# **Project**

May 28, 2019

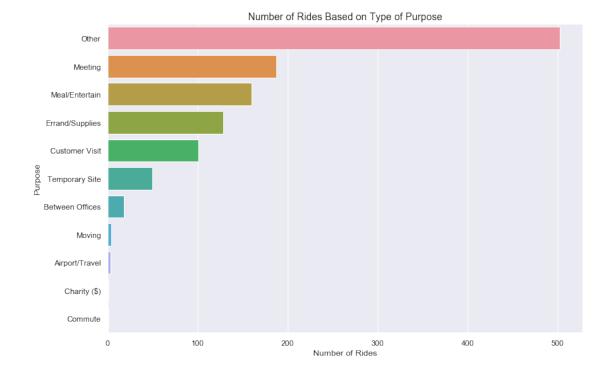
```
[1]: %matplotlib inline
    import numpy as np
    import pandas as pd
    from matplotlib import pyplot as plt
    import seaborn as sns
    import networkx as nx
    from operator import itemgetter
    from collections import Counter
    from pylab import rcParams
    plt.style.use('ggplot')
    rcParams['figure.figsize'] = 10, 8
    sns.set(font_scale=1)
    cmap = sns.diverging_palette(220, 10, as_cmap=True)
    from IPython.display import HTML
    HTML('''<script>
    code_show=true;
    function code_toggle() {
    if (code_show){
    $('div.input').hide();
    } else {
    $('div.input').show();
    code_show = !code_show
    $( document ).ready(code_toggle);
    </script>
    <form action="javascript:code_toggle()"><input type="submit" value="Click here_</pre>
    →to toggle on/off the raw code."></form>''')
```

[1]: <IPython.core.display.HTML object>

# 1 Data Analysis

```
[8]: data = pd.read_csv("My Uber Drives - 2016.csv")
     data = data[:-1]
     data.head(5)
 [8]:
           START_DATE*
                              END_DATE* CATEGORY*
                                                         START*
                                                                            STOP*
       1/1/2016 21:11
                        1/1/2016 21:17
                                         Business Fort Pierce
                                                                      Fort Pierce
     1
         1/2/2016 1:25
                          1/2/2016 1:37
                                         Business Fort Pierce
                                                                      Fort Pierce
     2 1/2/2016 20:25
                        1/2/2016 20:38
                                         Business Fort Pierce
                                                                      Fort Pierce
     3 1/5/2016 17:31
                         1/5/2016 17:45
                                         Business Fort Pierce
                                                                      Fort Pierce
     4 1/6/2016 14:42
                         1/6/2016 15:49
                                         Business Fort Pierce West Palm Beach
        MILES*
                       PURPOSE*
     0
           5.1
                 Meal/Entertain
     1
           5.0
                             NaN
     2
           4.8
                Errand/Supplies
     3
           4.7
                         Meeting
     4
          63.7
                 Customer Visit
 [9]: data.describe(include=['0']).transpose()
 [9]:
                 count unique
                                                  freq
                                             top
     START_DATE*
                  1155
                          1154
                                6/28/2016 23:34
                                                     2
     END_DATE*
                  1155
                          1154
                                6/28/2016 23:59
                                                     2
     CATEGORY*
                             2
                                                  1078
                  1155
                                       Business
     START*
                  1155
                           177
                                                   201
                                            Cary
     STOP*
                  1155
                           188
                                            Cary
                                                   203
     PURPOSE*
                   653
                            10
                                        Meeting
                                                   187
[10]: data.info()
    <class 'pandas.core.frame.DataFrame'>
    RangeIndex: 1155 entries, 0 to 1154
    Data columns (total 7 columns):
    START DATE*
                    1155 non-null object
    END_DATE*
                    1155 non-null object
    CATEGORY*
                    1155 non-null object
    START*
                    1155 non-null object
    STOP*
                    1155 non-null object
    MILES*
                    1155 non-null float64
    PURPOSE*
                    653 non-null object
    dtypes: float64(1), object(6)
    memory usage: 63.2+ KB
[11]: data.isnull().any()
[11]: START_DATE*
                    False
     END_DATE*
                    False
     CATEGORY*
                    False
```

