



**Taxi & Limousine  
Commission**

**Group 10**

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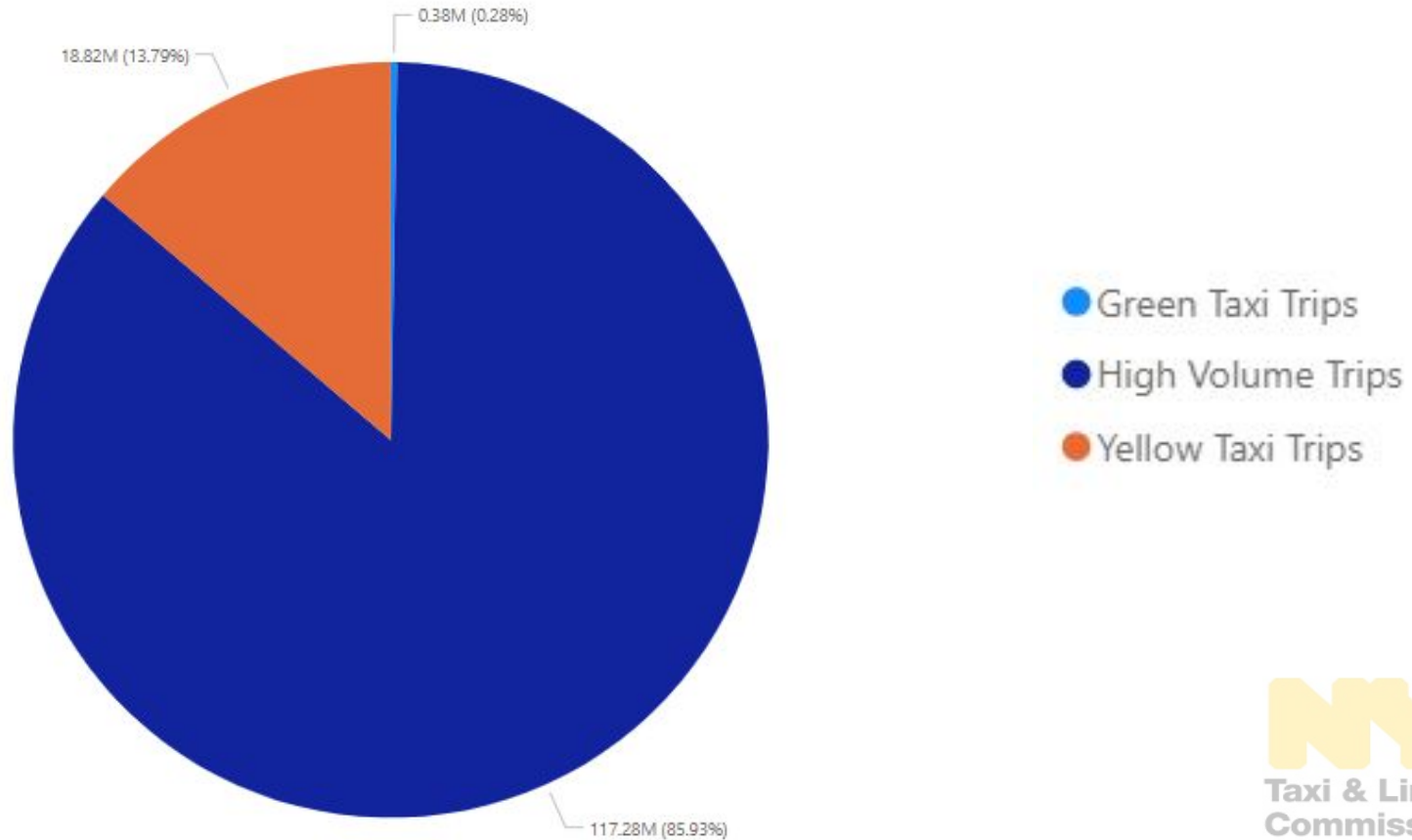
# Background

