

An aerial night photograph of a New York City street intersection. The scene is filled with the vibrant, blurred lights of moving vehicles, creating streaks of red, blue, and white against the dark asphalt. Two prominent skyscrapers frame the intersection; the one on the left has a grid of yellow illuminated windows. A crosswalk is visible at the bottom center, and a yellow taxi cab is captured in motion on the right side of the frame. The surrounding city blocks are filled with other buildings, their windows glowing with various colors.

New York City Taxis

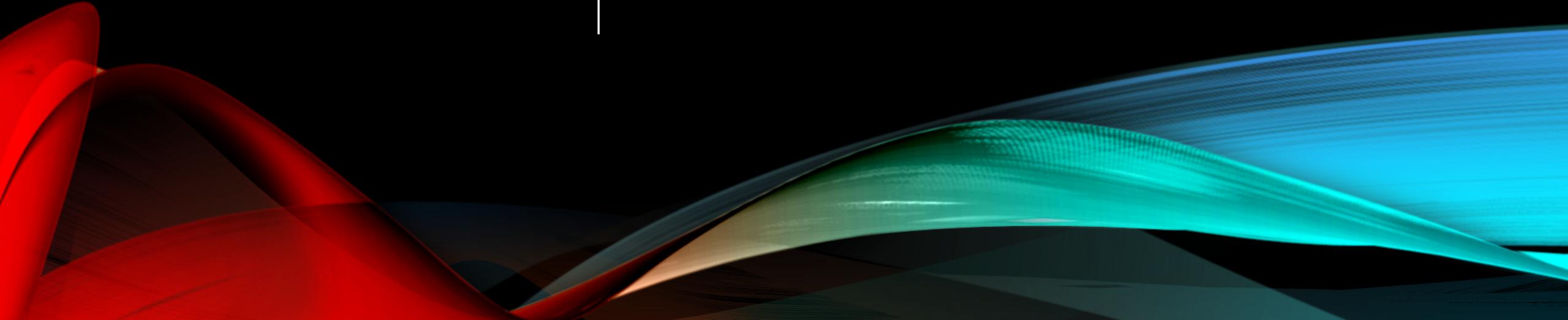
INTRODUCTION



1.1 Billion taxi rides from
2009-2015.



Approximately 150,000
taxis and for-hire vehicles
in 2015.



What does a life of an
average new yorker look
like?

UNDERSTANDING THE CUSTOMER

HYPOTHESIS: LIFE STORY OF BOB

- Does not own a car.
- Has a 9-5 job in the city on weekdays.
- Friday night party.
- Meet-ups with friends on Saturday and has a nice Sunday Brunch .
- Occasionally rides to the airport.



Let us dive further.

DOES OUR DATA
SUPPORT IT?

STAY IN THE CITY



WHY?



WHEN?



WHERE?

