



Data Glacier

Your Deep Learning Partner

G2M Case Study

Virtual Internship

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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.

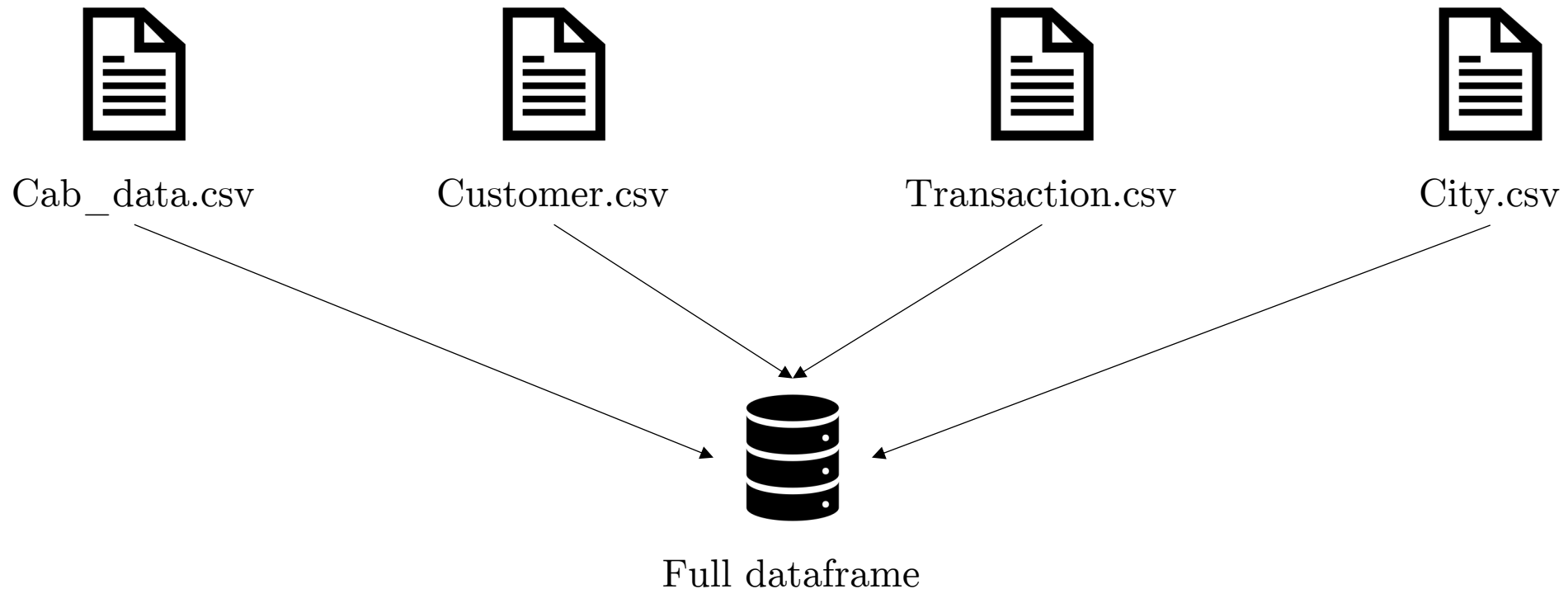
The analysis has been divided into four parts:

1. Exploratory data analysis
2. Finding the most profitable Cab company
3. Forecasting profit
4. Recommendations investment strategy

