# Analysis of Uber and Lyft rides in Boston

DATA 400: MINI-PROJECT

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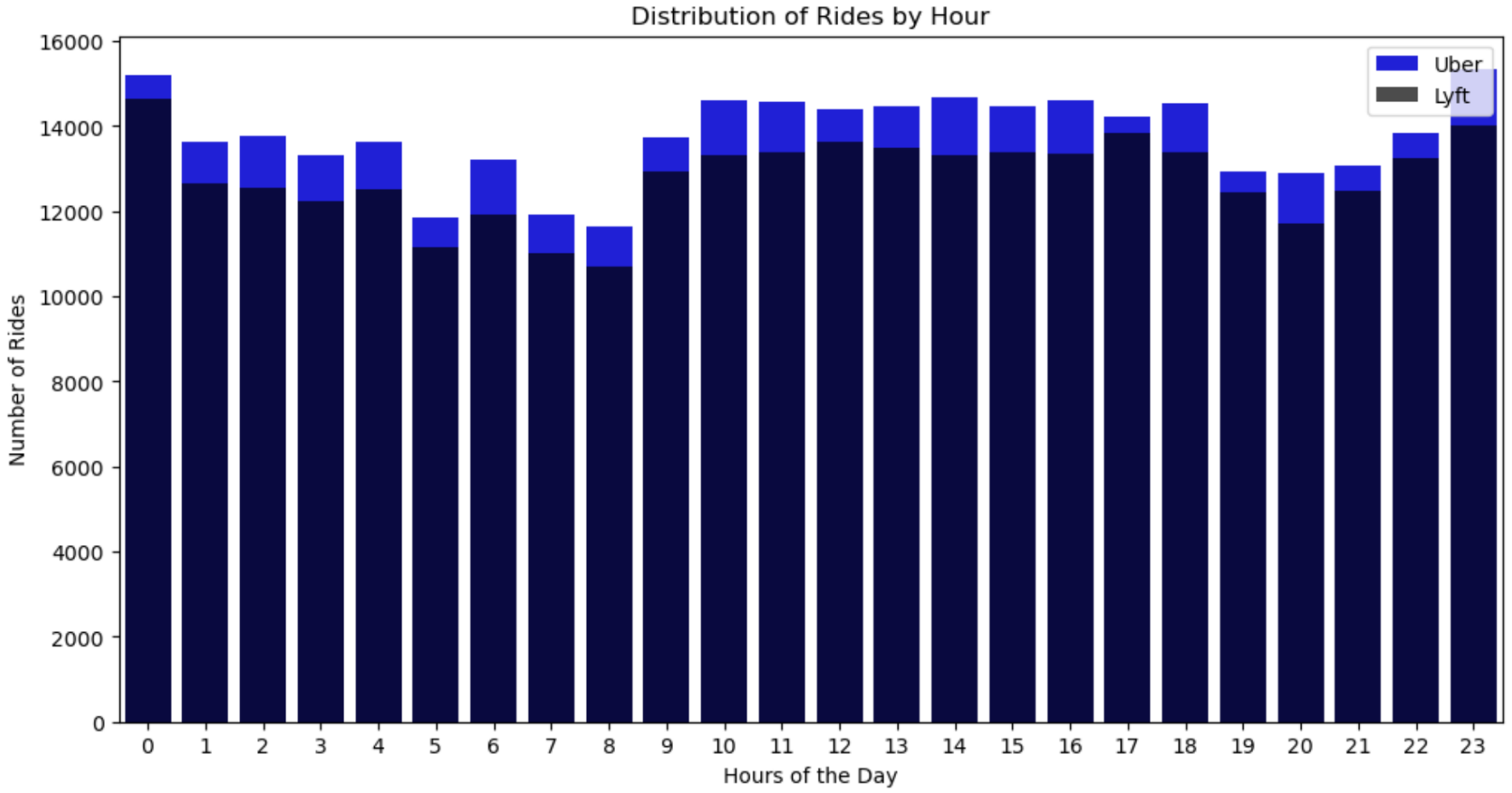
# Main Objective