CLIENTS NEEDS



HABITS



CONVENIENCE

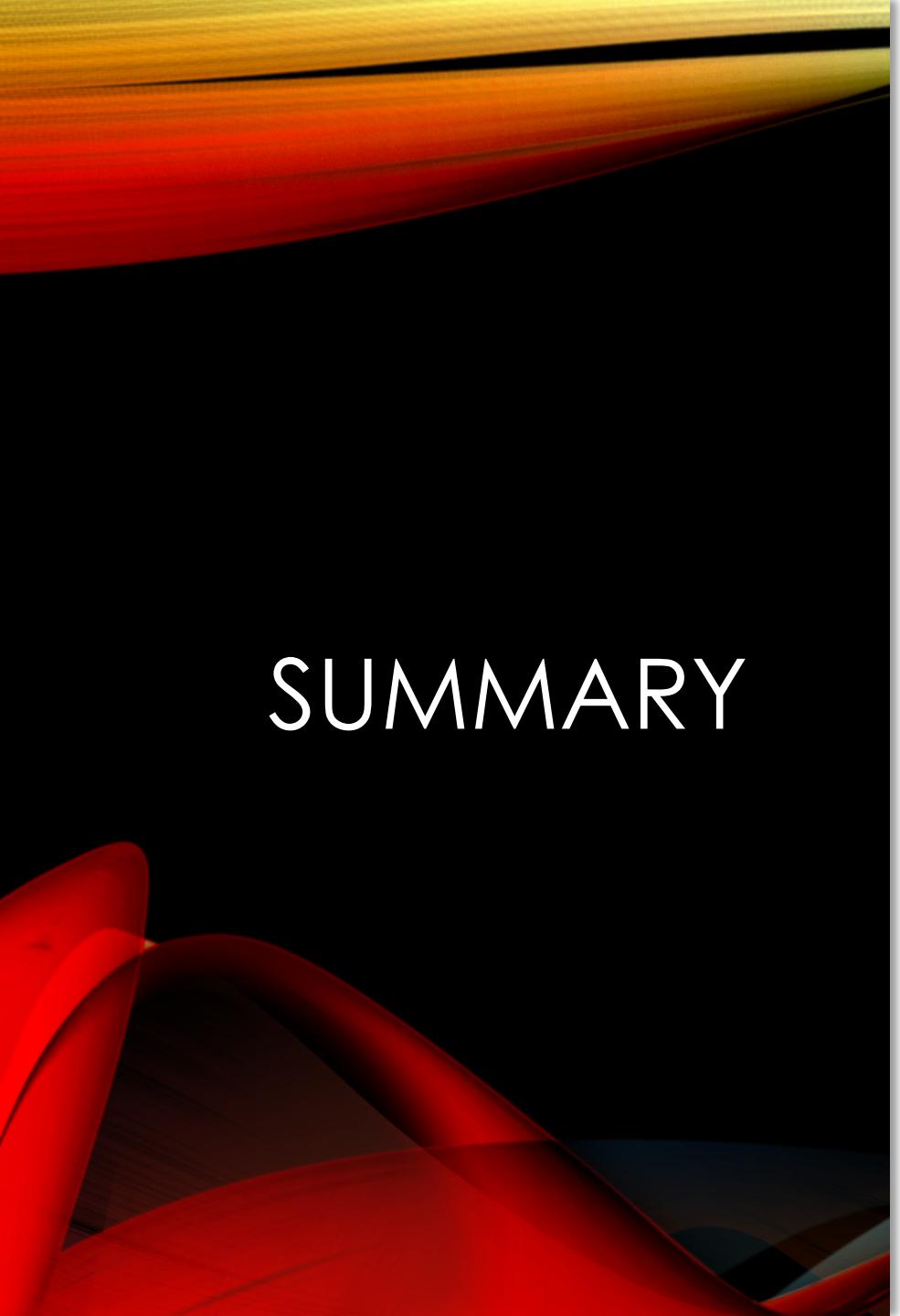
TRAVELLING TO THE AIRPORT ?

Check the
flight status

Offers
better
alternatives
to rate
code

More tips

Easy rides



SUMMARY

Weekday:

- 7 am – 2pm
 - 8(Harlem), 2 (E 21st St), 16 (W 50th St), 0(Grand Central Station)
- 6pm – 10 pm
 - 8(Harlem), 0(Grand Central Station), 2(E 21st St)
- Midnight
 - 8(Harlem), 16(W 50th St), 0(Grand Central Station)
- All Night
 - 16(W 50th St), 17(E 74th St), 0(Grand Central Station)

Weekend

- Midnight
 - 2(E 21st St), 8, 15(E 3rd St), 16(W 50th St)
- Day
 - 15(E 3rd St), 2(E 21st St)

SUMMARY

- Early Start at 5 am
 - Pick up a customer from the airport and move to rush hour
- Starting after rush hour in the evening
 - Pick up a customer from the airport and move to midnight clusters

THANK YOU

