Machine Learning with the Chicago Ridesharing Trips Data Set

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Completed as Capstone Assignment 1
Springboard Data Science Bootcamp

Chicago Rideshare Dataset

Chicago requires "Transportation Network Providers" (Lyft, Uber, etc.) to report basic rideshare information

Trips Dataset:
- \> 70 million individual trips.
- November 2018 through March 2019
- Anonymized: Locations generalized to the nearest census tract. No specific driver/rider info.
- Fields: start/end census tract, start/end time, fare, distance, duration, tip, whether pooling authorized, number of trips in pool.

Business Case

Why does Chicago collect this data?
- Gain insight on travel patterns within the City.
- Target improvements in public transit offerings
- Improve infrastructure planning
- Ensure that access to rideshare is provided equitably
- Quantify costs incurred by the City by allowing rideshare services

Other Potential Data Users:
- Rideshare Drivers: Where can I find rides?
- Environmental agencies/citizen groups: How much ridesharing occurs? What are air quality/traffic impacts?

Big Questions

- How do the residents of Chicago use Ridesharing?
- What usage patterns can we see?
- Can we predict usage?

Process

- Cleaning, Wrangling
- Data Enhancement
- EDA
- Statistical Tests
- Machine Learning
  - Clustering
  - Demand Prediction (Regression)

# Cleaning and Wrangling, Enhancement

- Download and import
    - 12 GB file
    - Use 5% random subsample for evaluation
- Remove unusable records (zero fare, no census tract)
- Aggregate by hour
    - Datetime manipulation
    - Calculate ride counts, average trip distance, duration, fare by census tract, hour
- Integrate weather data
    - Hourly precipitation, temperature, wind speed from Midway AIrport (NOAA)
    - Merge on ride date time after synchronizing to nearest hour.

More Enhancement

- Census geodata
  - Import census tract geojson to geopandas geodataframe object
  - Enables mapping of data by census tract and geospatial operations on the data (distance, area, etc.)
  - Join rideshare data (multiindex on census tract, time) to census geodataframe with pandas merge
- Census population data
  - Use Census API to acquire population and income data, merge on ride pickup census tract
- Derived fields (per tract):
  - Distance from downtown
  - Direction relative to downtown
  - Population density
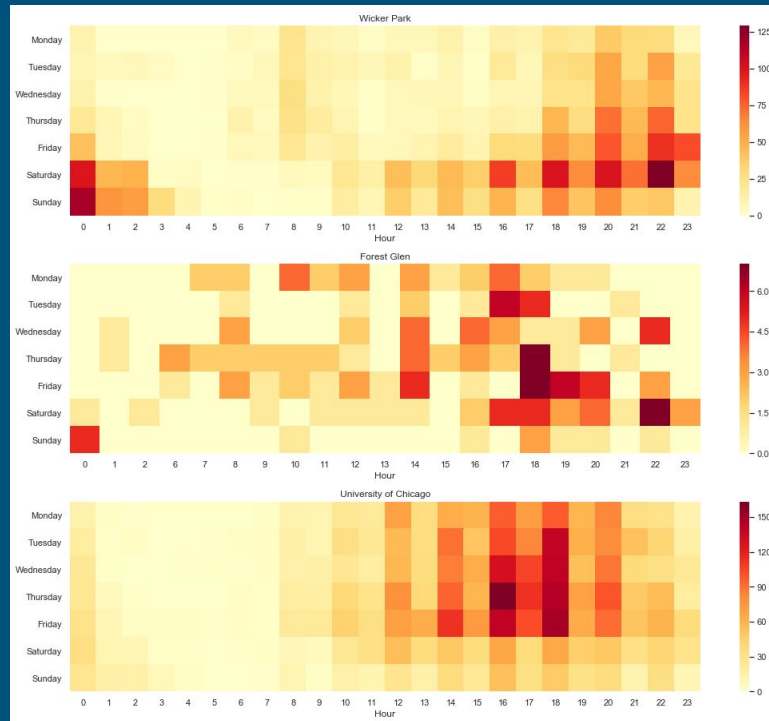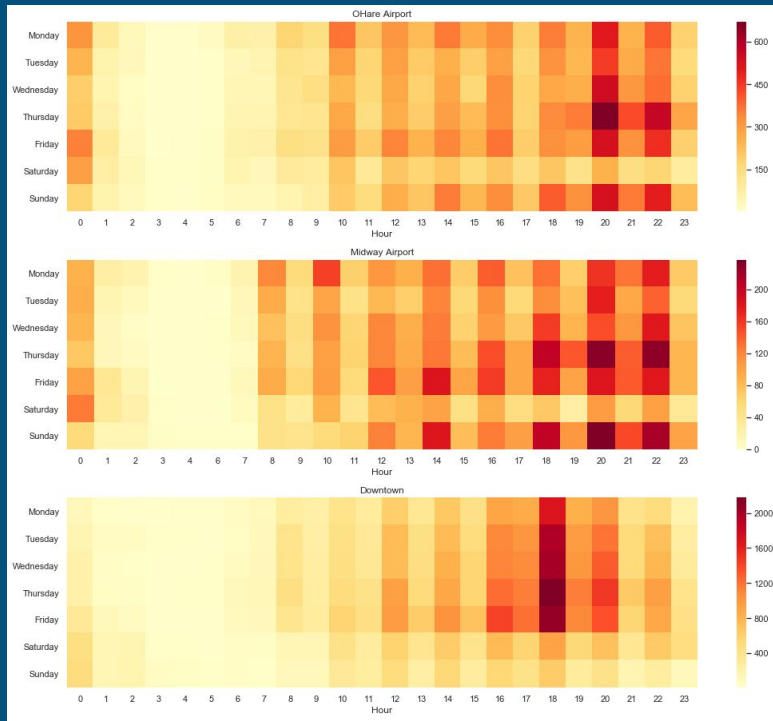 - Median Income

