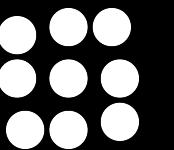
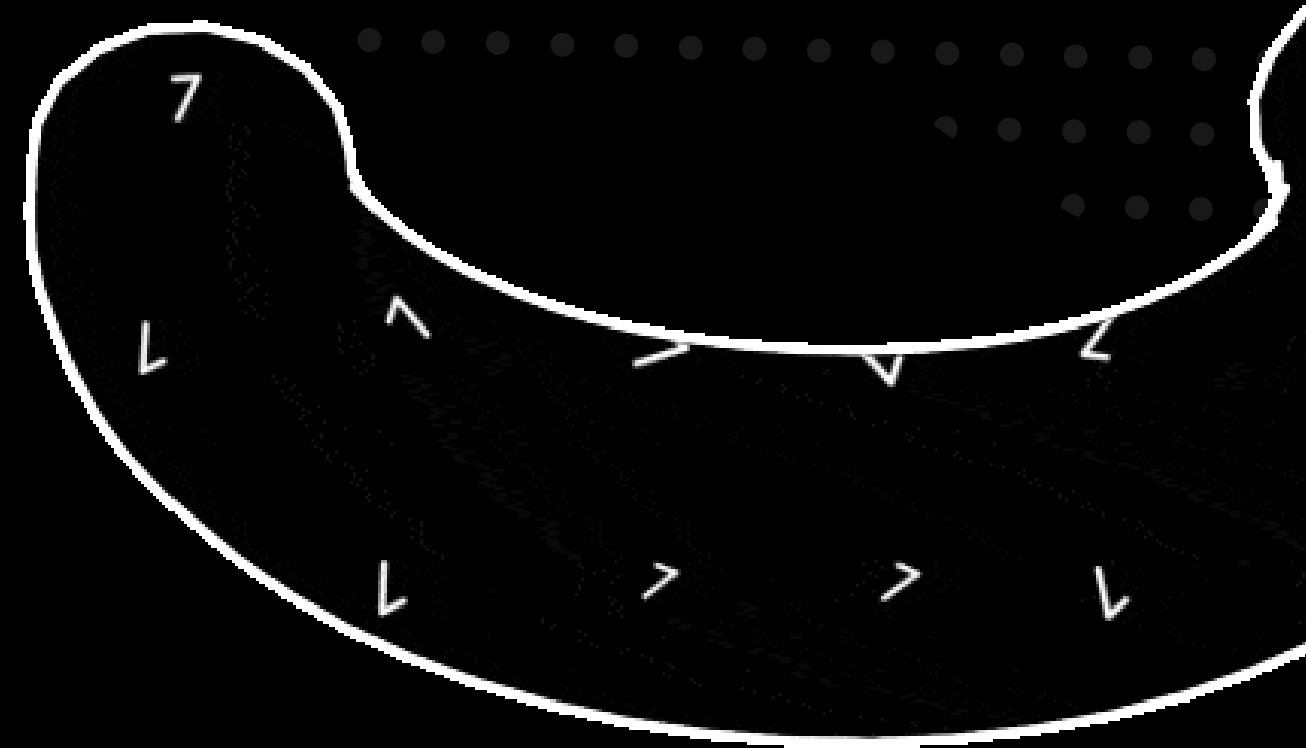
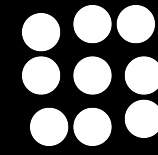


