



Data Glacier

Your Deep Learning Partner

G2M CASE STUDY

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Background About Case Study

- 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.
- The following are the companies for research analysis:
 1. Pink Cab
 2. Yellow Cab

Dataset available



Cab Data



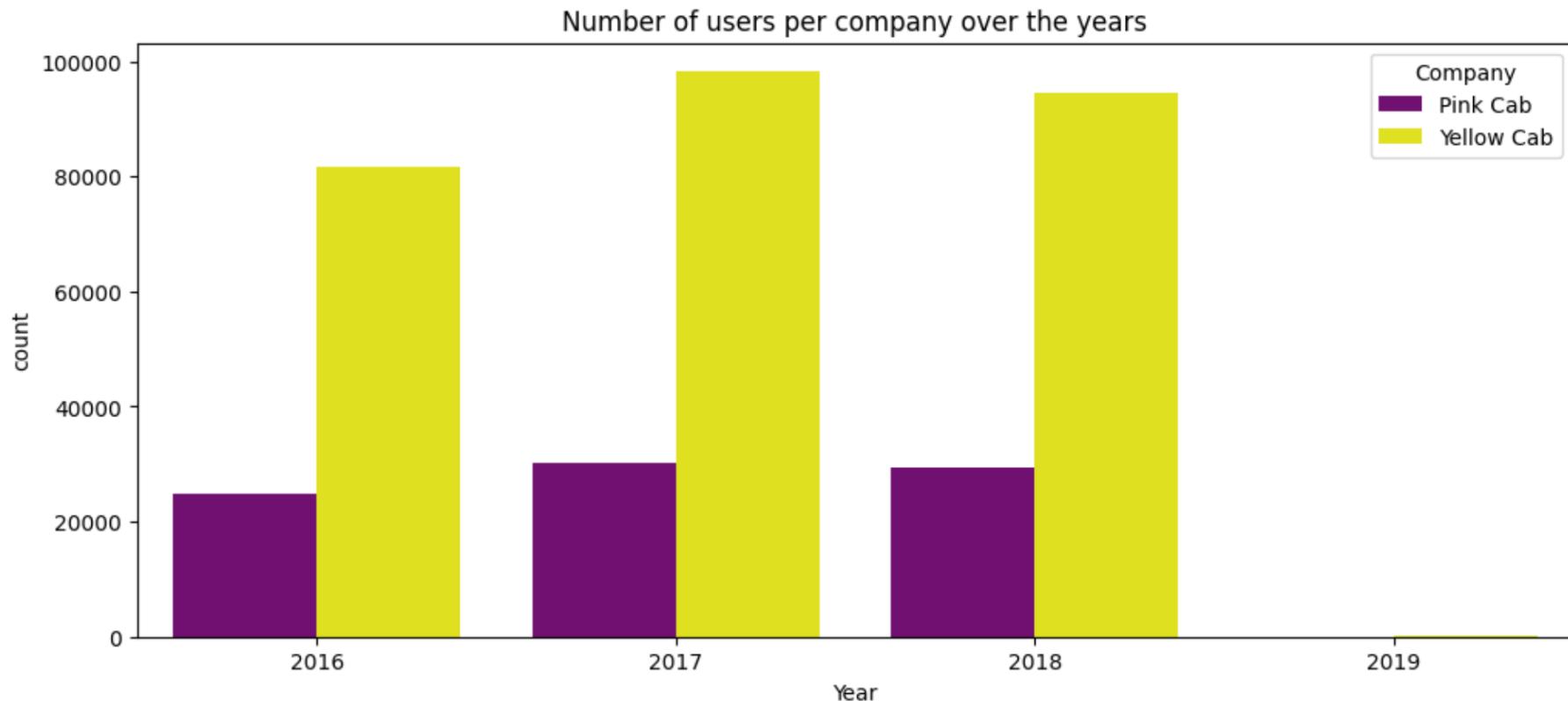
Transaction ID



City



Customer ID

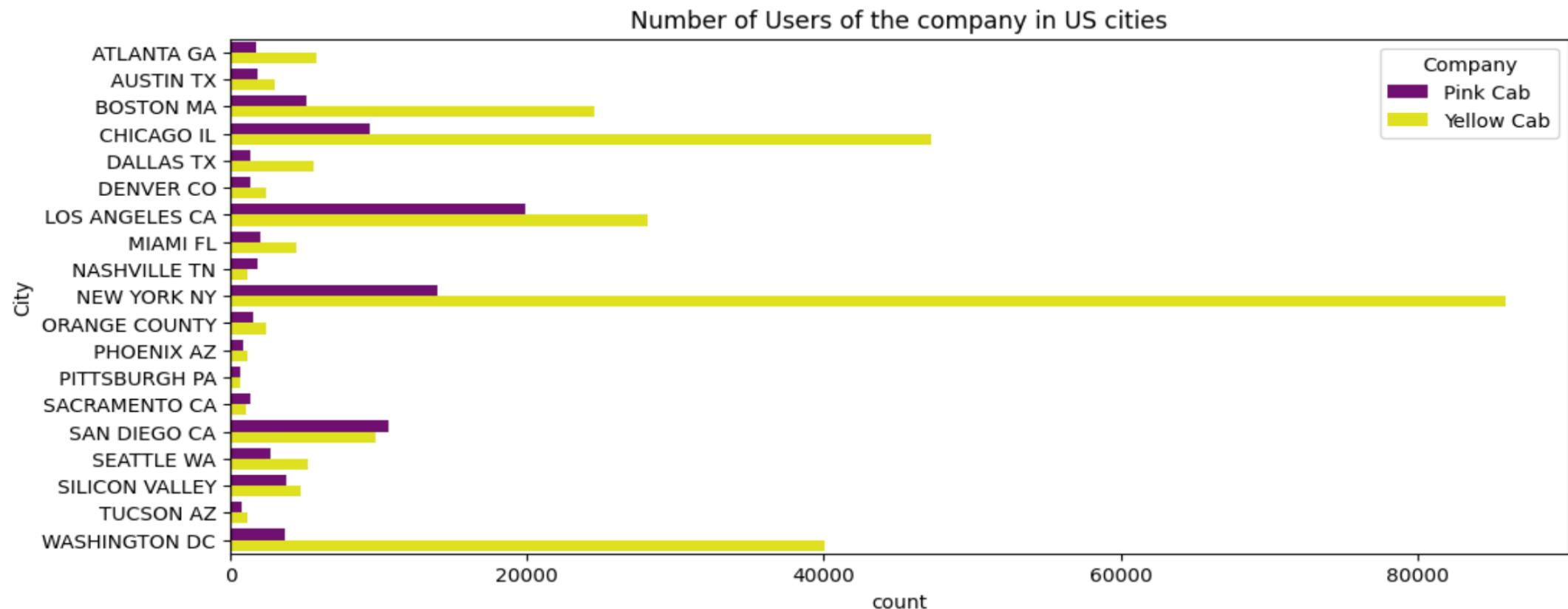


1. Which company has maximum cab users at a particular time period?

From Above graph, It is clearly visible that Yellow Cab has a greater number of users over the period because it is well established brand than Pink cab.