EDA Findings: Temporal Pattern

- Usage is cyclical
- Hourly pattern superimposed on weekly pattern
- Holiday effect
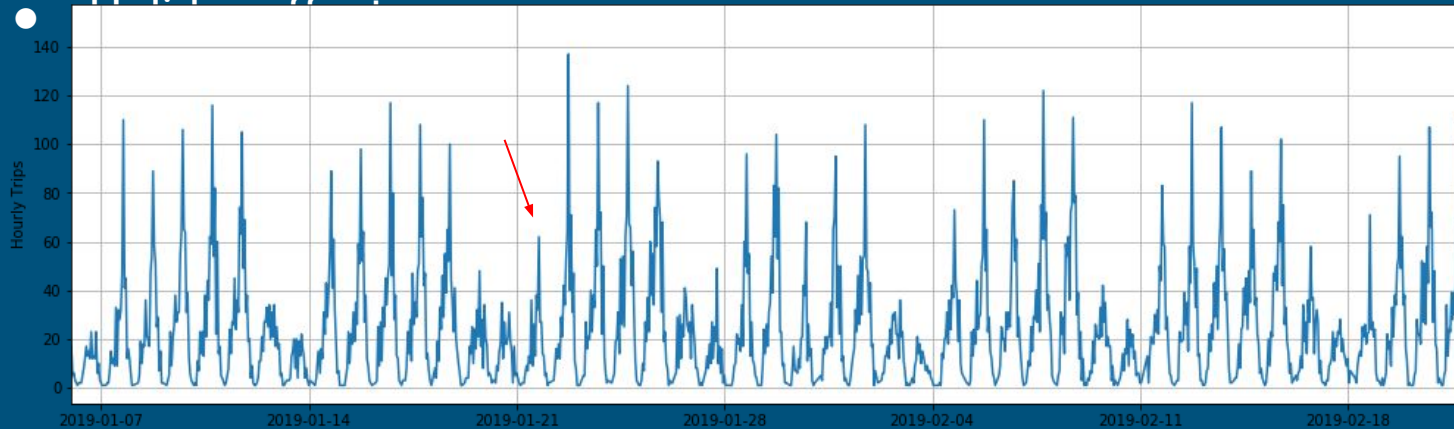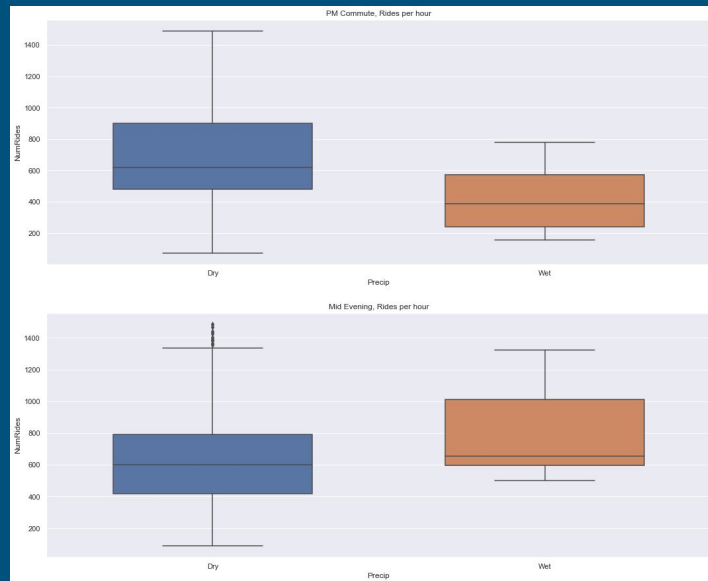
EDA Findings: Spatial Pattern
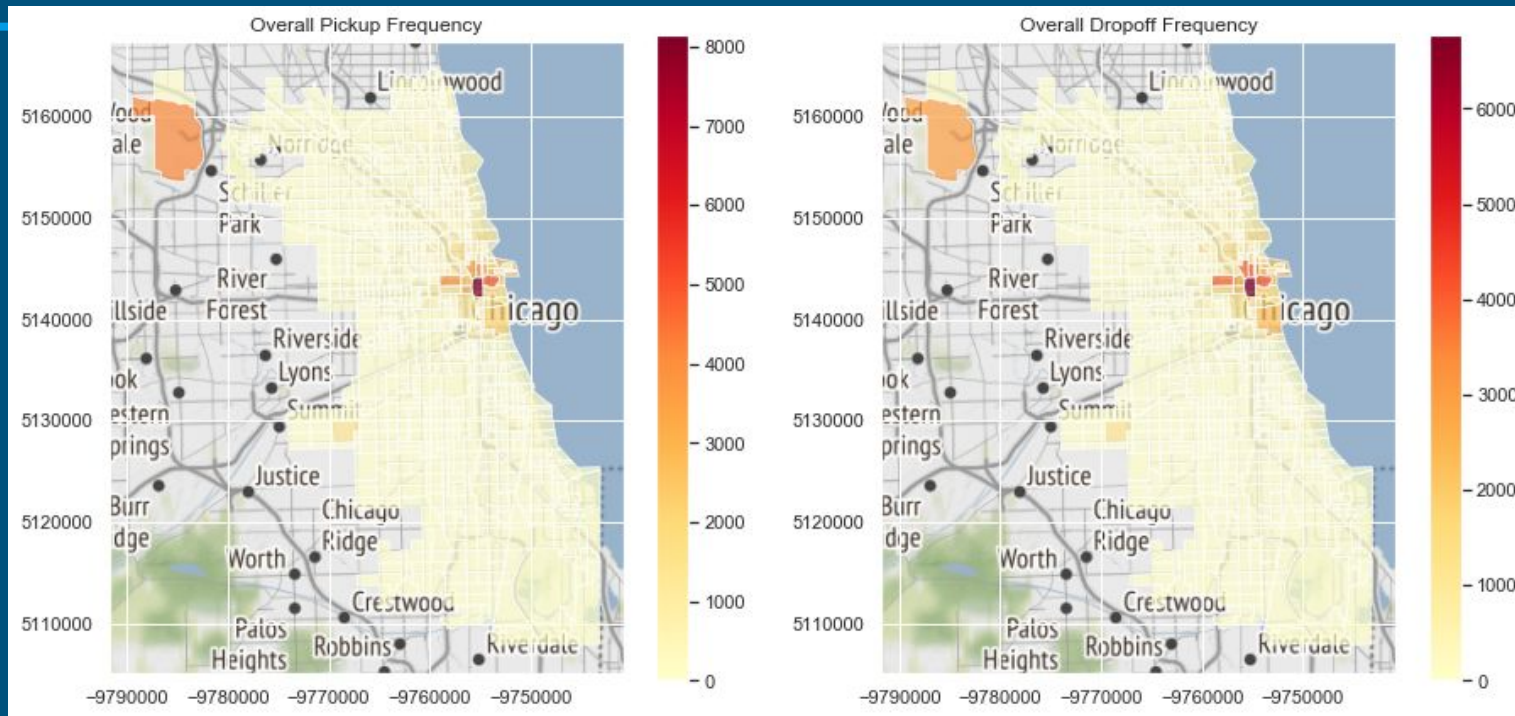
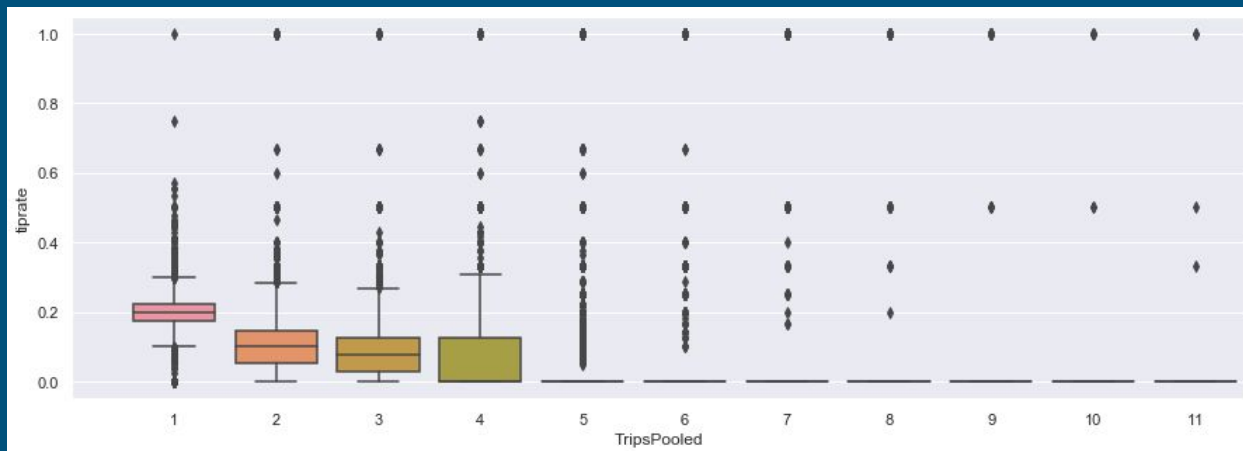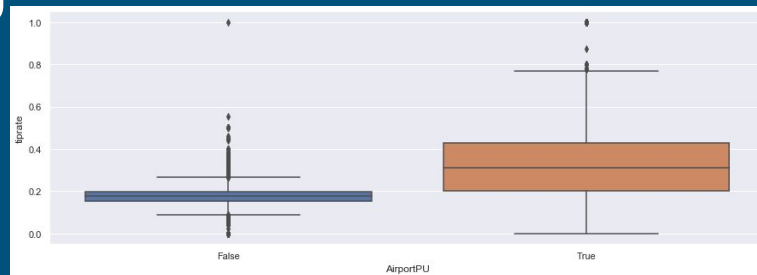# EDA Findings: Spatiotemporal Patterns

