CASE 3
UBER & TAXI

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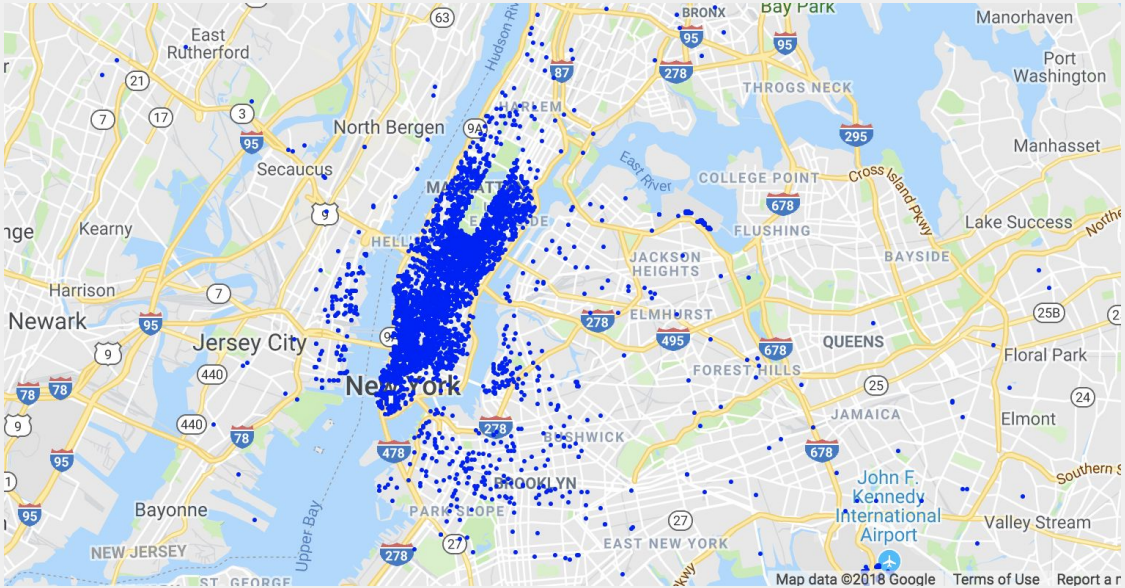
Data Exploration

