



**Taxi & Limousine
Commission**

Group 10

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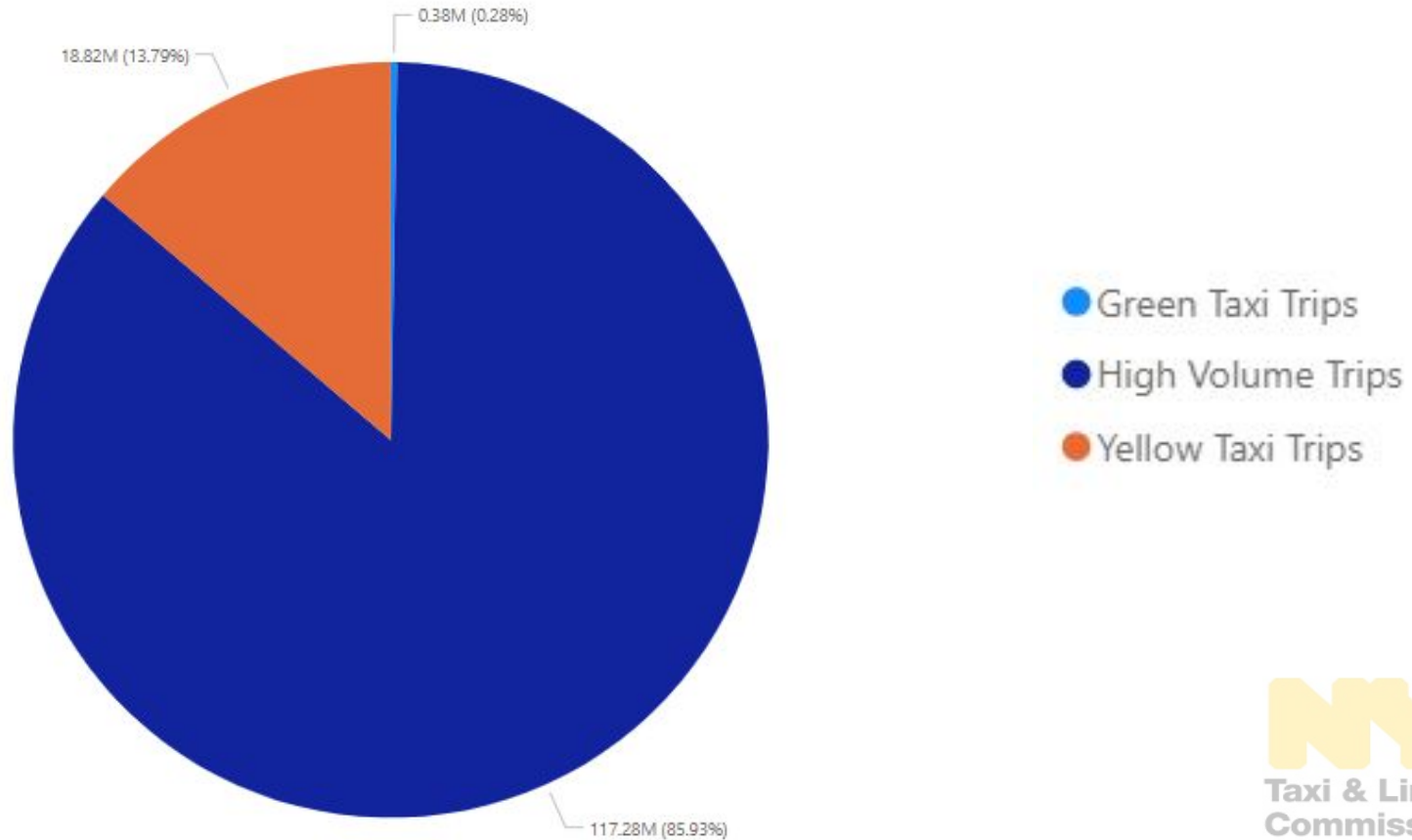
Background

- Data from Taxi and Limousine Commission (**TLC**)
- “Over 200,000 TLC licensees complete approximately 1,000,000 trips each day.” *
- Business Problem:
 - What are the drivers behind the reduced revenue?
 - **How can this be resolved?**