EDA Findings: Weather Effects?

- Not apparent at daily level
- Focused effect within specific time windows

EDA Findings: Tipping

- Overall 20% tipping rate
- Statistically significant increase in probability of tipping for airport pickups.
- Decrease in tipping probability for pooled rides

Machine Learning

Business Goal	ML Application
Target improvements in public transit offerings	Clustering analysis to uncover common utilization patterns
Improve infrastructure planning	Regression to predict rideshare utilization by location and time
Ensure that access to rideshare is provided equitably	Data mining to determine relative effect of income on usage *

* Not part of this evaluation

Clustering Analysis

- Customer Segmentation: cluster by behavior
- Data structure:
  - Rows indexed by Route (MultiIndex, unique pairing of Pickup and Dropoff location)
  - Columns of ride counts for each of the following periods:
    - Weekday morning
    - Weekday mid-day
    - …
    - Weekend evening
    - Weekend late evening
    - Average Fare
    - Is Airport (PU or DO)
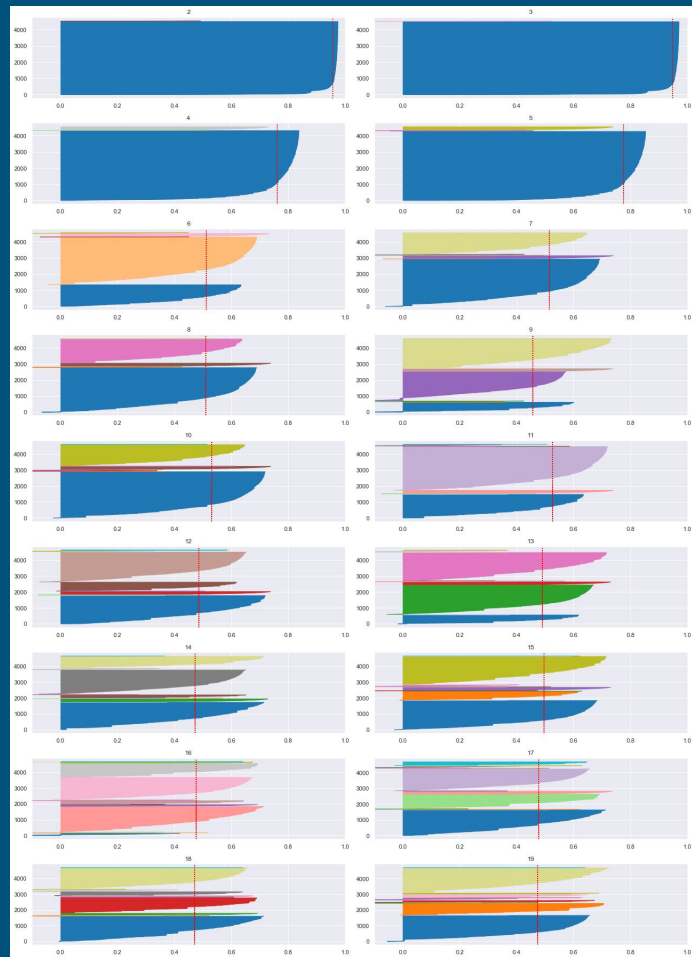- All fields scaled

