

An aerial photograph of a city street, likely Chicago, showing a mix of modern and older architecture. A prominent skyscraper on the left has a distinctive circular observation deck at the top. The city grid pattern is visible, with streets and buildings stretching into the distance.

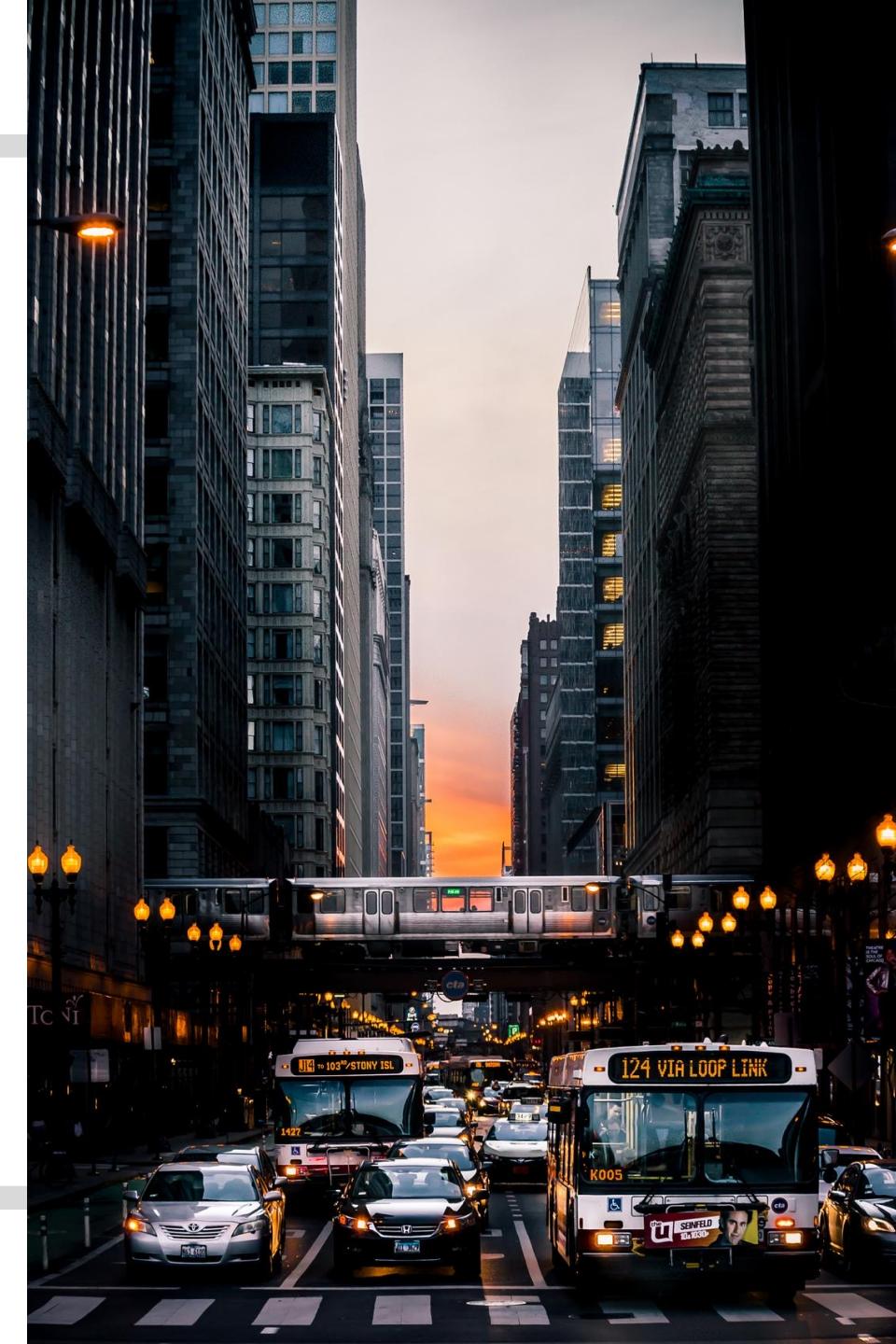
90 Miles Inside Chicago: Understanding the City's Taxi and Ride-sharing Customer Segments