# Uber Cab prices

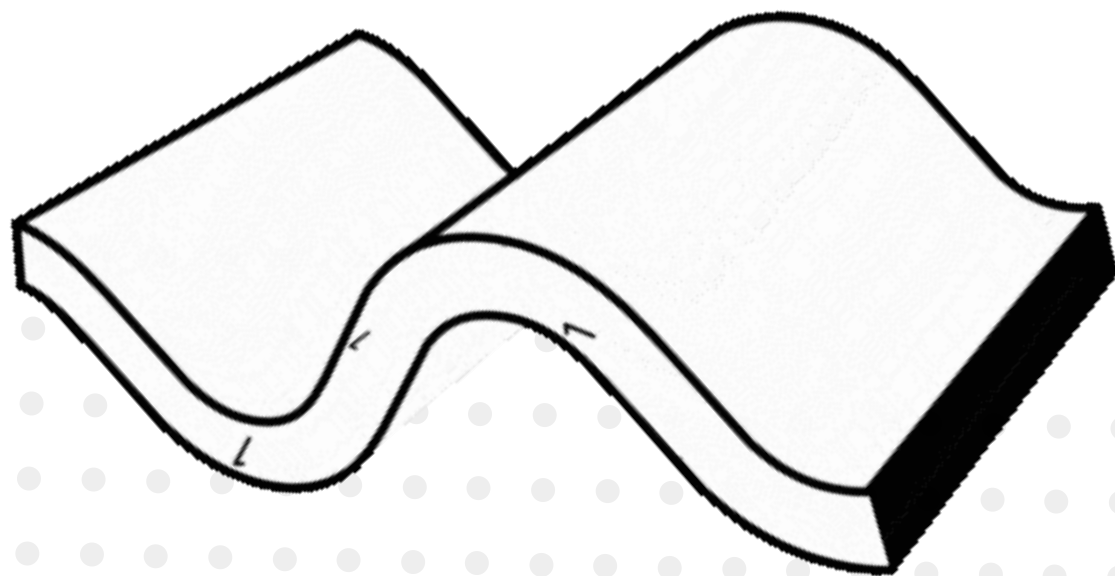
Prepared by Iryna Bazaka



# Agenda

- Business Understanding
- Key Insights
- Test Hypothesis
- Data Modeling
- Conclusion
- Proposal

