**Taxi Fare Estimation Project Proposal – Automatidata & TLC**

## **Overview:**

Automatidata, in partnership with the New York City Taxi and Limousine Commission (TLC), will develop a **regression-based fare prediction model** and a rider-facing tool that provides taxi fare estimates before each trip. This will enhance transparency, increase rider trust, and improve operational efficiency for TLC.

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| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| **1** | Establish structure for project workflow (PACE)  Plan | * Global-level project document | Deshawn Washington — Data Analysis Manager |
| **1a** | Write a project proposal  Plan |  | Uli King — Senior Project Manager |
| **2** | Compile summary information about the data  Analyze | * Data files ready for EDA | Luana Rodriquez — Senior Data Analyst |
| **2a** | Begin exploring the data  Analyze |  | Deshawn Washington — Data Analysis Manager |
| **3** | Data exploration and cleaning  Plan **and** Analyze | * ● EDA report * ● Tableau dashboard/visualizat ions | Luana Rodriquez — Senior Data Analyst |
| **3a** | Visualization building  Construct **and** Analyze | * Tableau dashboard/visualizations | Uli King — Senior Project Manager |
| **4** | Compute descriptive statistics  Analyze | * ● Analysis of testing results between two important variables * ● Share results of testing | Deshawn Washington — Data Analysis Manager |
| **4a** | Conduct hypothesis testing  Analyze **and** Construct |  | Udo Bankole — Director of Data Analysis |
| **5** | Build a regression model  Analyze **and** Construct | ● Review testing results  ● Determine the success of the model | Luana Rodriquez — Senior Data Analyst |
| **5a** | Evaluate the model  Execute | * Determine the success of the model | Udo Bankole — Director of Data Analysis |
| **6** | Communicate final insights with stakeholders  Execute | * Final model |  |
| **6a** | Not necessary for this project  **Select PACE stage** | * Report to all stakeholders |  |