



**Data Glacier**

Your Deep Learning Partner

# Exploratory Data Analysis

## G2M CAB INDUSTRY DATA ANALYSIS

21/5/2025

# Agenda

Executive Summary

Problem Statement

Approach

EDA

EDA Summary

Recommendations

# Background –G2M(cab industry) case study

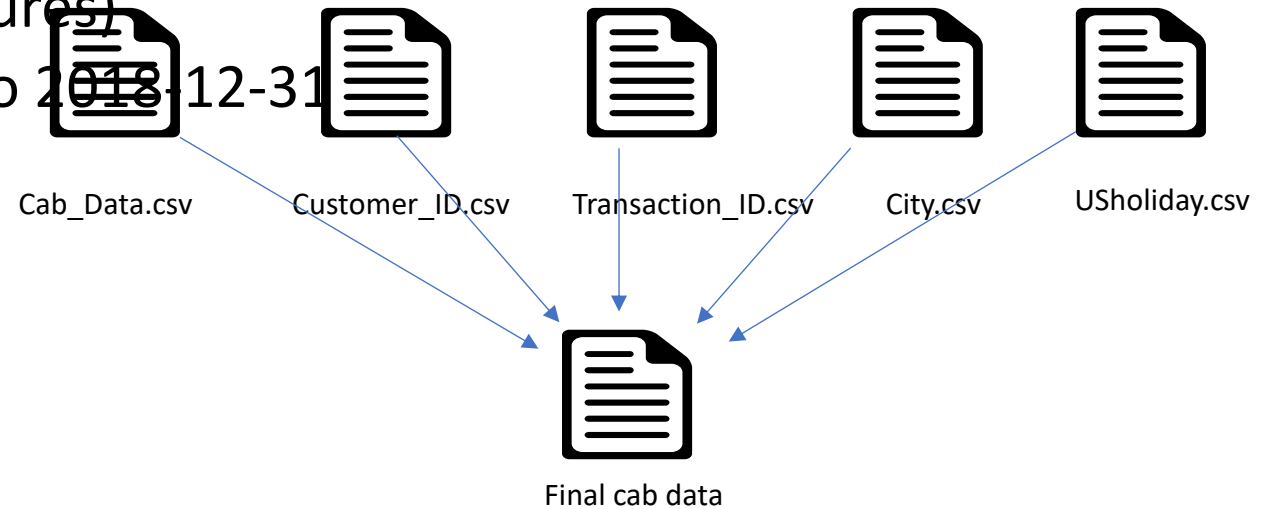
- XYZ is a private equity firm in US. Due to remarkable growth in the Cab Industry in last few years and multiple key players in the market, it is planning for an investment in Cab industry.
- Objective : Provide actionable insights to help XYZ firm in identifying the right company for making investment.

