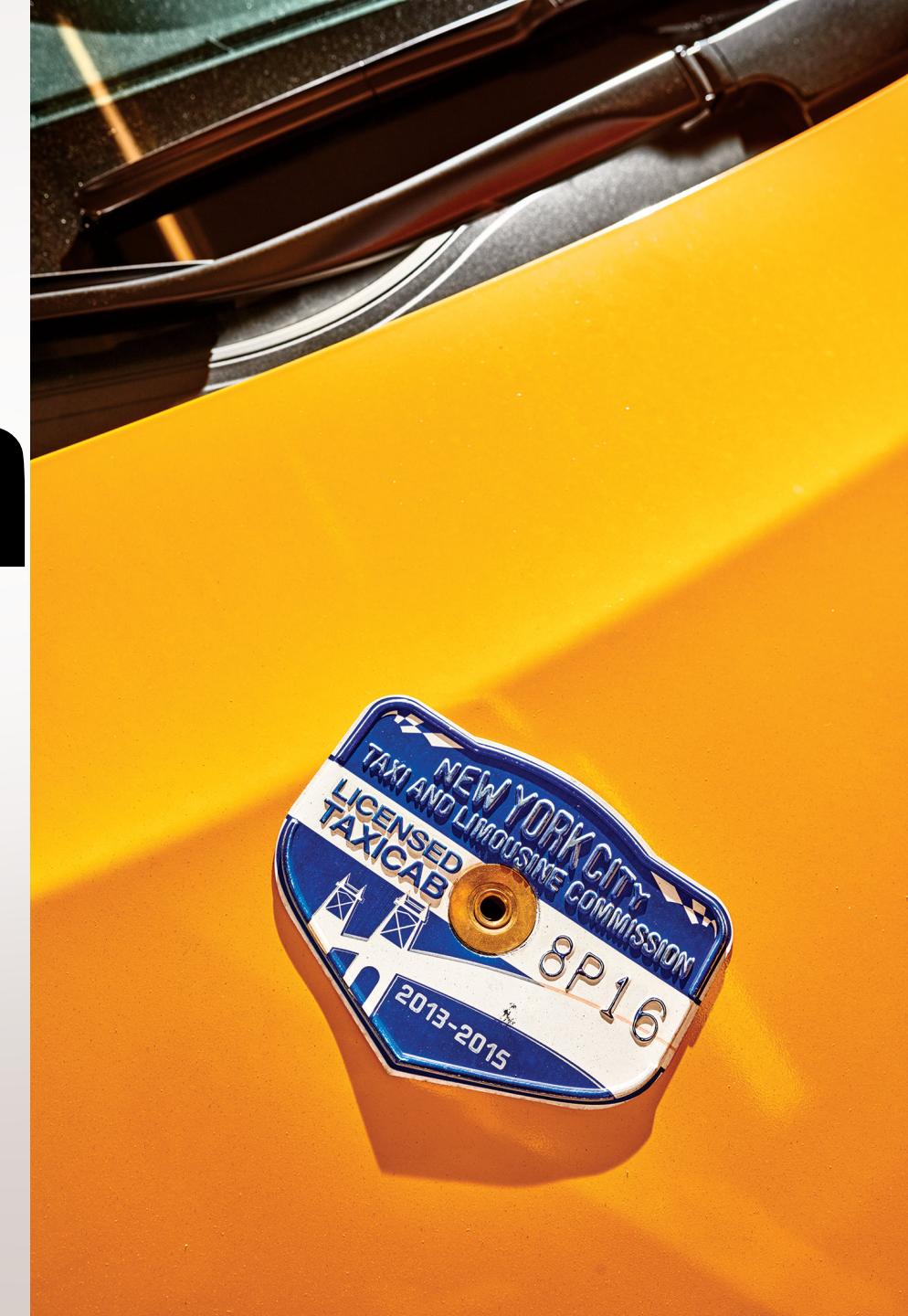


NYC Taxi Data

Abhishek Das



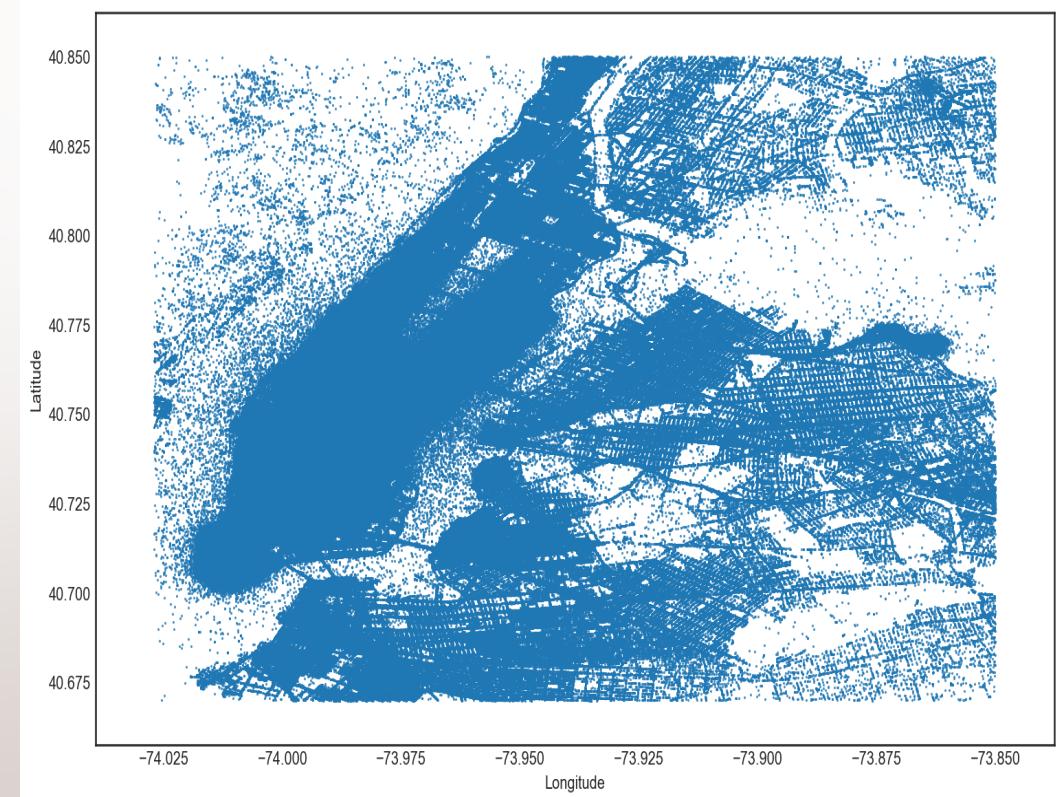
One Month

2 companies

13,276 taxis

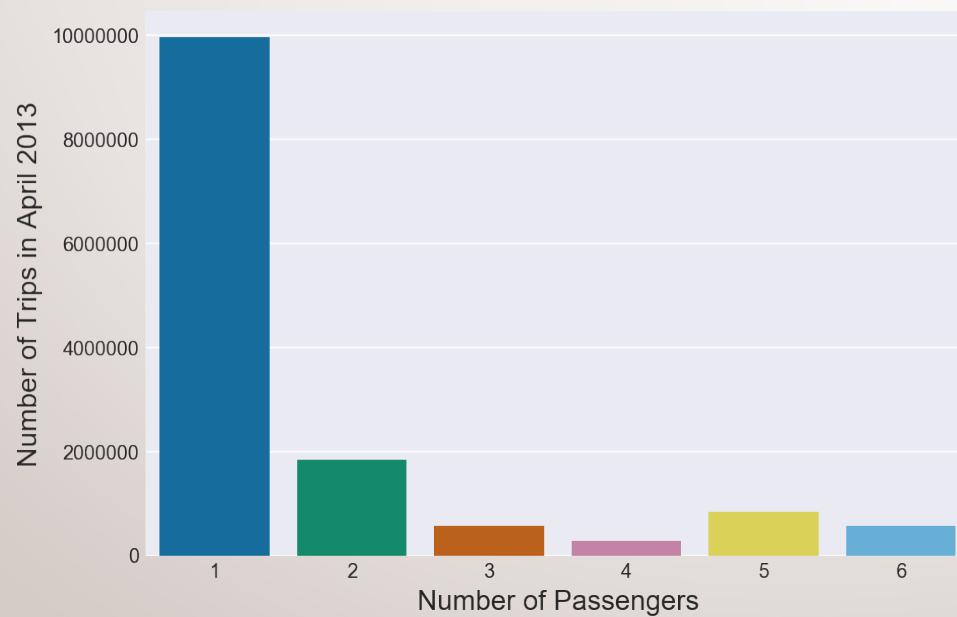
34 million miles

