

CloudMile helps Taiwan Taxi in developing Hotspot Forecast Model

CloudMile helps Taiwan Taxi plan, develop, and manage the ML models to quickly establish fine-tuned models that can analyze big volumes of customers' data and generate business-valued insights to enhance Taiwan Taxi's demand hotspot prediction.

The challenge

Taiwan Taxi owns huge amount of data and those vast data warehouses are located in on-premise data centers, and both the scalability of storage and the flexibility of computing are constrained. This situation is detrimental to the efficiency of data extraction and the transformation of analysis into the capability for further development of business strategies.

The solution

CloudMile assists Taiwan Taxi in utilizing Google Cloud Platform, including GCE and BigQuery. It helped Taiwan Taxi to upload dispatch data stored in on-premise databases to Google Cloud Storage every 5 minutes. Cloud Functions are employed for real-time file processing, followed by importing the data into BigQuery. This enables large-scale data analysis and reduces data management time.

The result

The AI model can instantly update and produce estimated maps of taxi demand hotspots, which are then transmitted to the Taiwan Taxi app. This results in a prediction accuracy of up to 96%, accurately forecasting taxi demand in 22 cities. The AI Demand Forecast model has successfully helped taxi drivers save approximately 1 hour of idle time per day and reduce monthly fuel expenses by 5,000 NT.

“ This collaboration with CloudMile has successfully assisted fleet drivers in identifying taxi demand hotspots through intelligent and automated predictions. By intelligently pinpointing popular pickup locations in real-time, it not only reduces the idle rate of taxis but also decreases fuel consumption costs for taxi drivers who pick up passengers on the road. ”

Tracy Lin, CEO, Taiwan Taxi



About Taiwan Taxi

Taiwan Taxi has been serving in Taiwan as the largest taxi company since 2005. The company serves around 350,000 customers through the taxi dispatching platform and receives more than 120,000 hotlines per day. The company provides taxi service around the island with more than 10,000 taxis, accounting for 19% in the taxi industry in Taiwan.

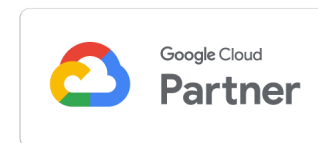
Vertical/horizontal solution: Automotive

Primary project location: Taiwan



About CLOUD MILE LIMITED

CloudMile is a Data Analytics and Artificial Intelligence company empowering businesses to accelerate digital transformation through cloud technology.



Products

Google Cloud Platform