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G2M Insight Cab Investment

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Cab Investment Data Analysis Report

Background Information

XYZ is a private firm in the US. Due to remarkable growth in the Cab Industry in the last few years and multiple key players in the market, it is planning for an investment in the Cab industry and as per their Go-to-Market(G2M) strategy they want to understand the market before making a final decision.

Problem Statement

Which is the best metrics to assist XYZ company decide on which cab company to invest in?

Proposed Solution

Through analyzing all the datasets, I decided to merge the Transaction_ID,Cab_Data and Customer_ID datasets to produce one master Dataset. Carried it to EDA and got some meaningful insights that will be provided in the EDA notebook.

Conclusion of Analysis

- Initially in analysis outliers in price charged could be identified but through further analysis this could be a result of discounts offered by Yellow Cab Company.
- Yellow Cab offers discounts which favour Female and elderly customers.

- Margins of Yellow Cab decrease with the increase of transactions while Pink Cab margins increase with increase of transactions. The model Yellow Cab usage is favourable this shows during peak periods prices charged or cost per trip rates decrease making it favourable.
- Pink Cab has a higher number of Young customer base which shows potential of growth given improvement of their business model.
- Yellow Cab will maintain a monopoly in the market

Recommendation

- ❖ Yellow Cabs are a monopoly , though pink cab is growing slowly. The best investment made right now would be the Yellow Cabs company.