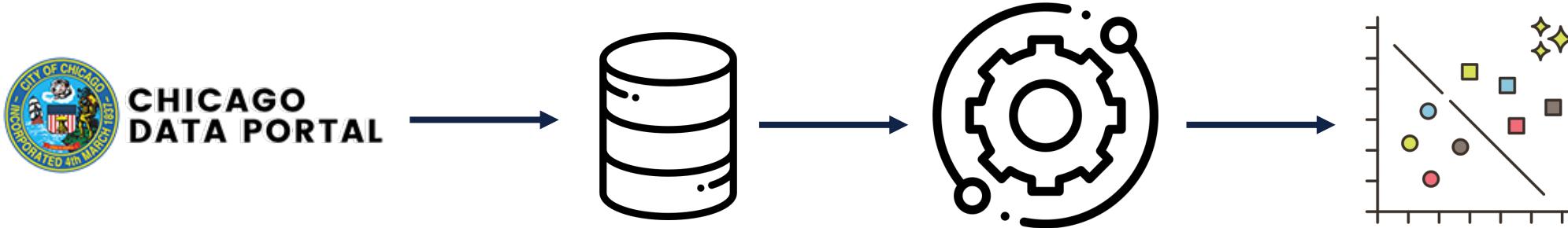
What are the various customer segments of Chicago taxi and ride-hailing drivers?

