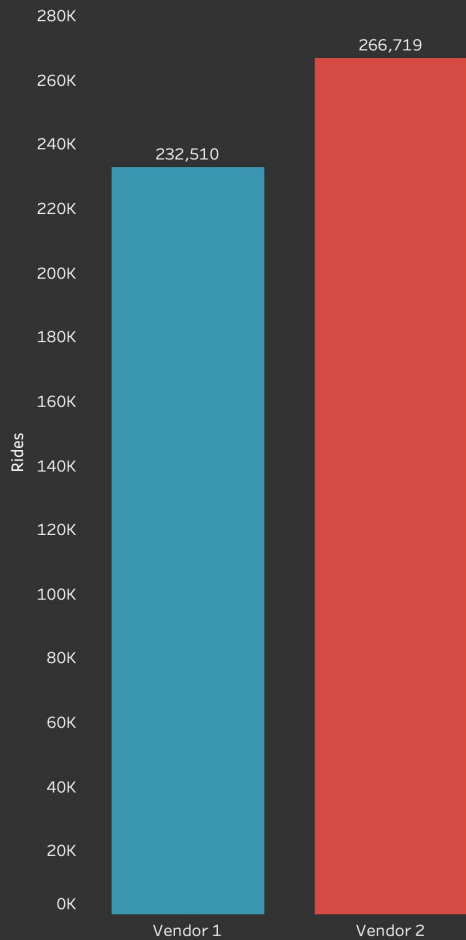


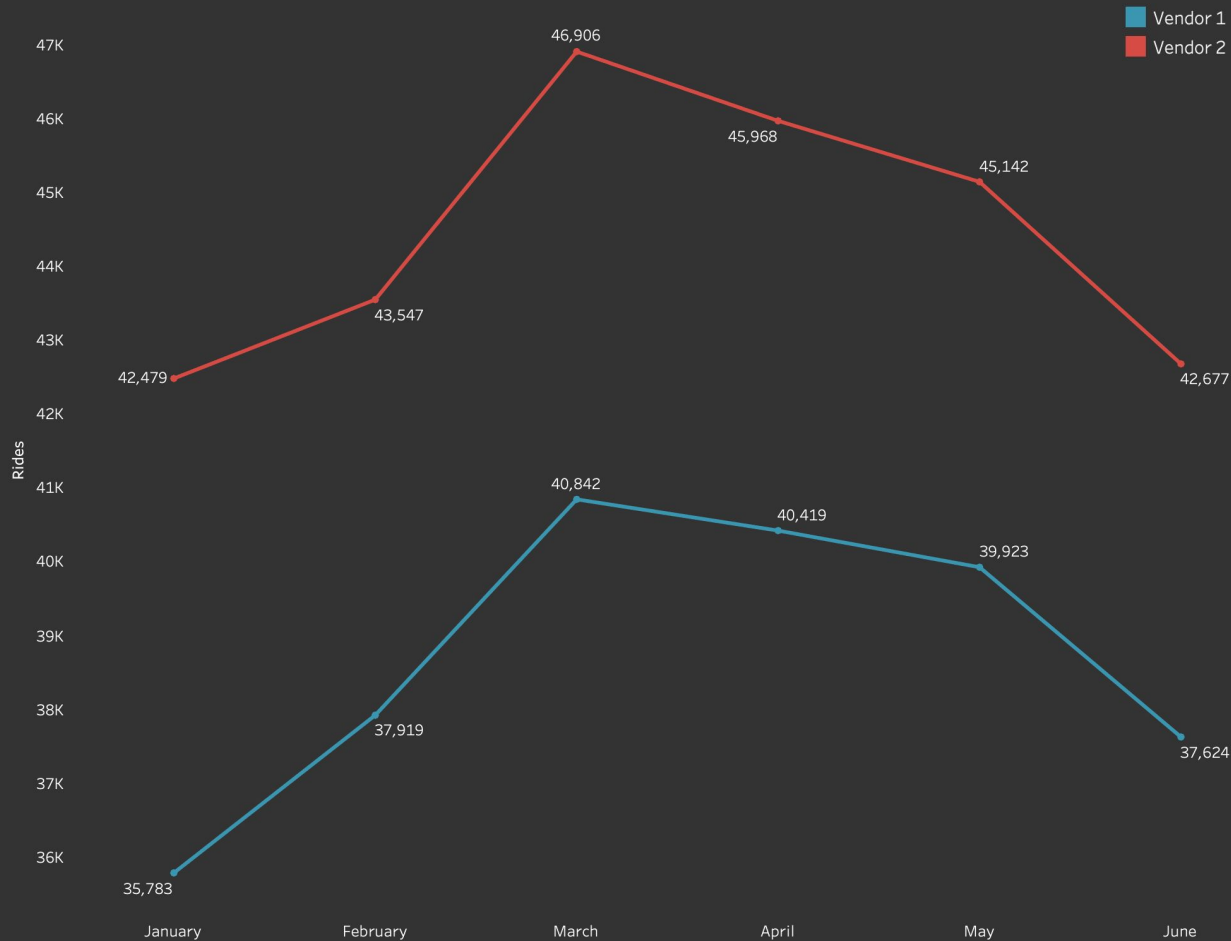
NYC Taxi & Limousine Commission Vendor Evaluation For Jan - June 2016

