

G2M Case Study

ASMAA ALQURASHI

LISUM09

Virtual Internship

DATA GLACIER

Case Study

CXYZ is a private 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 and as per their Go-to-Market(G2M) strategy they want to understand the market before taking final decision.



DataSet

CAB_DATA.CSV

includes details of transaction for 2 cab companies

CUSTOMER_ID.CSV

mapping table that contains a unique identifier which links the customer's demographic details

TRANSACTION_ID.CSV

mapping table that contains transaction to customer mapping and payment mode

CITY.CSV

this file contains list of US cities, their population and number of cab users





df_master

Shape: (359392, 17)

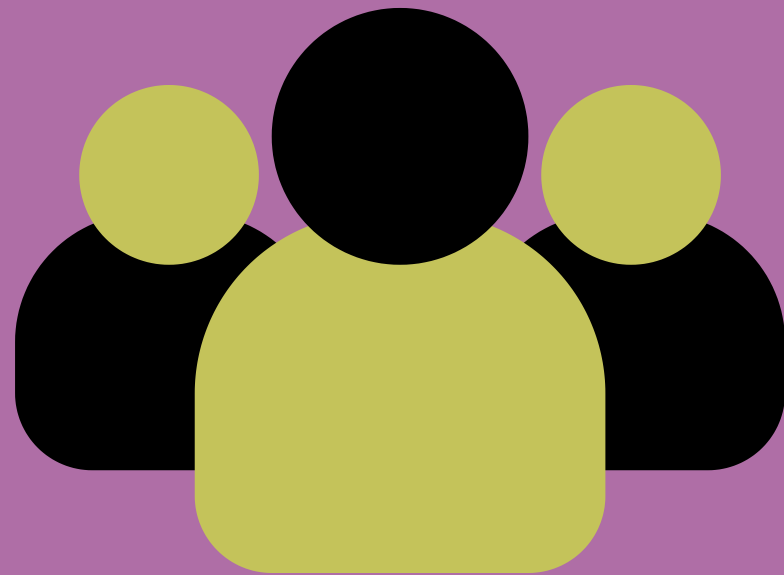
features: 17

Extra Extracted Features:

