

# NEW YORK CITY YELLOW TAXI REPORT 2015-2016

## The View from Brooklyn

Step into the vibrant tapestry of New York City as we delve into the world of iconic yellow taxis through our captivating infographic. Picture the bustling streets alive with the hustle and bustle of commuters, where yellow taxis stand out as beacons of urban mobility. Spanning the years 2015 to 2016. Dive deeper into the history of New York's taxi culture, where the first recorded taxi fare in 1907 was a mere 50 cents for a mile, setting the stage for a legacy of iconic yellow cabs that have become synonymous with the city's identity. These taxis, with their distinctive yellow hue, have witnessed the city's evolution, from the roaring twenties to the bustling modern metropolis it is today.

## Payment Types



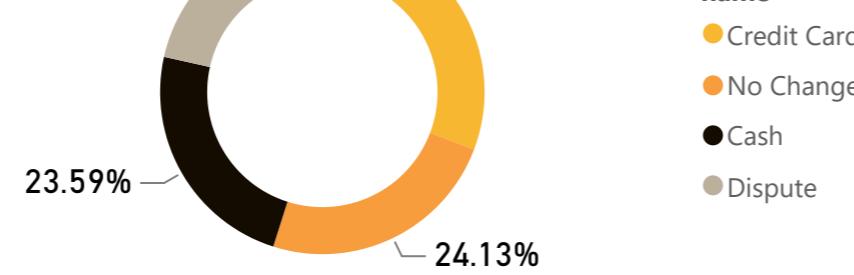
Q1. What do the metrics, such as the total fare amount, look like? Additionally, how much tip amount has been calculated over the last 2 years?

Total Fare Amount	Total Amount	Total Tolls Amount	Total Tip Amount
8.45M	10.39M	192.25K	1.07M

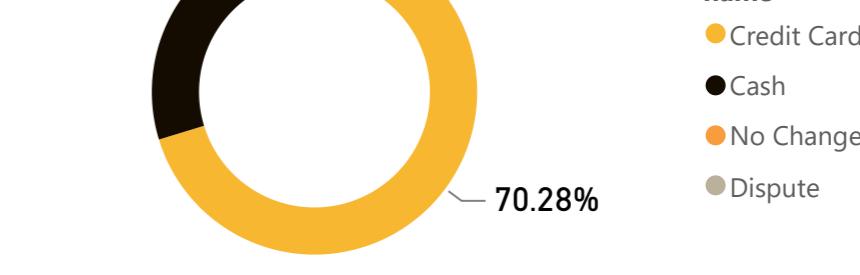
Q2. How are the metrics, such as the total fare amount, represented in the data? Furthermore, what is the total tip amount calculated over the past 2 years?

On average, 21% of the total amount paid by payment type is in dispute. However, when it comes to paying the average toll amount, customers prefer using a credit card.

