# Business Understanding and Problem Discovery

## Business Problem

We have seen variation in prices of a cab ride. What factors affect the prices of cab ride? How much the company can change the price and still not losing customers?

To solve this query, we can run some tests which can provide a solution to the company, that how much variation is good for a company to make more profit and still not losing the valuable customers.

## Data Requirement

Need a data from a well-known cab ride company like Uber. Need features like how much time it will take to reach the destination, pricing, area, weather, time stamp etc.

Data Source : <https://www.kaggle.com/ravi72munde/uber-lyft-cab-prices?select=Cab-Weather+Data>

## Data Assumption

* Date – Time
* Time taken for a ride
* Price
* Weather
* From station and To station

## Data Limitation

Data should not be more than 10 regions and data should be only for one or two companies.

## Proposed Test

For this problem, We can use Random Forest technique, as it provides tree structure and is best for classification and regression problem.