

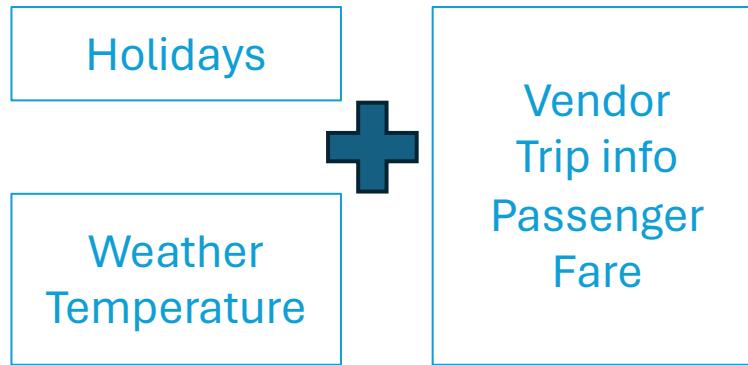
# Taxi operation performance and important factors in 2015

Data Analysis Team

# Agenda

- Data overview
- Key insights
- Suggestion and Conclusion

# Data overview



- Data is recorded from January until December 2015
- Consists of more than 1 millions trips
- Major trips are in Manhattan, follows by Queens, Brooklyn, and Bronx

# Key insights

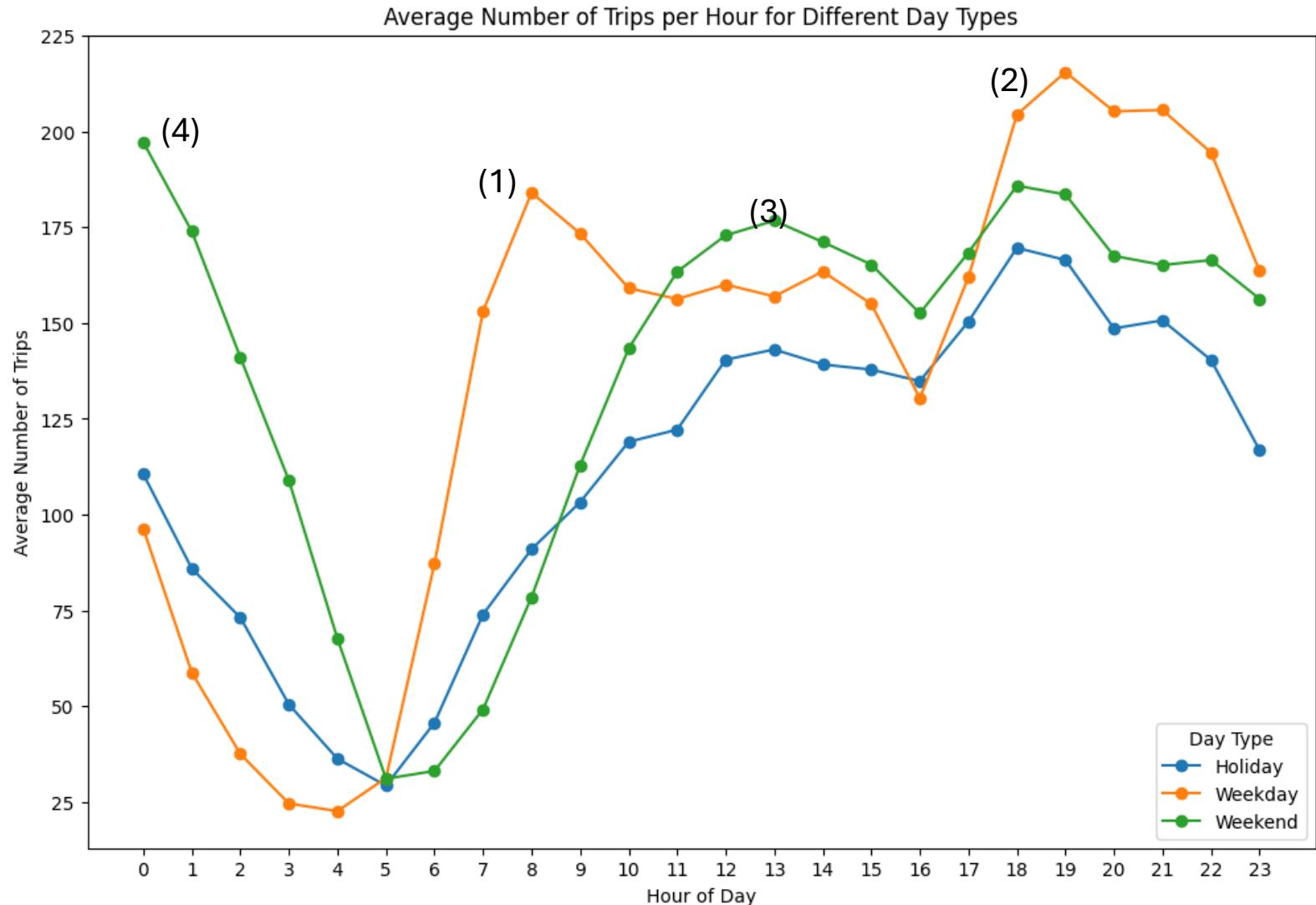
# Target at the right time to meet customer's demand