Model Selection
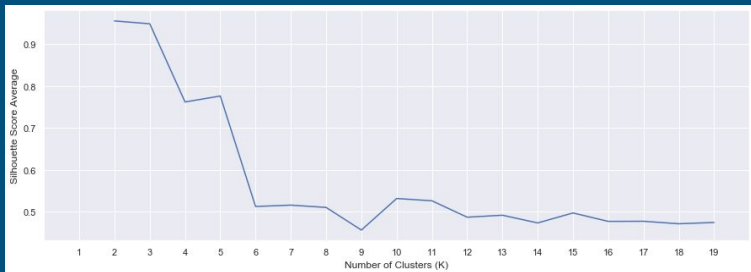
- KMeans ★
- DBSCAN
- Agglomerative Clustering
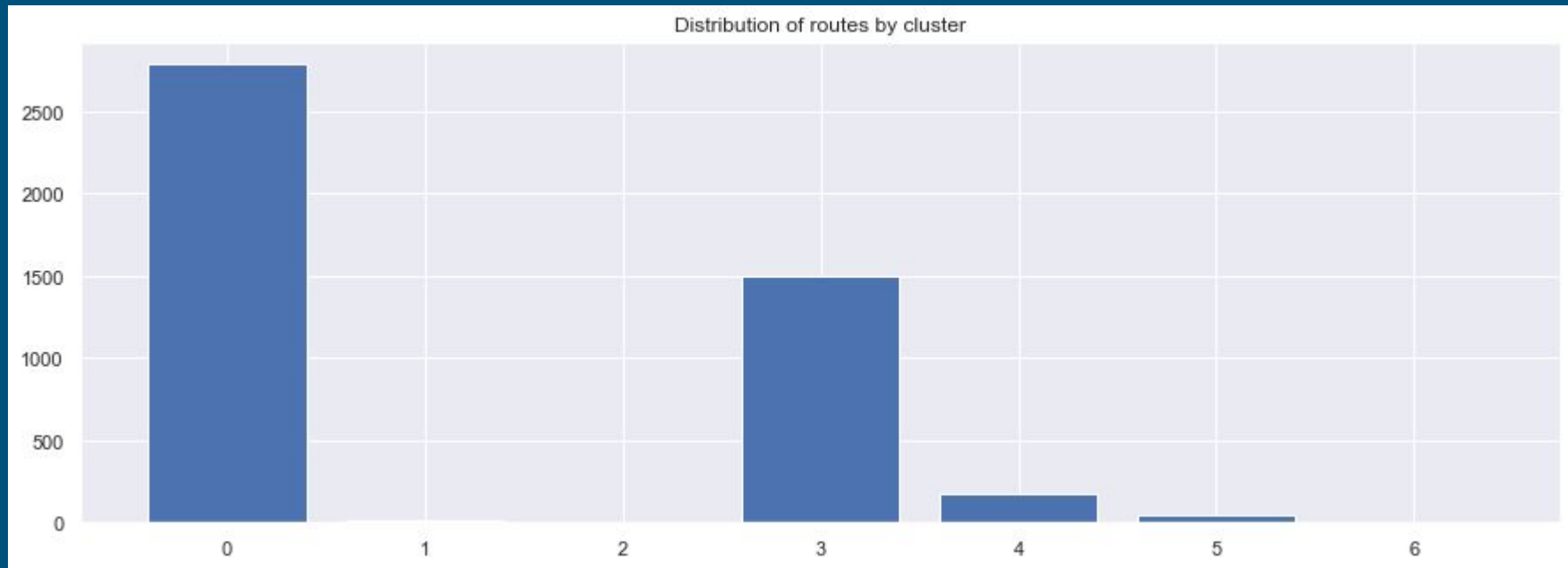- Spectral Clustering

KMeans: Selection of K

- ● Elbow method

- ● Silhouette

KMeans, K=7
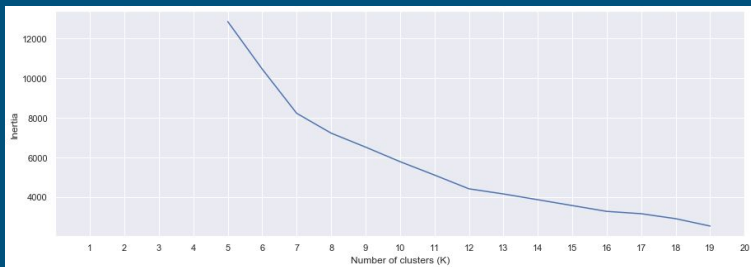
Distribution of routes by cluster