### 1.1 Number of Rides Based on Type of Purpose

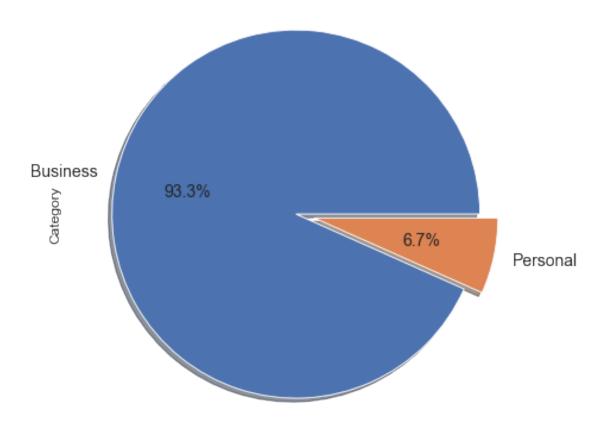


```
[15]: print(data.groupby('Purpose').size().sort_values(ascending=False), '\n')
```

Purpose Other 502 Meeting 187 Meal/Entertain 160 Errand/Supplies 128 Customer Visit 101 Temporary Site 50 Between Offices 18 Moving 4 Airport/Travel 3 Commute 1 1 Charity (\$) dtype: int64

## 1.2 Percentage of Rides Based on Type of Category Type

# Percentage of Rides Based on Type of Category Type



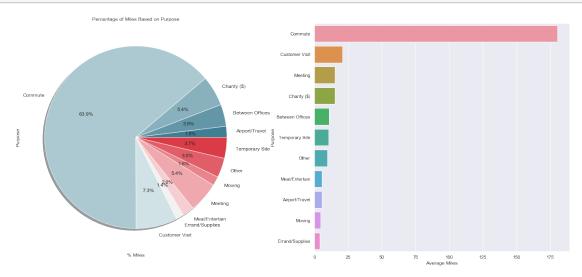
```
[17]: print(data.groupby('Category').size().sort_values(ascending=False), '\n')
```

 ${\tt Category}$ 

Business 1078 Personal 77 dtype: int64

### 1.3 Ride Summary - Miles Based on Purpose

```
[18]: data_grouped = data.groupby(['Purpose'])['Miles'].mean().reset_index()
    data_grouped.set_index('Purpose', inplace=True)
    data_grouped.reset_index(inplace= True)
[19]: f, ax = plt.subplots(1, 2, figsize=(24,10))
```



```
[20]: df = data.copy()

df['StartDate'] = pd.to_datetime(df['StartDate'])

df['EndDate'] = pd.to_datetime(df['EndDate'])

df['StartTime'] = df['StartDate'].dt.time

df['StartDate'] = pd.to_datetime(df['StartDate'].dt.date)

df['EndTime'] = df['EndDate'].dt.time

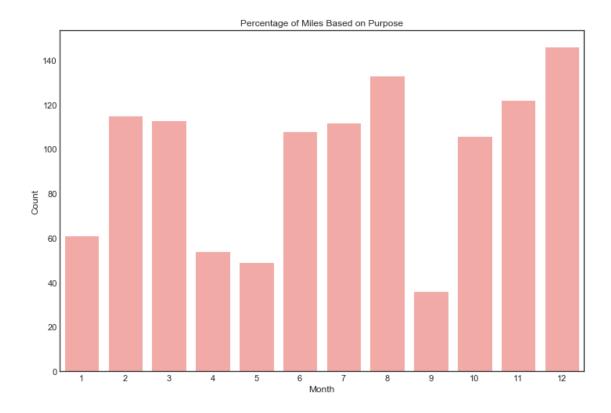
df['EndDate'] = pd.to_datetime(df['EndDate'].dt.date)

df.tail(5)
```

```
[20]:
           StartDate
                                                       Start
                                                                           Stop
                        EndDate
                                 Category
     1150 2016-12-31 2016-12-31
                                 Business
                                                     Kar?chi
                                                                        Kar?chi
     1151 2016-12-31 2016-12-31
                                 Business
                                                     Kar?chi
                                                              Unknown Location
     1152 2016-12-31 2016-12-31
                                 Business
                                            Unknown Location
                                                              Unknown Location
                                                  Katunayake
     1153 2016-12-31 2016-12-31
                                 Business
                                                                        Gampaha
     1154 2016-12-31 2016-12-31
                                 Business
                                                     Gampaha
                                                                      Ilukwatta
           Miles
                         Purpose StartTime
                                              {\tt EndTime}
     1150
             0.7
                         Meeting 01:07:00
                                             01:14:00
     1151
                  Temporary Site 13:24:00
                                             13:42:00
             3.9
```

```
1152 16.2 Meeting 15:03:00 15:38:00
1153 6.4 Temporary Site 21:32:00 21:50:00
1154 48.2 Temporary Site 22:08:00 23:51:00
```

