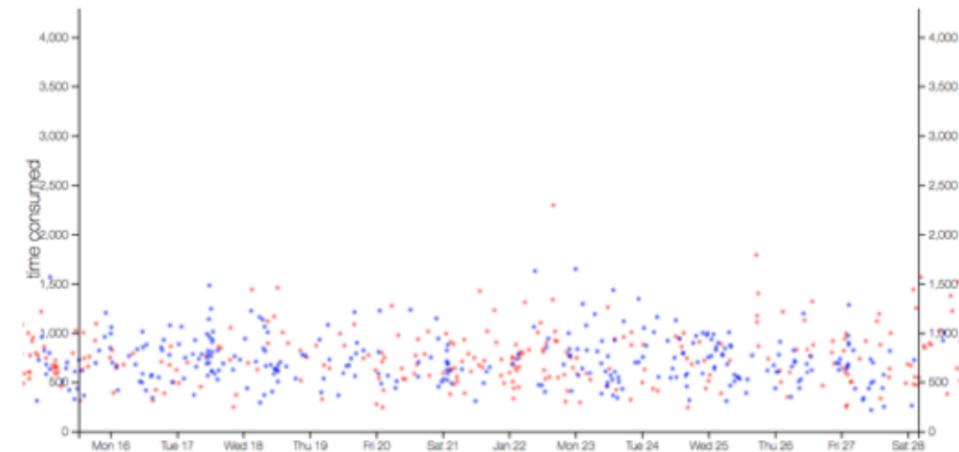
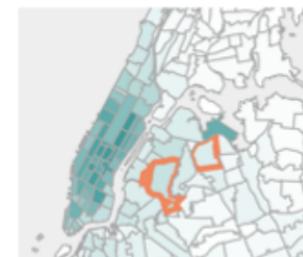
Technical Details – How to use interactive visuals?

Hover on each zone



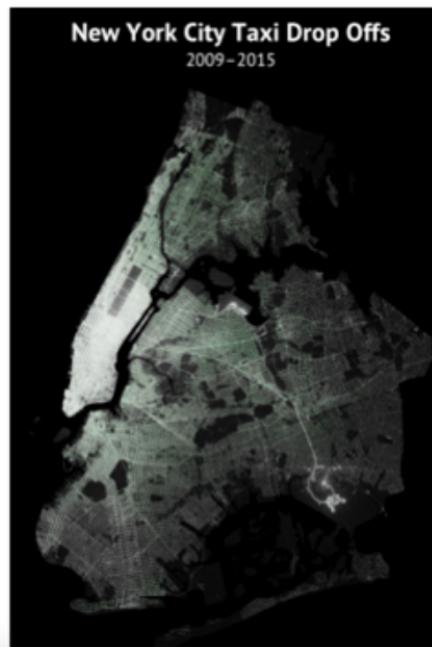
Scroll: Zoom in/out the map

Drag on zone: Choose start and end zone.



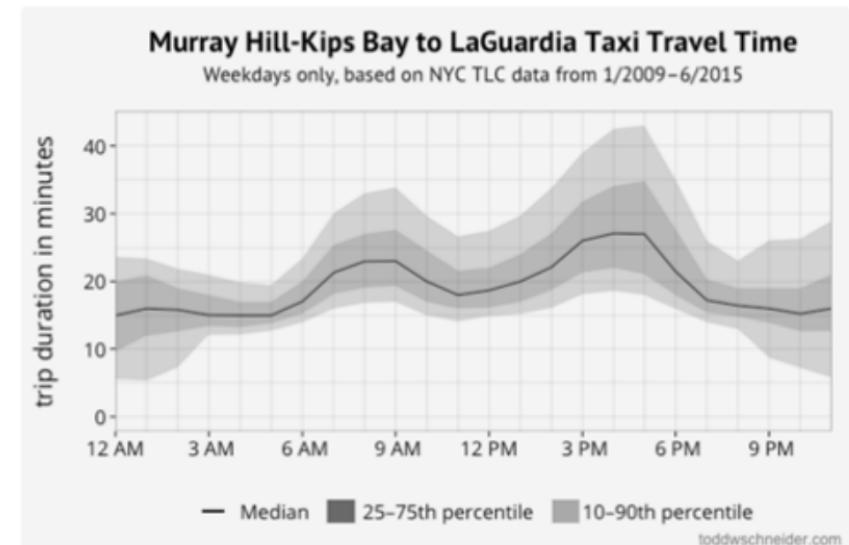


Technical Details – Comparison?



