

# G 2 M INSIGHT C A B INVESTMENT FIRM

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# ABSTRACT



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.



## Objective:

Compare and Contrast the 2 cab companies  
Identify the right company to make their investment.

# FEATURE ENGINEERING



We merged all given datasets and in total have 15 features.



Created a new feature:  
Profit (used Price Charged & Cost of Trip feature subtraction)



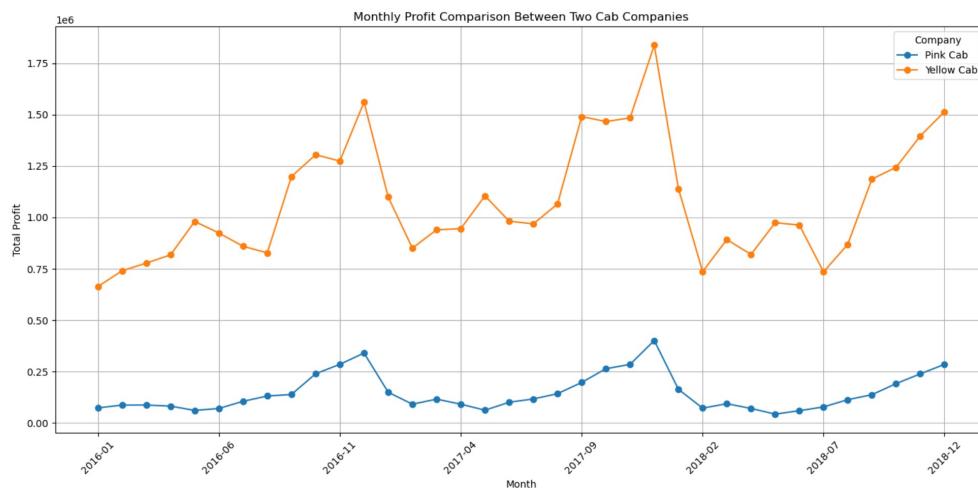
Timeframe of the data:  
2016-01-31 to 2018-12-31



