

Weekly Date

## ENVISIONING YELLOW TAXI DEMAND IN NYC CITY FOR NEXT WEEK

Zone Name

Yellow Taxi Demand

Data From Google Cloud Bucket

Average Pickups per Hour

11,600.27

Average pickups per Day

278,406.57

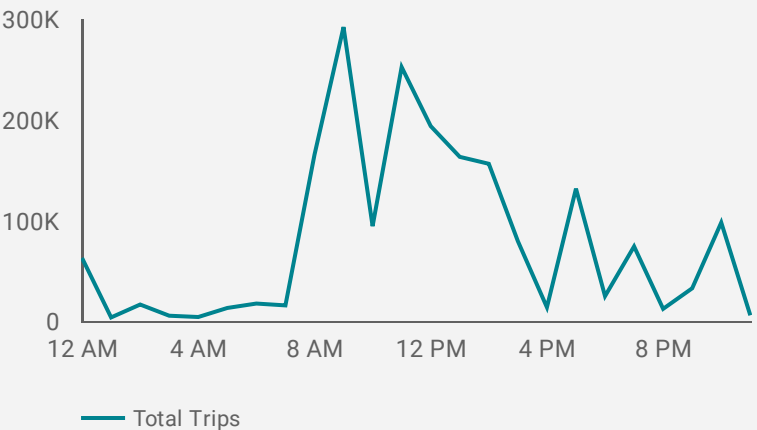
Average Pickups per Week

1,948,846

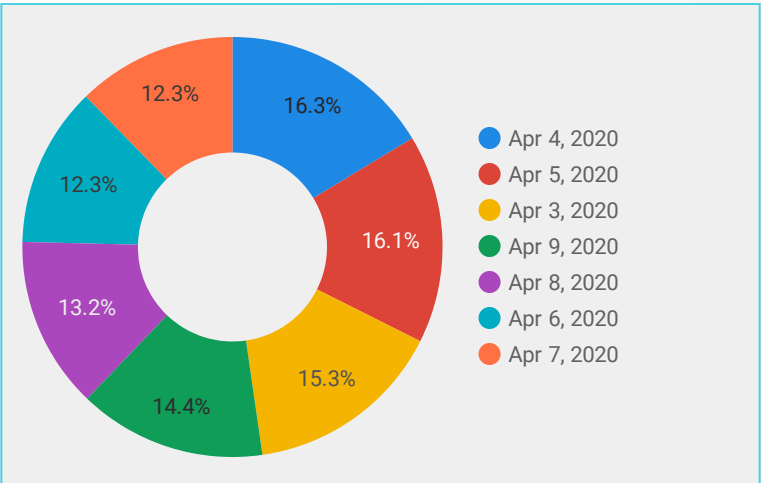
Week Total Trips

1.9M

### Which time in the day has High Taxi Demand?

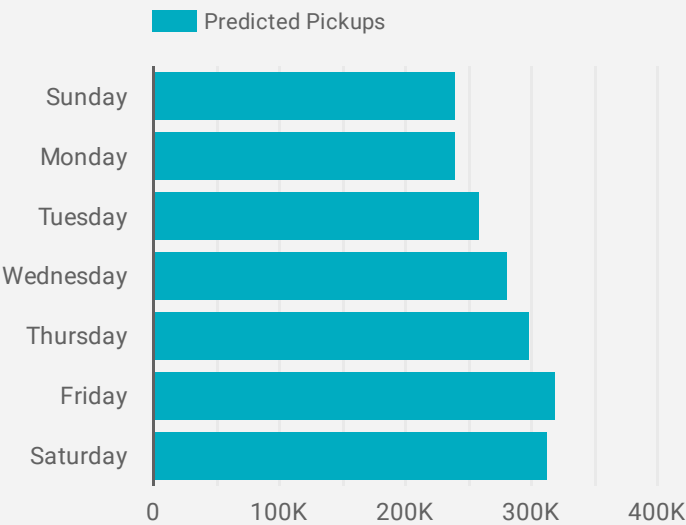


### High Demanding Zones ?

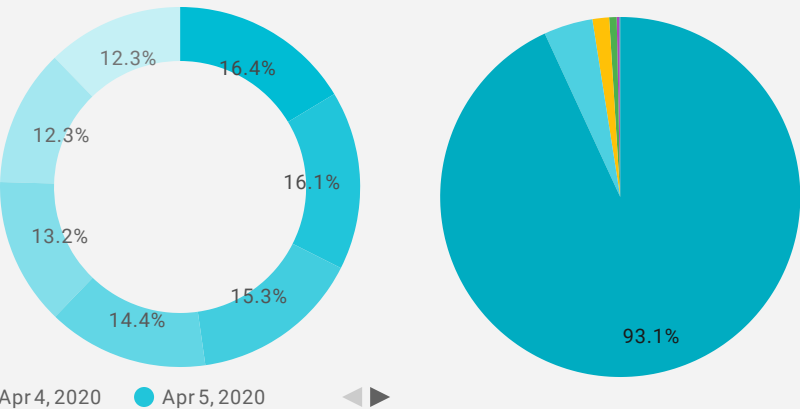


### Which weekdays have High Taxi Demand?

Goal: Engaged Users



### Engagement by Date & Boroughs



	Zone Name	Zone ID	Predicted Pickups
1.	Upper East Side So...	237	
2.	Upper East Side No...	236	
3.	Murray Hill	170	
4.	East Village	79	
5.	Upper West Side S...	239	
6.	Midtown East	162	
7.	Penn Station/Madi...	186	
8.	Lincoln Square East	142	
9.	Lenox Hill West	141	
10.	West Village	249	
11.	Midtown Center	161	
12.	LaGuardia Airport	138	
13.	Midtown North	163	
14.	Garment District	100	
15.	Upper West Side N...	238	
16.	Midtown South	164	
17.	Clinton East	48	
18.	Yorkville West	263	
19.	Union Sq	234	
20.	Lenox Hill East	140	
21.	East Chelsea	68	