→ DEVELOP AN ACCURATE PRICE PREDICTION MODEL

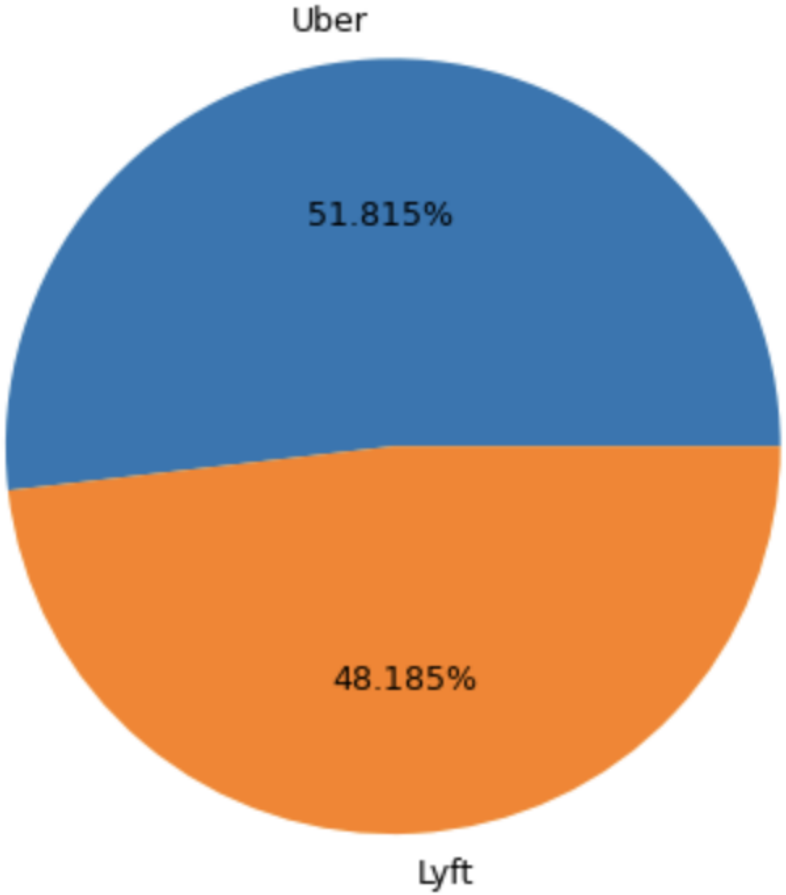
# Data Collection

# Exploratory Data Analysis (EDA)

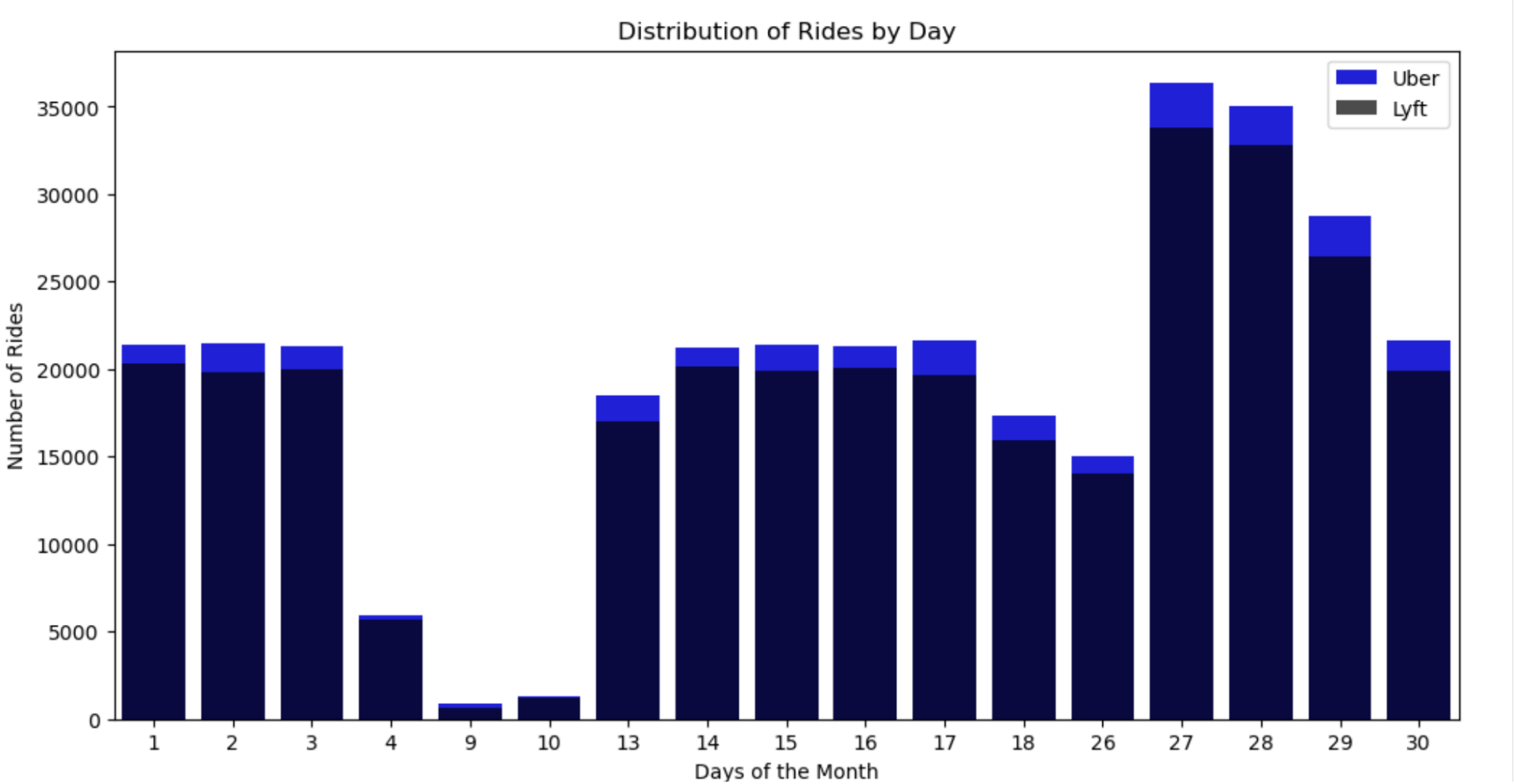
- Number of rides from Uber and Lyft
- Per hour of the day



