**New York City Taxi Fare Estimation App Proposal**

## **Overview:**

Automatidata is tasked with developing a regression model to estimate taxi fares in advance for New York City TLC riders. This project will involve data exploration, model building, and testing to deliver an effective fare estimation tool.

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| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| **1** | Establish structure for project workflow (PACE)  Plan | * Global-level project document | Uli King |
| **1a** | Begin exploring the data  Plan | Data exploration report | Uli King |
| **2** | Compile summary information about the data  Analyze | * Data files ready for EDA | Luana Rodriquez |
| **2a** | Data exploration and cleaning  Analyze | Cleaned dataset ready for analysis | Luana Rodriquez |
| **3** | Compute descriptive statistics  Analyze **and** Construct | * EDA report | Luana Rodriquez |
| **3a** | Visualization building  Analyze **and** Construct | * Tableau dashboard/visualizations | Uli King |
| **4** | Conduct hypothesis testing  Construct | * Analysis of testing results between two important variables | Udo Bankole |
| **4a** | Build a regression model  Construct **and** Analyze | Initial regression model | Luana Rodriquez |
| **5** | Build a machine learning model  Analyze **and** Construct | Model evaluation report | Udo Bankole |
| **5a** | Evaluate the model  Construct | * Determine the success of the model | Juliana Sota & Titus Nelson |
| **6** | Write a project proposal  Execute | * Final model | Juliana Sota & Titus Nelson |
| **6a** | Communicate final insights with stakeholders  Execute | * Report to all stakeholders |  |