1. Exploratory data analysis

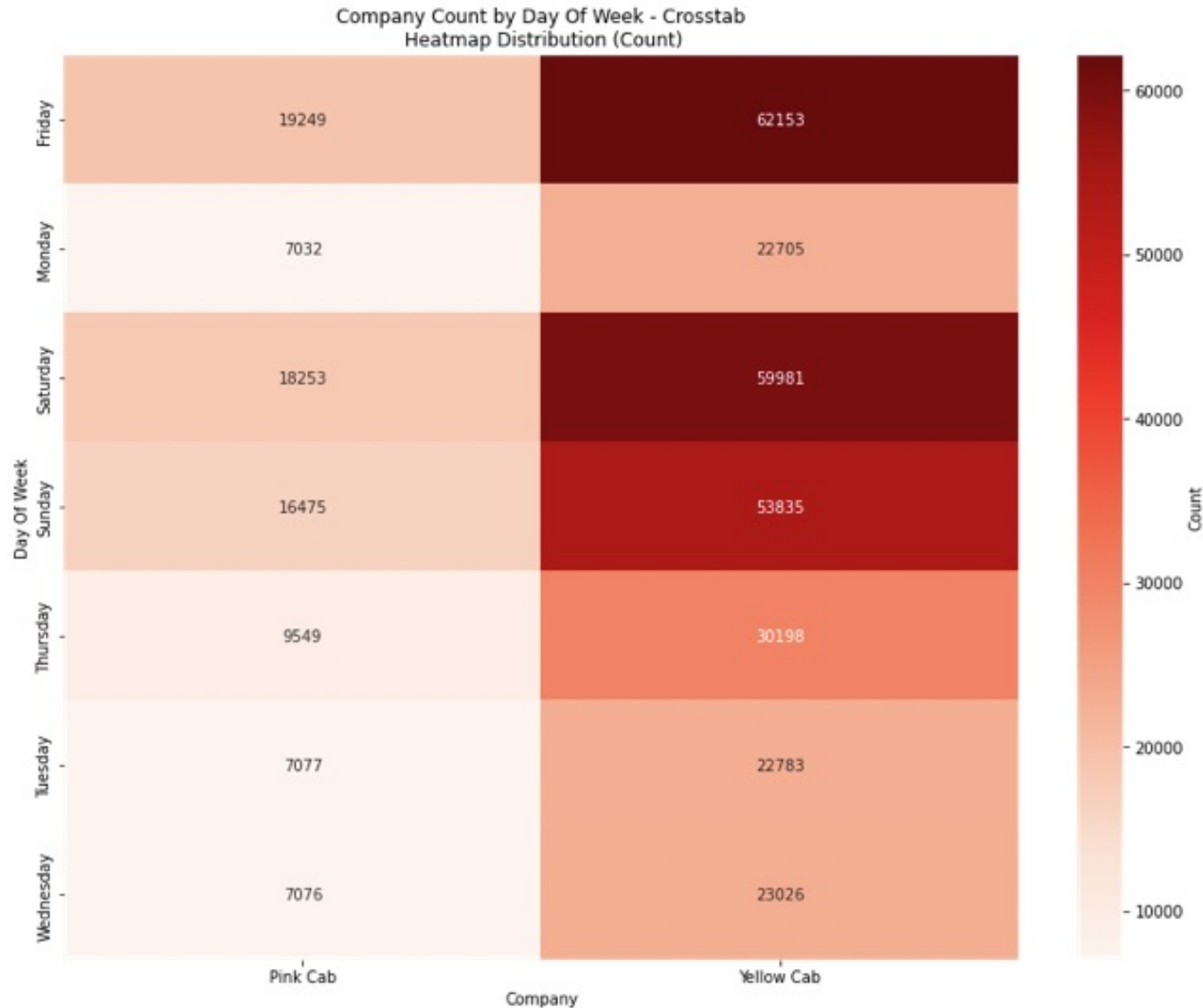
Summary:

- 22 Features (including feature engineering)
- Timeframe: 02-Jan-2016 to 31-Dec-2018
- Total observations: 359392



