Data Glacier

Your Deep Learning Partner

G2M Case Study
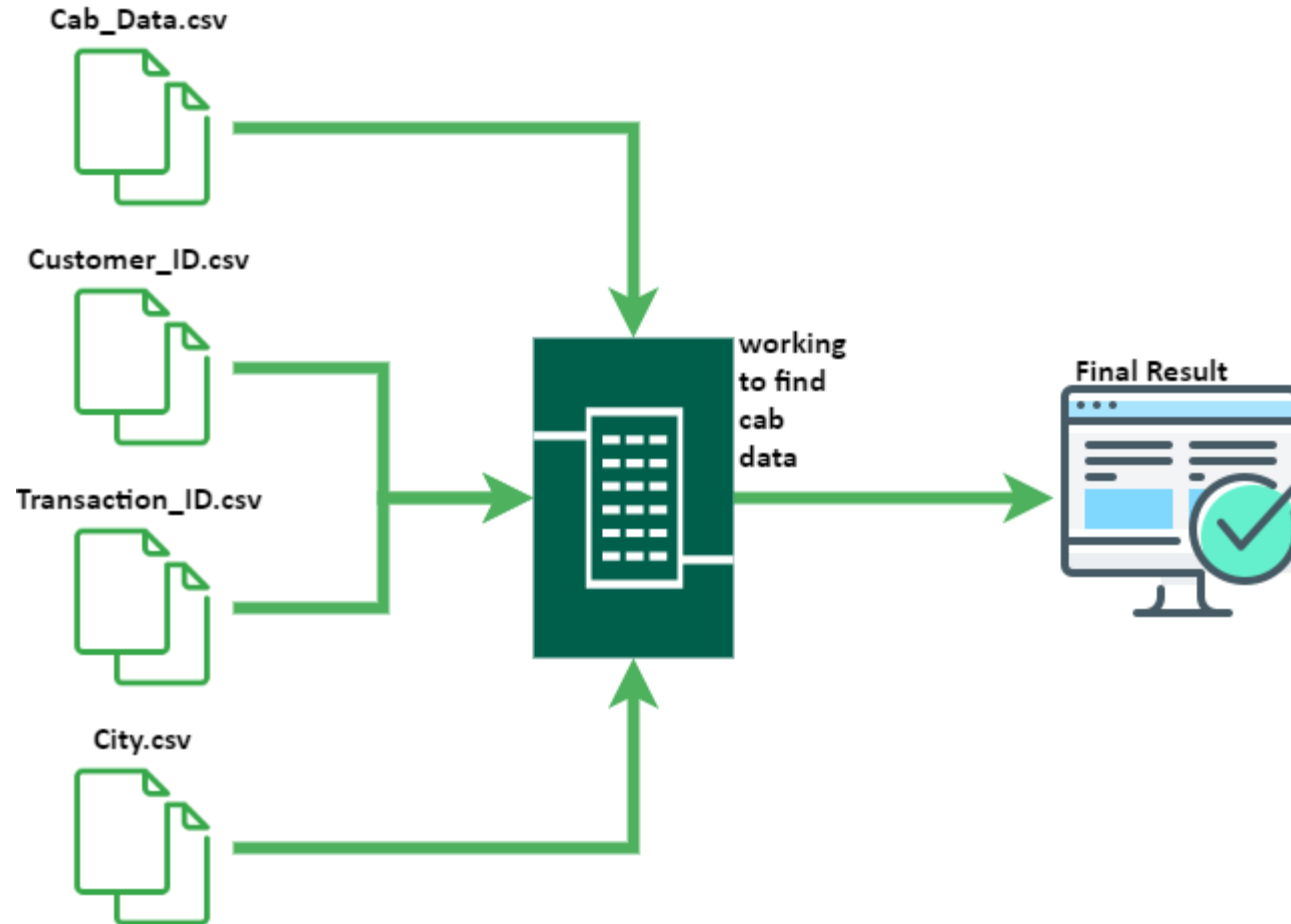
Virtual Internship

20-Jan-2021

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.

The analysis has been divided into four parts:

