Can Data Help Ridesharing Drivers Earn More?

Muoyo Okome & Anesu Masube

Goal

The key question we look to answer is whether knowing where a ridesharing ride was initiated and what time it was initiated can help us to predict the fare for that ride.

We want to provide these insights to ridesharing drivers as a service to help them choose the best driving schedules and waiting positions to optimize their earnings.

Data Sources

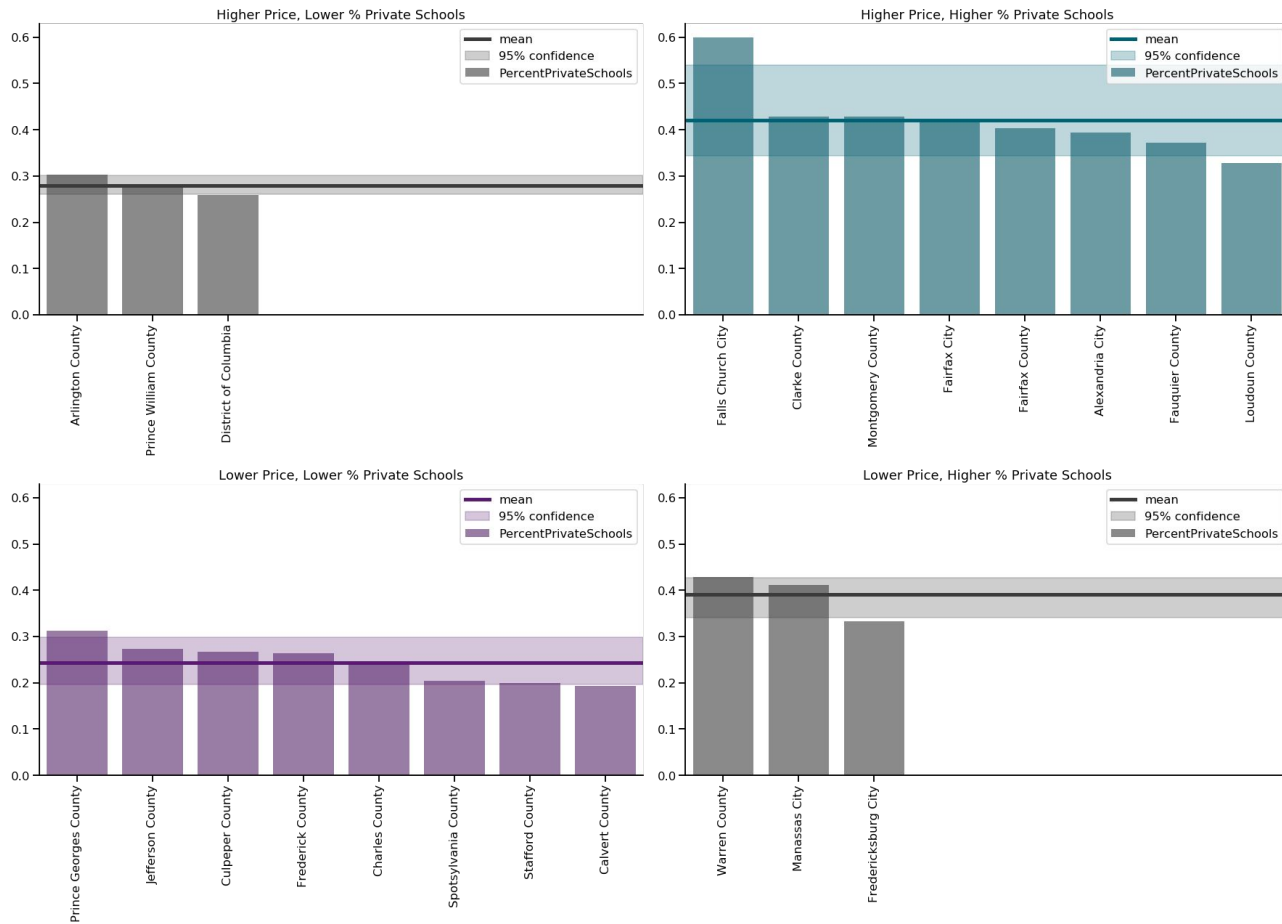City of Chicago Data Portal -

All trips, November 2018-September 2019, reported by rideshare companies to the City of Chicago as part of routine reporting required by ordinance.
