

## **Find the effect of Uber and Lyft on Yellow Cabs in NYC over time.**

Uber and Lyft's growth in NYC saw a decline in the value of Yellow Cab medallions, which ended up ruining investments once seen as solid as a bar of gold. With passing time, a lot of cab drivers lost their medallions as they lost riders to Uber and Lyft. With the data available to us, we can easily find a trend to visualize the decline of yellow cabs with the growth of mobile based taxi services like Uber and Lyft. This query will focus on comparing the decline over years for a combination of parameters which will be based on user input and will include location, ride fares, tips and number of rides. This will give users a comprehensive overview and hopefully a better insight into this particular trend.

### **User input based parameters to be considered to observe this trend :**

**Location** : If the user wants to focus on certain areas that were most affected by the introduction of Uber and Lyft, we can plot a graph to show the trend w.r.t time.

**Fare amount** : No of trips with a particular fare or fare amount per passenger could be a valuable insight on whether trip fare was one of the reasons

why yellow cabs couldn't compete with the likes of Uber and Lyft.

**Payment Method** : Could the ease of payment be a factor on whether riders chose app based taxis over yellow cabs? With the increase in use of smartphones, we see online payments being increasingly used. Can this lead to riders looking for different and more convenient options?



## **Find the overall trend of cab trips during major holidays across a calendar year**

Across a calendar year, we can easily observe from the data available to us that the average population in NYC changes from holiday to holiday and how that affects an average cab driver. At holidays like Thanksgiving and Christmas where all the major tourist locations, shops and mall closed, people might not prefer to go out at all. This could help drivers and riders recognize the hot spots across the city during the holidays, if they ever decide to go out or drive a cab to earn some extra bucks.

### **User input based parameters to be considered to observe this trend :**

**Time of the year :** For people planning a trip to NYC during a particular holiday or driver looking for trips during the off season, they can look at this trend graph and decide accordingly. This could also mean that drivers get paid extra due to the surge as a result of fewer cabs driving around the city. This can be essential for both drivers and passengers.

**Location and Cab Fares :** For finding the hotspots across the city and favorable locations for drivers to choose during a particular time or day with respect

to average cost per passenger or trip distance and location. This could be an interesting observation for the drivers to increase their profits.