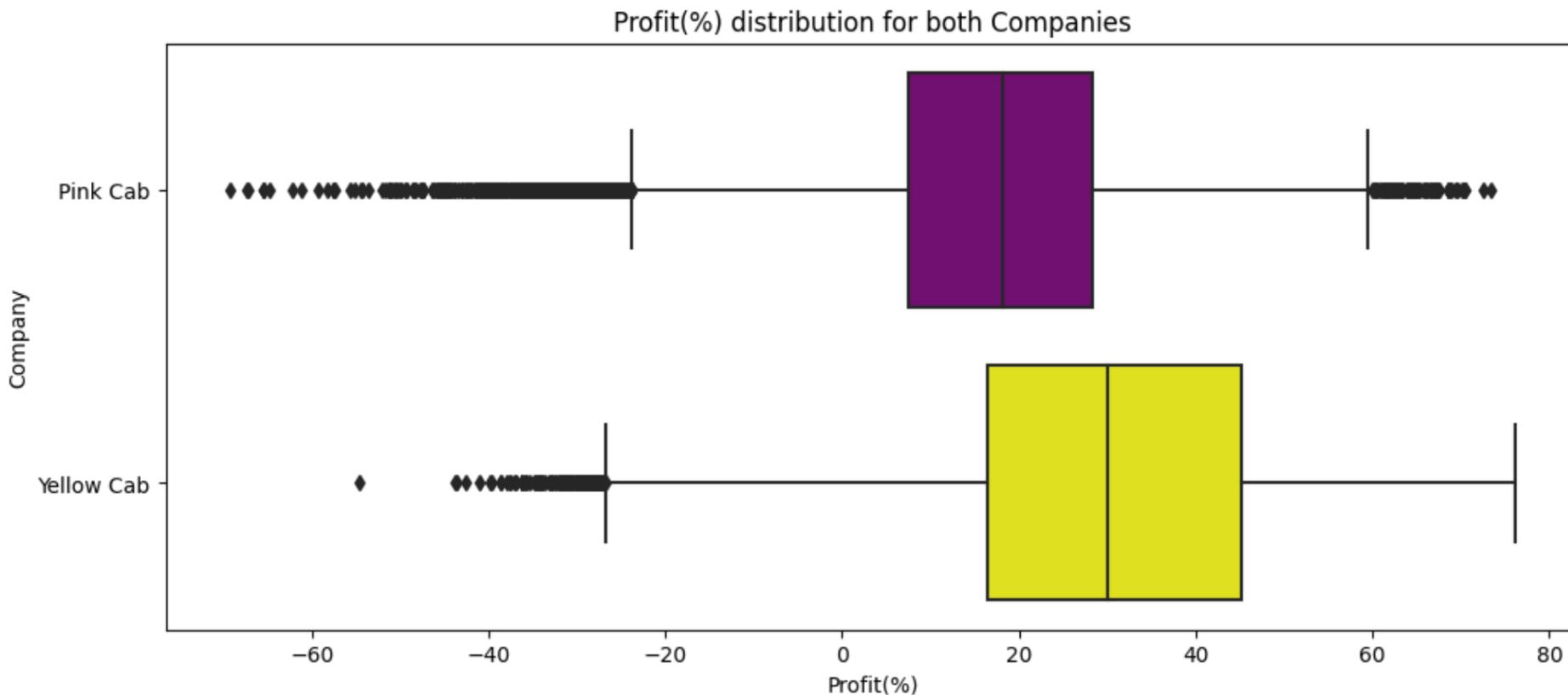
To contd..

- it can be iterated that Yellow cab has captured the top cities like New York, Chicago, Washington where there are higher number of users. Pink cab has dominance in some cities like San Diego, Sacramento but it is not that significant.