- Profit
- Year
- Month
- Week day
- Age group

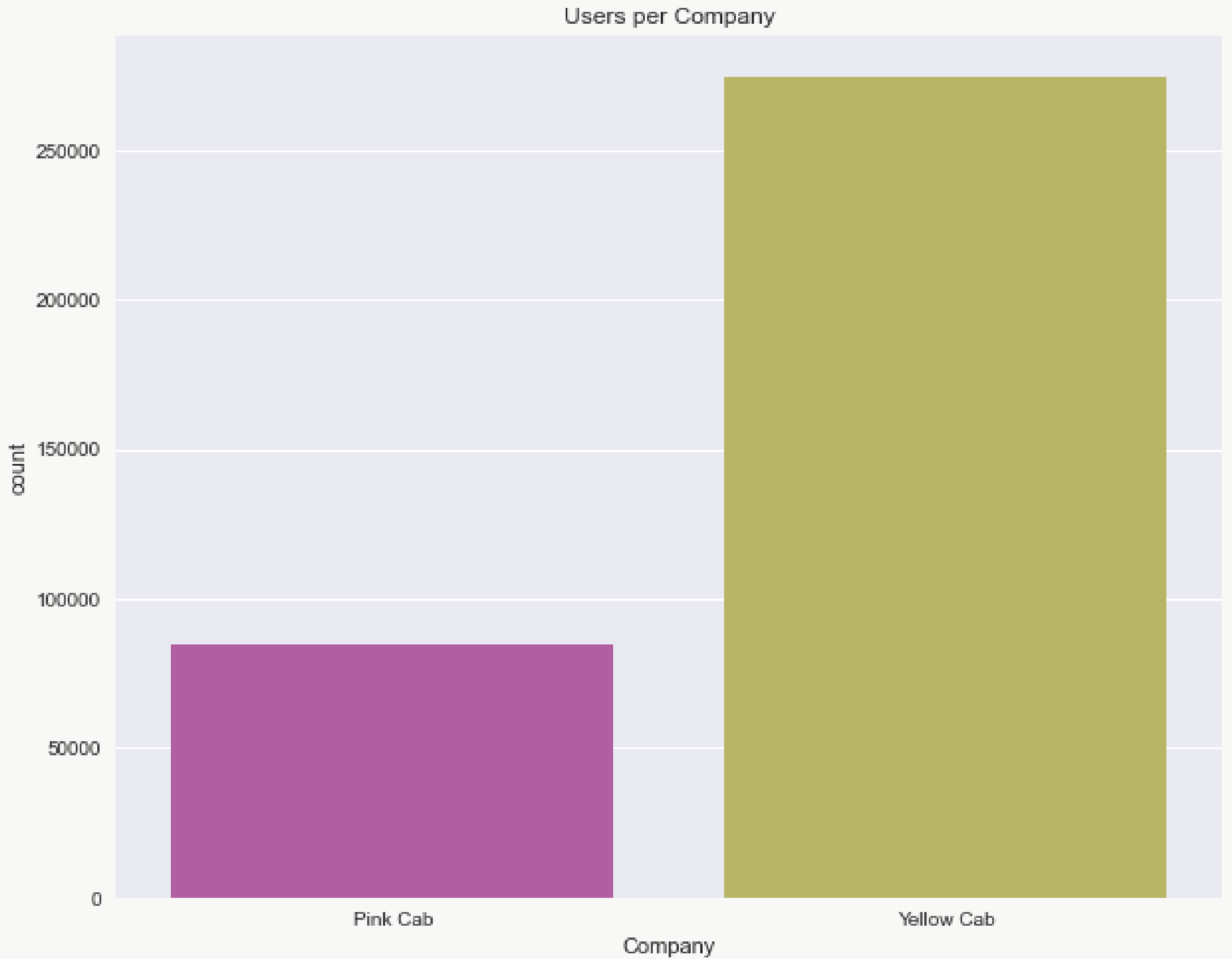
Master Data

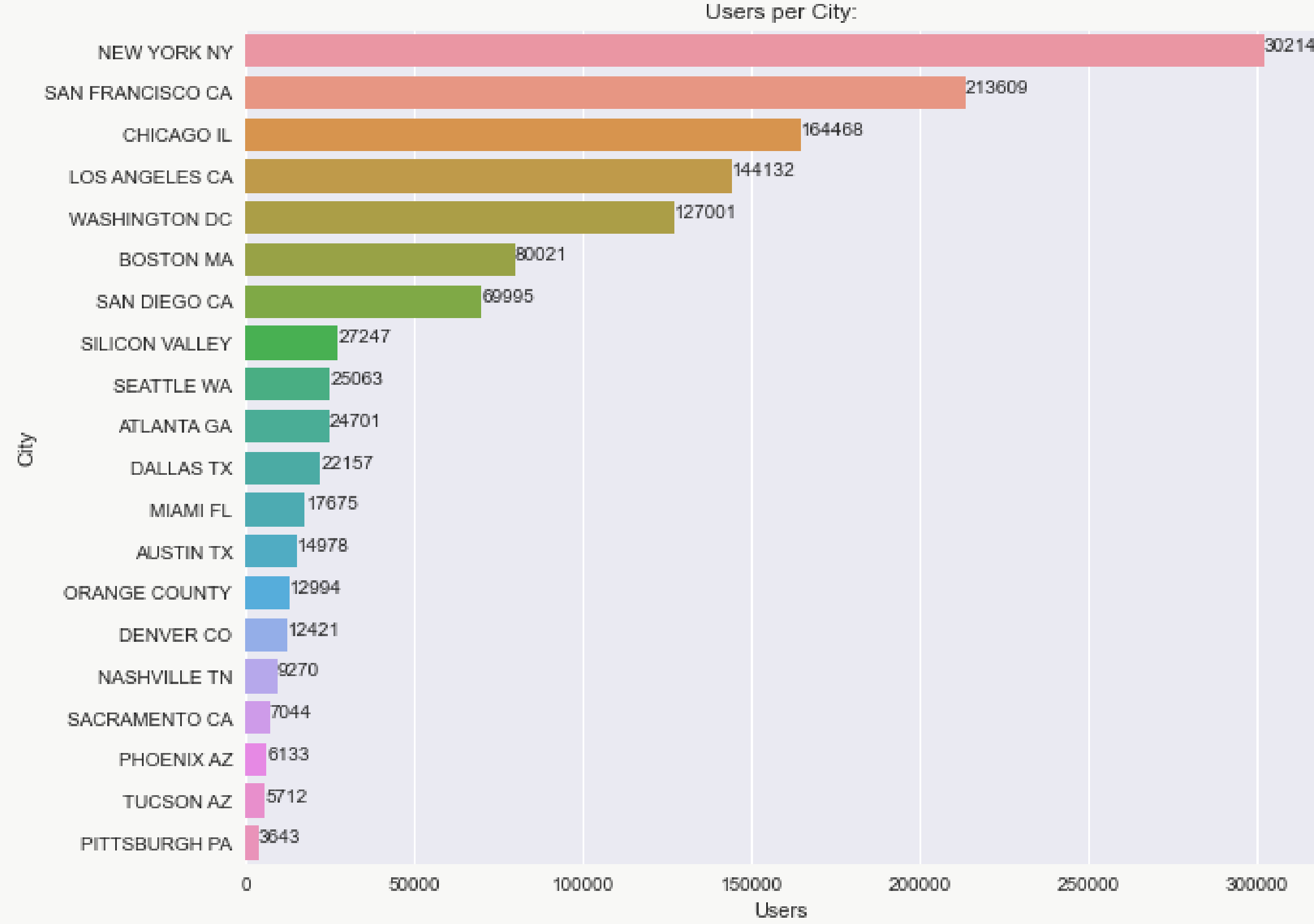
