

uber

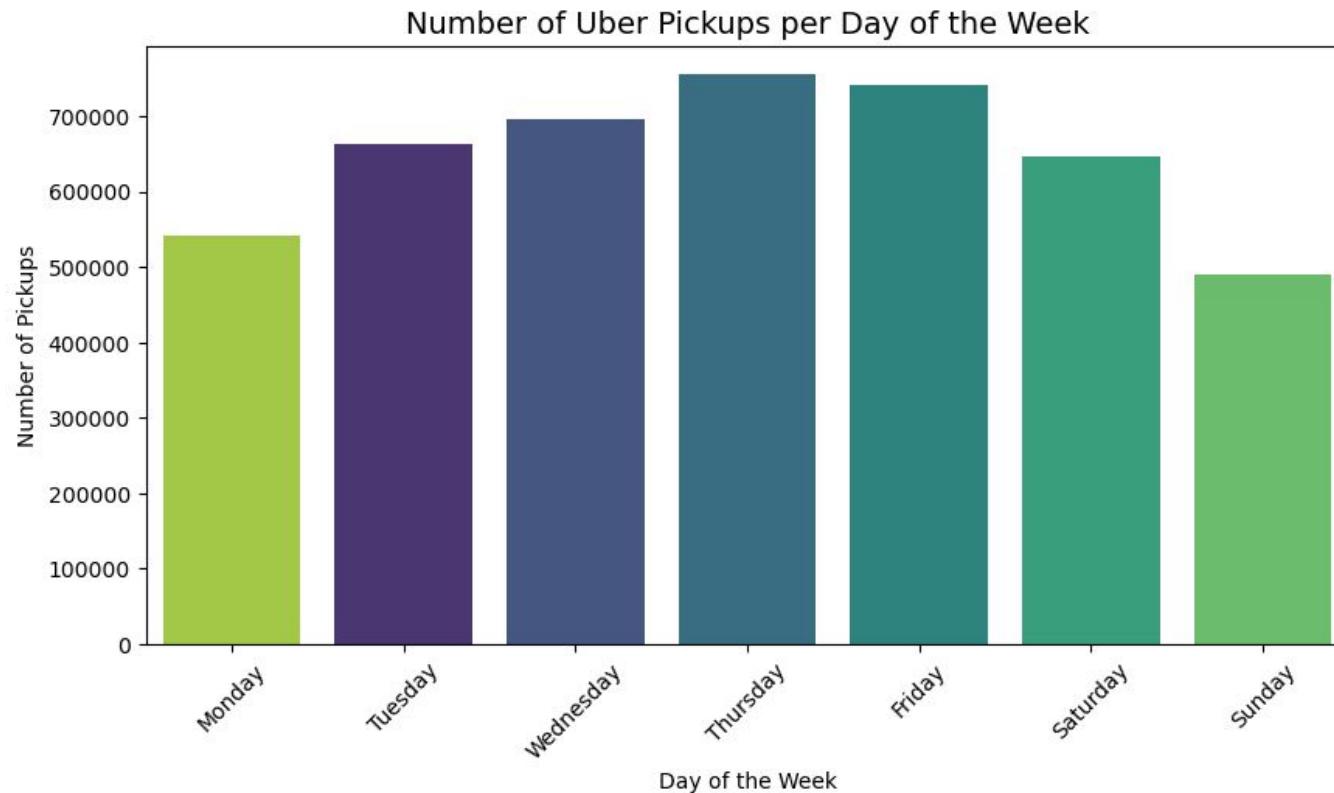


Where are the hot-zones drivers should be in (NYC)?