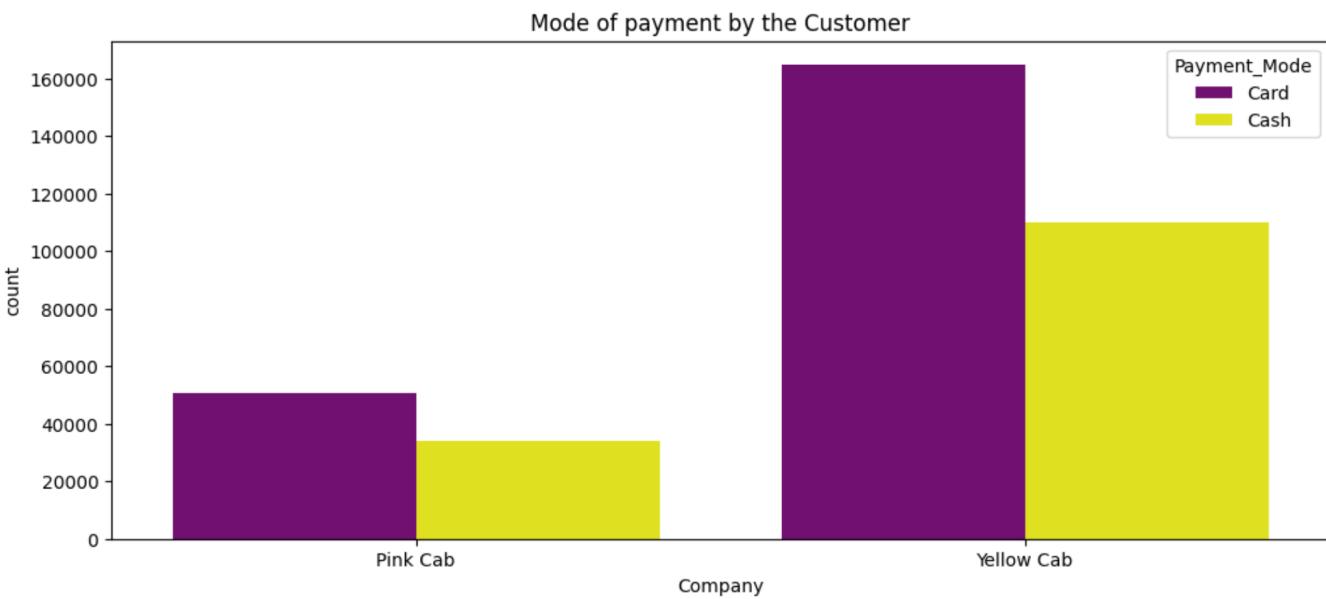
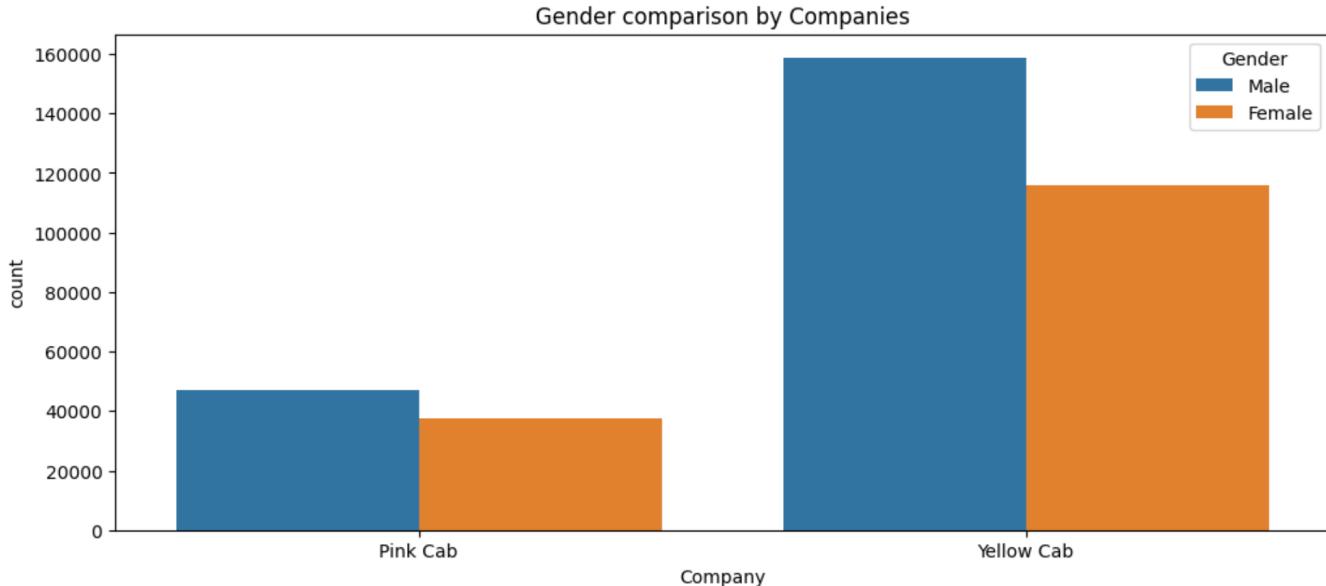


Does margin proportionally increase with increase in number of customers?

We can interpret that Yellow cab enjoy higher profit margin than pink cab over the years. As they have captured some of the big cities of US where Yellow cab has brand value.

