**Automated Fares Project Proposal**

## **Overview:**

The purpose of this project is to develop a model that can accurately forecast the cost of a rider's trip using regression and machine learning techniques. This will allow riders to have an estimate of their fare before they even start their journey.

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| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| **1** | Establish structure for project workflow (PACE)  Plan | Global-level project document  Project Proposal | Deshawn Washington — Data Analysis Manager |
| **1a** | Write a project proposal  Plan |  | Uli King — Senior Project Manager |
| **2** | Compile summary information about the data  Analyze | Data files ready for EDA | Luana Rodriquez — Senior Data Analyst |
| **2a** | Begin exploring the data  Analyze | Begin initial investigation of the data | Deshawn Washington — Data Analysis Manager |
| **3** | Data exploration and cleaning  Plan **and** Analyze | EDA report  Tableau Dashboard and Visualizations  Reformatting  Check for missing values  Identify outliers | Luana Rodriquez — Senior Data Analyst |
| **3a** | Visualization building  Analyze **and** Construct | Tableau dashboard/visualizations | Uli King — Senior Project Manager |
| **4** | Compute descriptive statistics  Analyze | Analysis of testing results between two critical variables  Communicate results of testing | Deshawn Washington — Data Analysis Manager |
| **4a** | Conduct hypothesis testing  Analyze **and** Construct | Utilize the correct hypothesis test: z-test/t-test/f-test (mean/proportion) and regression model (linear/logistic) | Udo Bankole — Director of Data Analysis |
| **5** | Build a regression model  Analyze **and** Construct | Review results of testing  Determine the success of the model | Luana Rodriquez — Senior Data Analyst |
| **5a** | Evaluate the model  Execute | Ensure the model performs to expectations and the requirements of the project | Udo Bankole — Director of Data Analysis |
| **6** | Communicate final insights with stakeholders  Execute | Report to all stakeholders | All applicable |
| **6a** | Not necessary for this project  Select PACE stage |  |  |