



Shuttle Scheduling Service

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Mission: Improvements to transportation

■ New Visitor ■ Returning Visitor

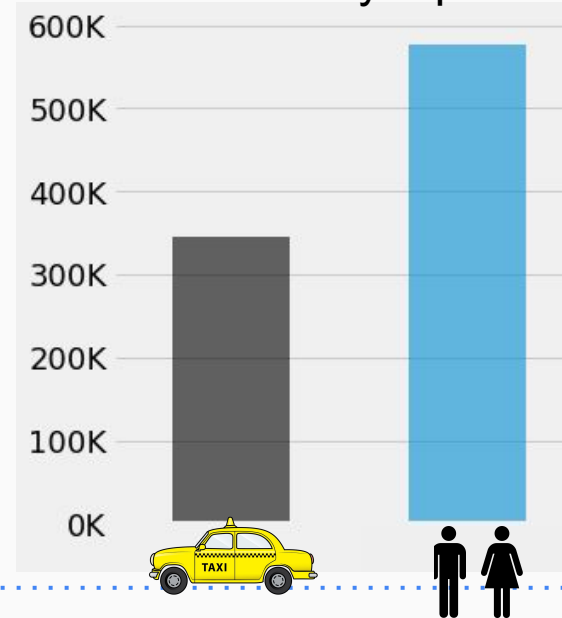


The problem

Traffic demand is huge in crowded cities, like NYC, SF, LA.

Public transportation options are not customizable, leading people to prefer individual cars, or ride services

NYC Taxi daily trips



A close-up photograph of a person's hand holding a pen, drawing a route on a map. The background is blurred, showing what appears to be a city street at night with bokeh lights. The text 'The solution' is overlaid in white on the left side of the image.

The solution

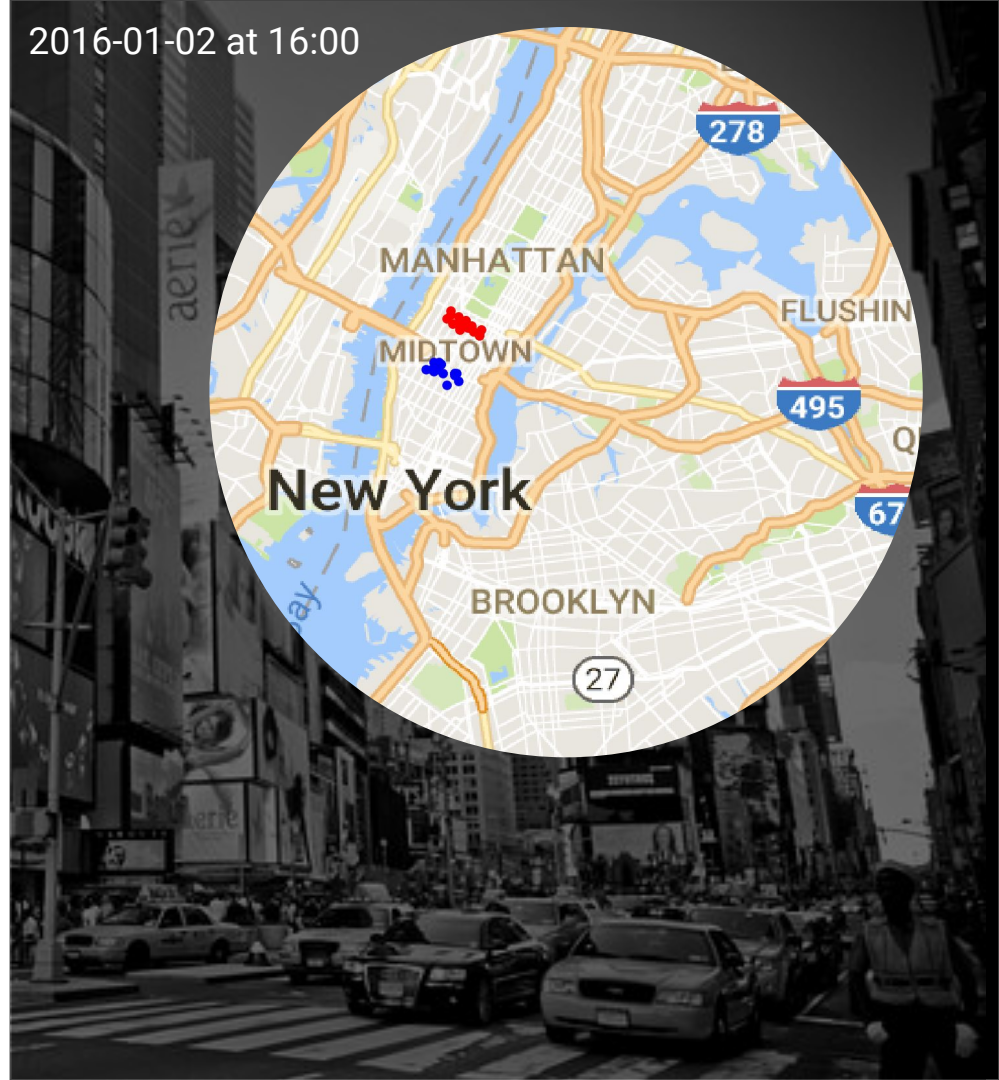
Make public transportation customizable !