Customer Base Analysis



Users

The Yellow Cab Company has more users



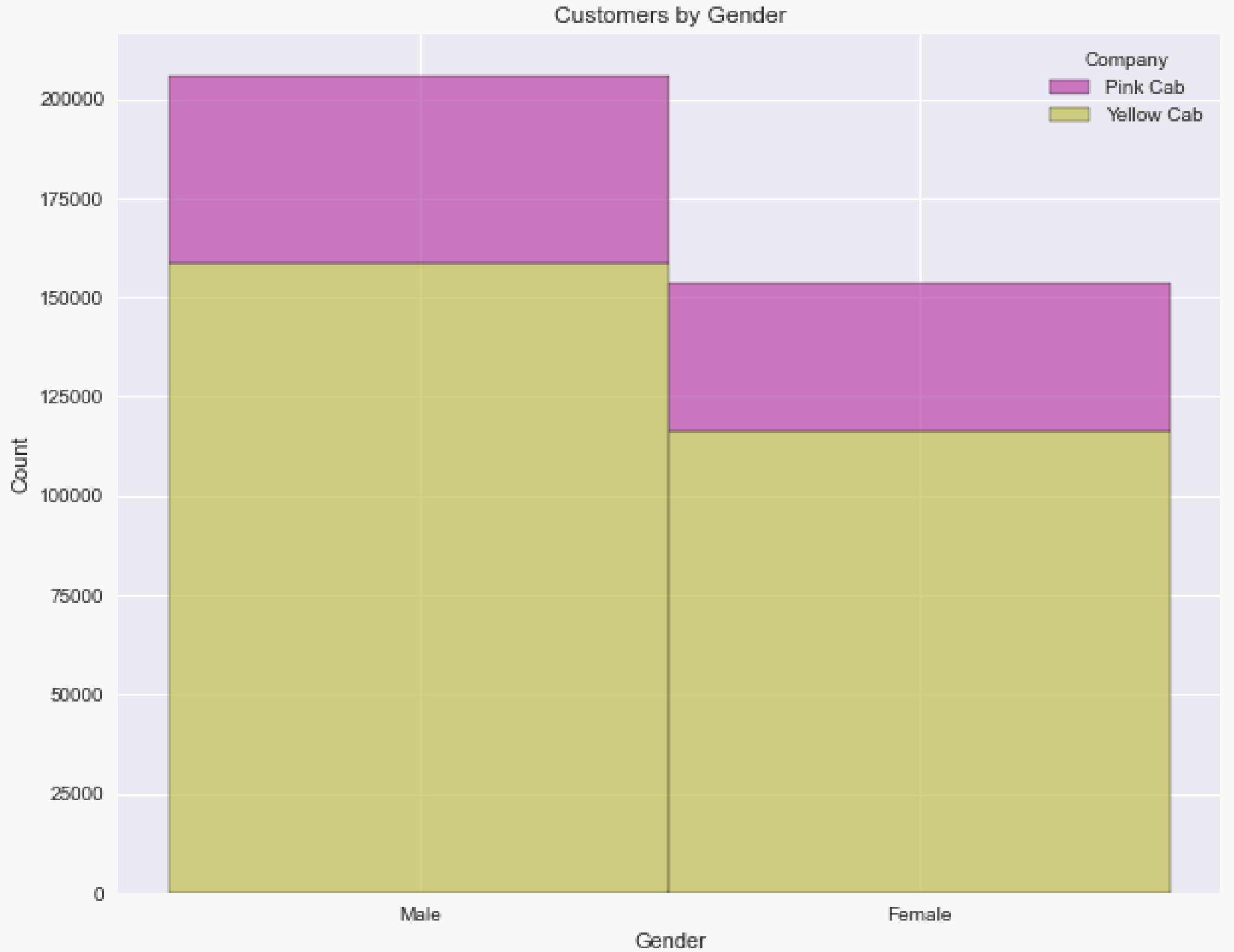