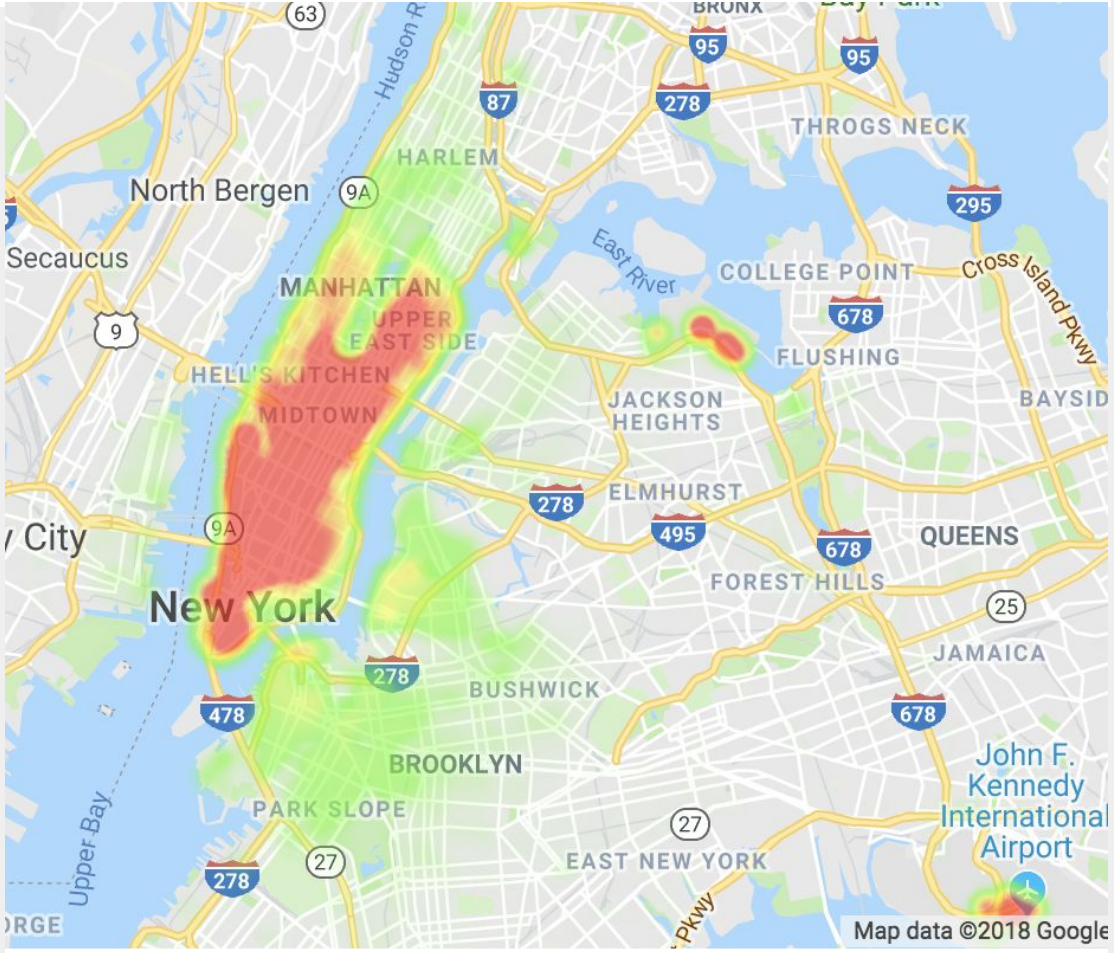


May, 2014

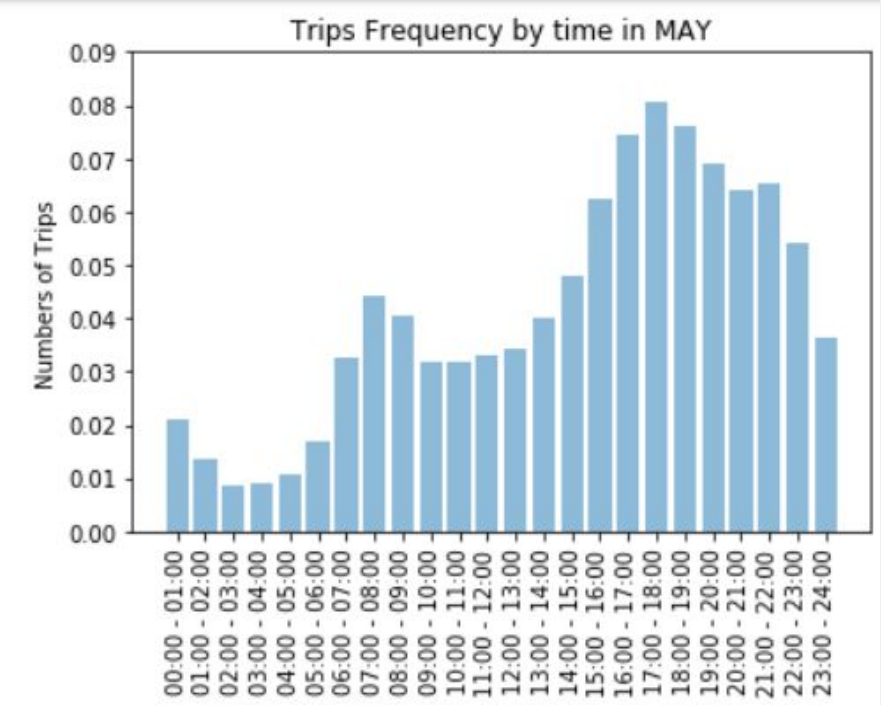
- **COLLECT A SET OF 5000 UBER TRIPS**
- **PLOT THE DISTRIBUTION OF THE PICKUP LOCATIONS USING A SCATTER PLOT FIGURE.**

