**[ Predictive Fare App for NYC TLC Riders ] Proposal**

## **Overview:**

This project aims to develop a user-friendly predictive fare app for NYC TLC riders, enabling them to estimate fares in advance. Leveraging advanced data analytics, this app will foster trust and improve the overall rider experience.

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| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| **1** | Write a project proposal  Plan | Global-level project document | Executive Team |
| **1a** | Establish structure for project workflow (PACE)  Plan | PACE strategy document | Data Analysis Manager |
| **2** | Data exploration and cleaning  Analyze | * Data files ready for EDA | Data Analysts |
| **2a** | Compute descriptive statistics  Analyze | EDA report | Data Analysts |
| **3** | Conduct hypothesis testing  Analyze **and** Execute | * Analysis of testing results between two important variables | Data Scientists |
| **3a** | Visualization building  Analyze **and** Construct | * Tableau dashboard/visualizations | Data Analysts/Data Scientists |
| **4** | Begin exploring the data  Analyze | * Analysis of testing results between two important variables | Data Analysts |
| **4a** | Visualization building  Analyze **and** Construct | Tableau dashboard/visualizations | Data Analysts/Data Scientists |
| **5** | Evaluate the model  Execute **and** Analyze | Model Evaluation Report | Data Scientists |
| **5a** | Evaluate the model  Execute | * Determine the success of the model | Data Scientists |
| **6** | Build a regression model  Construct | * Final model | Data Scientists/Machine Learning Engineers |
| **6a** | Communicate final insights with stakeholders  Execute | * Report to all stakeholders | Data Analysis Manager/Project Lead (Deshawn Washington, Uli King, etc.) |