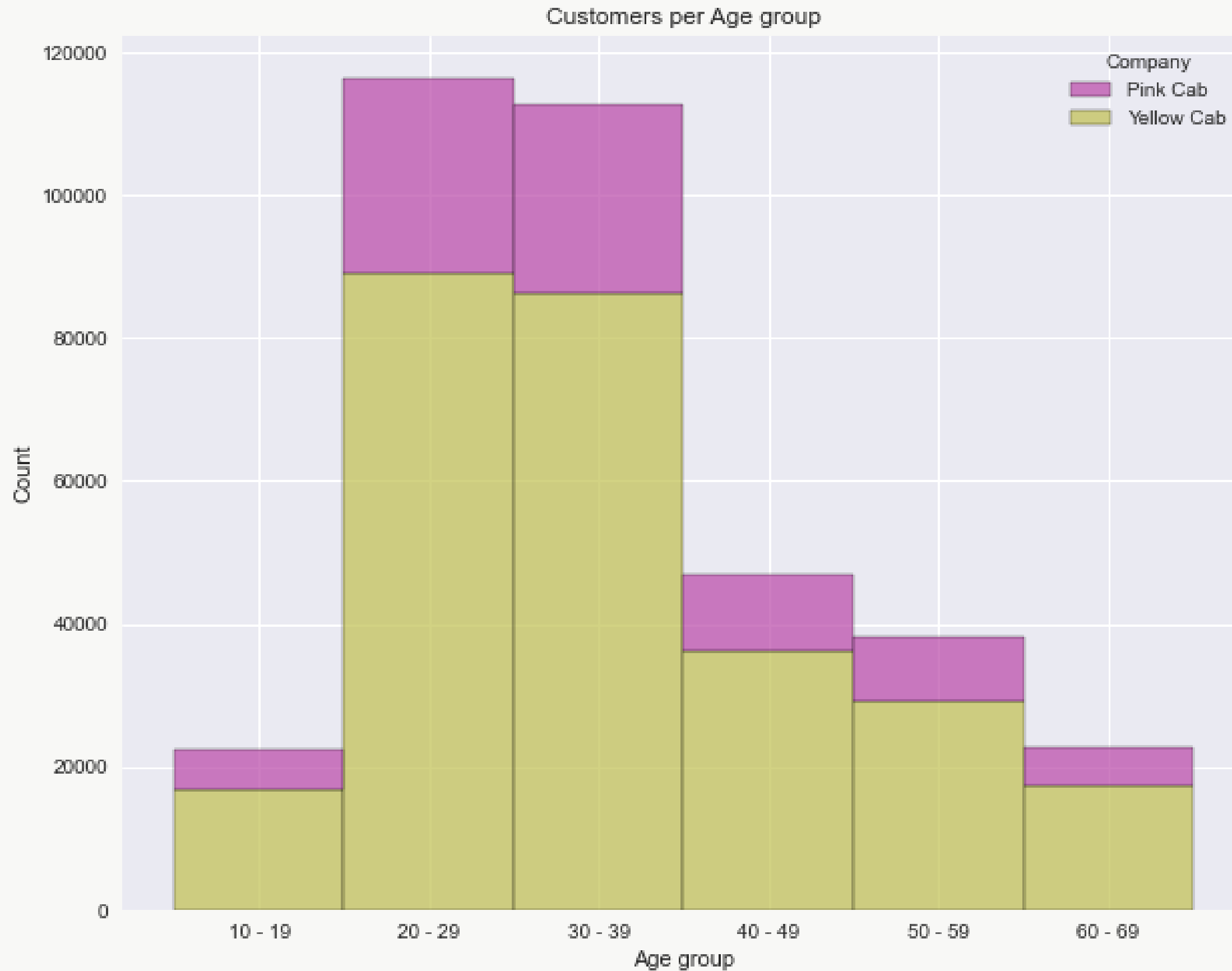
Cities

NY has the most users followed
by SF and Chicago

Gender

There's more male customers
in both companies



