

NYC TAXI OPS — JUNE 2025

Evening peak + airport
positioning to lift revenue
2–4%

TL;DR & KPIS

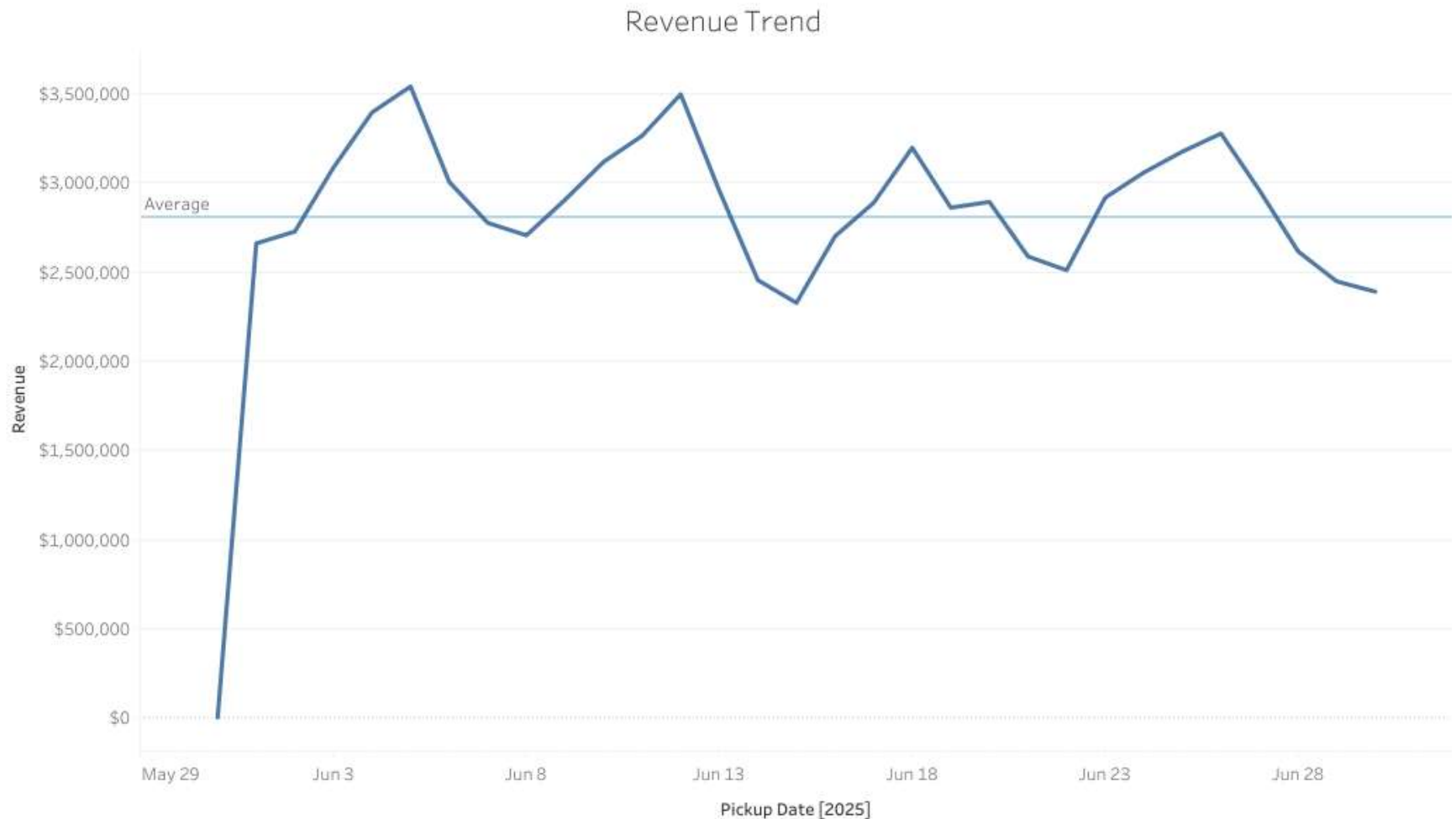
Evening peak (17–19h) drives ~21% of monthly revenue.

Airports (JFK, LGA) + Midtown corridors account for ~40% of revenue.