- 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>

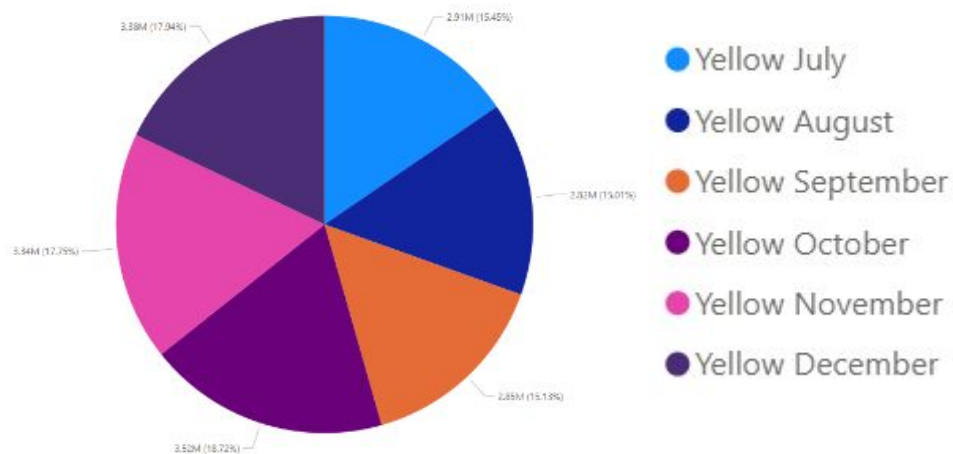


## Insight 1: Total Trip Market Share

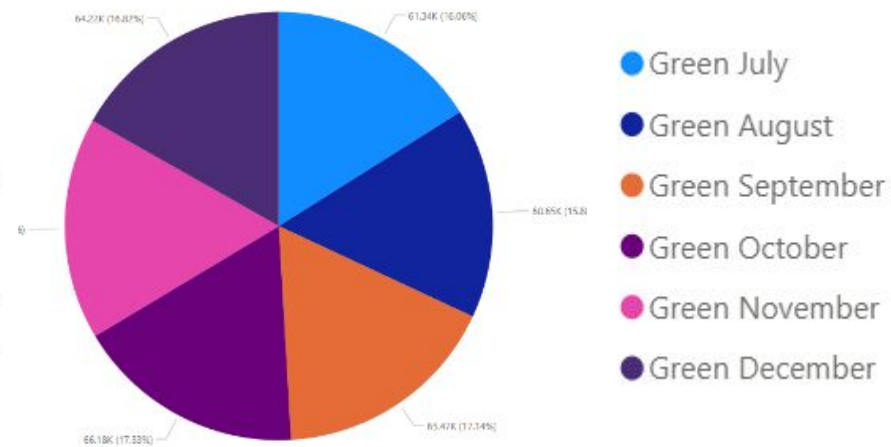