\$184 million in revenue



Passengers

Nearly 10,000,000 cab rides with a single passenger



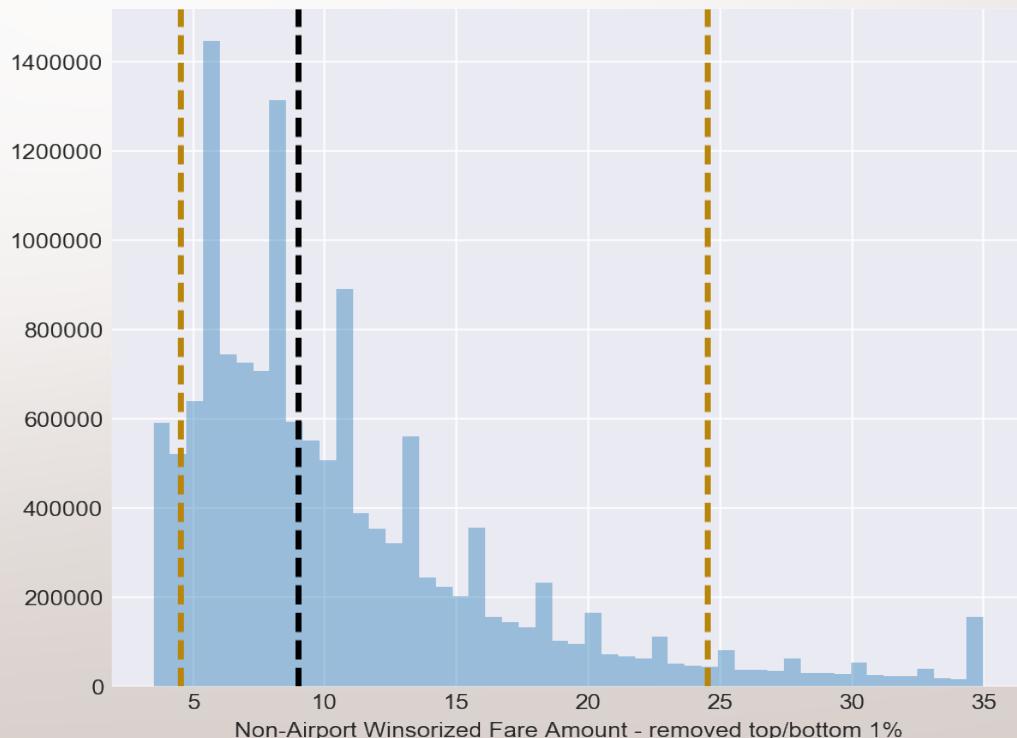
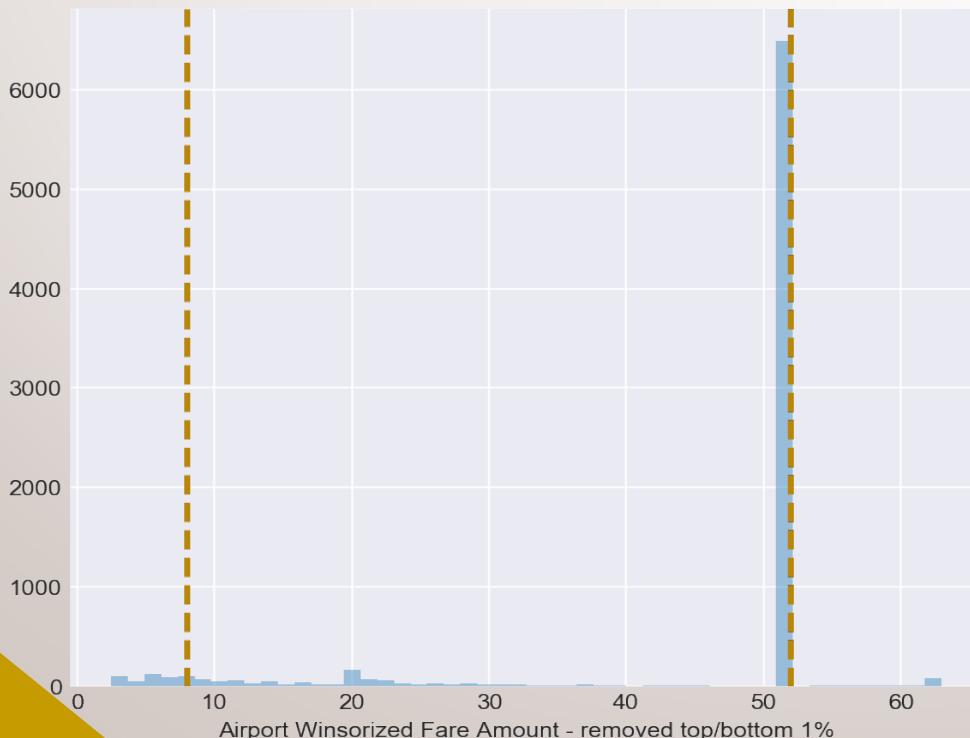
53.9% of trips are paid for with credit card