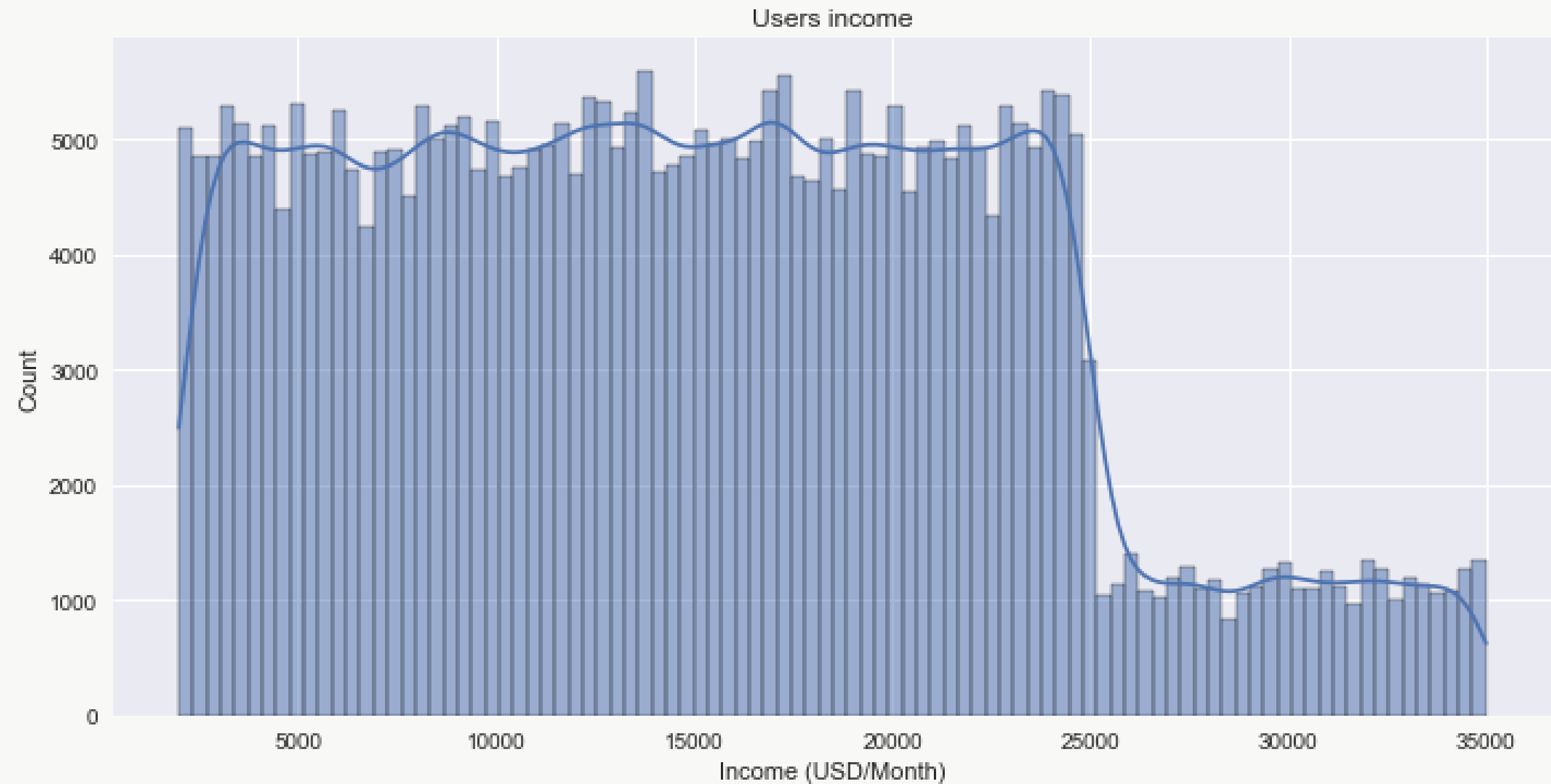


Age

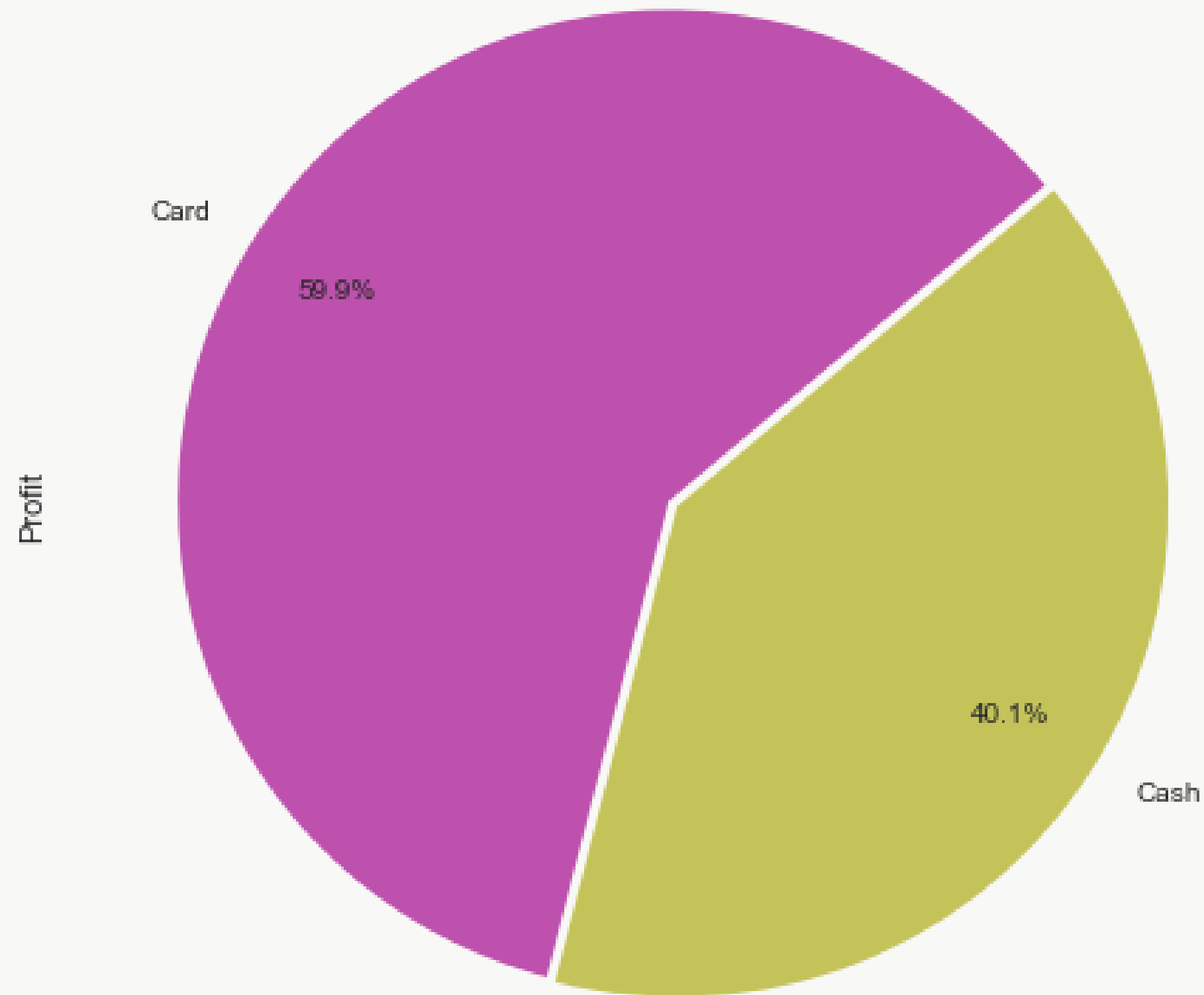
Most customers are between
the age of 20-39

