Statistical review and A/B testing New York city TLC project

Executive summary report
by Automati Data

Project Overview

The purpose of the project is to predict taxi fare prediction before ride. At this stage the New York TLC asked to examine the relationship between payment types and fare amount.

Key Insights

The customers who pay with credit cards have more average fare amount than customers who pay cash.
Which concluded that in order to generate more revenue New York city TLC should encourage customers to pay with credit card.

Details

A/B testing steps:
1. Collected random samples and divided the customers/riders into two groups.
    a) who pay with credit card
    b) who pay cash
2. Conducted descriptive statistics to understand average fare amount for each type.
3. Conducted two sample t-test to describe the statistically significant difference between both the groups.
4. Draw conclusion on the basis of test result.

Next Steps

Automati Data Team recommend the New York city TLC should encourage customers to pay with credit card.