

New York City Taxi dataset

SUBMITTED BY :

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Objective

1. To explore and analyze the NYC Taxi dataset.
2. Understand patterns in taxi usage across time, locations, and fares.
3. Identify key insights to improve transportation planning or business strategy.

Dataset Overview

- **Source:** NYC Taxi & Limousine Commission (TLC)
- **Period:** January 2015 (sample shown)
- **Size:** 50+ columns, millions of rows in full dataset

Power BI Dashboard

Sum of total_amount by total_amount

3.95M

Sum of fare_amount by fare_amount

4.01K

Count of VendorID by VendorID

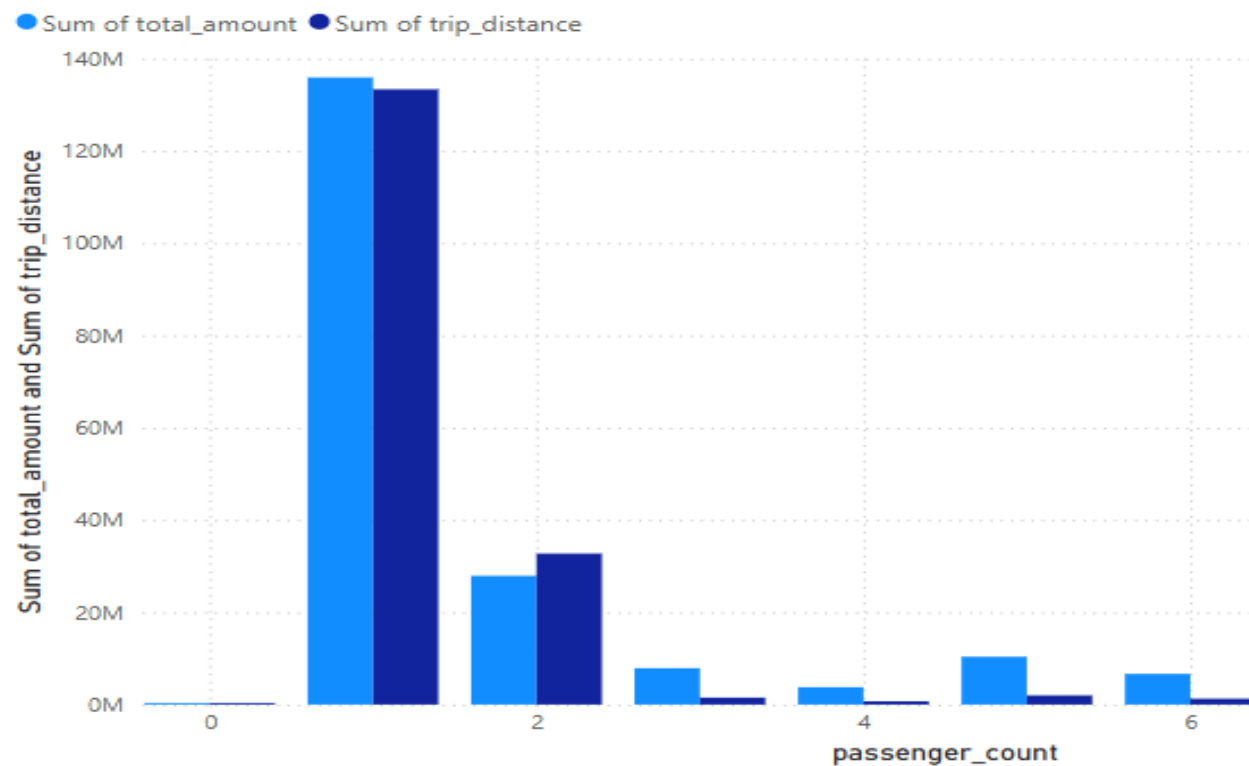
6647797

Sum of trip_distance by trip_distance

15.42M

Number of travelers and distance traveled?

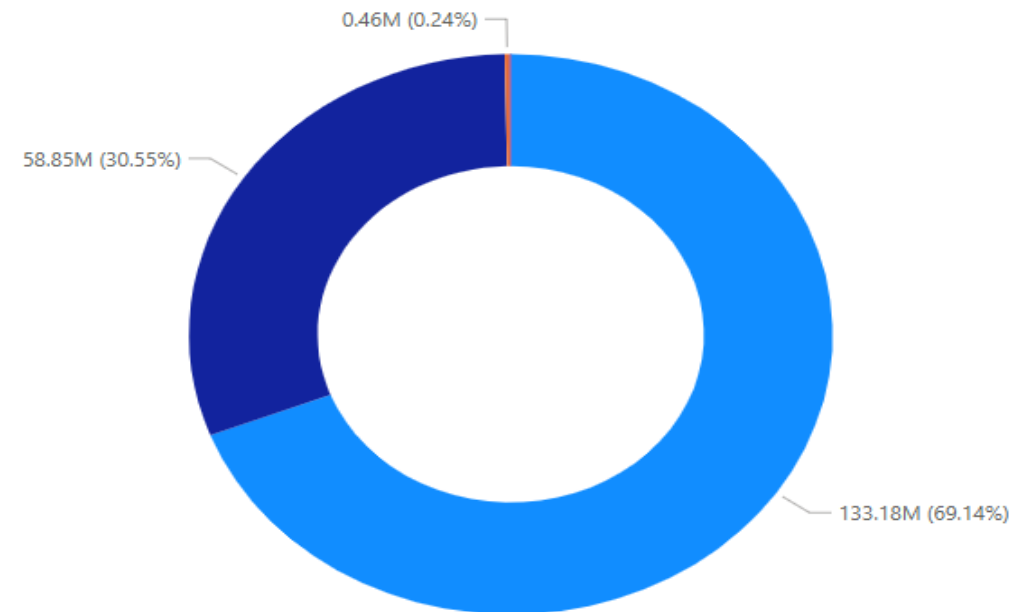
Sum of total_amount and Sum of trip_distance by passenger_count