- Data Understanding

- Data Analysis
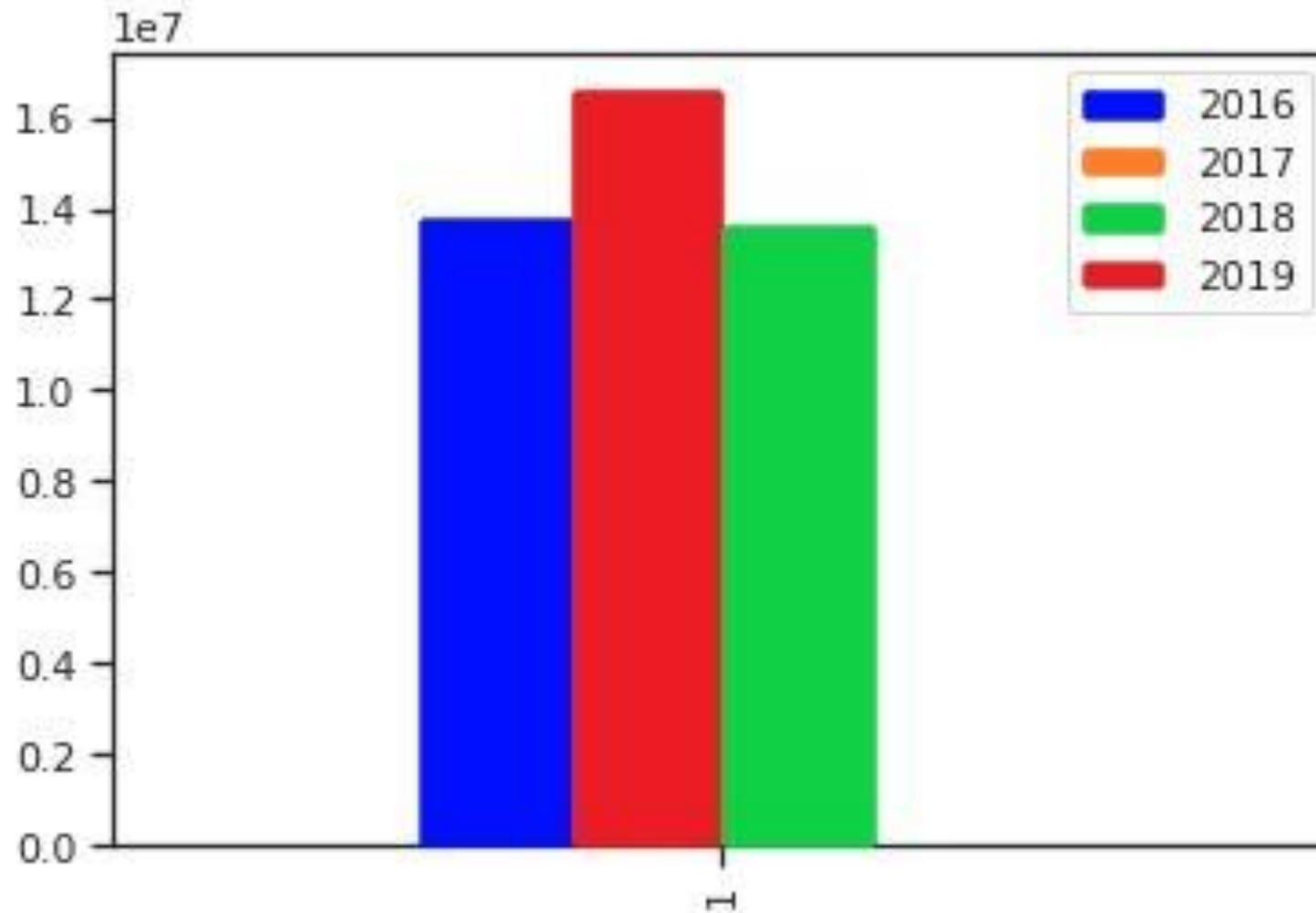
- Recommendations for investment