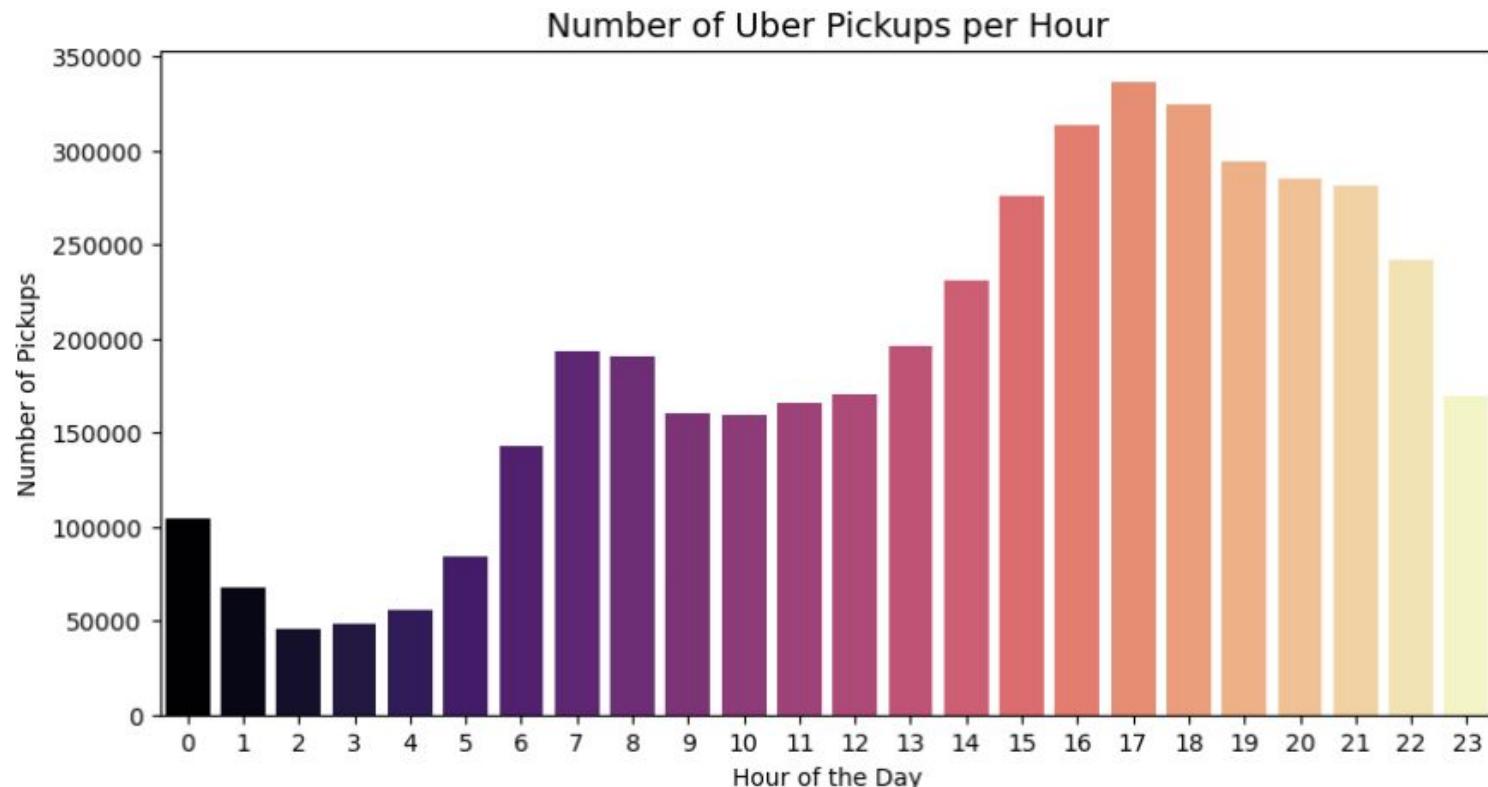
Based on 2014 data.

(Data from 2015 has changed and the absence of exact location with latitude and longitude doesn't allow us to exploit the data with the 2014's data.)

