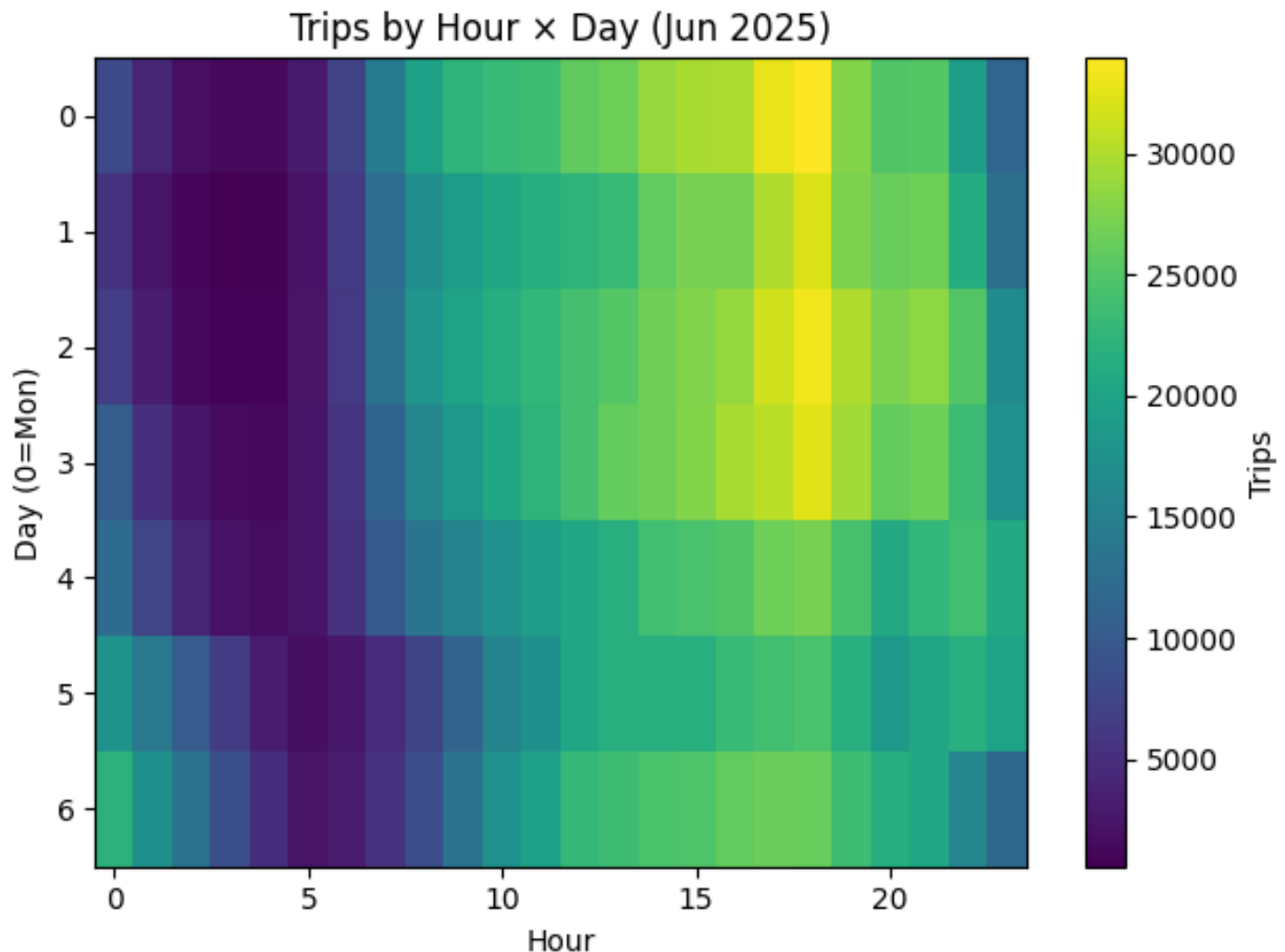


# NYC Taxi Ops — June 2025: Peaks & Hot Zones

Peak-focused dispatch & airport corridors to lift revenue 2–4%

\$86.9M Revenue • ~3.0M Trips • Avg Fare ~\$20 • AOV ~\$30



## Mini-insights

- Evening peak 17–19h ≈ 21% of revenue; 18:00 ≈ 7% alone.
- Airports (JFK, LGA) + Midtown E/W lead pickup revenue.
- Pareto: ~12–15 zones deliver ~80% of revenue.

## Now-what (actions)

- Staff for 17–19h; stagger breaks pre-17:00; ensure Fri/Sat coverage.
- Airport strategy: queue bonuses + back-to-core nudges.
- Pre-position drivers in Midtown/airport corridors 16:00–16:45.
- Monitor ETA/acceptance; run a 2-week A/B on incentives.

**Repo:** <https://github.com/J-Ford191/Data-Analytics-Case-Studies-Portfolio>

**Dashboard:** <https://public.tableau.com/views/NYCTaxiOpsJun2025/NYCTaxiOpsJun2025?:showVizHome=no>