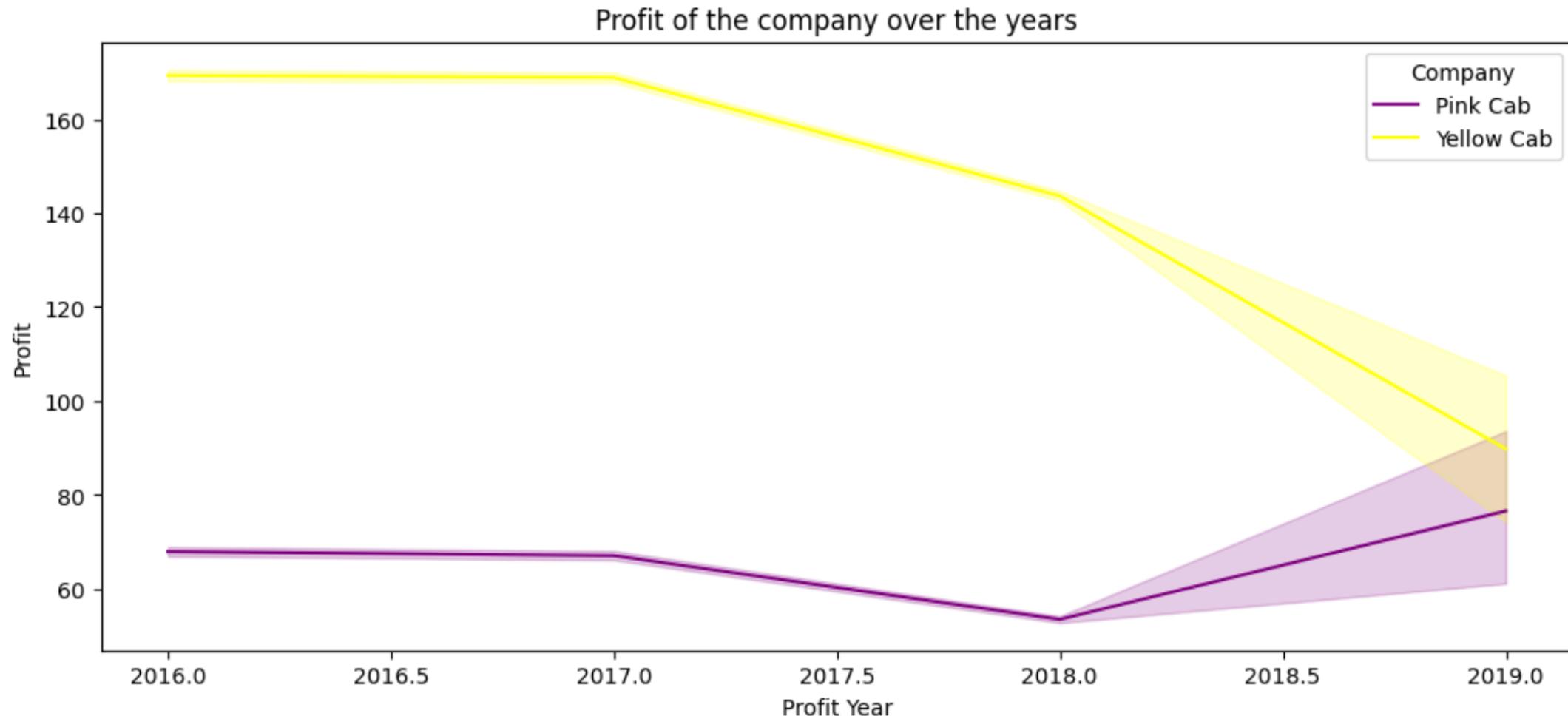


What are the attributes of these customer segments?