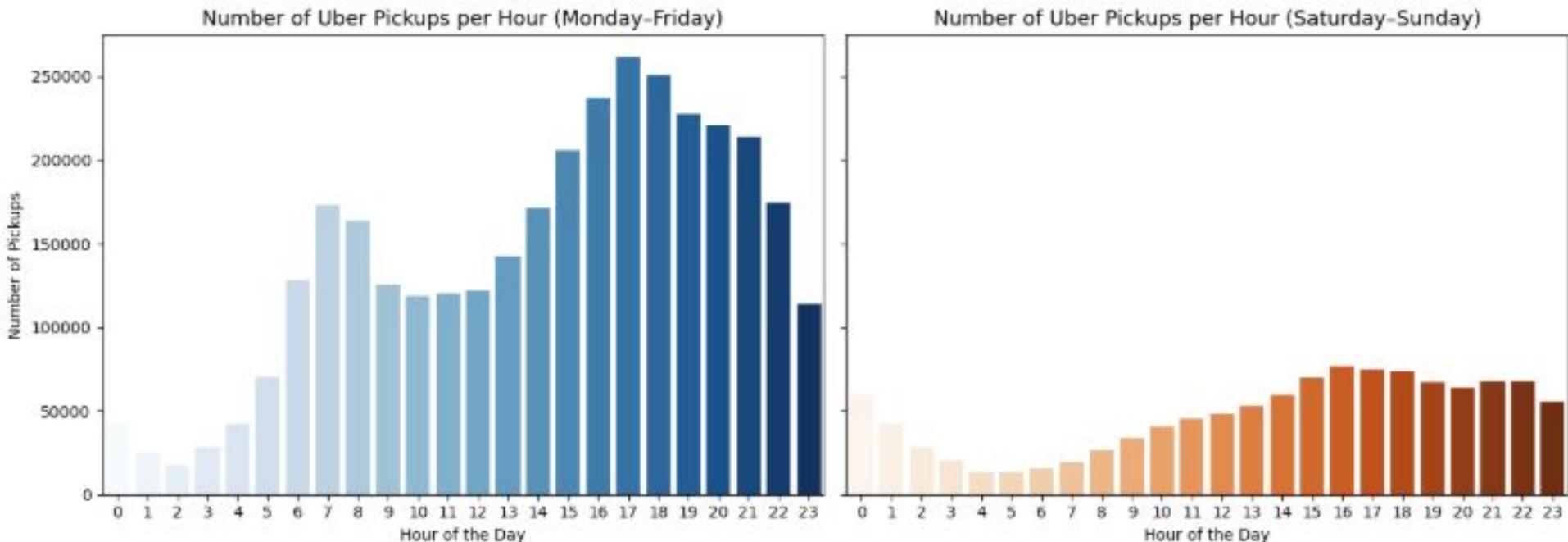
Pickups by Day of the Week



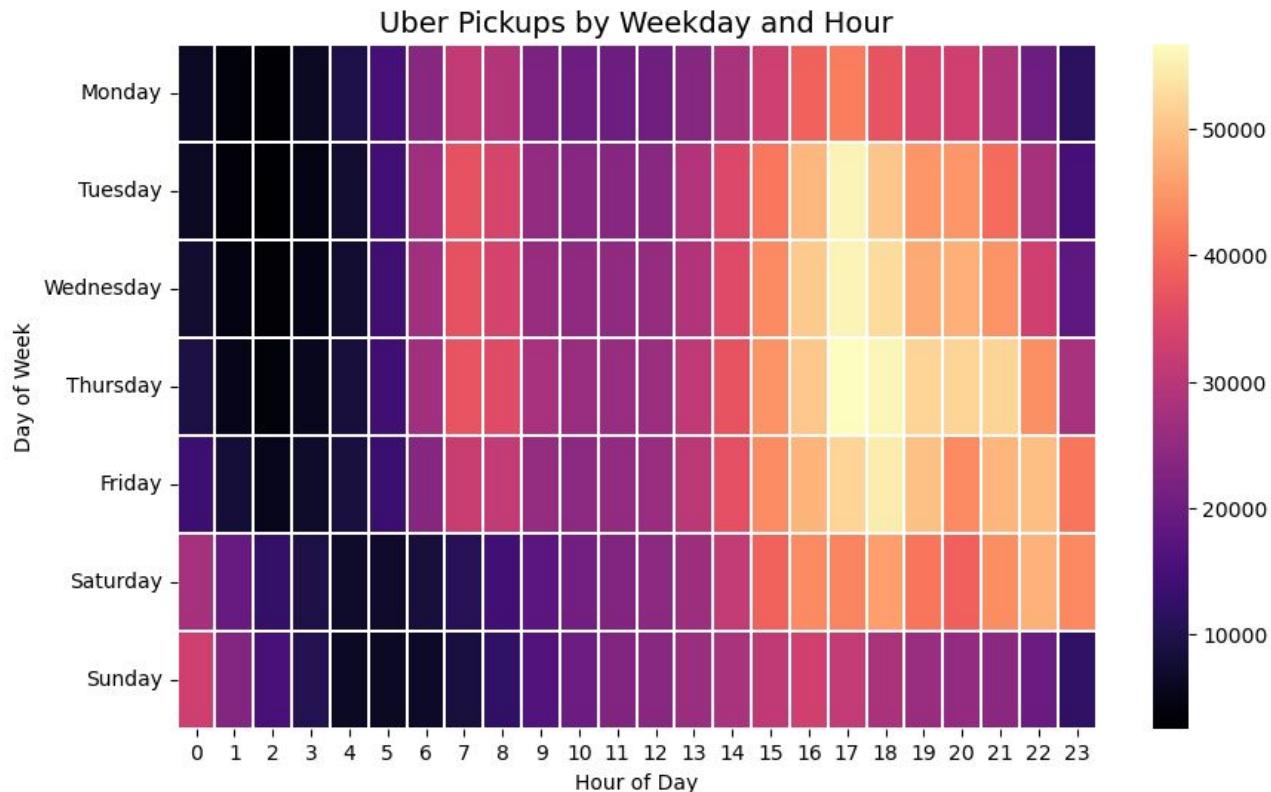
Pick-ups timeframes analysis (from Monday to Sunday)