#### 1.4 Number of Rides Based on Months



# 2 Network Analysis

### 2.1 Graph Creation

Name:

Type: Graph

Number of nodes: 209 Number of edges: 280 Average degree: 2.6794

The graph has 209 nodes and 280 edges so the size of the network is 209. On average the degree is 2.67

```
[24]: print(list(G.nodes())[:20])
```

```
['Fort Pierce', 'West Palm Beach', 'Palm Beach', 'Cary', 'Morrisville', 'Jamaica', 'New York', 'Queens', 'Elmhurst', 'Midtown', 'East Harlem', 'NoMad', 'Flatiron District', 'Midtown East', 'Hudson Square', 'Lower Manhattan', "Hell's Kitchen", 'Queens County', 'Downtown', 'Gulfton']
```

```
[25]: print(list(G.edges())[:20])
```

```
[('Fort Pierce', 'Fort Pierce'), ('Fort Pierce', 'West Palm Beach'), ('West Palm Beach', 'West Palm Beach'), ('West Palm Beach', 'Palm Beach'), ('Cary', 'Cary'), ('Cary', 'Morrisville'), ('Cary', 'Durham'), ('Cary', 'Raleigh'), ('Cary', 'Apex'), ('Cary', 'Chapel Hill'), ('Cary', 'Latta'), ('Cary', 'Florence'), ('Cary', 'Holly Springs'), ('Cary', 'Boone'), ('Cary', 'Wake Forest'), ('Cary', 'Eagle Rock'), ('Cary', 'Winston Salem'), ('Cary', 'Mebane'), ('Cary', 'Unknown Location'), ('Cary', 'Wake Co.')]
```

#### 2.2 Components and Subgraphs

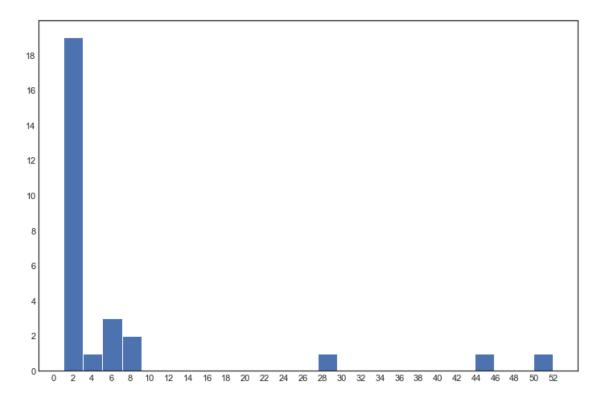
```
[26]: subgraphsLst = list(nx.connected_component_subgraphs(G))
len(subgraphsLst)
```

[26]: 28

Uber Rides Network contains 209 nodes, but the network is split into over 28 component subgraphs.

#### 2.2.1 Network Component Distribution

```
[27]: components = [len(c) for c in subgraphsLst]
   plt.hist(components, bins = 25)
   plt.xticks(range(0,54,2), rotation="horizontal")
   plt.yticks(range(0,20,2), rotation="horizontal")
   plt.show()
```



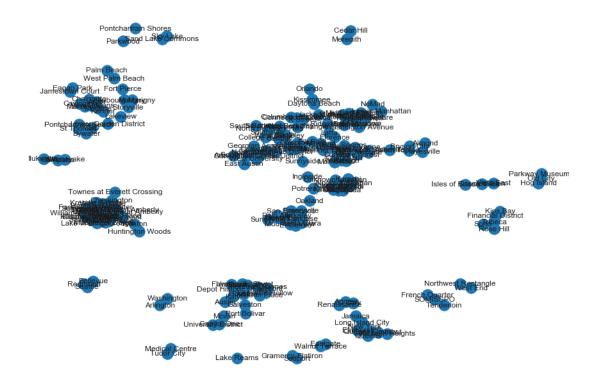
```
[28]: total_counts = [[x, components.count(x)] for x in set(components)]
    comp_df = pd.DataFrame(total_counts, columns=['Component', 'Count'])
    comp_df.set_index('Component', inplace=True)
    comp_df.style.background_gradient(cmap=cmap)
```