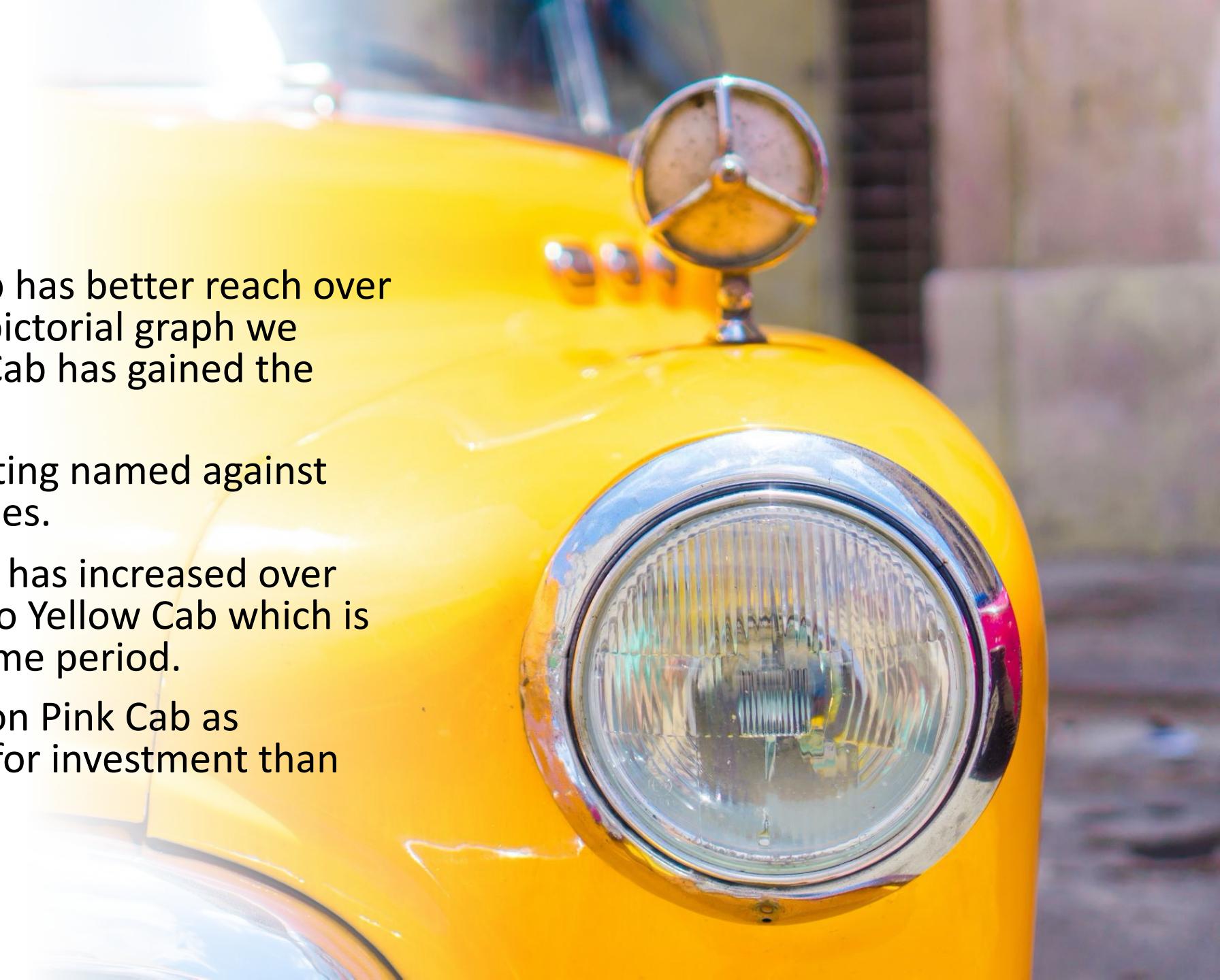
Profit Over The Year

- Pink Cab profit has increased over the years and gasp the market firmly. While Yellow cab profit has been hampered over the years and declining significantly.



Review

- Although Yellow Cab has better reach over the years but from pictorial graph we conclude that Pink Cab has gained the market share.
- Also, Pink Cab is getting named against Yellow Cab in big cities.
- Also, Pink Cab profit has increased over the years compare to Yellow Cab which is in declined stage some period.
- It is better to focus on Pink Cab as emerging company for investment than Yellow Cab.





Thank You