Data Glacier

Your Deep Learning Partner

CAB Case Study

Virtual Internship

06-Sep-2021

Background –G2M(cab industry) case study

- XYZ is a private equity firm in US. Due to remarkable growth in the Cab Industry in last few years and multiple key players in the market, it is planning for an investment in Cab industry.

- Objective : Provide actionable insights to help XYZ firm in identifying the right company for making investment.

The analysis has been divided into four parts:

- Data Understanding

- Forecasting profit and number of rides for each cab type

- Finding the most profitable Cab company

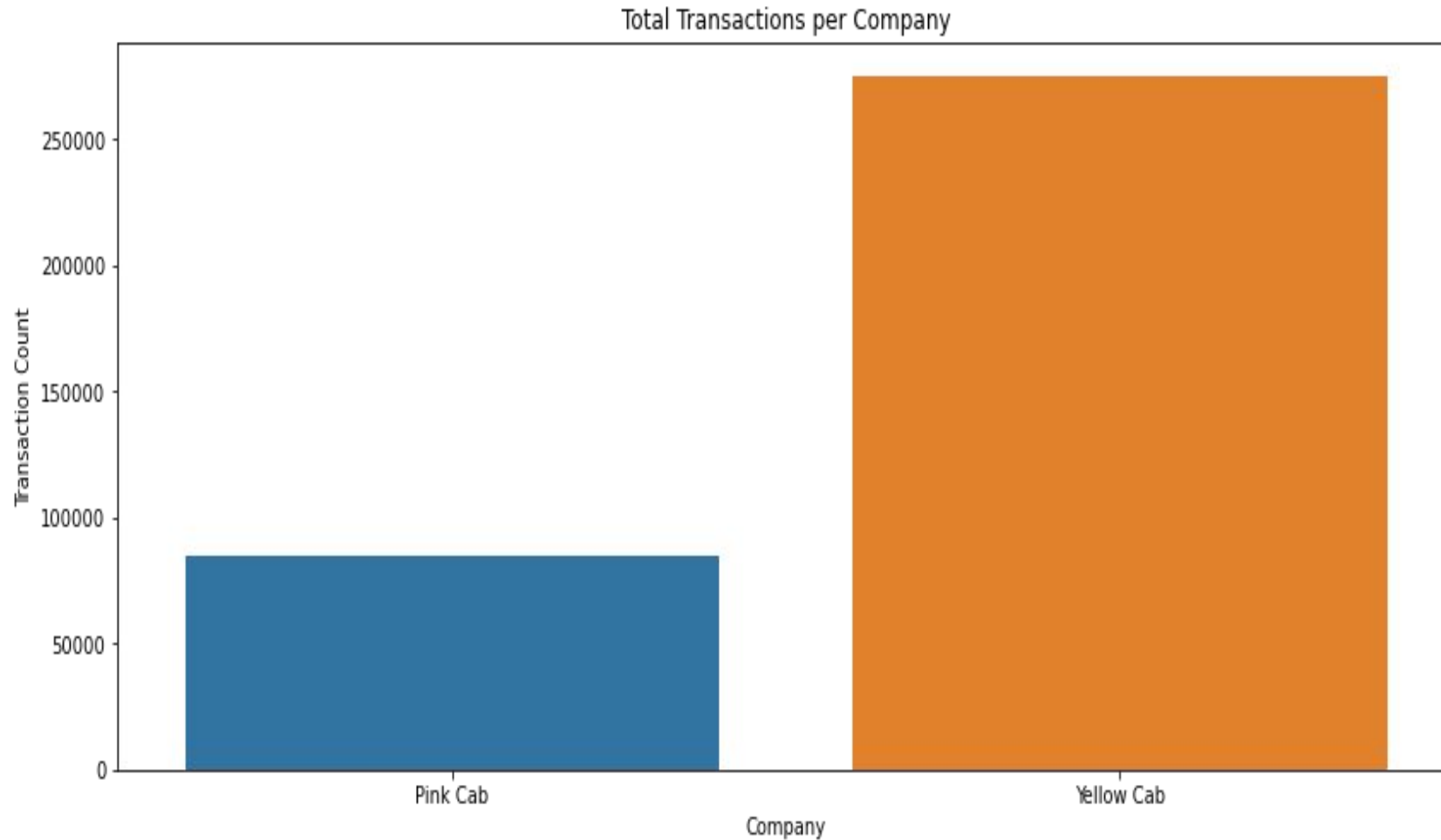- Recommendations for investment

Data Exploration

- 24 Features(including 9 derived features)
- Timeframe of the data: 2016-01-31 to 2018-12-31
- Total data points :355,032

Assumptions:

- Outliers are present in Price_Charged feature but due to unavailability of trip duration details ,we are not treating this as outlier.