[28]: <pandas.io.formats.style.Styler at 0x1fbf71e7dd8>

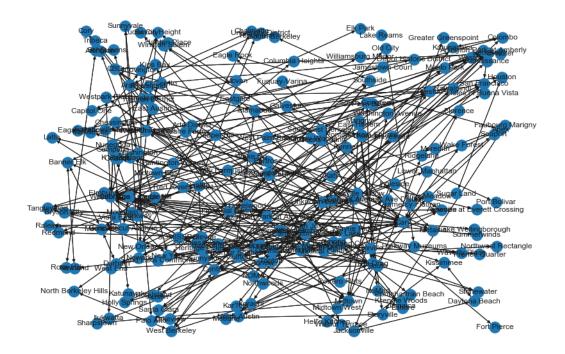
Component subgraphs (or simply components) are portions of the network that are disconnected from each other. Of 28 components, 3 are of size 1 -these are called "isolates" and should be removed from the network-. There are 8 components of size 2 and 3. And the biggest subgraph is contains 52 nodes of a network.

# 3 Visualization of Uber Traffic Flow Network

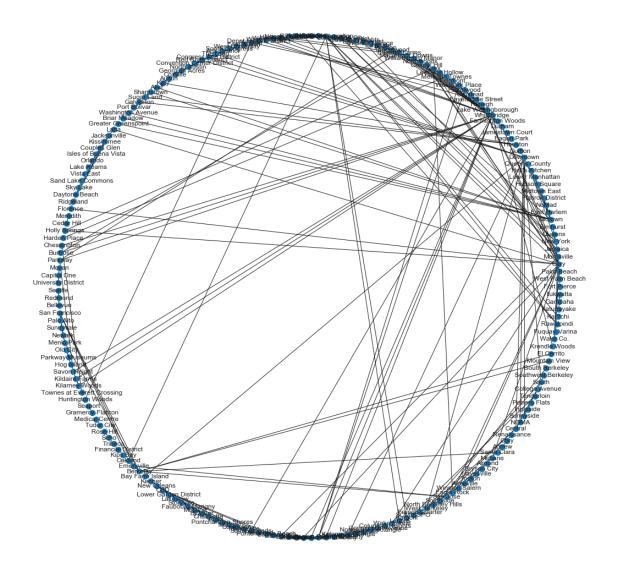
```
[29]: nx.draw_spring(G, edge_color='#dddddd', with_labels=True) plt.show()
```



```
[30]: #nx.draw_spring(G, with_labels=True)
nx.draw_random(G.to_directed(), with_labels=True)
plt.show()
```



```
[31]: # Plot it
plt.figure(figsize=(14,14))
nx.draw_circular(G, with_labels=True,node_size=100)
plt.show()
```



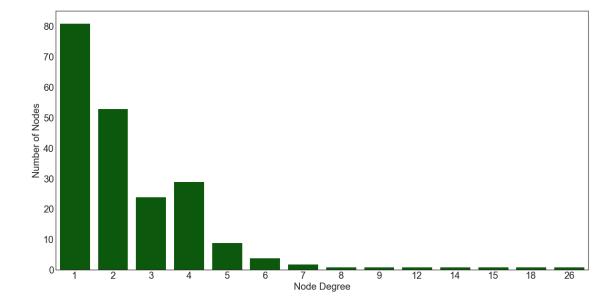
# 3.1 Analysis of Nodes

Top 20 nodes by degree:

[56]: <pandas.io.formats.style.Styler at 0x1fbf83f7470>

The results identifies which location is being visited more frequently. Here it can be seen that Whitebridge and Cary are the places taht are visited mostly.

#### 3.1.1 Distribution of the node degrees



Most of the nodes tend to have a degree of 1 or 2 and 4.

#### 3.1.2 Network Density

```
[34]: density = nx.density(G)
print("Network density:", density)
```

Network density: 0.012881854987118146

The density of our network is approximately 0.0129. On a scale of 0 to 1, not a very dense network, which comports with what you can see in the visualization. A 0 would mean that there

are no connections at all, and a 1 would indicate that all possible edges are present (a perfectly connected network): This Uber network is on the lower end of that scale, but still far from 0.