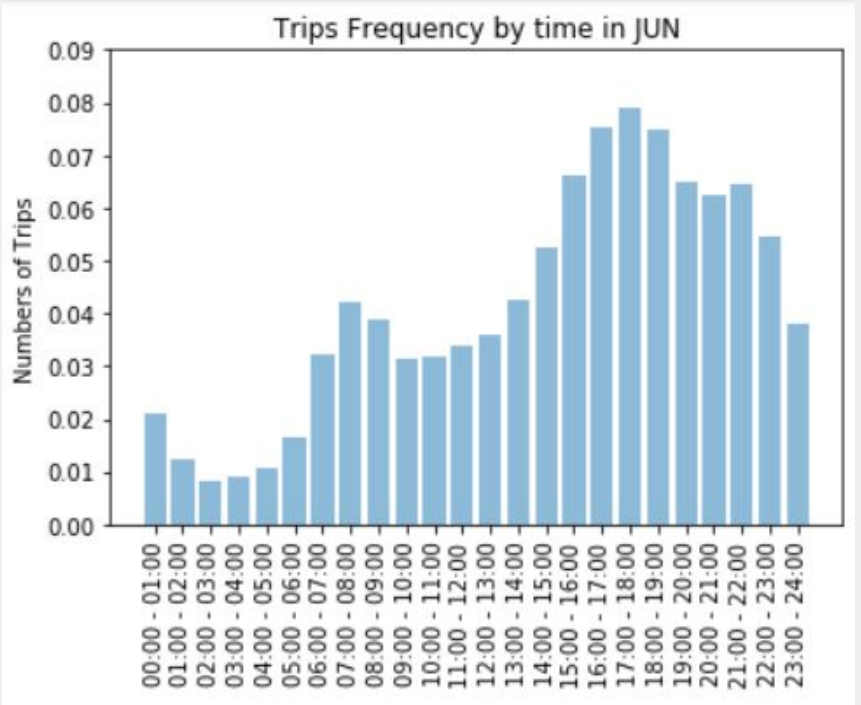
Which is the popular place to pick-up a customer through Uber?

May, 2014



- At what time Uber reaches the highest load in one day?





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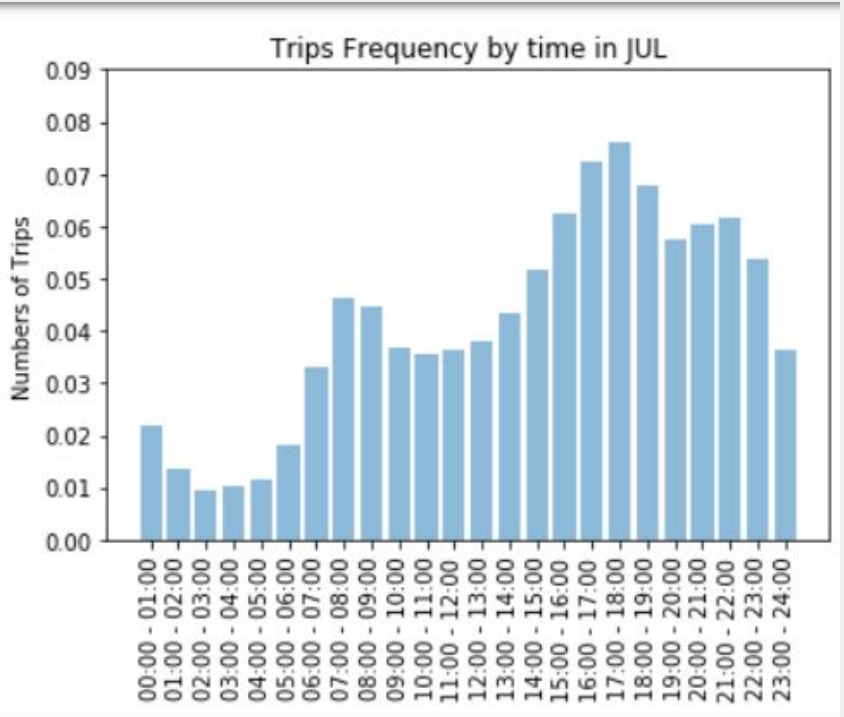