# Business Under- standing

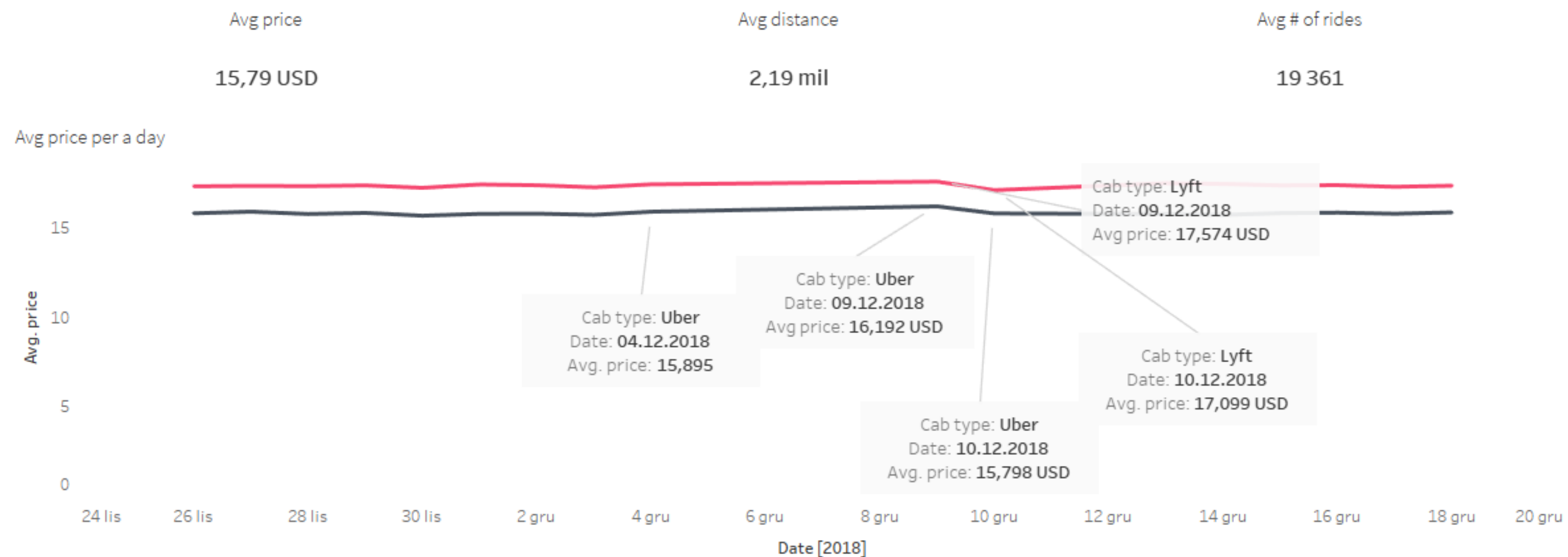


Analyze the prices of ride-sharing apps

Identify key factors which are driving the demand

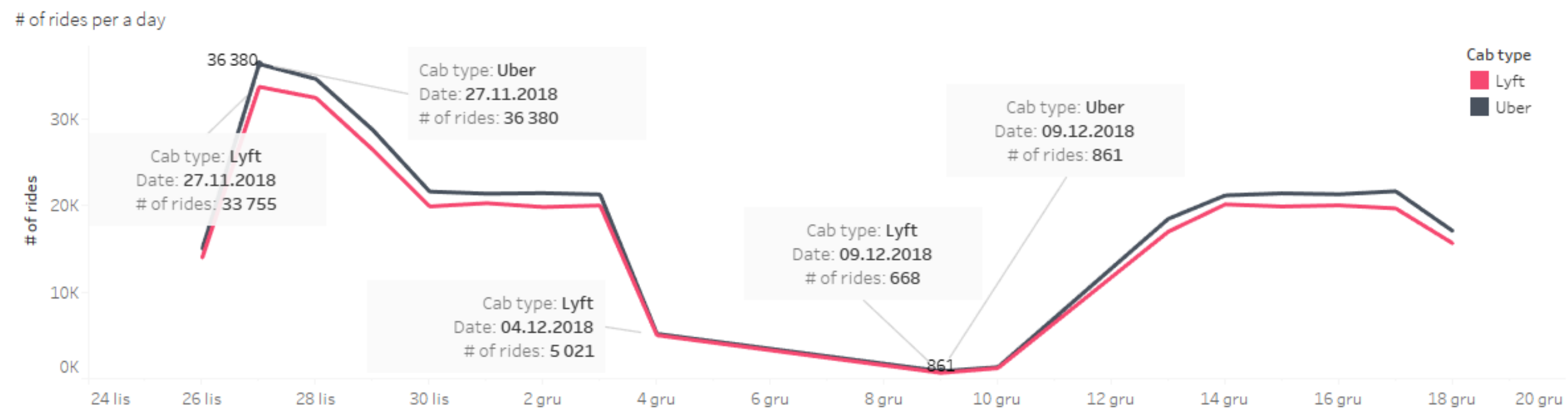
Maximise profits based on price policy and demand

# Key insights



1

Prices are not constant. They increased above the average in the period from the 3th of December till the 9th of December



2

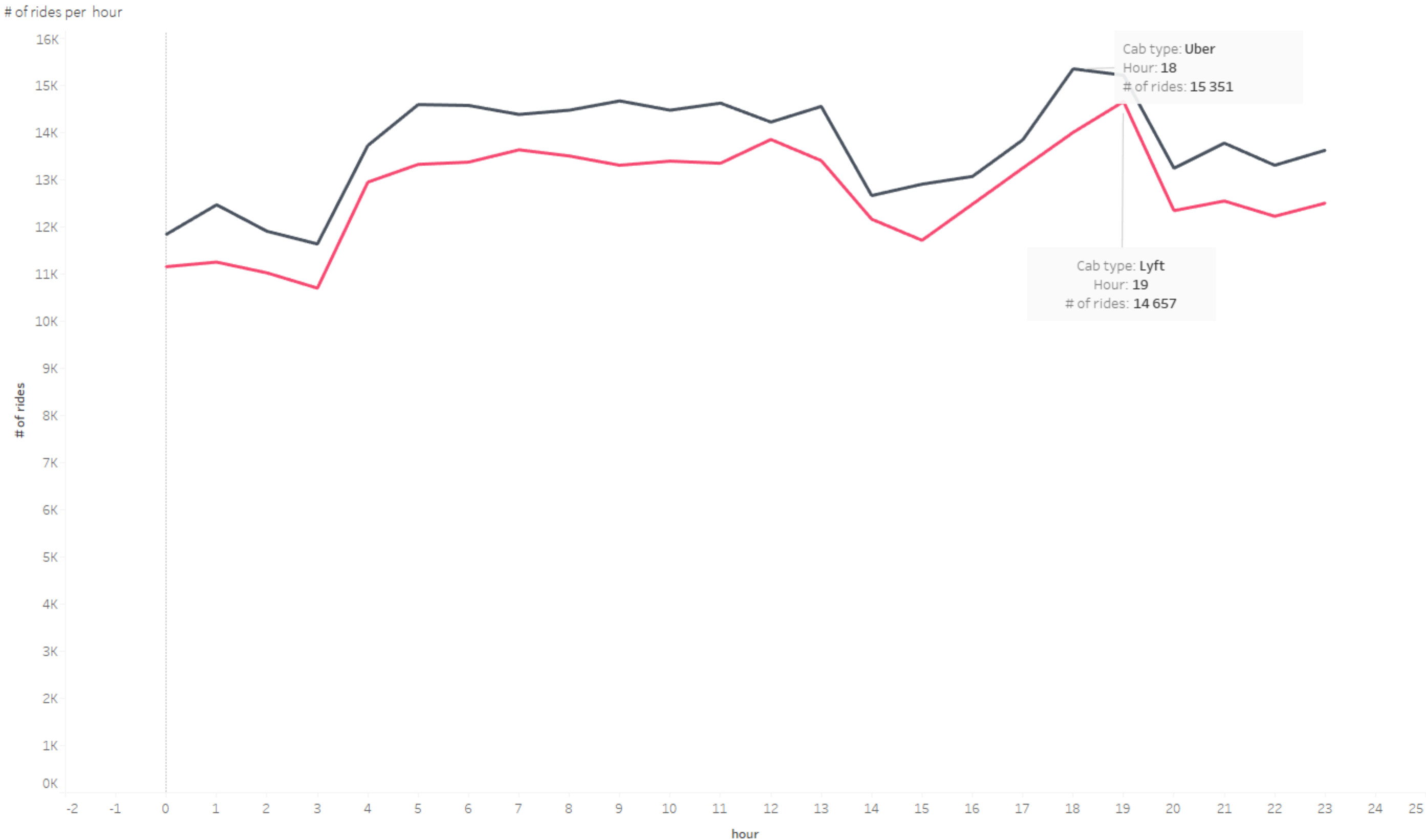
There is a drop in demand from the 3th of December till 9th of December