## Week day:

- 1) Morning riser – 7AM till 10AM, where people start the day and need taxi to commute to work.
- 2) It slightly reduce after lunch time (2pm) then rise up again after 5pm. It is understandable as when people going back home, plus people starting to go out as well.

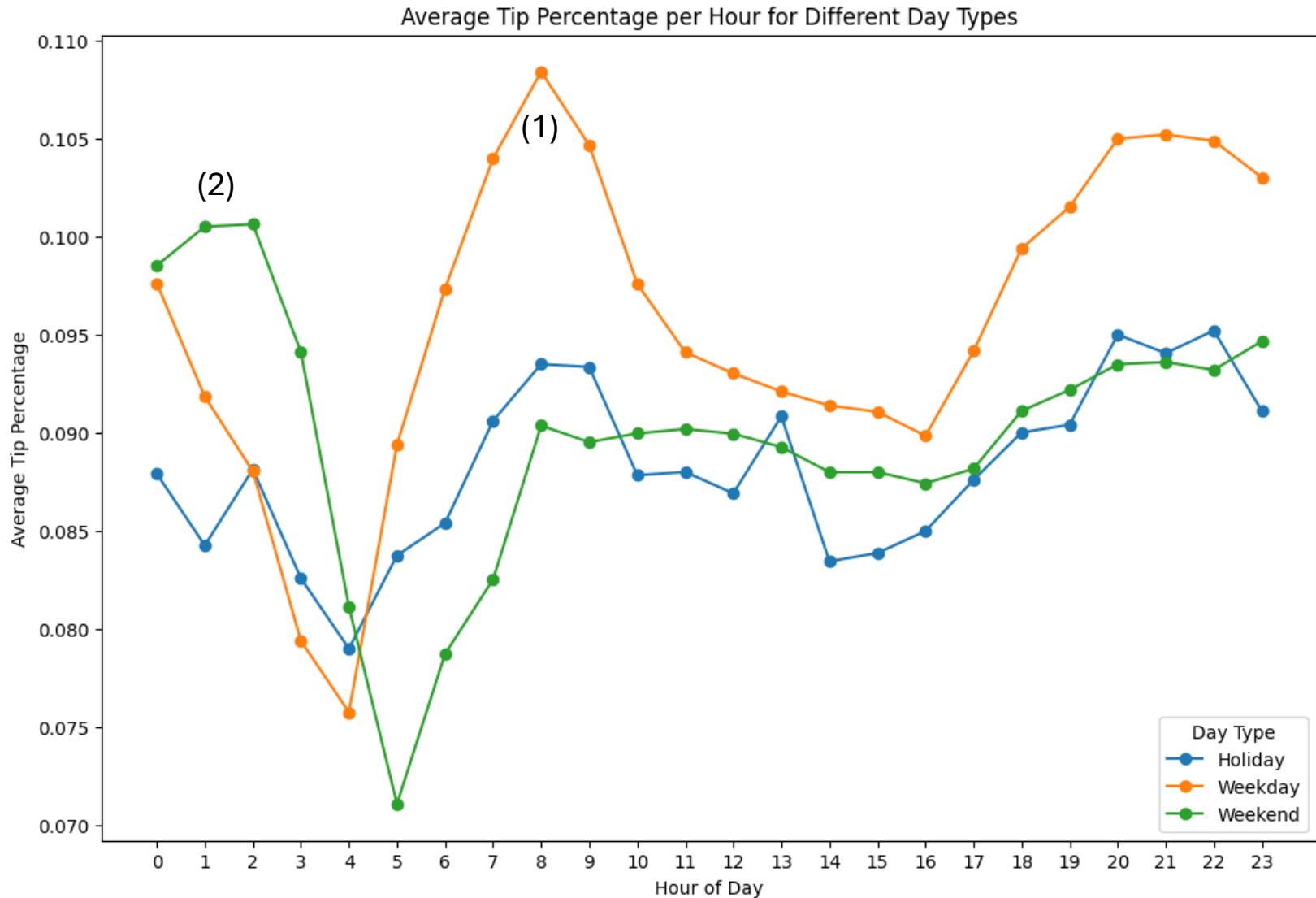
## Weekend and Holiday

- 3) Late morning trend: peak time is around 11AM - 3PM, 6-7PM
- 4) Party-goer trend: customer needs transportation late night

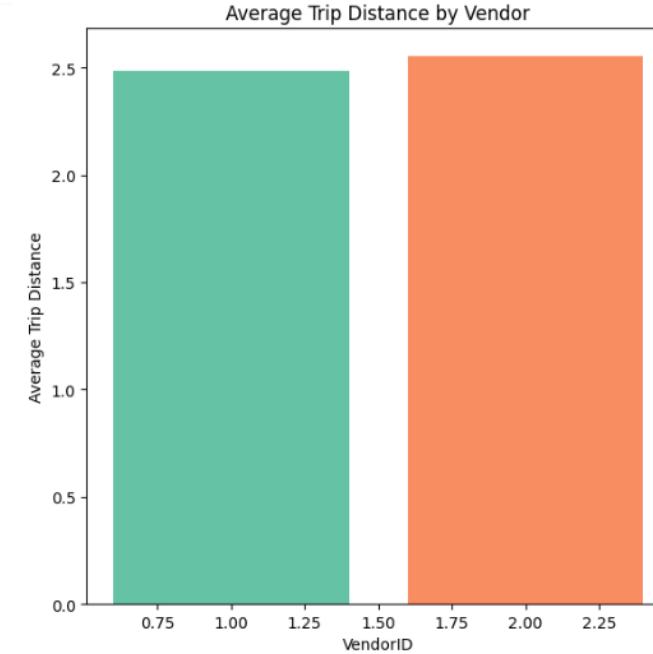
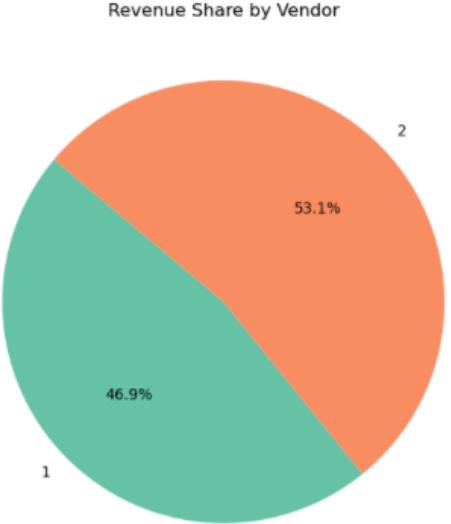
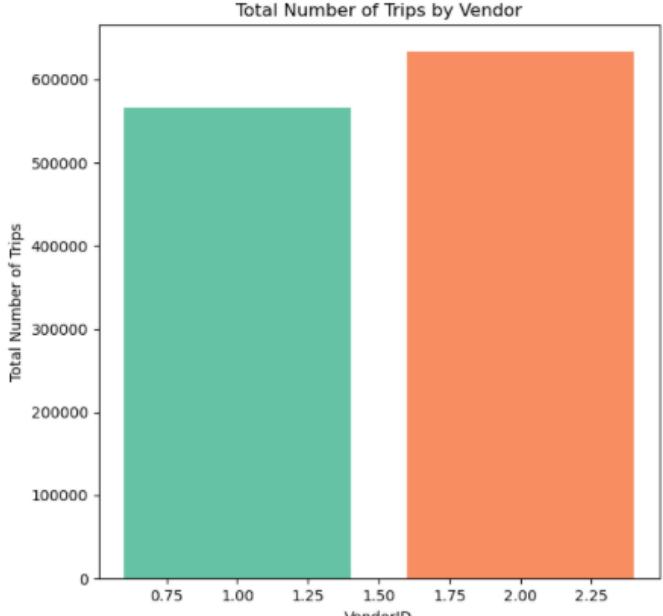