Data Exploration

Cab_Data.csv

Customer_ID.csv

Transaction_ID.csv

City.csv

working to find cab data

Final Result

All the attributes we used for the exact purpose of getting the best result we're looking for in our analysis
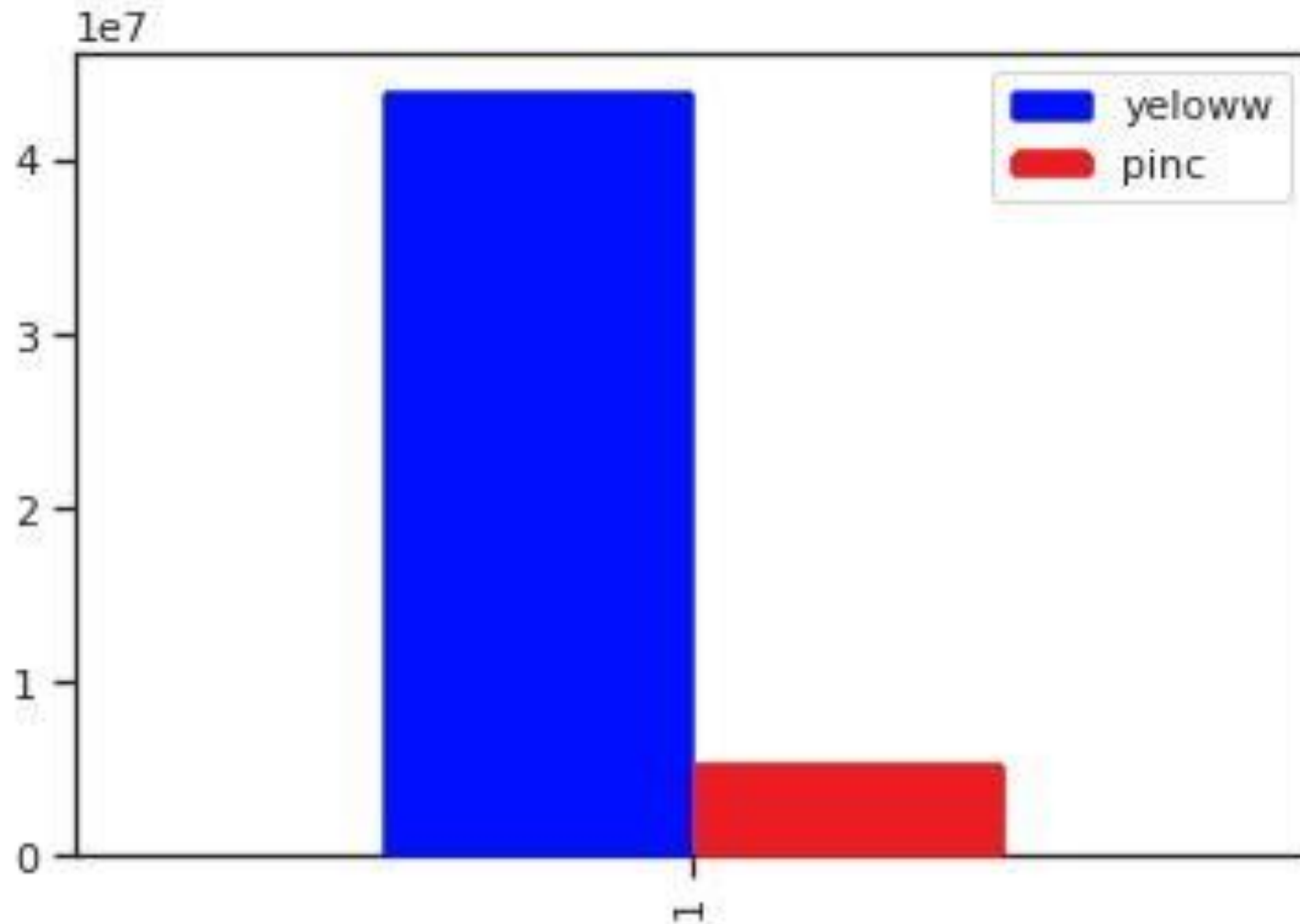
Data Exploration

Profit percentage by year for yellow taxi

As We can see from the previous graphic 2019 profits were the highest between years 2016-2018-2019
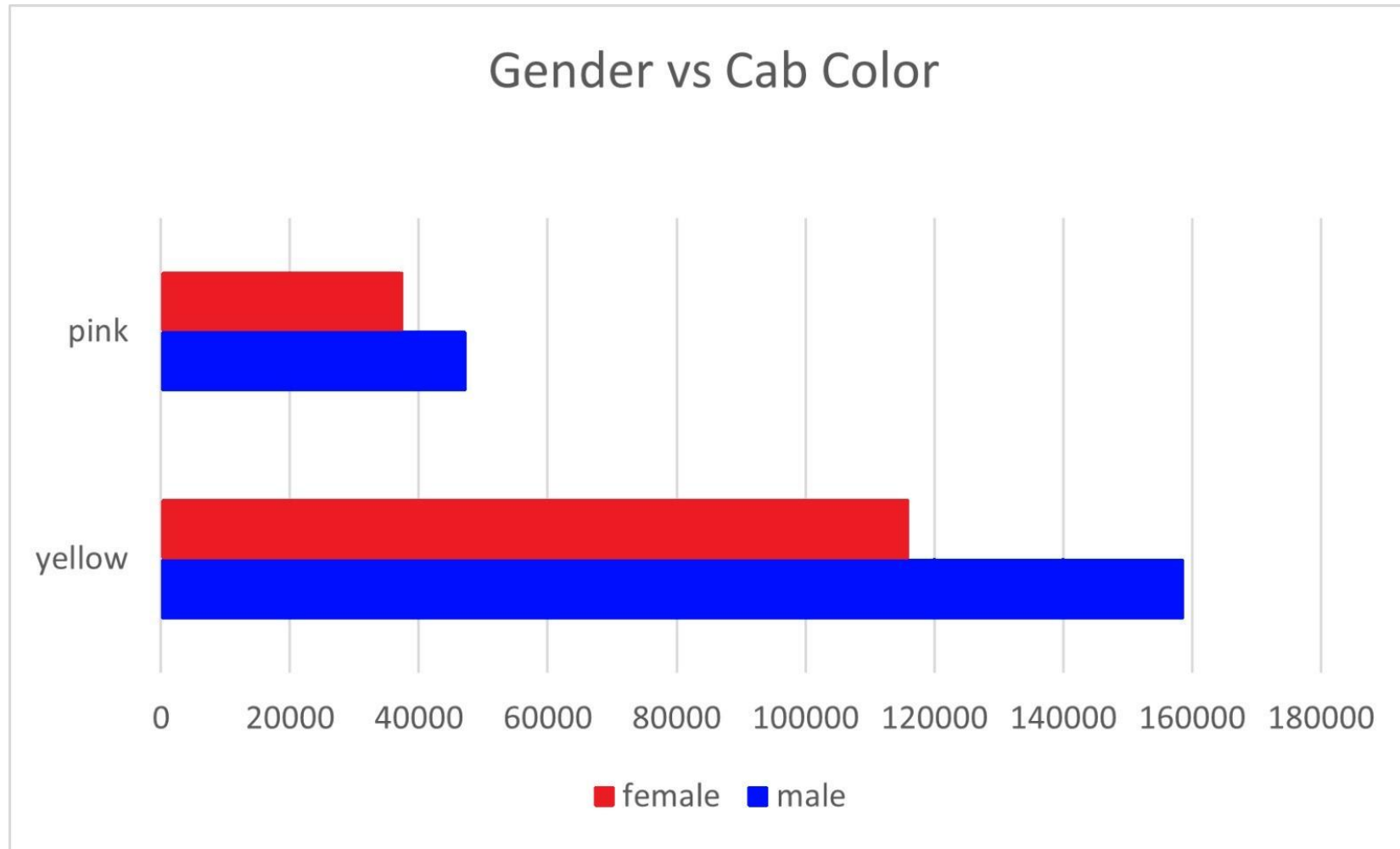
Data Exploration

