--- Project Report: The goal is to analyse patterns in the data that can inform strategic decisions to improve service efficiency, maximise revenue, and enhance passenger experience. ---
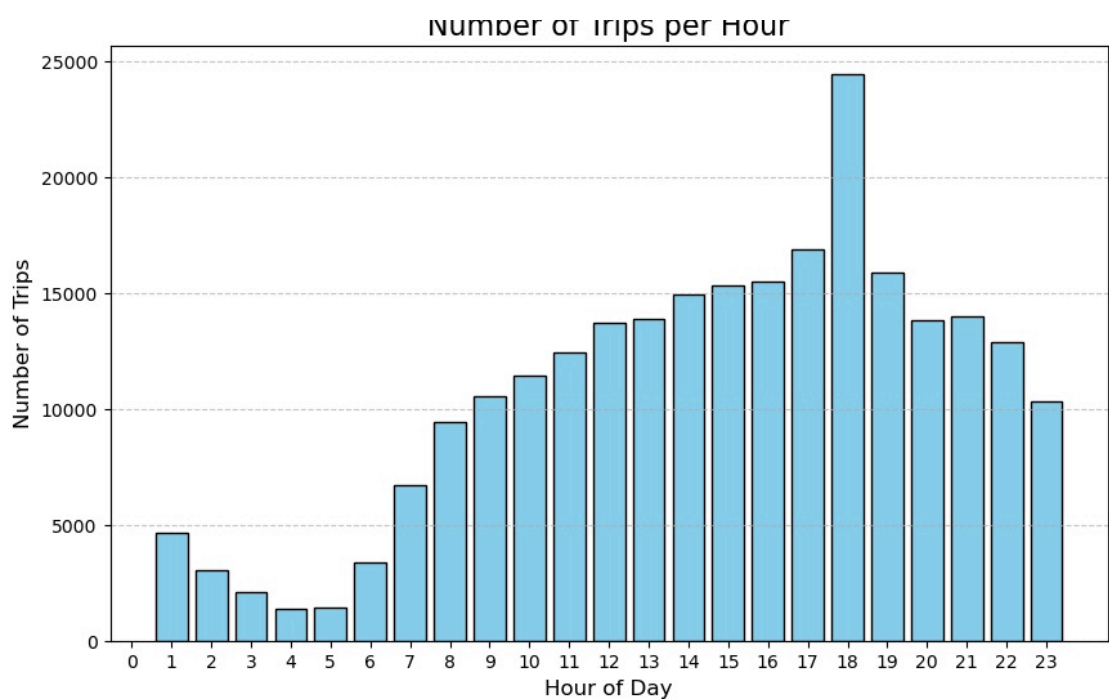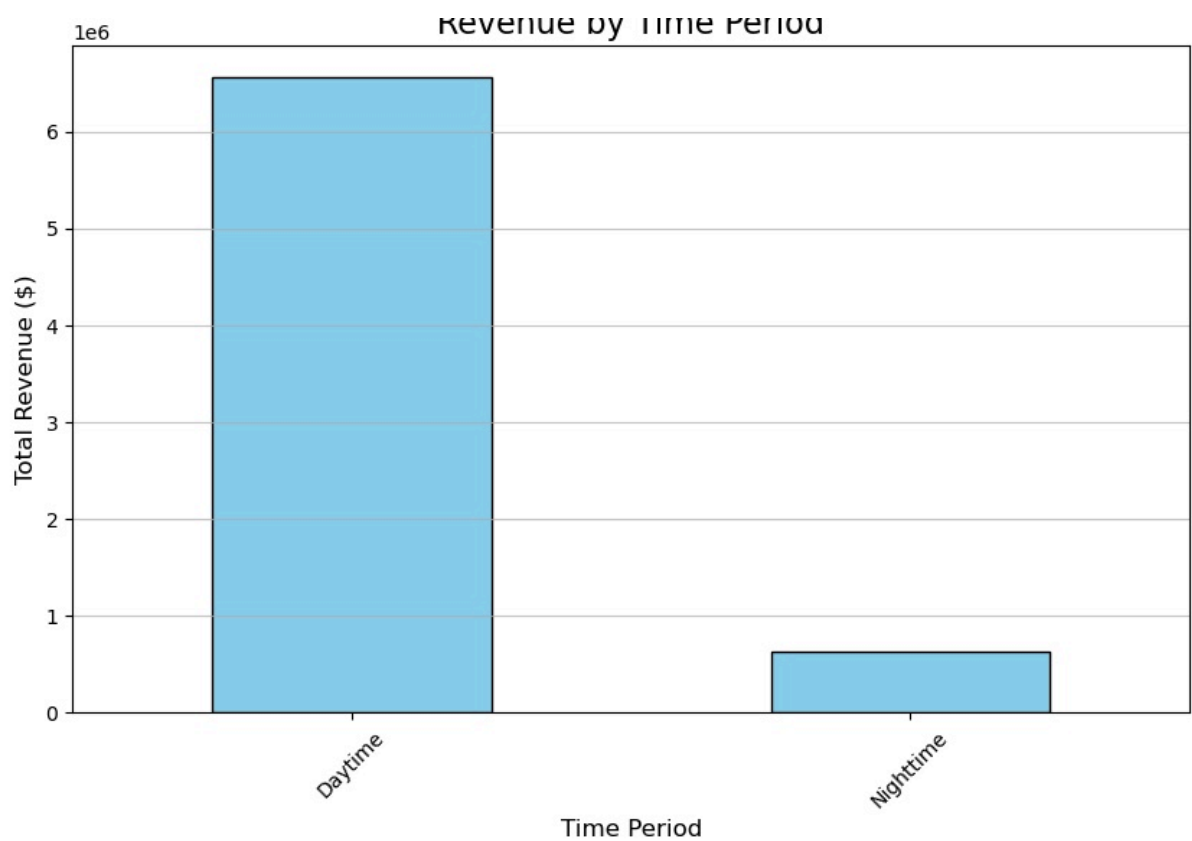
Findings:

1. **Trip Distances:**
   Mean Trip Distance - 3.4 miles

2. **Fare Amounts:**
   Mean Fare Amount - $19.87
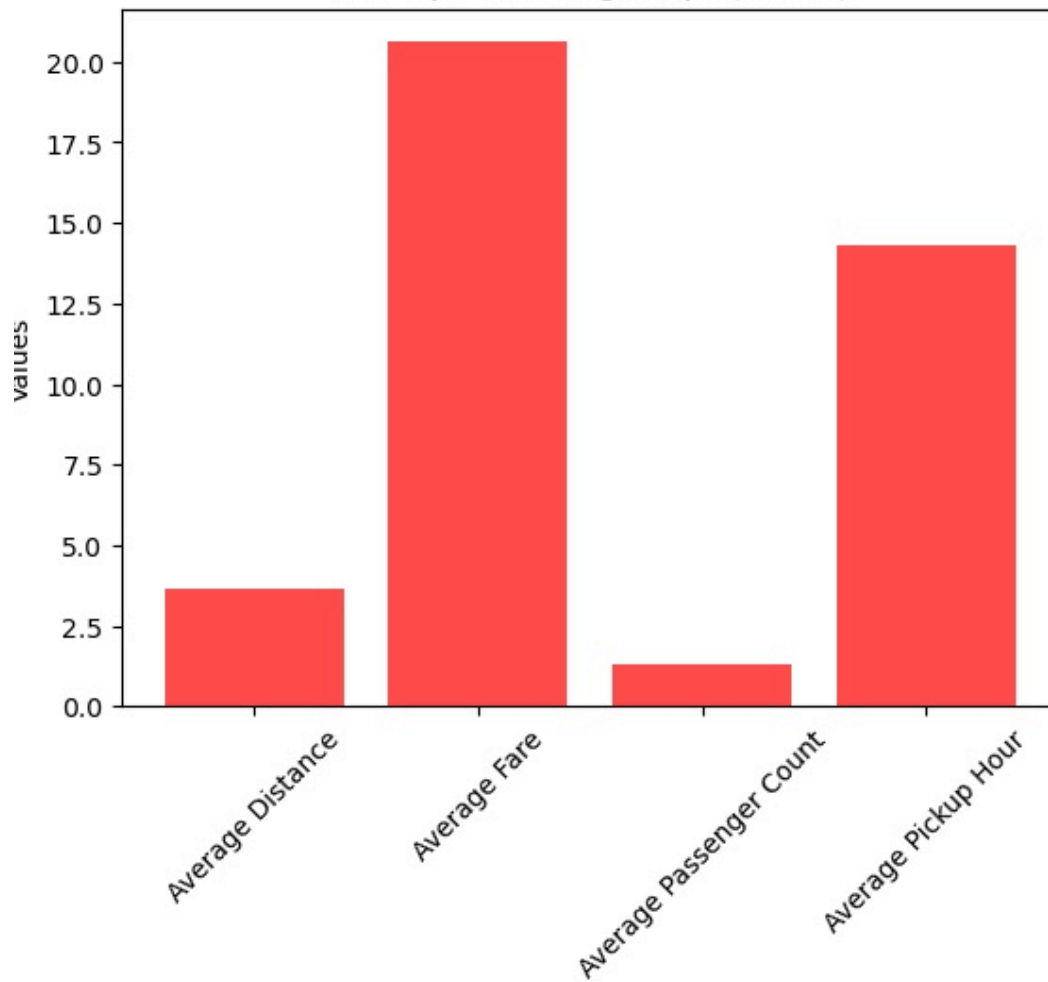
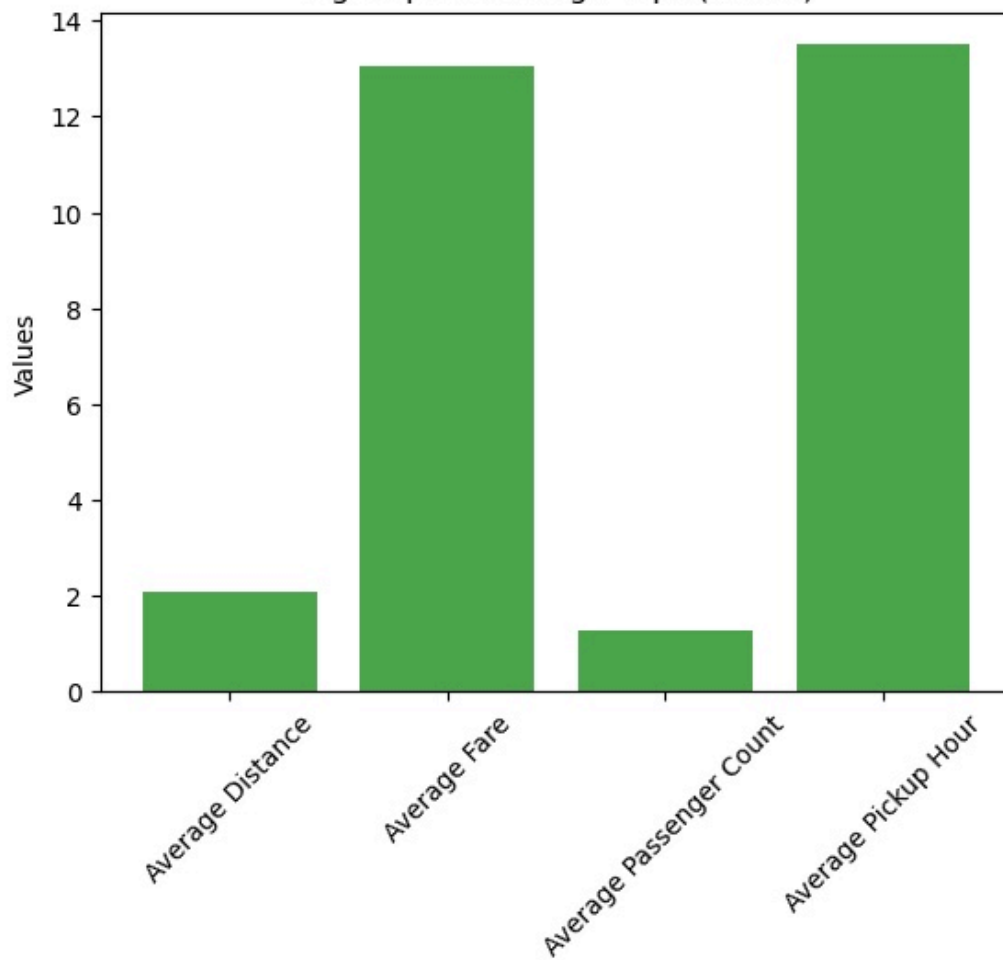3. **Average Tip Amount:**
   Tip Amount - $3.5