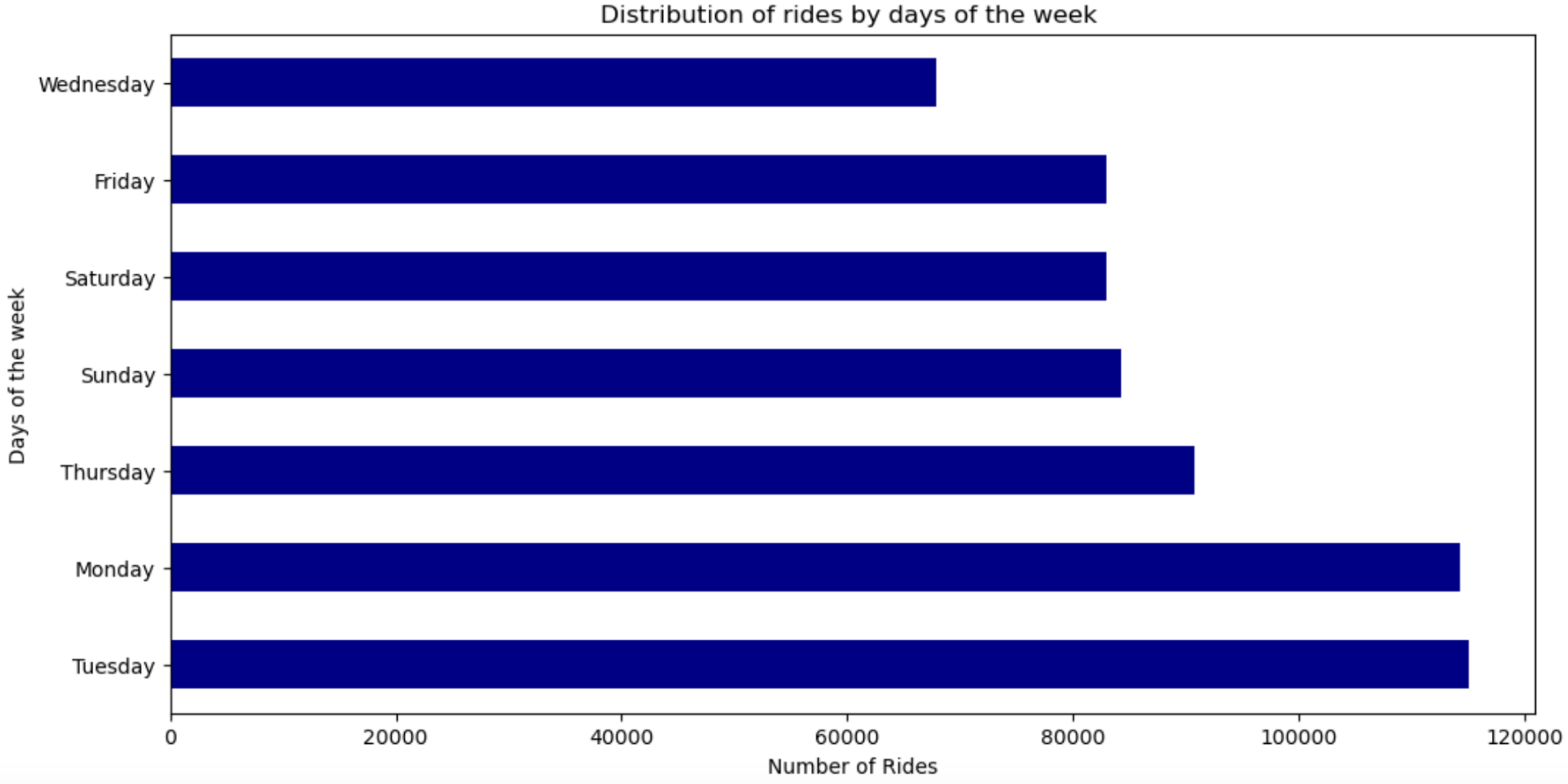
# Uber vs. Lyft