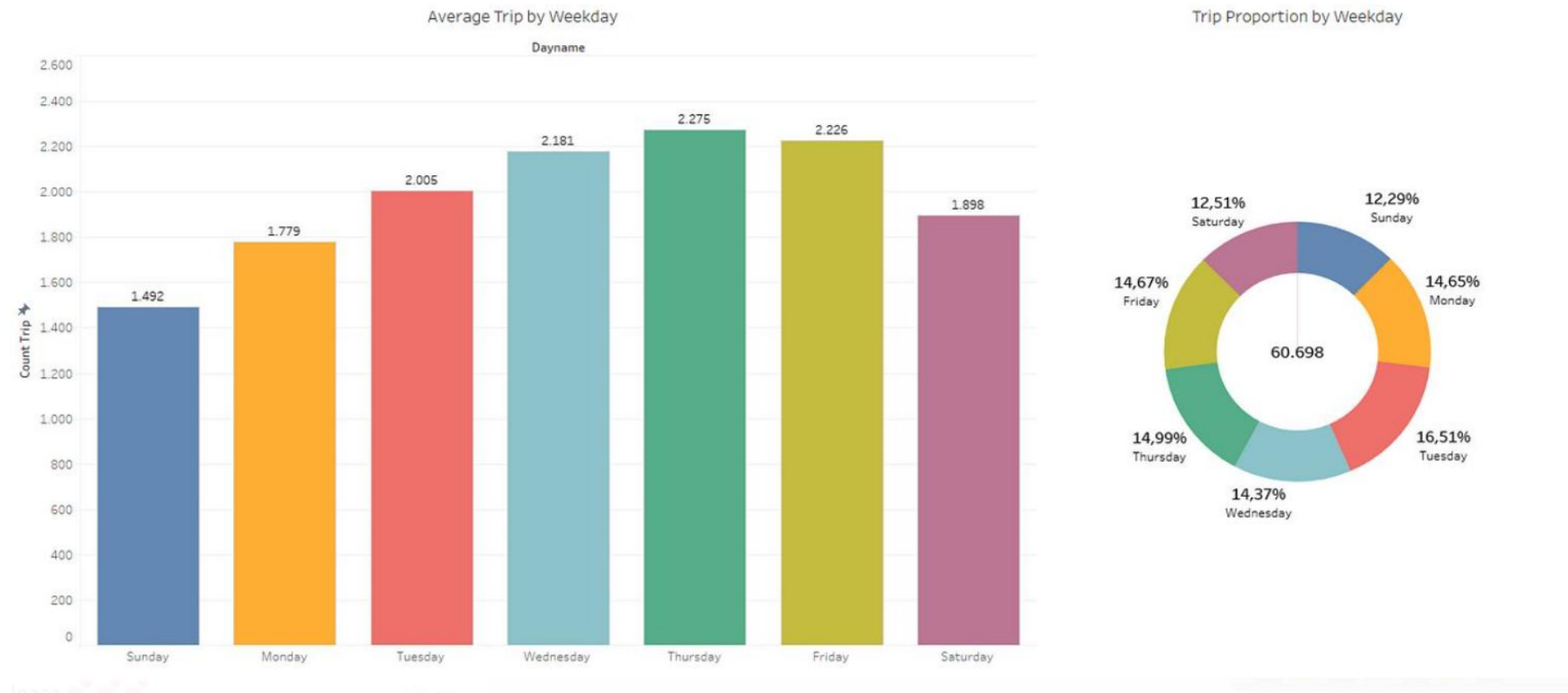
What are the preferred payment methods for NYC Taxi drivers?

1. 133.18M (69.14%) Apple pay
2. 58.85M (30.55%) Credit/Debit Card direct
3. 0.46M (0.24%) Cash

Sum of total_amount by payment_type



What is the proportion of taxi used day wise?

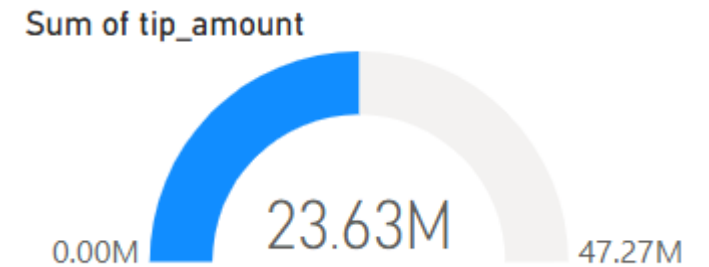


When do people tend to tip more and what is there minimum distance travelled?

1. Most trips are short (Under 3 miles)
2. Majority of users pay with Online mode(Apple Pay).
3. Tip percentages are higher during peak hours.

171.59M

Sum of trip_distance



How can transportation or business strategies be improved using this data?

1. Short trip dominance could inform micro transit solutions or pricing models.
2. High Digital payment usage can guide investment in app-based taxi services.
3. Peak hours tripping patterns could help with driver incentive plans or surge pricing models.

Thank You!