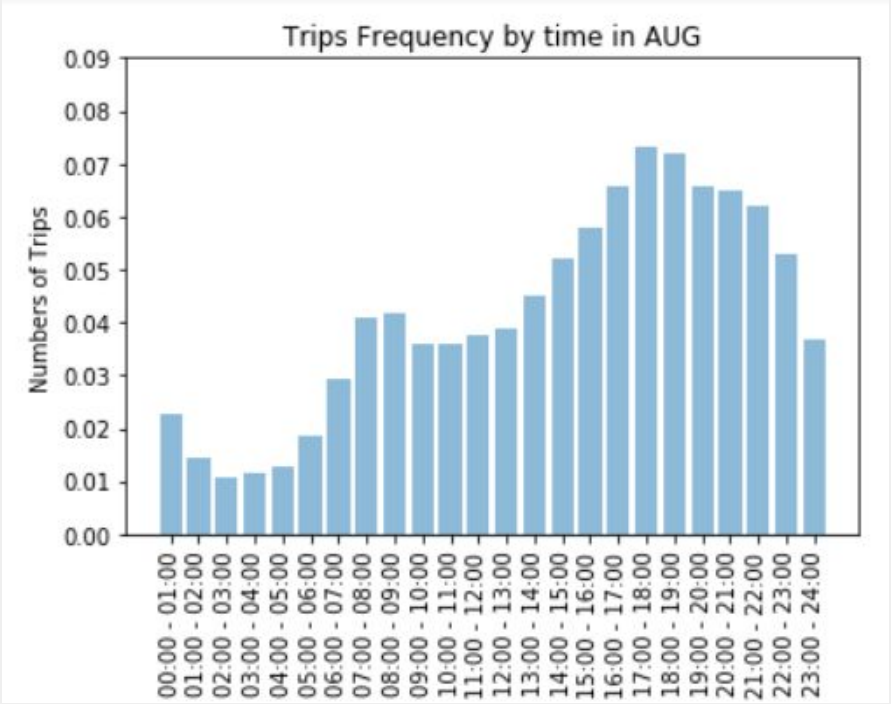

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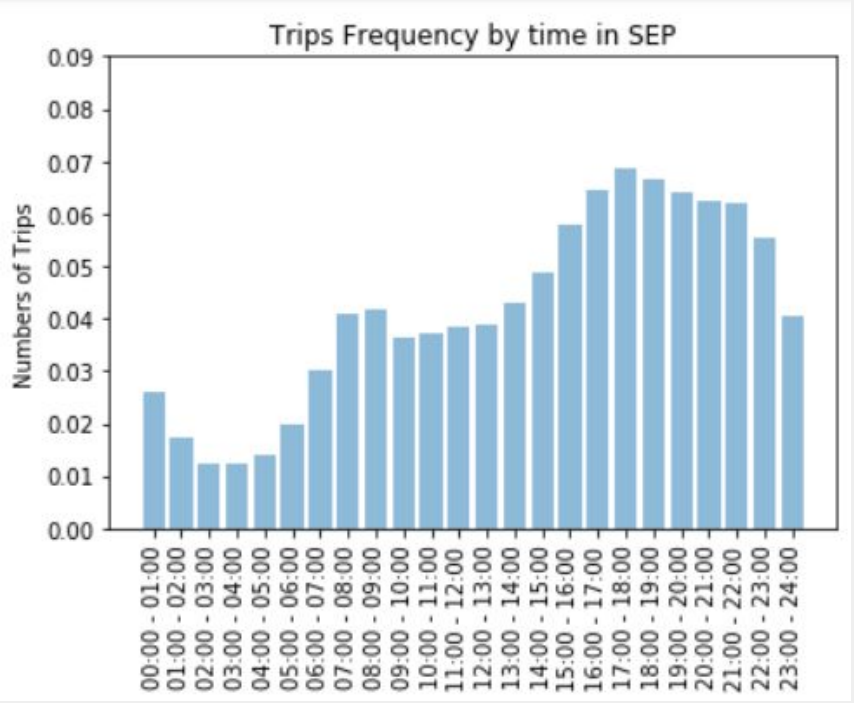
