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# G2M Case Study

Virtual Internship  
June 2022  
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**Data Glacier**

Your Deep Learning Partner

# Case:

XYZ 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.





# Objective

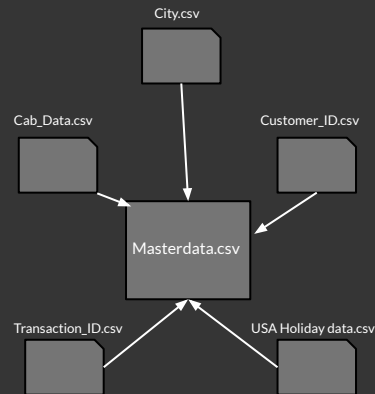
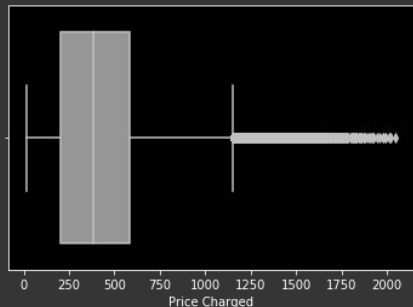
**Help XYZ make the decision on the right company to invest in i.e analyze the cab market.**

## HOW WILL THE ANALYSIS BE PERFORMED:

- ➔ **Data Exploration**  
Understanding the data and identify certain patterns in the data.
- ➔ **Investigate**  
Determine which cab is most profitable by creating and explaining the relationship.
- ➔ **Hypothesis**  
Recommending the most profitable company for XYZ to invest in.

# Properties of the data provided

- Time period of the data is from 31/01/2016 to 31/12/2018.
- Outliers are present in Price Charged in Cab\_Data.csv.
- Total of 24 features





## Assumptions:

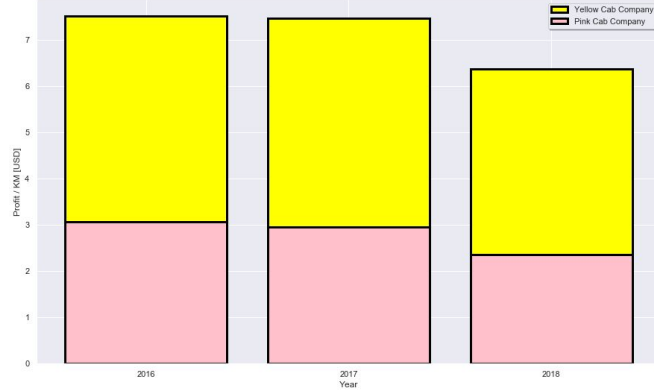
- The difference of Price Charged and Cost of Trip to be the Profit.
- The Date from USA Holiday data.csv to be Holiday in masterdata.csv.
- Neglect the outliers in Price Charged since we are calculating the profit.