# Gratitude amount is higher on Weekday

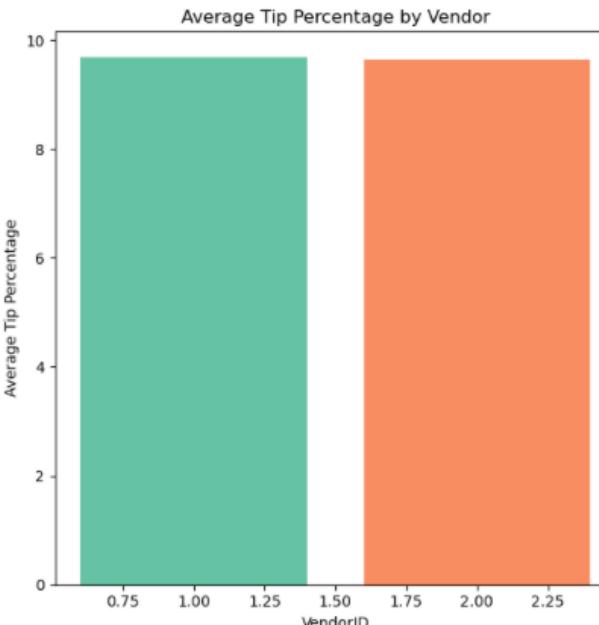
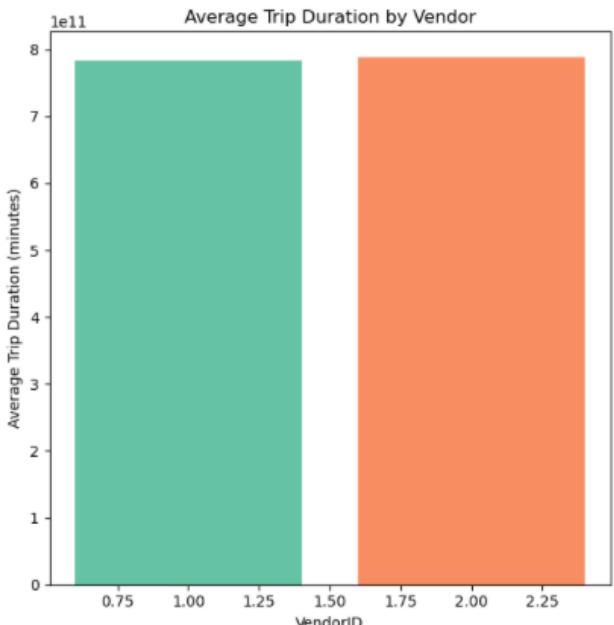
- 1) Peak time often come with high percentage of tip, example during working start time on Weekday
- 2) Late night Weekend also share big percentage of tip