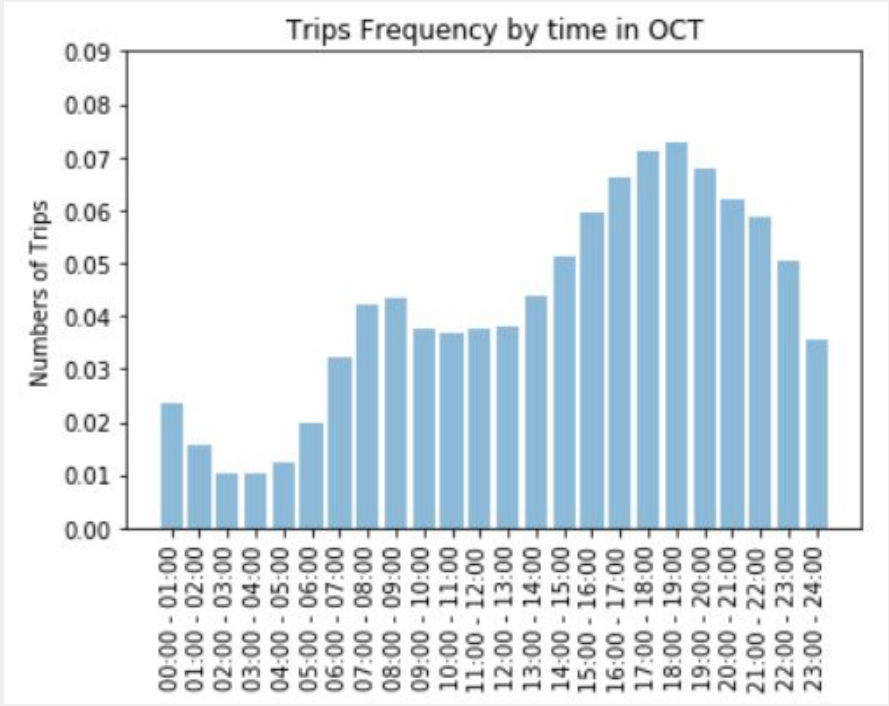
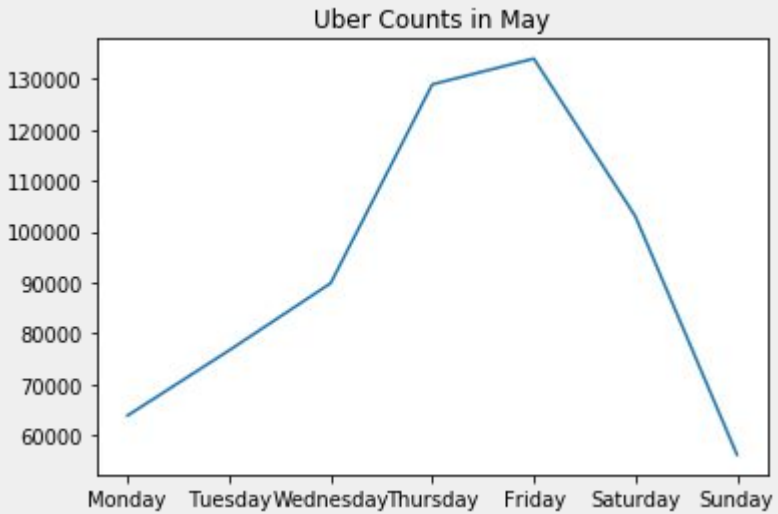
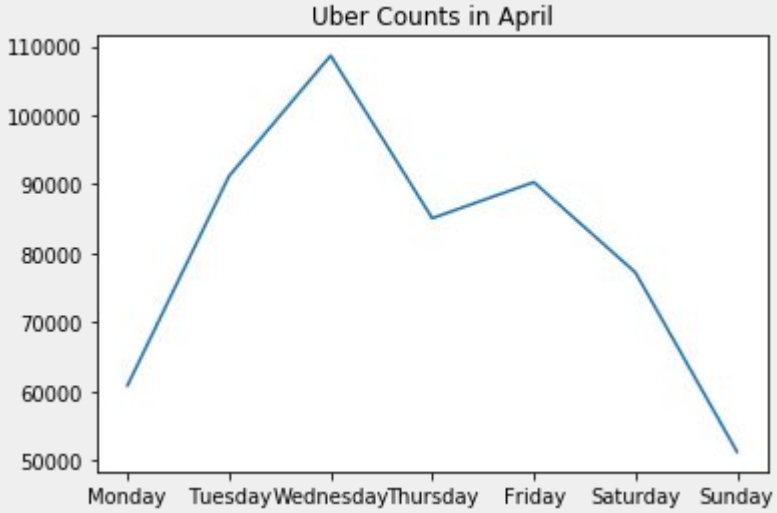