Income

Most customers has middle income



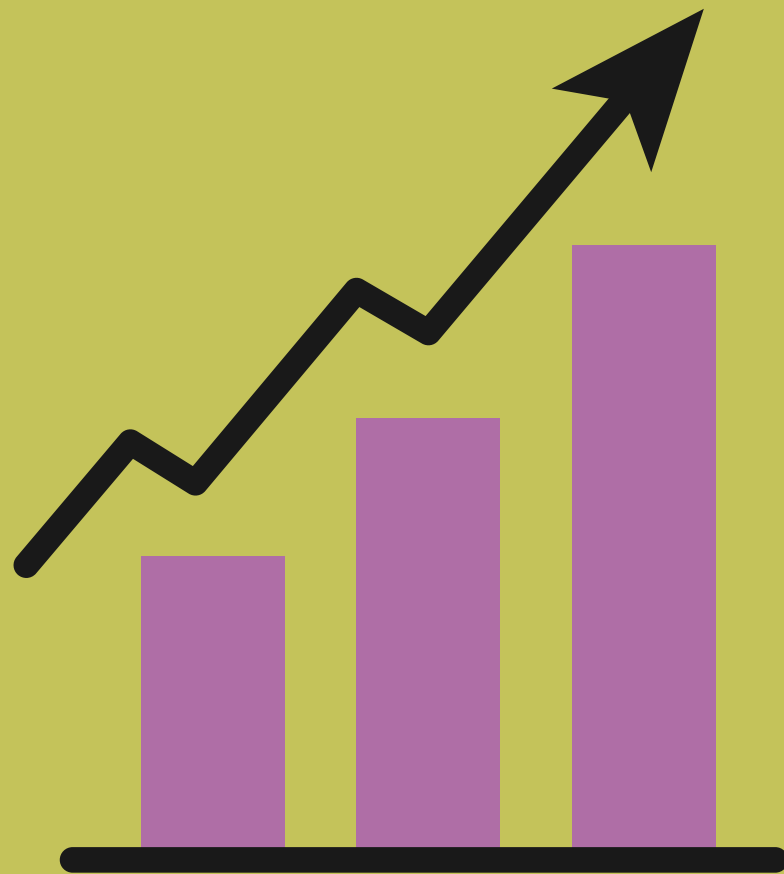
Payment Mode by Users



Payment

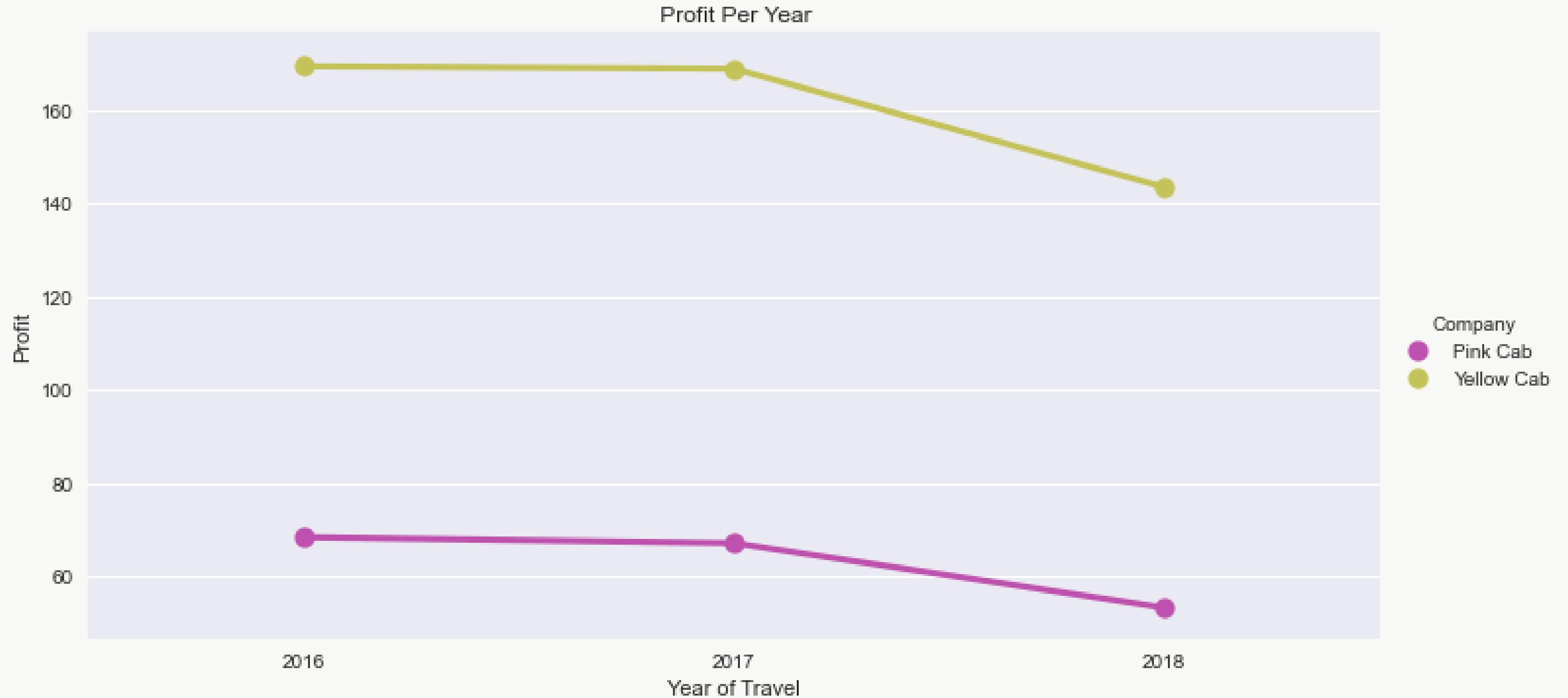
59.9% prefer paying by cards

Profit Analysis



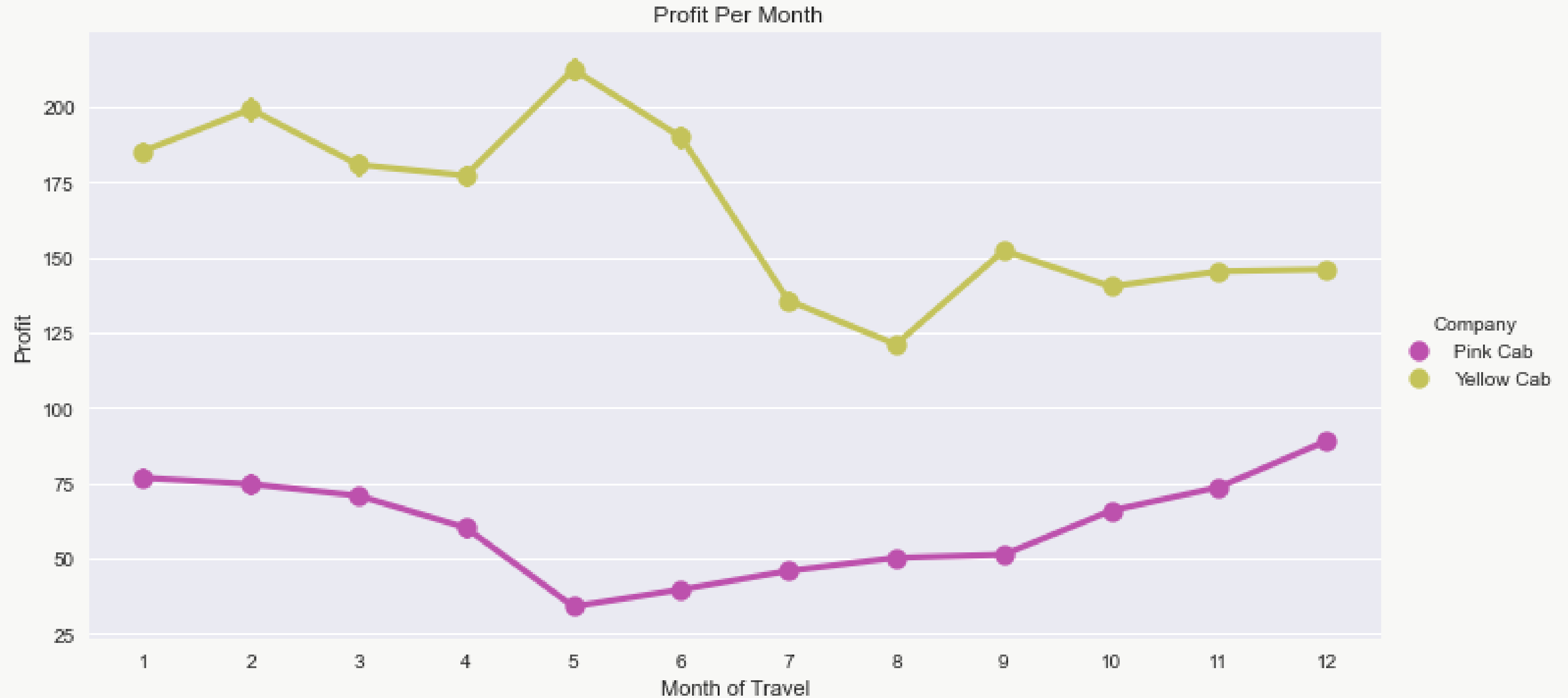
Yearly Profit

both companies has a better profit in the year 2017



