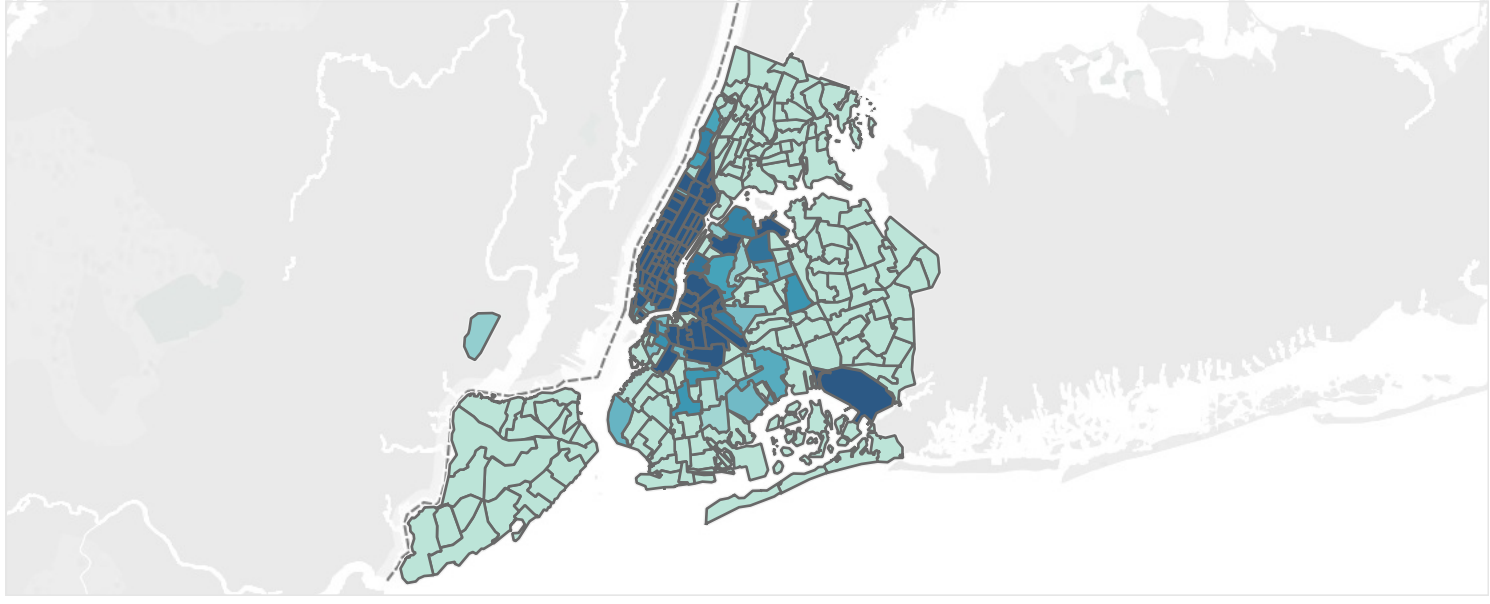
<New York Story>

I am interested in finding out the center of New York, hopeful..

Spending difference

I am tired



Count of dropoff datetime

10,000 30,000

I tried to figure out the count of drop offs between 18:00 and 21:00 by assuming that people tend to go to city center at these hours. With this way I could find where the center could be located, I have not been to New York, whenever I am I will use my map.

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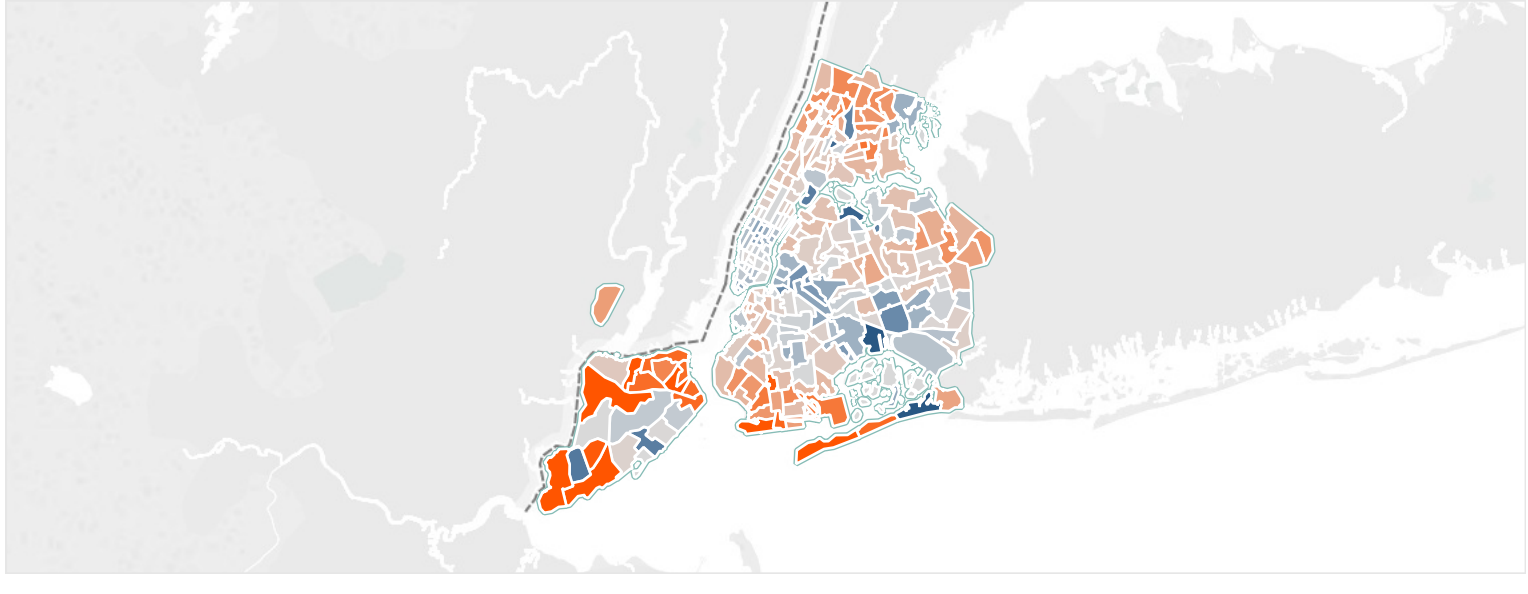