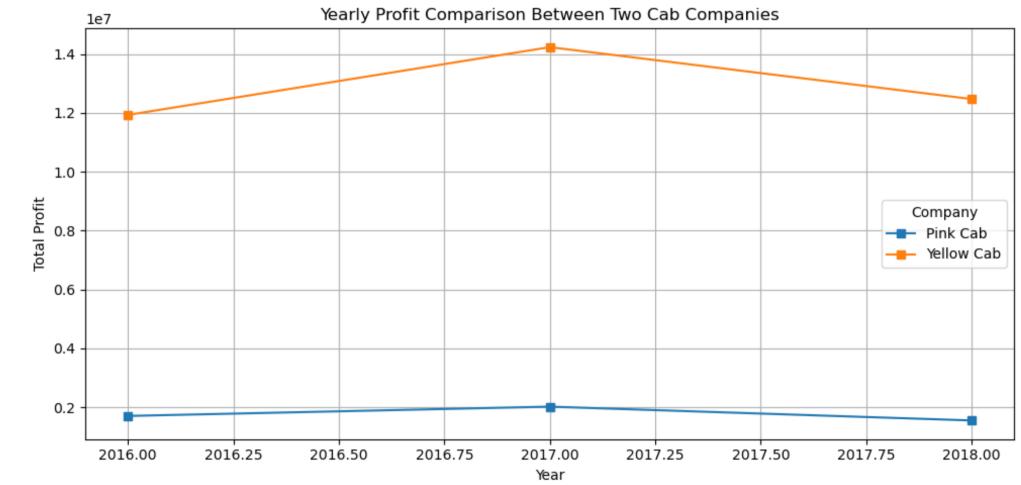
Total data points: 352,148

# PROFITABILITY COMPARISON

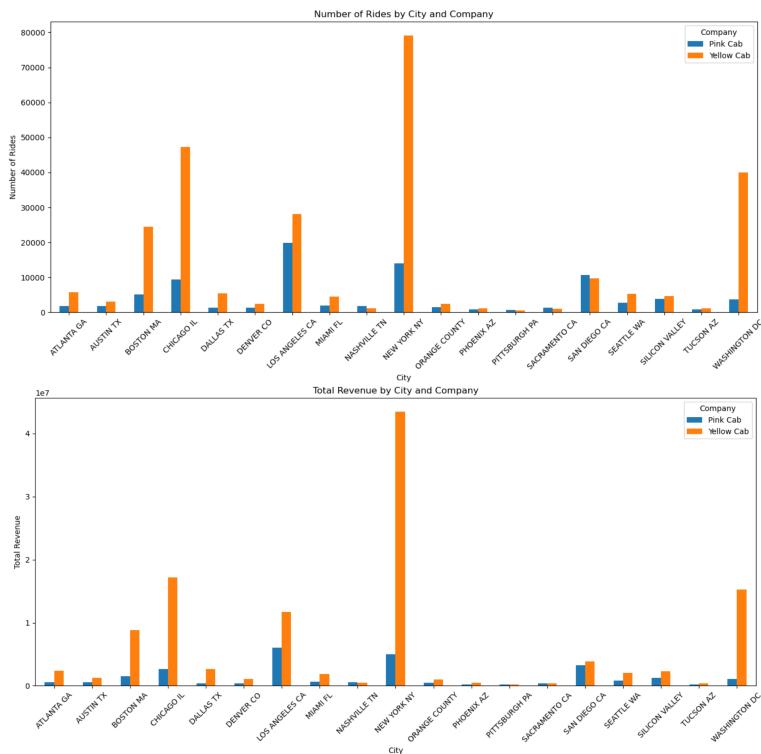
Monthly



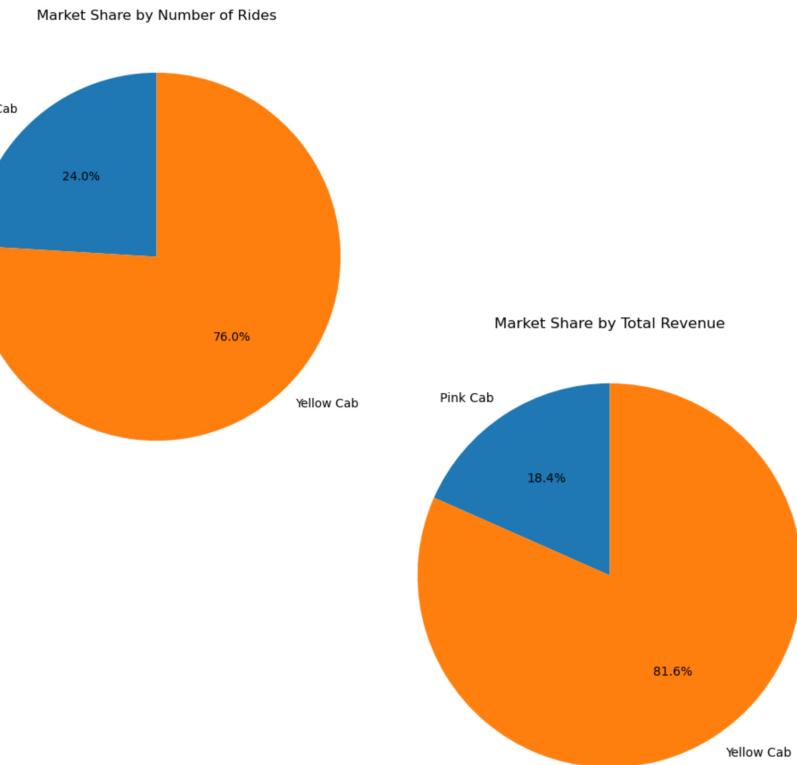
Yearly