Visualizing Clusters - City Center
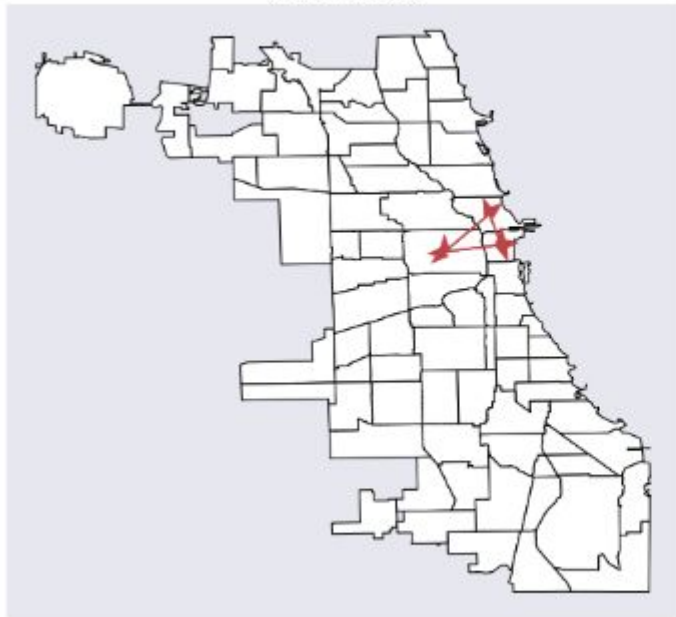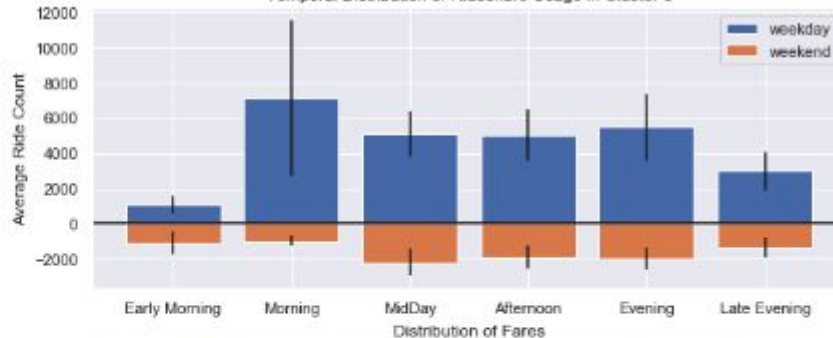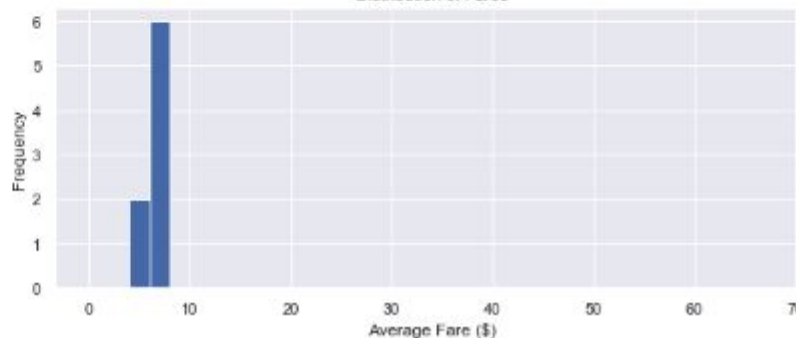
Visualizing Clusters - Airport
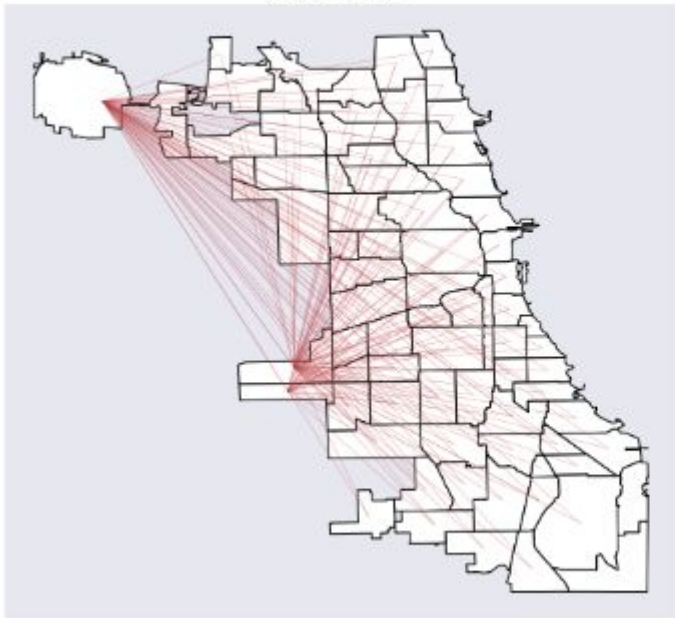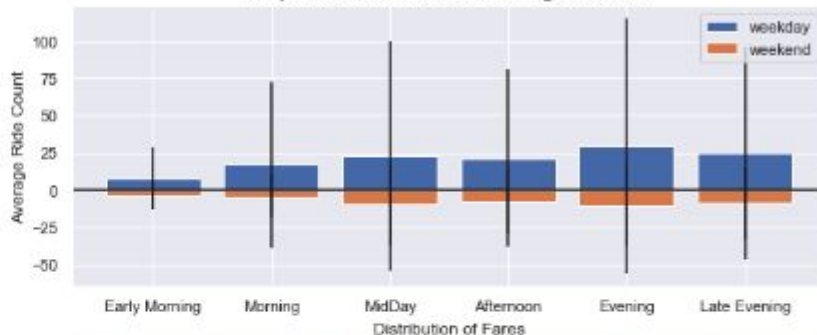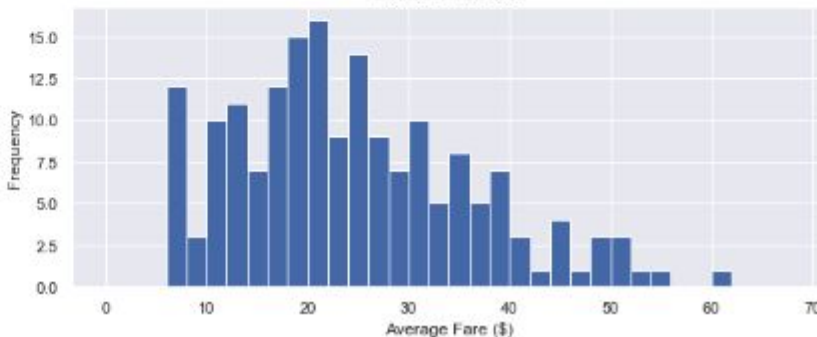
Clustering - Results

Found clusters representing distinct rideshare patterns:

- Commuting near downtown: morning vs evening patterns
- Rides within the city center
- Airport Pickups
- Longer commute rides
- Low frequency routes with higher fares: commute pattern, random times

Higher K → more difficult to interpret

Using distance, ride time instead of fare → similar outcomes

Data structure has strong influence on the clustering model outcome.

Clustering - Future Work

- Weighting parameters
- Finer spatial scale
- Incorporate demographics

Demand Prediction by Regression

- Goal: predict ride counts per pickup location given DOW, hour
- EDA: cyclical, focus on downtown, airport
- Method: Assume future rideshare usage will be consistent with historical pattern.

