


# Examining 2017 NYC Yellow Taxi Data



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# What is the Business and What are they asking?

I am employed at corporation ABC in New York.

- They are asking...

- *is it still worth putting advertisements in NYC Taxis?*

The marketing SVP has come to me for advice.

**What is the**

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Can Feb 2017 NYC Taxi &  
Limousine data provide insight  
into the value of advertising in  
Taxis?

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**Question**

# Cleaning Methods

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- Original data set contained >15,000 records
- Removed:
  - blank cells, values that were negative
  - trips that had distance as "0"
- Separated date and time;
- Converted:
  - time to 24hr
  - distance into feet
- Created a unique ID using:  
`=A2&"."&"B"&K2&J2*(RIGHT(E2,1))`
- End count 1245 trips
- Narrowed list down to top 100 tippers

# Analysis

Of those Taxi customers that tip, which customer tips the most?

How far can a passenger go and still be willing to tip?

Can we determine who will be most likely to buy products from those advertisements?

The data only accounts for those passengers who paid in cash...Can we assume these customers that carry cash in 2017 more willing to buy?

# Conclusions

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Lone-travelers travel the furthest distance & make up the largest pop. of tippers → **Target market**

Groups of 5 or 6 are the 2nd and 3rd largest pop of travelers → *New customers?*

The most “giving” audience: A group of 5 leaving JFK airport and arriving at Wall Street

Our pop. least likely to tip are those who traveled the furthest...*we call them “unhappy customers”*

Conclusion: It is still worth placing advertisements in Taxis

# Sources

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[http://www.nyc.gov/html/tlc/html/about/trip\\_record\\_data.shtml](http://www.nyc.gov/html/tlc/html/about/trip_record_data.shtml)