CAPSTONE TWO: PROJECT PROPOSAL

1. UBER/LYFT DEMAND-PRICE TREND ANALYSIS:

* Problem statement formation: Analyzing demand of cab rides at a location. Also considering time of the day and weather data in determining demand and thus, see a trend throughout the day to answer a few questions:

1. What should be fare per cab ride at a location at time of the day? As per current demand.
2. Which of the days or locations have lesser business? providing discount coupons to riders, leaves to employee/driving-partners.
3. Which of the location have more demand at what time? And thus, transfer cabs to the location, introducing incentive system for driving partners.

* Context: Uber/Lyft's ride fares varies dynamically. They are greatly affected by a lot of factors like demand of rides and supply of rides at a location, weather at a given time & time of the day. So what exactly drives this demand? Is it location specific?

How to make a balance between demand and supply?

* Criteria for success: Effectively answering questions mentioned in Context/Problem Statement Formation and/or determining other valuable insights that will help in growing business/customer base
* Scope of solution space: Determining relationship between various factors affecting cab-demand by using plots (boxplot, pairplot) and correlation matrix. We can explore other methods/models as well, during real-time execution of the project.
* Constraints: if no direct relationship exists between weather, location, cab demand, time of the day, then it may be difficult to reach any conclusion
* Stakeholders: Ankit Gupta
* Data Sources: <https://www.kaggle.com/ravi72munde/uber-lyft-cab-prices>
* Deliverables: A GitHub repo containing the work for each step of the project, including: a slide deck & a project report