**Business Blog assignment:**

While we can’t control the weather, The Weather Company, an IBM Business, is combining accurate forecast data with AI, analytics, and the Internet of Things (IoT) to help consumers and businesses make faster, smarter decisions based on upcoming weather.

Taxi drivers are on the front lines of every ground transportation operation – they experience first-hand the weather and road conditions that define the transportation experience from origin to destination. And, the job isn’t an easy one. They have to manage schedules and plan for efficiency to keep your company in the right lane. Informing the drivers about the high demand days or weather conditions will help them to have better schedules and more income.

This prediction model has some advantages for taxi drivers:

• Work time managing

• managing breaks and rests

All these factors can have a big impact on transportation.

Getting on board with The Weather Dashboard for Transportation, could help us to shift our business into high gear. Every gear in the business rotates around the ability to get from Point A to Point B the most efficient way possible while protecting the taxi drivers and equipment. It would be possible with the knowledge that we provide from data. Knowing the trend of the taxi ride demand will help us to have better business management. With The Weather Company we can gain the insights we need to make better decisions for our business – from management to dispatch, receiving, and drivers.