## Amount of profits in total between the yellow and pink taxi

The yellow taxi outperforms the pink taxi so as its shown The difference in profits between the Yellow taxi and pink taxi is very huge and obvious.
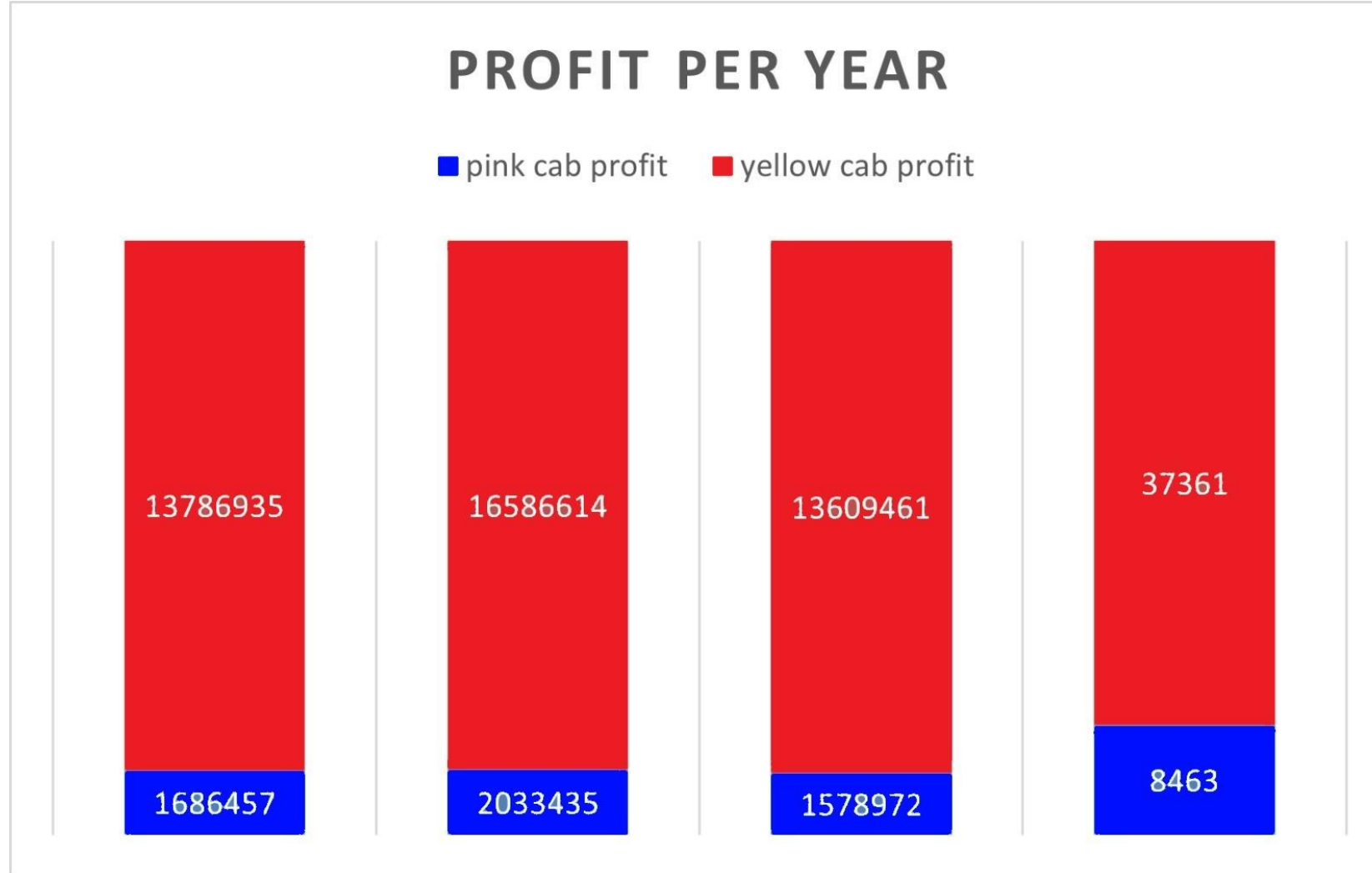
Data Exploration

