Can Data Help Chicago Ridesharing Drivers Earn More?

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Goal

Can knowing where & when a ride was initiated as well as weather conditions help us to predict the fare?

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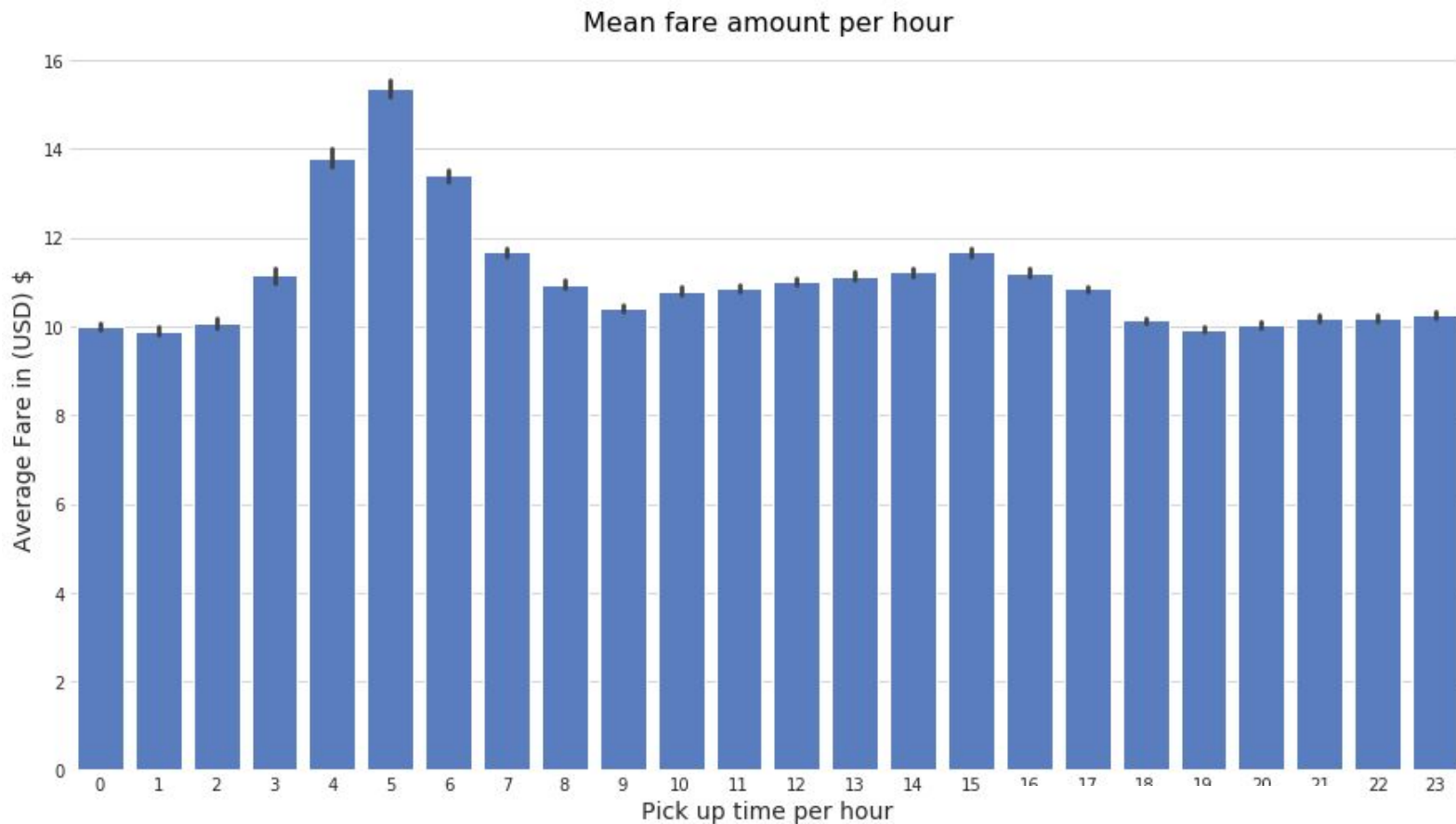
Data Sources

[City of Chicago Data Portal](#)

- November 2018 - September 2019 **(101 million rows!)**

[Dark Sky Weather API](#)