Motivation of the Study

Apply to the Philippines, but the Philippines is lacking in data



Methodology and Process



Collect data
using API

Store in a
Database

Sampling,
Cleaning

Clustering
& Analysis

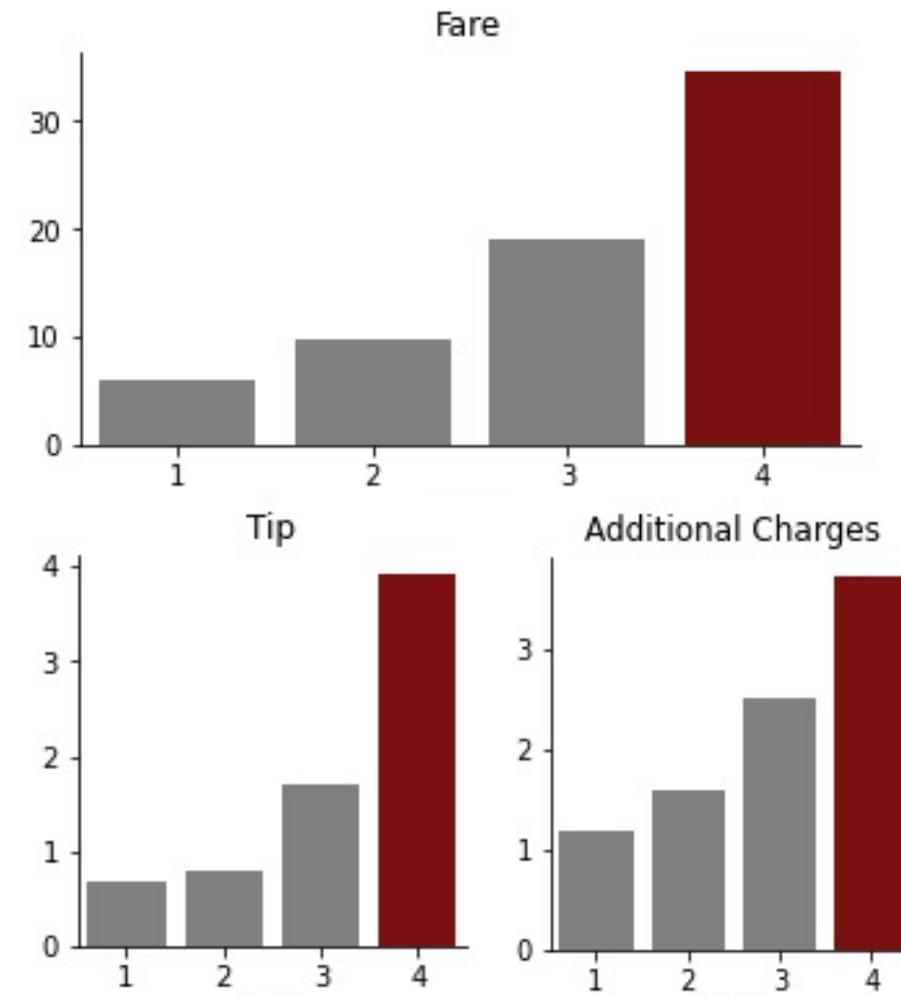
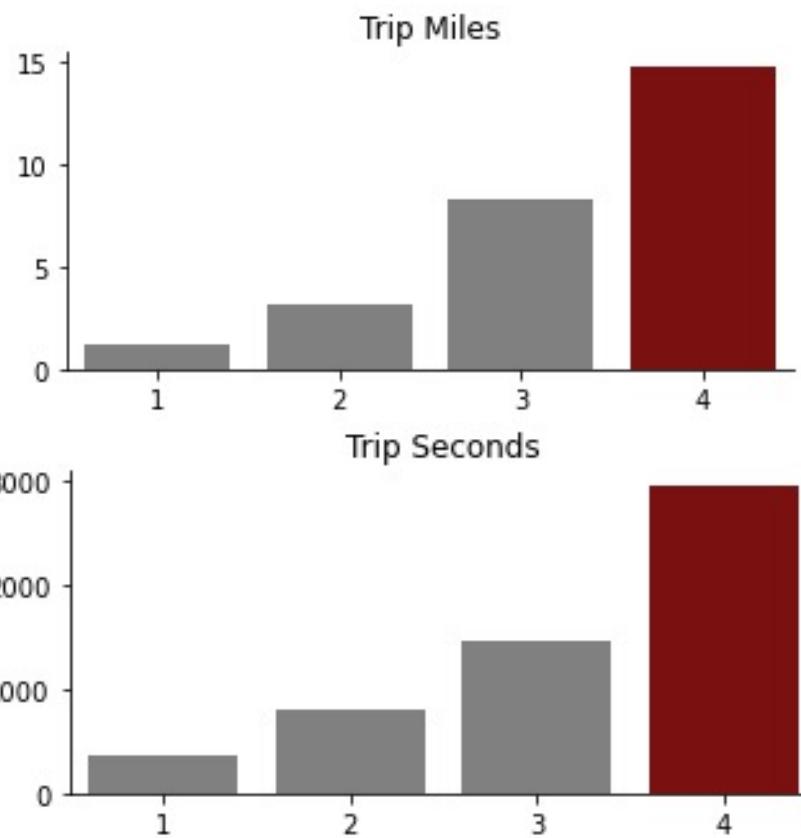
Ridesharing
100 Million