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

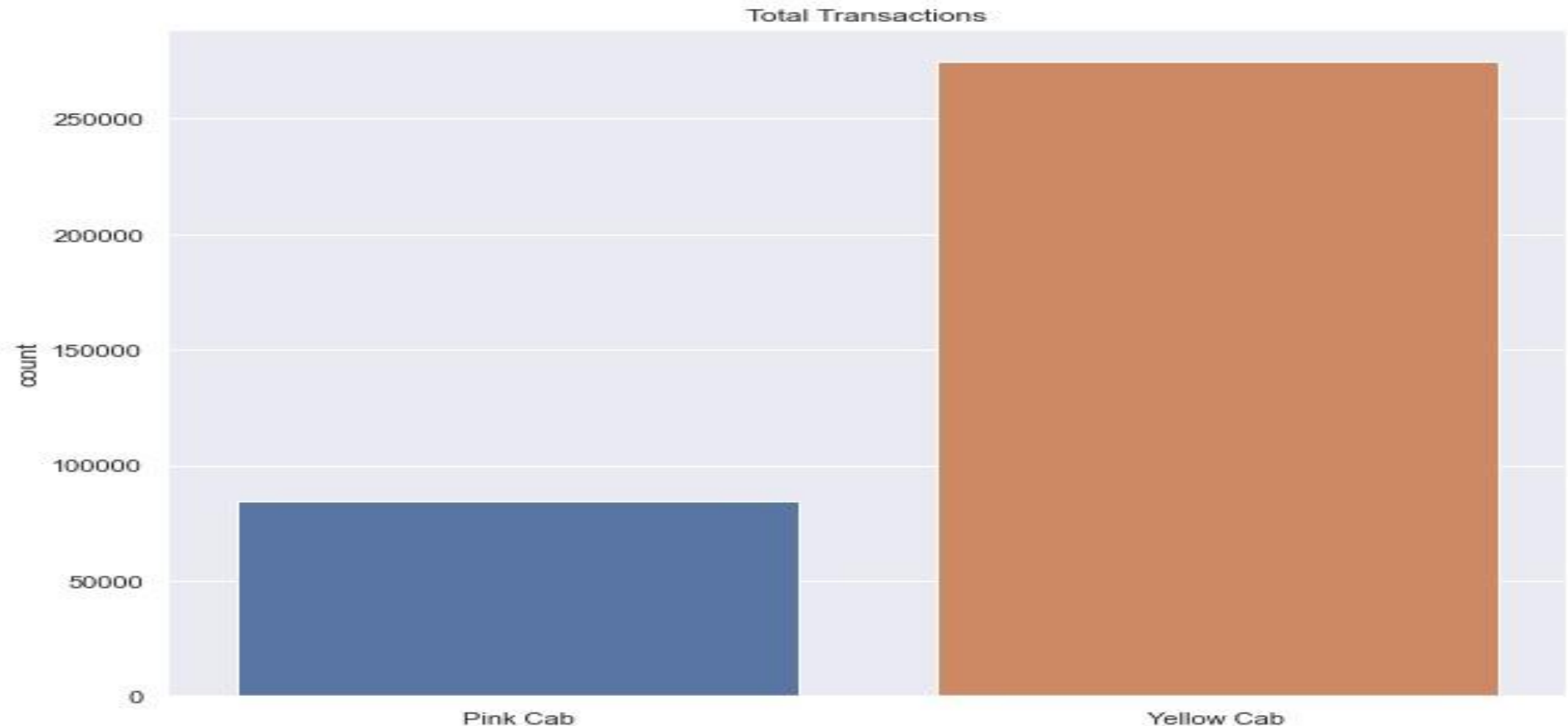
- 24 Features( including 9 derived features)
- Timeframe of the data: 2016-01-31 to 2018-12-31
- Total data points :355,032