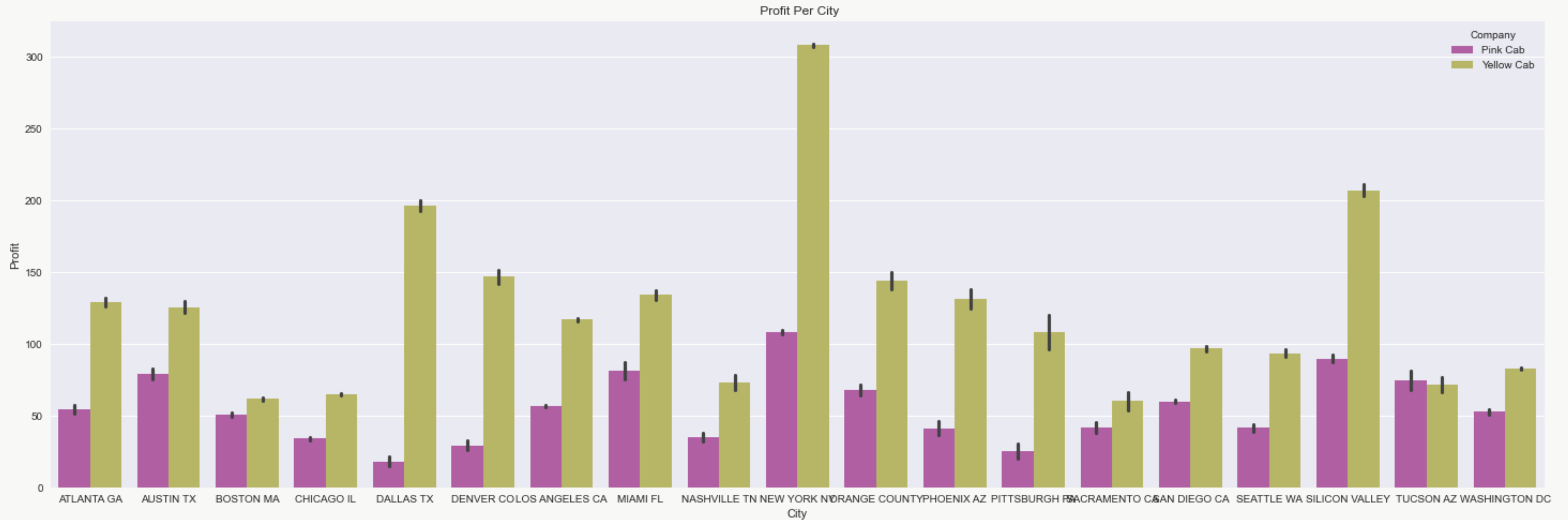
Monthly Profit

Both has better profit at the end and the start of the year but it differ in th middle



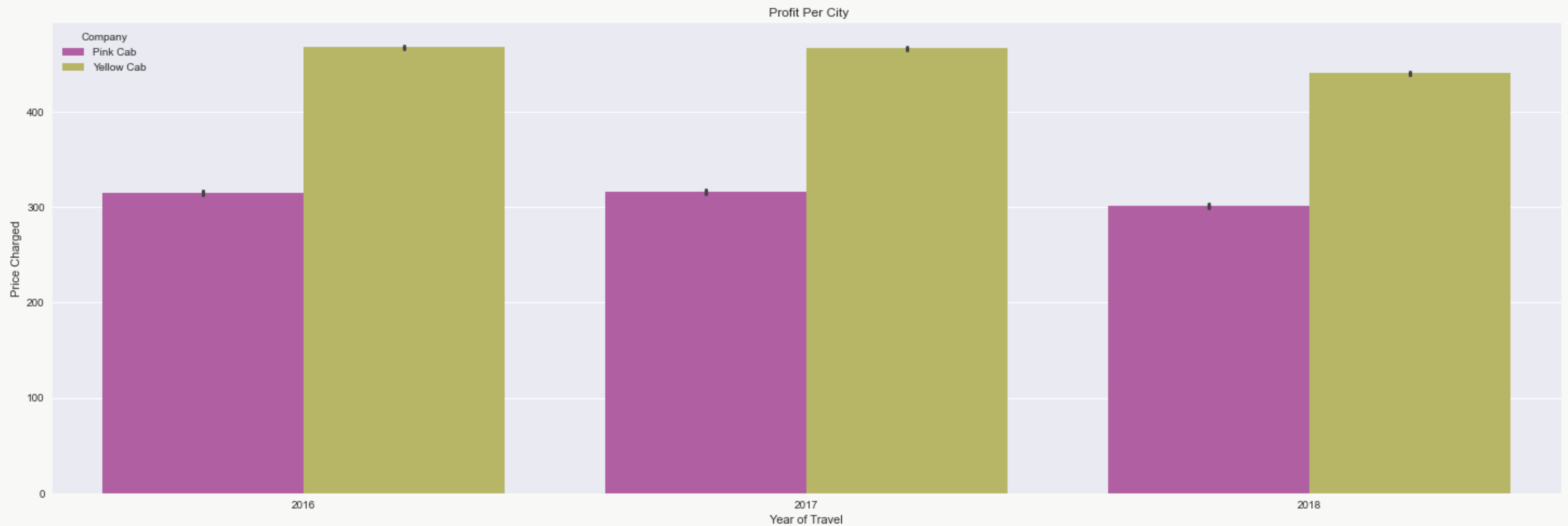
Profit per city

NY is the most profiting city and even though Dallas in the top third for the Yellow cab it's not the same for Pink cab