### 3.2 Centrality

Centrality aims to find the most important nodes in a network.

#### 3.2.1 Degree Centrality

#### 3.2.2 Eigenvector Centrality

Eigenvector centrality is a kind of extension of degree—centrality. It looks at a combination of a node's edges and the edges of that node's neighbors. Eigenvector centrality cares if you are a hub, but it also cares how many hubs you are connected to.

```
[38]: eigenvector_centrality = nx.algorithms.eigenvector_centrality(G, max_iter=500)_⊔

# Notice the 3 airports from which all of our 100 rows of data originates

sorted_eigenvector_centrality = sorted(eigenvector_centrality.items(), u

key=itemgetter(1), reverse=True)

sorted_eigenvector_centrality[:10]

[38]: [('Whitebridge', 0.6646598425612025),

('Preston', 0.2258961119723626),

('Lexington Park at Amberly', 0.20712910313780167),
```

```
('Tanglewood', 0.19234876125053213),
('Hazelwood', 0.17431819214287014),
('Northwoods', 0.17066934400969044),
('Parkway', 0.15923630129510694),
('Savon Height', 0.1533529382511316)]
```

('Edgehill Farms', 0.2051712166317349), ('Westpark Place', 0.20047189476573732),

#### 3.2.3 Katz Centrality

```
[37]: katz_centrality = nx.algorithms.katz_centrality(G, max_iter=500) # Notice the 3_
      →airports from which all of our 100 rows of data originates
     sorted_katz_centrality = sorted(katz_centrality.items(), key=itemgetter(1),__
      →reverse=True)
     sorted_katz_centrality[:10]
[37]: [('Whitebridge', 0.2719384341254852),
      ('Cary', 0.1951184803643446),
      ('Unknown Location', 0.17465046022598132),
      ('Midtown', 0.13451560365297247),
      ('Downtown', 0.13322538808045487),
      ('Morrisville', 0.13251870013513256),
      ('Preston', 0.10870972414143357),
      ('Lexington Park at Amberly', 0.105085109926472),
      ('Edgehill Farms', 0.10424685821946111),
      ('Westpark Place', 0.10043500585941184)]
    3.3 Detecting Cliques
[39]: clique lst = list(nx.find cliques(G))
     print(len(clique_lst))
```

```
clique_lst[:10]
```

173

```
[39]: [['Tenderloin', 'SOMISSPO'],
      ['Mountain View', 'Berkeley'],
      ['Lower Garden District', 'CBD'],
      ['Lower Garden District', 'Lakeview'],
      ['Fuquay-Varina', 'Cary'],
      ['Bellevue', 'Redmond', 'Seattle'],
      ['Rose Hill', 'Soho'],
      ['K Street', 'Kalorama Triangle'],
      ['Lakeview', 'Storyville'],
      ['St Thomas', 'CBD']]
```

A clique is defined as a maximal complete subgraph of a given graph.

### 3.4 Density of Network

```
[40]: nx.density(G) # Average edge density of the Graphs
```

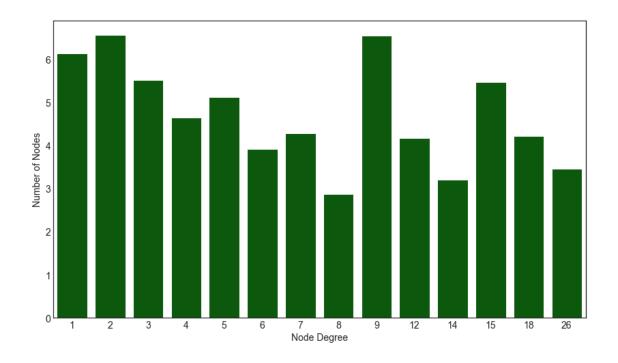
[40]: 0.012881854987118146

Density measures how many links from all possible links within the network are realized.