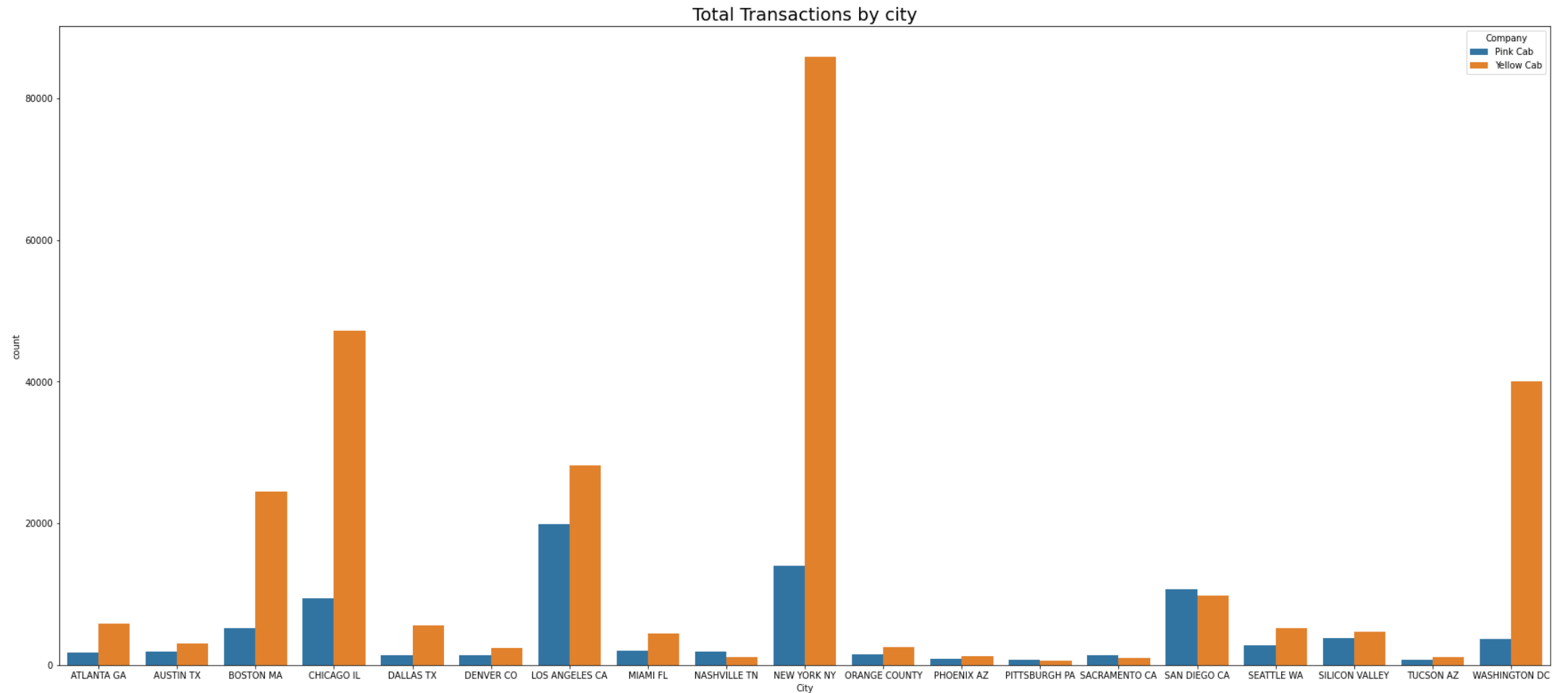
- **Assumptions:**
  - Outliers are present in Price\_Charged feature but due to unavailability of trip duration details ,we are not treating this as outlier.
- Profit of rides are calculated keeping other factors constant and only Price\_Charged and Cost\_of\_Trip features used to calculate profit.

