Expectations: You will know what changes you need to do to implement a successful taxi business in New York

To make a successful business we need to understand the need of the consumer

Find their needs, if you can’t understand their needs, let alone that the fact that you can cater for them.

Why | when | would someone need a taxi?

We analyse 2 things

1. What do the taxi data for march 10 tell us?
2. Does bob do this? If so, how can we cater to this.

You may wonder how and please leave that to me.

Life of a new yorker

Wake up Hour of the day work sleep

What do they do on weekends?

CLUSTER: what neighbourhood why? In what cluster the day the time, most of the trips occur

How did a taxi business ran in March of 2013

Passenger count for everyday

Does taking more trips in a day result in longer

What to do to improve the data??

Offers and promotions during the rushhour compute?

Where more trips originate at what time?

Where to receive more tips?? MOST CASH