Course 1: Foundations of Data Science

Automatidata Project Proposal

Overview:

The New York City Taxi and Limousine Commission (TLC) is seeking a smart solution to leverage the data collected throughout the city in order to accurately predict taxi fare amounts before rides begin. In partnership with Automatidata, the goal of this project is to develop a regression-based predictive model that can estimate trip costs based on factors such as location, time, distance, service type, and other contextual variables.

This initiative aims to increase transparency for passengers, optimize the regulation of urban transportation services, and generate strategic insights to support future decision-making by the agency. The collaboration between TLC and Automatidata marks a significant step forward in applying data science to enhance urban mobility in New York City.

Milestone	Tasks	Deliverables/Reports	Relevant Stakeholder (Optional Activity)
1	Establish structure for project workflow (PACE) Plan	• Global-level project document	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		Deshawn Washington — Data Analysis Manager

	Analyze		
3	Data exploration and cleaning Plan and Analyze	• EDA report	Luana Rodriquez — Senior Data Analyst
3a	Visualization building Construct and Analyze	• Tableau dashboard/visualizations	Uli King — Senior Project Manager
4	Compute descriptive statistics Analyze	• Analysis of testing results between two important variables • Share results of testing	Deshawn Washington — Data Analysis Manager
4a	Conduct hypothesis testing Analyze and Construct		Udo Bankole — Director of Data Analysis
5	Build a regression model Analyze and Construct	Review testing results Determine the success of the model	Luana Rodriquez — Senior Data Analyst
5a	Evaluate the model Execute	• Determine the success of the model	Udo Bankole — Director of Data Analysis
6	Communicate final insights with stakeholders	• Final model	

	Execute		
6a	Not necessary for this project Select PACE stage	• Report to all stakeholders	