Thanks for participating in the first round of the Lyft Data Challenge!

You'll find three CSV files attached with the following data:

data/driver ids.csv

driver_id Unique identifier for a driver

driver_onboard_date Date on which driver was on-boarded

data/ride ids.csv

driver_id Unique identifier for a driver

ride_id Unique identifier for a ride that was completed by the driver

ride_distance Ride distance in meters ride_duration Ride duration in seconds

data/ride_timestamps.csv

ride_id Unique identifier for a ride

event event describes the type of event (see below)

timestamp Time of event

You can assume that:

• All rides in the data set occurred in San Francisco

• All timestamps in the data set are in UTC

After exploring and analyzing the data, please:

- 1. Recommend a Driver's Lifetime Value (i.e., the value of a driver to Lyft over the entire projected lifetime of a driver).
- 2. Please answer the following questions:
 - a. What are the main factors that affect a driver's lifetime value?
 - b. What is the average projected lifetime of a driver? That is, once a driver is onboarded, how long do they typically continue driving with Lyft?
 - c. Do all drivers act alike? Are there specific segments of drivers that generate more value for Lyft than the average driver?
 - d. What actionable recommendations are there for the business?
- 3. Prepare and submit a writeup of your findings for consumption by a cross-functional audience.

Here is an overview of the event types:

requested_at passenger requested a ride

accepted_at driver accepted a passenger request

arrived_at driver arrived at pickup point picked_up_at driver picked up the passenger

dropped_off_at driver dropped off a passenger at destination

You can make the following assumptions about the Lyft rate card:

Base Fare \$2.00

Cost per Mile \$1.15

Cost per Minute \$0.22

Service Fee \$1.75

Minimum Fare \$5.00

Maximum Fare \$400.00

Submission instructions:

- Summarize your conclusions at the beginning of your writeup.
- Your writeup should be a PDF (max 5 pages) and labeled with the following naming convention:

[Team Name]_[Writeup]_[First Student Initials]_[Second Student Initials].pdf; Ex. "LyftDataChallengeTeam_Writeup_DF_HL.pdf"

• Your writeup and all of your working materials should then be saved together as a **zip file** with the following naming convention:

[Team Name]_[First Student Initials]_[Second Student Initials].zip; ex: "LyftDataChallengeTeam_DF_HL.zip"

- The max file size for your zip file is 10 MB (so please do not include the raw data CSVs).
- Keep in mind that we will be assessing the challenge based on its technical soundness and depth, business applications and insights, and structure and organization.
- Our intention is for teams to spend no more than 8 hours on this prompt.
- The deadline to upload your submission is **Sunday, September 15 11:59pm PDT**. Late entries will not be evaluated.
- If you have questions or technical difficulties, please contact us at data-challenge@lyft.com