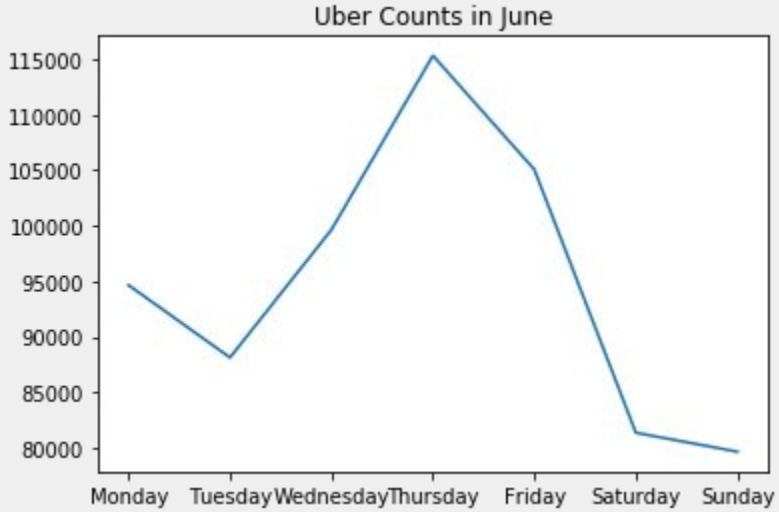
- When reach the highest load? In weekday or Weekend?