Gender vs Cab Color

From what we have seen so far the yellow taxi customers are much more than the pink taxi customers but in this graph we can easily notice thar the male customers are much more than the female customers in pink and Yellow Taxi

Data Exploration
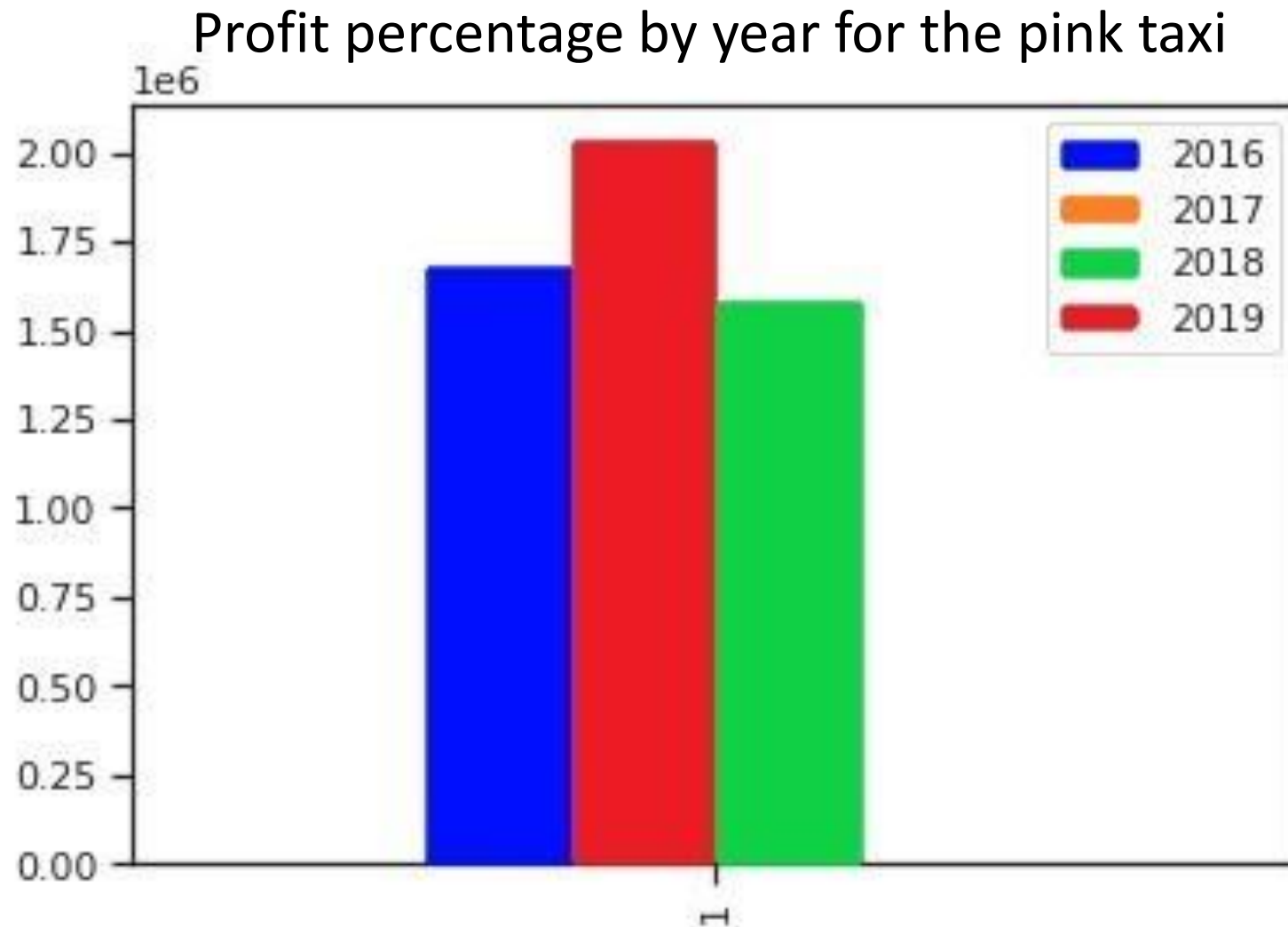
Profit percentage by year for the pink taxi