Marwin Ospina

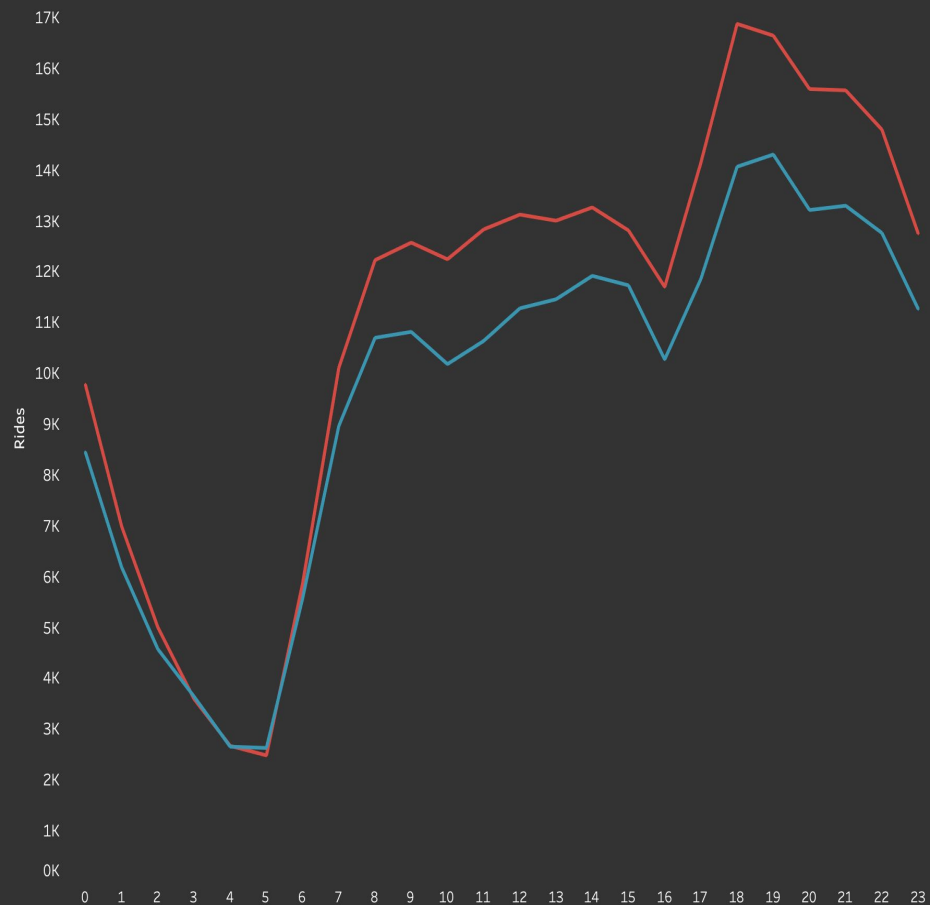
Number of Rides by Vendor



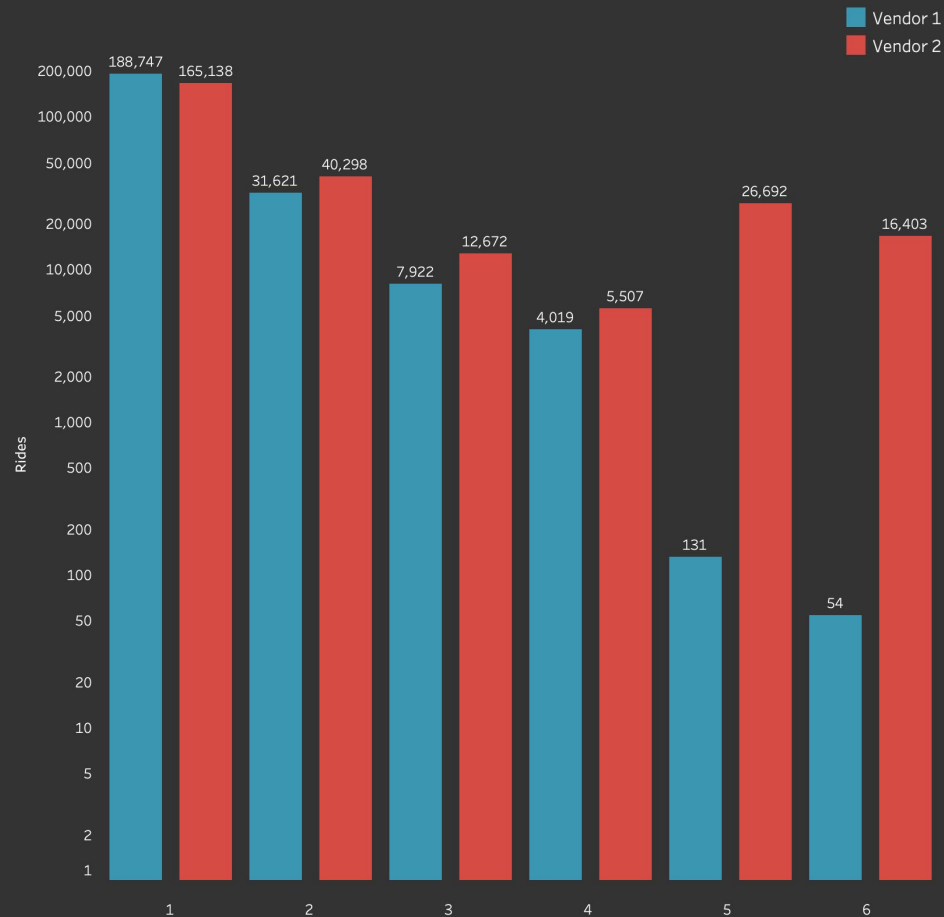
Number of Rides by Month



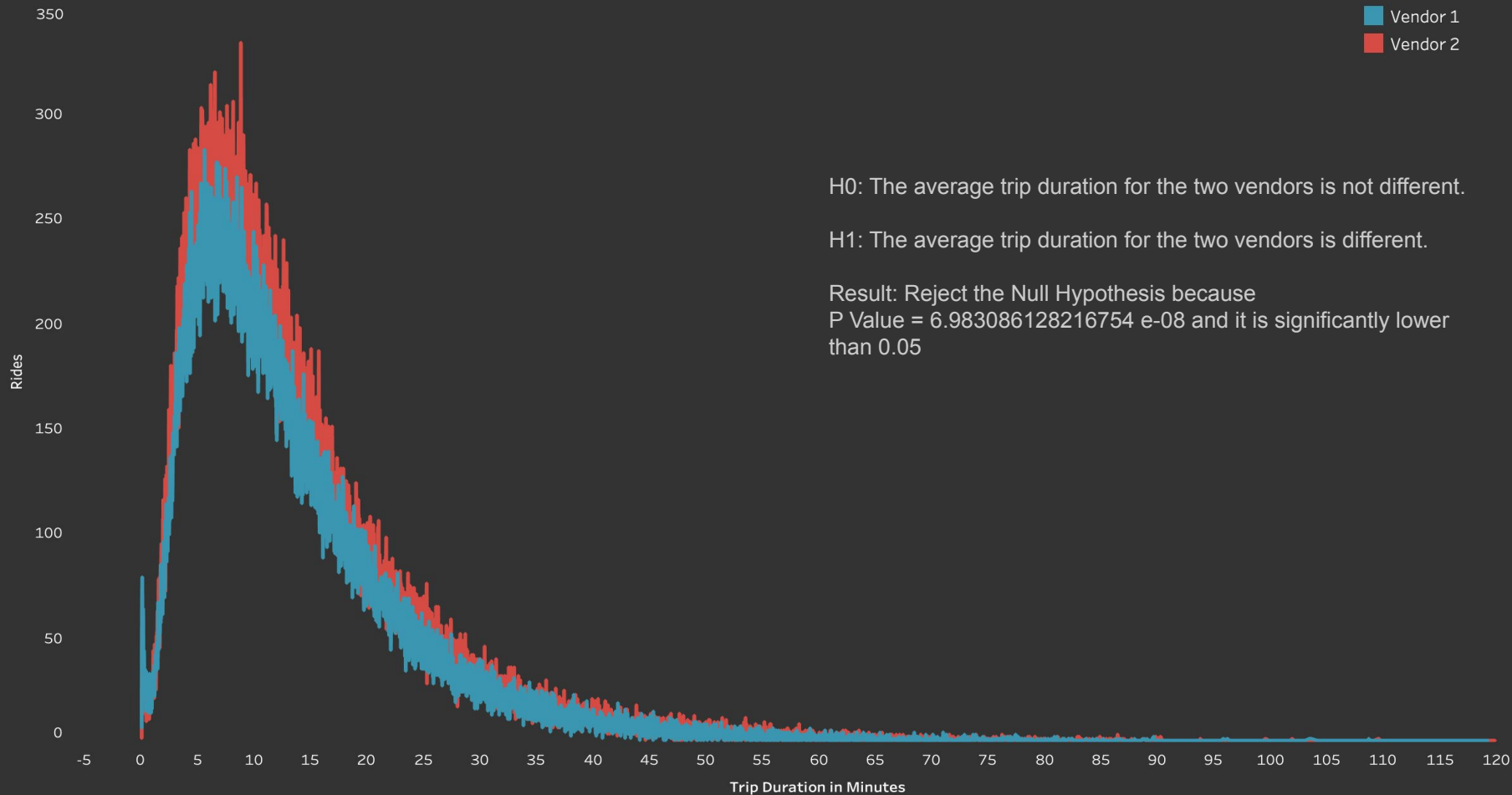
Number of Rides by Pickup Hour



Number of Rides by Number of Passengers



Trip Duration by Number of Rides



Findings:

- Both vendors have relatively similar number of rides, however Vendor 2 consistently outperforms Vendor 1 in all categories
- Vendor 2 completed 99.6% of rides with more than four passengers
- While the average trip duration is not different for Vendor 1 and 2. After conducting a Welch's t-test, I was able to find a statistically significant difference further confirming Vendor 1 underperformance

I would like to further explore:

- How is Vendor 2 acquiring more pickups
- Why is Vendor 1 doing less than 0.4% of rides with more than four passengers
- What is causing Vendor 1 to consistently underperform in order to improve business

Thank You!

Questions & Comments:

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