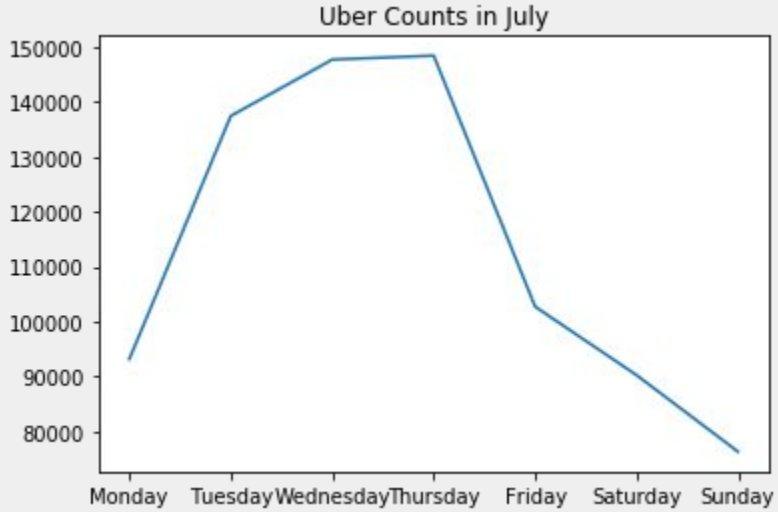




- Data source: 2014.04-05 raw data for uber

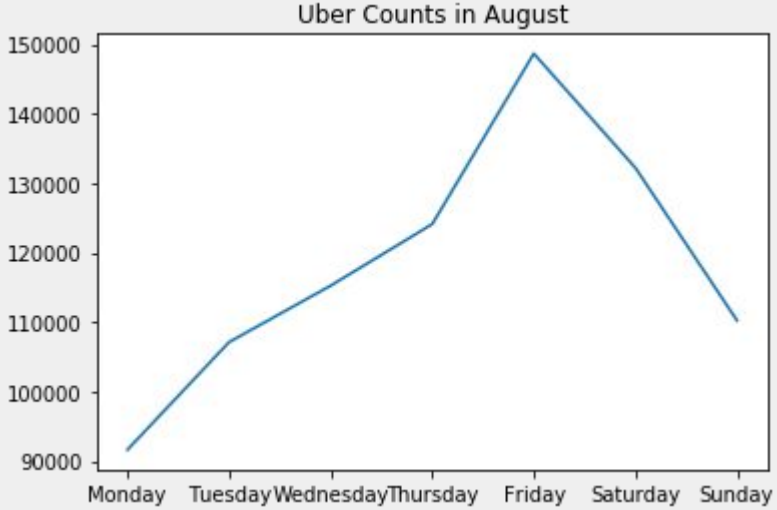
- When reach the highest load? In weekday or Weekend?





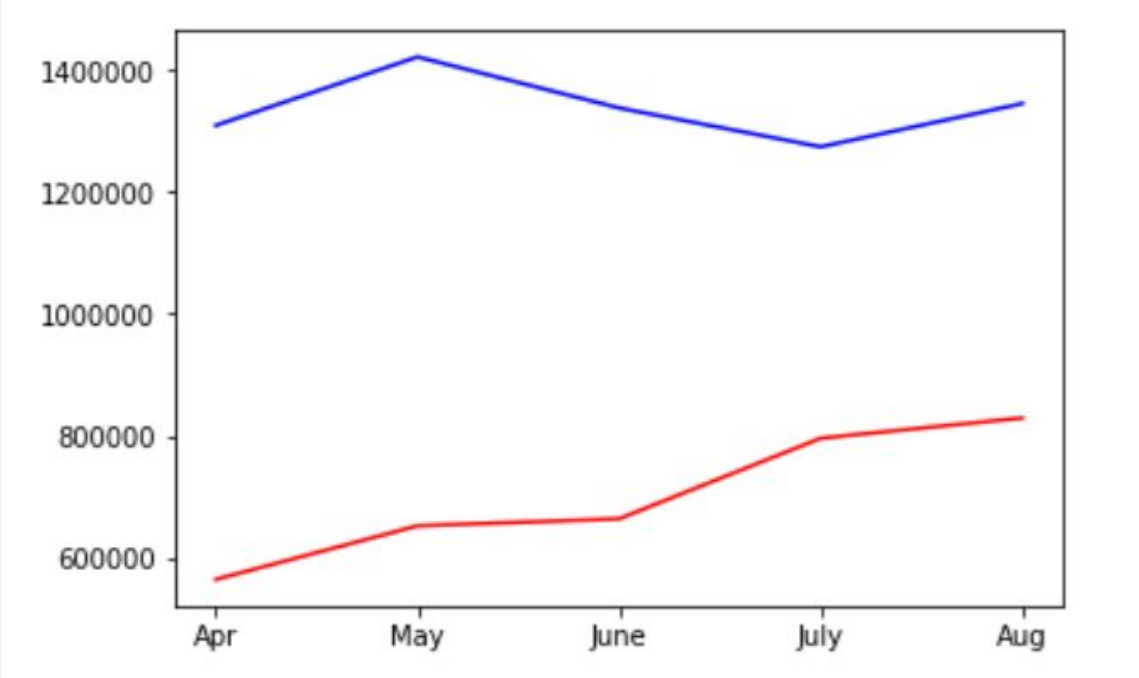
- Data source: 2014.06-07 raw data for uber