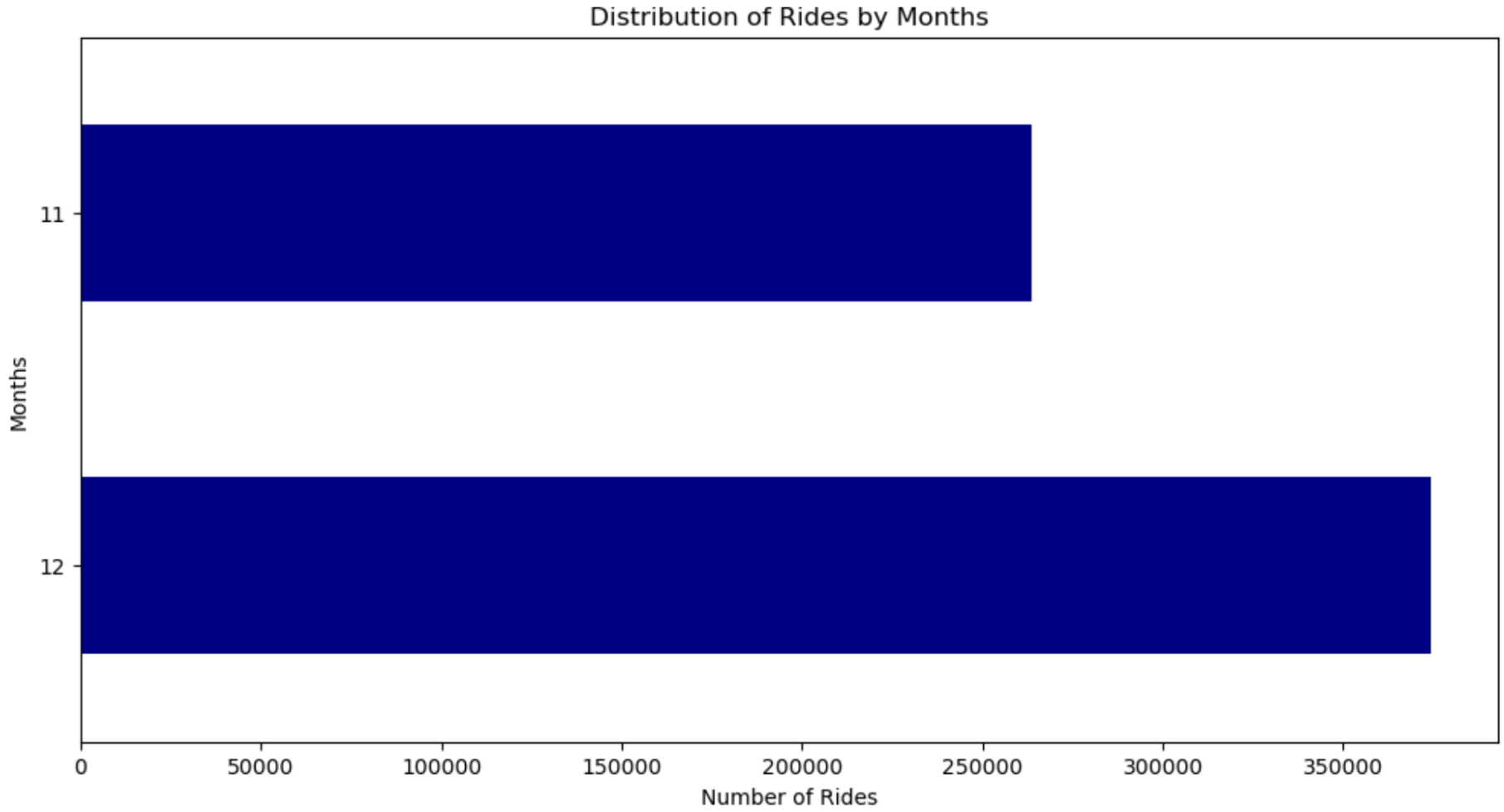
# Distribution of Rides by day



