Lyber Opportunity

Project 01: Benson
Team members: Rohan, Li, Bob, Sam

BACKGROUND

Lyber, Inc. is the newest ridesharing service in New York City

Take advantage of Uber's inefficiencies in vehicular dispersion to gain demand share

Study correlations in Uber pickup densities and MTA pedestrian exits

Objective: Boost number of Lyber users in NYC

Hypothesis

Fewer exits

More exits

Fewer potential pickups

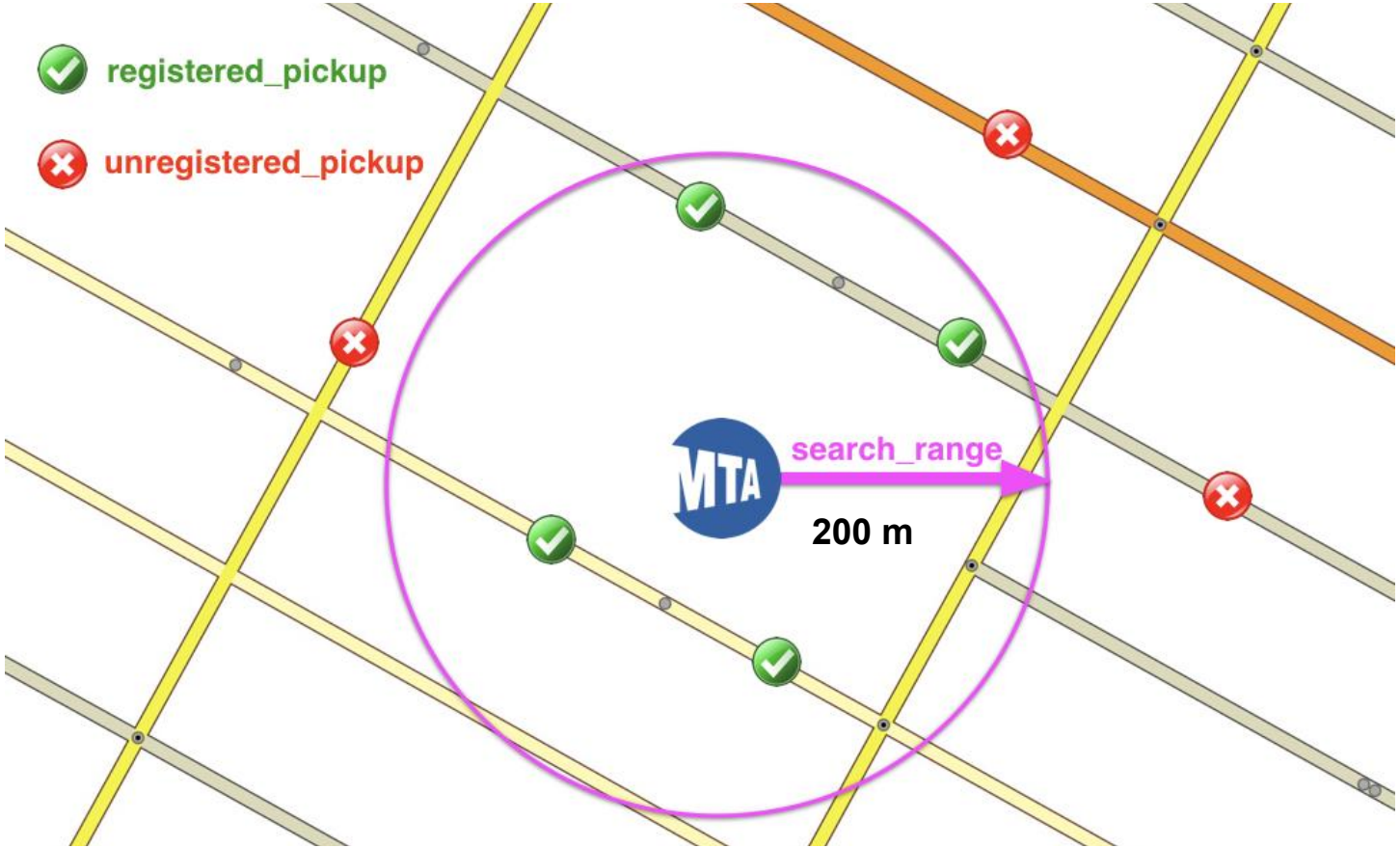
More potential pickups

DATA UNDERSTANDING

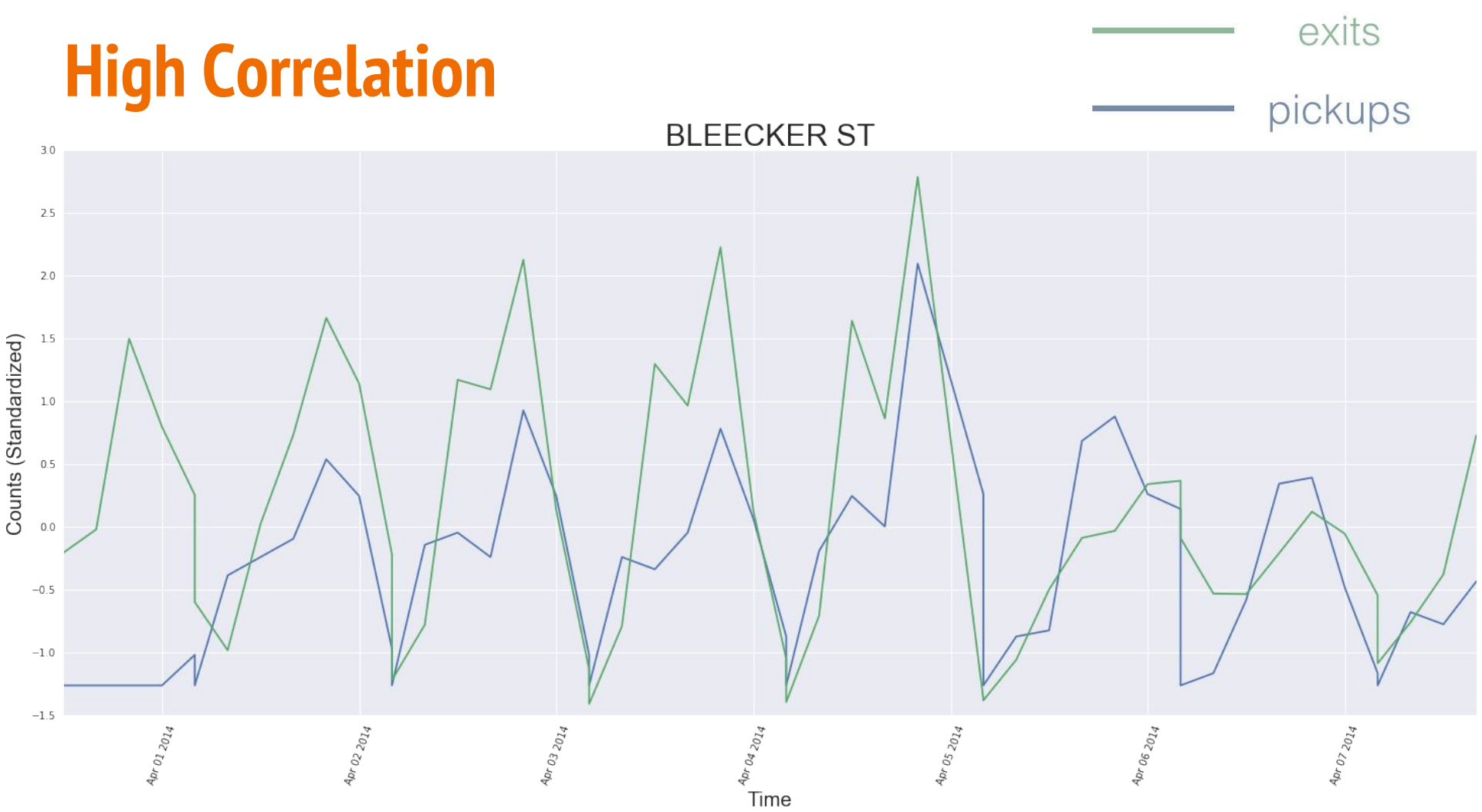
MTA Data (April - September 2014): datetime, station name, location (latitude, longitude), exits

Uber Data (April - September 2014): datetime, pickup location (latitude, longitude)