Travel time from Murray Hill-Kips Bay, Manhattan to...

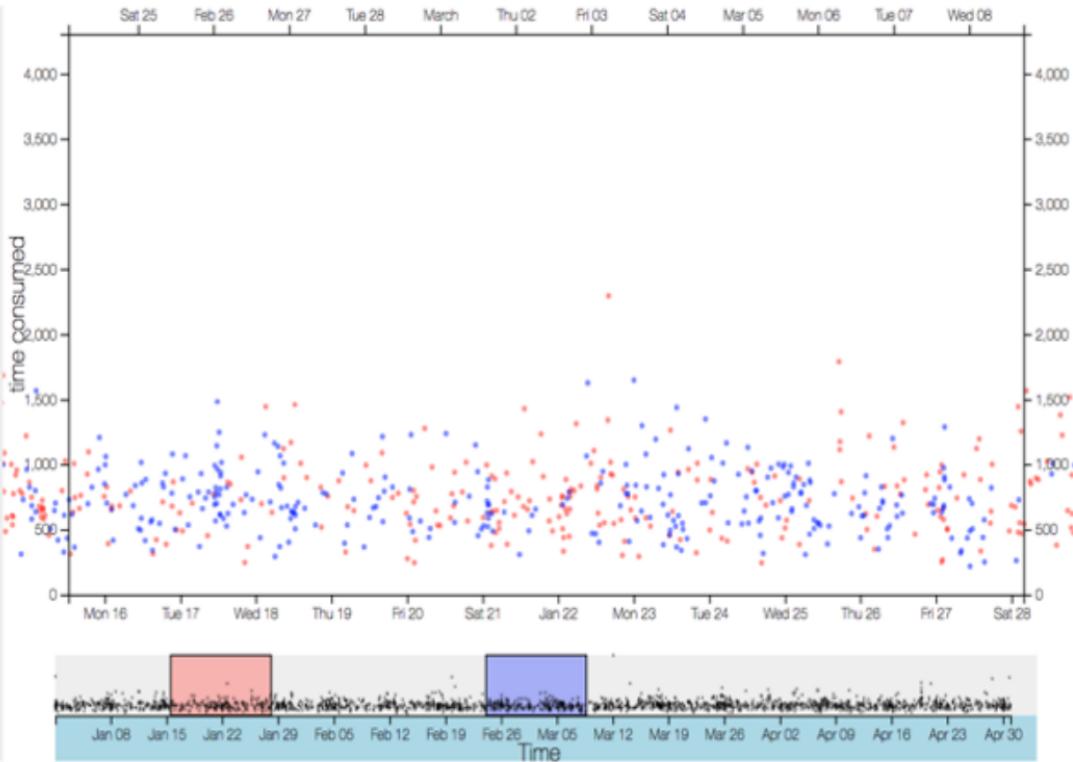
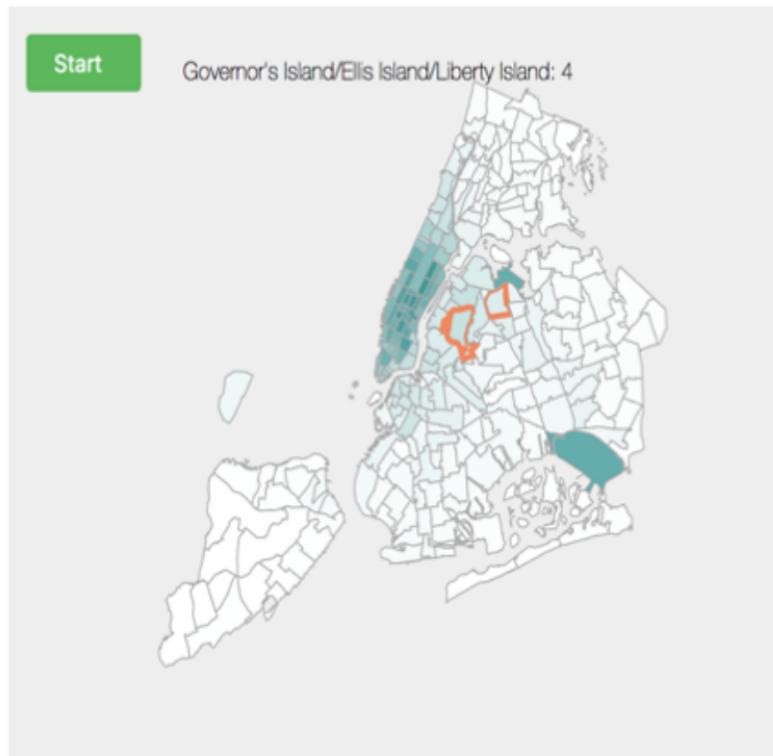
LaGuardia Airport