Dataset

- Group on pickup tract, ride start time (rounded)
- Average fare, tip, distance per grouping
- Count rides per grouping (~5% of total)
- Derived fields: Hour, DOW, IsHoliday, IsAirport
- Enriched fields: distance to downtown, income, population density, temperature, precipitation

Linear Regression - Statsmodels

Advantage: Explainable model, infer parameter effects

Potential Issues:

- Correlated features (distance, time, fare)
- Is underlying model linear?
- Y (Number of Rides) not normally distributed.

OLS Regression Results

```
results=smf.ols('NumRides ~ DistToDowntown + TripTotal + C(Precip)
      + C(IsAirportPU) + C(DayPeriod) + C(IsWeekday)'
      ,data=agg_hourly_all).fit()
```

Dep. Variable:	NumRides	R-squared:	0.149
Model:	OLS	Adj. R-squared:	0.149
Method:	Least Squares	F-statistic:	9429.
Date:	Fri, 25 Oct 2019	Prob (F-statistic):	0.00
Time:	14:30:18	Log-Likelihood:	-1.5281e+06
No. Observations:	537380	AIC:	3.056e+06
Df Residuals:	537369	BIC:	3.056e+06
Df Model:	10		
Covariance Type:	nonrobust		

	coef	std err	t	P>|t|	[0.025	0.975]
Intercept	4.5931	0.022	210.937	0.000	4.550	4.636
C(Precip)[T.Wet]	0.1839	0.031	6.003	0.000	0.124	0.244
C(IsAirportPU)[T.1]	9.2190	0.060	153.052	0.000	9.101	9.337
C(DayPeriod)[T.morning]	0.3546	0.020	17.369	0.000	0.315	0.395
C(DayPeriod)[T.midday]	0.4401	0.021	21.235	0.000	0.399	0.481
C(DayPeriod)[T.afternoon]	0.7442	0.022	34.596	0.000	0.702	0.786
C(DayPeriod)[T.evening]	1.6513	0.021	79.566	0.000	1.611	1.692
C(DayPeriod)[T.lateevening]	0.9898	0.022	44.611	0.000	0.946	1.033
C(IsWeekday)[T.1]	-0.2841	0.012	-22.974	0.000	-0.308	-0.260
DistToDowntown	-0.3834	0.001	-280.178	0.000	-0.386	-0.381
TripTotal	0.0166	0.001	18.116	0.000	0.015	0.018

Poisson Regression Results

- Family: Poisson, Negative Binomial (variance>mean)
- Log Link


```
              Results: Generalized linear model
=================================================================
Model:                GLM          AIC:              2072258.7083
Link Function:        log          BIC:              -6683447.8842
Dependent Variable:   NumRides     Log-Likelihood:   -1.0361e+06
Date:                 2019-11-06 12:15  LL-Null:      -1.1486e+06
No. Observations:     531650       Deviance:         3.2556e+05
Df Model:             9            Pearson chi2:     5.38e+05
Df Residuals:         531640       Scale:            1.0000
Method:               IRLS
-----------------------------------------------------------------
                           Coef.   Std.Err.     z    P>|z|   [0.025   0.975]
-----------------------------------------------------------------
Intercept                  1.6556  0.0052  320.5451 0.0000  1.6455   1.6657
C(Precip)[T.1]             0.0546  0.0071    7.7298 0.0000  0.0407   0.0684
C(DayPeriod)[T.morning]    0.0837  0.0049   17.1870 0.0000  0.0741   0.0932
C(DayPeriod)[T.midday]     0.0821  0.0049   16.6787 0.0000  0.0725   0.0918
C(DayPeriod)[T.afternoon]  0.1807  0.0051   35.5473 0.0000  0.1708   0.1907
C(DayPeriod)[T.evening]    0.4426  0.0048   91.8603 0.0000  0.4331   0.4520
C(DayPeriod)[T.lateevening] 0.2774 0.0052   53.5760 0.0000  0.2672   0.2875
C(IsWeekday)[T.1]         -0.1362  0.0029  -47.4341 0.0000 -0.1418  -0.1305
DistToDowntown           -0.1447  0.0004 -399.6946 0.0000 -0.1454  -0.1440
TripTotal                  0.0028  0.0002   12.7973 0.0000  0.0024   0.0033
=================================================================
```
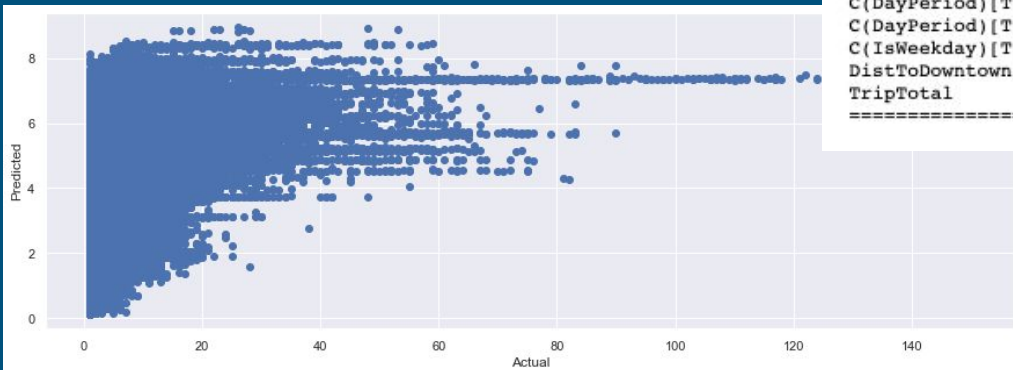
Non-Parametric Regression

Does not assume functional form for Y=f(X)

Candidates:

- KNN Regression
- RBF-kernel SVM
- Tree-Based Models

Baseline Models

NumRides = F(DistToDowntown,IsAirportPU,Hour,IsWeekday,TripMiles)

TrainTestSplit (67/33)

Test Results:

Baseline Model	R-squared	RMSE
Random Forest	0.74	2.3
Gradient Boosting	0.63	2.7
Bagging	0.74	2.3

Data Enhancement

- New Fields
  - Bearing - direction relative to downtown [get map]
  - IsHoliday
  - IsWeekday —>DOW
  - TripTotal —> Mean Fare
  - Add demographics
  - Remove precip
- Fit RandomForestRegressor