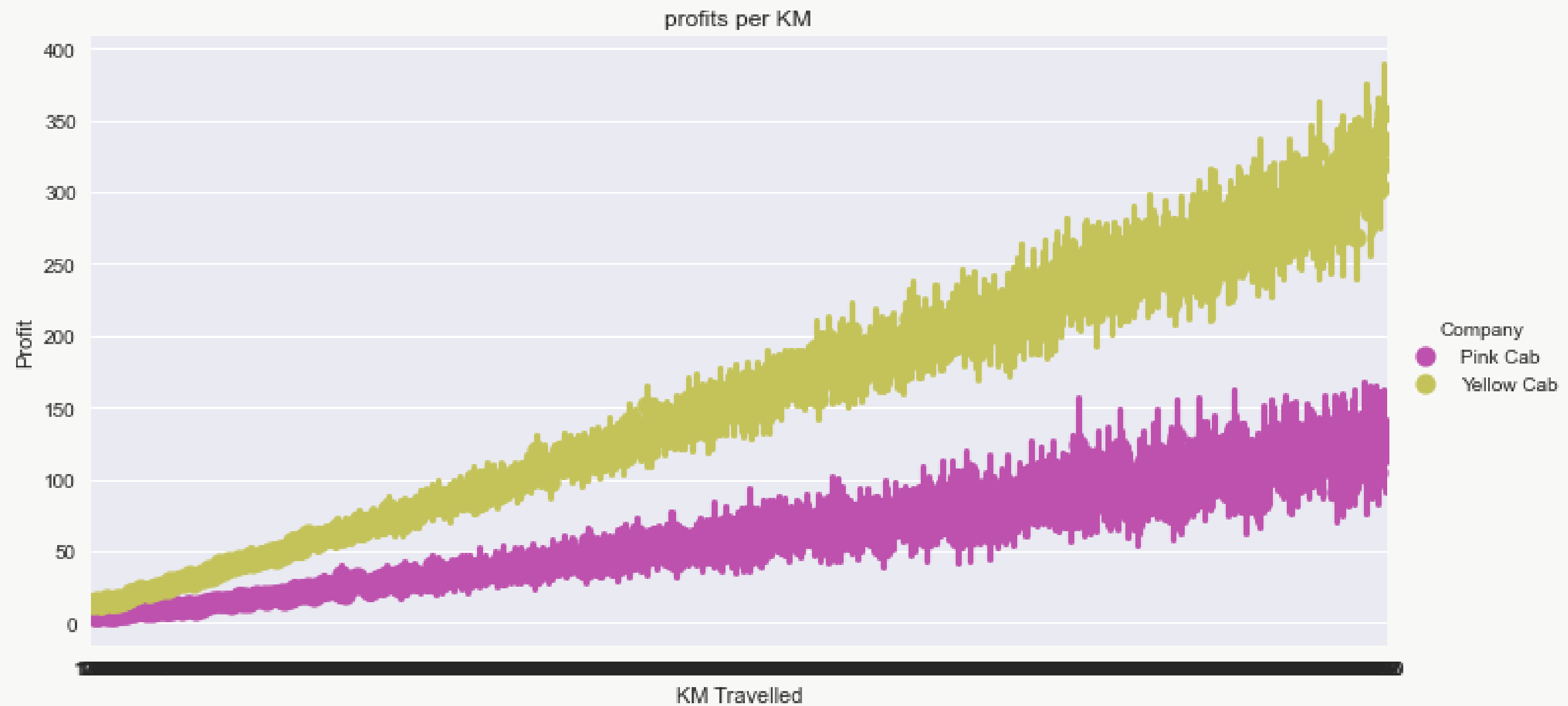
Price charged

The Yellow cab charge more



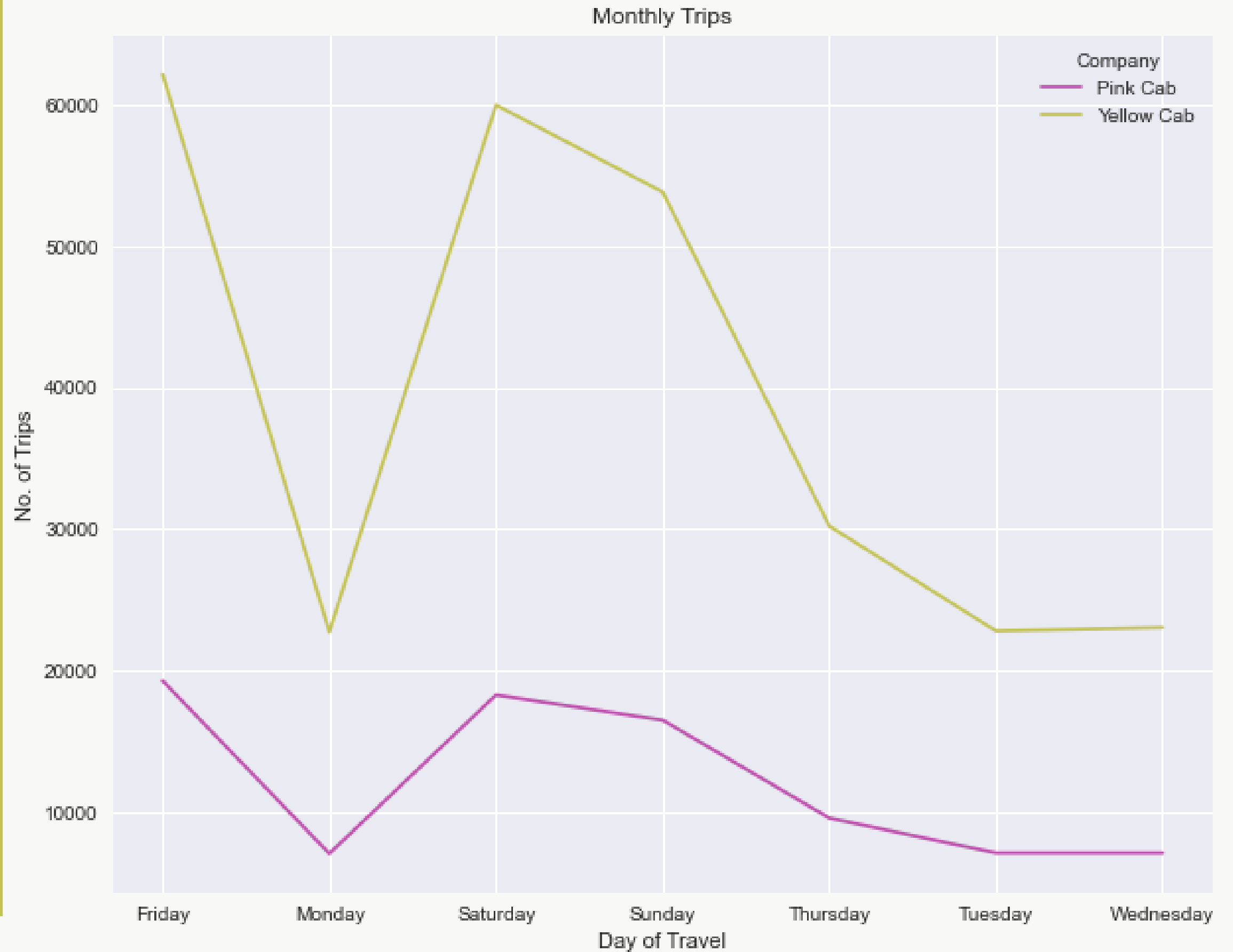
Profits per KM

The profit increase with longer distance and Yellow cab profit is higher



Daily Rides

Weekend has more trips than the rest of the week



Conclusion & Recommendations



Investment

Over All the **Yellow cab** performed better in different aspects and has a better reach and profits than the **Pink cab** based on the analytics





Customers

Yellow cab reach more customers and has more users than the Pink Company



Company

Even though the Yellow cab charge more than the Pink cab the users still prefer it



Profit

Since the Yellow cab has more customers the profit can increase with investments



Thank You