# NYC YELLOW TAXI MARKET 2009 - 2015

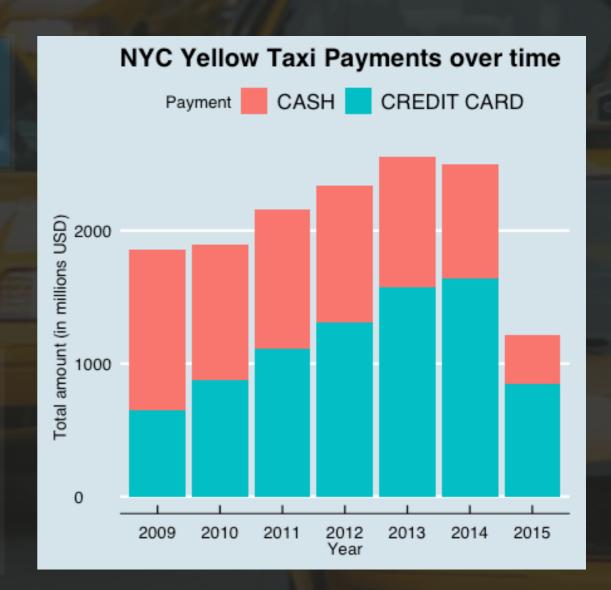
## **PAYMENT METHODS OVERVIEW**

#### THE DATA

Was obtained from NYC Taxi and Limousine Commission (TLC Trip Record Data)

#### **FINDINGS**

- Steady increase in taxi spending in NYC from 2009 to 2013 with seasonal fluctuations
- Spending peaked in summer of 2014
- It's possible that Uber and Lyft account for this trend



### CONCLUSION

The results show that credit cards are now the preferred payment method over cash