NumRides = F(DistToDowntown, Bearing, IsAirportPU, Hour, DOW, MeanFare, MedIncome, PopDensity)

Test Results: R-Squared: 0.83 (was 0.74), RMSE: 0.95 (was 2.3)

Hyperparameter Tuning

Tune Random Forest model with scores on out-of-bag samples

- Number of Estimators

n_estimators	10	20	30	50
R-squared	0.797	0.826	0.831	**0.835**

- Grid Search: Parameter Selection Method, Tree Depth

For max_depth=16:

max_features	Log2	Square Root	None (Bagging)
R-squared	0.814	0.807	**0.823**

Final Model

Hyperparameters:

      N_estimators = 50

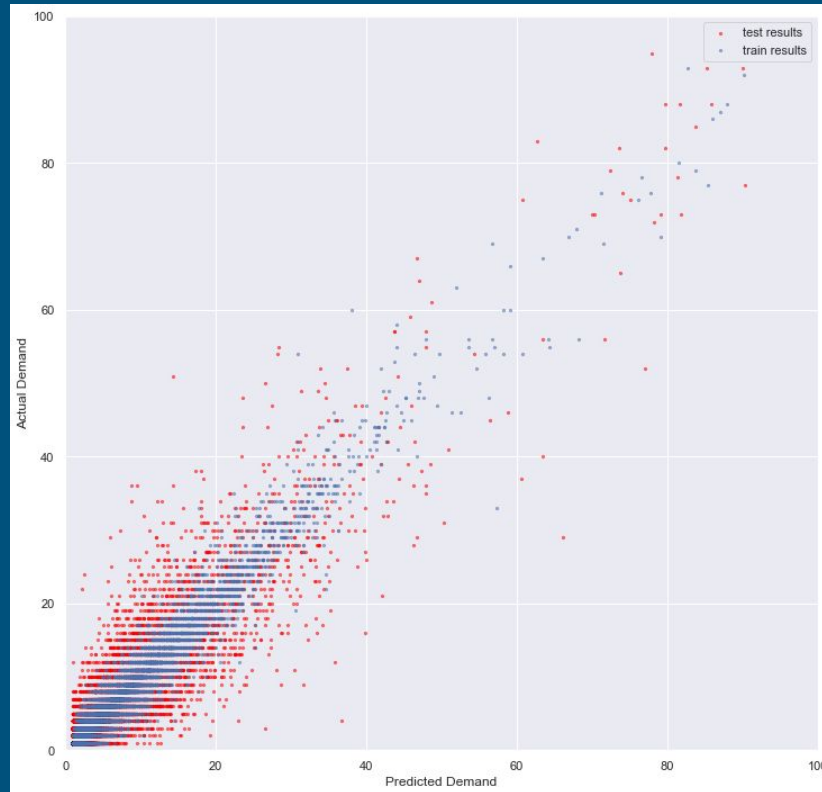   Max_depth = 16

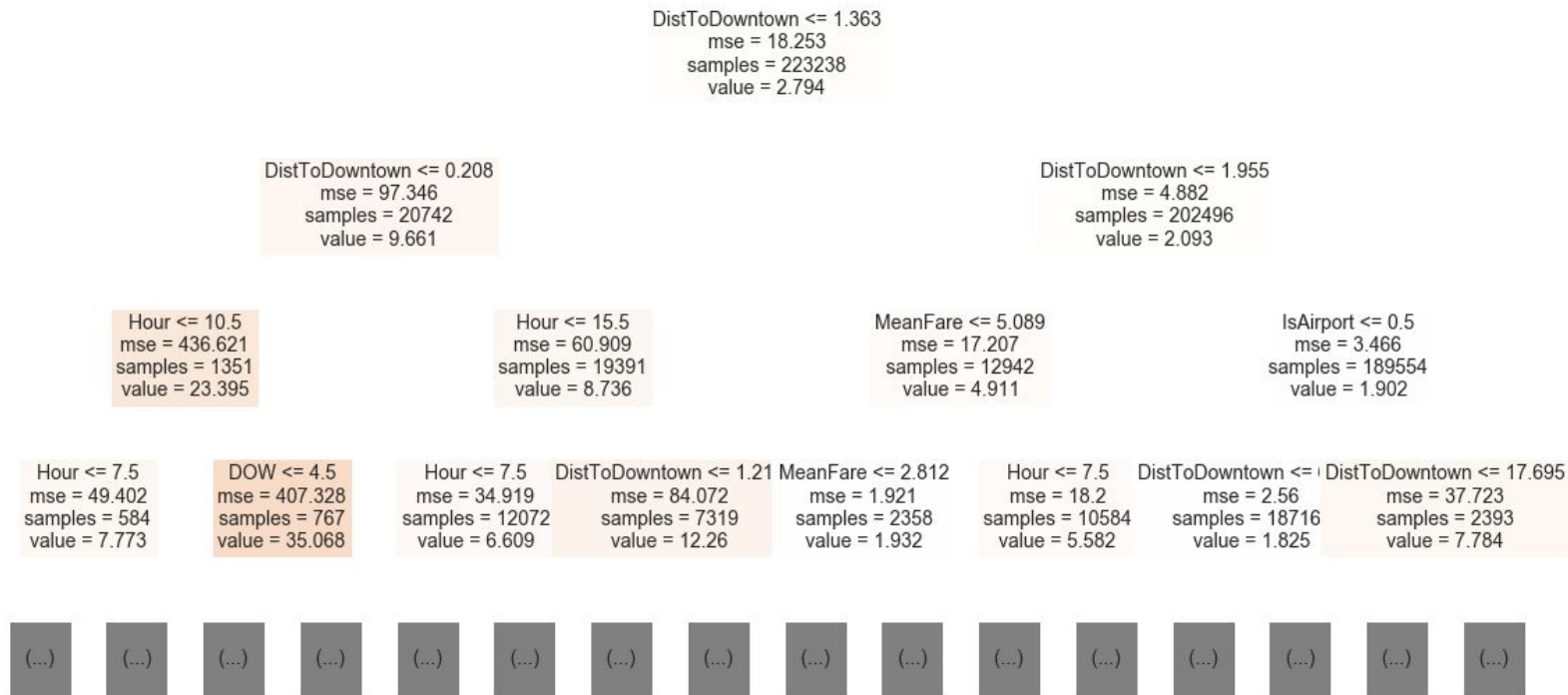   Feature_Selection = None

