**TLC’s Ride Fare Prediction Project Proposal**

## **Overview:**

Data team needs to create a regression model to help TLC predict taxi cab fares before each ride based on distance, time of day, and any additional variables.

| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| --- | --- | --- | --- |
| **1** | **Establish structure for project workflow (PACE)**  **Plan** | Global-level project document | Deshawn Washington — Data Analysis Manager |
| **1a** | **Write a project proposal**  **Plan** | Project Proposal Document | Uli King — Senior Project Manager |
| **2** | **Compile summary information about the data**  **Analyze** | Data files ready for EDA | Luana Rodriquez — Senior Data Analyst |
| **2a** | **Begin exploring the data**  **Analyze** | Data Overview | Deshawn Washington — Data Analysis Manager |
| **3** | **Data exploration and cleaning**  **Plan and Analyze** | EDA report | Luana Rodriquez — Senior Data Analyst |
| **3a** | **Visualization building**  **Analyze and Construct** | * Tableau dashboard/visualizations | Uli King — Senior Project Manager |
| **4** | **Compute descriptive statistics**  **Analyze** | * Analysis of testing results between two important variables | Deshawn Washington — Data Analysis Manager |
| **4a** | **Conduct hypothesis testing**  **Analyze and Construct** |  | Udo Bankole — Director of Data Analysis |
| **5** | **Build a regression model**  **Analyze and Construct** | Regression Model | Luana Rodriquez — Senior Data Analyst |
| **5a** | **Evaluate the model**  **Execute** | * Determine the success of the model | Udo Bankole — Director of Data Analysis |
| **6** | **Communicate final insights with stakeholders**  **Execute** | * Visualizations * Insights * Presentations * Executive Summary |  |
| **6a** | **Not necessary for this project**  **Select PACE stage** |  |  |