Project3-Project Proposal (Ridesharing analysis)

Question/need:

- **What is the framing question of your analysis, or the purpose of the model/system you plan to build?**

  Lyft's current market share is 32% while Uber is 68%. Opportunity: Help Lyft increase market share.

- **Who benefits from exploring this question or building this model/system?**

  Lyft will benefit from it - gain more revenue;

  Users - to save money on each ride(lower price)/have more change to user Lyft's service(increase supply)

Data Description:

- **What dataset(s) do you plan to use, and how will you obtain the data?**

  Boston's dataset cab_price data on Kaggle incluse 600,000+ data points.

- **What is an individual sample/unit of analysis in this project? What characteristics/features do you expect to work with?**

  Features: "source"(pick up location), "time of the day", "distance", "sharing type"

- **If modeling, what will you predict as your target?**

  Target :"price"

Tools:

- **How do you intend to meet the tools requirement of the project?**

  Excel for preliminary data analysis and visualization
  Tableau for further analysis with an interactive dashboard

- **Are you planning in advance to need or use additional tools beyond those required?**

  Python for basic data cleaning

MVP Goal:

- **What would a minimum viable product (MVP) look like for this project?**

  To be able to find the price difference based on pick up locations, time of the day. Find out potential locations & time to improve revenue.