As We can see from the previous graphic 2019 profits were the highest between years 2016-2018-2019

Data Exploration

PROFIT PER YEAR

■ pink cab profit   ■ yellow cab profit

Year	Yellow cab profit	Pink cab profit
1	13786935	1686457
2	16586614	2033435
3	13609461	1578972
4	37361	8463

As we can see ,The yellow taxi outperforms the pink taxi in profits over the years

Data Exploration

Pink Cab

| | 45000 |
| 40000 |
| 35000 |
| 30000 |
| 25000 |
| 20000 |
| 15000 |
| 10000 |
| 5000 |
| 0 |

A 18-25   B 25-40   C 40-60   D 60+
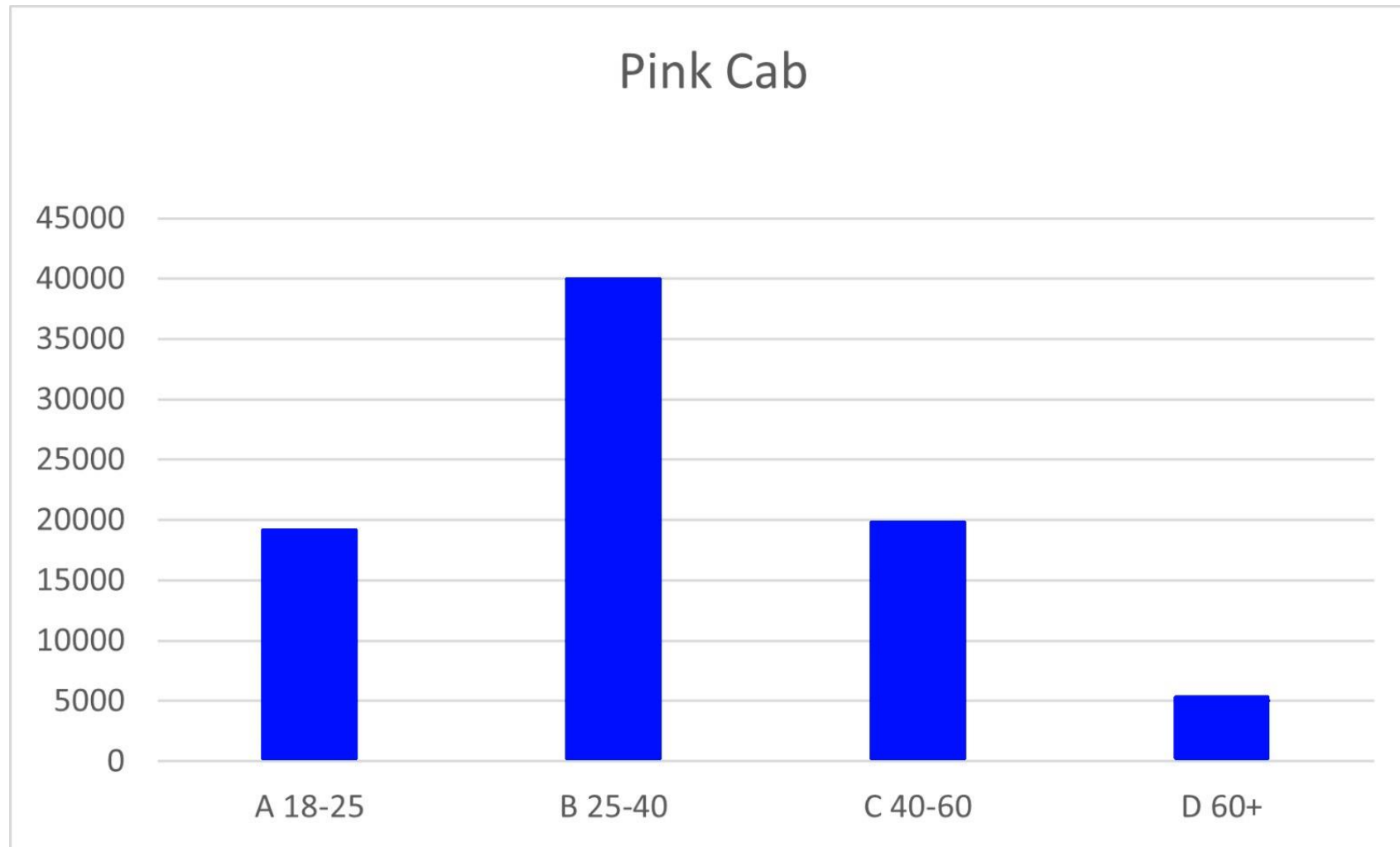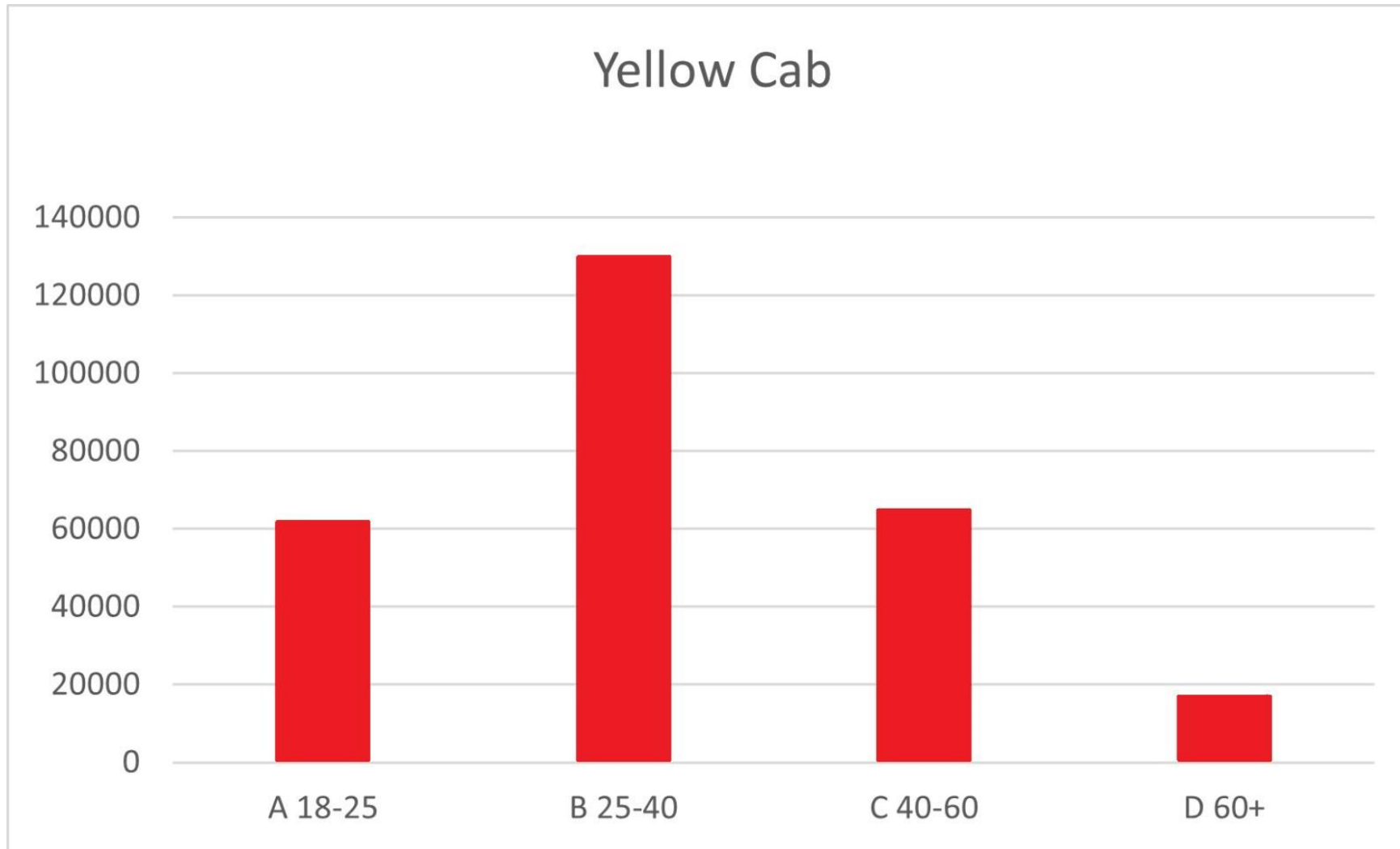
The dominant age of the pink taxi customers is between 25-40 ,then follows it customers who are between 40-60 ,comes after that customers between 18-25 and at the end customers who are above 60.