# Users by Company

Pink cab user < Yellow cab users



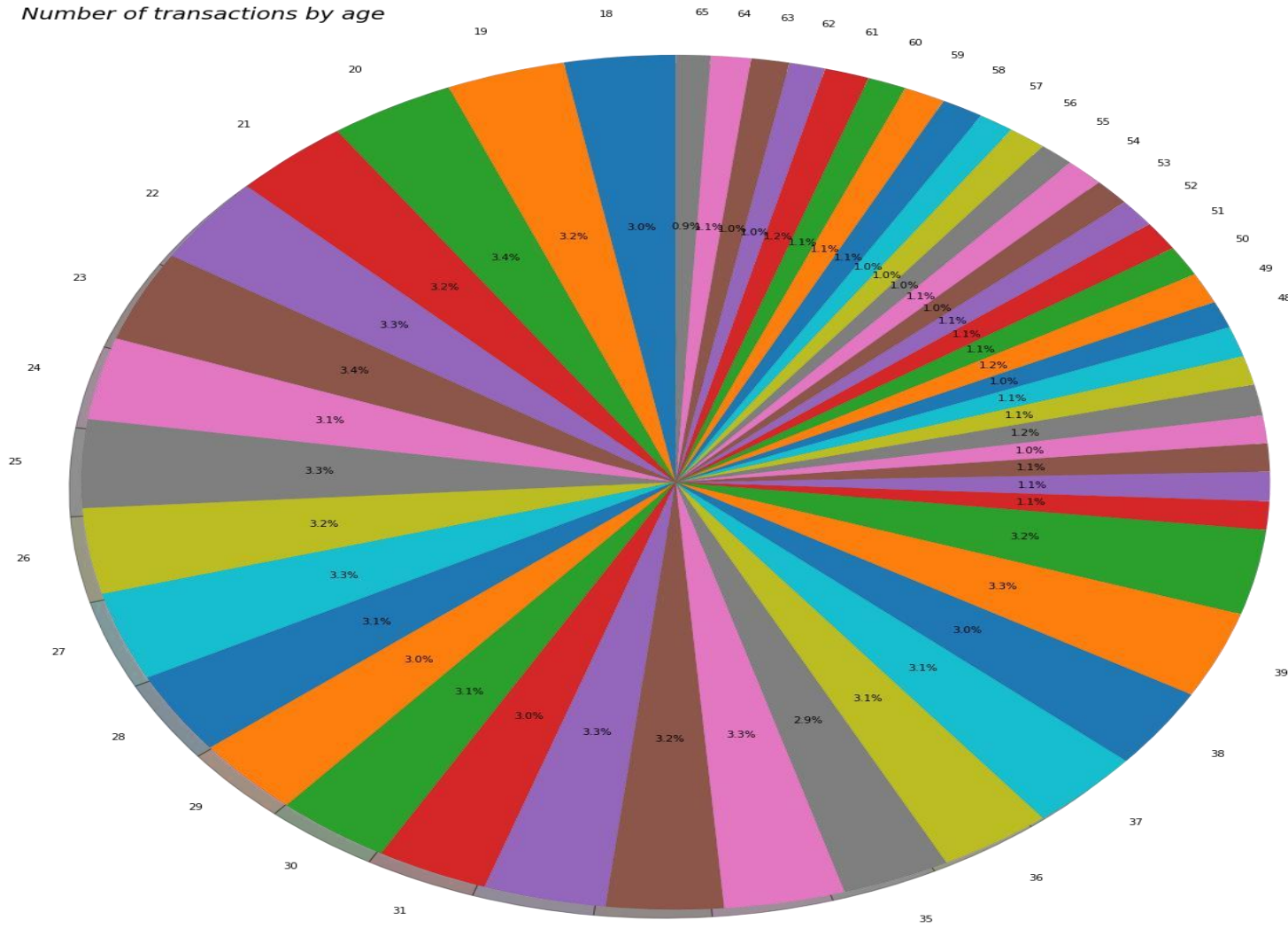
# Number of Transactions



# Number of Transactions by Age

## Rate of user by age (18-40)-Higher and above 40(lower)

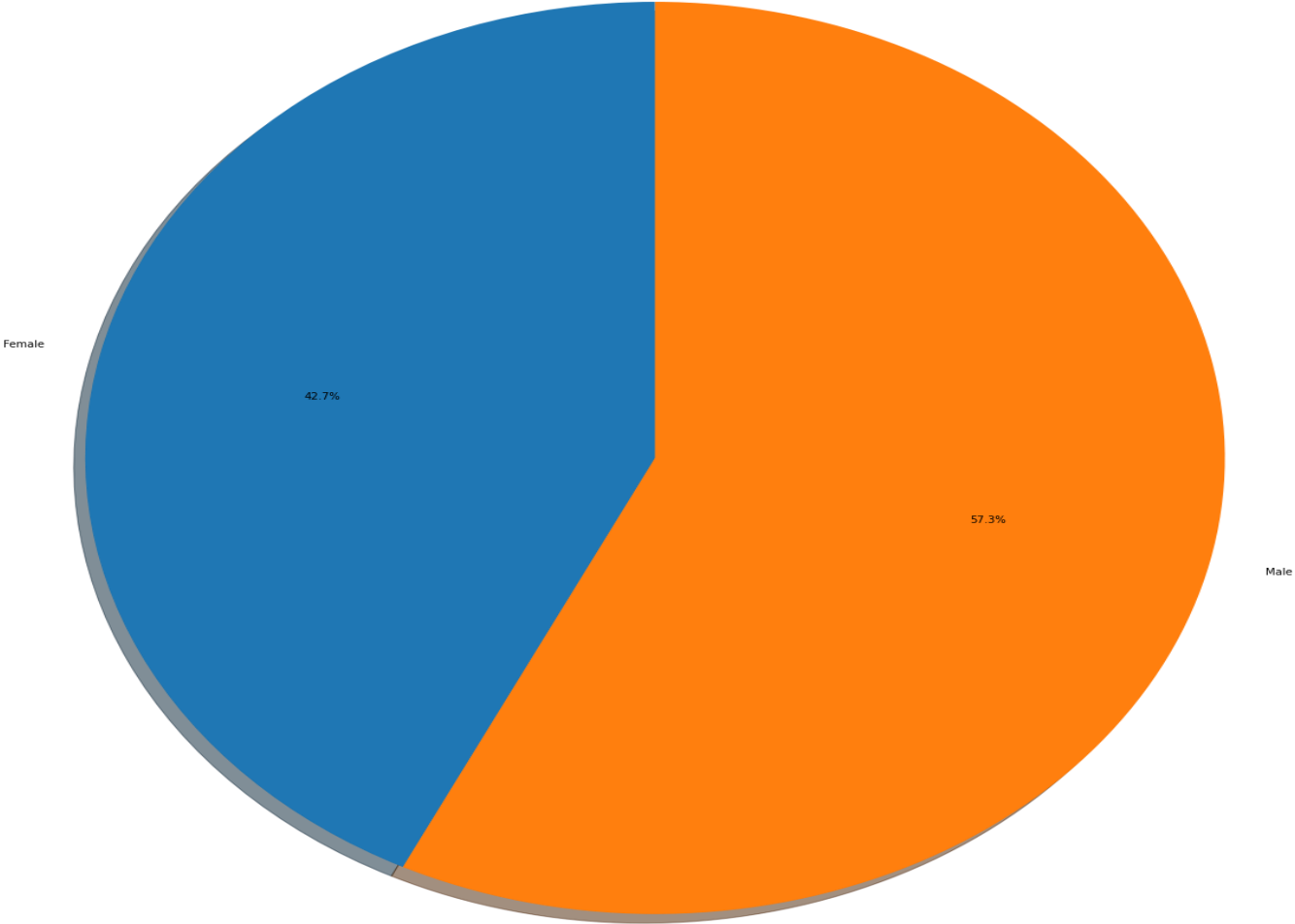
*Number of transactions by age*



# Transactions by gender

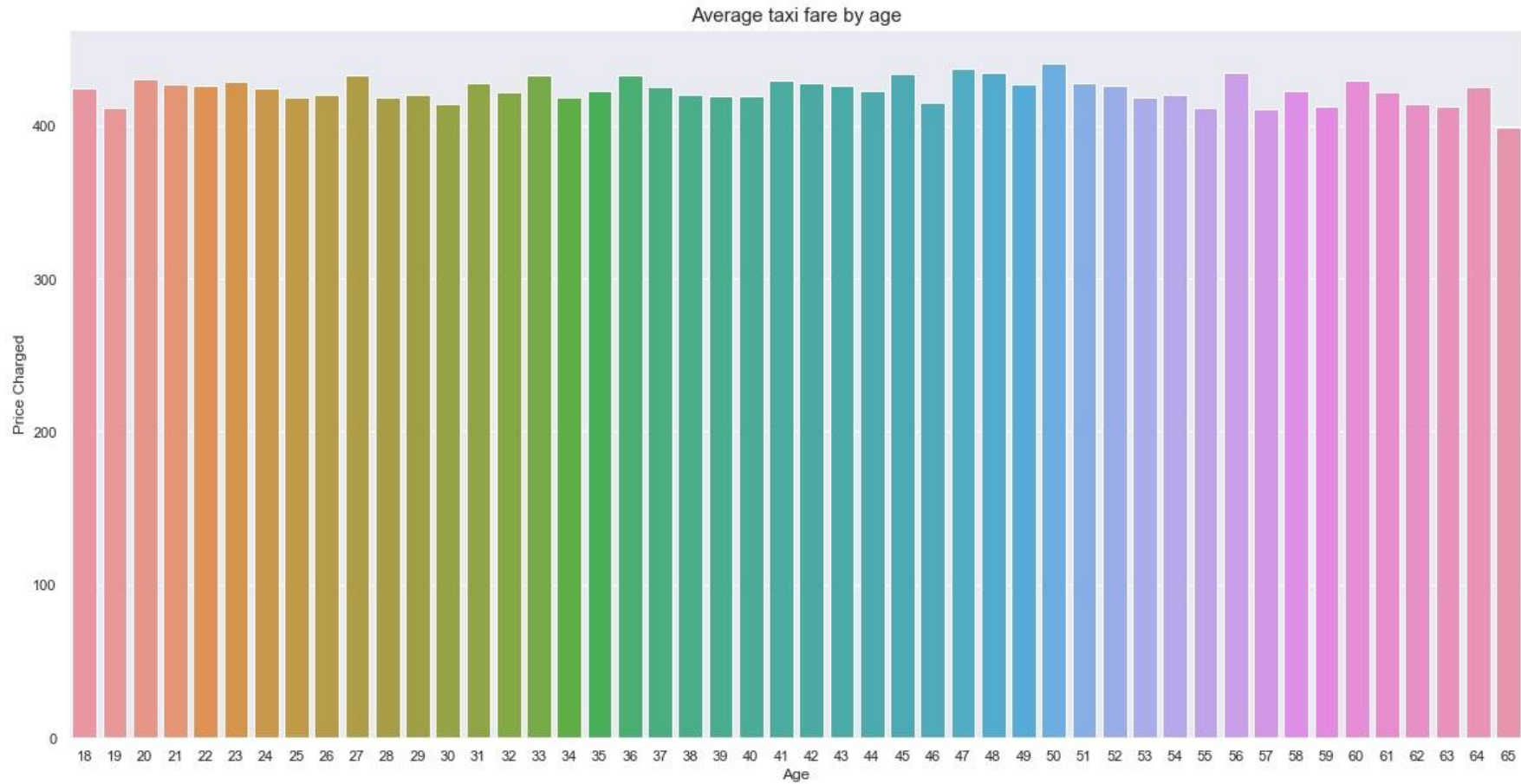
