Lyft vs. Uber Business Decision

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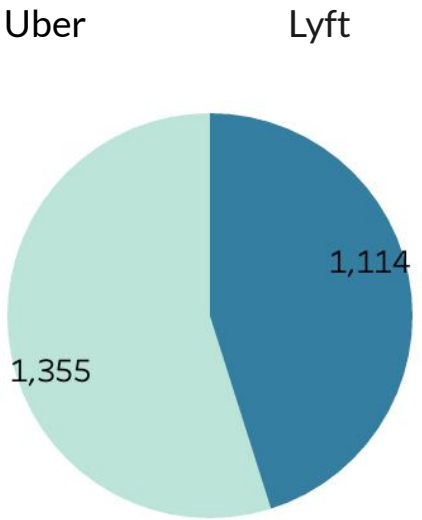
Introduction

Motivation: Lyft is an app similar to Uber but not performing as well as Uber. By analyzing Uber and Lyft ride dataset, we're able to provide Lyft a solution to make its market share even bigger and gain more profit.

Objectives and goals: my goal is to provide Lyft with a solution to increase its market share by analysing Uber and Lyft rideshare dataset in Boston.



Methodology

The data I used:

Uber and Lyft dataset in Boston, MA

(Source: https://www.kaggle.com/datasets/brllrb/uber-and-lyft-dataset-boston-ma)

Methodology

Tools I used:

Data analysis: Microsoft Excel

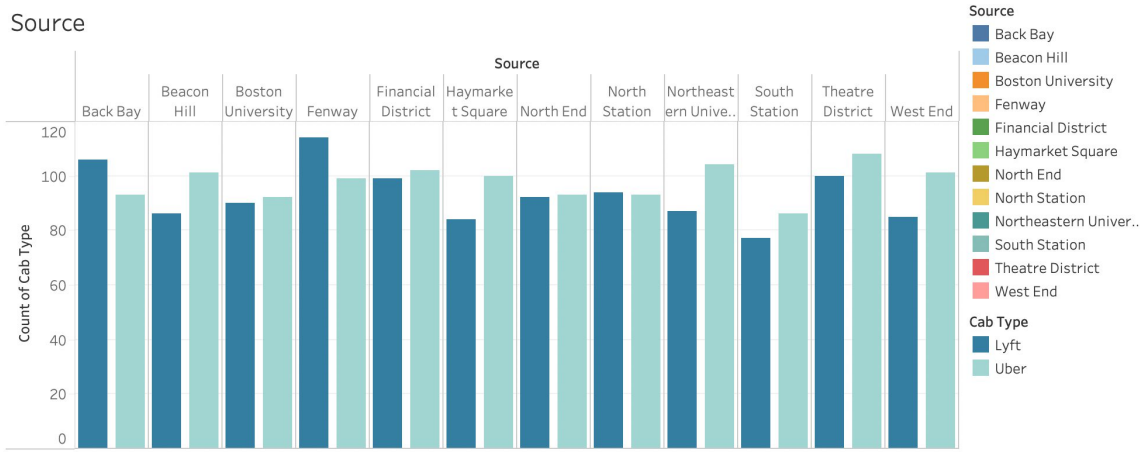
Virtualization: Tableau

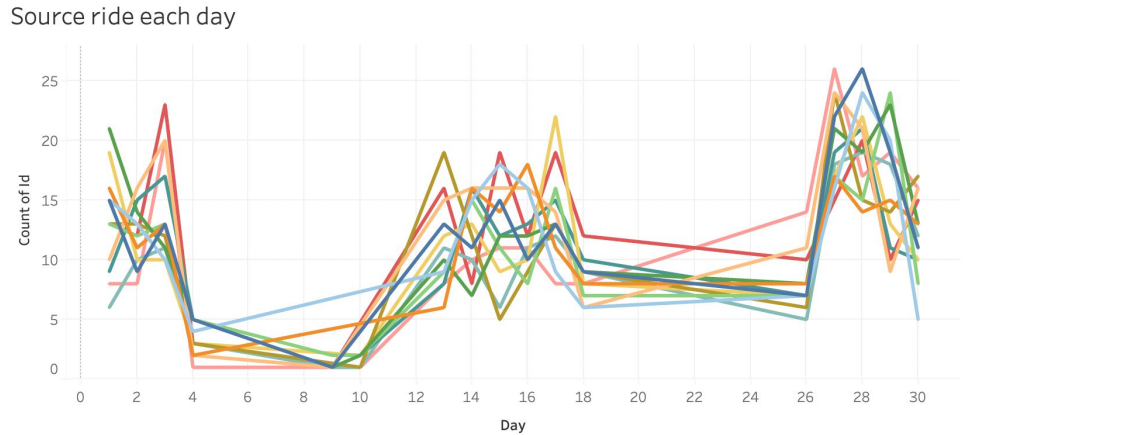
Results & Conclusions

Lyft has more rides than Uber in Back Bay, Fenway and North station.

