**TLC Ride Duration Model Proposal**

## **Overview:**

New York City Taxi and Limousine Commission (TLC) has commissioned our team to build a regression model that predicts ride durations based on distance, time of day, season, and additional variables as we find necessary.

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| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| **1** | Write a project proposal  Plan | * Global-level project document | Deshawn Washington — Data  Analysis Manager |
| **1a** | Establish structure for project workflow (PACE)  Plan |  | Daichi Watanabe — Senior  Project Manager |
| **2** | Data exploration and cleaning  Analyze | * Data files ready for EDA | Luana Rodriquez — Senior Data Analyst |
| **2a** | Inspect data files for missing data  Analyze |  | Deshawn Washington — Data  Analysis Manager |
| **3** | Compute descriptive statistics  Analyze **and** Execute | * EDA results | Luana Rodriquez — Senior Data Analyst |
| **3a** | Visualization building  Analyze **and** Execute | * Tableau dashboard/   visualizations | Daichi Watanabe — Senior  Project Manager |
| **4** | Conduct hypothesis test  Analyze **and** Construct | * Analysis of testing results between two important variables * Share results of testing | Udo Bankole — Director of Data  Analysis |
| **5** | Build a regression model  Construct | * Review testing results * Determine the success of the model | Luana Rodriquez — Senior Data  Analyst |
| **5a** | Evaluate the model  Execute |  | Udo Bankole — Director of Data  Analysis |
| **6** | Communicate final insights with stakeholders  Execute | Communicate the results |  |

Milestone 1: 1-2 days

Milestone 2: 2-3 weeks

Milestone 3: 1 week

Milestone 4: 1 week

Milestone 5: 1-2 weeks

Milestone 6: 2-3 days