Men>Women

Number of transactions by gender

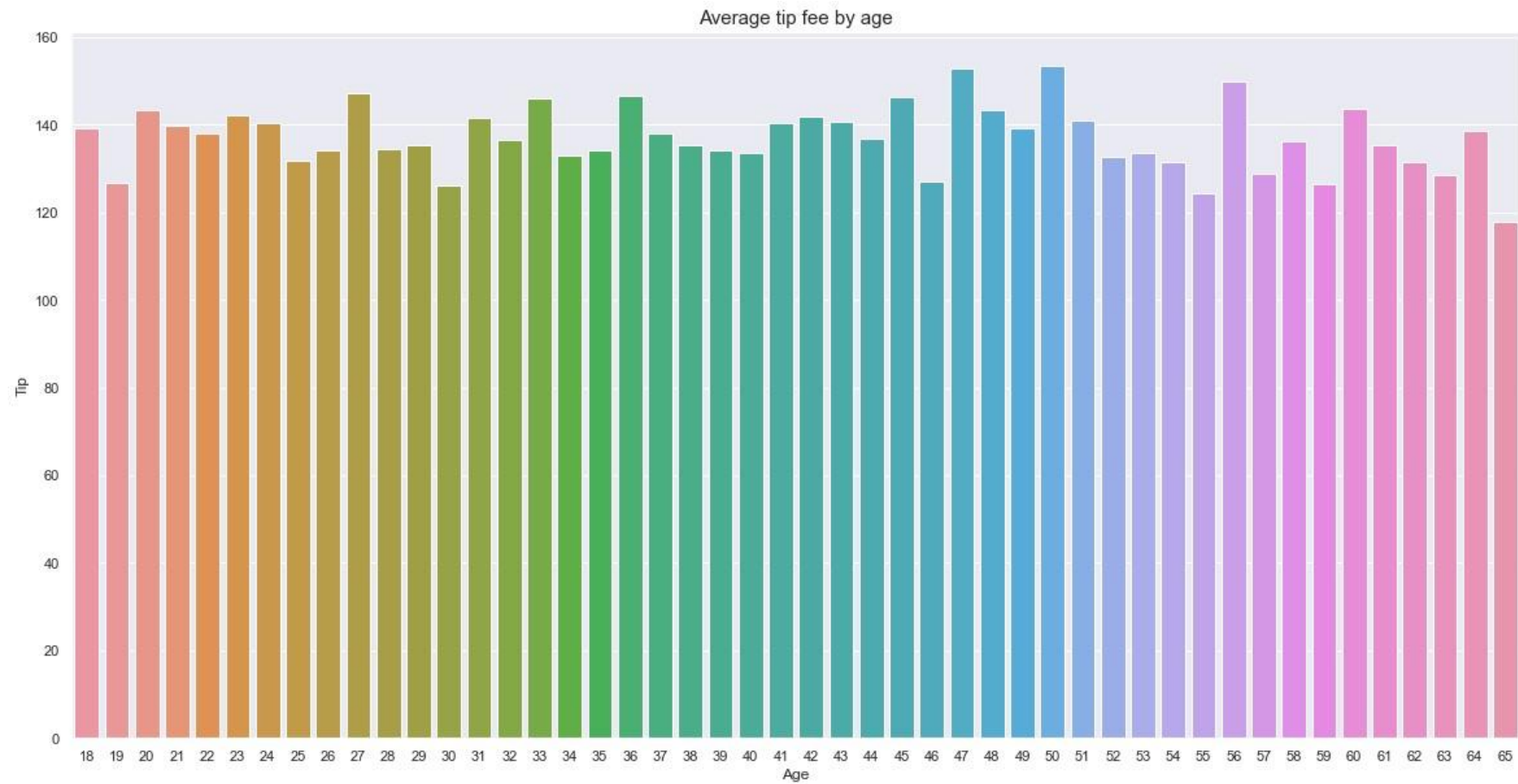




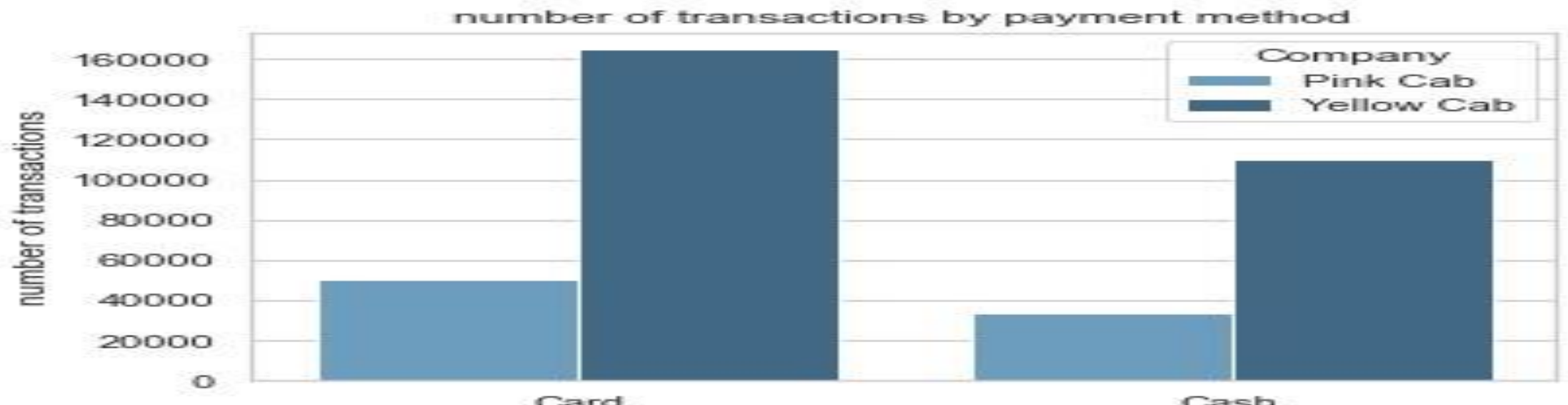
# Average amount pay by age



# Tip fee by age



# Transactions by payment method



# Recommendations

- Yellow cab has higher customer reach in 25 cities while Pink cab has higher customer reach in 4 cities. We have also observed that Yellow cab is doing good in covering other cab users as compared to Pink cab.
- Yellow Cab serves customers across all age groups, showing strong popularity among both younger riders and senior riders, with comparable usage observed in both segments.
- Yellow Cab's average profit per kilometer is nearly three times higher than that of Pink Cab, indicating significantly better cost efficiency and revenue generation.
- **Based on the significantly higher profit per kilometer, we recommend investing in Yellow Cab, as it demonstrates stronger financial performance and better return potential compared to Pink Cab.**

# Thank You