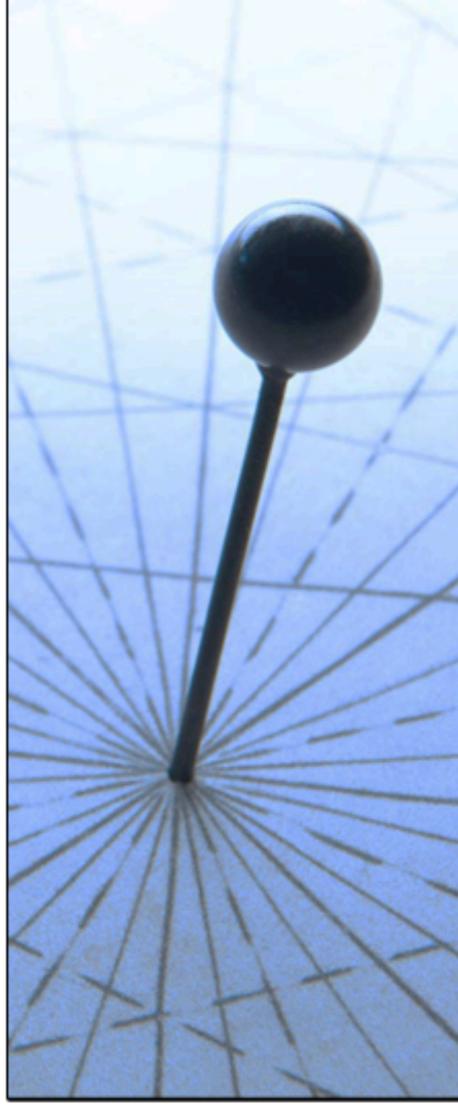
Average Total Amount v/s Payment Mode



Average Tolls Amount v/s Payment Mode

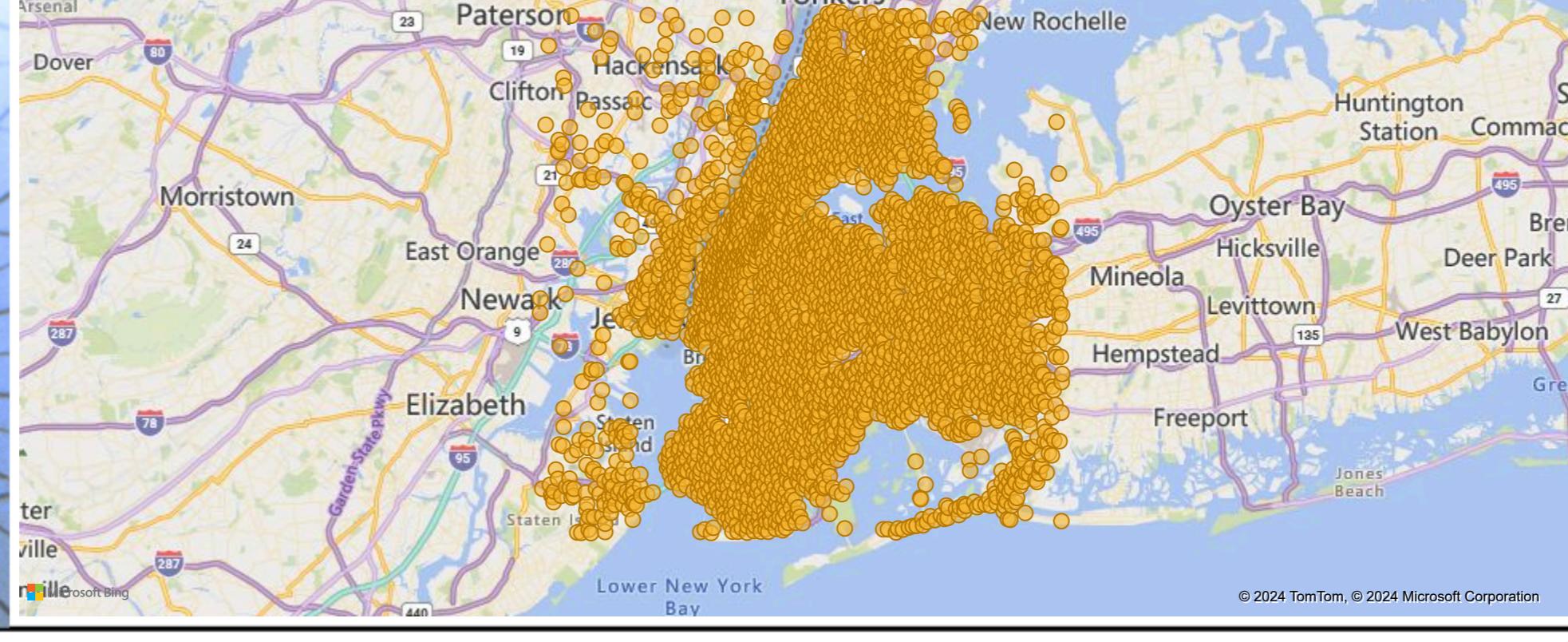


## Spatial Analysis



Q3. Considering the dynamics of New York City's transportation needs, what would be the most strategic locations for us to focus our yellow taxi services to maximize our business operations?

Our analysis of the dataset reveals a significant trend, regions such as Newark, Patterson, Morristown, Mineola and Hackensack are currently underserved. This indicates that passengers do not prefer cabs for rides to these areas.



## Passenger Statistics



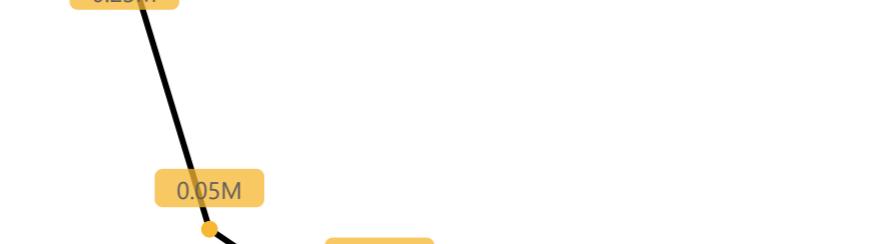
Q4. What are the trends and patterns in passenger count, total amount, and total tax, tolls amount for our business?

passenger_count	Sum of fare_amount	Sum of tolls_amount	Sum of tip_amount	Sum of total_amount
9	9.80	0.00	0.00	10.60
7	70.00	0.00	0.00	70.30
8	240.00	0.00	0.00	241.90
4	222,076.04	6,645.12	22,951.09	268,531.75
6	292,452.93	7,007.44	36,895.18	359,532.55
3	405,379.91	10,383.57	47,448.38	495,074.56
5	465,316.80	11,051.34	59,503.45	573,306.69
2	1,394,143.01	38,866.89	172,510.66	1,713,119.36
1	5,669,216.87	118,284.05	731,385.01	6,977,132.16

Q5. What are the trends and patterns in passenger count, total amount, and total tax, tolls amount for our business?

The highest Metropolitan Transportation Authority (MTA) tax is paid when there is only one passenger in the NYC yellow taxi. However, the longest average trip distance is observed when the passenger count is eight.

MTA TAX v/s Passengers



Passengers v/s Average Trip Distance



## Recommendations

On deep-diving the dataset of NYC's yellow taxi operations. I've found some cool trends and opportunities. Check out these recommendations - they're gonna be game-changers for us!

1. For Boosting cab rides to locations like Newark and Mineola we can partner with local businesses, hotels and provide special deals.
2. Offer incentives such as discounted fares or loyalty points for rides to Newark and Mineola.
3. Have a team specifically trained to handle disputes. They should be equipped to understand the issue, communicate effectively with the passenger, and find a resolution.
4. Establish easy-to-use channels for passengers to raise their concerns. This could be through an app, email, or phone support.
5. Review our pricing strategy. Consider demand-based pricing during peak hours or distance-based pricing for longer trips.
6. Ensure that our cabs provide a comfortable and enjoyable ride experience. This could make passengers more willing to take longer trips.