Non-Airport Fares < \$35

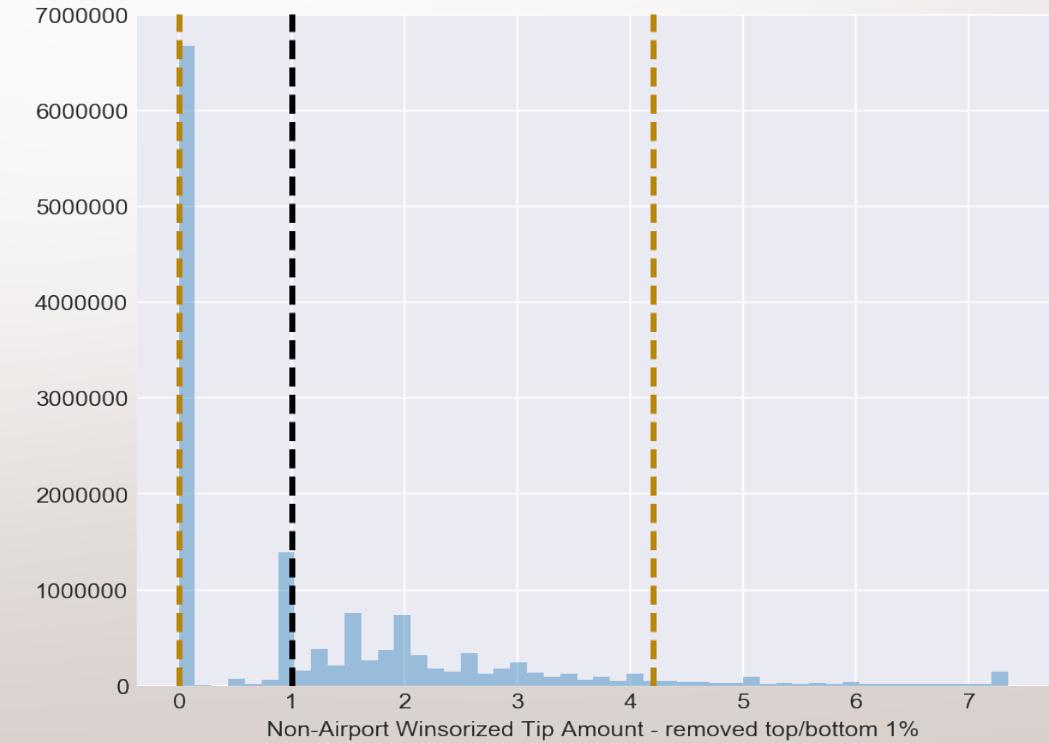
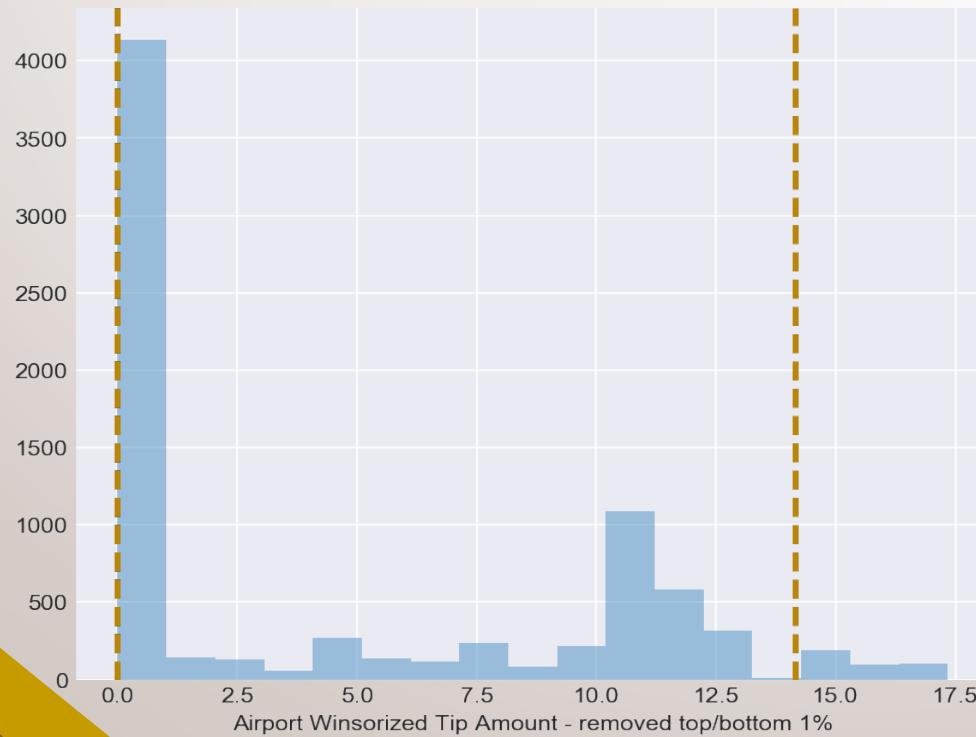
Median Airport fares \$52

