**Automatidata Project Proposal**

## **Overview:**

The New York City Taxi and Limousine Commission (TLC) is seeking a way to utilize the data collected they have gathered to develop a regression model to estimate taxi fares before the ride. This aims to provide accurate fare estimates with a certain level of confidence, thereby reducing fare disputes and improving transparency for both taxi drivers and passengers.

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| **Milestone** | **Tasks** | **Deliverables/Reports** | **Relevant Stakeholder (Optional Activity)** |
| **1** | Establish structure for project workflow (PACE)  Plan | Global-level project document | * Deshawn Washington, Data Analysis Manager |
| **1a** | Write a project proposal  Plan |  | * Udo Bankole (Director of Data Analysis) * Uli King (Senior Project Manager) |
| **2** | Select software/languages  Analyze | Data files ready for EDA | * Luana Rodriquez (Senior Data Analyst) |
| **2a** | Begin exploring the data  Analyze |  | * Luana Rodriquez (Senior Data Analyst) * Deshawn Washington, Data Analysis Manager |
| **3** | Data exploration and cleaning  Plan **and** Analyze | EDA report | * Luana Rodriquez (Senior Data Analyst) |
| **3a** | Visualization building  Analyze **and** Construct | Tableau dashboard/visualizations | * Luana Rodriquez (Senior Data Analyst) * Uli King, Senior Project Manager |
| **4** | Compute descriptive statistics  Analyze | Analysis of testing results between two important variables | * Deshawn Washington, Data Analysis Manager * Uli King, Senior Project Manager |
| **4a** | Conduct hypothesis testing  Analyze **and** Construct |  | * Luana Rodriquez (Senior Data Analyst) |
| **5** | Build a machine learning model  Analyze **and** Construct | Select and implement the model | * Deshawn Washington, Data Analysis Manager * Udo Bankole, Director of Data Analysis |
| **5a** | Evaluate the model  Execute | Determine the success of the model  Fine-tune the model | * Udo Bankole, Director of Data Analysis * Deshawn Washington, Data Analysis Manager |
| **6** | Build a regression model  Execute | Final model  Train and Optimize the model | * Luana Rodriquez, Senior Data Analyst * Uli King, Senior Project Manager |
| **6a** | Communicate final insights with stakeholders  Execute | Report to all stakeholders | * Udo Bankole, Director of Data Analysis * Uli King, Senior Project Manager * Deshawn Washington, Data Analysis Manager * Titus Nelson, Operations Manager * Juliana Soto, Finance and Administration Department Head |