Visualizations

Revenue by Time period

Revenue by Time Period

Number of Trips per Hour
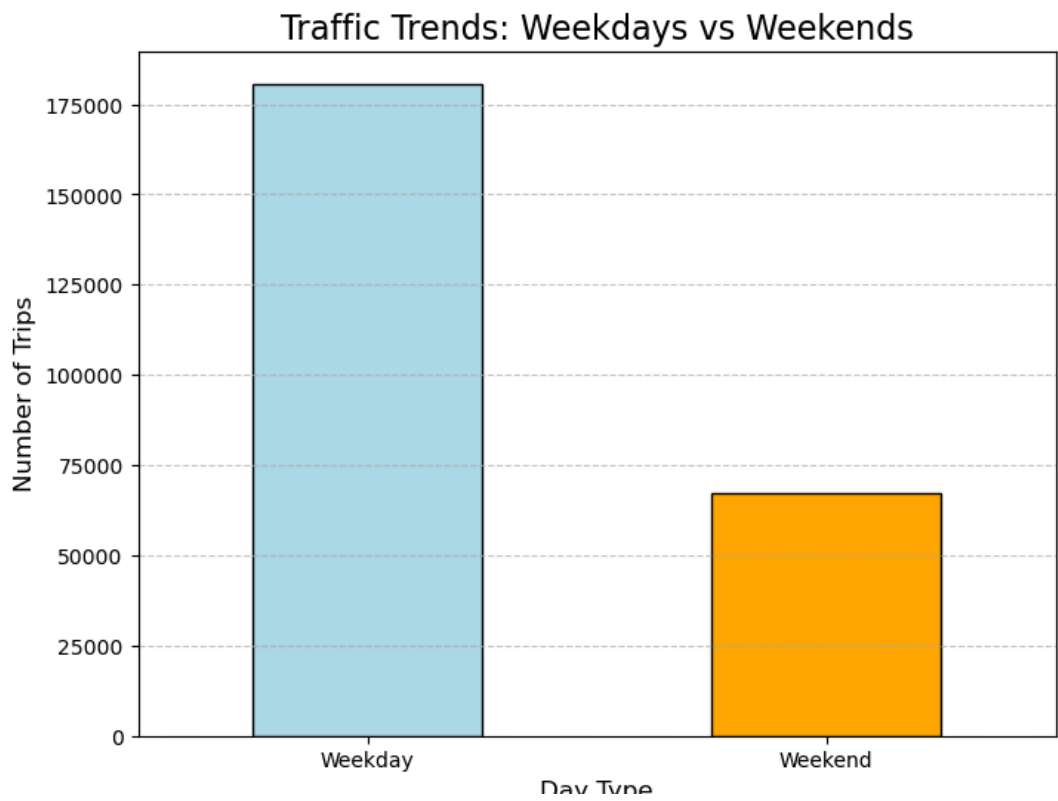
Low Tip Percentage Trips (<10%)

High Tip Percentage Trips (>25%)

--- Recommendations —

Prioritise taxi services on routes with the highest trip numbers , such as the Upper East Side South,
Midtown Center, Upper East Side North

Ensure the credit card payment system functions efficiently, considering it is the dominant payment choice.

Schedule drivers dynamically to align with the busiest hours(Weekdays between 5PM to 8PM)
In a Day peak time will be between 5PM to 7PM on weekday

Deploying more cars on weekdays is helpful to increase the business

Deploying cabs in airport zone is recommended

Peak Hours: Increase base fares during high-demand periods (Weekdays between 5PM - 9PM).

Low-Demand Hours: Offer discounted fares between 11PM to 5 AM to encourage more ridership.

Increase the airport surcharge for high-demand pickup/drop-off locations as number of trips recorded is more in JFK airport zone

Low Tips Percentage Trips(< 10%)

These trips are longer in distance

Typically involve solo passengers average passenger count of 1.27 and occur in afternoon hours

Passengers on longer rides might tip less due to higher fare costs. Focus on creating a stress-free ride by driving responsibly and ensuring smooth navigation