**Background on the Automatidata scenario**

Congrats on your new job as a data analyst at a data consulting firm called Automatidata. Automatidata works with its clients to transform their unused and stored data into useful solutions, such as performance dashboards, customer-facing tools, strategic business insights, and more. They specialize in identifying a client’s business needs and utilizing their data to meet those business needs.

Automatidata is consulting for the New York City Taxi and Limousine Commission (TLC). New York City TLC is an agency responsible for licensing and regulating New York City's taxi cabs and for-hire vehicles. The agency has partnered with Automatidata to develop a regression model that helps estimate taxi fares before the ride, based on data that TLC has gathered.

The TLC data comes from over 200,000 taxi and limousine licensees, making approximately one million combined trips per day.

**Note:***This project's dataset was created for pedagogical purposes and may not be indicative of New York City taxi cab riders' behavior.*

**Email from Deshawn Washington, Data Analysis Manager**

**Subject:** Welcome to Automatidata!

**From:** “Deshawn Washington,” Deshawn@automatidata.com

I hope you are adjusting well in your new position.

We are so happy to have you. We have been growing quickly, and we really could use your expertise.

For your first task on the team, you’ll be diving right into our current contract with the New York City Taxi and Limousine Commission (TLC). The TLC has been collecting New York City- based data on taxi and rideshare trips for several years now. They've contracted our team to build a regression model that predicts taxi cab fares before each ride based on distance, time of day, and any additional variables we find necessary.

For your first task, please draft a plan of action for the team. Include questions we need to answer before we get started on the project, important details to consider at the beginning of the project, and action items we'll need throughout the duration of the project.

I understand you’ve completed the Google Advanced Data Analytics Certificate and learned the skills for planning, analyzing, constructing, and executing strategies for data science. Jesse did one of the Google Career Certificates, too, and some of these skills have been really useful here at Automatidata. Maybe you could use some things you learned in that program to help you get started?

I really appreciate this, and again, welcome to the team!

Deshawn Washington

Data Analysis Manager

Automatidata