Conclusions:

- Sending more drivers to those three areas
- Do survey in Beacon Hill, Haymarket Square, Northeastern University and West End areas to find out what makes them pick Uber over Lyft



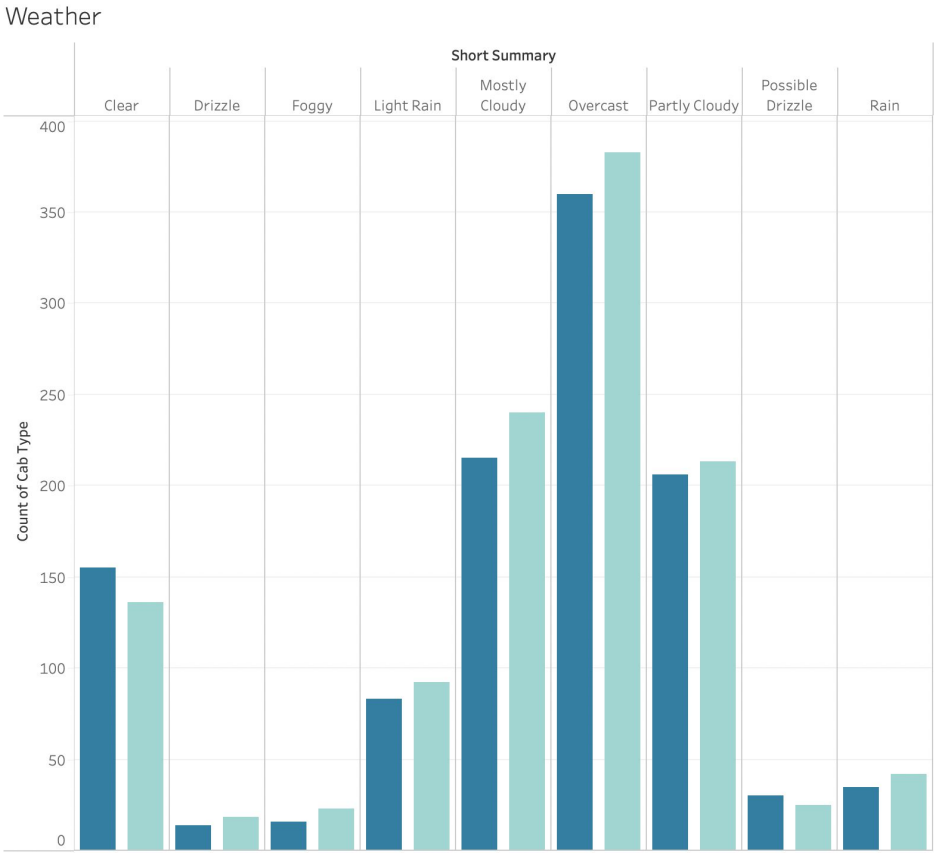


Results & Conclusions

Lyft has less rides than Uber in cloudy and overcast days.

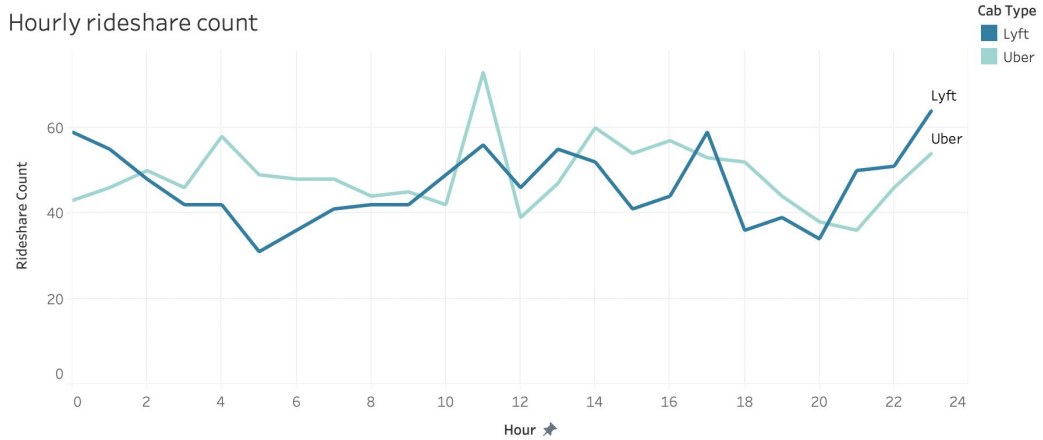
Conclusions:

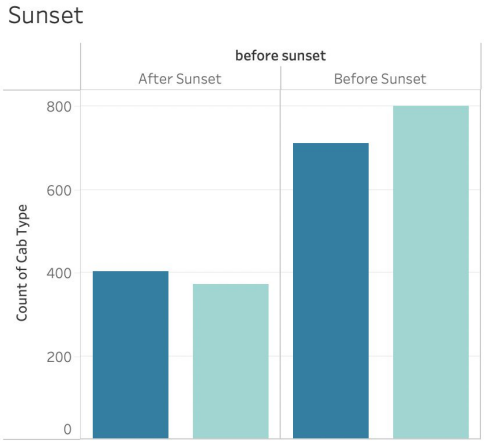
- The reason is likely to be that the UI is not clean enough that it would take much more time to order on Lyft than Uber based on the graph and my personal experience.