# YEARLY PROFIT ANALYSIS

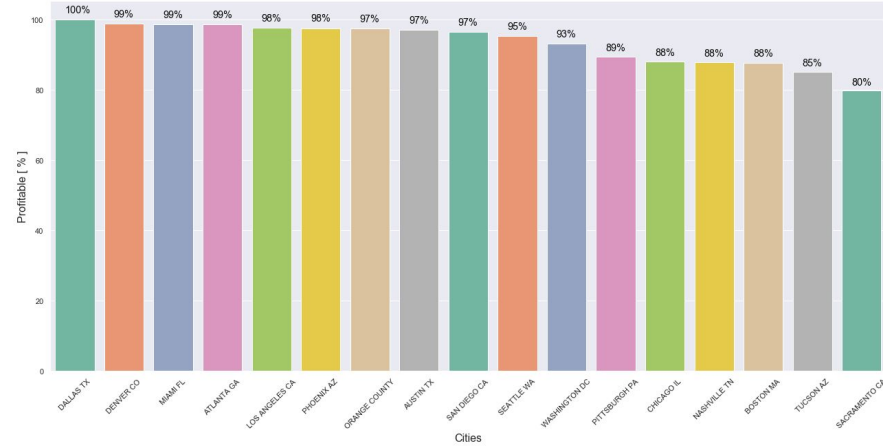


# PROFIT ANALYSIS

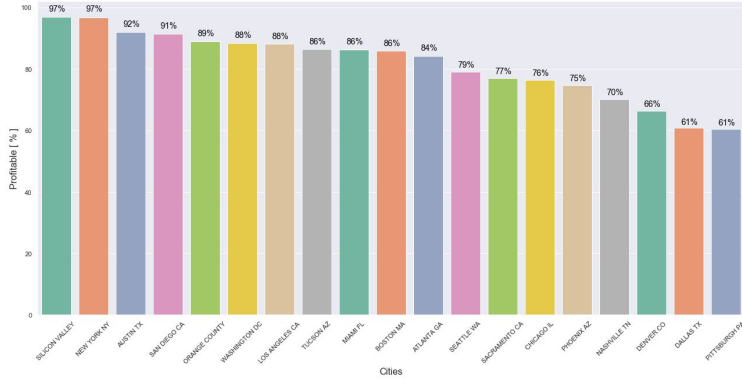
Annual Profits over KM



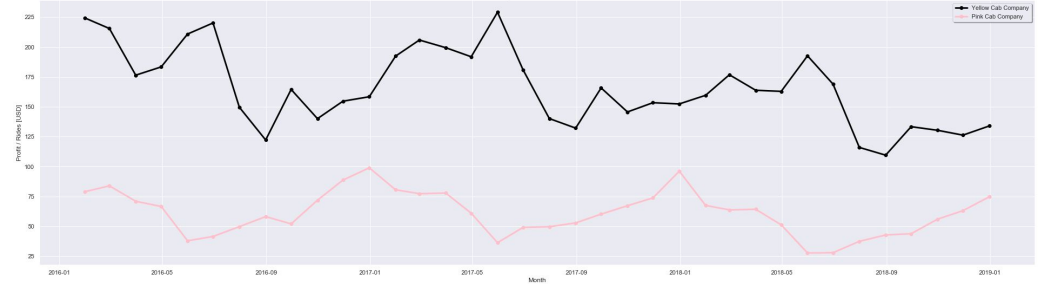
Yellow Cab Profitable Rides %



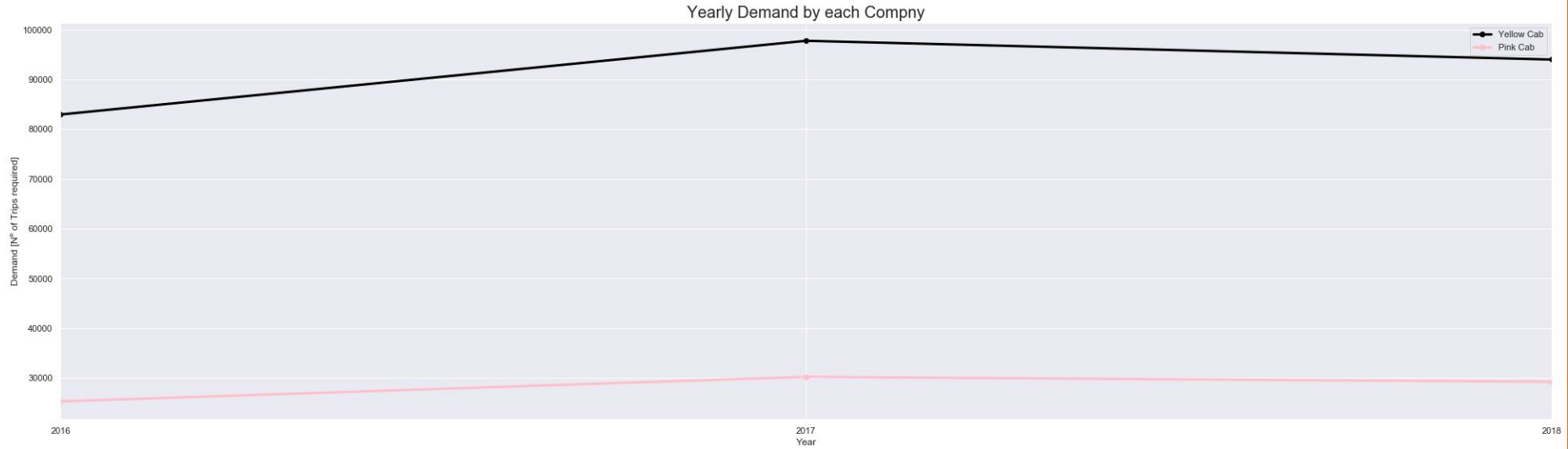