# Similar performance between vendors

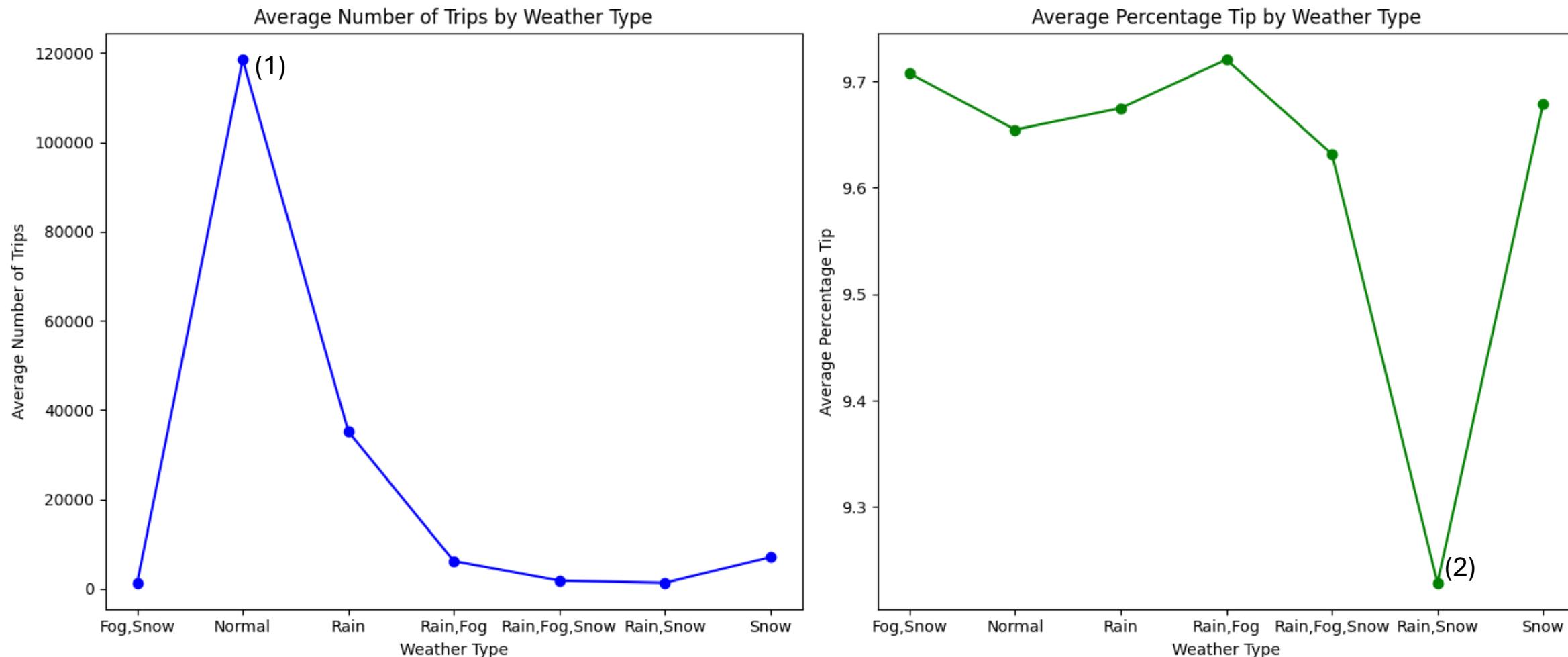


Vendor 1  
Vendor 2



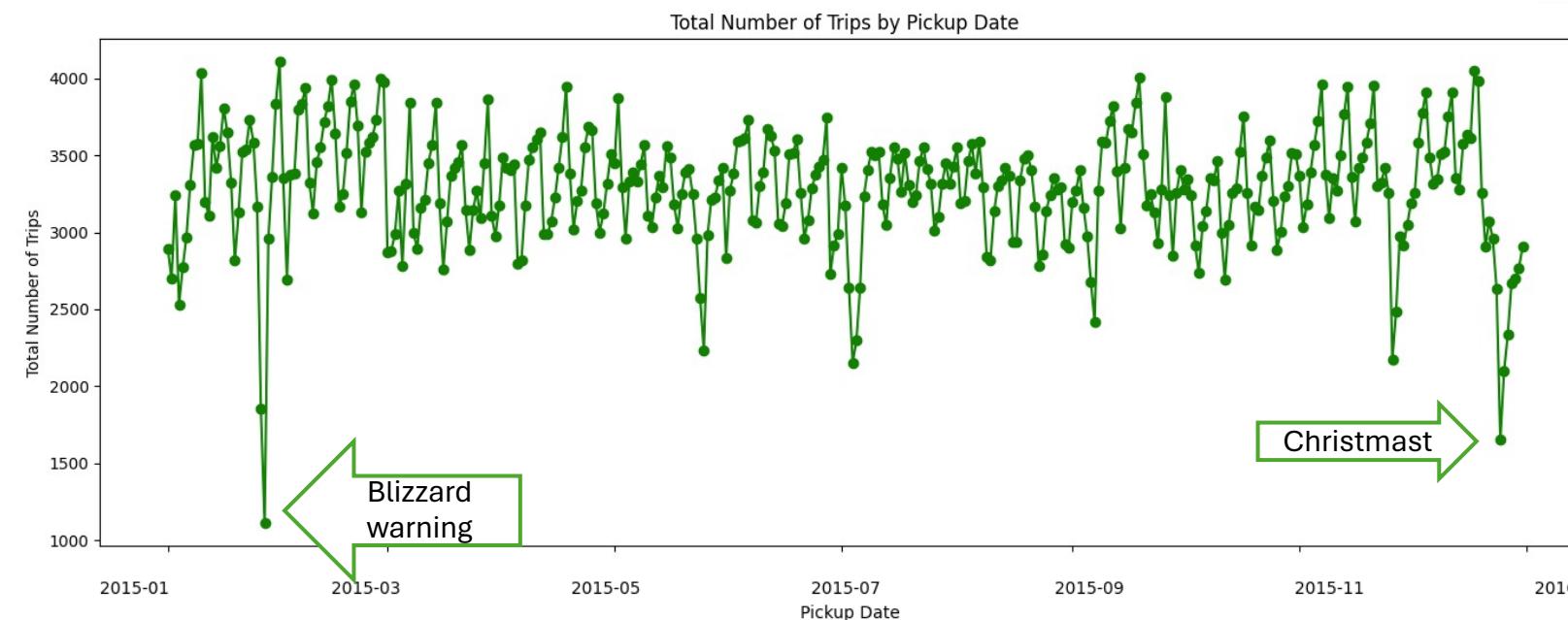
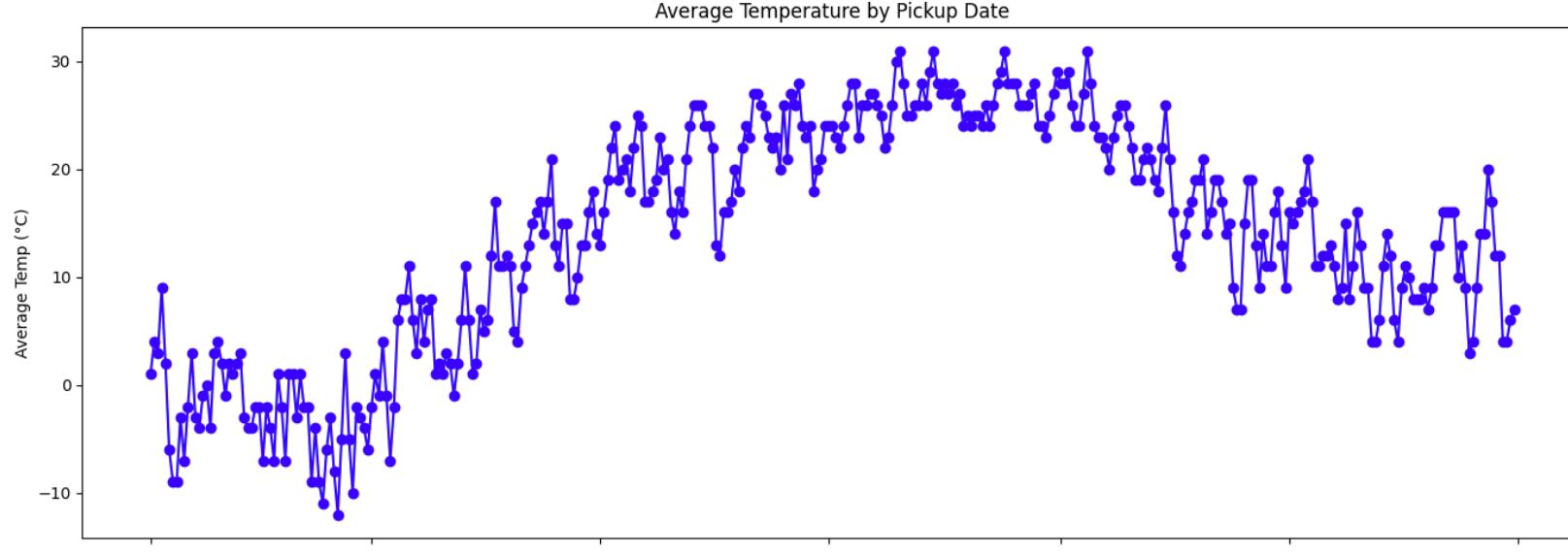
Vendor 1 slightly lesser than Vendor 2 in number of trips taken, hence their revenue also behind Vendor 2

# Passenger demand reduced significantly in harsh weather, but not the tip



- 1) Harsh weather negatively impact to the demand for a taxi as people prefer to stay home due to safety
- 2) However, if it needed to go out, the tip percentage is also likely higher than normal day. Except for some noises.