## Insight 2: Monthly Volume of Taxi Trips

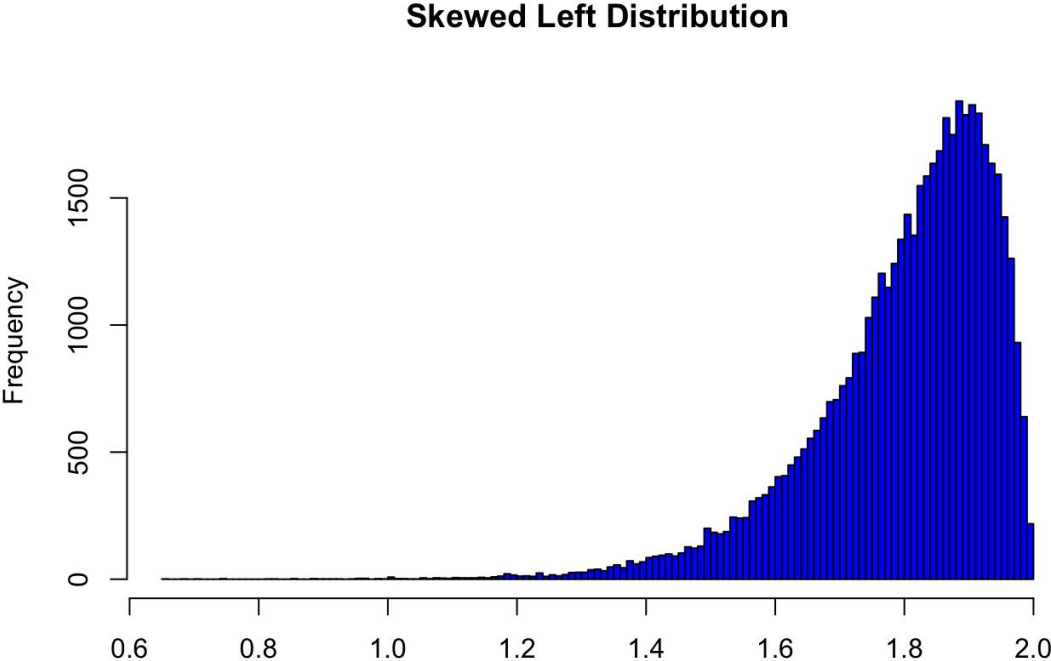
### Yellow Taxi



### Green Taxi

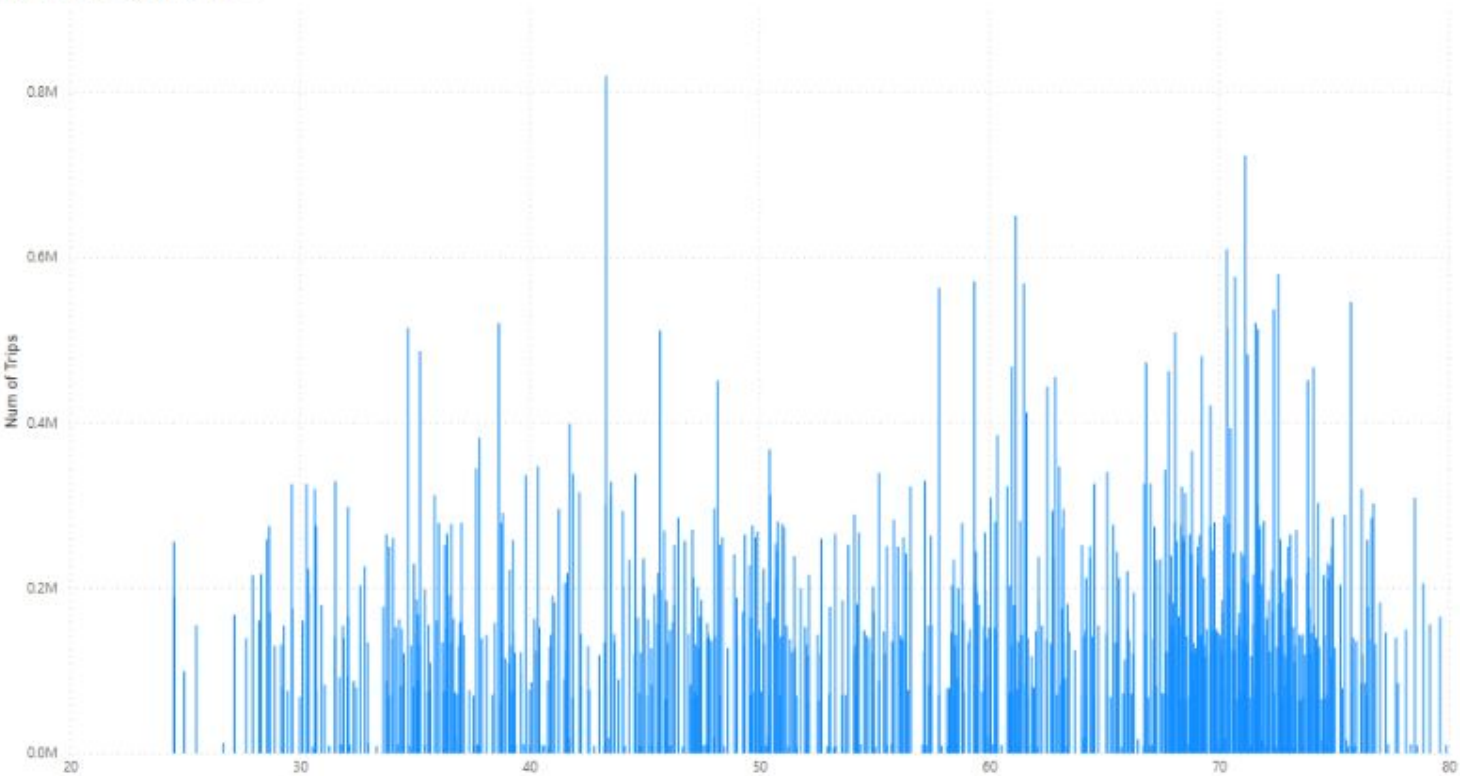