# Key insights

3

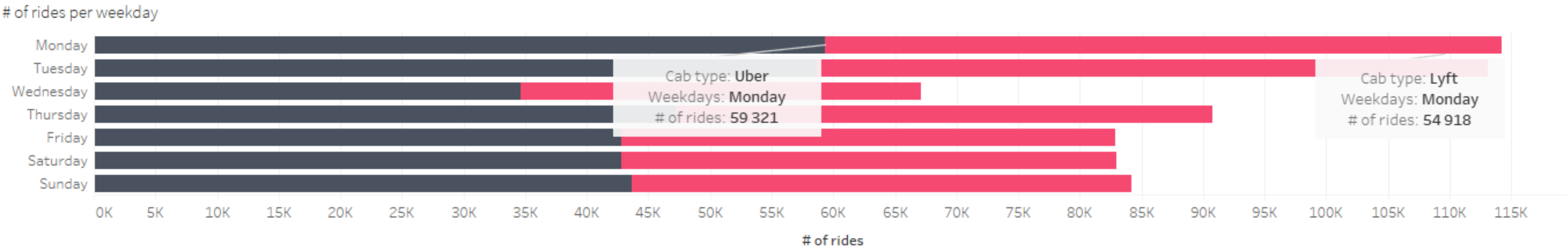
People use more often ride-sharing apps between:

- 4 am and 5 am,
- 7 am and 9 am,
- 5 pm and 7 pm

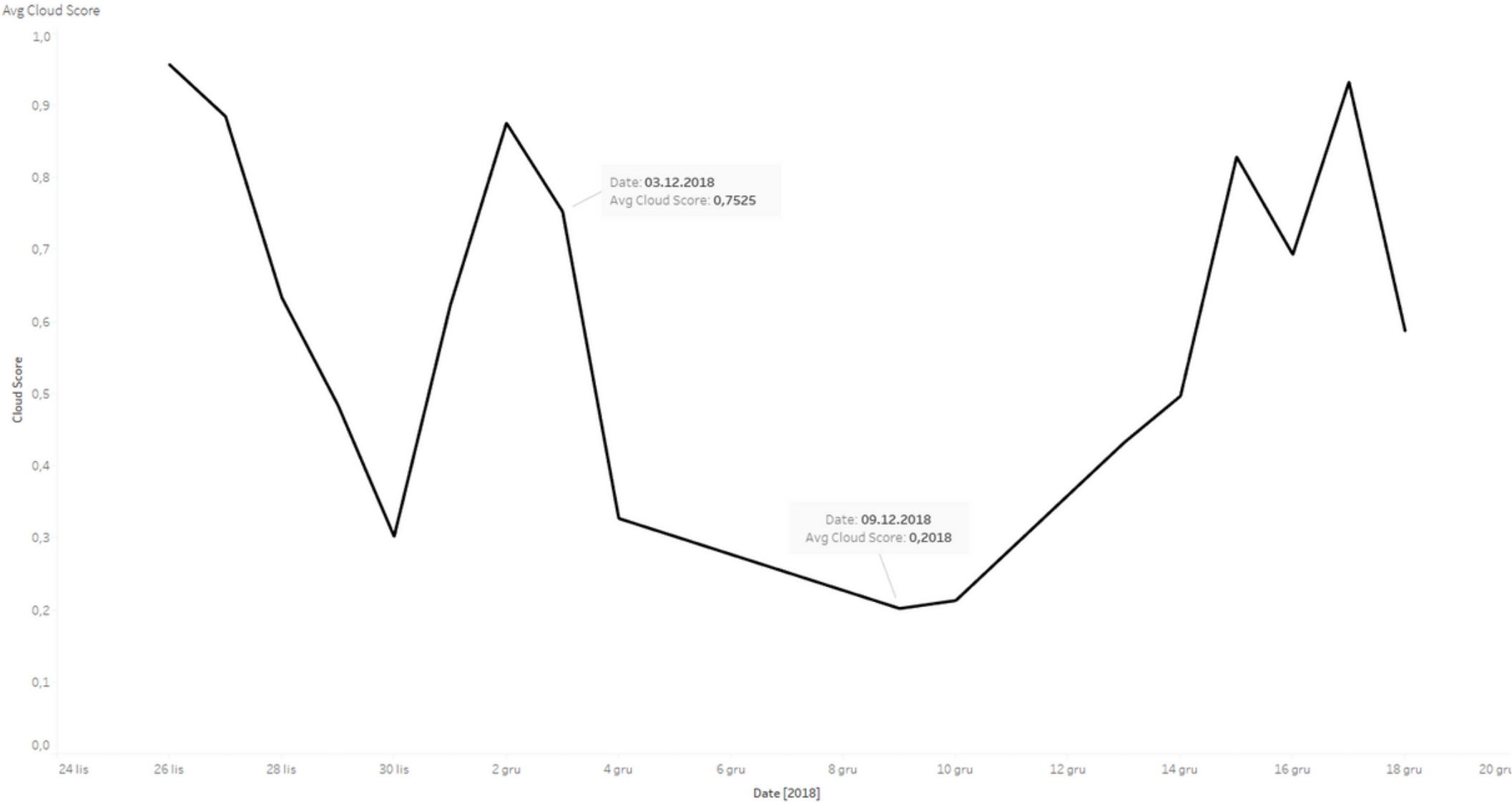


# Key insights

4 Mondays have higher demand than other days of the week

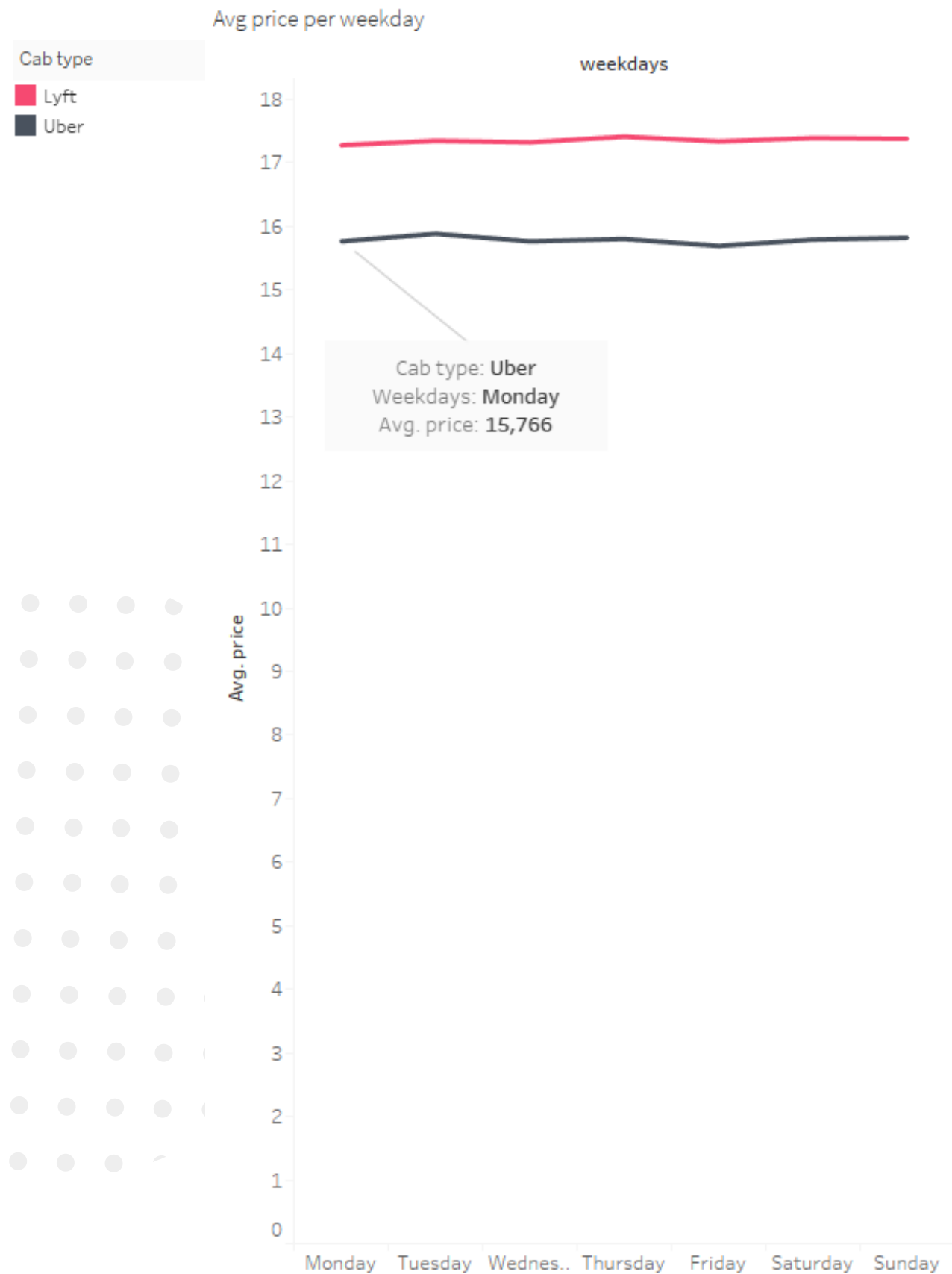