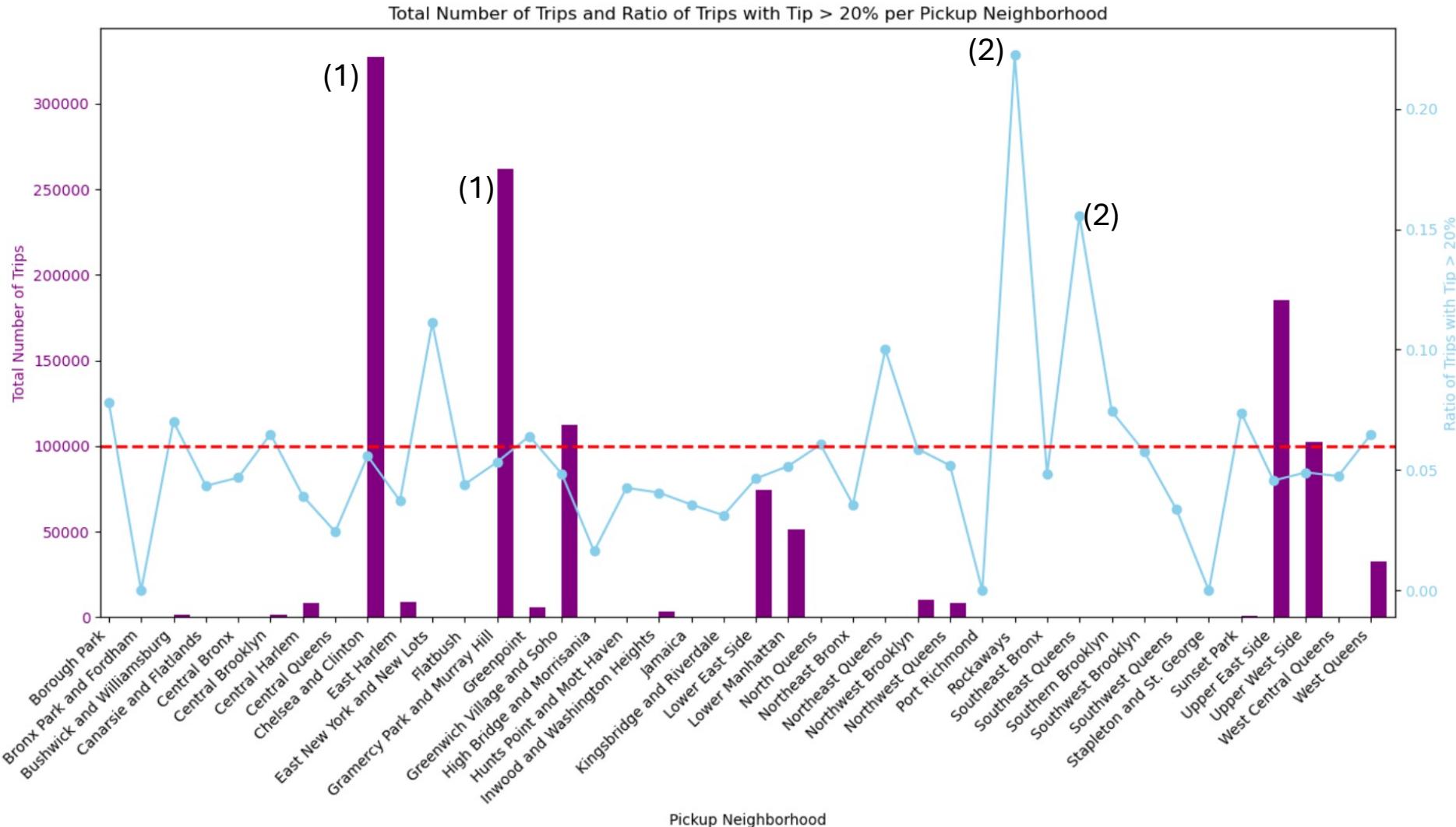
# Unlike weather, temperature is not a big impact on the operation