Pick-ups timeframes analysis

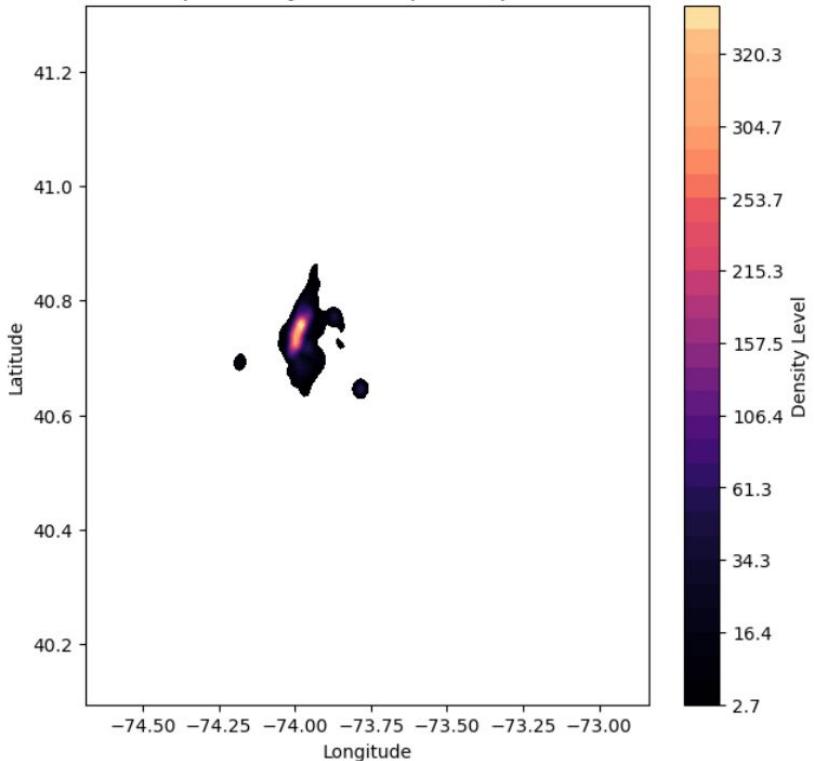


Uber pick-ups by weekday and hour

