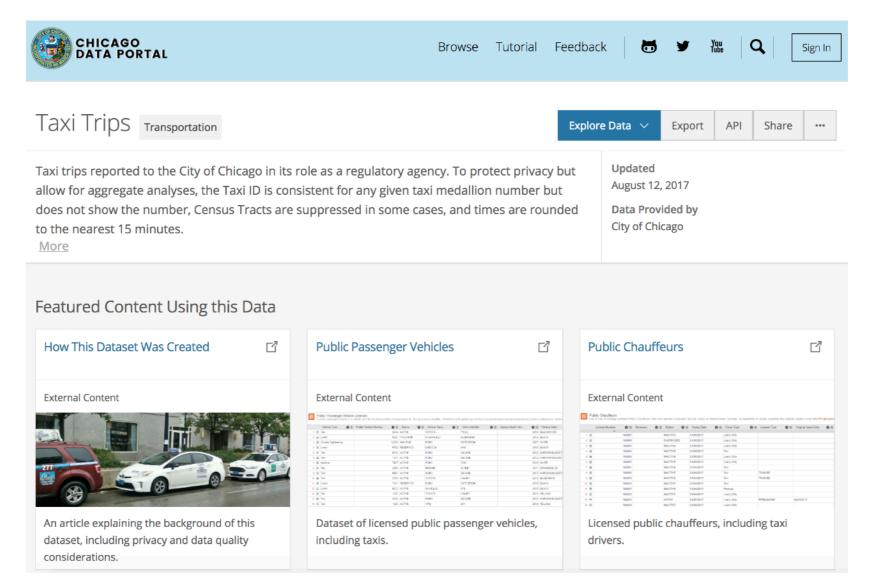
Analyzing Chicago Taxi Data for Road Pricing

- Congestion tragedy of the commons problem
- Road pricing?
 - when/where?
 - how much?

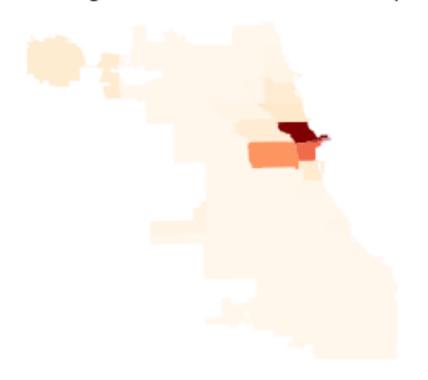
Chicago taxi trips data



46GB, 113M taxi rides ('13-17), analyzed w/ Pandas

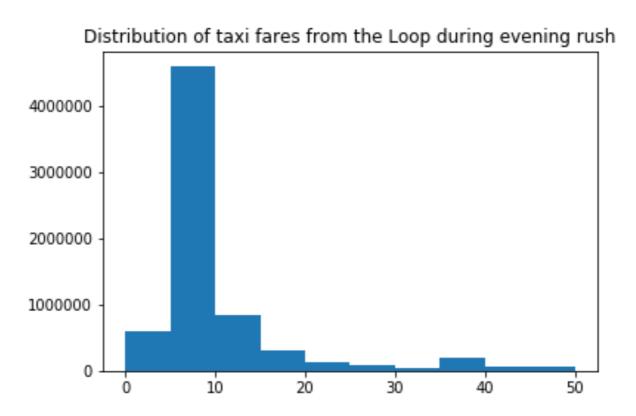
When/where? from taxi data

Evening rush taxi rides from the Loop



Most taxis go to Near North Side, the Loop, Near West Side

How much? from taxi data



Most rides between \$5-10

Small toll can be effective

Recommendation and next steps

- Small toll for the Loop at rush hours
- Use finer pickup/dropoff location data
- Prediction model
- Track individual taxis