# Insight 3: Weather Influence on Taxi Trips



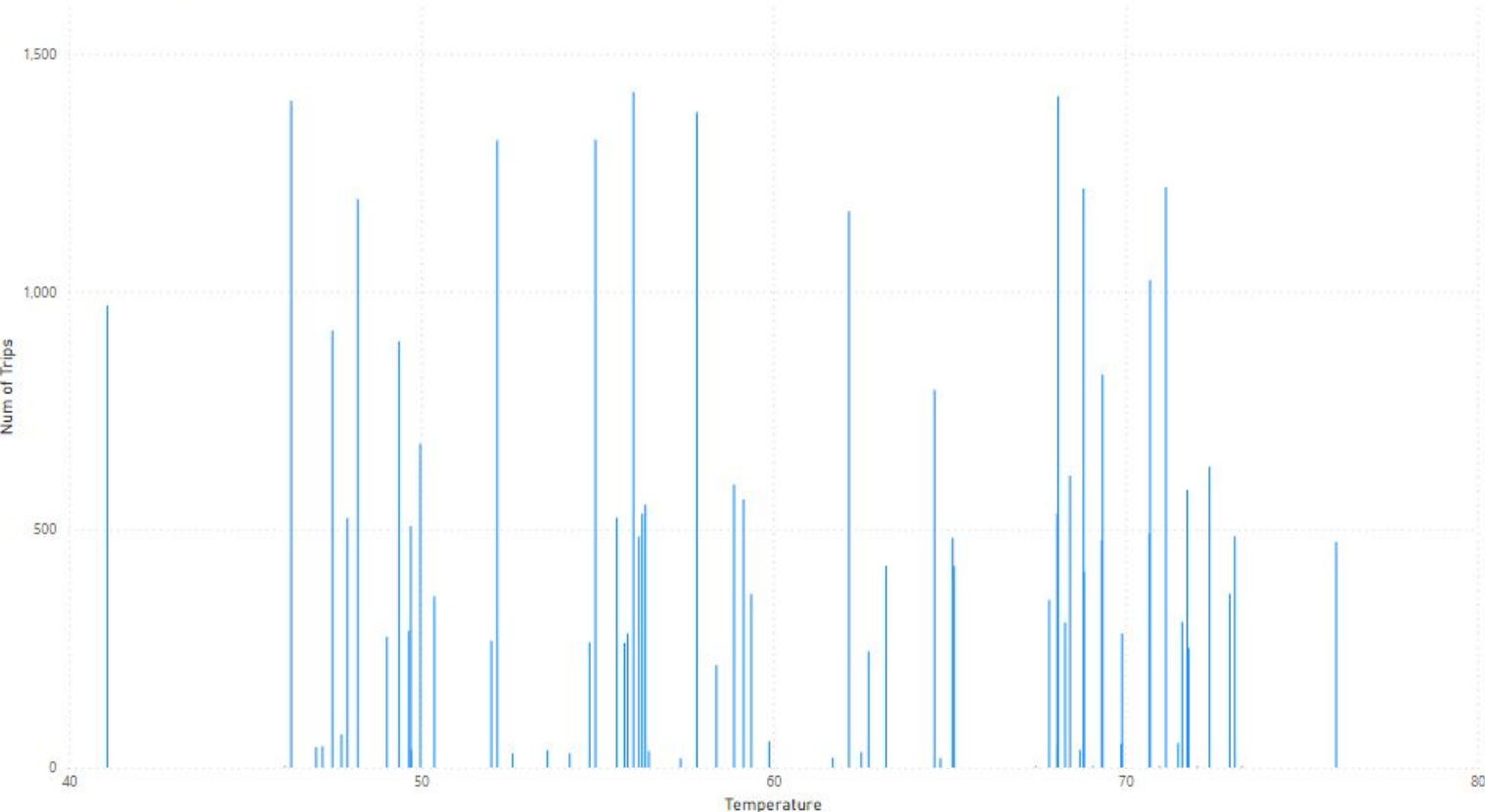
# Insight 3: Weather Influence on Taxi Trips (HV)