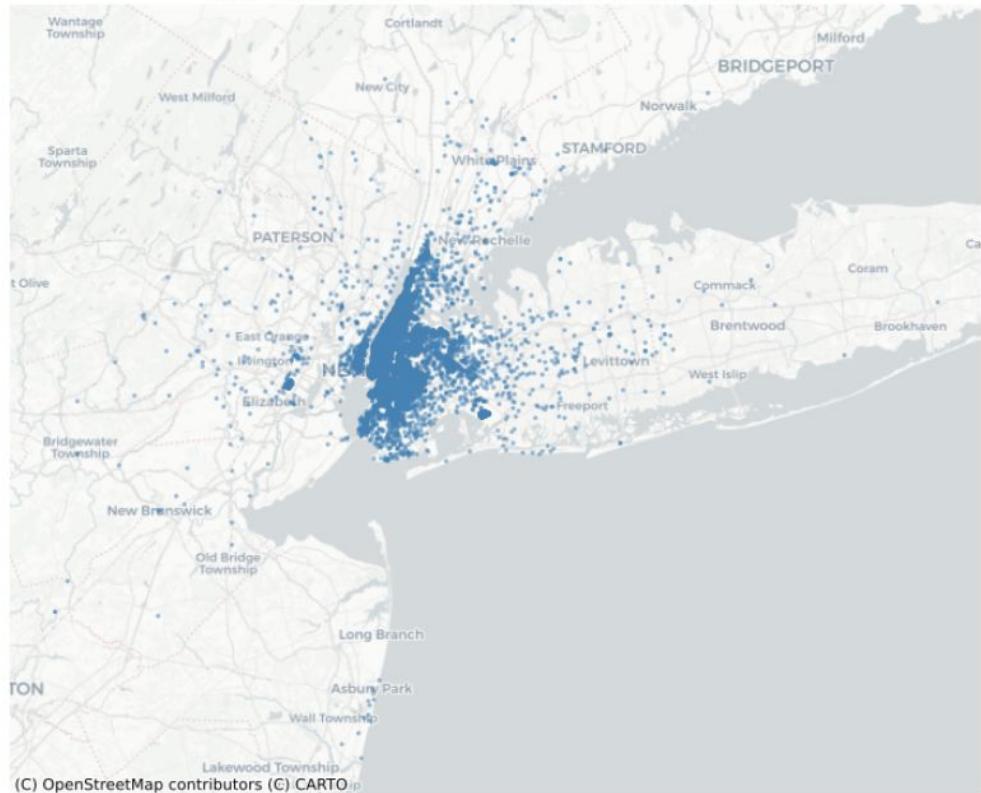


Pick-ups Overview

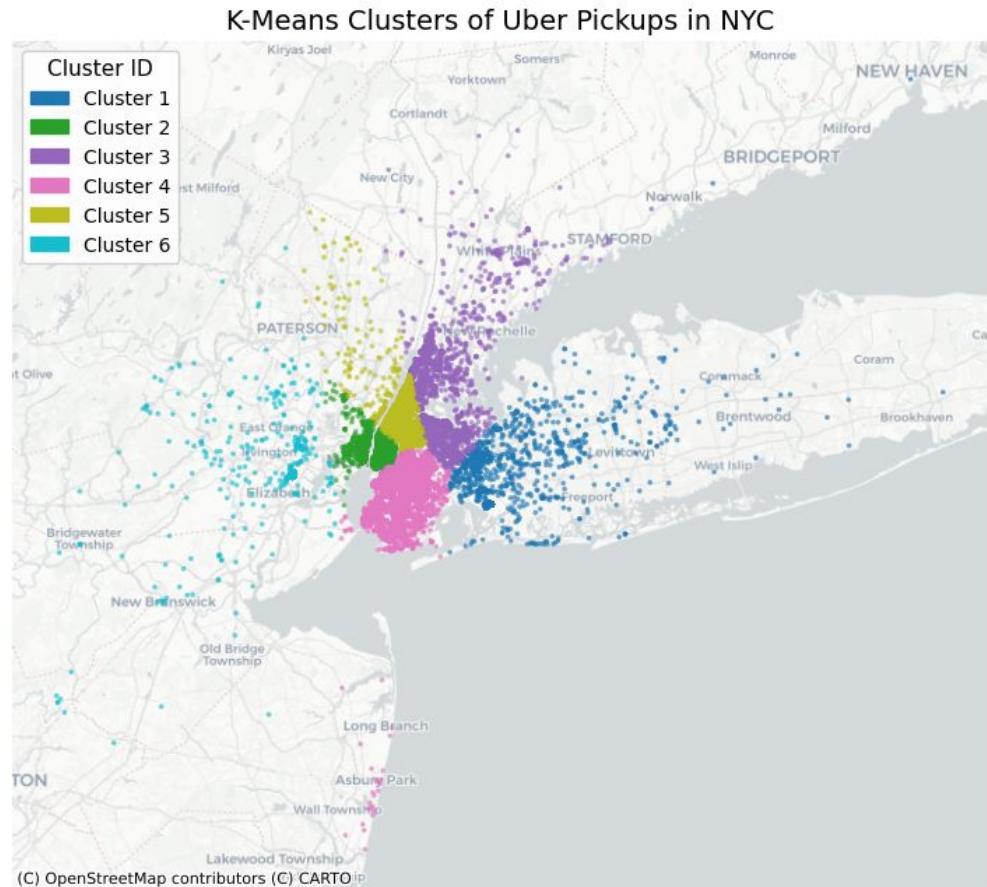
Pickup Density Heatmap (Sample 100k)