1. Exploratory data analysis

Insight #1

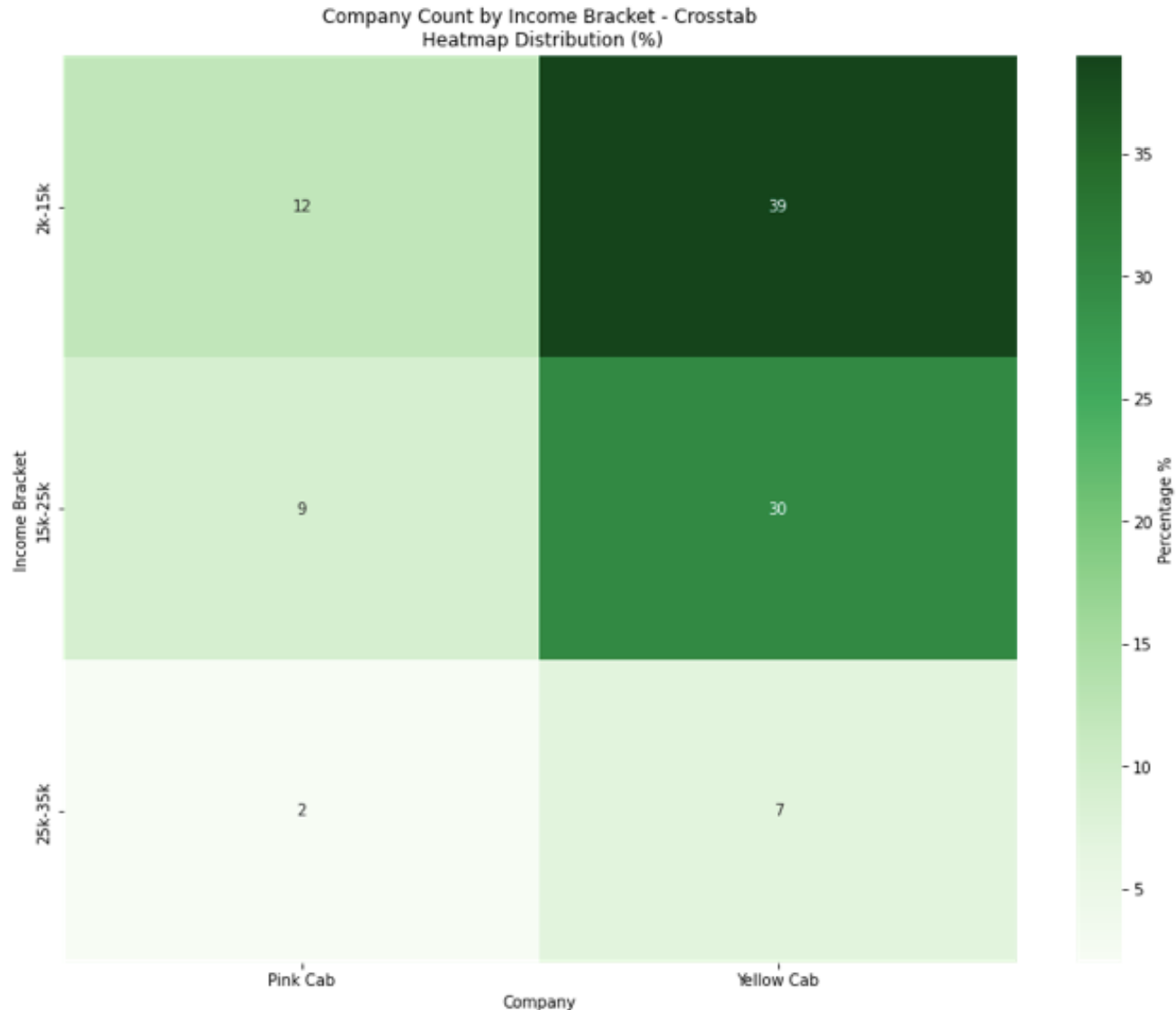


Weekends (Fri, Sat, Sun) accounted for **64%** of the transaction.

