

PREDICTING TRANSPORTATION PRICES

Implementing AWS to Leverage NYC Taxi Data

TASK

How can taxi companies compete with rideshare companies like Uber and Lyft?

Use NYC Taxi data and AWS to build a model to predict the price of a trip

Implement into an app allowing the user to see how much they would need to pay prior to ordering a taxi

TOOLS



amazon
REDSHIFT



amazon
S3



amazon
SageMaker

VALUE



Demonstrate using
AWS with big data



Illustrate big data predictive
modeling process



Address a real-world
problem



Provide predictive analytics
techniques

DATA

1.5
GB
Data

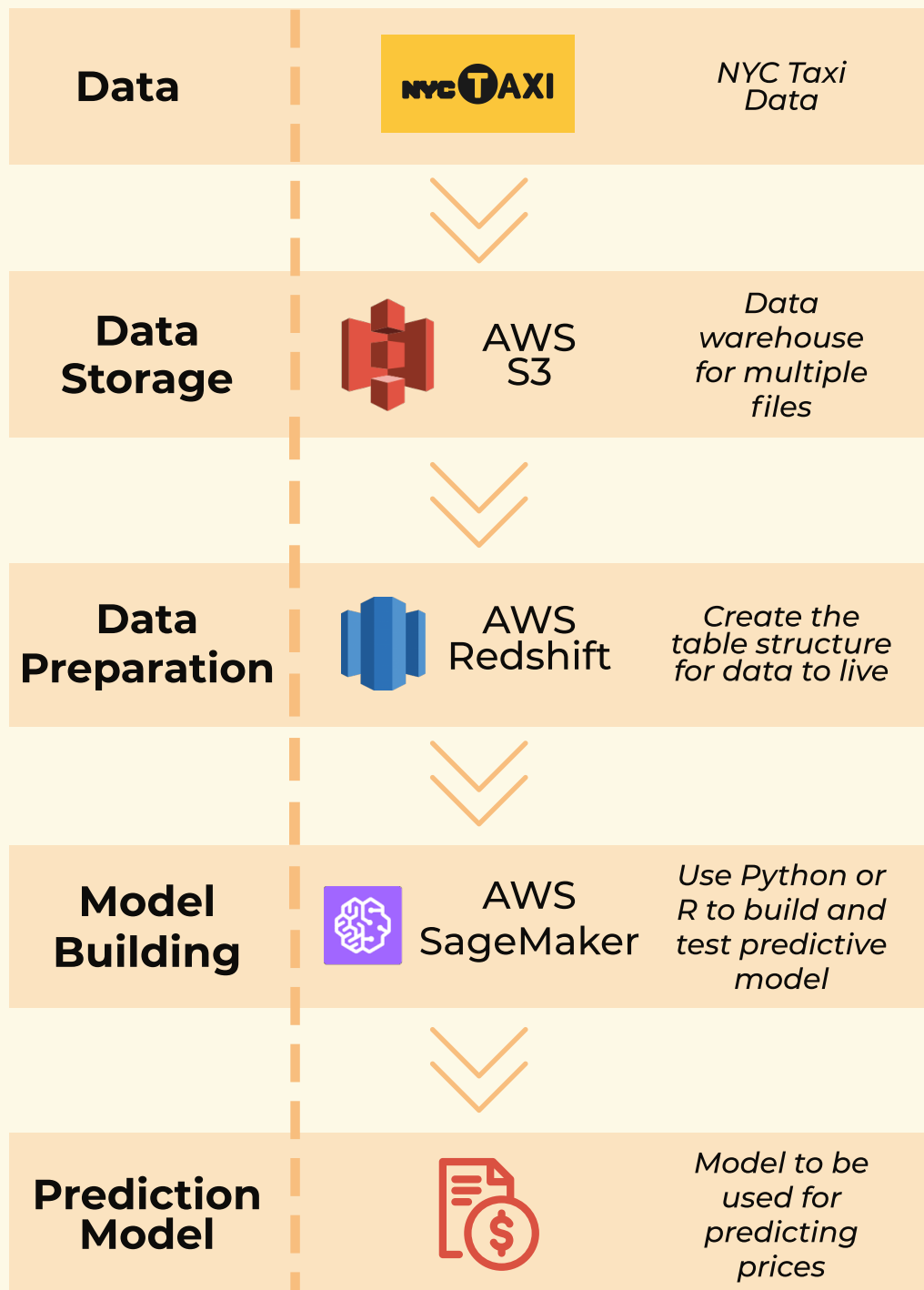
12
files

12
months
of data

1.37 mil
rows of
data

18
Columns

PROCESS



KEY TAKEAWAYS

Accurately predicted taxi prices with use of multiple models

Taxi companies should consider using a method such as the one demonstrated here to better compete with ride share services

Opportunities for even more accurate results with better AWS tiers