Uber Pickups in New York City (50k sample)



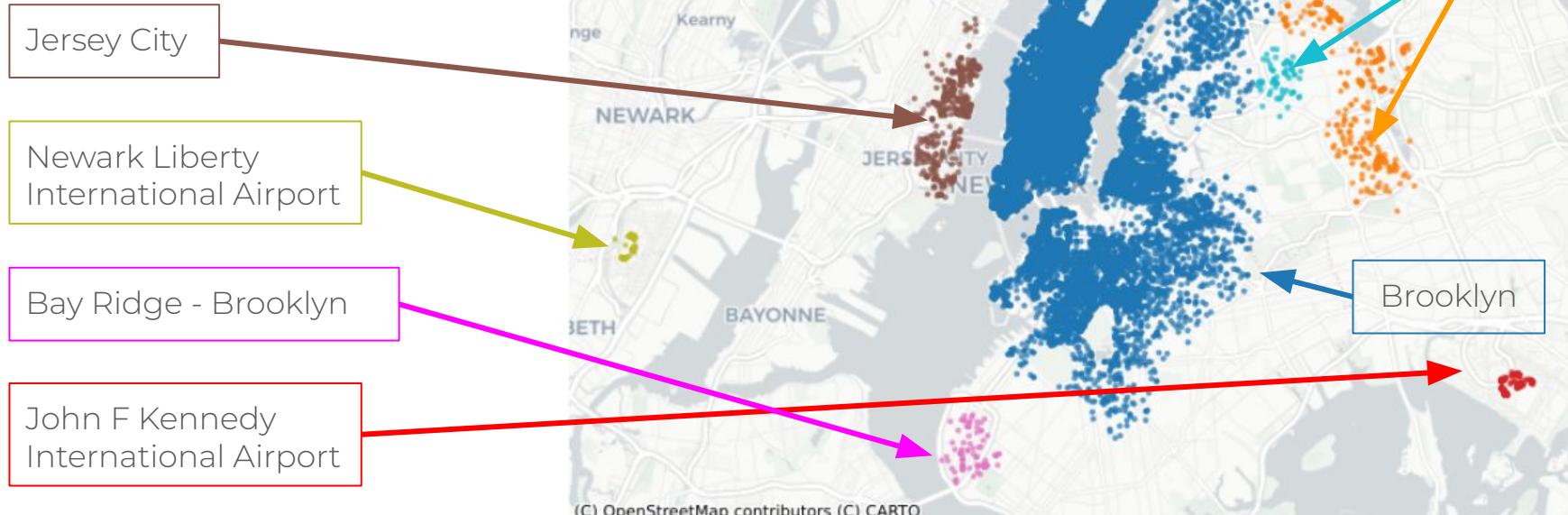
Pick-ups clusters (K-Means)



DBSCAN Clusters of Uber Pickups (eps=0.01, min_samples=50)
Clusters found: 7

Pick-ups clusters (DBSCAN)