Businesses should prepare more workforce and resources on the weekend occasion

1. Exploratory data analysis

Insight #2

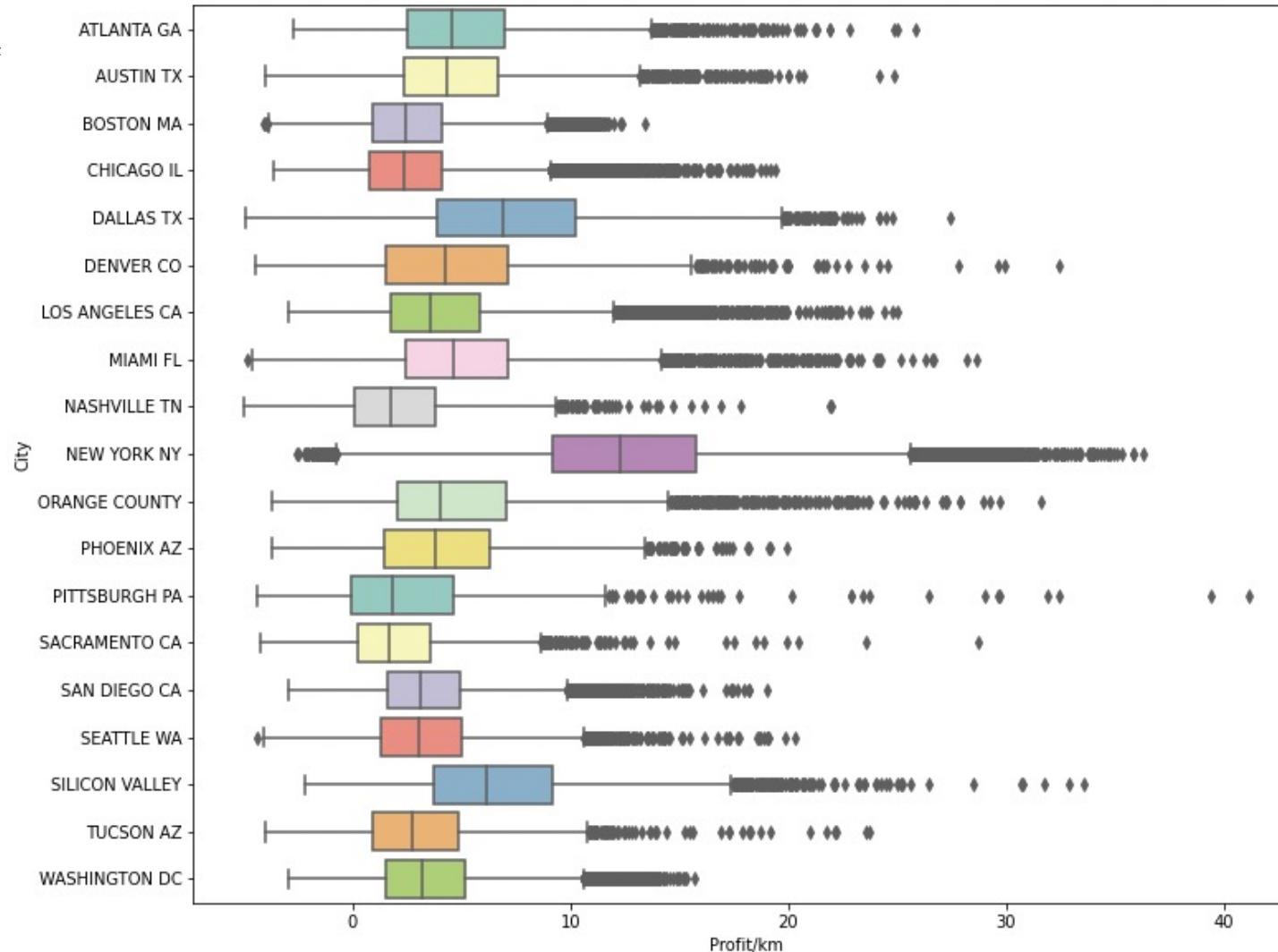


Customer's income segment from **2k-25k USD/month** accounted for **91%** of the total transaction.

Marketing campaign should focus on these groups.

1. Exploratory data analysis

Insight #4

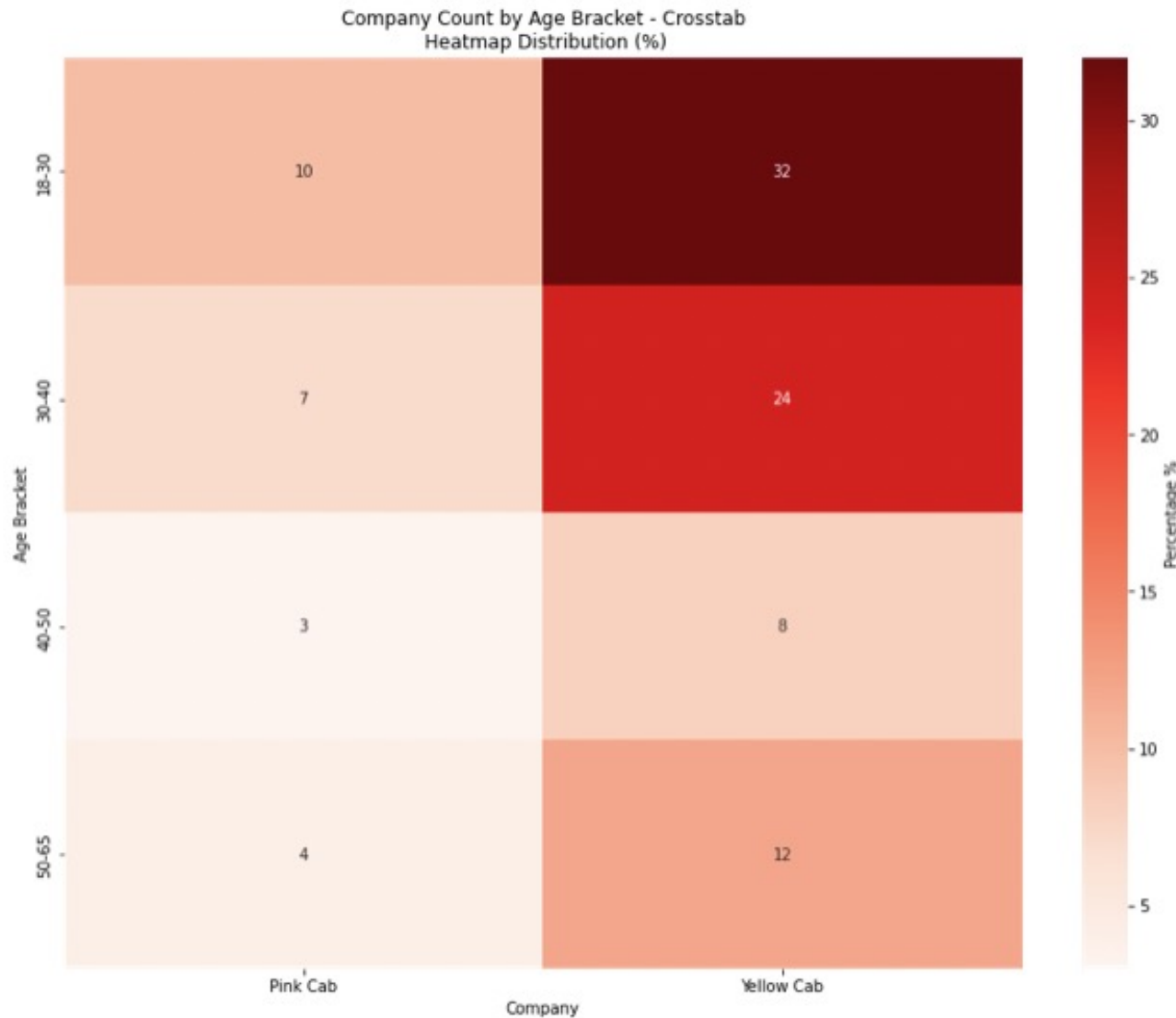


New York has the highest **Profit/km** out of any city (mean > **10\$**)

We can focus of the New York to increase the profit / or invest in other city to increase coverage, depend on strategy.