- Profit of rides are calculated keeping other factors constant and only Price_Charged and Cost_of_Trip features used to calculate profit.

- Users feature of city dataset is treated as number of cab users in the city. we have assumed that this can be other cab users as well(including Yellow and Pink cab)
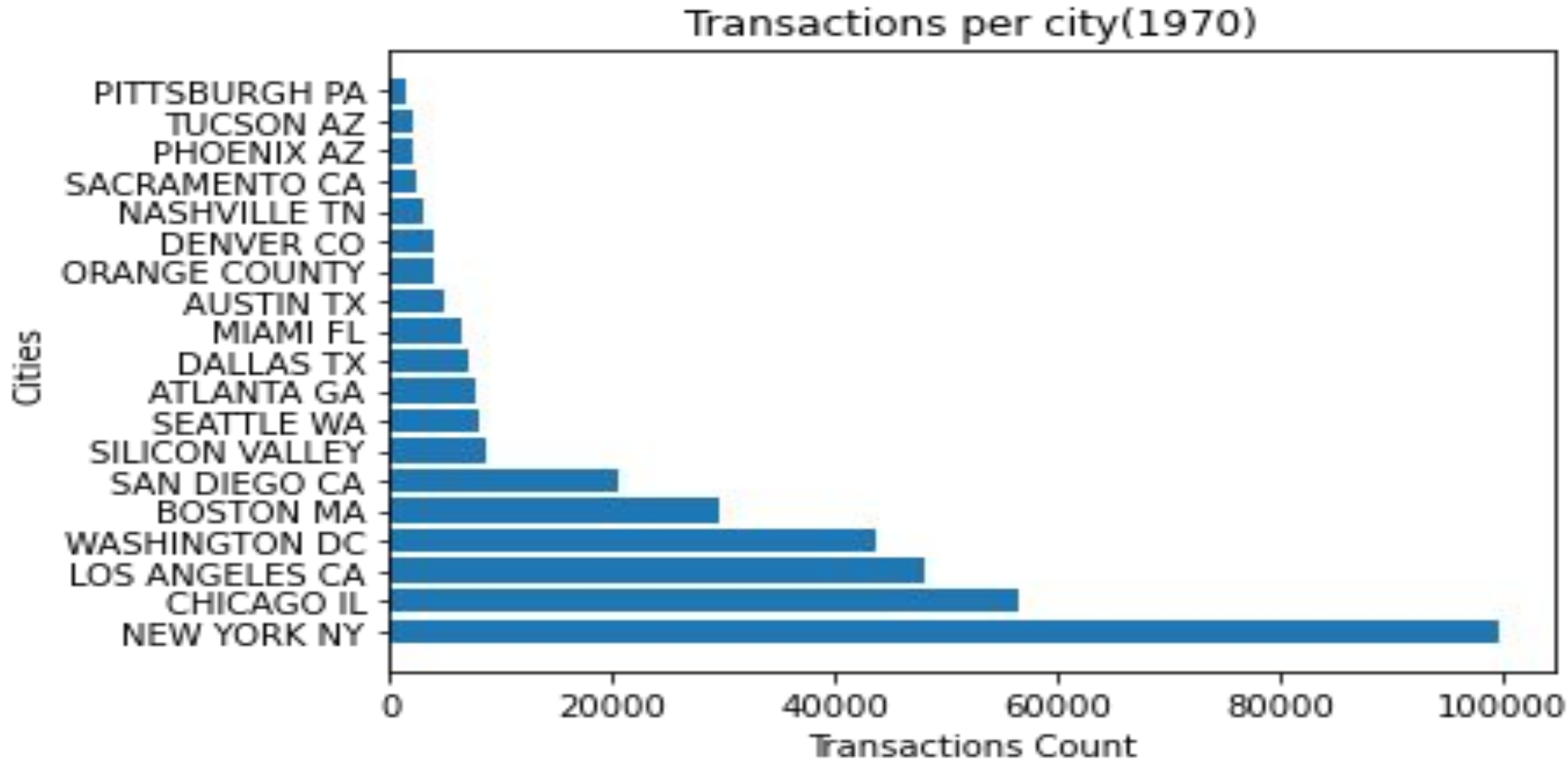
Cab_Data.csv Customer_ID.csv Transaction_ID.csv City.csv USholiday.csv