Pink Cab Profitable Rides %



Monthly Profits over Rides



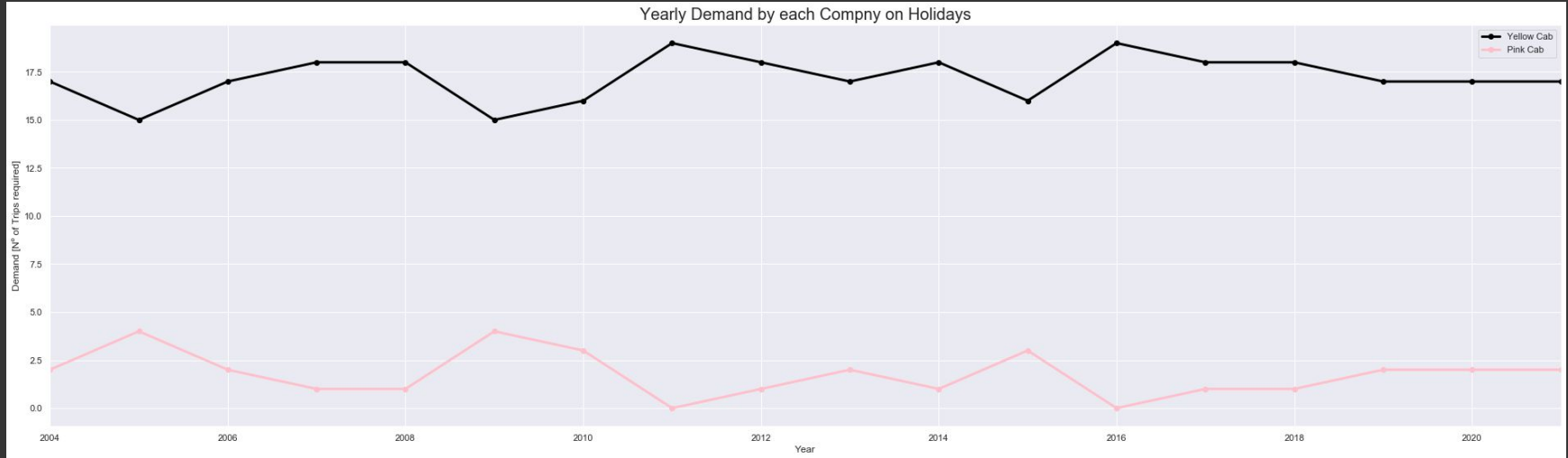
# YEARLY DEMAND ANALYSIS



It is observed that the demand for Yellow Cab is almost thrice the demand of Pink Cab throughout the years.