*<https://www.nyc.gov/site/tlc/about/about-tlc.page>

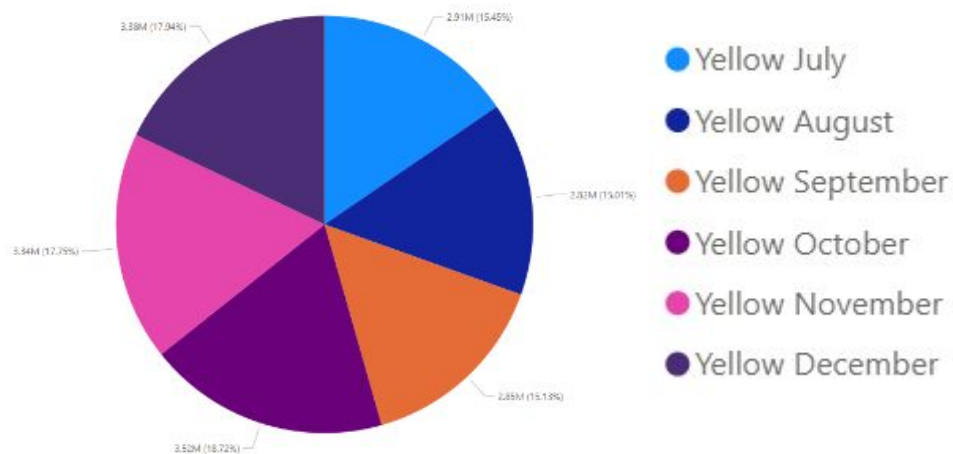


Insight 1: Total Trip Market Share

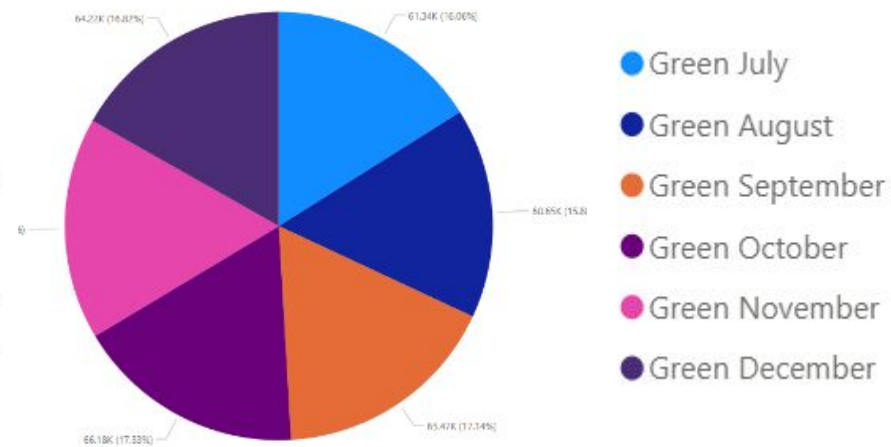