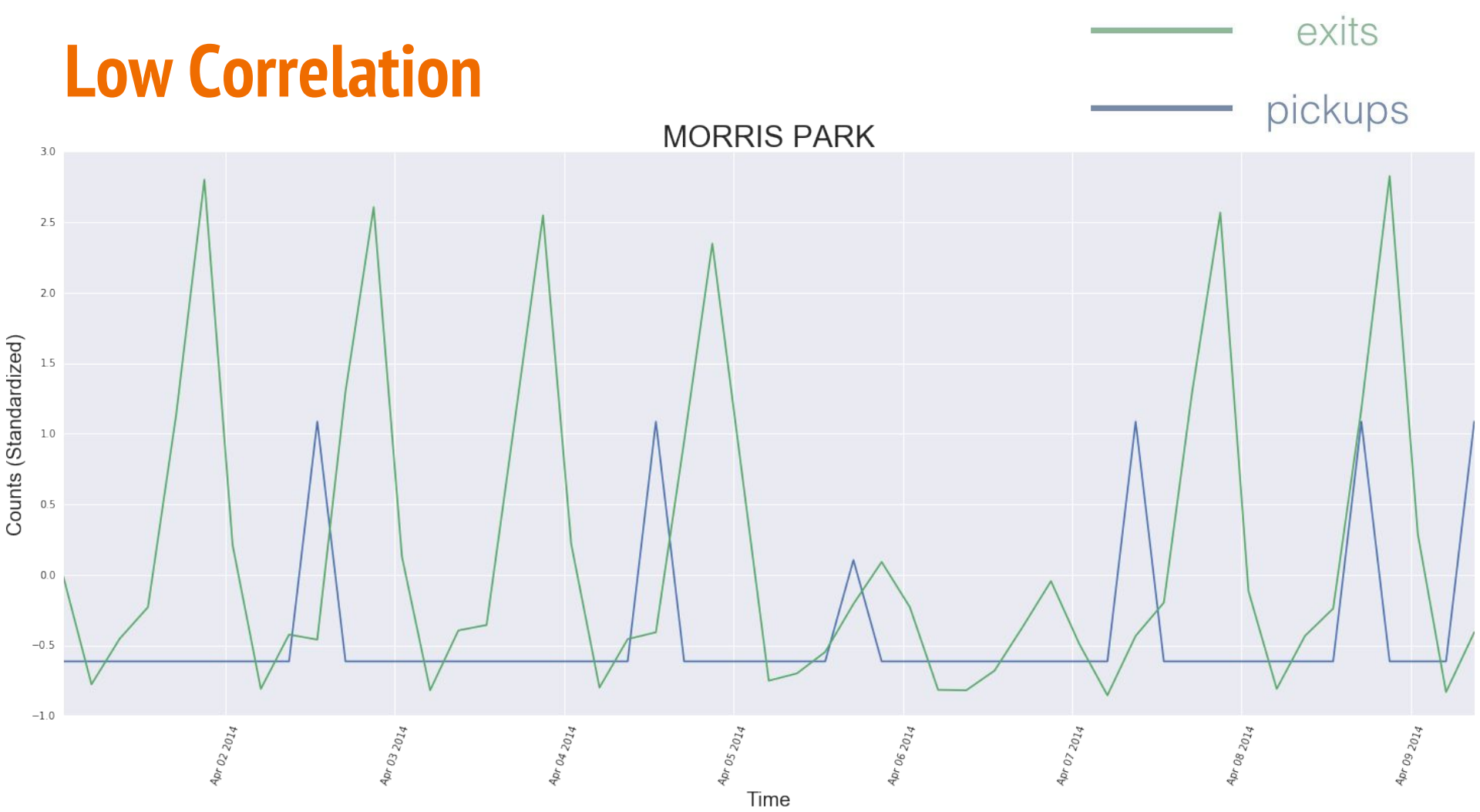
Pickups Near the Station

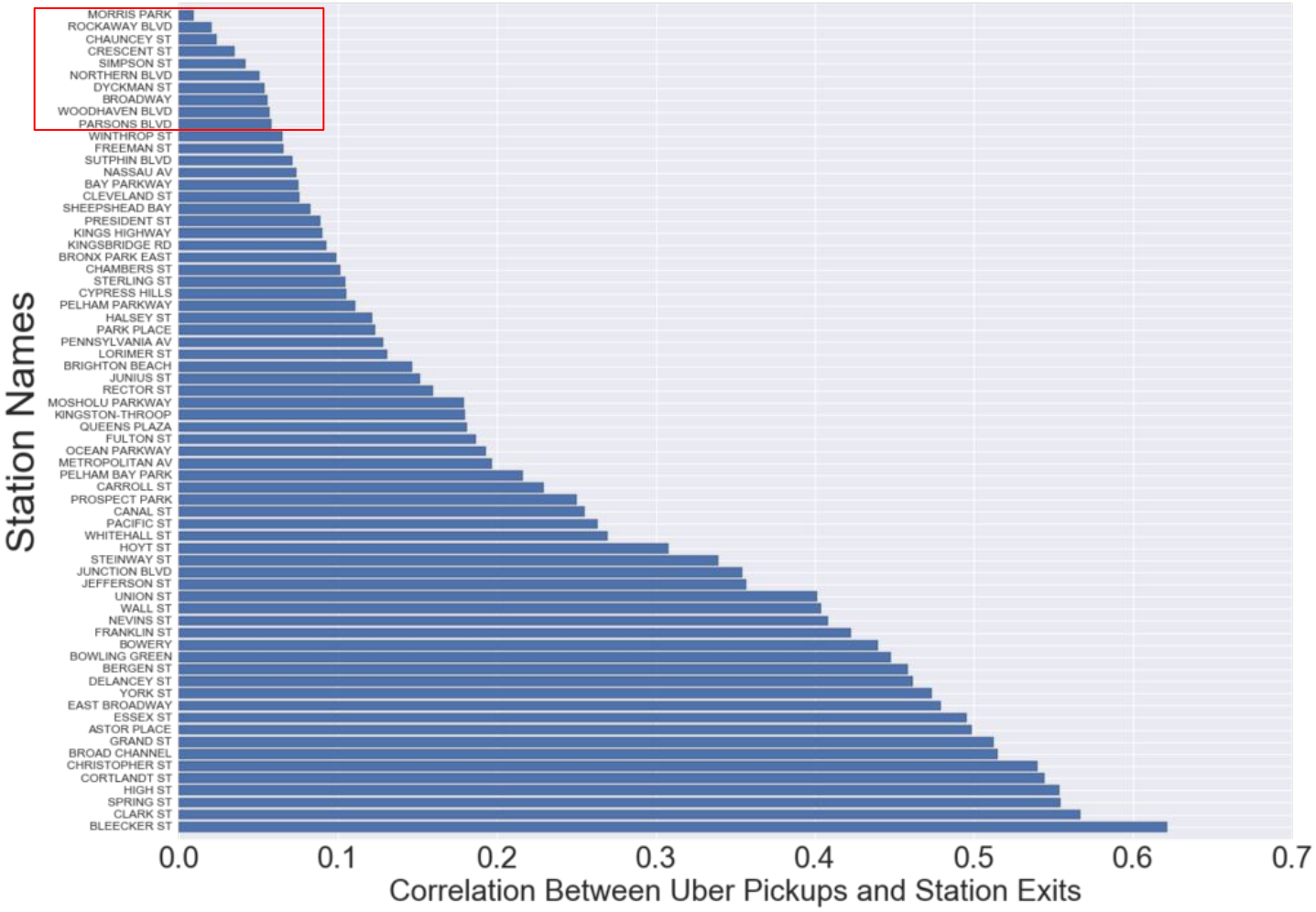


High Correlation

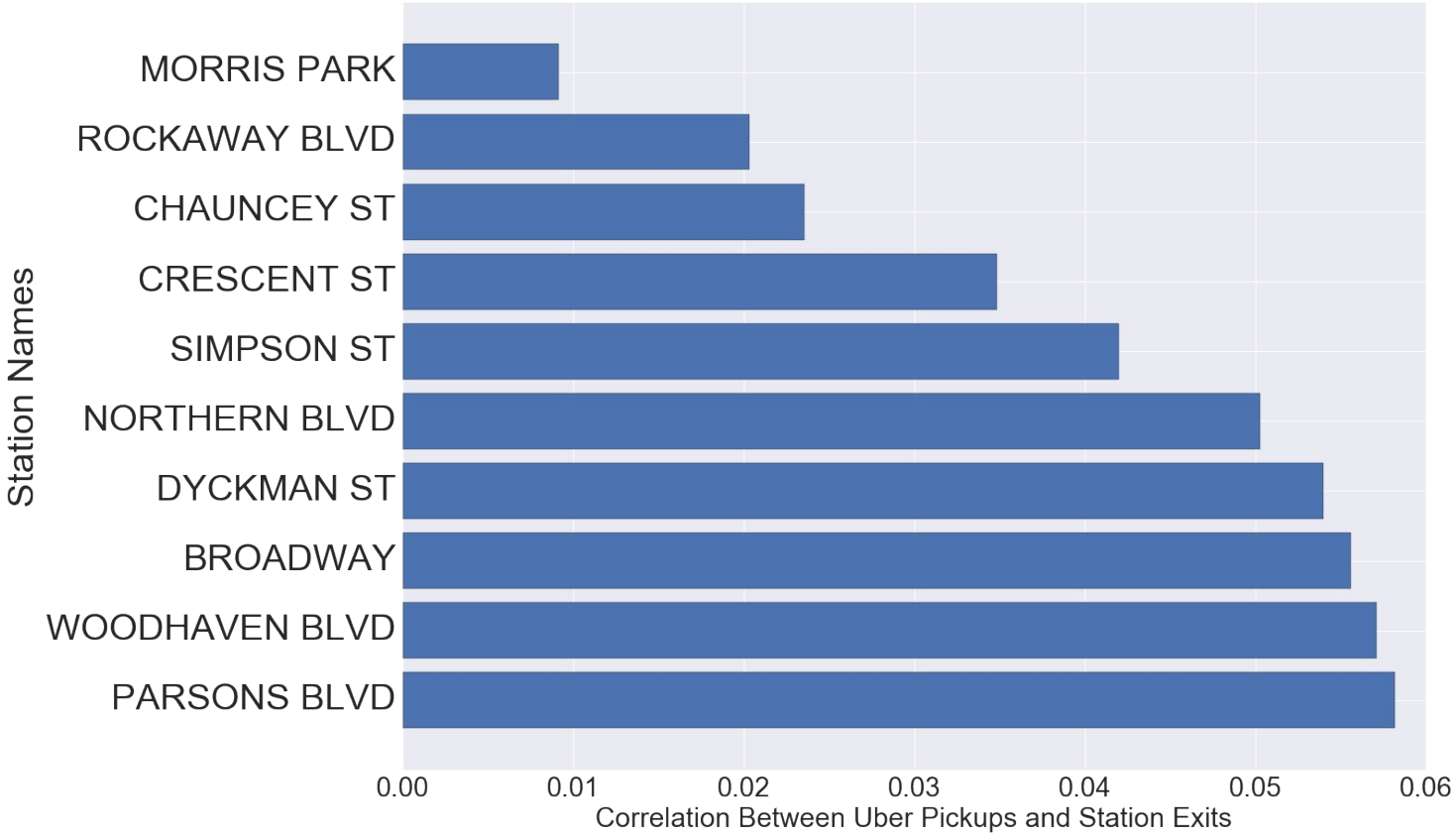


Low Correlation




Station Names
MORRIS PARK
ROCKAWAY BLVD
CHAUNCEY ST
CRESCENT ST
SIMPSON ST
NORTHERN BLVD
DYCKMAN ST
BROADWAY
WOODHAVEN BLVD
PARSONS BLVD
WINTHROP ST
FREEMAN ST
SUTPHIN BLVD
NASSAU AV
BAY PARKWAY
CLEVELAND ST
SHEEPSHEAD BAY
PRESIDENT ST
KINGS HIGHWAY
KINGSBRIDGE RD
BRONX PARK EAST
CHAMBERS ST
STERLING ST
CYPRESS HILLS
PELHAM PARKWAY
HALSEY ST