Fit to training set and score on test:
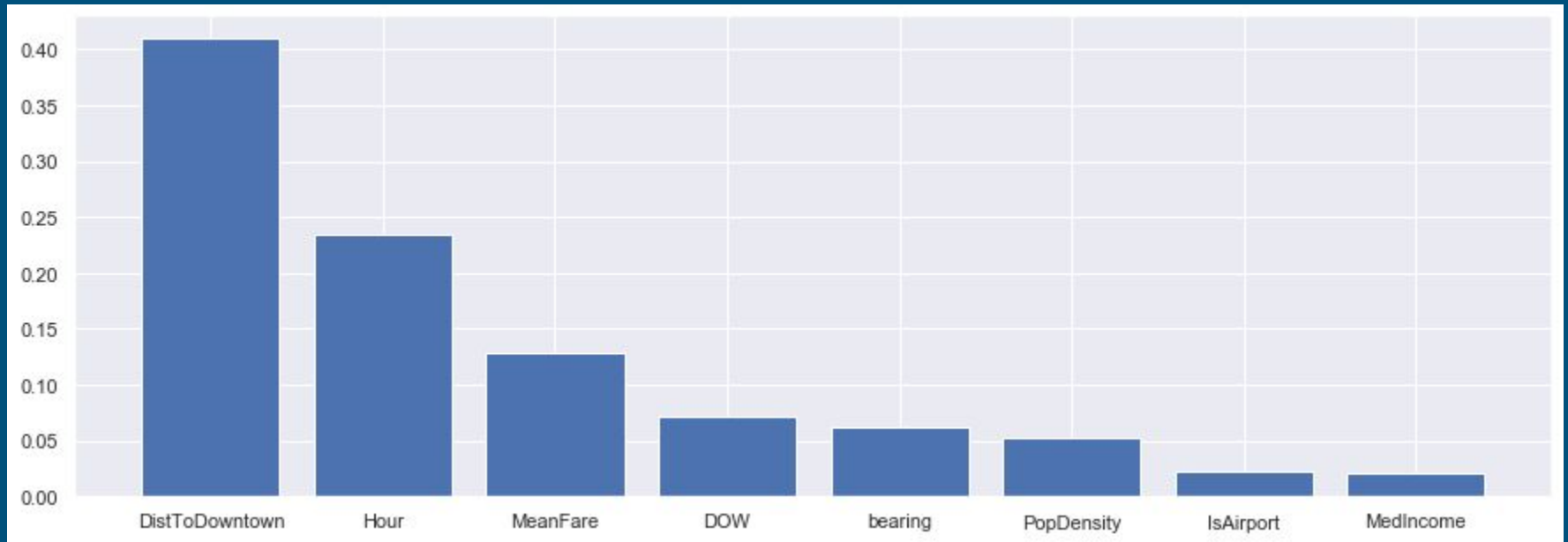
      R-squared: 0.847

      RMSE: 1.71

Train Vs Test

Plot Tree

Feature Importances

Visualize Results
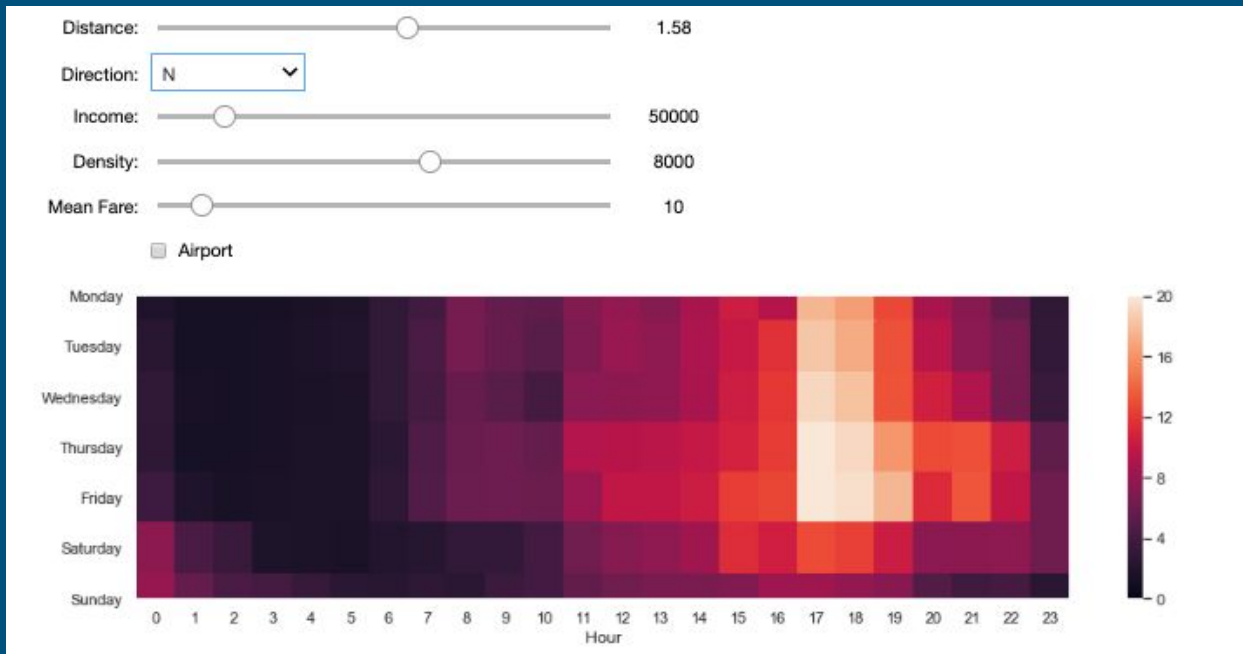
Future Work - Usage Prediction

- Use Full Trips Dataset
- Spatiotemporal Visualizations
- Demographic Effects
- Other City Features
- ARIMA model for each census tract

Conclusion

- Developed rideshare customer segmentation and usage prediction tools
- Built dashboards to enable inspection of results and prediction
- Demonstrated methods for gaining insight from rideshare datasets