Taxi
15 Million

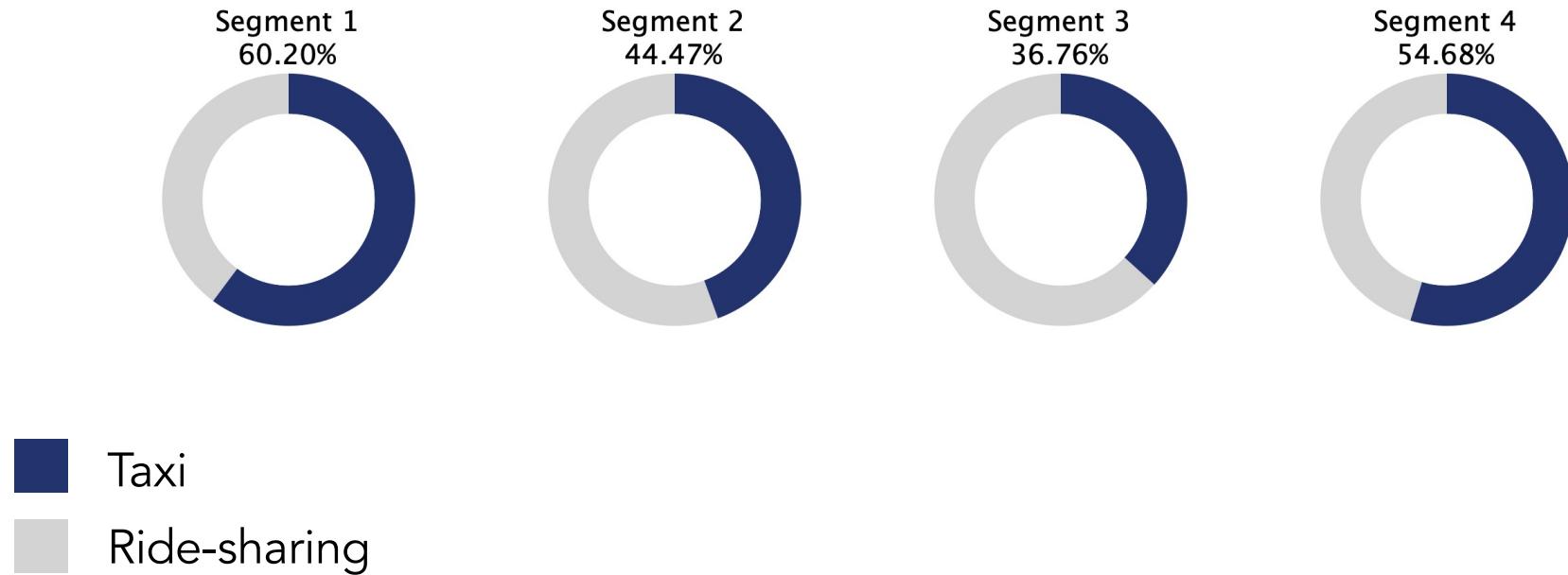
Variable

Categorical	Transportation type, community area, payment method
Numerical	Fare, Tip, Additional Charges, Trip Duration, Trip Distance
Geospatial	Longitude, latitude