Distribution of Fare Amount: Airport vs Non-Airport Fares



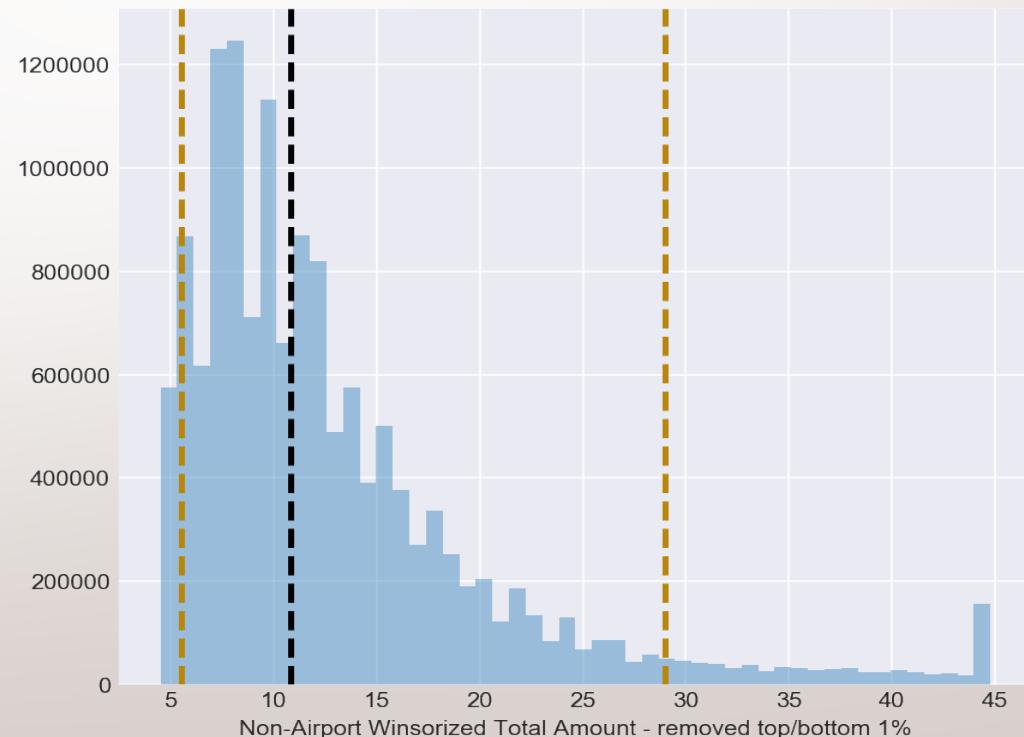
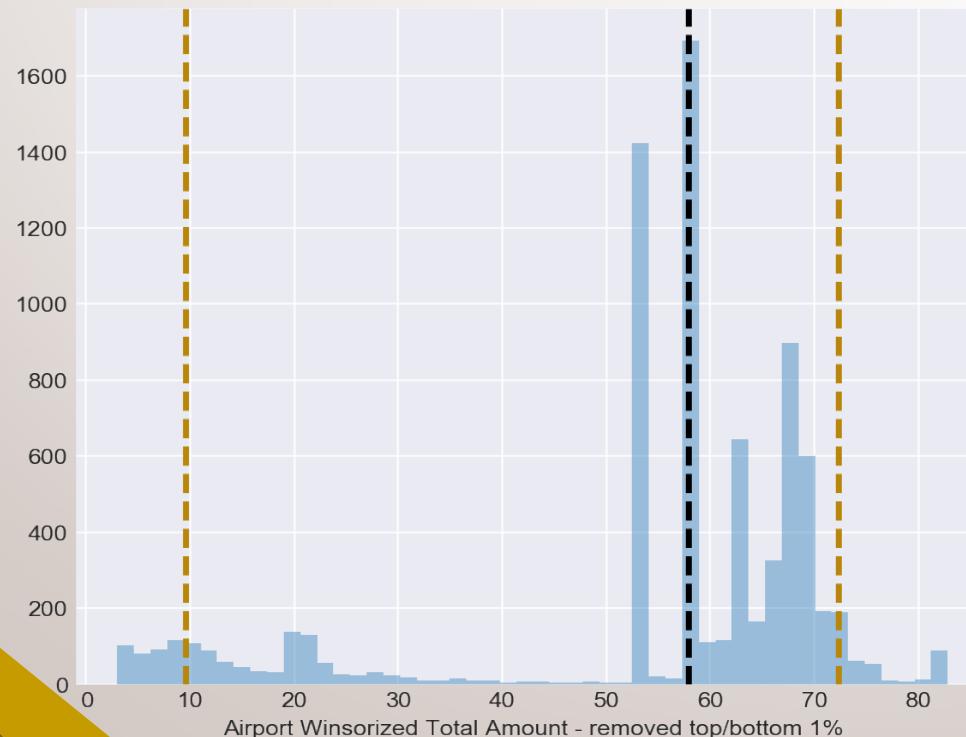
Airport tips are higher