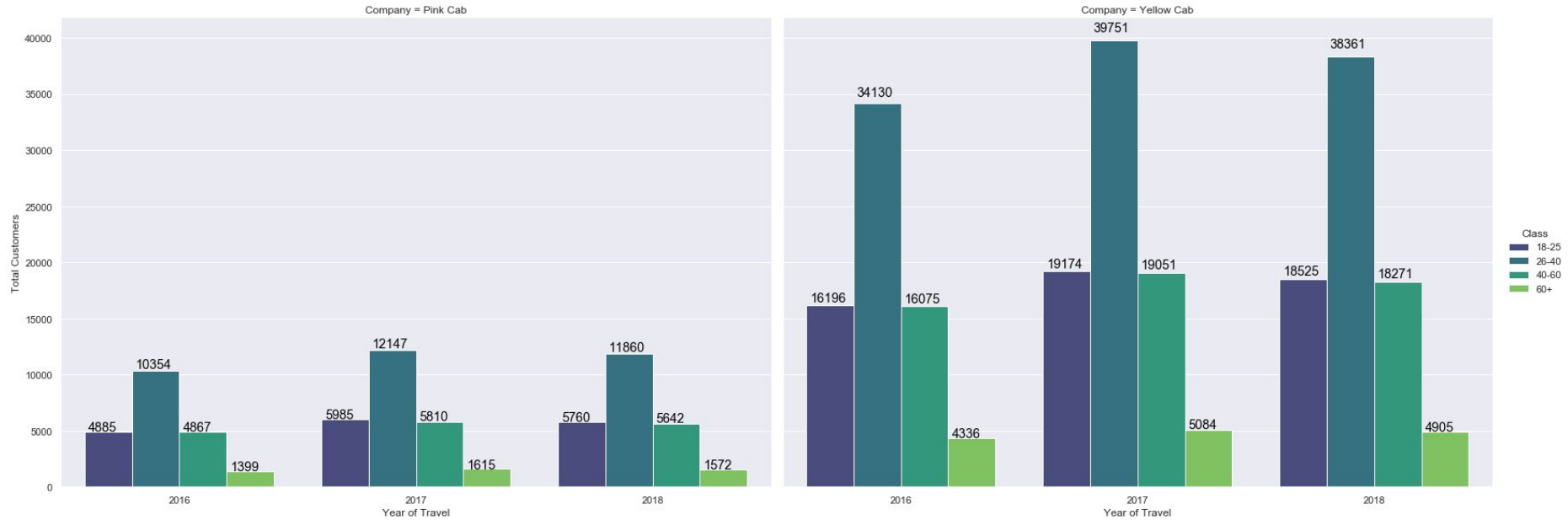


# YEARLY DEMAND ANALYSIS ON HOLIDAYS



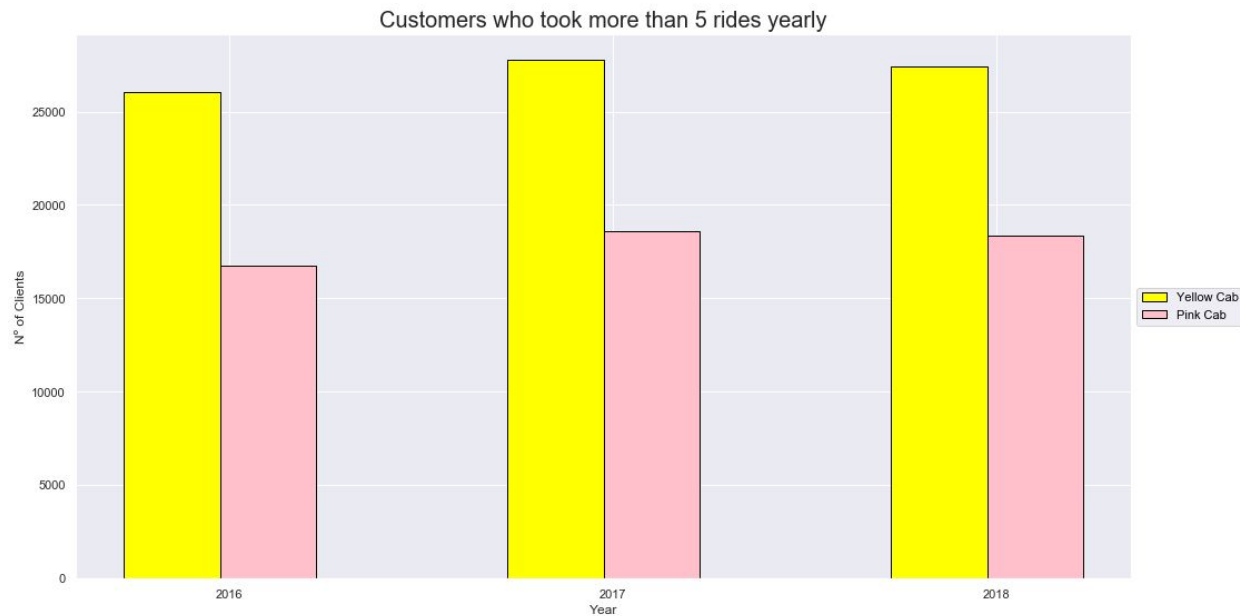
The demand for Yellow Cab is almost 8 times the demand of Pink Cab on holidays throughout the years

# DISTRIBUTION BASED ON AGE GROUP



The age-wise distribution for both the cab companies is almost the same percentage wise