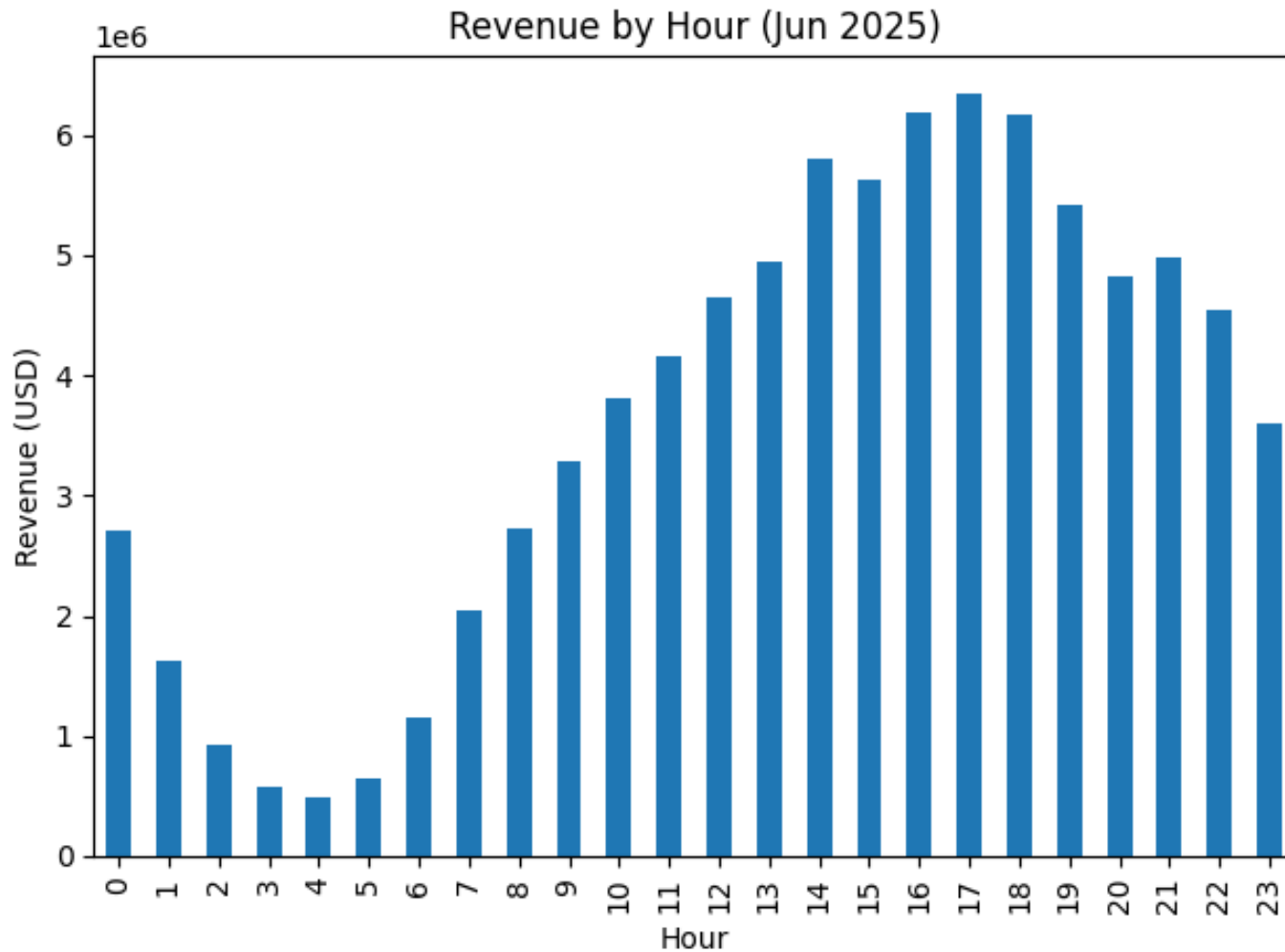
Targeted driver availability + airport line management can unlock +2–4% revenue lift.

Metrics (Jun 2025): Avg Fare ~\$20, Trips ~3.0M, Revenue ~\$86.9M.