Insight 2: Monthly Volume of Taxi Trips

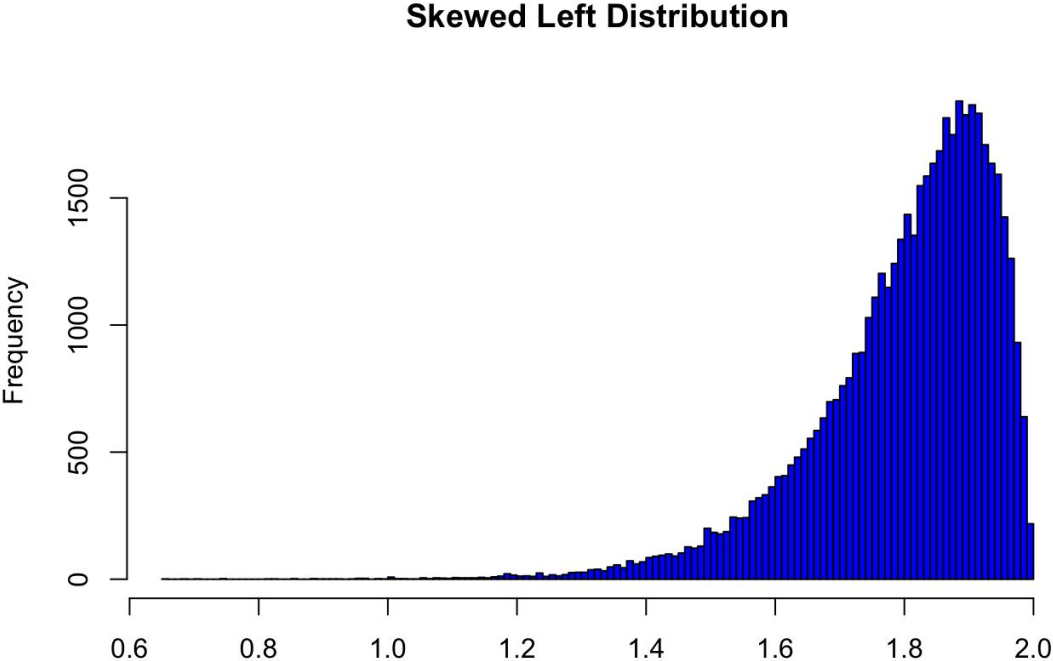
Yellow Taxi



Green Taxi

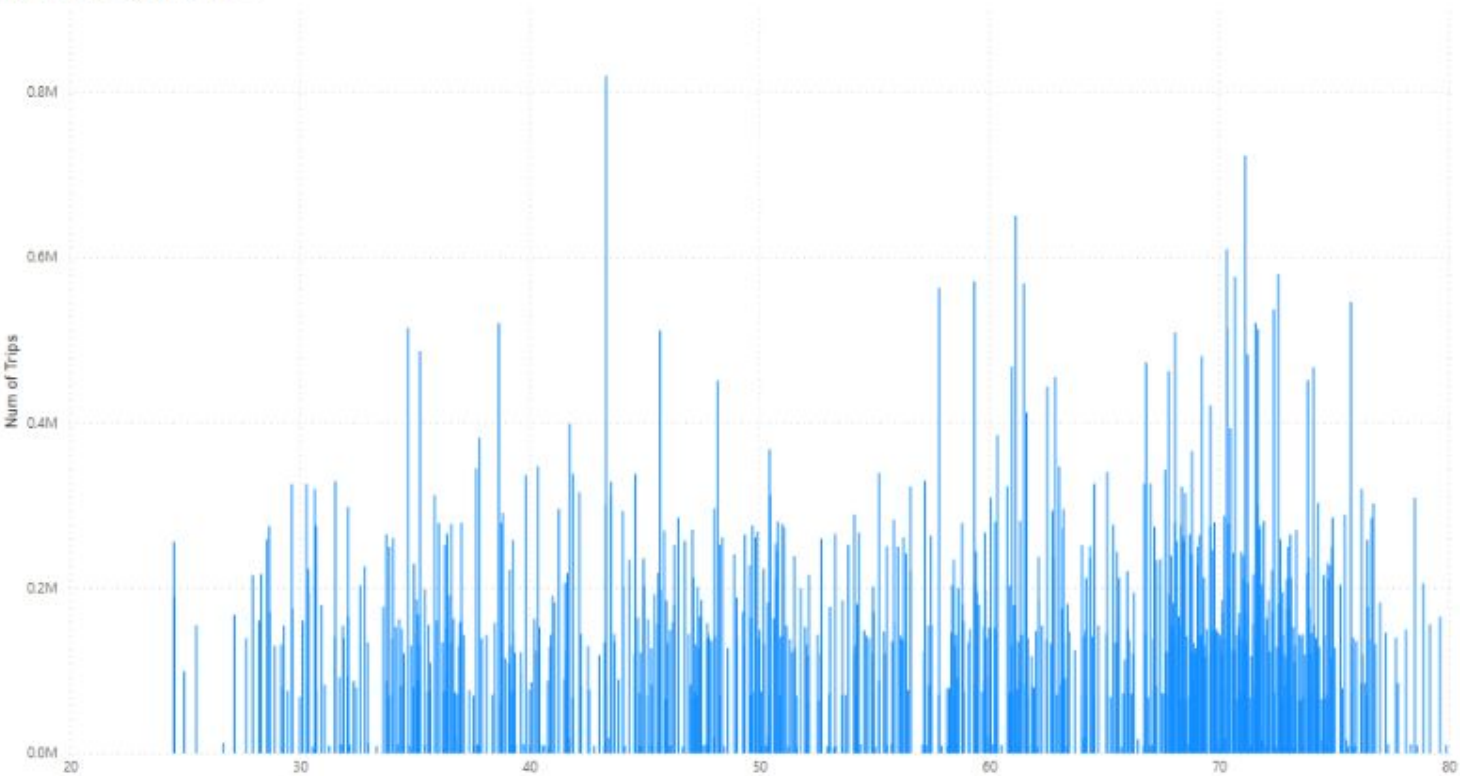