- When reach the highest load? In weekday or Weekend?



- Data source: 2014.08 raw data for uber

Trend Between Using Green Taxi AND Uber



Data source:
2014.04 – 2014.08

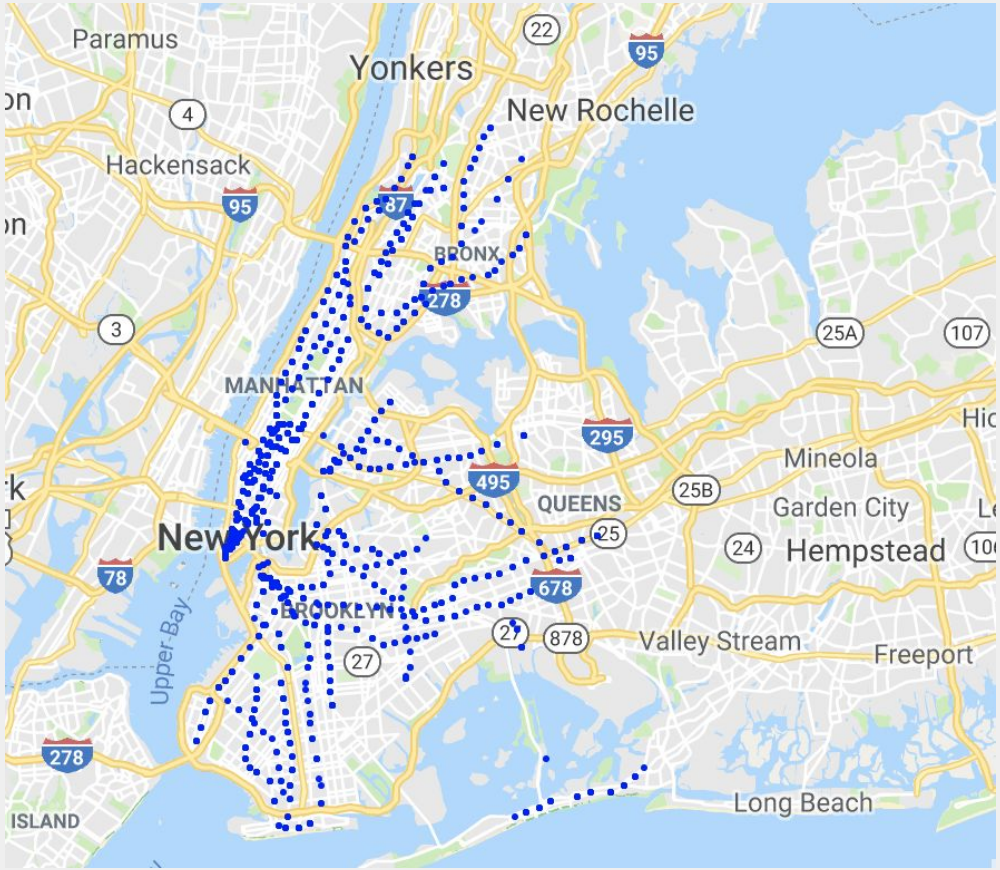
BUSINESS PROBLEM

Station A

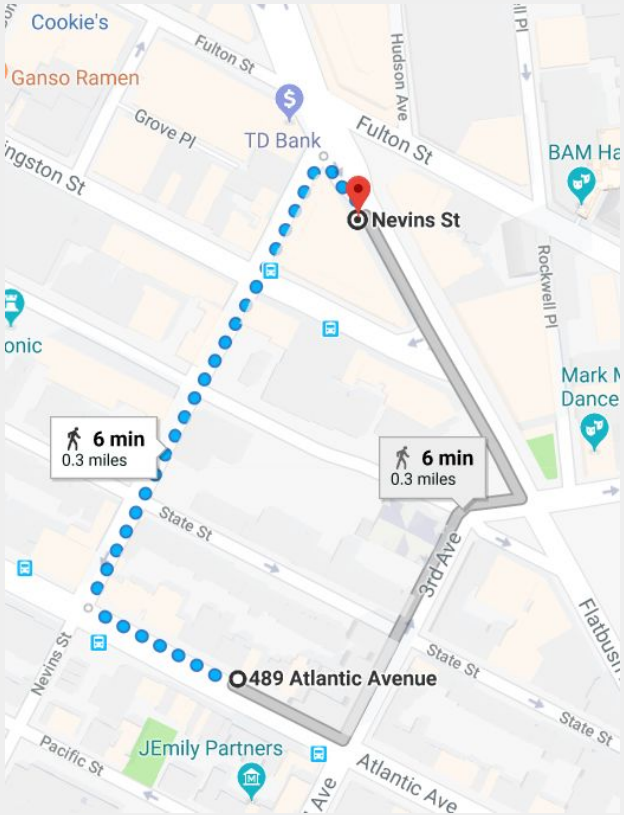
Station B

Destination

New York Subway Station



Find the Nearest Station



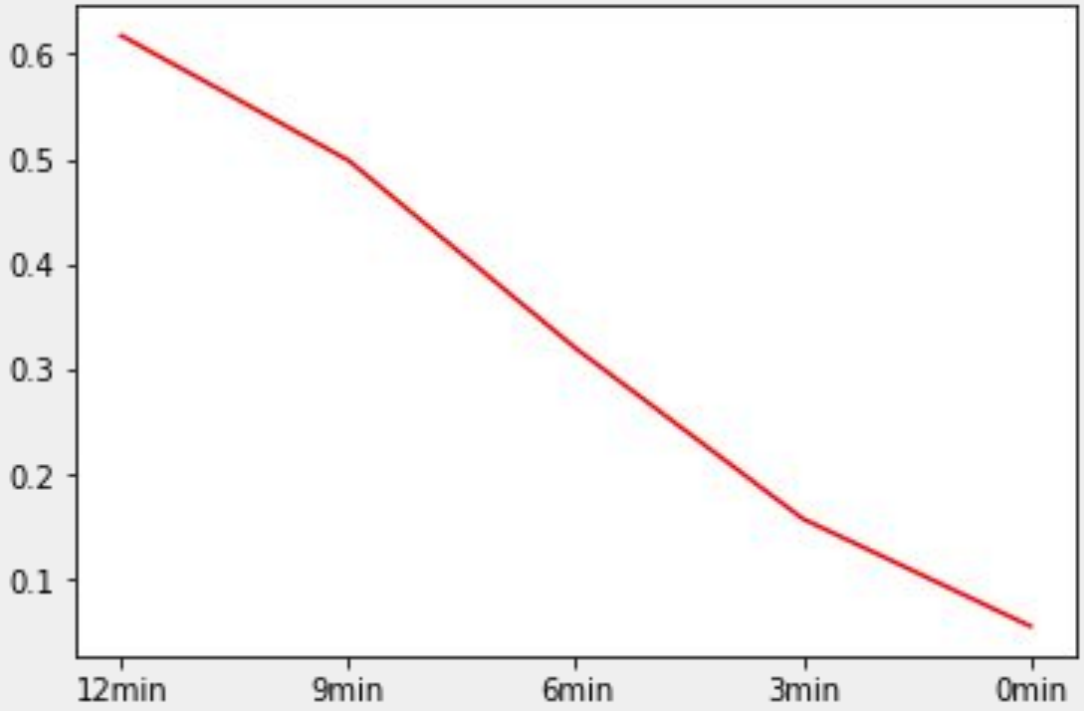
Lat:40.685726165771484

Lon:-73.98149871826172

Nearest Station:Nevins St.

Walking time: 6 min

% Passengers Who Chose Taxi V.S. Distance



Distribution

Distance to Station of all Taxi Trips In a Day