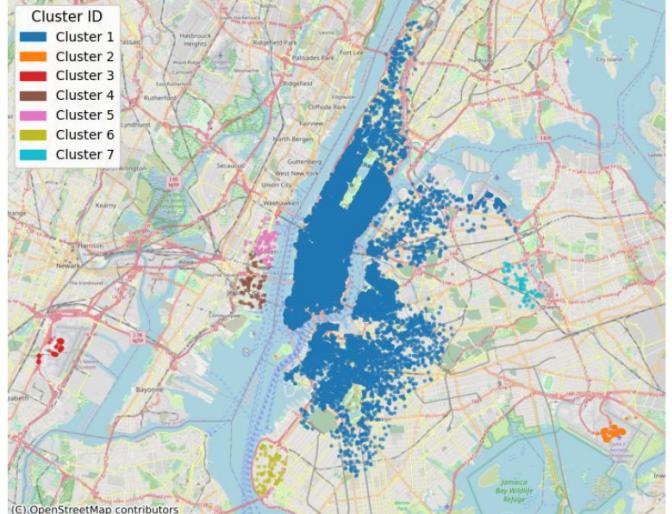
from Monday to Sunday



Pick-ups cluster

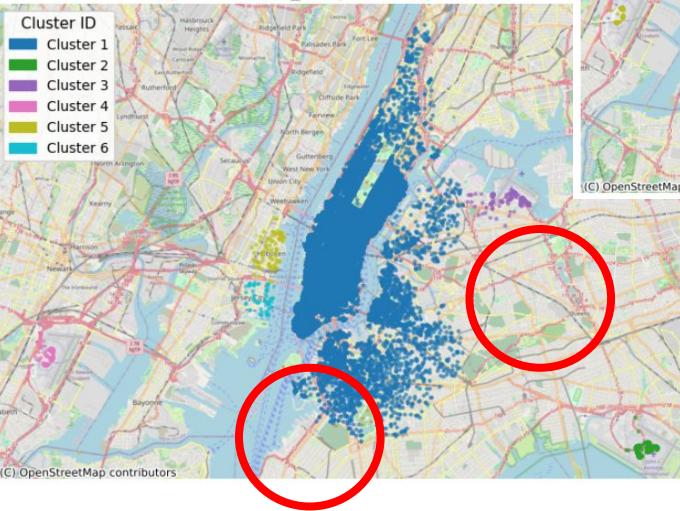
Weekdays morning

DBSCAN Clusters of Uber Pickups - Weekday Morning (6-9AM) (eps=0.01, min_samples=50) | Clusters: 7

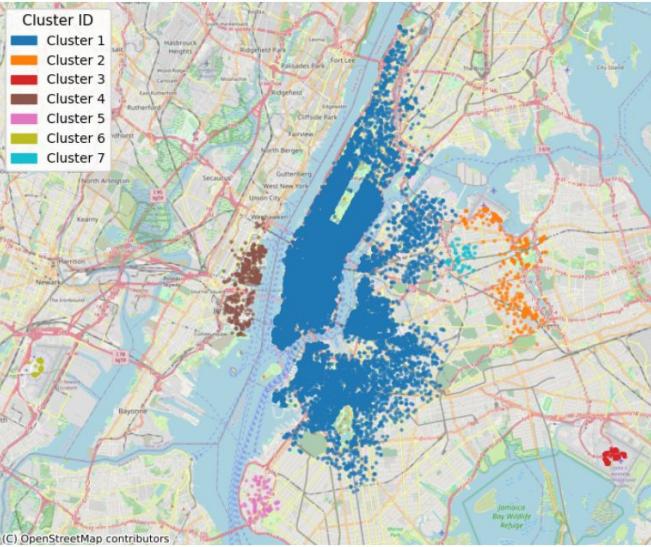


Saturdays evening

DBSCAN Clusters of Uber Pickups - Weekday Evening (4-10PM) (eps=0.01, min_samples=50) | Clusters: 6



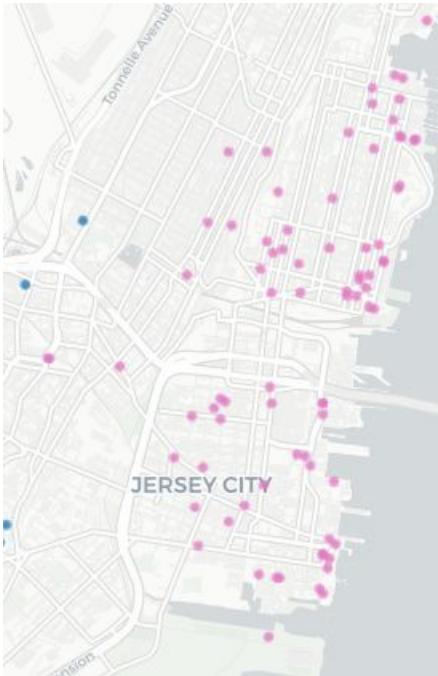
DBSCAN Clusters of Uber Pickups - Saturday Evening (4-10PM) (eps=0.01, min_samples=50) | Clusters: 7



