Via is considering expanding its service to include rides to and from NYC airports (JFK, LaGuardia). We are trying to decide between these options and how to launch the option we choose, i.e. as part of our core service or as a separate service.

Using the NYC taxi data (described here: <http://www.nyc.gov/html/tlc/html/about/trip_record_data.shtml>, available either through BiqQuery <https://bigquery.cloud.google.com/table/imjasonh-storage:nyctaxi.trip_data>, or in smaller samples from <http://www.andresmh.com/nyctaxitrips/>), how would you answer the following questions:

Analysis questions:

1. How would you assess the efficiency of aggregating rides to/from each airport?
2. How does this compare to our current area of service (e.g. the Upper East Side)?
3. Which of the airport expansion options is most beneficial and why?
4. Would you launch airports as a separate service or as a new service? Why?
5. Would you launch airport rides during all our hours of service (6am-12am on weekdays and 10am-12am on Saturdays) or only for certain hours? Which hours?
6. How would you price airport rides and why (our current model is a $5.00 flat fee weekdays before 9pm and $5.95 weeknights after 9pm and all day Saturdays)?

Qualitative questions – answer these theoretically, no need to implement:

1. What additional data would you like to see in order to answer questions 1-5 more confidently and how would you incorporate it?
2. How might your answer change over time? What Via data would you monitor to ensure the proposed expansion was a good business decision?