1. Exploratory data analysis

Insight #3



The customer's age bracket from 18-40 accounted for **73%** of the total transaction.

The marketing campaign should focus on this sector.

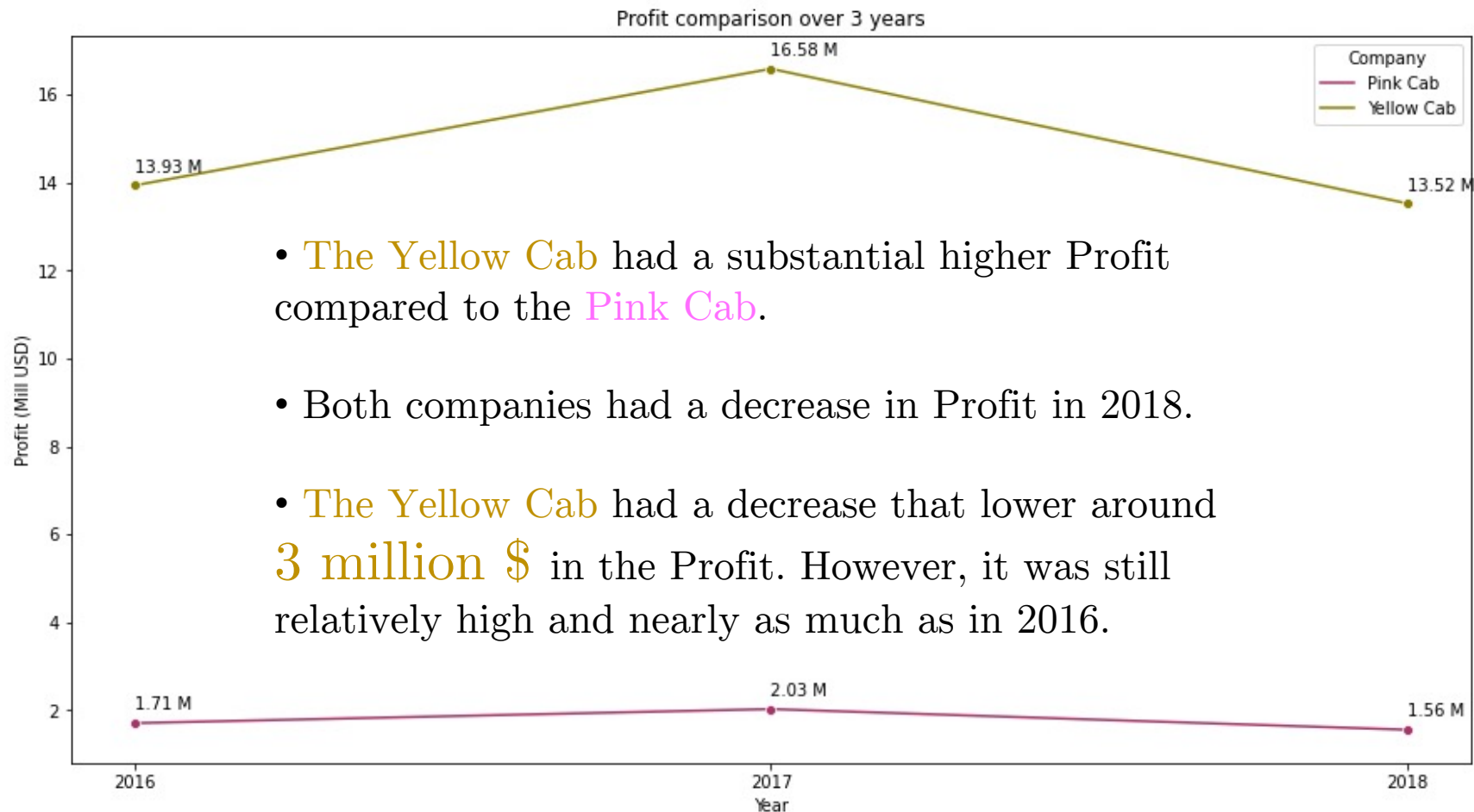
2. Finding the most profitable Cab company

3 main criteria to determine the investment:

