**Automatidata: TLC Estimated Fare Proposal**

## **Overview:**

Automatidata has been hired by NYC’s Taxi and Limousine Commission (TLC) to analyze historical taxi data and build a regression model that predicts estimated taxi fares with 90% accuracy.

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| **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 |  | 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 |  | Deshawn Washington — Data Analysis Manager |
| **3** | Data exploration and cleaning  Analyze **and** Construct | * 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 |  | 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 | * Final model |  |
| **6a** | Not necessary for this project  Execute | * Report to all stakeholders |  |

Note: The estimated times for the milestones in the example equate to the length of the courses where you will learn the necessary skills. Realistic timelines when working with actual clients and data scientists as a data scientist would most likely have tight deadlines, for example:

Milestone 1: 1-2 days

Milestone 2: 2-3 weeks

Milestone 3: 1 week

Milestone 4: 1 week

Milestone 5: 1-2 weeks