5 There were sunny days between 3th od December till 9th od December

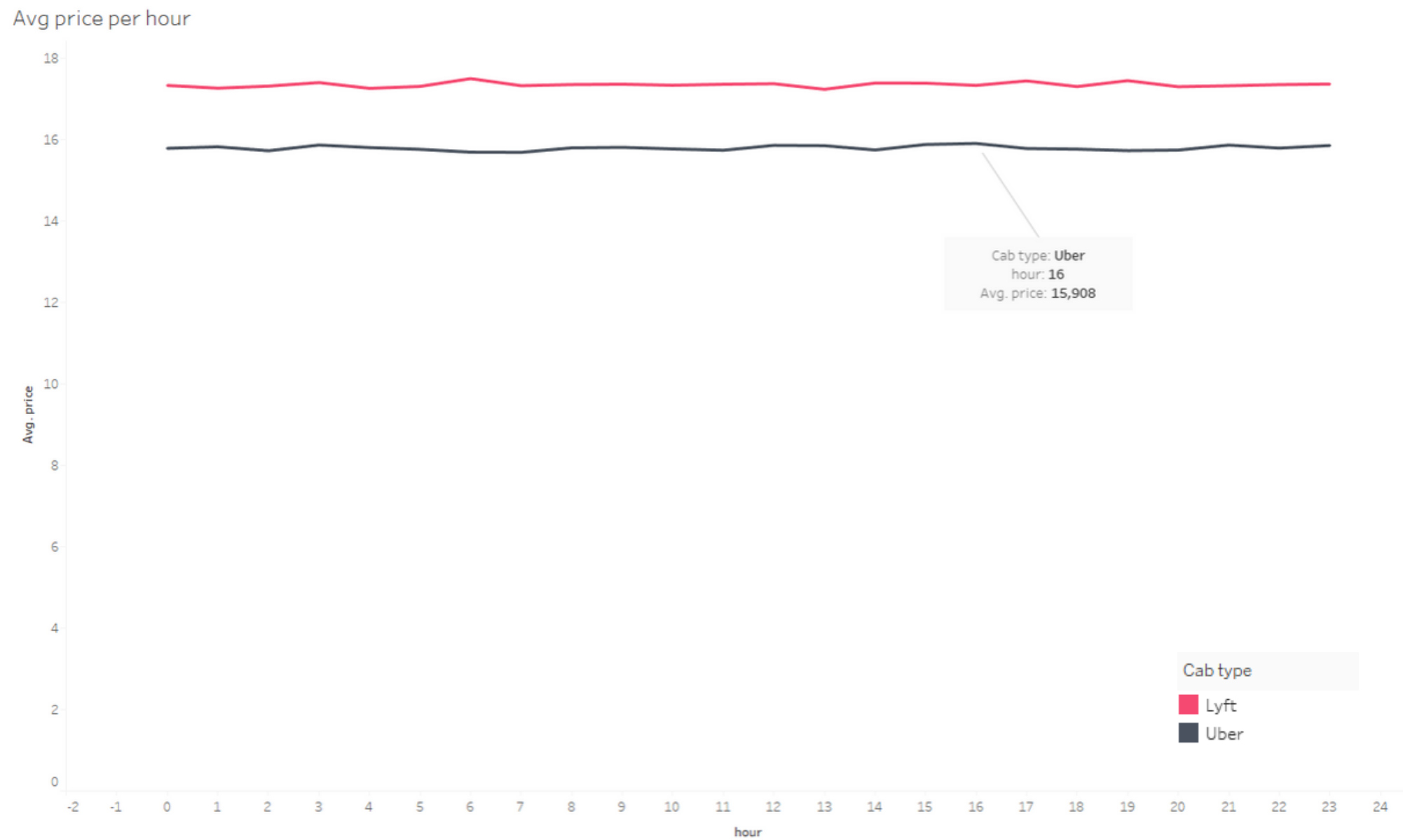


# Key insights

## 6 Avg price differs for a weekday



## 7 Avg price doesn't