1. Total profit
2. Average profit/km
3. Total number of transaction

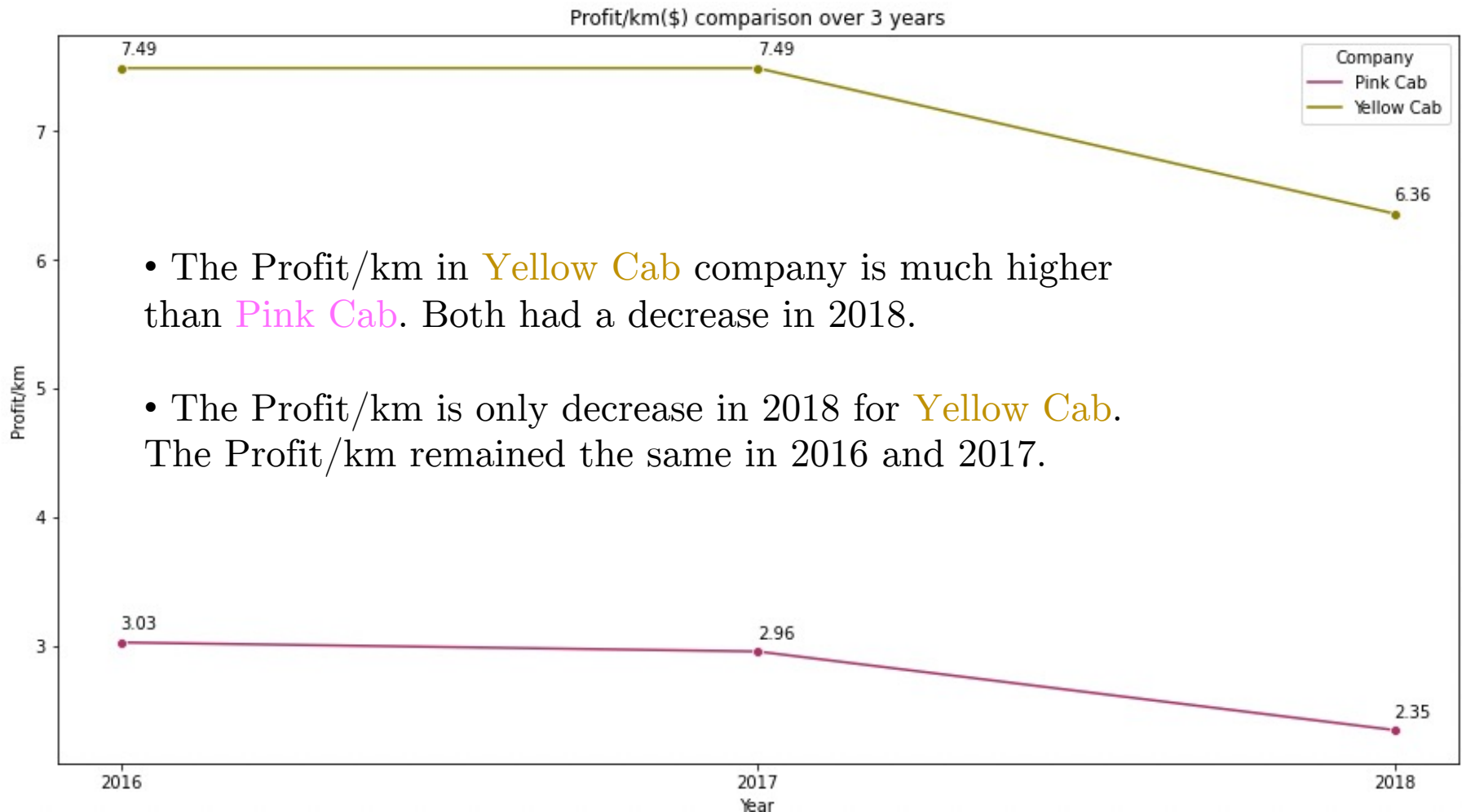
2. Finding the most profitable Cab company