Distribution of Tip Amount: Airport vs Non-Airport Fares

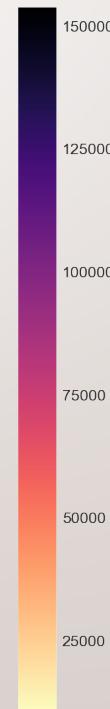
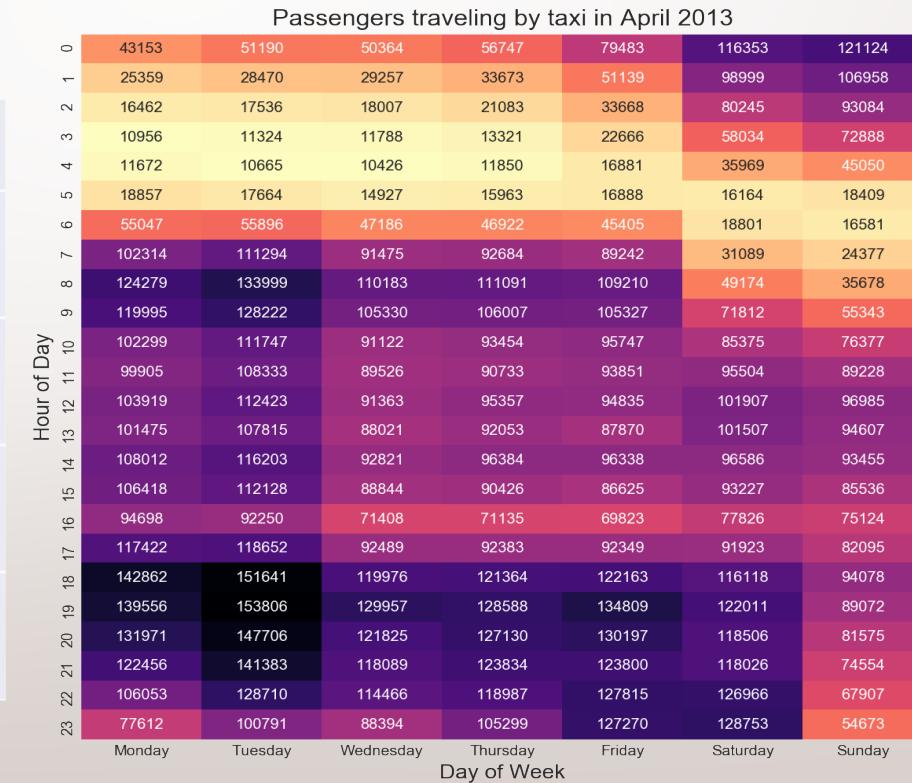
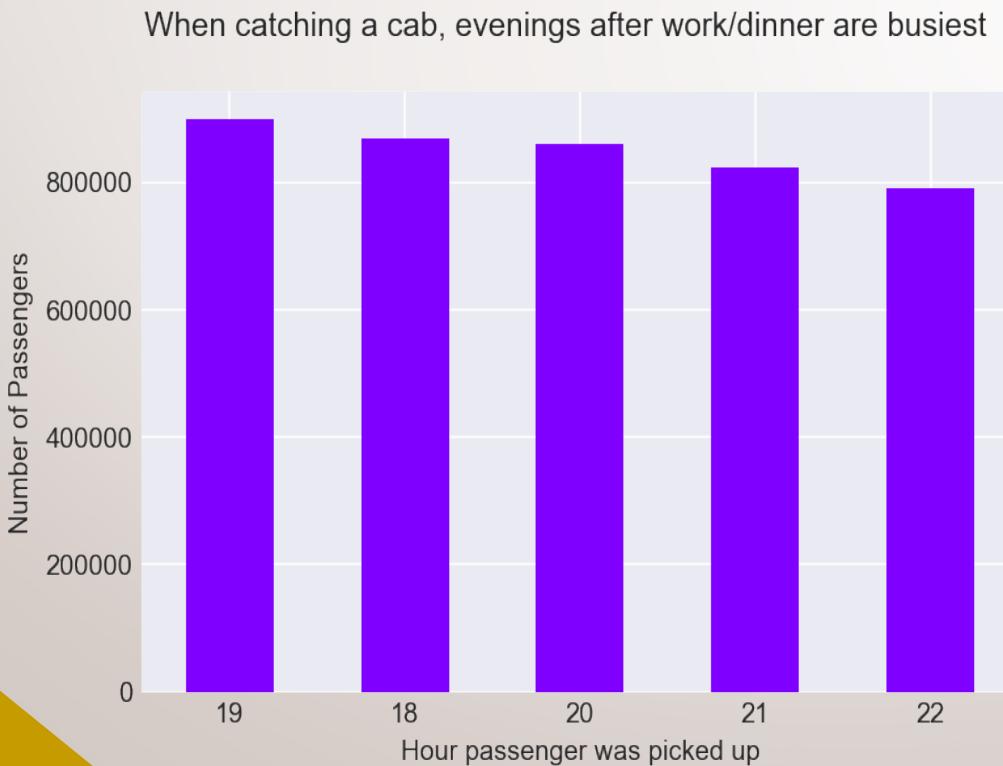


Airport Total Amounts Higher

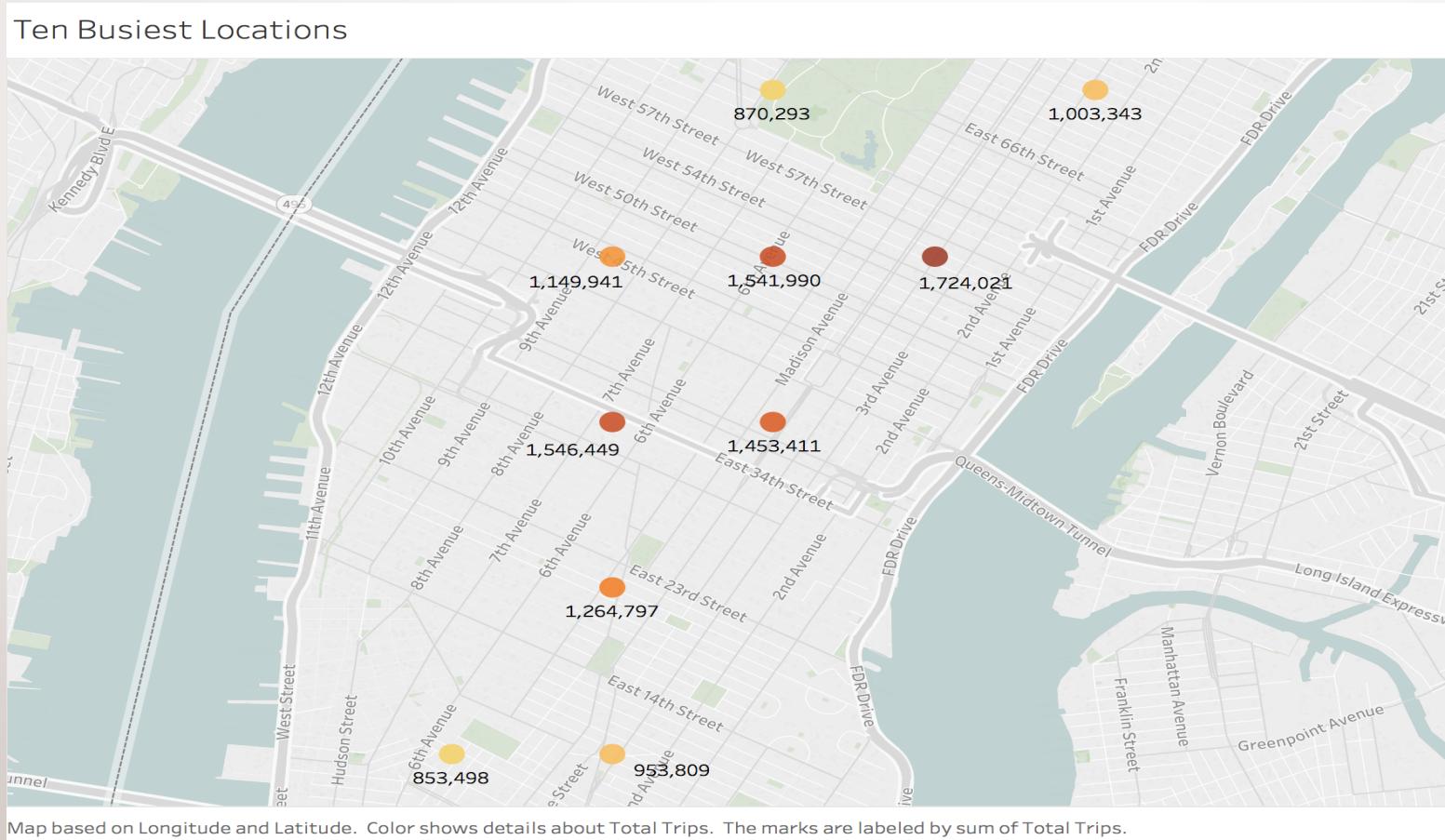
Distribution of Total Amount: Airport vs Non-Airport Fares