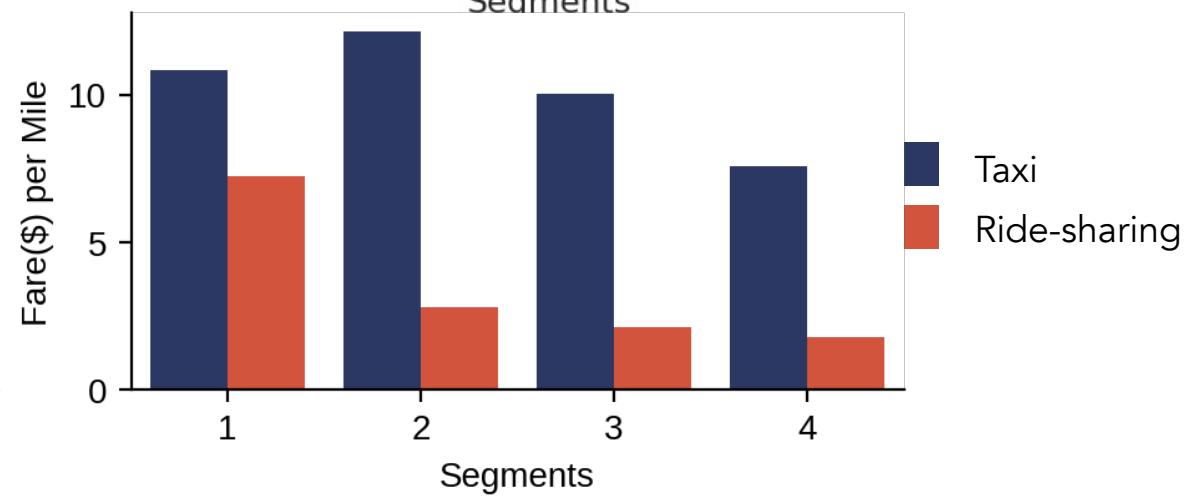
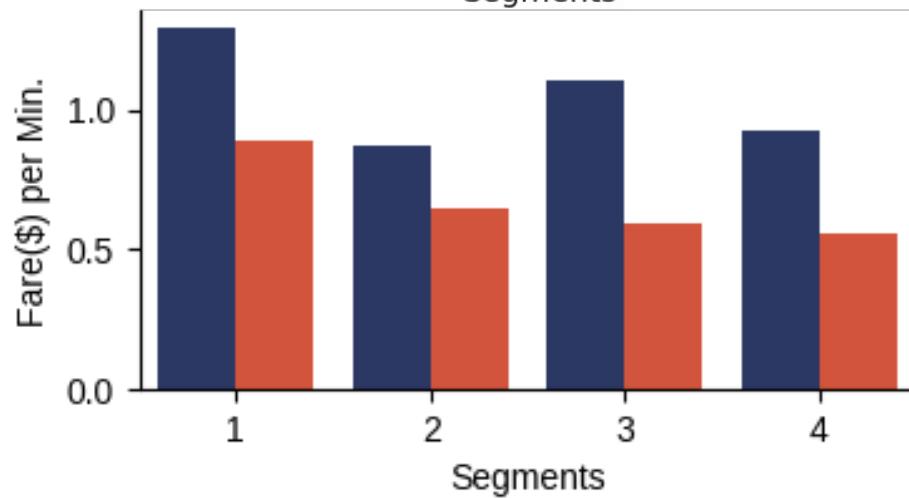
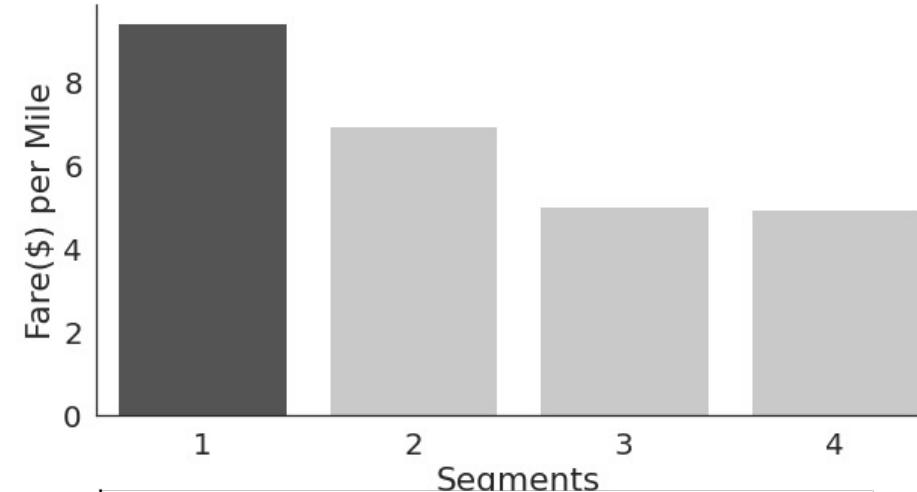
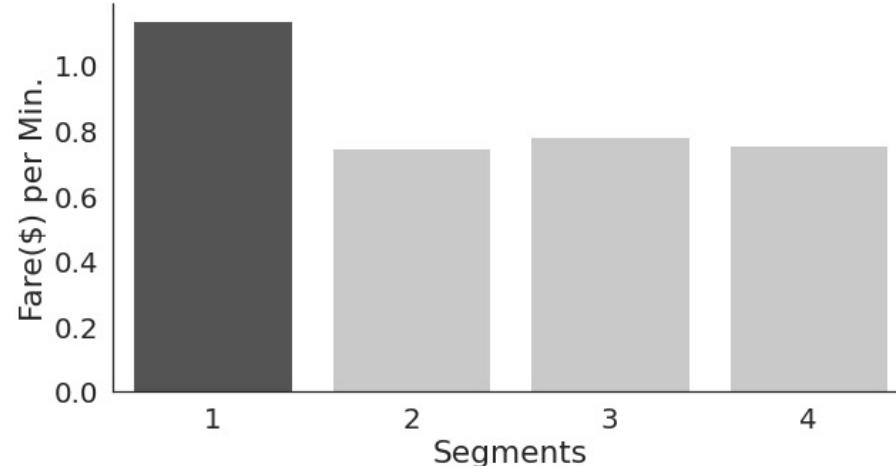
The algorithm created 4 segments based on leading trip features.