1. Total profit



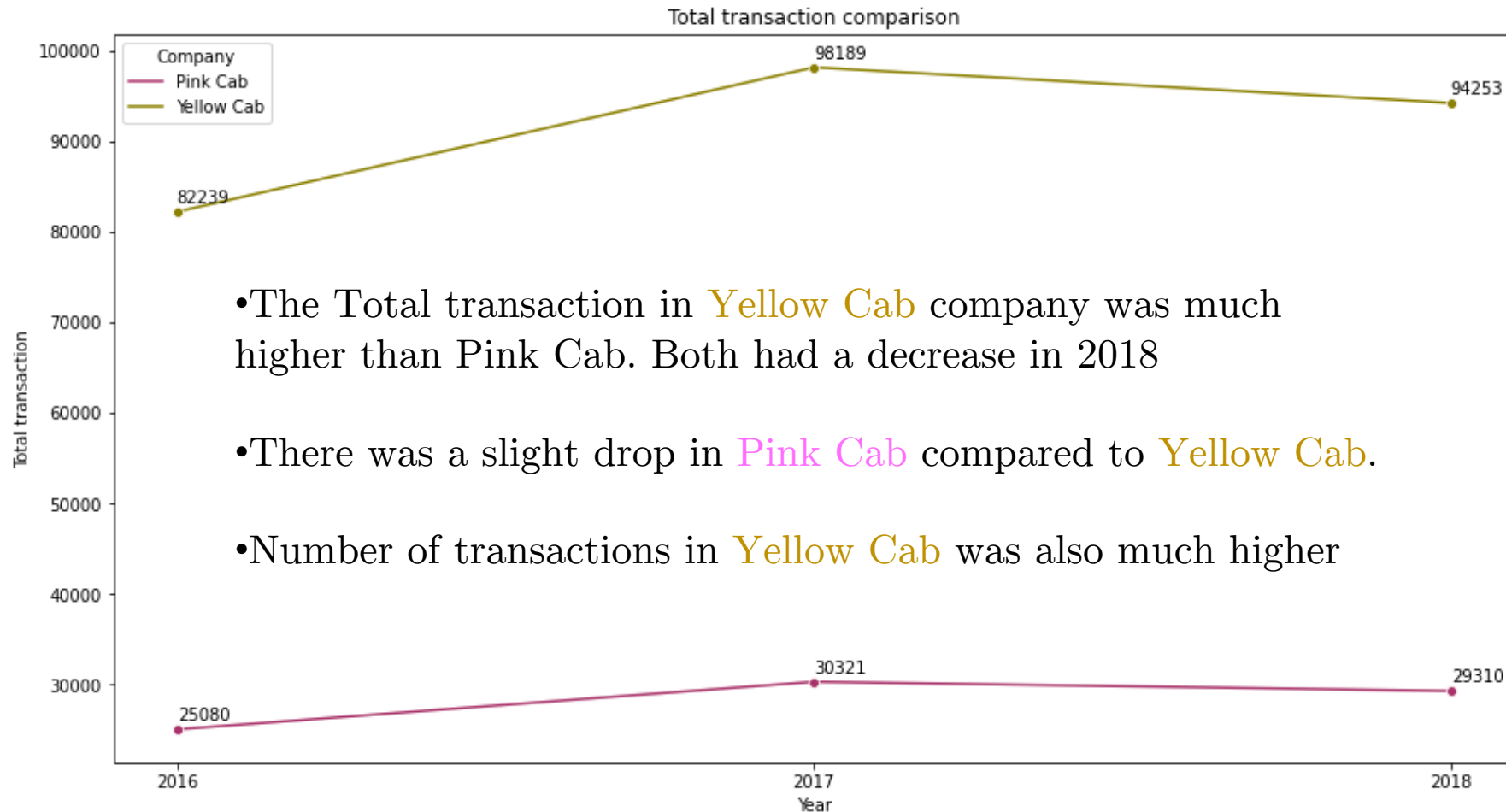
2. Finding the most profitable Cab company