Final cab data
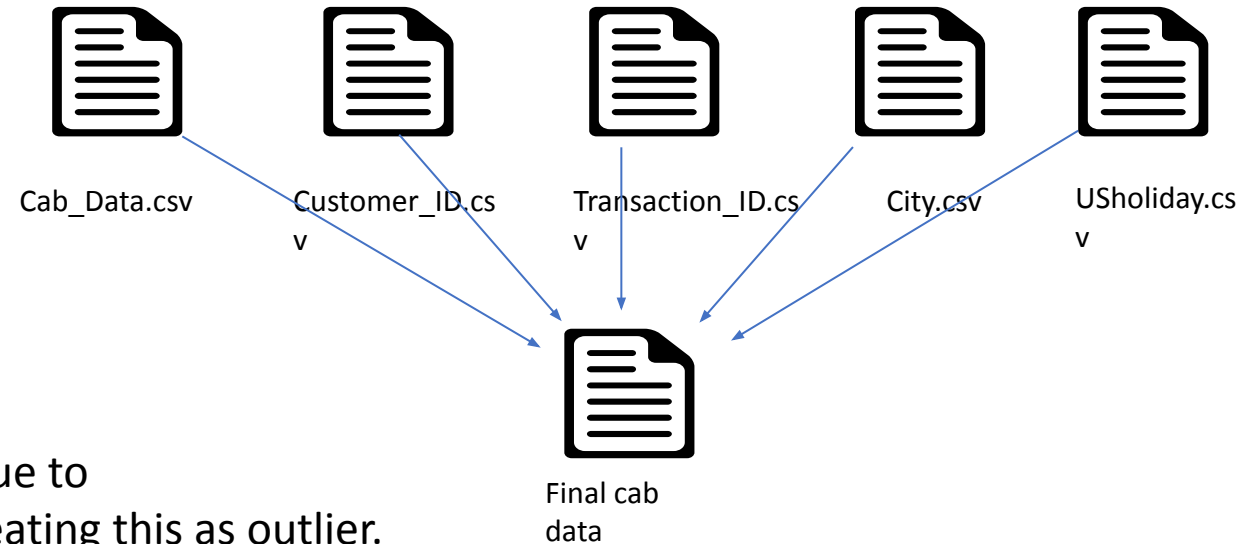
Transaction Per Company Analysis

Total Transactions per Company

- This analysis shows that the yellow company has more transactions (almost triple) as compared to the pink cab