differ a lot for each hour



# Hypothesis

1

Prices are not  
stable

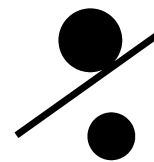
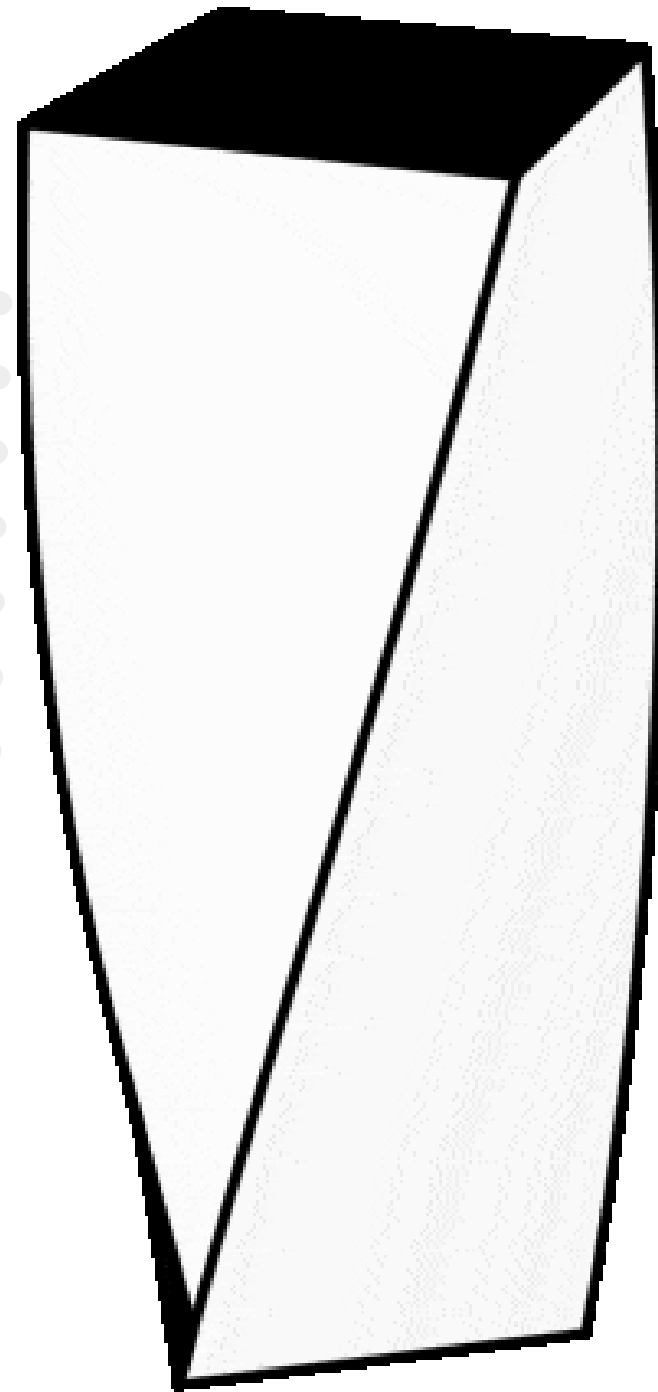
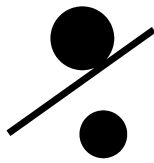
2