## City distribution

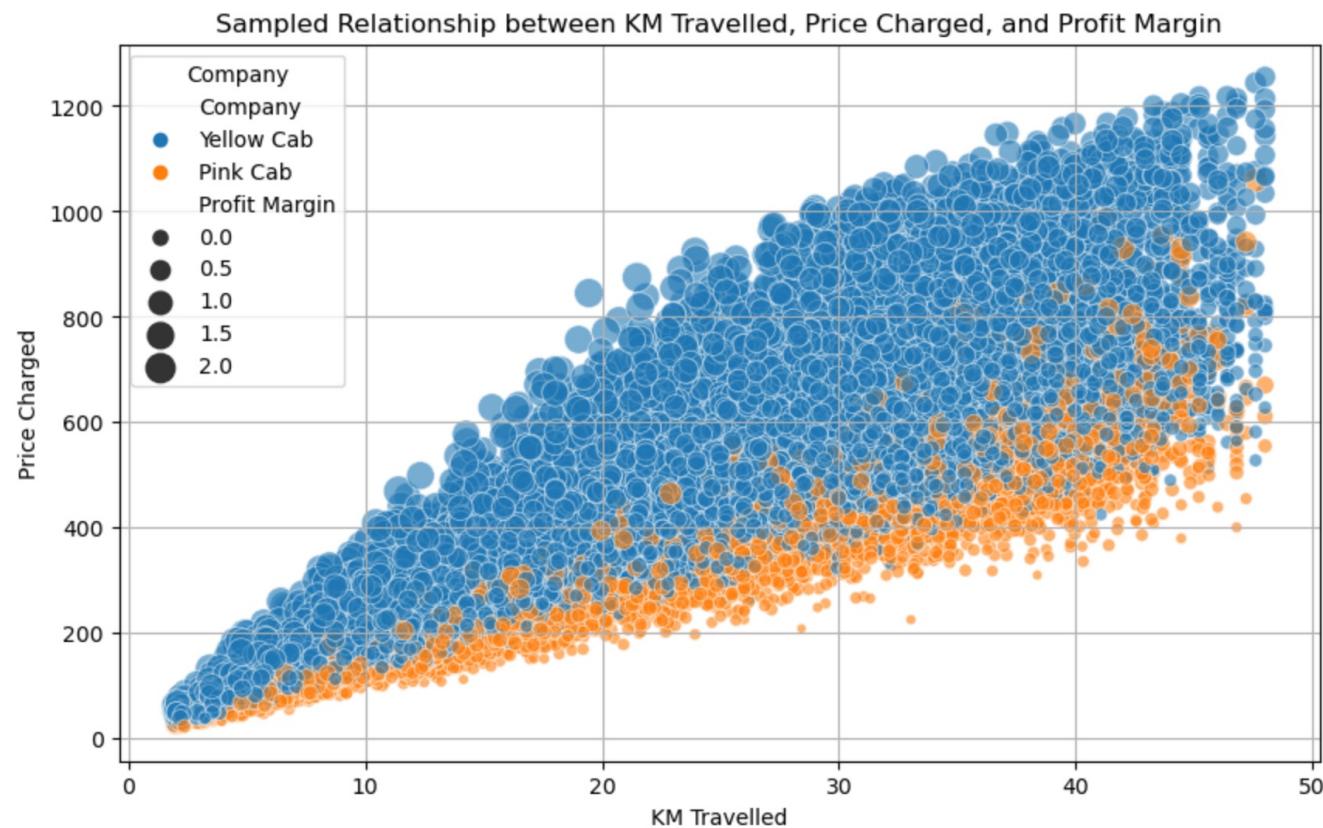


## Market Share

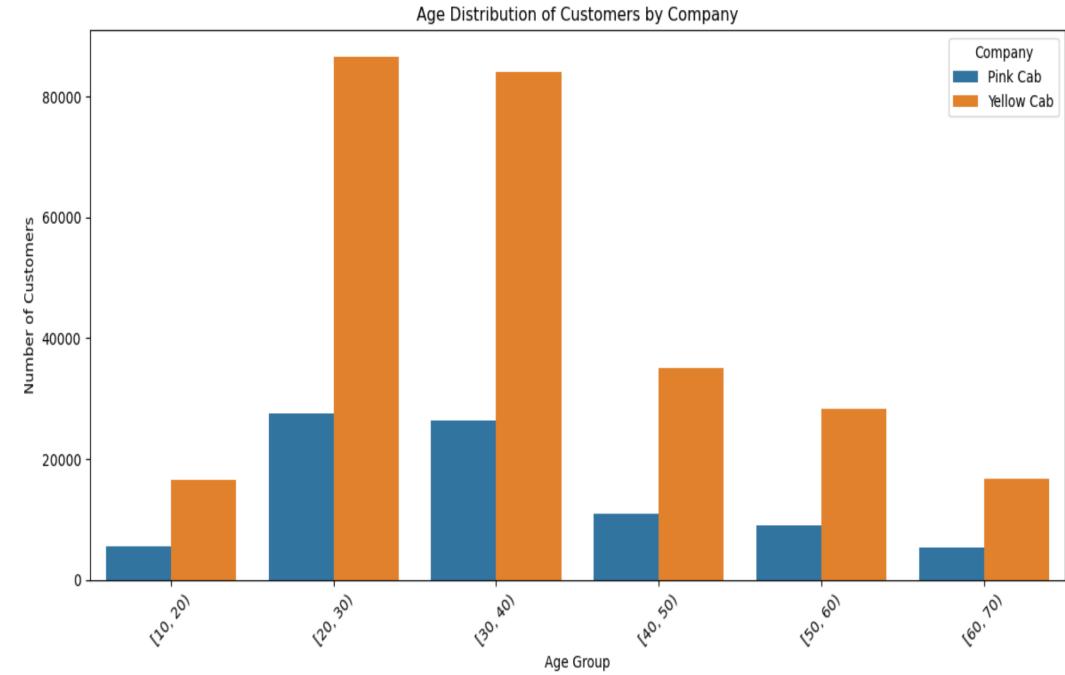
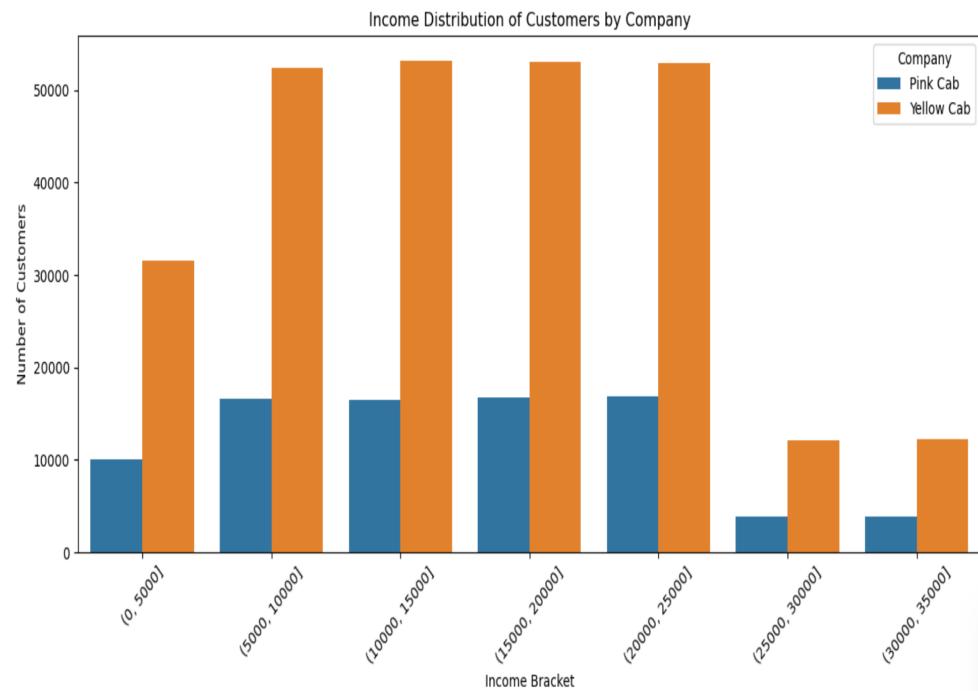


# MARKET SHARE & GROWTH

# OPERATIONAL EFFICIENCY



# CUSTOMER BASE ANALYSIS



# CONCLUSION

- Based on our evaluation of two cab companies, we recommend Yellow as a better investment choice for XYZ:
  - Better Profit Potentials.
  - Higher Market Share
  - Efficient Operation
  - More likely to attract customers





THANK YOU