

# EAS 503

## Project Preliminary Report Group 8

### NYC Uber Taxi Data Analysis

#### Introduction:

With people using For-Hire Vehicles (FHVs) more than ever, it could give us various meaningful insights and patterns for its usage. This project aims to explore, analyze and visualize the NYC Uber Data.

#### Data Description:

Early in 2017, the NYC Taxi and Limousine Commission (TLC) released a dataset about Uber's ridership between September 2014 and August 2015. This dataset contains features such as destination, trip distance, and duration that were not available in other sets released before. The data comprises one complete year of trips, with a total of about 31 million entries.

#### Proposed Analysis:

- Visualize Uber's ridership growth in NYC during the period
- Characterize the demand based on identified patterns in the time series
- Estimate the value of the NYC market for Uber, and its revenue growth
- Other insights about the usage of the service

#### Analysis Methods:

Quantitative Data Analysis Methods.

#### Milestones:

Milestone	Dates
Processing The Data	Tuesday 11/21/17 - Wednesday 11/22/17
Data Exploration	Thursday 11/23/17 – Thursday 11/30/17
Interpretation	Friday 12/01/17 – Sunday 12/03/17
Preparing Final Report	Monday 12/04/17 – Thursday 12/07/17

#### References:

1. <https://www.kaggle.com/dotman/data-exploration-and-visualization/notebook>
2. [http://www.nyc.gov/html/tlc/html/about/trip\\_record\\_data.shtml](http://www.nyc.gov/html/tlc/html/about/trip_record_data.shtml)
3. Dataset Link: [https://s3.amazonaws.com/nyc-tlc/misc/uber\\_nyc\\_data.csv](https://s3.amazonaws.com/nyc-tlc/misc/uber_nyc_data.csv)