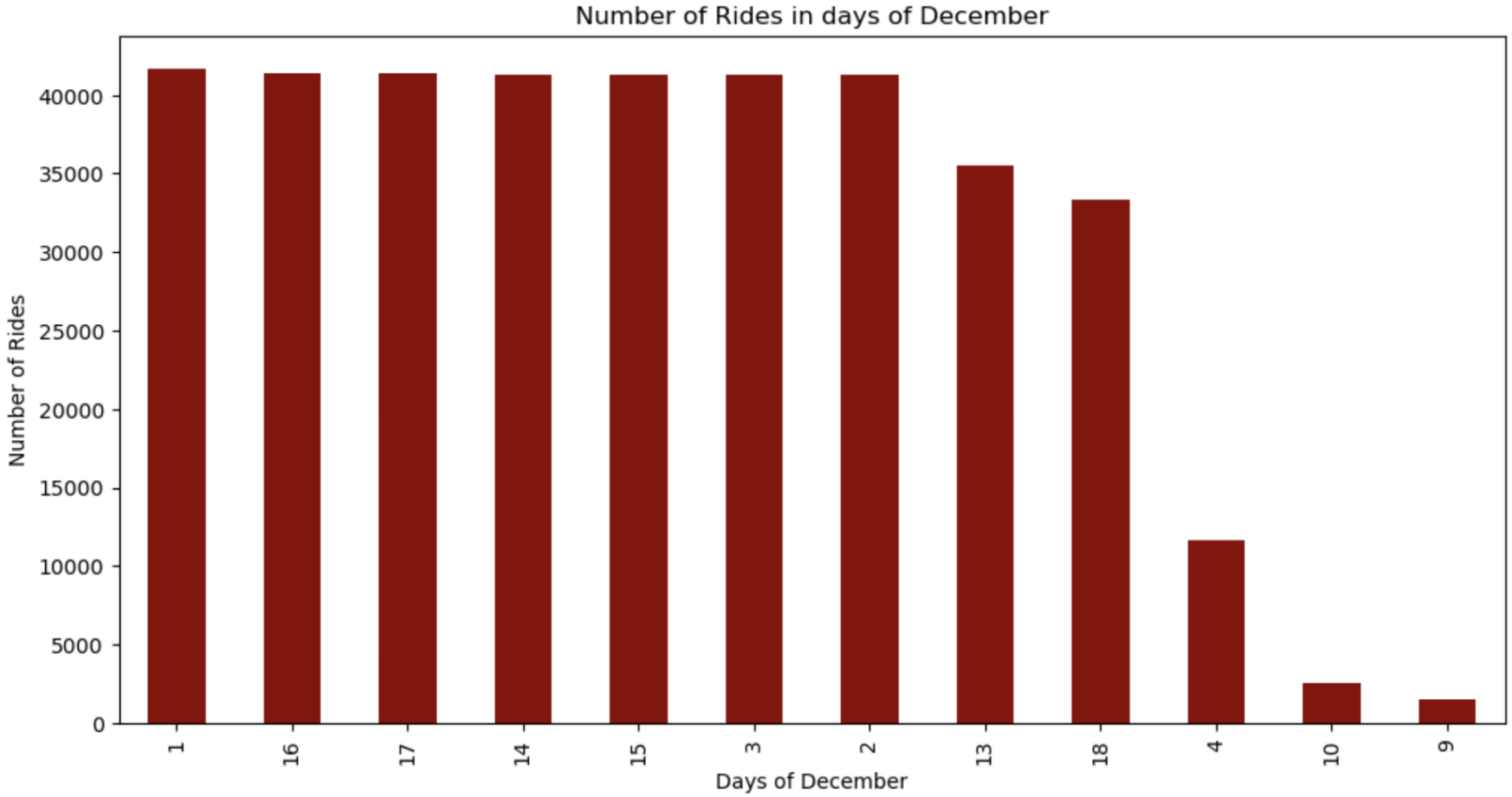
# Distribution of rides by days of the week