Segment 1 usually preferred taxis, while the rest preferred ride-sharing.

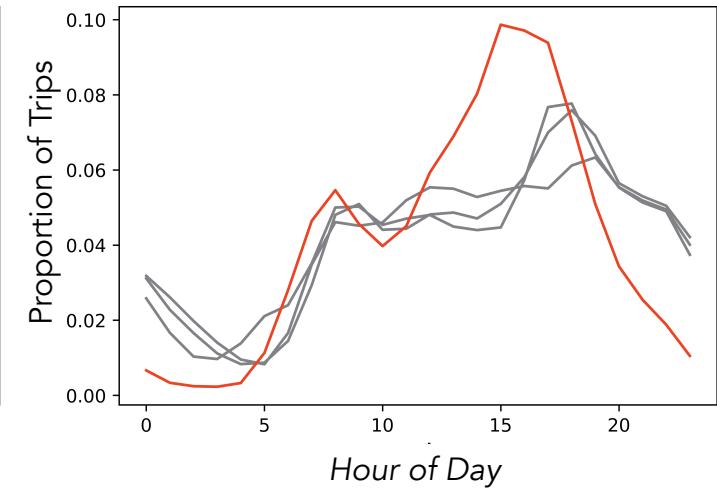
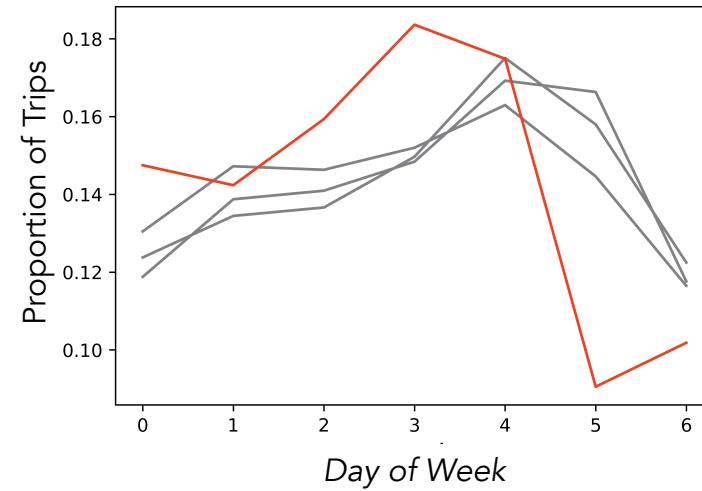
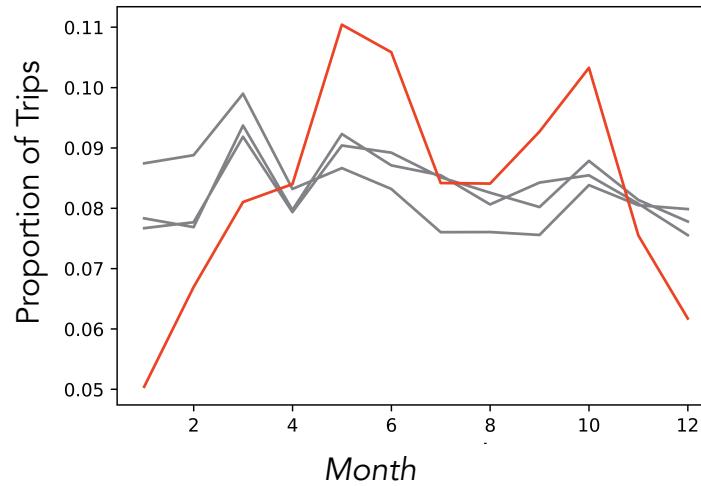


Short trip distances via taxis were the least cost efficient.