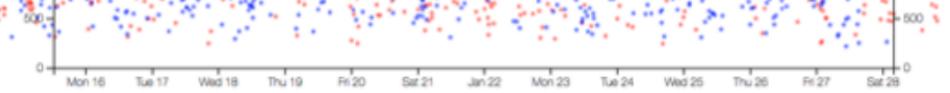


Technical Details – What's cool?

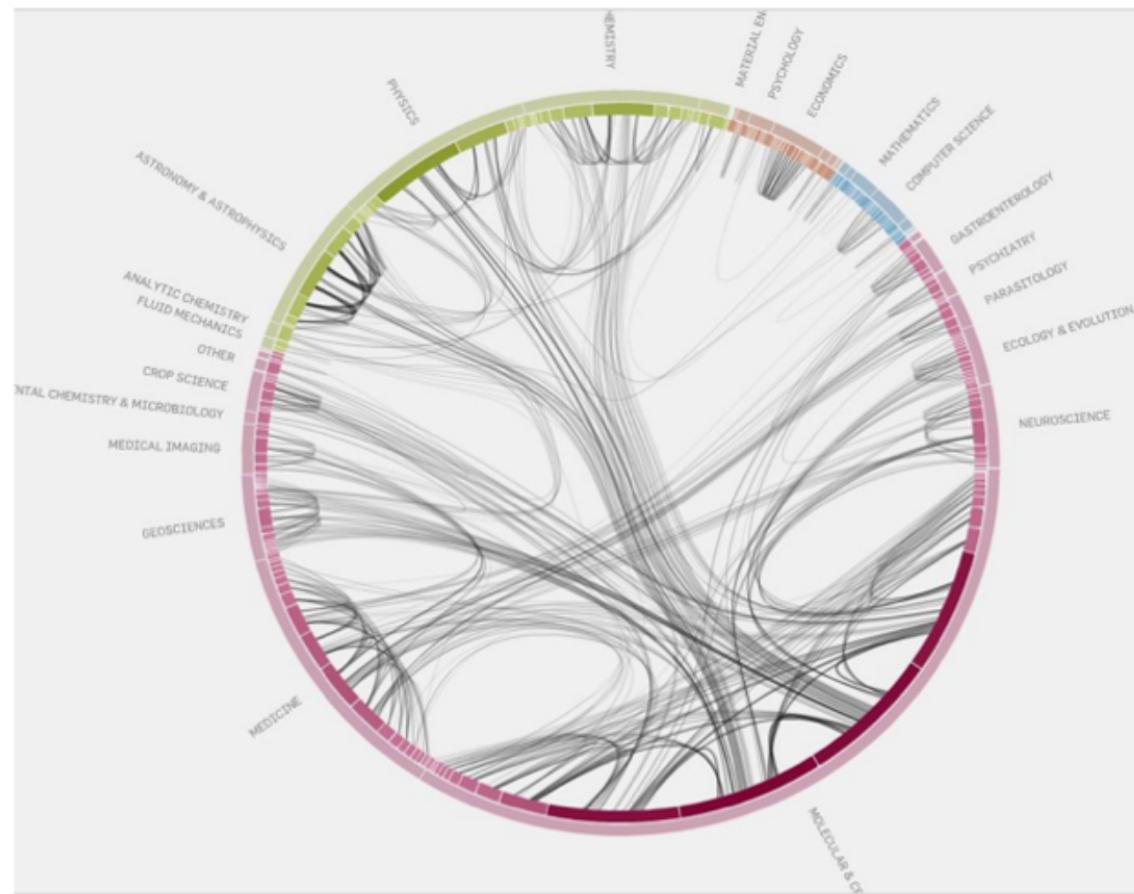
multiple(two here) brushes to enable direct comparison



Teamwork – Timeline?



