

Task: Capstone Project 1

Dataset URL: <https://www.kaggle.com/ravi72munde/uber-lyft-cab-prices>

Uber & Lyft are two the most popular ride-sharing applications. They are replacing regular taxi concept offering more convenient experience. But, does this more comfortable way of ordering cab cost more than regular taxi for customers? If it does how much more should customers consider when they are using Uber/Lyft? No matter how good these apps are, it is difficult to say if they cost more or how much more they cost than regular taxi. The prices do not only depend on miles or time spent on ride, but also depend on demand. And demand itself, is highly affected by many factors such as time of day, weather, events, weekend or weekday, holidays and so on.

I will get the dataset from Kaggle - a website for data analytics or machine learning purposes which contains thousands of datasets from different industries.

With this analysis I would like to find out how the factors I mentioned above have an effect on the price. I will mainly focus on the weather factor. I will start with cleaning the dataset to make it ready for visual analysis. I will do statistical and visual exploratory analysis to have a better idea about the dataset and to get insights. Prediction algorithms based on tree based regression and boosting methods will be explored.

My main objective is to propose price adjustment plan according to weather conditions for rental car and other vehicle sharing businesses.

In this analysis I will mainly use python to get insights from the data.