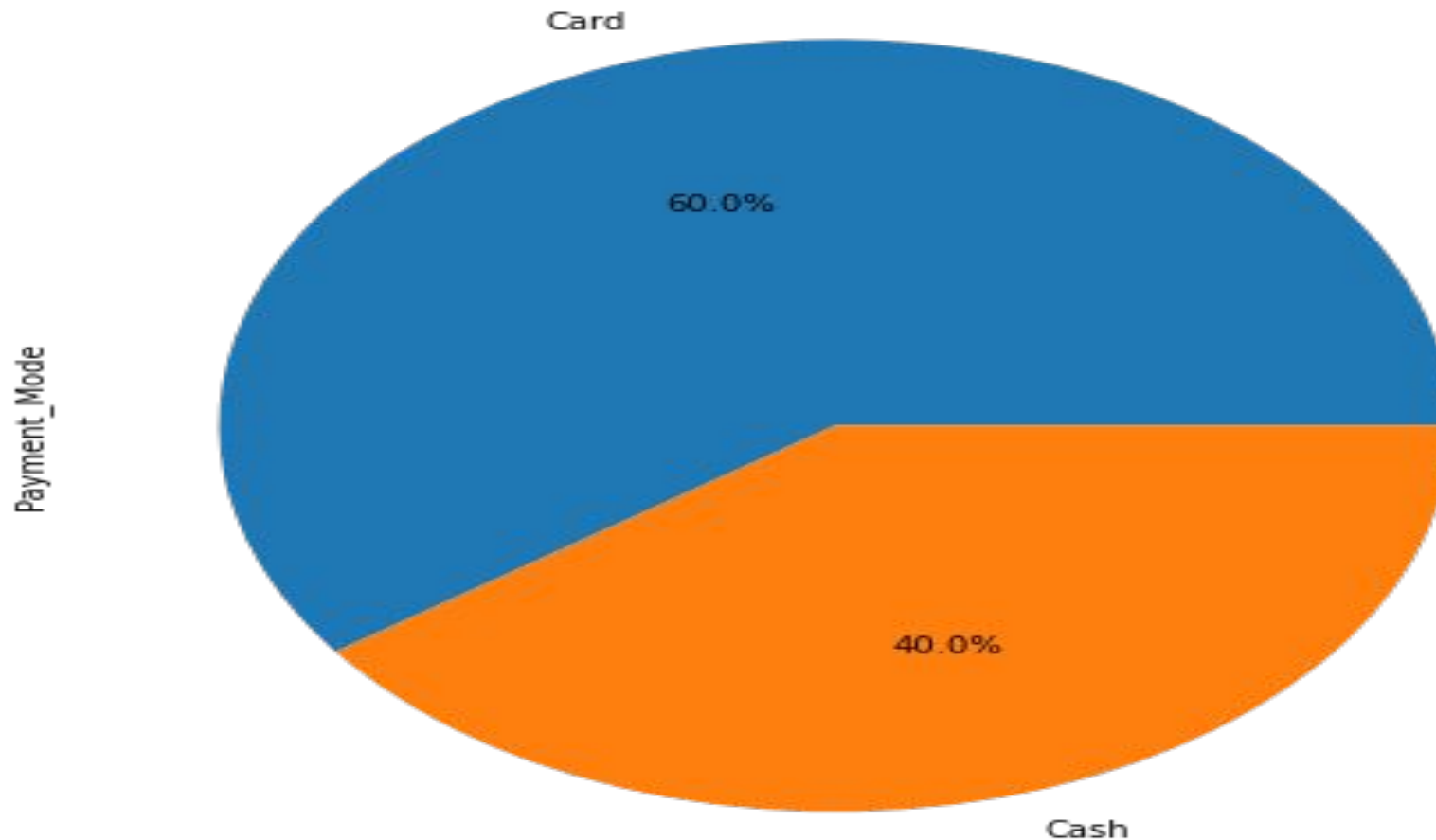# Customer Distribution Per City

Transactions per city(1970)

New York is the city that has the most transactions or customers for cab services. This will determine which city to invest in geographically.