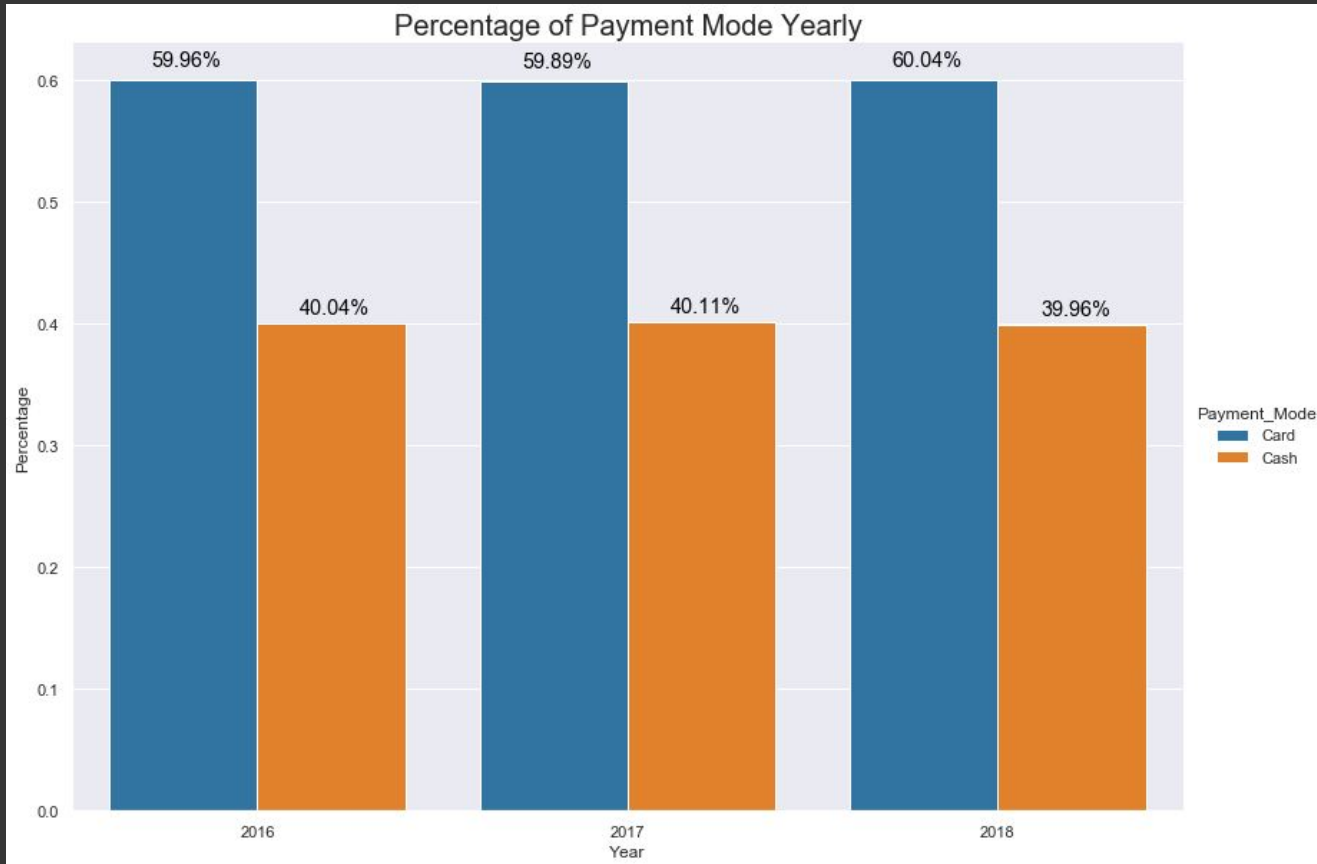
# CUSTOMER RETENTION ANALYSIS



Customer retention for every 5 rides yearly

It can be noticed that the retention value of the Yellow Cab is around 1.5% of that of Pink Cab

# PAYMENT MODE ANALYSIS



Both companies  
have similar  
payment mode  
distribution



After evaluation , the Yellow Cab is found to be a more suitable investment for XYZ.

**Reasons:**

- **Yearly and Monthly Profit Analysis:**  
Yellow Cab outmatched Pink Cab by a huge margin (about 2-3 times)
- **Profit Analysis on Holidays:**The  
Yellow Cab is more in demand on holidays
- **Age-wise distribution:** Same  
distribution
- **Customer Loyalty:** Customers are  
more loyal to Yellow Cab
- **Payment-wise distribution:** Same  
distribution

An illustration featuring two hands holding a bright orange banner against a light blue background. The hands are depicted in a simple, flat style with light skin tones and are wearing dark suit sleeves with white cuffs. Each hand grips a black vertical pole that supports the banner. The banner itself is rectangular with slightly wavy edges, giving it a three-dimensional appearance. Centered on the banner are the words 'THANK YOU' in a large, bold, white sans-serif font. The overall composition is clean and modern, conveying a message of gratitude.

**THANK  
YOU**