Mon, Tue & weekend evenings are busiest

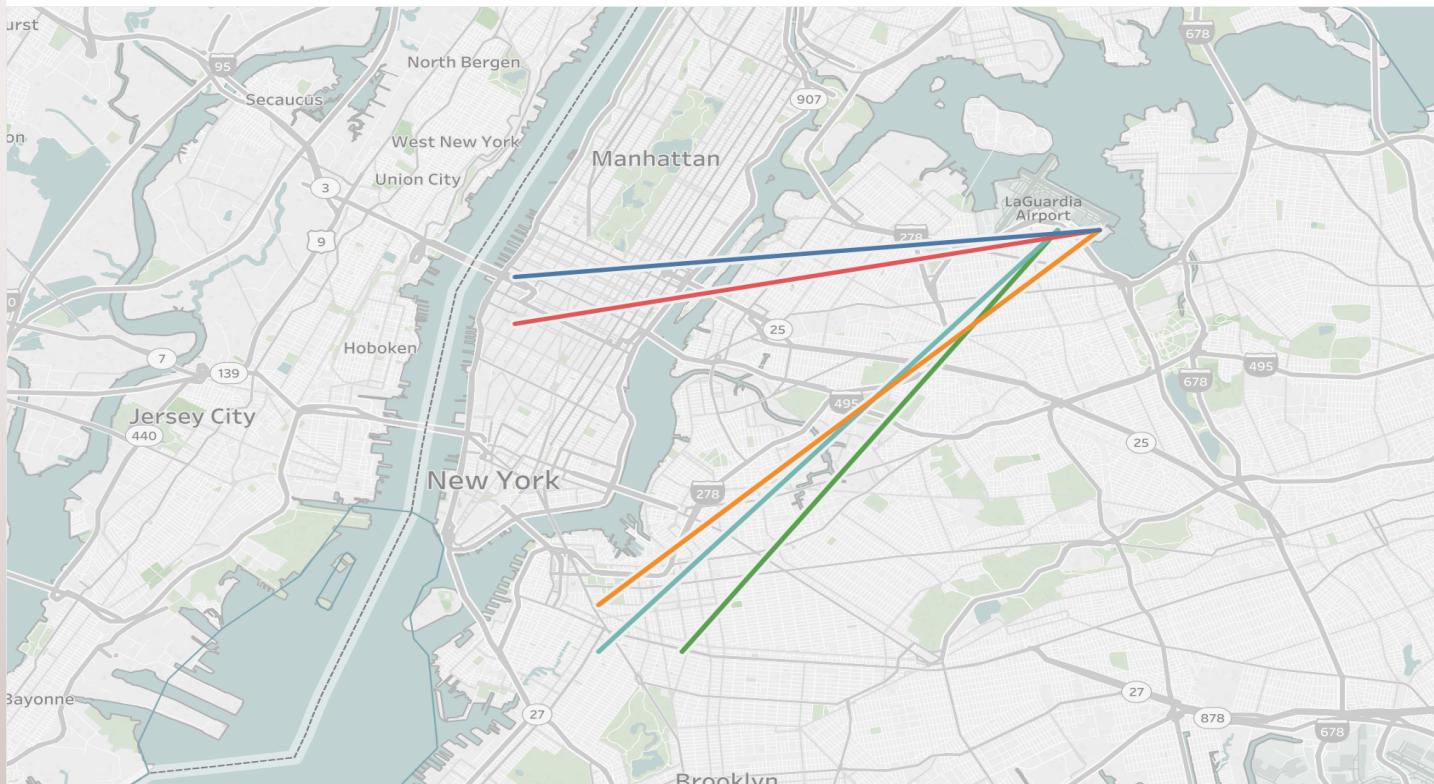


12.36m trips in Manhattan



Airport travel times fluctuate most

Trips from LaGuardia Airport have the highest standard deviation of travel times



Map based on Longitude and Latitude. Color shows details about Path ID. Details are shown for Path ID.