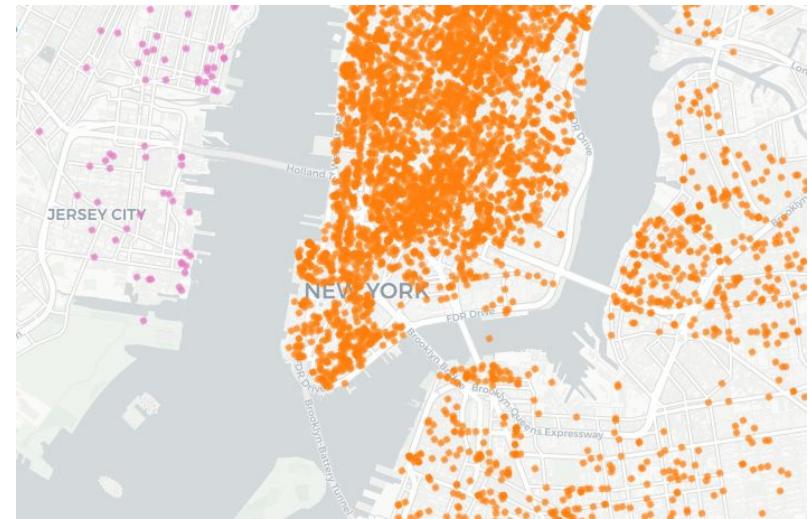
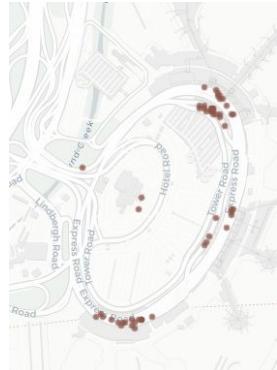
Weekdays evening

O Main zones where Uber activity decreased compared to weekdays morning

Folium interactive map available



You can
zoom-in
the clusters

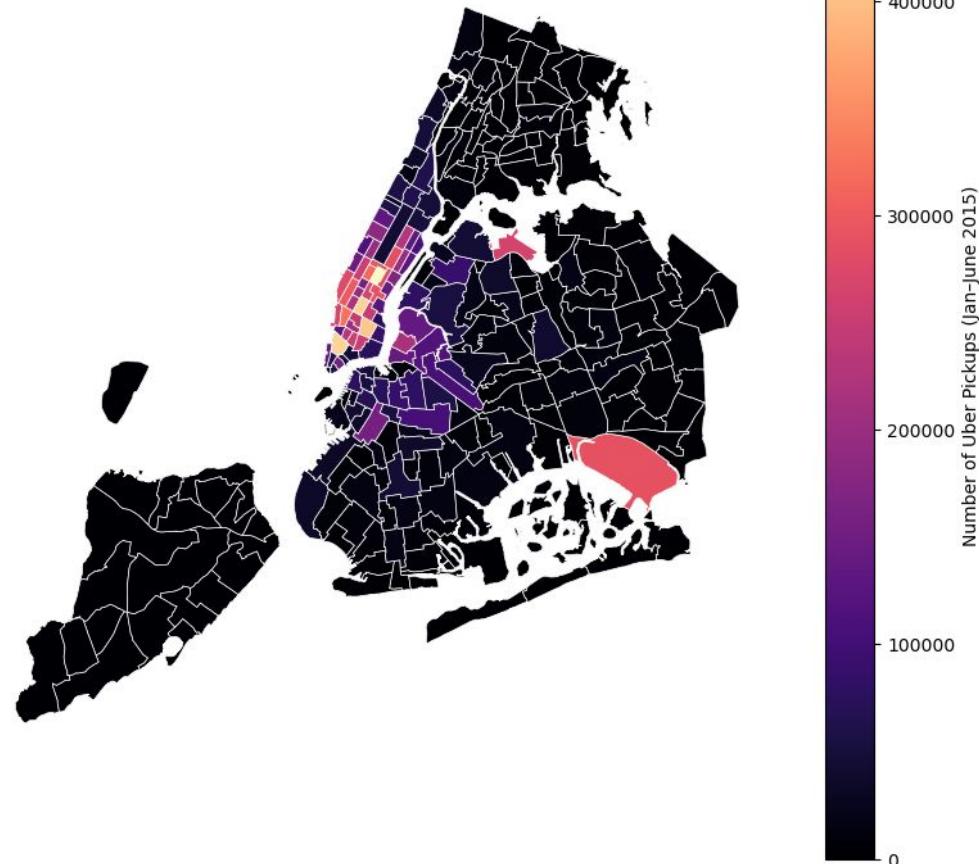


Map animation: evolution of Uber pickup Clusters per hour



Uber pick-ups Overview area 2015

Uber Pickup Density by NYC Taxi Zone – Jan-June 2015



Uber

Thank you for your attention
– **any questions?**