Payment Method Analysis
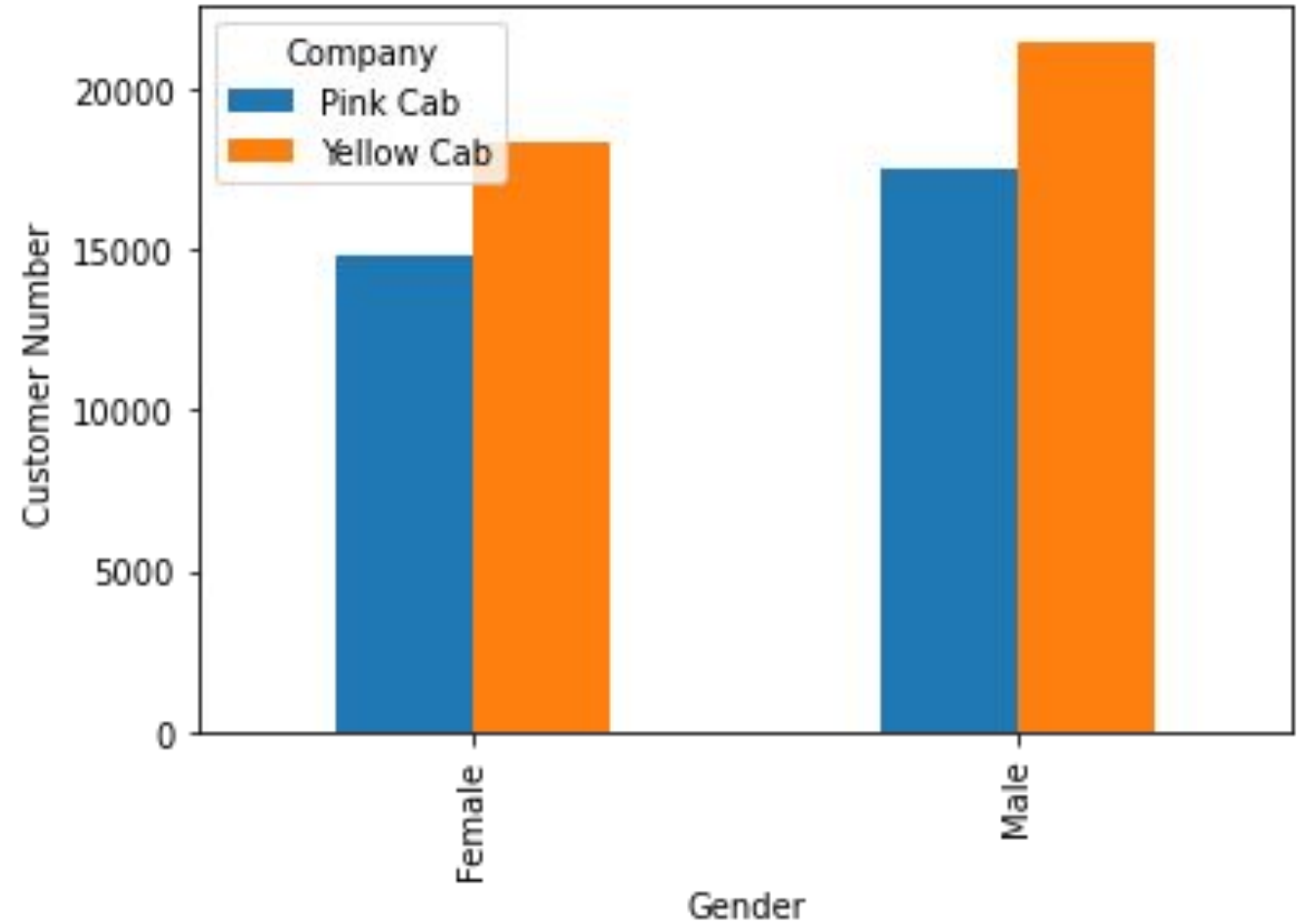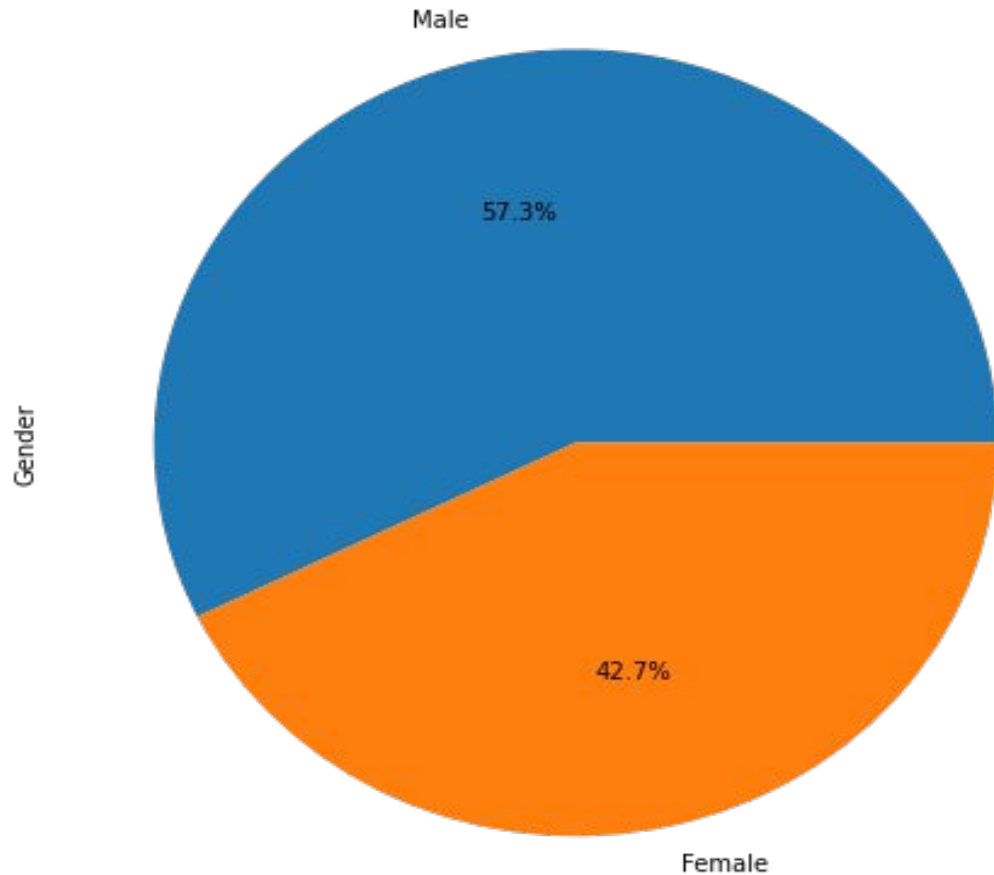
Overall Payment Method Preference