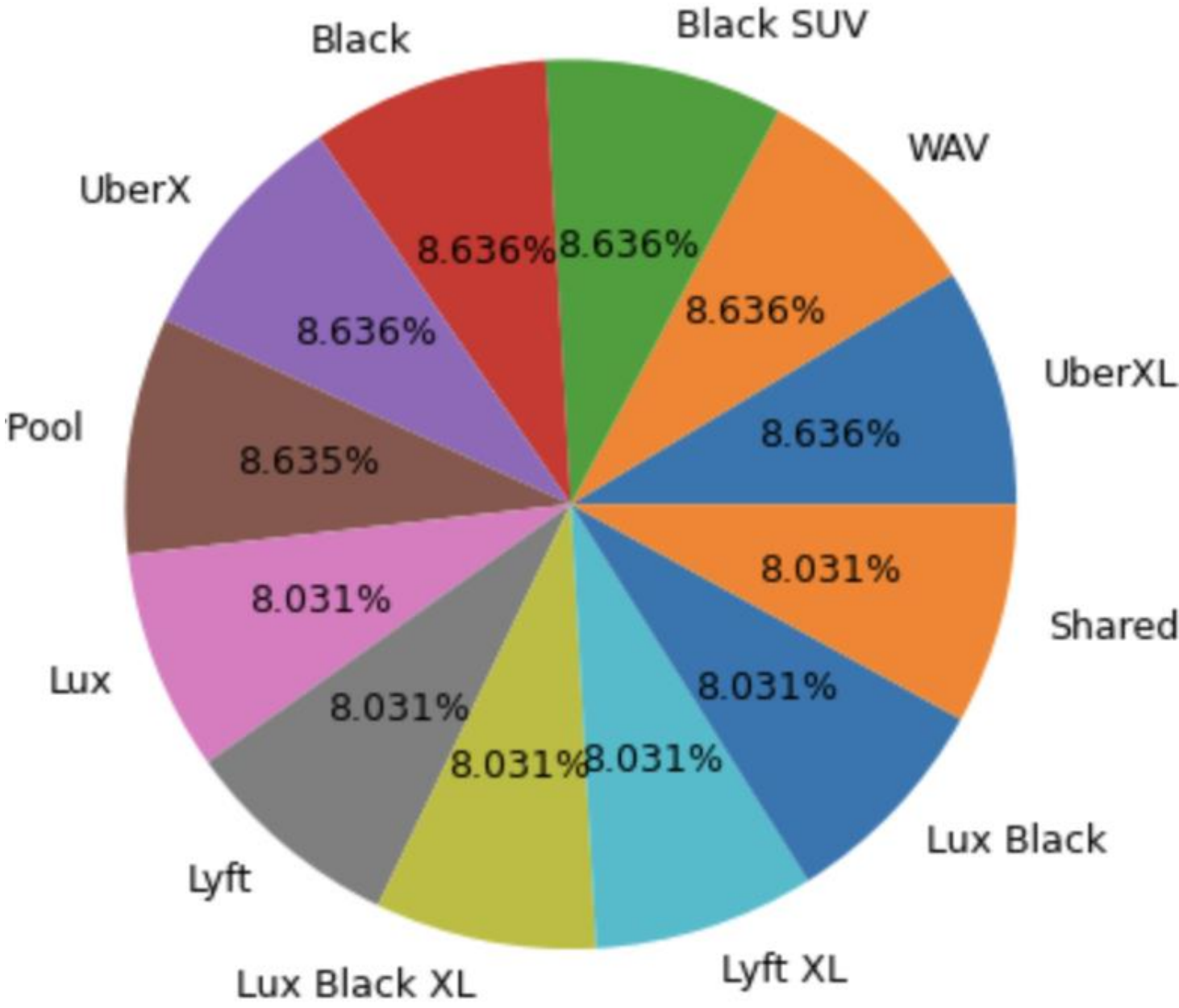
# Distribution by Month



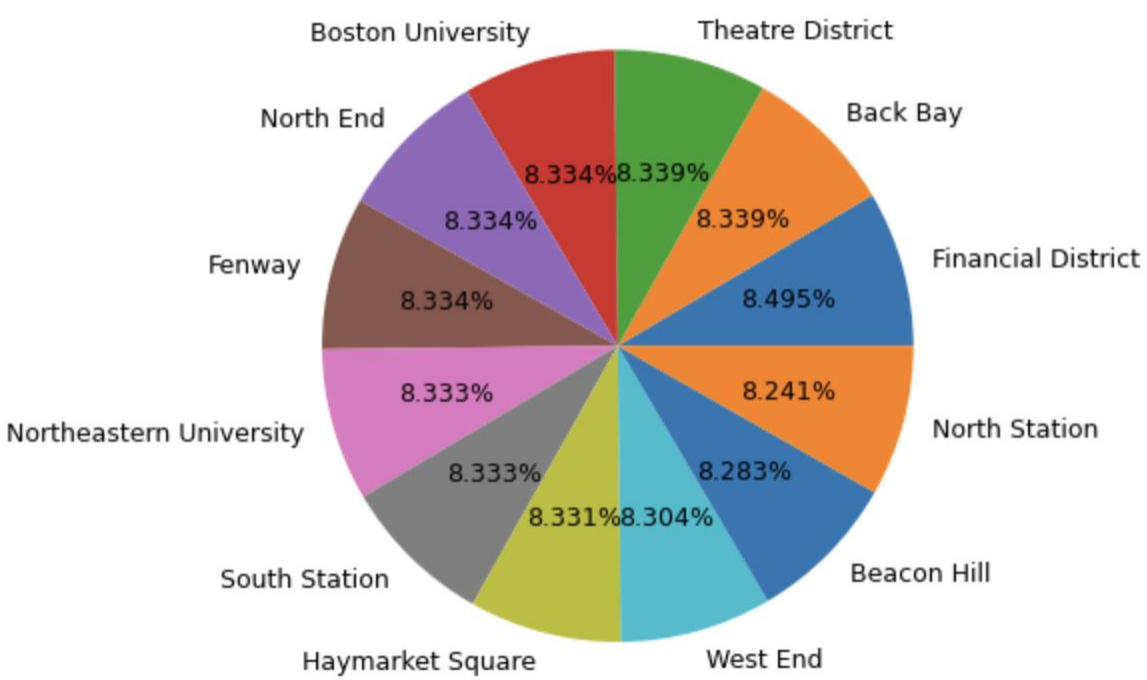
# Distribution of December Rides

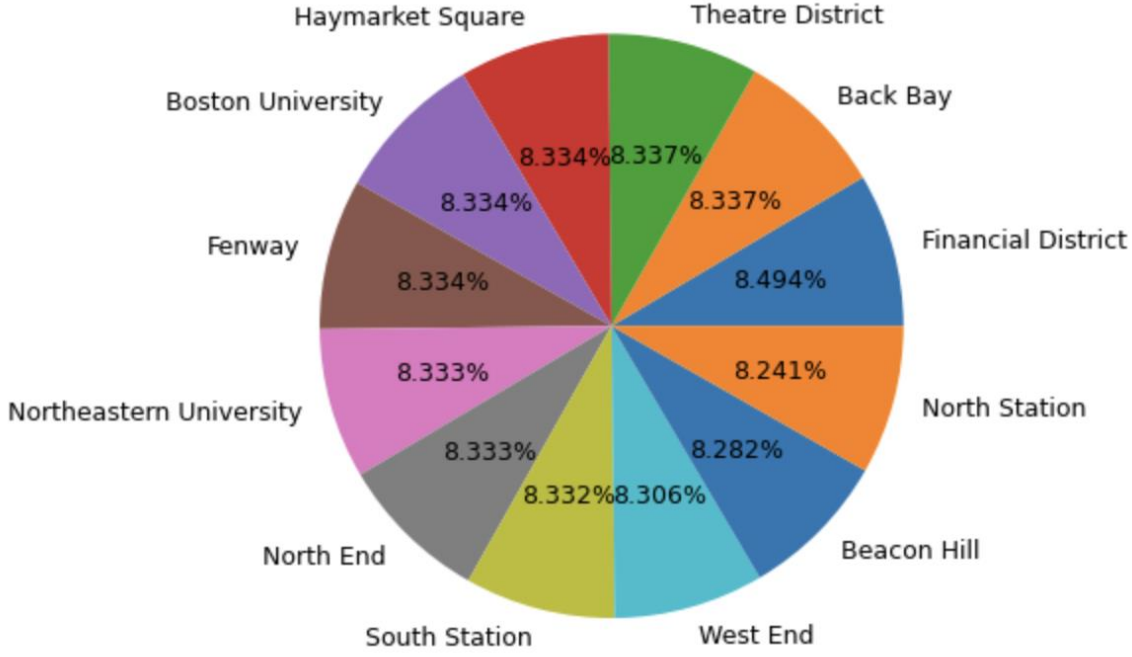


# Consumer Preference

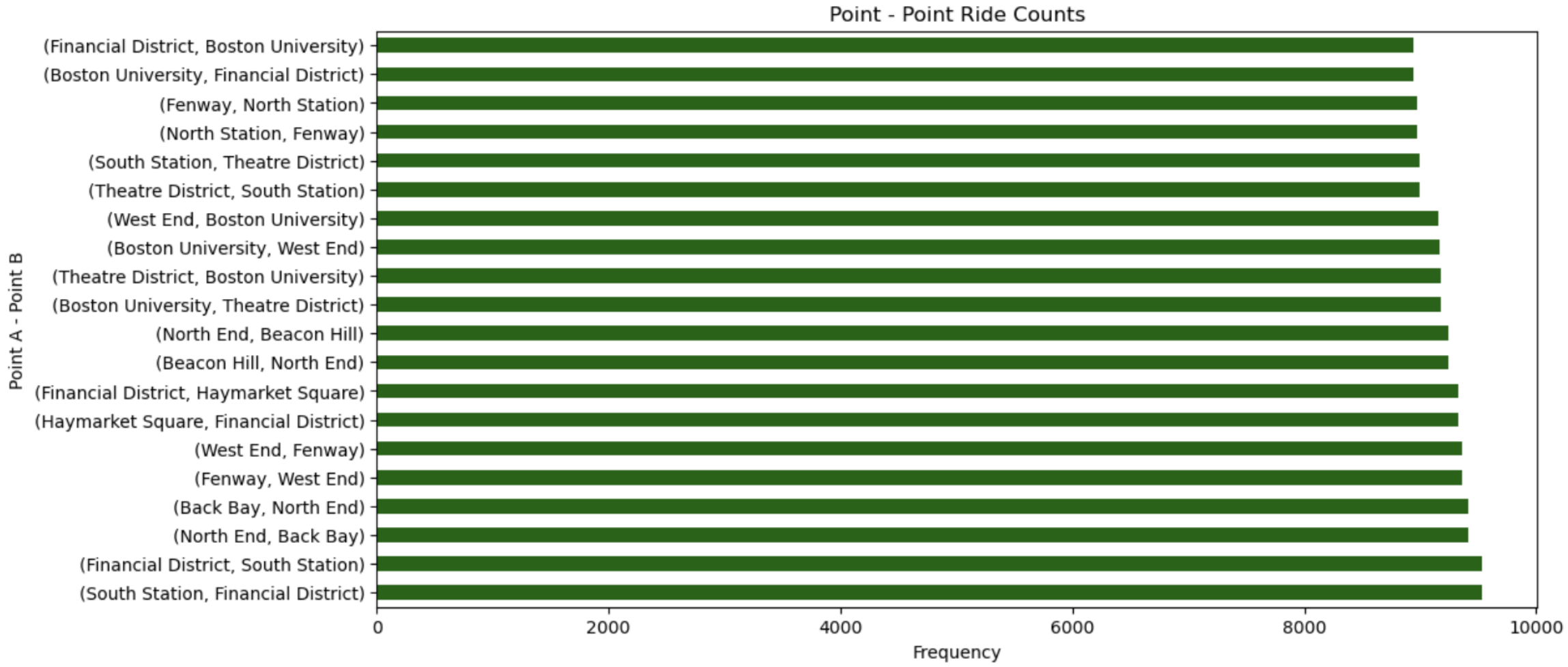


# Pickup points and Destinations



# Point A to Point B



# Findings & Implications

- Rides in Boston are relatively evenly distributed throughout the day, with slightly higher frequencies at midnight and during business hours in the afternoon
- Mondays and Tuesdays seem to be popular days to get a ride
- Targeted Marketing
- Improve Route Optimization

# Moving forward

- Use of ML models such as Linear Regression, Random Forest Regressor, Decision Tree Regressor