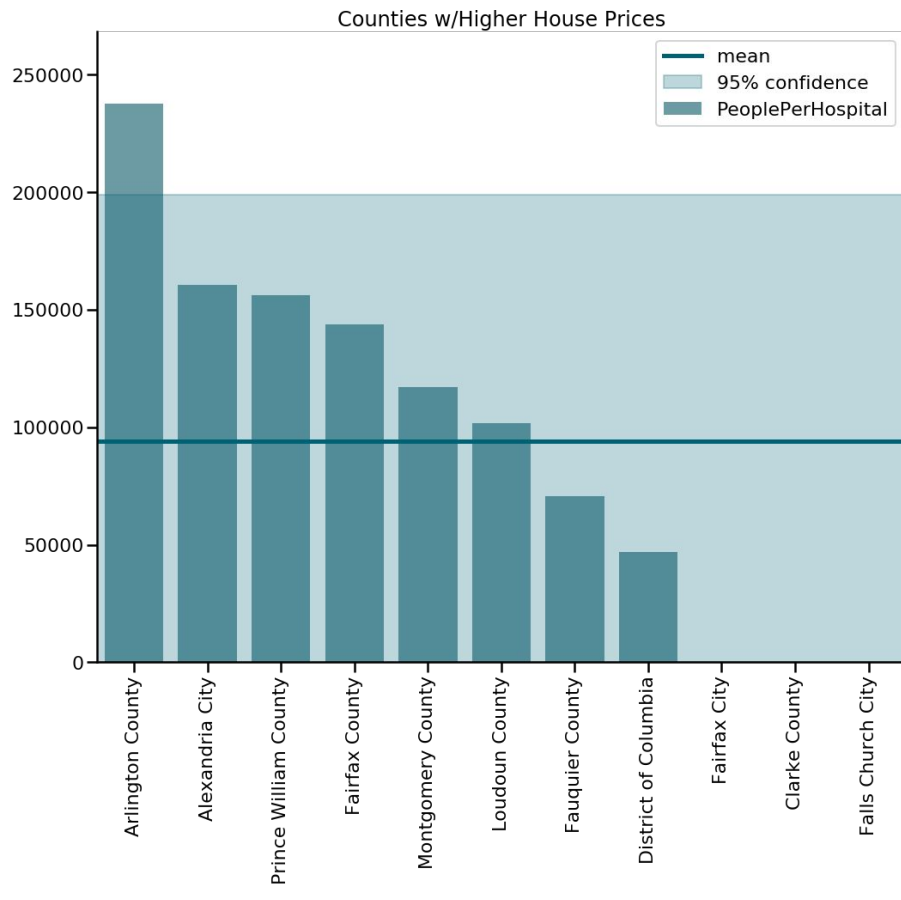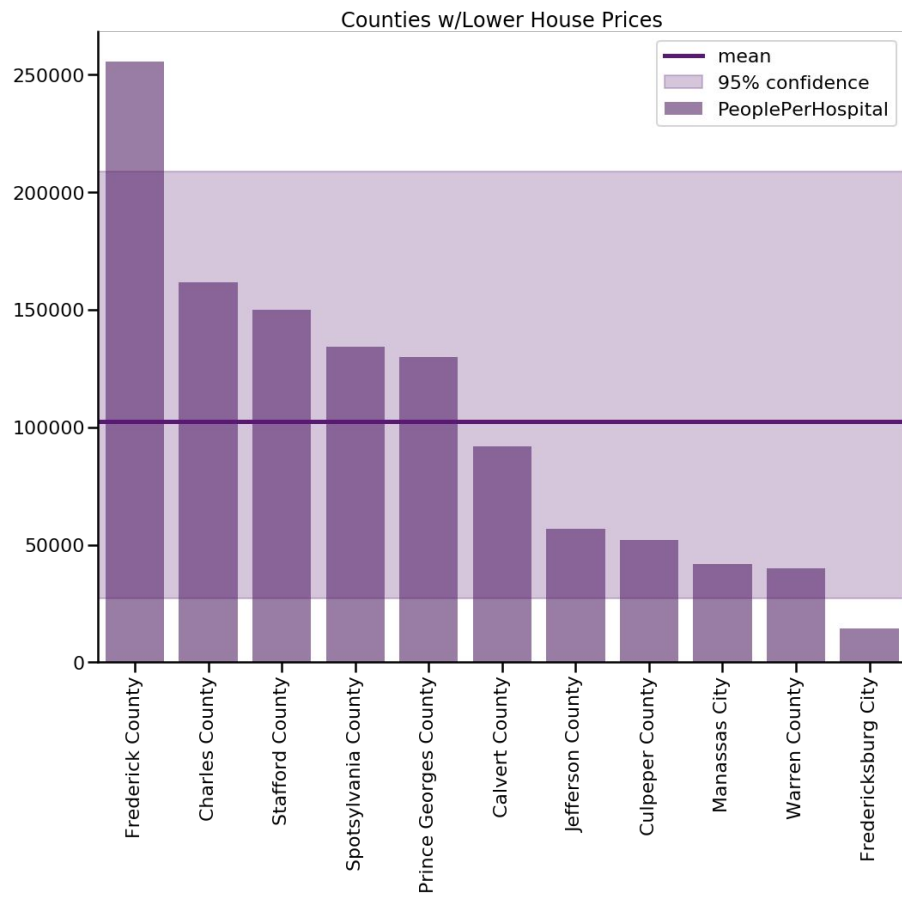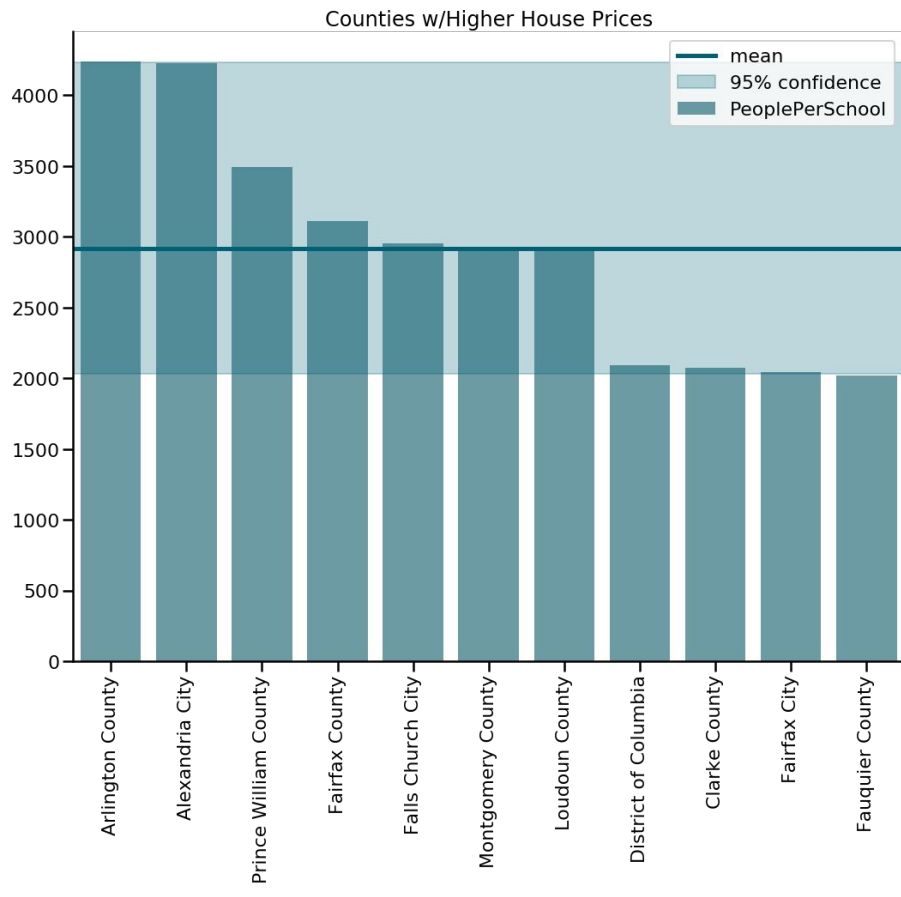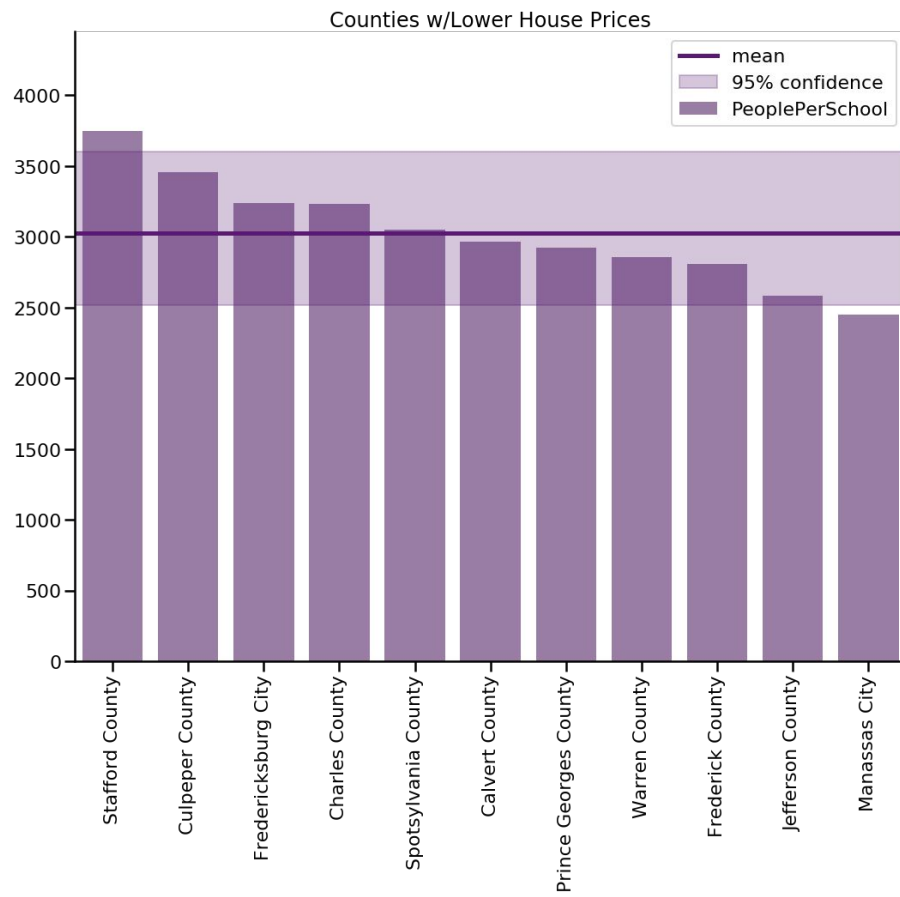
101 million rows of data!

Visualizations - the key point goes up here

Visualizations - the key point goes up here

Visualizations - the key point goes up here

Conclusions

Significant findings:

- Drivers can optimize their earnings by doing X
- As well as Y
- Not to mention Z

No clear relationship:

- No clear relationship between blah and blah...

Further Explanation

1. Investigate the impact of weather on rideshare driver activity and earnings

2. Further refine the model by X, Y, and Z

3. Examine the possibility of...