Insight 3: Weather Influence on Taxi Trips



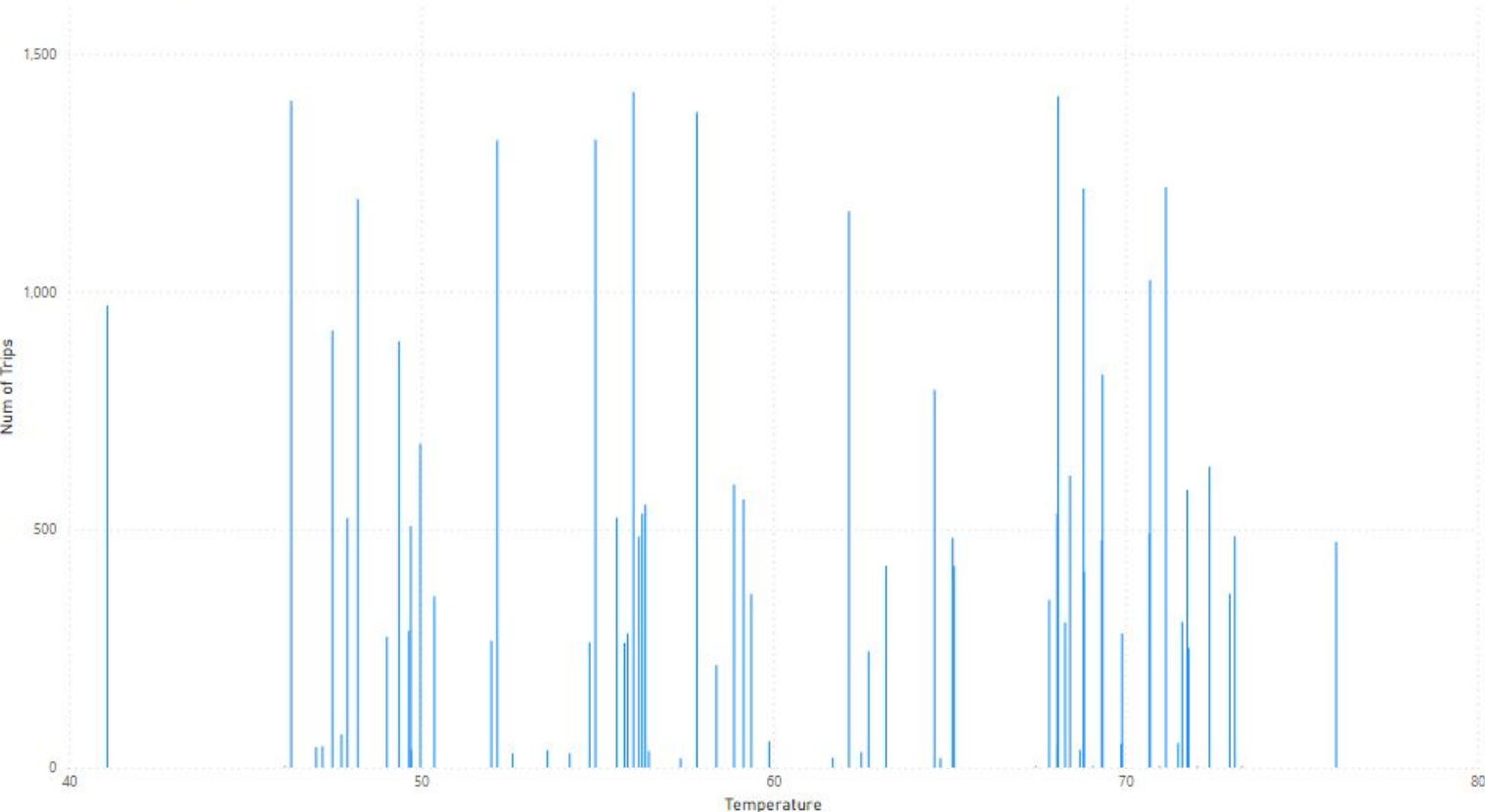
Insight 3: Weather Influence on Taxi Trips (HV)