Data Exploration

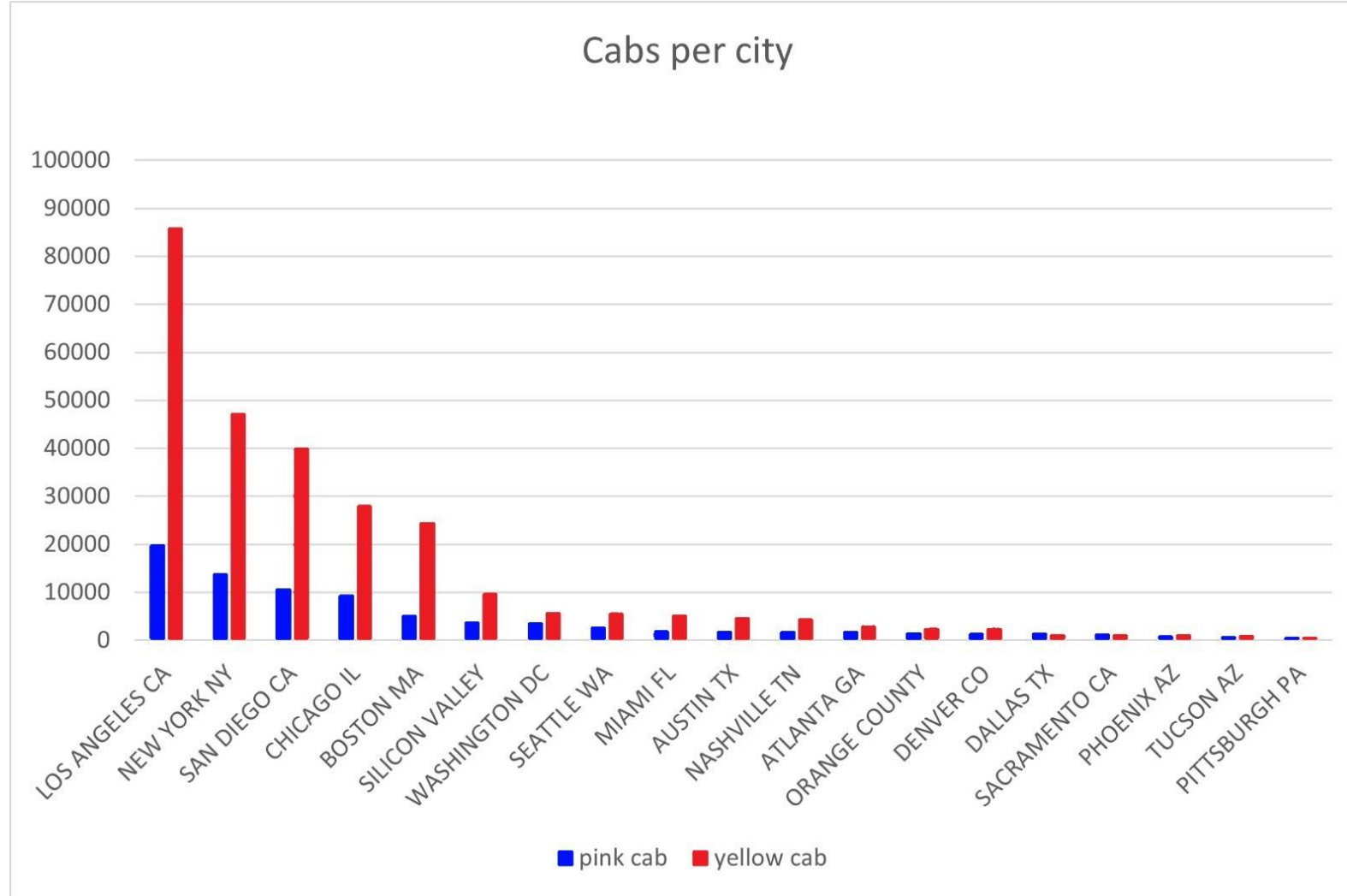
Yellow Cab

Just like the pink taxi the dominant age of the yellow taxi customers is between 25-40 ,then follows it customers who are between 40-60 ,comes after that customers between 18-25 and at the end customers who are above 60 except that the numbers of the yellow customers are a lot more.

Data Exploration

Cabs per city

In big cities Yellow taxi is used much more than pink taxi where pink taxis are barely used but we can see that there is not any difference between the two taxis in small cities where taxis aren't even used that much !

Recommendations

After studying the situation of taxi companies on the following levels, we found that the yellow cab is better than the pink cab:

- The yellow taxi outperforms the pink taxi so as its shown The difference in profits between the Yellow taxi and pink taxi is very huge and obvious.

- From what we have seen so far the yellow taxi customers are much more than the pink taxi customers and by gender we can easily notice that the male customers are much more than the female customers in pink and Yellow Taxi.

- The dominant age of both taxis customers is between 25-40 ,then follows it customers who are between 40-60 ,comes after that customers between 18-25 and at the end customers who are above 60 except that the numbers of the yellow customers are a lot more.

- Yellow cab's average profit per year is almost four times the average profit per year of the Pink cab.

- In big cities Yellow taxi is used much more than pink taxi where pink taxis are barely used but we can see that there is not any difference between the two taxis in small cities where taxis aren't even used that much !

Based on the points that I have made above , I would recommend Yellow cab for investment.

Thank You