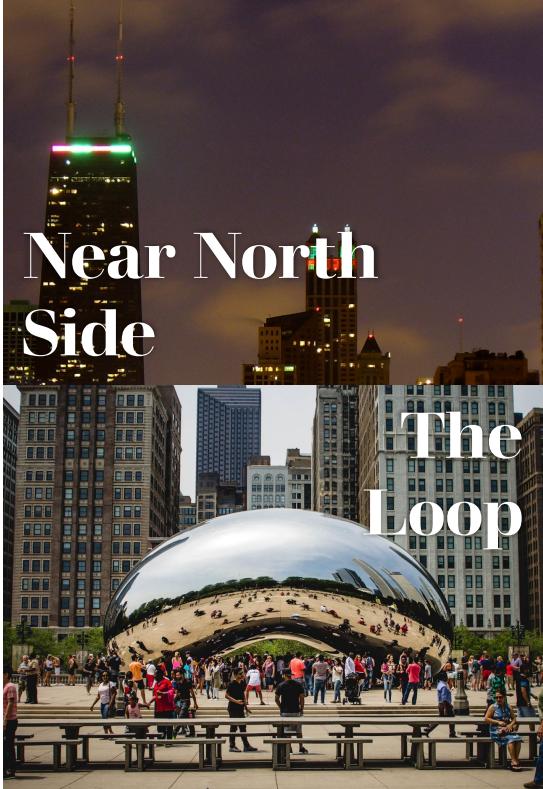
Segment 4 travel patterns stood out.

Month / Day of Week / Hour of Day Travel of Segment 4 vs. Other Segments



Where are they located?

Segment 1



Segment 2



Segment 3



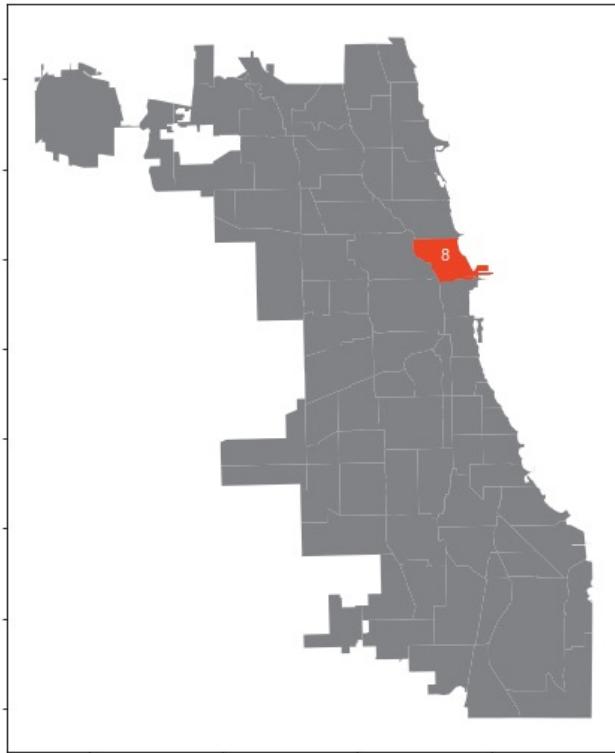
Segment 4



Which route do they frequent?