Introduce a comprehensive shuttle service with dynamic scheduling and routes.

2016-01-02 at 16:00

Can we effectively pool
people taking similar rides ?

Need to assess the potential
first.



How it works:



Step 0

Acquire data
11M entries, 1.7 GB

Step 1

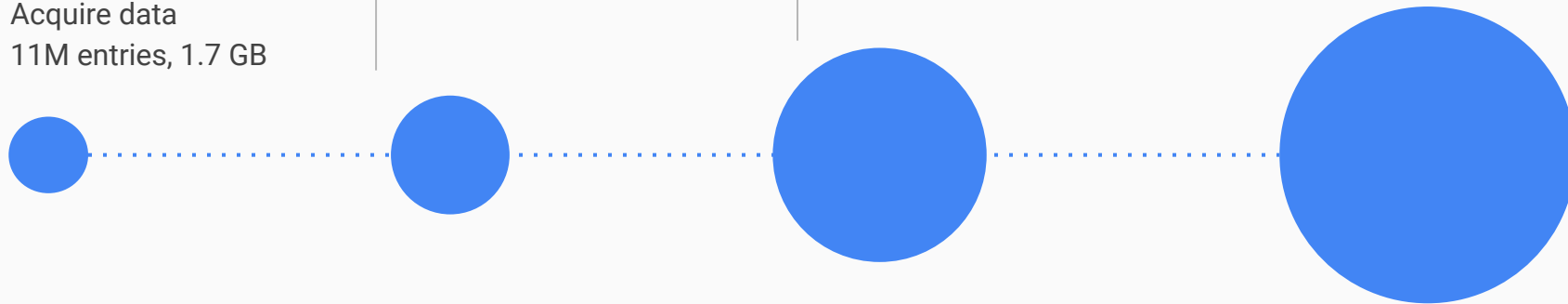
Preprocessing

Step 2

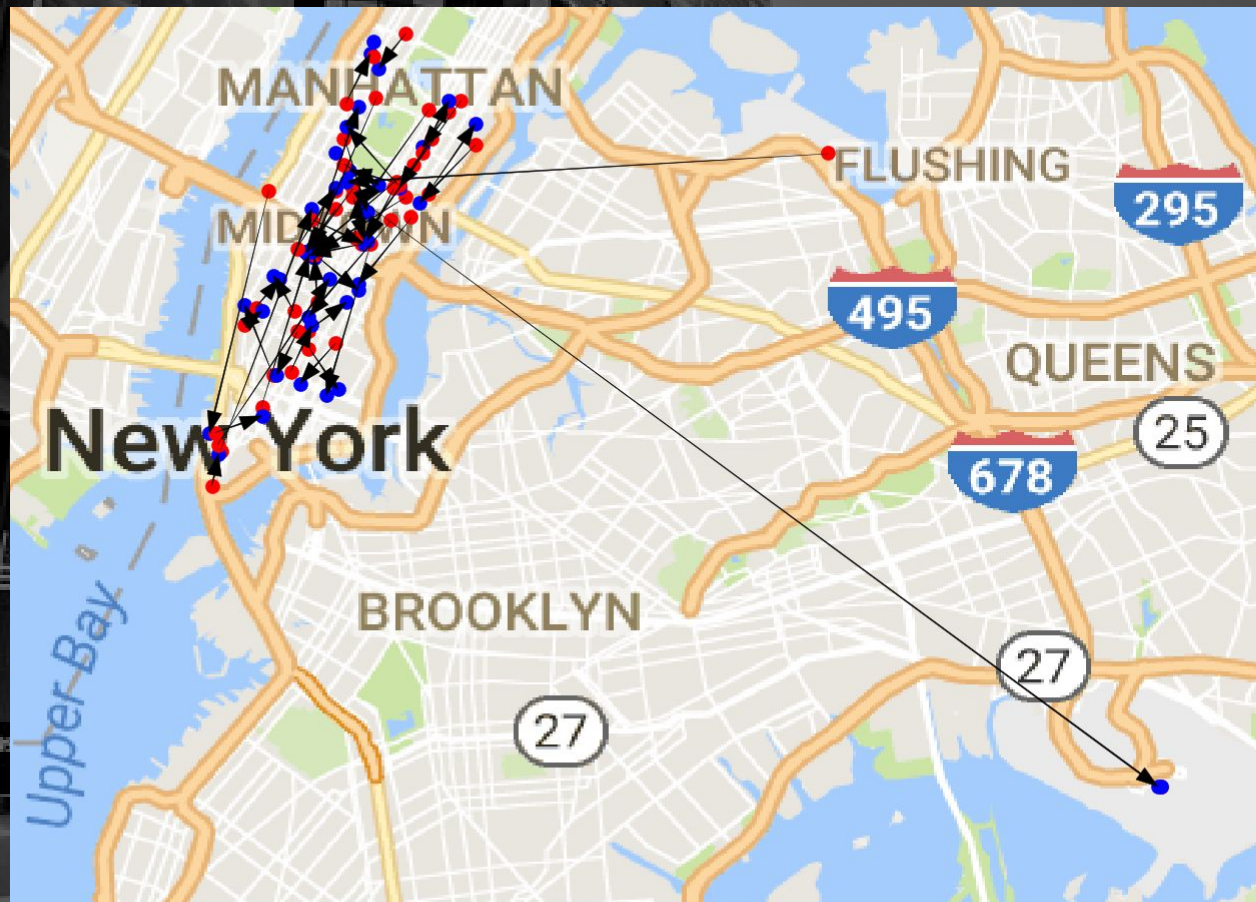
Partition data by time
intervals

Step 3

Apply K-means clustering