### 3.5 Average Degree Connectivity

plt.show()

plt.tick\_params(axis='both', which='major', labelsize=14)



### 4 Path Analysis

#### 4.0.1 All available paths from San Francisco to Palo Alto

```
print(path)
['San Francisco', 'Palo Alto']
['San Francisco', 'Newark', 'Sunnyvale', 'Palo Alto']
['San Francisco', 'Newark', 'Menlo Park', 'Palo Alto']
['San Francisco', 'Emeryville', 'Oakland', 'Berkeley', 'Menlo Park', 'Newark',
'Sunnyvale', 'Palo Alto']
['San Francisco', 'Emeryville', 'Oakland', 'Berkeley', 'Menlo Park', 'Palo
Alto']
['San Francisco', 'Emeryville', 'Berkeley', 'Menlo Park', 'Newark', 'Sunnyvale',
'Palo Alto']
['San Francisco', 'Emeryville', 'Berkeley', 'Menlo Park', 'Palo Alto']
['San Francisco', 'Emeryville', 'San Jose', 'Berkeley', 'Menlo Park', 'Newark',
'Sunnyvale', 'Palo Alto']
['San Francisco', 'Emeryville', 'San Jose', 'Berkeley', 'Menlo Park', 'Palo
Alto']
['San Francisco', 'Emeryville', 'San Jose', 'Santa Clara', 'Berkeley', 'Menlo
Park', 'Newark', 'Sunnyvale', 'Palo Alto']
['San Francisco', 'Emeryville', 'San Jose', 'Santa Clara', 'Berkeley', 'Menlo
Park', 'Palo Alto']
['San Francisco', 'Oakland', 'Emeryville', 'Berkeley', 'Menlo Park', 'Newark',
'Sunnyvale', 'Palo Alto']
['San Francisco', 'Oakland', 'Emeryville', 'Berkeley', 'Menlo Park', 'Palo
Alto']
['San Francisco', 'Oakland', 'Emeryville', 'San Jose', 'Berkeley', 'Menlo Park',
'Newark', 'Sunnyvale', 'Palo Alto']
['San Francisco', 'Oakland', 'Emeryville', 'San Jose', 'Berkeley', 'Menlo Park',
'Palo Alto'l
['San Francisco', 'Oakland', 'Emeryville', 'San Jose', 'Santa Clara',
'Berkeley', 'Menlo Park', 'Newark', 'Sunnyvale', 'Palo Alto']
['San Francisco', 'Oakland', 'Emeryville', 'San Jose', 'Santa Clara',
'Berkeley', 'Menlo Park', 'Palo Alto']
['San Francisco', 'Oakland', 'Berkeley', 'Menlo Park', 'Newark', 'Sunnyvale',
'Palo Alto']
['San Francisco', 'Oakland', 'Berkeley', 'Menlo Park', 'Palo Alto']
['San Francisco', 'Berkeley', 'Menlo Park', 'Newark', 'Sunnyvale', 'Palo Alto']
['San Francisco', 'Berkeley', 'Menlo Park', 'Palo Alto']
```

[47]: for path in nx.all\_simple\_paths(G, source='San Francisco', target='Palo Alto'):