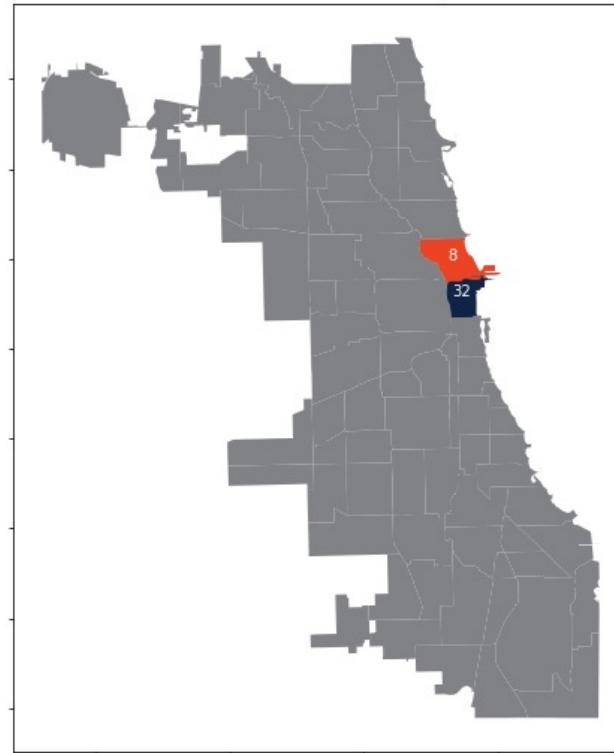
Segment 1

Within Near North Side



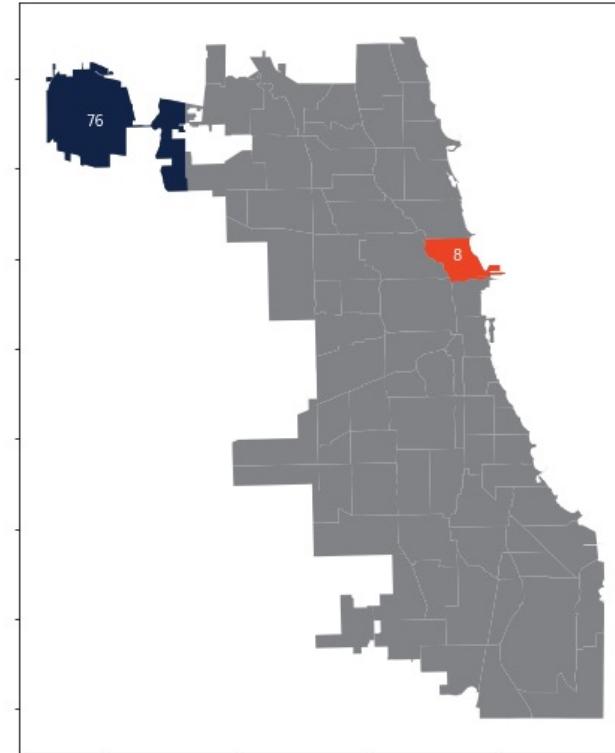
Segment 2

Near North-Side to The Loop

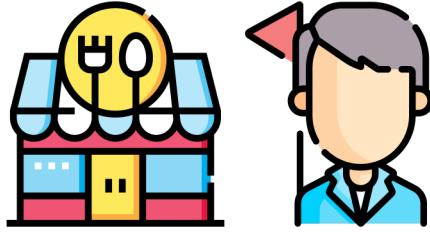


Segment 3/4

O'Hare to Near North Side



Recommendations & Insights



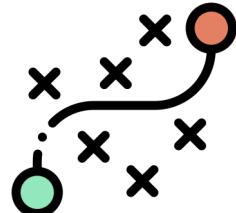
*Reapplication to
High Variable
Income Businesses*



*Improve
Advertising*



*Expanding
e-wallet Reach*



*Location Planning
of Businesses*



Thank you!

Any questions?

Parallel Meeting

Meeting ID: 966 0052 6022

Passcode: 130481



Ethan Casin



Nika Espiritu



DK Go



Karl Navarro



Daryll Tumambing

Summary

	Segment 1	Segment 2	Segment 3	Segment 4
Fare	Lowest paid fare and tip, shortest duration and distance			Highest paid fare and tip, longest duration and distance
Transport Type	Taxi		TNP	
Payment Type	Highest number of cash payments		Highest number of mobile payment	Highest number of credit card payments
Time				Erratic
Frequent pickup community area	Near North Side/The Loop	Near South Side	Garfield Ridge	O'Hare
Route	Within Near North Side	Near North Side to The Loop	O'Hare to Near North Side	O'Hare to Near North Side