Num of Trips by Temperature



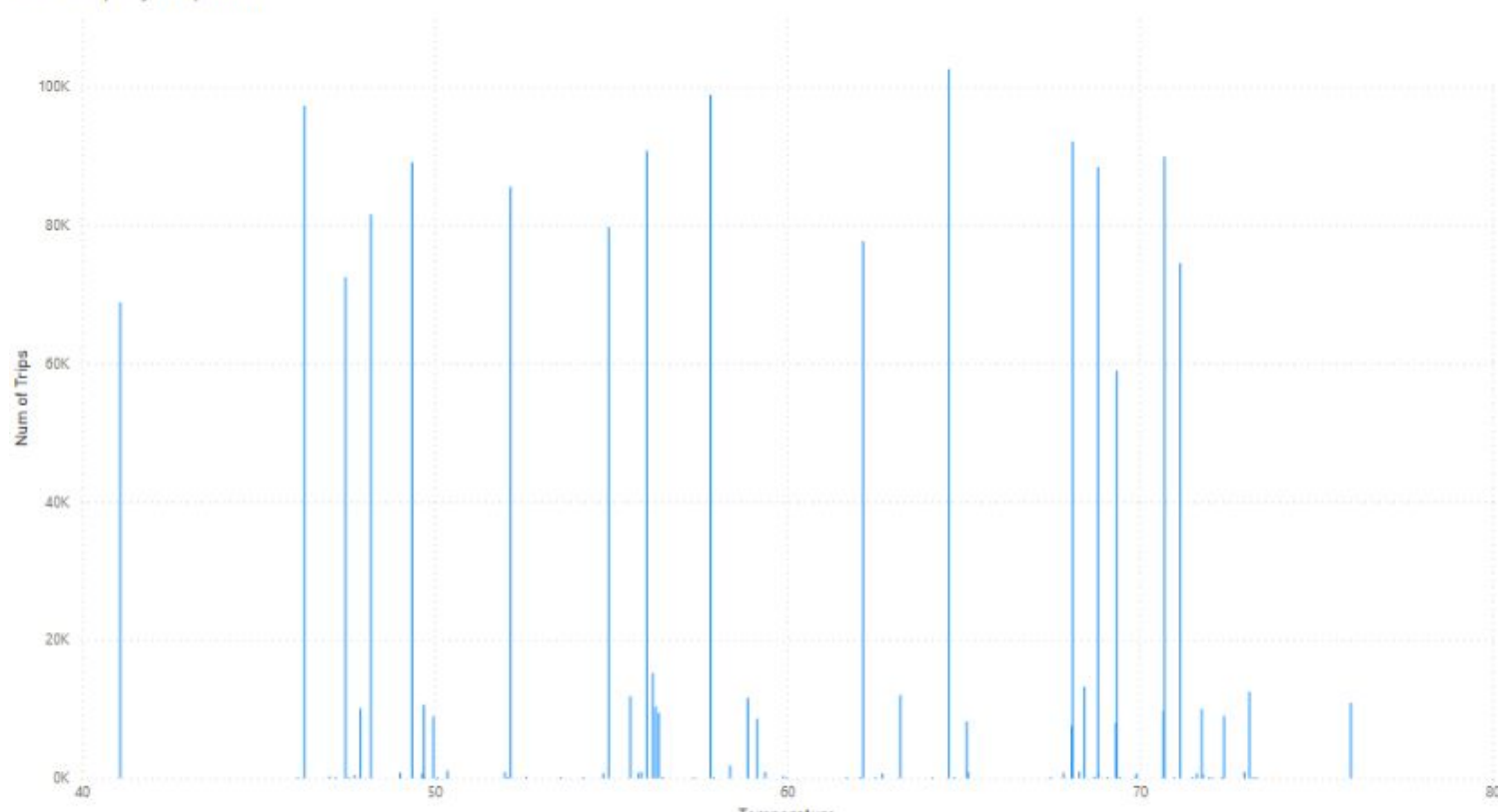
Insight 3: Weather Influence on Taxi Trips (Green)

Num of Trips by Temperature



Insight 3: Weather Influence on Taxi Trips (Yellow)

Num of Trips by Temperature



Recap

1. Ride sharing vehicles take larger portion of market share
2. Seasonality does not affect TLC
3. Warmer climate does not affect TLC
4. Can take more risky approaches:
 - a. More designated taxis, spread throughout the 5 boroughs
 - b. Create own ride sharing app





Thank You