#### 4.0.2 All available paths from Oakland to Newark

```
[48]: # Let us find all the paths available
     for path in nx.all_simple_paths(G, source='Oakland', target='Newark'):
         print(path)
    ['Oakland', 'Emeryville', 'Berkeley', 'San Francisco', 'Palo Alto', 'Sunnyvale',
    'Newark']
    ['Oakland', 'Emeryville', 'Berkeley', 'San Francisco', 'Palo Alto', 'Menlo
    Park', 'Newark']
    ['Oakland', 'Emeryville', 'Berkeley', 'San Francisco', 'Newark']
    ['Oakland', 'Emeryville', 'Berkeley', 'Menlo Park', 'Newark']
    ['Oakland', 'Emeryville', 'Berkeley', 'Menlo Park', 'Palo Alto', 'San
    Francisco', 'Newark']
    ['Oakland', 'Emeryville', 'Berkeley', 'Menlo Park', 'Palo Alto', 'Sunnyvale',
    'Newark'
    ['Oakland', 'Emeryville', 'San Francisco', 'Palo Alto', 'Sunnyvale', 'Newark']
    ['Oakland', 'Emeryville', 'San Francisco', 'Palo Alto', 'Menlo Park', 'Newark']
    ['Oakland', 'Emeryville', 'San Francisco', 'Newark']
    ['Oakland', 'Emeryville', 'San Francisco', 'Berkeley', 'Menlo Park', 'Newark']
    ['Oakland', 'Emeryville', 'San Francisco', 'Berkeley', 'Menlo Park', 'Palo
    Alto', 'Sunnyvale', 'Newark']
    ['Oakland', 'Emeryville', 'San Jose', 'Berkeley', 'San Francisco', 'Palo Alto',
    'Sunnyvale', 'Newark']
    ['Oakland', 'Emeryville', 'San Jose', 'Berkeley', 'San Francisco', 'Palo Alto',
    'Menlo Park', 'Newark']
    ['Oakland', 'Emeryville', 'San Jose', 'Berkeley', 'San Francisco', 'Newark']
    ['Oakland', 'Emeryville', 'San Jose', 'Berkeley', 'Menlo Park', 'Newark']
    ['Oakland', 'Emeryville', 'San Jose', 'Berkeley', 'Menlo Park', 'Palo Alto',
    'San Francisco', 'Newark']
    ['Oakland', 'Emeryville', 'San Jose', 'Berkeley', 'Menlo Park', 'Palo Alto',
    'Sunnyvale', 'Newark']
    ['Oakland', 'Emeryville', 'San Jose', 'Santa Clara', 'Berkeley', 'San
    Francisco', 'Palo Alto', 'Sunnyvale', 'Newark']
    ['Oakland', 'Emeryville', 'San Jose', 'Santa Clara', 'Berkeley', 'San
    Francisco', 'Palo Alto', 'Menlo Park', 'Newark']
    ['Oakland', 'Emeryville', 'San Jose', 'Santa Clara', 'Berkeley', 'San
    Francisco', 'Newark']
    ['Oakland', 'Emeryville', 'San Jose', 'Santa Clara', 'Berkeley', 'Menlo Park',
    'Newark']
    ['Oakland', 'Emeryville', 'San Jose', 'Santa Clara', 'Berkeley', 'Menlo Park',
    'Palo Alto', 'San Francisco', 'Newark']
    ['Oakland', 'Emeryville', 'San Jose', 'Santa Clara', 'Berkeley', 'Menlo Park',
    'Palo Alto', 'Sunnyvale', 'Newark']
    ['Oakland', 'Berkeley', 'Emeryville', 'San Francisco', 'Palo Alto', 'Sunnyvale',
    ['Oakland', 'Berkeley', 'Emeryville', 'San Francisco', 'Palo Alto', 'Menlo
```

Park', 'Newark']

```
['Oakland', 'Berkeley', 'Emeryville', 'San Francisco', 'Newark']
['Oakland', 'Berkeley', 'San Francisco', 'Palo Alto', 'Sunnyvale', 'Newark']
['Oakland', 'Berkeley', 'San Francisco', 'Palo Alto', 'Menlo Park', 'Newark']
['Oakland', 'Berkeley', 'San Francisco', 'Newark']
['Oakland', 'Berkeley', 'San Jose', 'Emeryville', 'San Francisco', 'Palo Alto',
'Sunnyvale', 'Newark']
['Oakland', 'Berkeley', 'San Jose', 'Emeryville', 'San Francisco', 'Palo Alto',
'Menlo Park', 'Newark']
['Oakland', 'Berkeley', 'San Jose', 'Emeryville', 'San Francisco', 'Newark']
['Oakland', 'Berkeley', 'Santa Clara', 'San Jose', 'Emeryville', 'San
Francisco', 'Palo Alto', 'Sunnyvale', 'Newark']
['Oakland', 'Berkeley', 'Santa Clara', 'San Jose', 'Emeryville', 'San
Francisco', 'Palo Alto', 'Menlo Park', 'Newark']
['Oakland', 'Berkeley', 'Santa Clara', 'San Jose', 'Emeryville', 'San
Francisco', 'Newark']
['Oakland', 'Berkeley', 'Menlo Park', 'Newark']
['Oakland', 'Berkeley', 'Menlo Park', 'Palo Alto', 'San Francisco', 'Newark']
['Oakland', 'Berkeley', 'Menlo Park', 'Palo Alto', 'Sunnyvale', 'Newark']
['Oakland', 'San Francisco', 'Palo Alto', 'Sunnyvale', 'Newark']
['Oakland', 'San Francisco', 'Palo Alto', 'Menlo Park', 'Newark']
['Oakland', 'San Francisco', 'Newark']
['Oakland', 'San Francisco', 'Emeryville', 'Berkeley', 'Menlo Park', 'Newark']
['Oakland', 'San Francisco', 'Emeryville', 'Berkeley', 'Menlo Park', 'Palo
Alto', 'Sunnyvale', 'Newark']
['Oakland', 'San Francisco', 'Emeryville', 'San Jose', 'Berkeley', 'Menlo Park',
'Newark']
['Oakland', 'San Francisco', 'Emeryville', 'San Jose', 'Berkeley', 'Menlo Park',
'Palo Alto', 'Sunnyvale', 'Newark']
['Oakland', 'San Francisco', 'Emeryville', 'San Jose', 'Santa Clara',
'Berkeley', 'Menlo Park', 'Newark']
['Oakland', 'San Francisco', 'Emeryville', 'San Jose', 'Santa Clara',
'Berkeley', 'Menlo Park', 'Palo Alto', 'Sunnyvale', 'Newark']
['Oakland', 'San Francisco', 'Berkeley', 'Menlo Park', 'Newark']
['Oakland', 'San Francisco', 'Berkeley', 'Menlo Park', 'Palo Alto', 'Sunnyvale',
'Newark']
```