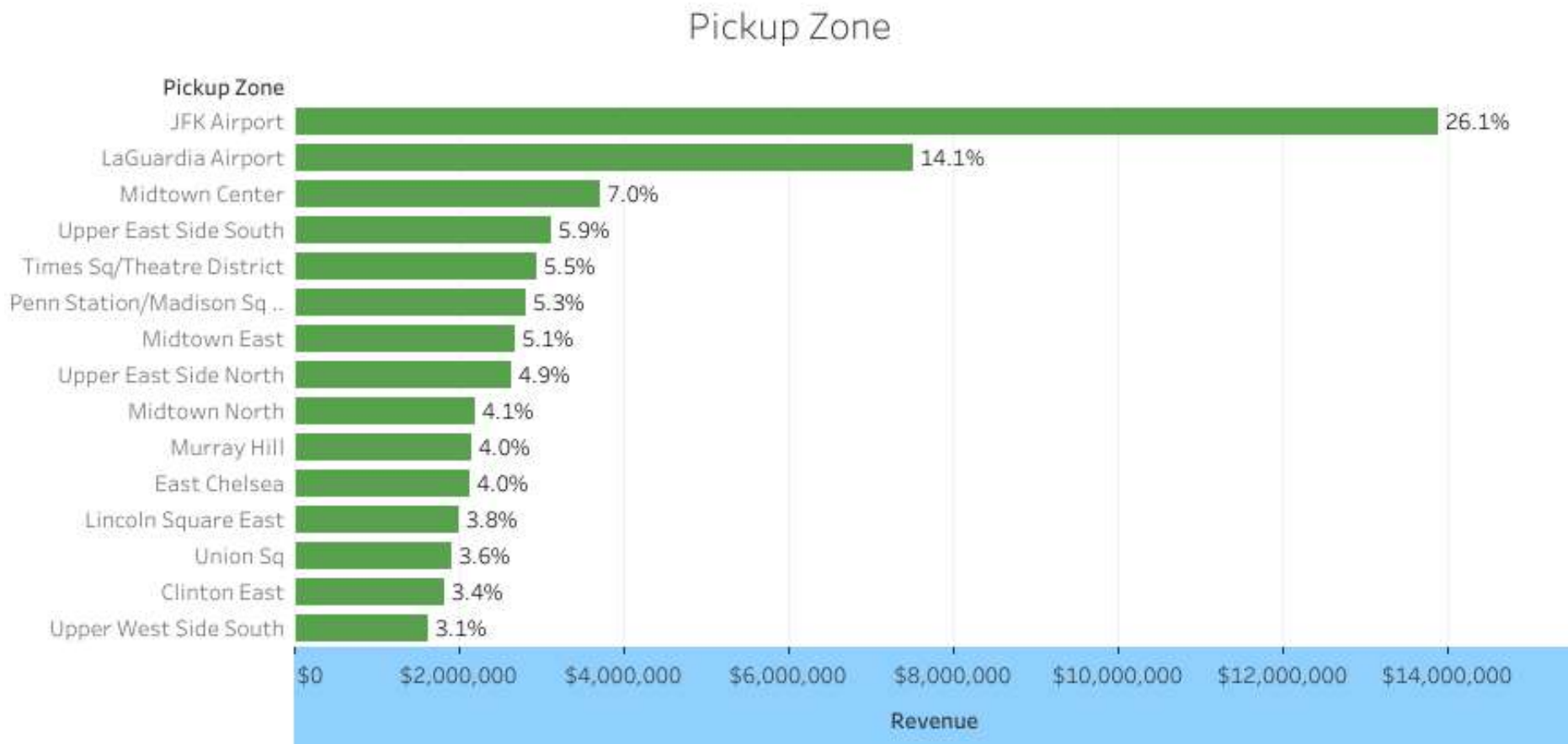
DEMAND RHYTHM — REVENUE BY DAY



WHEN TO STAFF — TRIPS/REVENUE BY HOUR

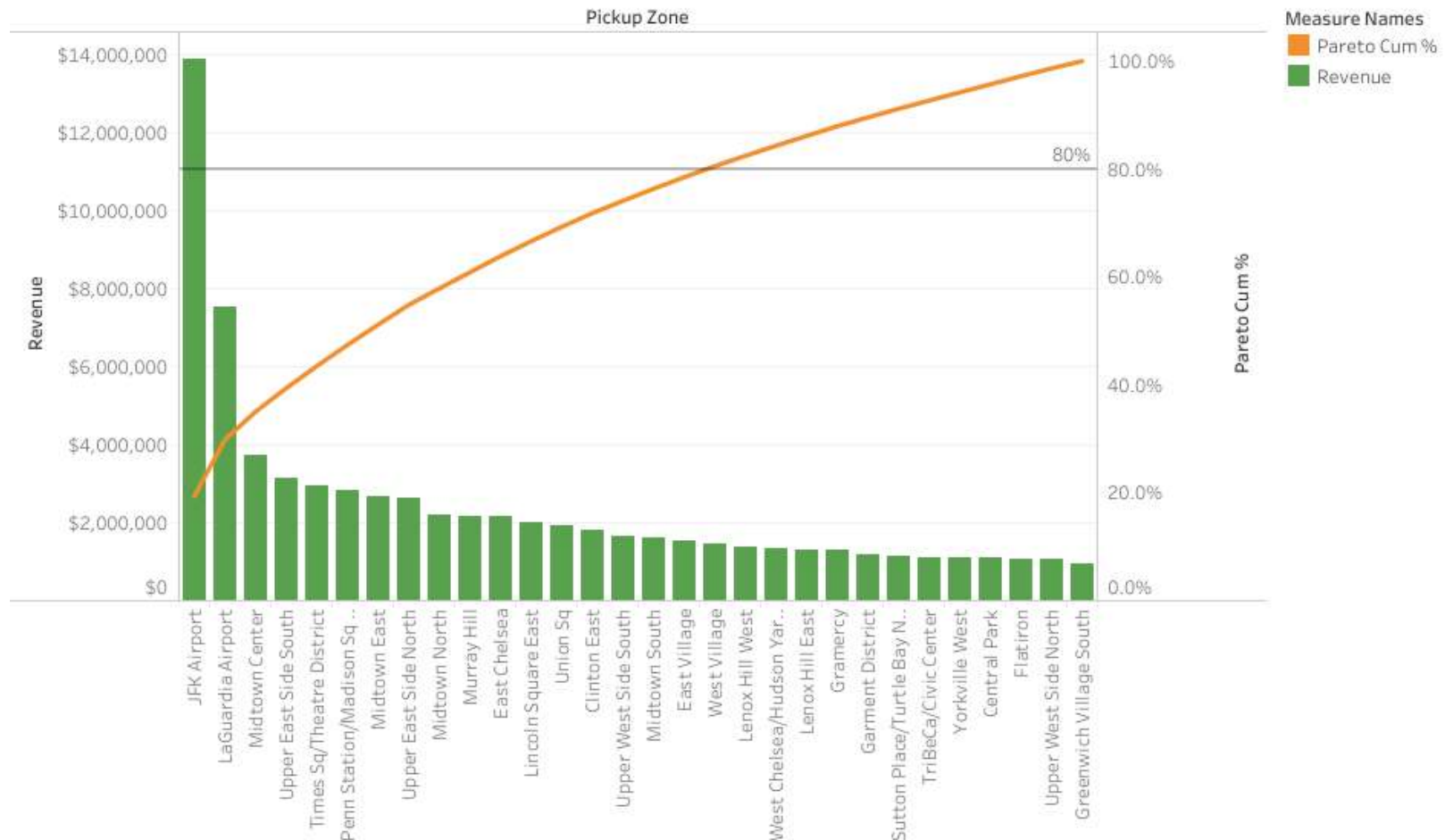


WHERE TO POSITION — TOP PICKUP ZONES



PARETO (80/20) — CUMULATIVE REVENUE BY ZONE

Pareto (Pickup Zone)



OPS PLAYBOOK — IMMEDIATE MOVES

Shift coverage: ensure surplus supply 17–19h Fri–Sun.

Airport stance: dynamic staging and return-to-core incentives.

Positioning: Midtown East/West + theater district at pre-peak window.

SLA: <8 min ETA goal in peak zones (monitor hourly).

RISKS & NEXT STEPS

Scope: single month (Jun 2025); holiday/events not separated.

Data integrity: plausibility filters applied (neg fares/mins dropped).

Next: elasticity by price/incentives; weather/event overlays; driver-level adherence.

Decision: run 2-week A/B on peak coverage + airport incentives; measure lift.