Demand was stable throughout the whole year except for some certain day

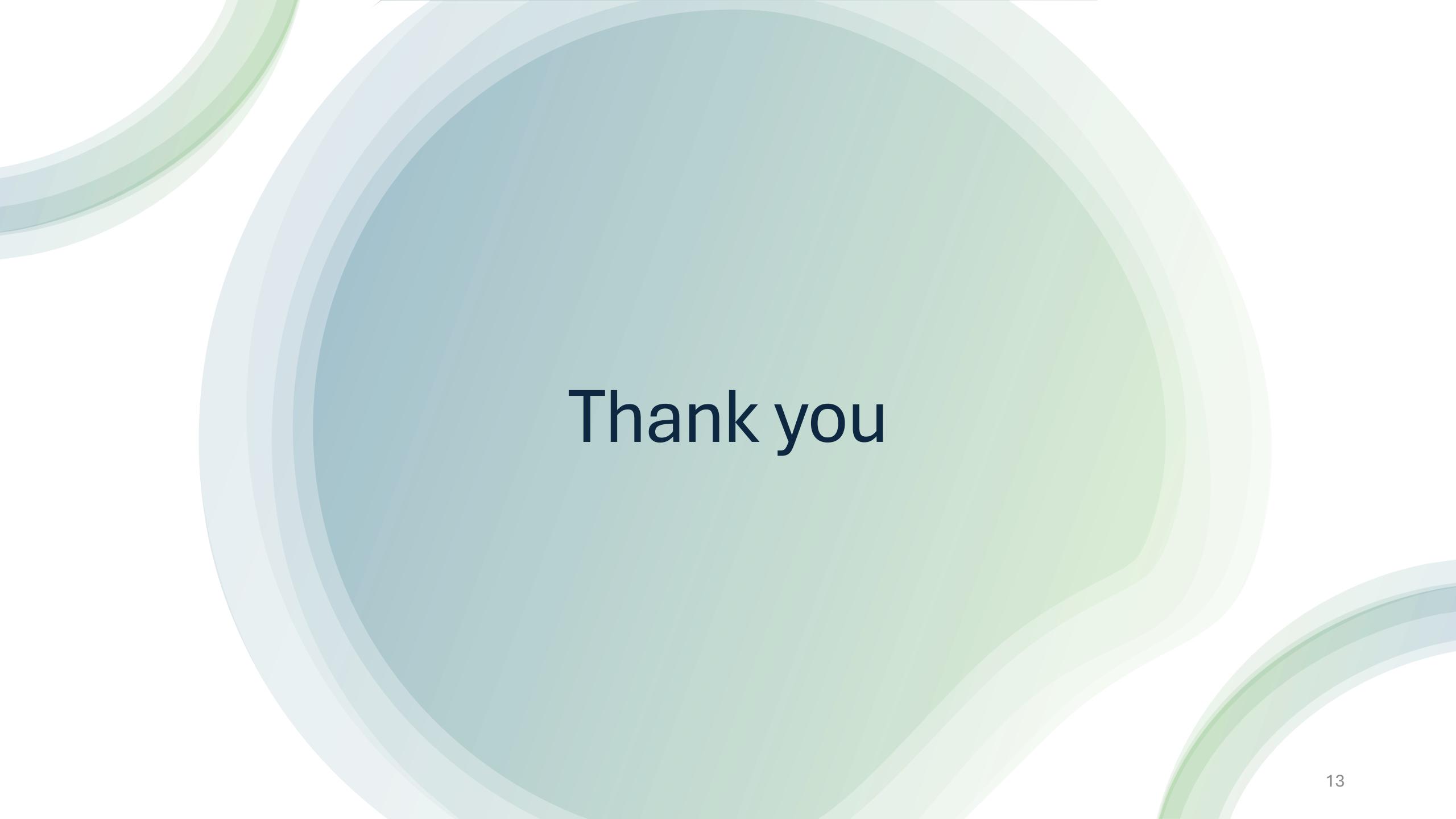
# The taxi operation is popular at some certain neighborhood

1. ‘Chelsea and Clinton’, ‘Gramercy park and Murray Hill’ are the busiest zone, 5-6% change get good tip
2. Rockaway and Southeast Queens has highest ratio of high tip, but volume is extremely small



# Conclusion and Suggestions

Conclusion	Suggestion
Target at the right time to meet customer's demand	<p>Define 'peak-day' and 'peak-time' to allocate more resources to meet the demands:</p> <ul style="list-style-type: none"> <li>• More call center reps to take trip request</li> <li>• More incentive for drivers if driving due peak time</li> <li>• Rate adjustment at peak time</li> </ul> <p>Spread out the peak demand to other time frame by apply promotion code for the duration before and after peak time.</p>
Performance is similar between vendors	<p>To increase competitive, consider to partner with a third vendor.</p> <p>Conduct quarterly/ monthly performance for vendor for improvement.</p>
Passenger demand reduced significantly in harsh weather, but not the tip	Ensure safety while encouraging more drivers to take trip during harsh weather since demands still high by incentives program
<p>The taxi operation is popular at some certain neighborhood.</p> <p>For other areas, still have room to serve more passenger and gain market share</p>	<p>Allocate more drivers to those areas with moderate demand and high tip (&gt;20%)</p> <p>Promote to show more existence in those value neighborhood</p>



Thank you