#### 4.0.3 Shortest path from Oakland to Newark

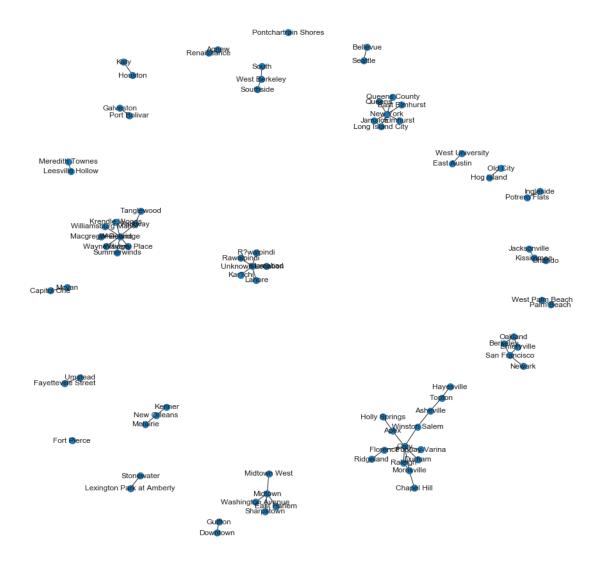
```
[65]: dijpath = nx.dijkstra_path(G, source='Oakland', target='Newark') dijpath
```

[65]: ['Oakland', 'San Francisco', 'Newark']

# 5 Visalization of Network of Rides Based on Meeting Purpose

Number of edges: 71 Average degree: 1

1.7108



Top 20 nodes by degree:

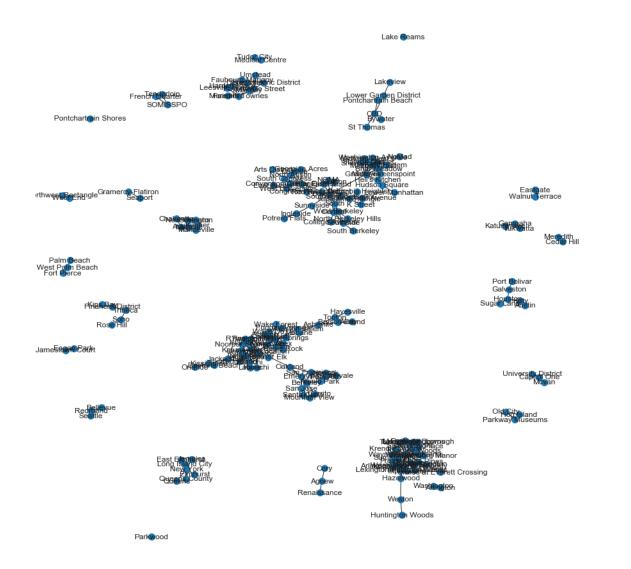
[68]: <pandas.io.formats.style.Styler at 0x1fbf74817b8>

# 6 Visalization of Network of Rides Based on Business Category Type

Name:

Type: Graph

Number of nodes: 200 Number of edges: 262 Average degree: 2.6200



Top 20 nodes by degree:

[77]:	<pre><pandas.io.formats.style.styler 0x1fbf93ed0b8="" at=""></pandas.io.formats.style.styler></pre>
[]:	
[]:	
[]:	