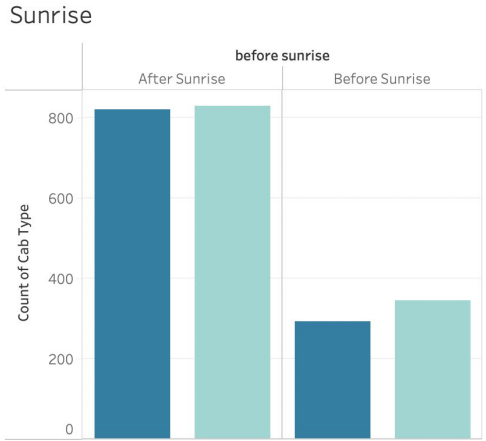


Results & Conclusions

Lyft has more rides than uber after sunset, but have less rides before sunrise.





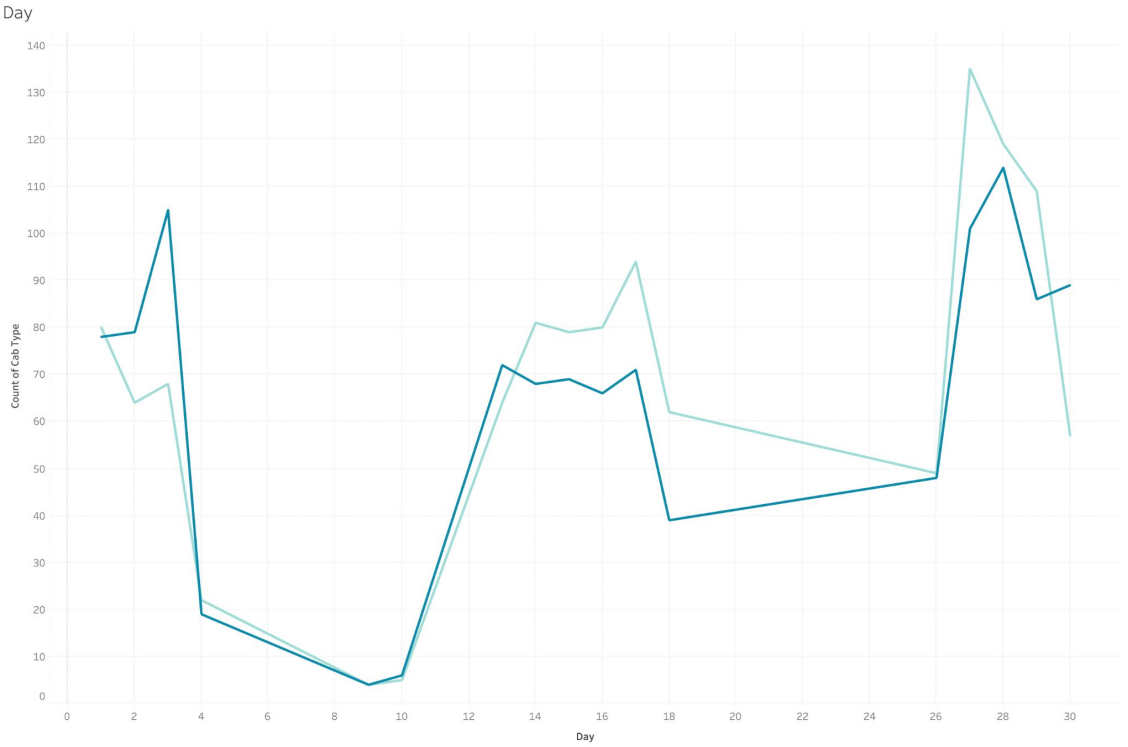


Results & Conclusions

In certain days every month like the 2nd, the 3rd, the 13th to the 17th and the 27th to the 29th, more people tend to take Lyft or Uber.

Conclusions:

- Building a model to predict daily rideshares will help Lyft decide whether to send more drivers or to provide some coupons to attract customers.



Future Work

Now I’m working on very limited dataset with only 20 columns. Including the whole dataset that contains around 6 million rows and do a much more thorough data analysis will help provide much better solutions.

Thanks for your attention!