

Data Analyst Take-Home Assignment

Time Limit: Please spend **no more than 2 hours** on this assignment. We appreciate your time and effort, this isn't meant to be perfect, but to understand how you explore data and communicate findings.

Context:

You're working with taxi trip data from a large city. Your goal is to create a clear, informative **dashboard or summary** to help a taxi company understand key patterns in their business.

You can use any publicly available dataset, such as:

- [NYC Yellow Taxi Data on Kaggle](#)
- `bigquery-public-data.new_york_taxi_trips` (available in BigQuery)

Use any tool you're comfortable with to complete the assignment

Your Task:

Try to answer as many of the following as you can within 1-2 hours.

1. How does the number of taxi rides vary over time of day?

2. What types of trips are common?

- Create your own definition of short, medium, and long trip
- Show what percentage of rides fall into each category.

3. Are short or long trips better for drivers?

- Compare how much money drivers earn from each type of trip.

4. Can the weather explain changes in taxi activity?

- Try to find a connection between weather and the number of taxi rides.

5. How can drivers earn more tips?

- Based on your analysis, what advice would you give a driver to help them increase their tips?

Please send your responses, however you choose to complete them, to **work@braive.com**