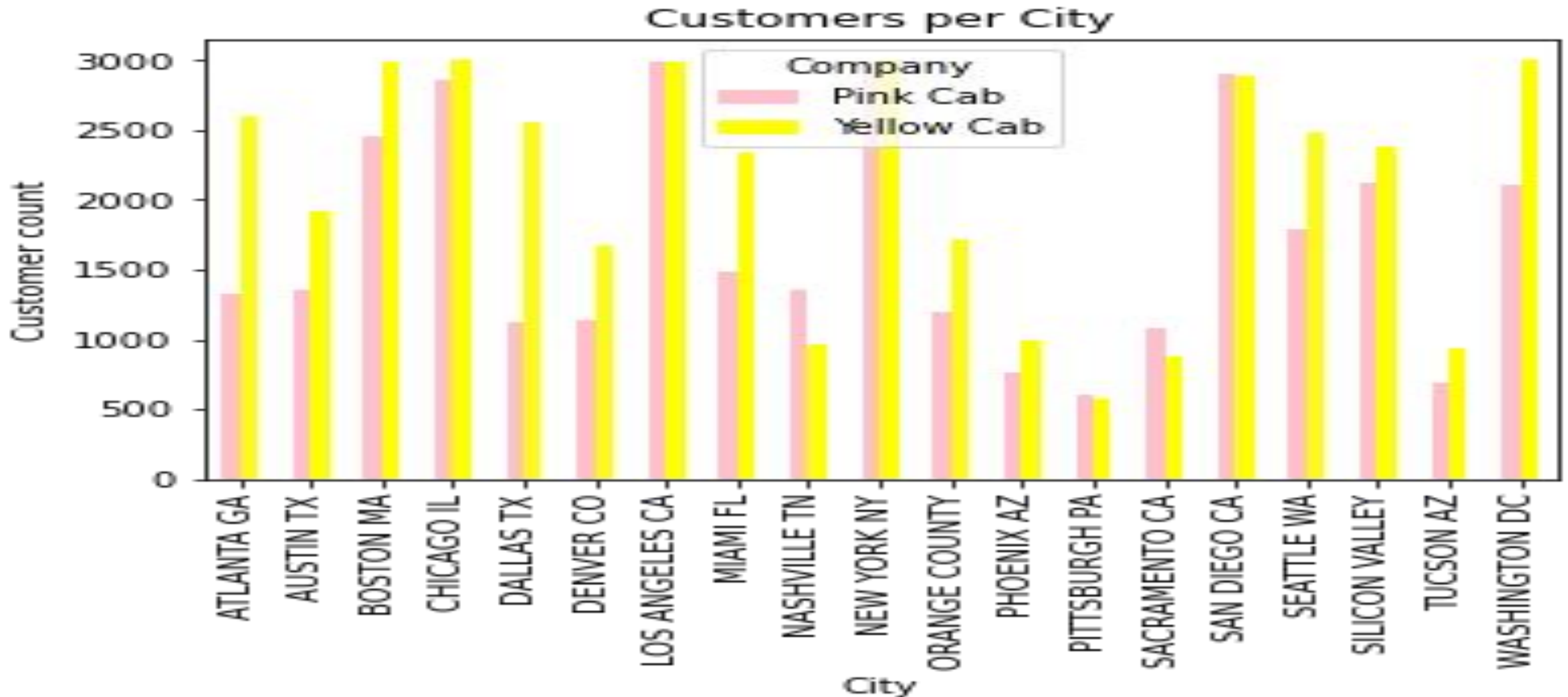Overall, customers prefer paying by card as opposed to cash.