2. Average profit/km



2. Finding the most profitable Cab company

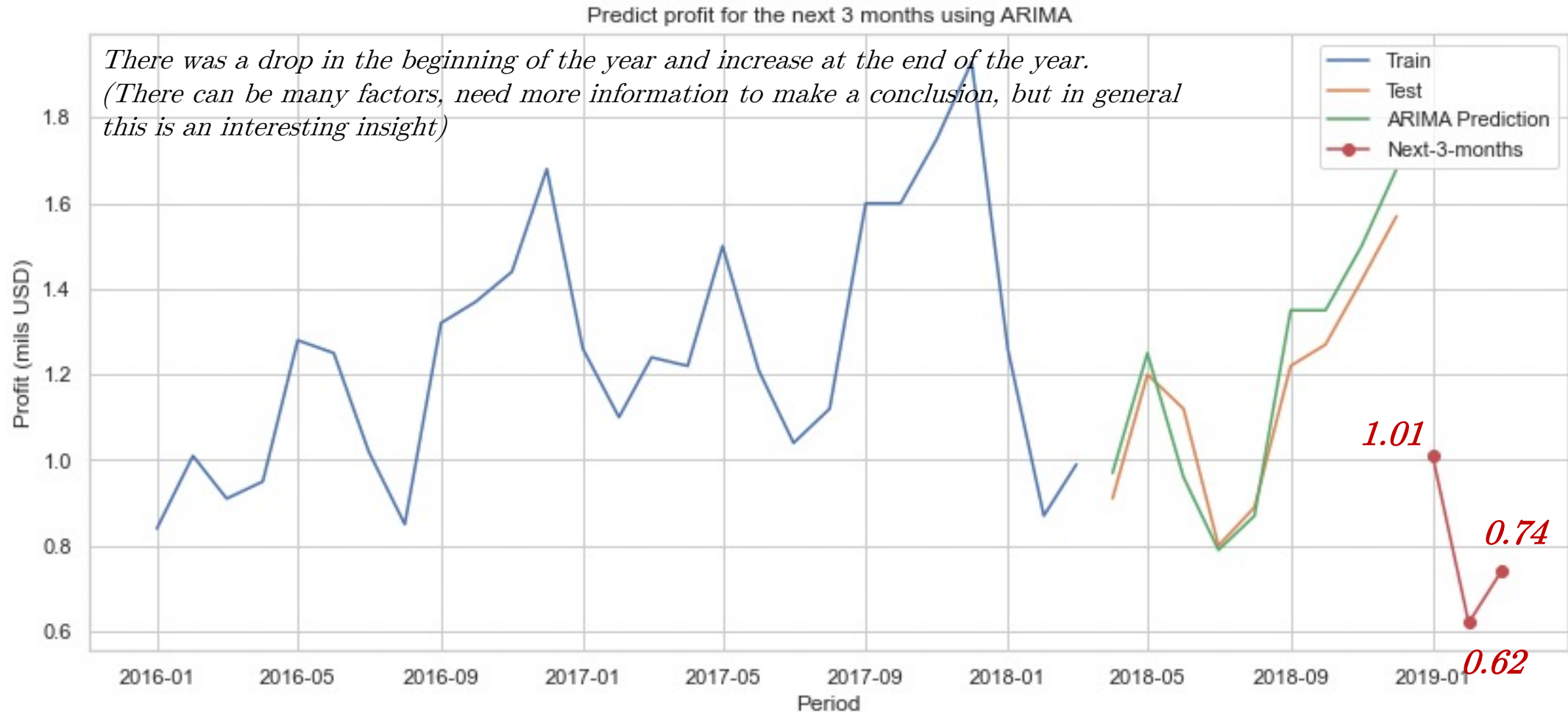
3. Total number of transaction



2. Finding the most profitable Cab company

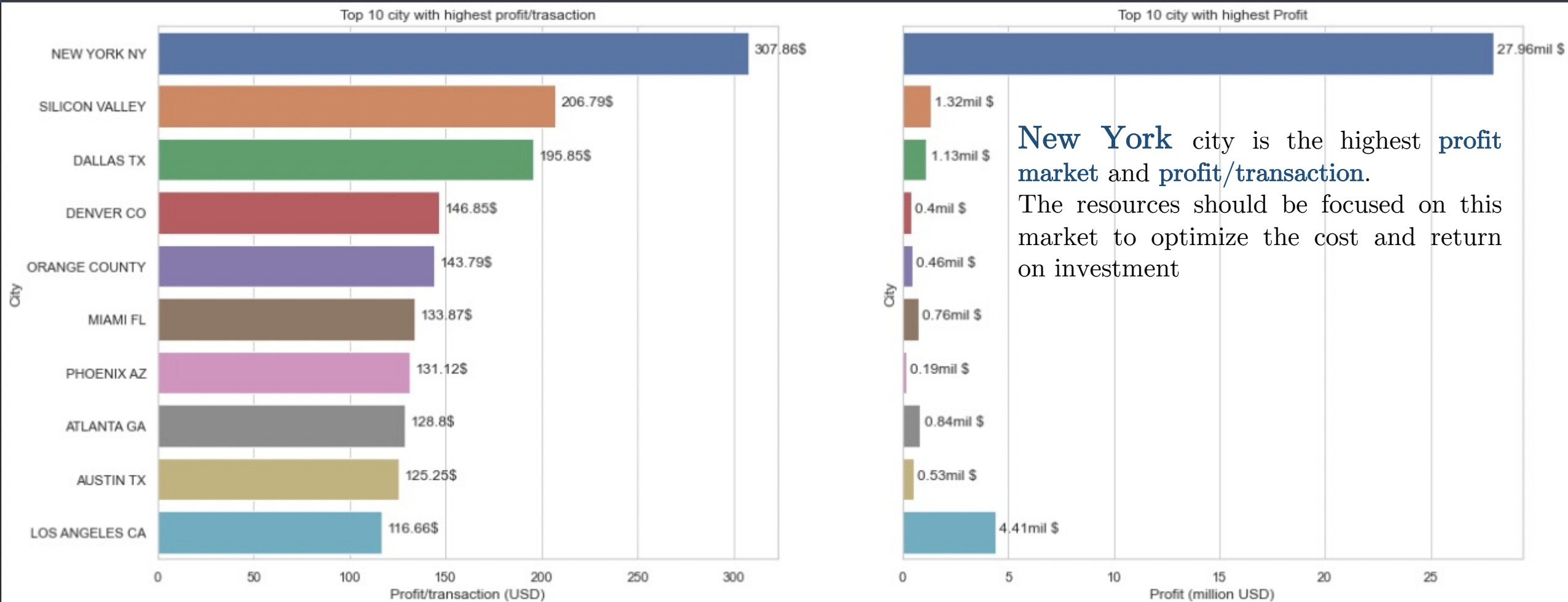
Investment recommendation: We should invest in the **Yellow Cab** since it had higher **profit, amount of transactions (larger market), and has potential (the Profit did not drop so much)**. With the correct strategy, we can leverage the brands and increase the profit. Next recommendation will go into detail about the strategies.

3. Forecasting profit



Next **3 months** will be a huge **downtrend** based on **ARIMA prediction**, therefore we should wait until the end of the year to make an investment based on the **seasonal trend**

4. Recommendations investment strategy



New York city is the highest profit market and profit/transaction.

The resources should be focused on this market to optimize the cost and return on investment

Although Los Angeles had very high profit (4,41 mil USD in total), Dallas and Silicon Valley should have attention in the marketing since it had low profit but *very high profit per transaction*, which mean it has very *high potential* in this segment.

Thank You
For Reading



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