spending_difference

-10.26 7.53

I used creating calculated field to find out the average expenditure difference between rush hours and off pick up times, and the ones shown orange mean that expenditure differences were less than 0 and the blue does vice verca. We can see that, on the side of the city, during rush hours average expenditure of drop offs on city sides become less and the expenditure of drop offs on the city center increase. Because during rush hours people tend to come city center and on the other road going sides there are fewer cars. It means less spending to go to city sides.

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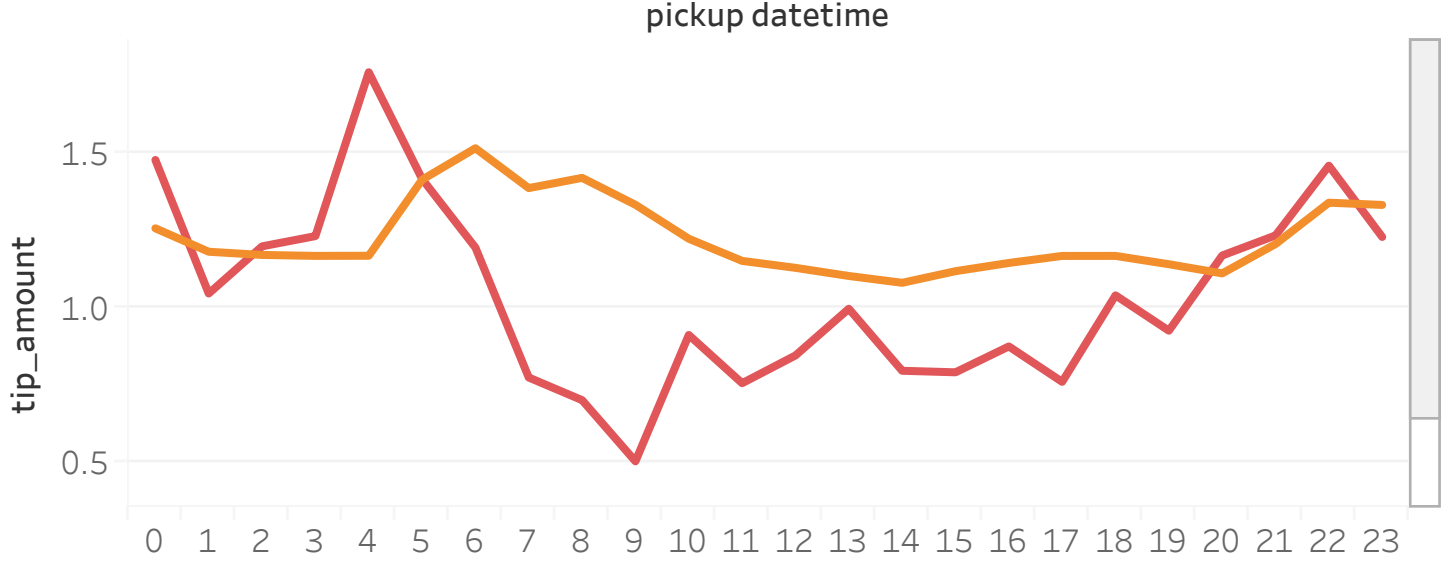

At the nights when people hire street hail taxis they tend to give more tip than they do in afternoon. In afternoon, it is vice verca and people give more tips to taxis hired by calling dispatcher. I think the first reason is, because when it is night, customers are usually tired and that make them to give more value to the business or jobs of others. And the second is, customers are impatient at nights and street hail taxis come suddenly and they become like hero on their eyes.