algorithm by pickup and
dropoff locations.

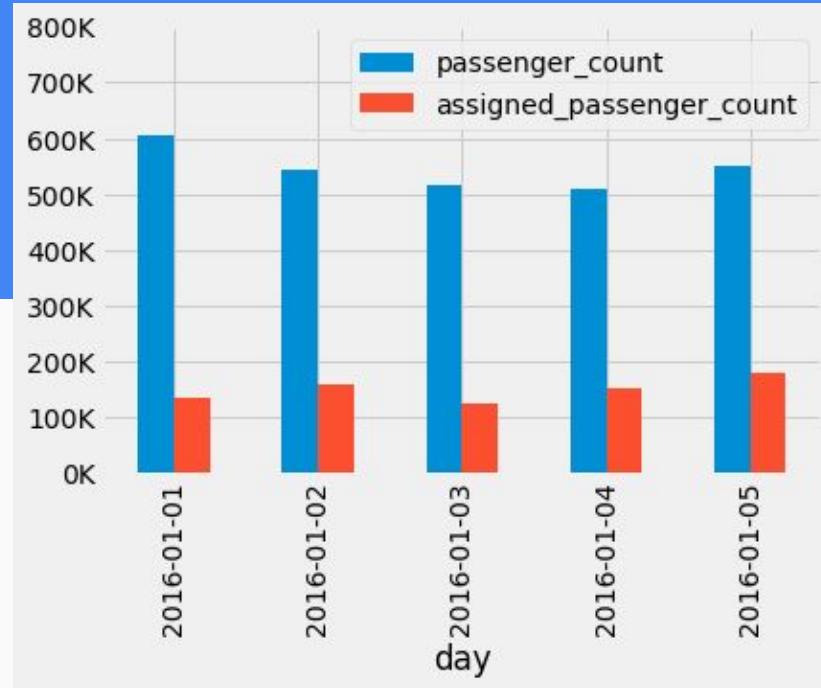


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Assessment

"How much potential we have by dynamic shuttle scheduling service?"



Potentially 20% reduction in taxi rides!

With this technology, we can achieve

- convenient and optimized rides
- reduction in traffic and resources
- and more importantly less pollution!