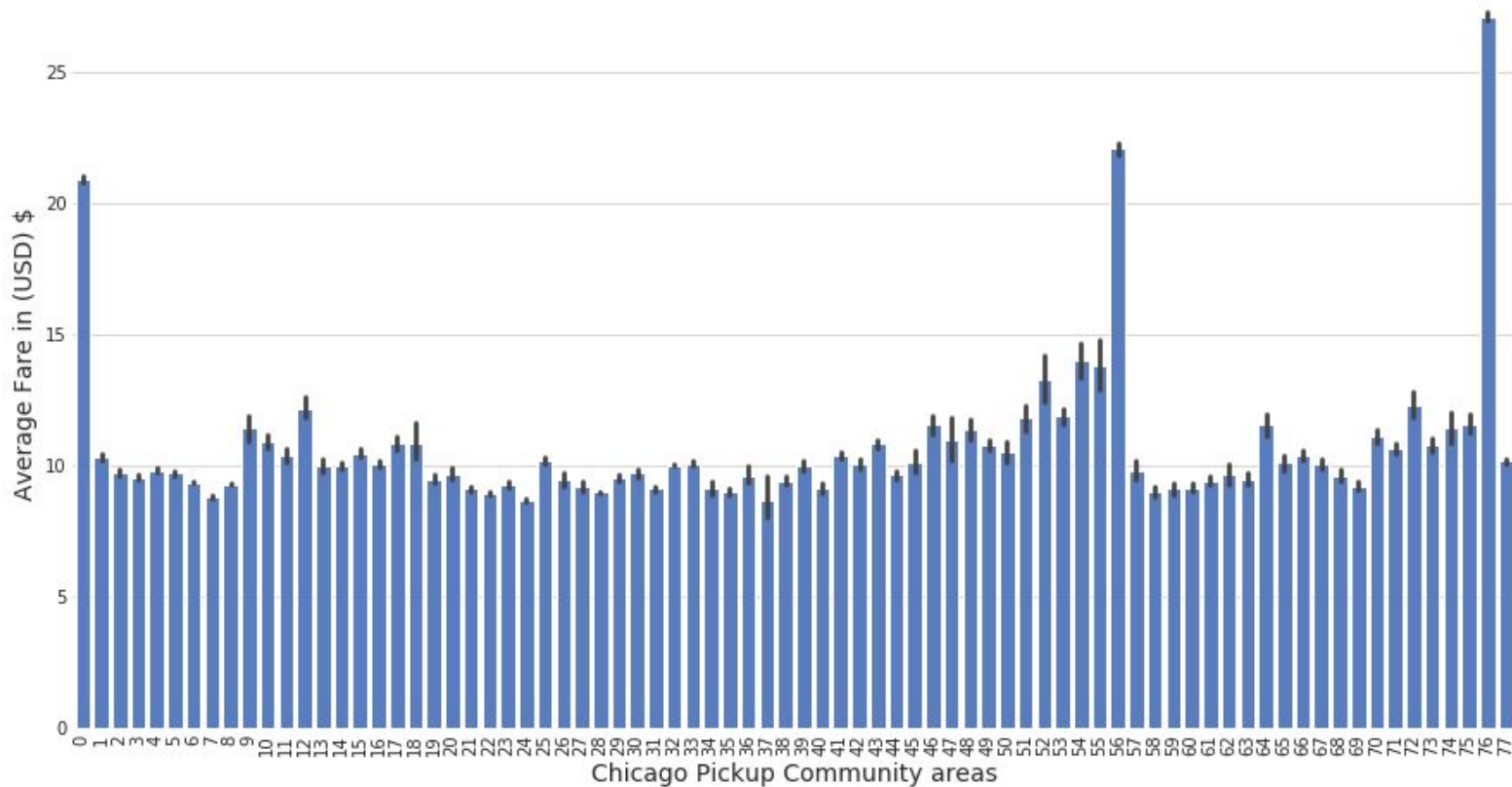# What time should I drive to earn more?

Mean fare amount per hour

Be an early riser!!! Helps traffic and you make more $$$$$

Airport pickups yield the highest fares

Mean fare amount per Community area

Go to community areas......

Airports

Events in Chicago

Conclusions

- Drivers can earn the most at 5 am. Peak fares occur between 4-6am on a daily basis.

- Airport pickups lead to higher earnings.

- Strong relationship between temperature and trip fare.

Further Exploration

1. Further refine the model to provide recommendations of ideal pickup location given time & weather (deliver to drivers via app?)

2. Finding the correct independent variables to increase model's predictive power (events/occasions)

3. How can we extend our model to help different groups such as riders & competing rideshare companies