Shorter fares reliable



Minimum Sample Size

Margin of Error = 5%

Confidence Interval = 95% -> Z-Score = 1.96

Standard Deviation = 50%

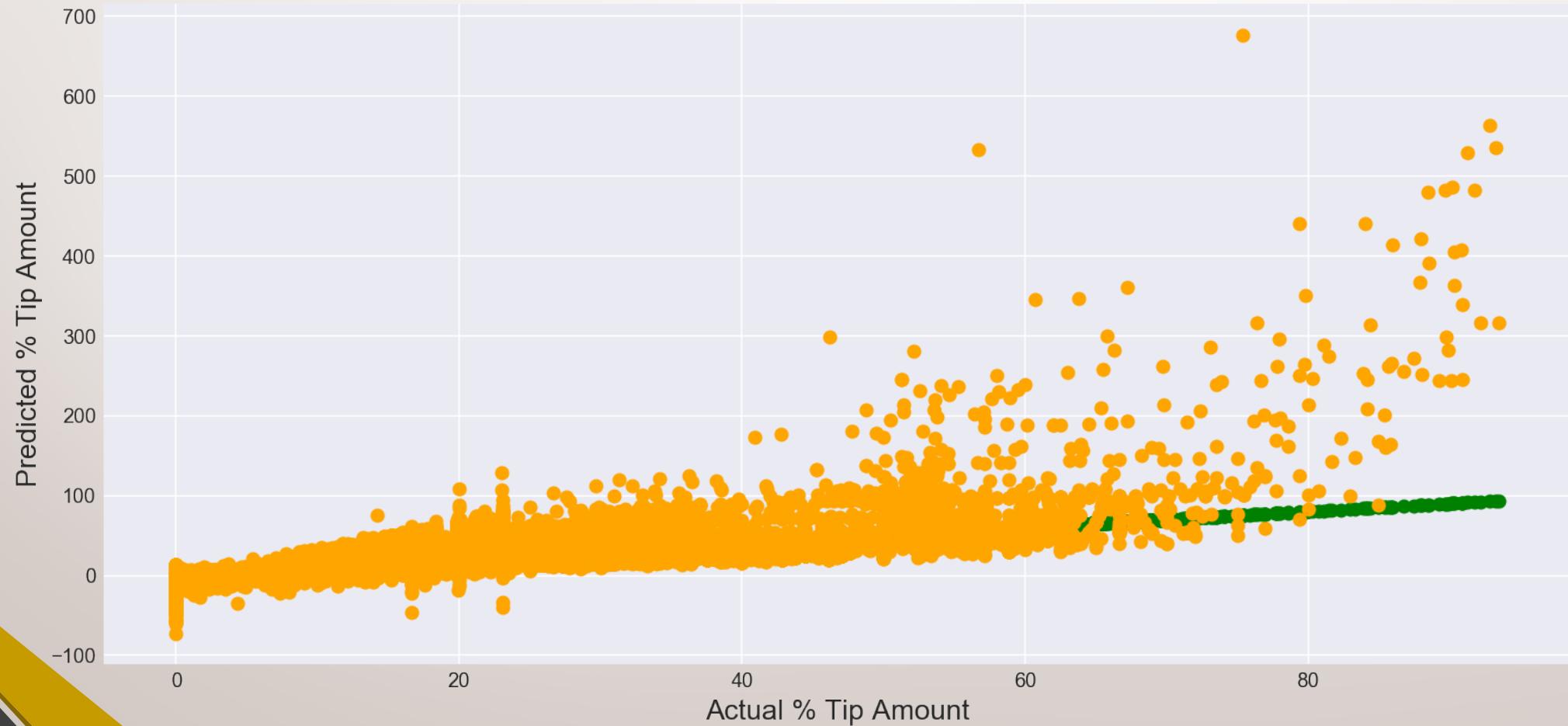
Sample Size = $(1.96 * 0.5 / 0.05)^2 = 385$ trips

Predicting Taxi Fares

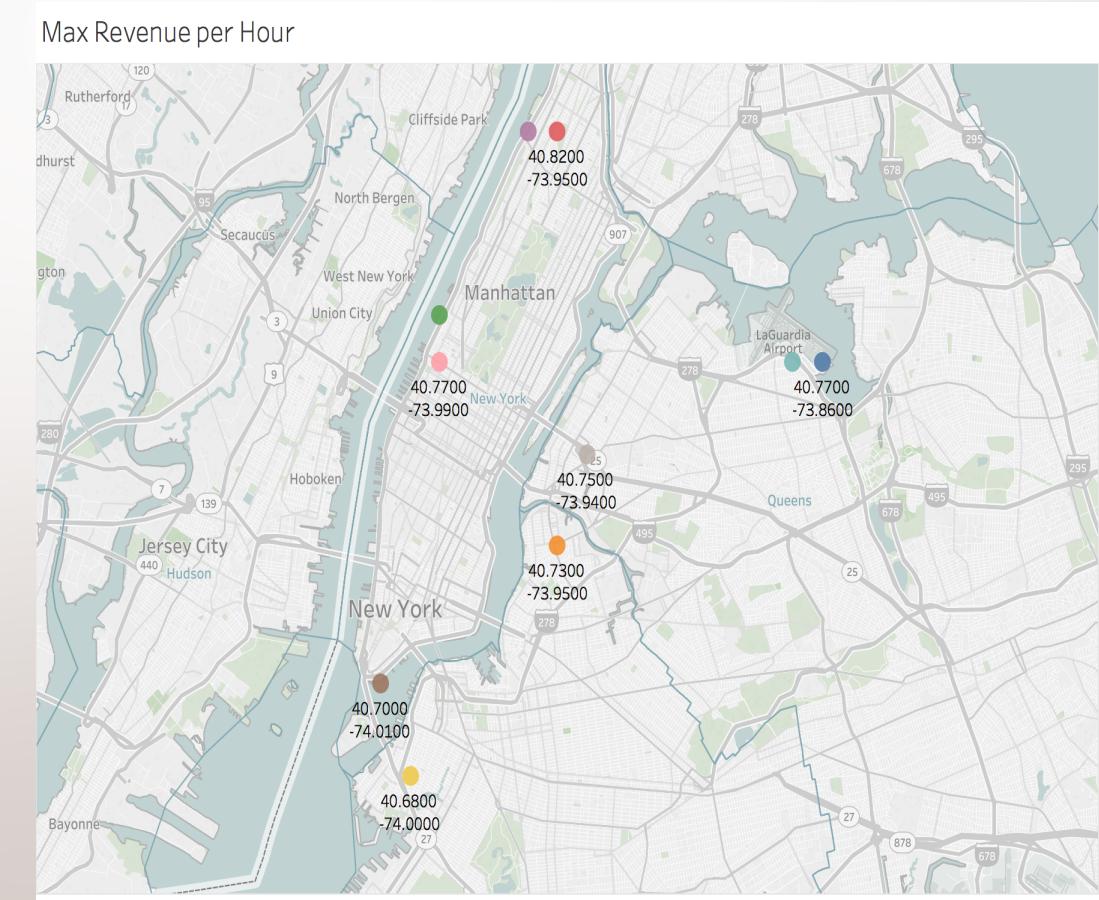
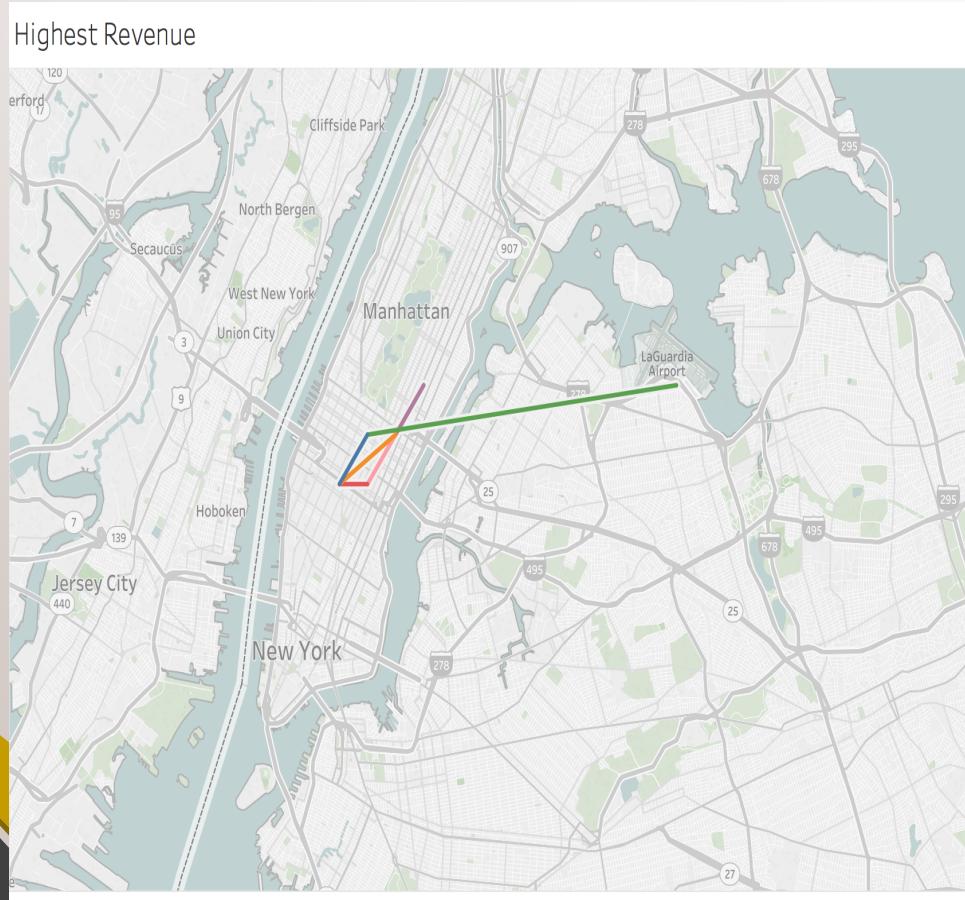