Num of Trips by Temperature



# Insight 3: Weather Influence on Taxi Trips (Green)

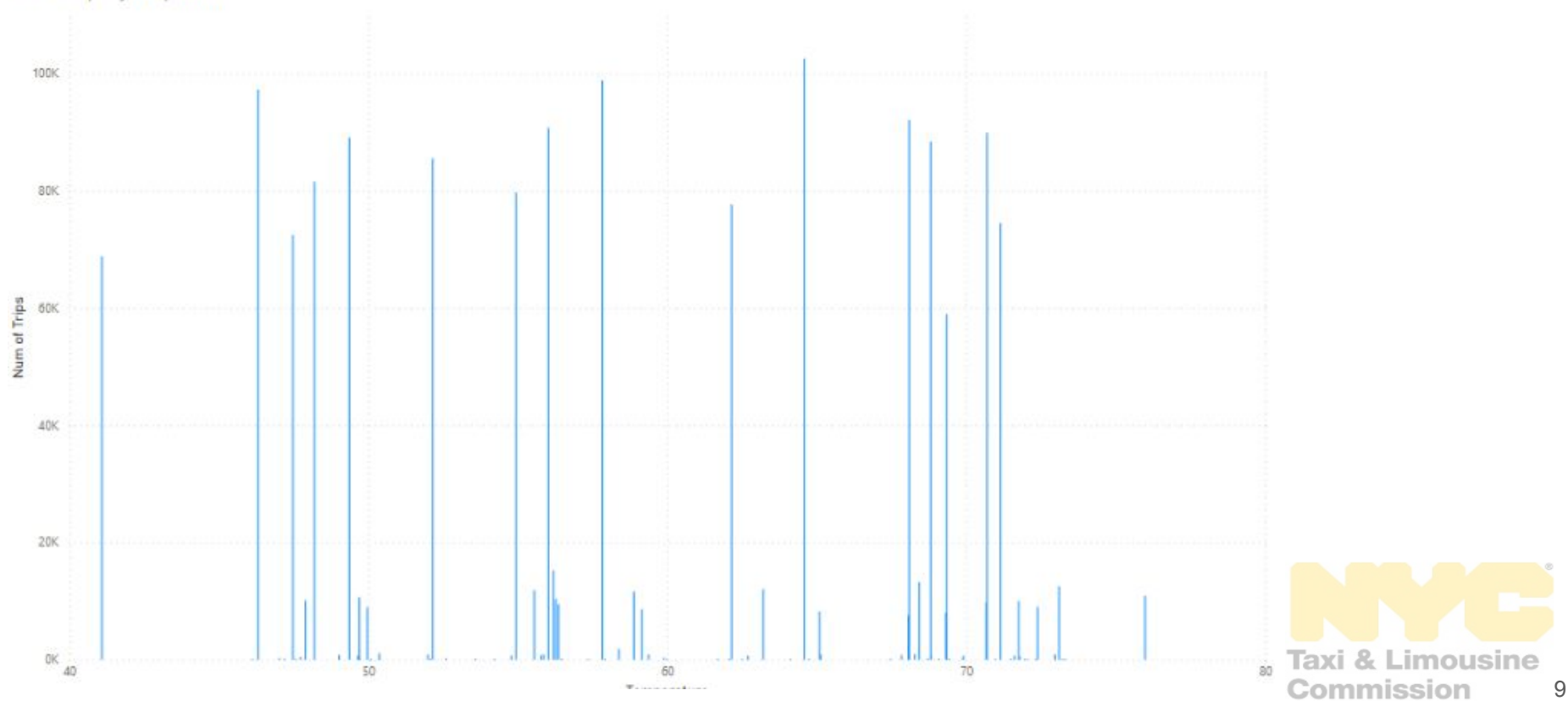
Num of Trips by Temperature





# 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**