PARK PLACE
PENNSYLVANIA AV
LORIMER ST
BRIGHTON BEACH
JUNIUS ST
RECTOR ST
MOSHOLU PARKWAY
KINGSTON-THROOP
QUEENS PLAZA
FULTON ST
OCEAN PARKWAY
METROPOLITAN AV
PELHAM BAY PARK
CARROLL ST
PROSPECT PARK
CANAL ST
PACIFIC ST
WHITEHALL ST
HOYT ST
STEINWAY ST
JUNCTION BLVD
JEFFERSON ST
UNION ST
WALL ST
NEVINS ST
FRANKLIN ST
BOWERY
BOWLING GREEN
BERGEN ST
DELANCEY ST
YORK ST
EAST BROADWAY
ESSEX ST
ASTOR PLACE
GRAND ST
BROAD CHANNEL
CHRISTOPHER ST
CORTLANDT ST
HIGH ST
SPRING ST
CLARK ST
BLEECKER ST
0.0
0.1
0.2
0.3
0.4
0.5
0.6
0.7
Correlation Between Uber Pickups and Station Exits

Bottom 10 Stations



Recommendation

Target the following stations:

1) Morris Park
2) Rockaway Blvd
3) Chauncey St
4) Crescent St
5) Simpson St
6) Northern Blvd
7) Dyckman St
8) Broadway
9) Woodhaven Blvd
10) Parsons Blvd

Further Considerations

What else we could do:

More analysis of other competitors

Span the duration of the research over a longer time frame

Examine more trends (and into the future)

Join with other data for more accurate predictions

Financial projection