60% of the customers make payment through card and 40% by cash.

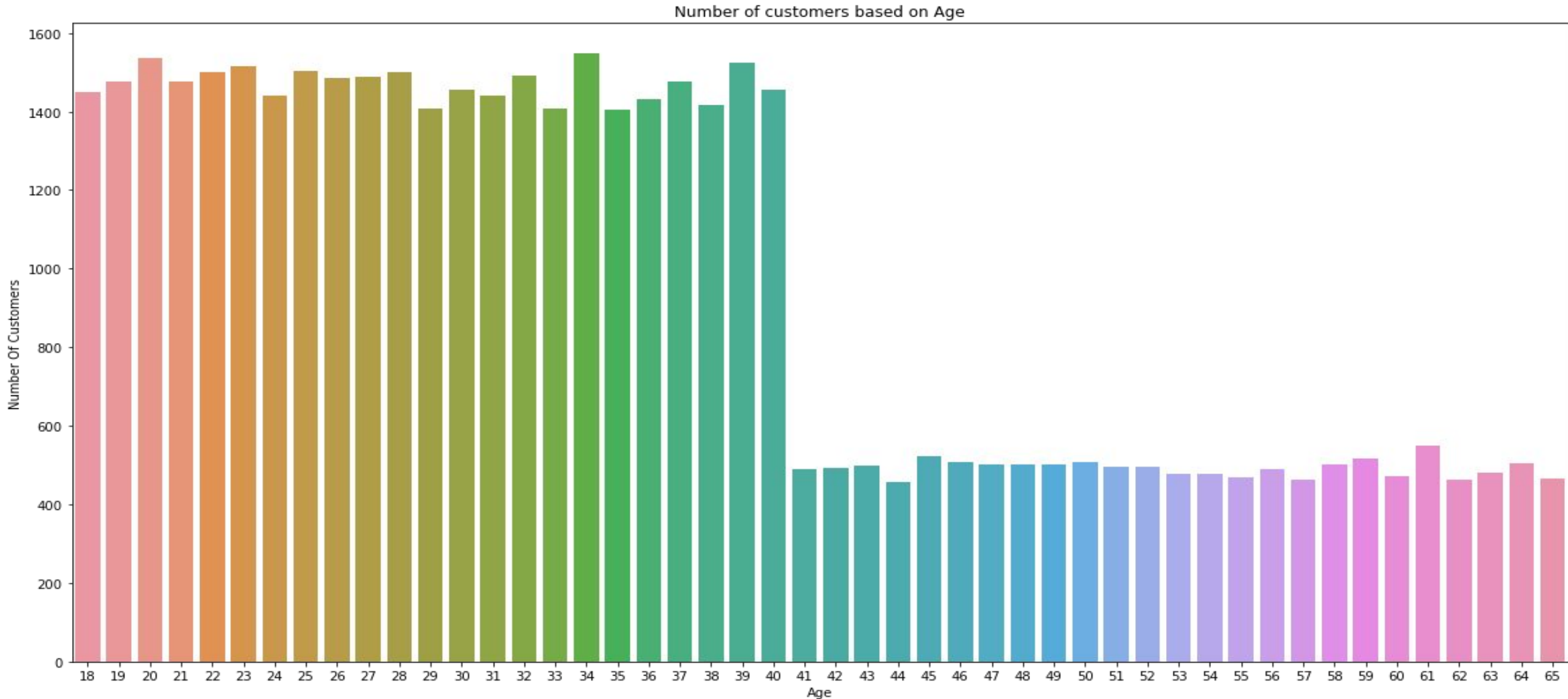# Distribution of Customers Gender-Wise

Customers Per Cab Service Per City

Customers per City

Age Distribution for Cab Service

Number of customers based on Age

Recommendations

we have evaluated both the cab companies on following points and found Yellow cab better than Pink cab:

- Overall, the Yellow cab has a higher customer count as opposed to the Pink cab
- In most if the cities analyzed, the yellow cab is more popular than the pink cab
- The yellow cab's profit in general is more than the pink cab's profits. almost three times.

On the basis of above point , we will recommend Yellow cab for investment.

By: Abigael Nyakara

Thank You