A sunny day  
influences the  
prices

3

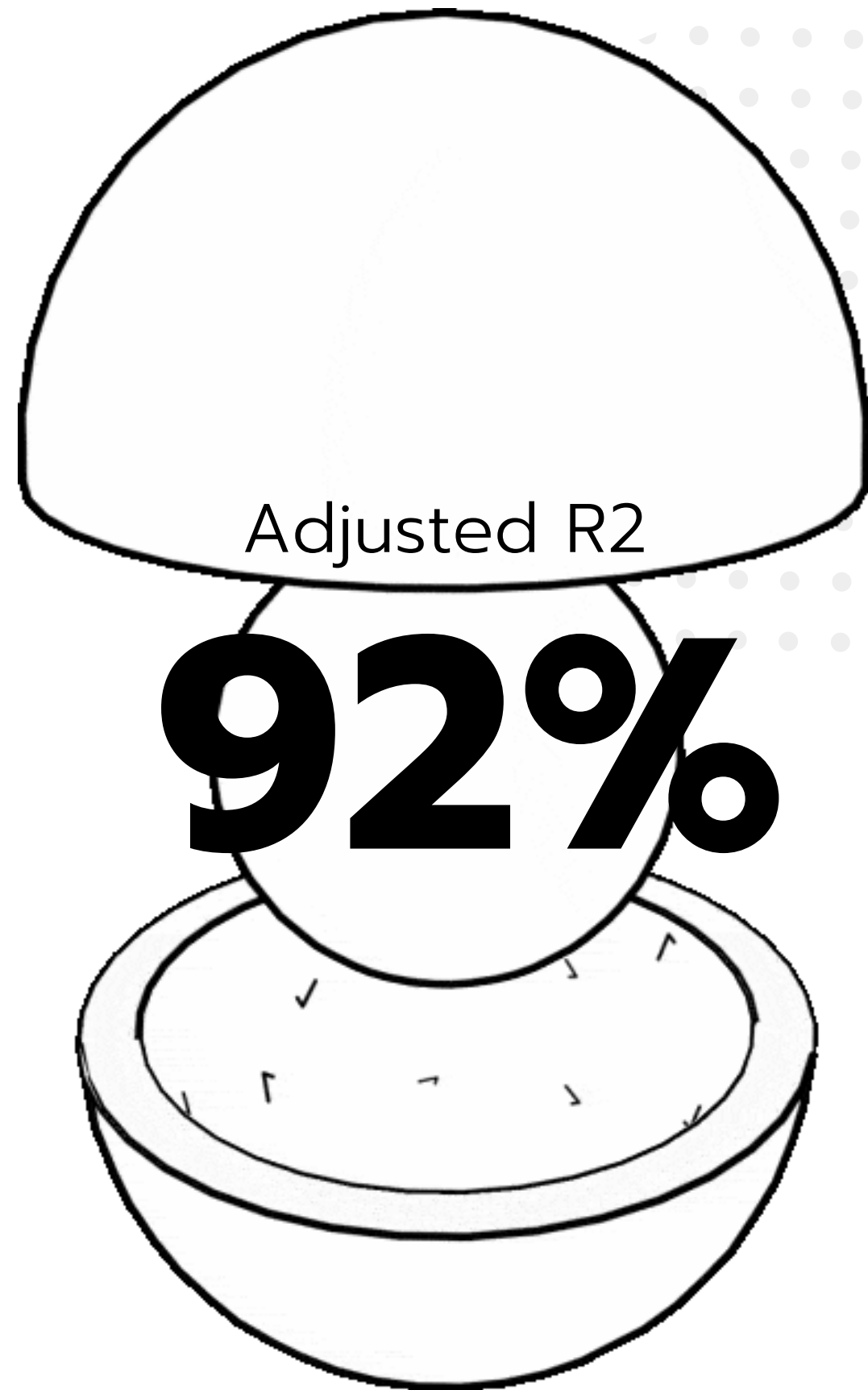
Day of the week  
influences the  
prices





# Data Modeling

To test the hypothesis Linear Regression is used.



## Conclusion

- 1 92 % of changes in the prices are explained by the model
- 2 Hypothesis 1, that prices are not stable is true.
- 3 Hypothesis 2, that a sunny day influences prices is true.
- 4 Sunday influences price per a day
- 5 Intercept, destination, distance, source, sunny day, Sunday and kind of Uber's car are key factors that influence the prices

# Proposal

1

Offer higher prices for cloudy days and lower prices for sunny days

2

Create special offer on Sunday (suggest kind of car for a kind of destination)



# Thank you

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# Source

[https://www.kaggle.com/ravi72munde/uber-lyft-cab-prices#cab\\_rides.csv](https://www.kaggle.com/ravi72munde/uber-lyft-cab-prices#cab_rides.csv)