Final project part 1: Lightning talk

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DAT-2017-03-20

The problem: How can i optimize my tv buy?

Problem

- Which stations drive the most efficient cross channel response?
- Establishing baseline (Bayesian prior) to find incremental worth

Data

- Every TV campaign spot with Date/time, network, creative, adjusted daypart, impressions
- Online activity (clicks, leads, views) received via "Brand Aware" channels (Direct-to-site, Organic Search, Branded Paid Search)

Hypothesis

- After fractionally attributing web driven volume, TV will drive 25% more incremental online activity above the baseline.
    - 30 second spots will drive over half of the incremental volume vs shorter length creatives.

The problem: what is the cheapest Non-Subway mode of transportation in nyc?

Problem

With Uber, Gett, and Lyft, via on the scene, are yellow cabs the cheapest way to get around?

Data

- Data includes Date/Time, pick-up and drop off location, total distance, passenger count, fare total, tax total, tolls total, tip total, payment type
- Look into comparing Cab data with data of Uber, Lyft, Gett

Hypothesis

The pooled versions of the newer transportation services are approximately the same price as a taxi (but will take significantly longer)

https://www.kaggle.com/nyctaxi/yellow-taxis (NYC Taxi and Limo Commission)

The problem: What is the leading cause of airline delays?

Problem

Why are we always stuck waiting for our flights and is it avoidable?

Data

- Provided by the U.S. Department of Transportation's Bureau of Transportation Statistics, data tracks the on-time performance of flights operated by large air carriers
  - Includes date, scheduled/actual depart/arrival time, origin/destination code, cancellation code

Hypothesis

During winter and spring months, weather is the leading cause of airline delays.