Predicting % Tip

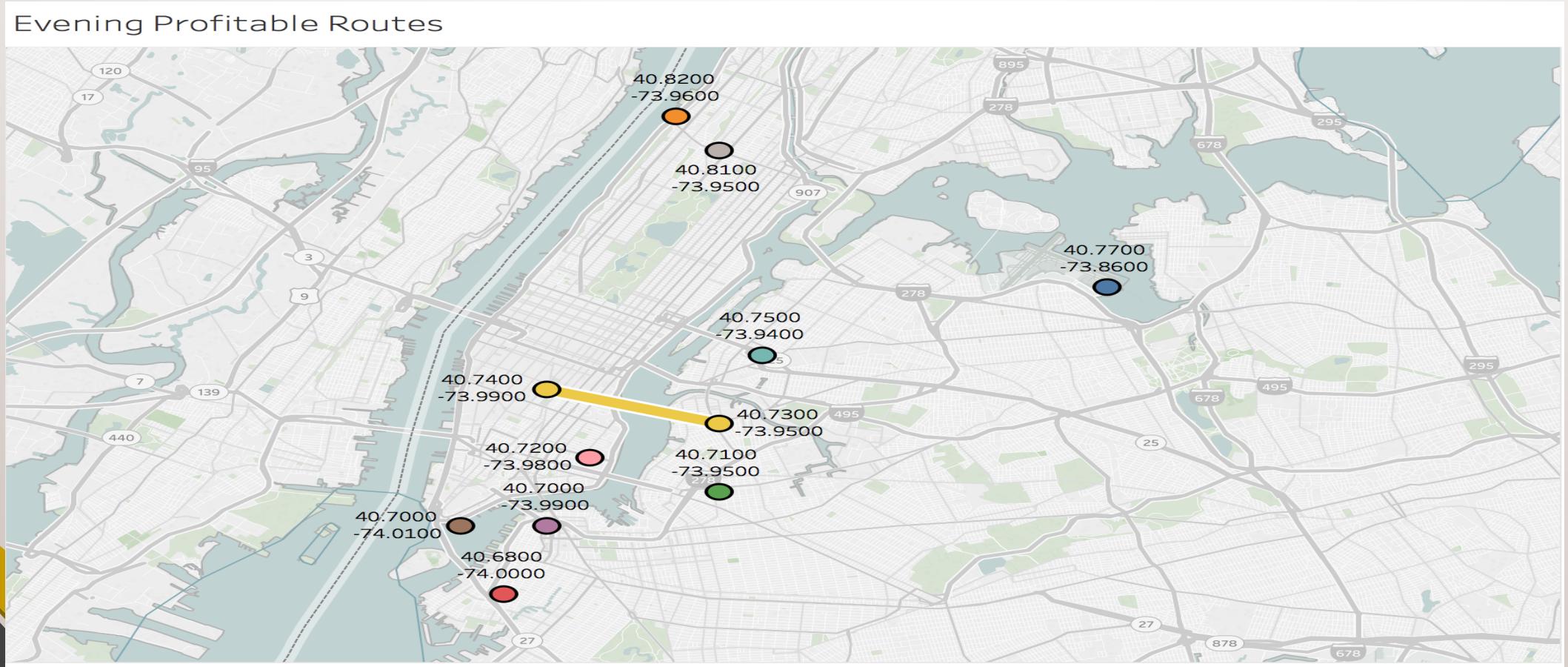
OLS Prediction of NYC Taxi Tip Amounts has 70% R-Square



Maximize Daily Earnings



Profitable Evening Routes



Non-Crowded Trips

Highest Revenue from Non-Crowded Trips