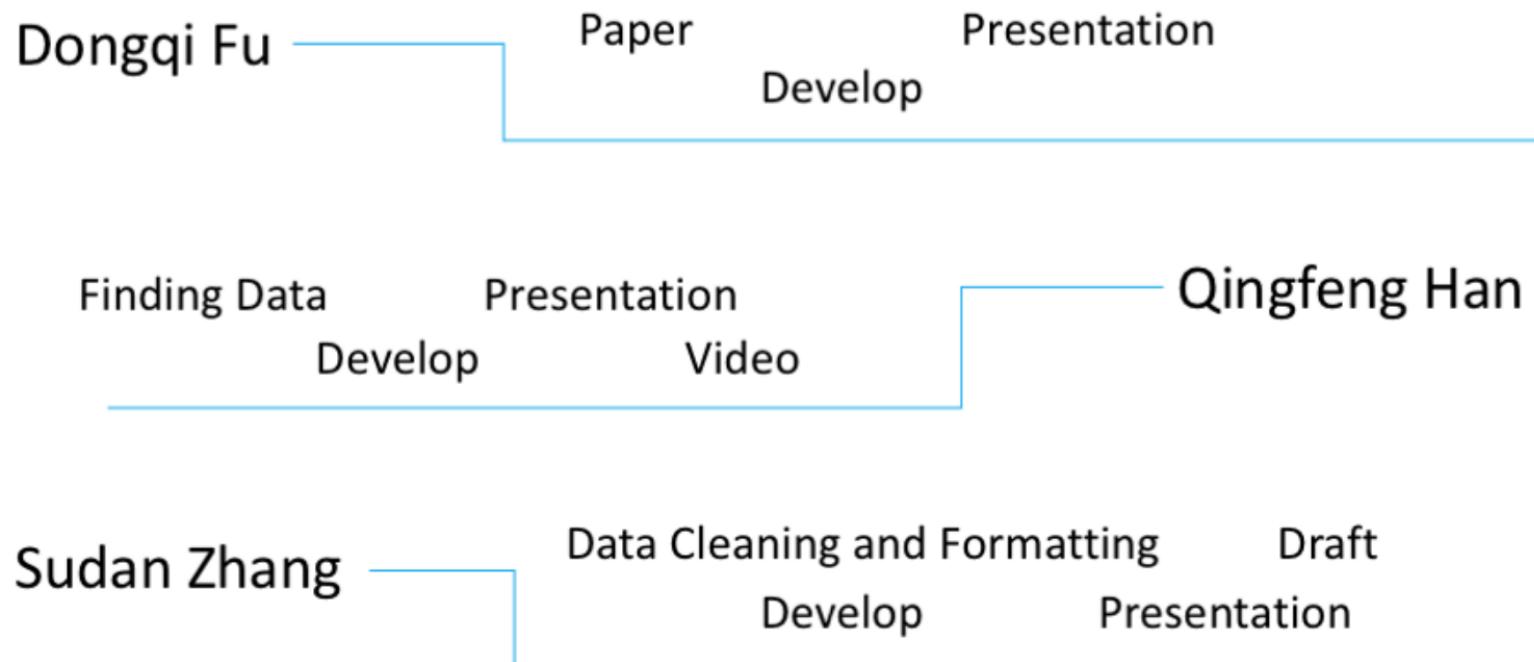
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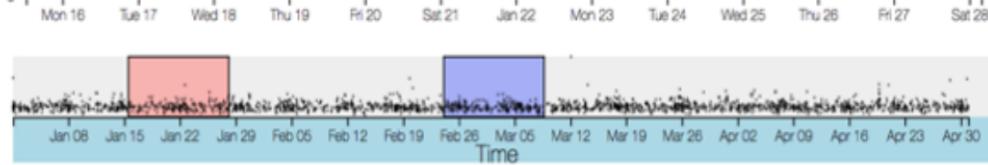


Teamwork – How to work together?



Teamwork – How to work together?





Teamwork – Timeline?

