G2M Insight for Cab Investment
Virtual Internship

21-Jan-2023

EXECUTIVE SUMMARY

Following your company engaging us to provide actionable insights to help you in identifying the right cab company for making an investment; **we recommend the Yellow Cab company for investment** after performing a through analysis.

The Yellow Cab company outperformed the Pink Cab company on the following aspects:

- Customer reach

- Total profit across income groups

- Revenue generation

- Market share

- Age-wise reach

- Popularity across trip categories

- Preference across gender roles.
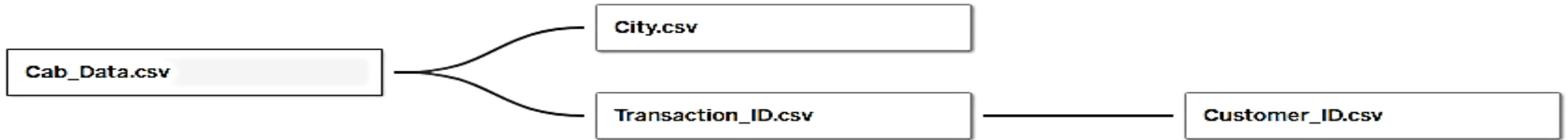
Background –G2M(cab industry) case study

- 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.

- **Objective** : Provide actionable insights to help XYZ firm in identifying the right company for making investment.

The analysis has been divided into four parts:

- Data Extract Transform Load(ETL) Processes

- Exploratory Data Analysis(EDA)

- Exploratory Data Analysis Summary

- Recommendations for investment

Data ETL Process

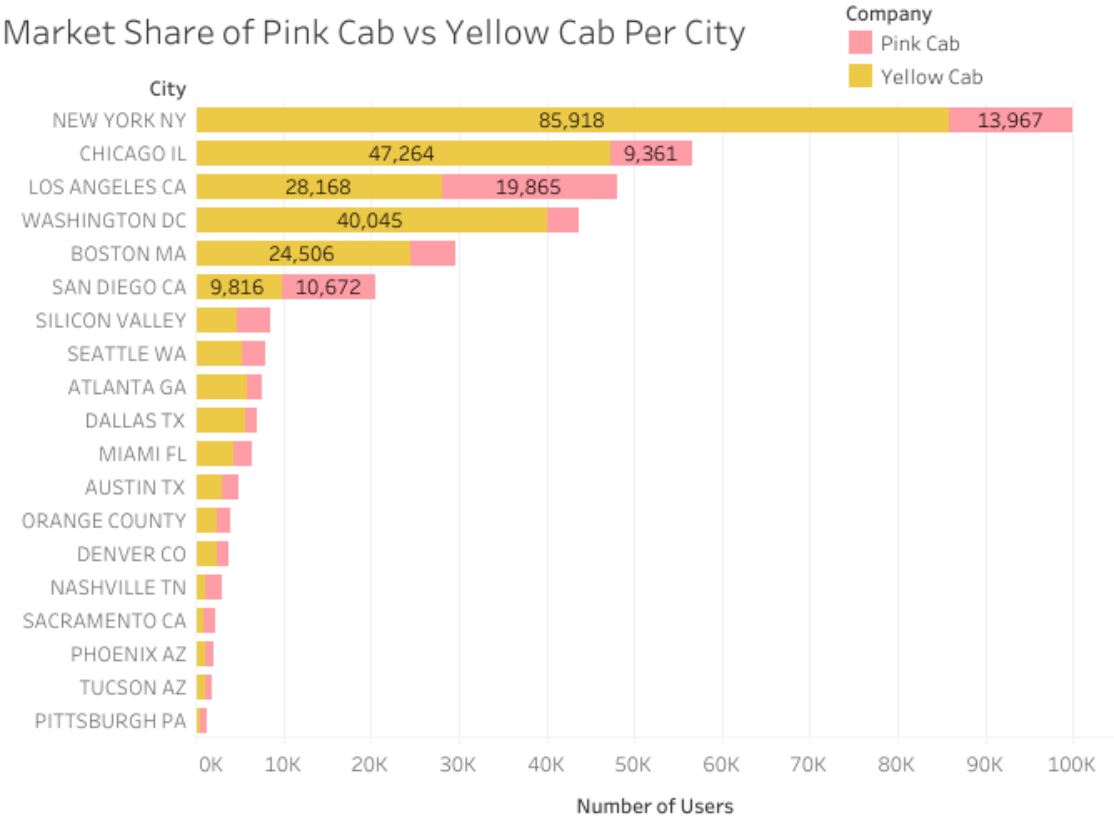- Relationship between the data files

- 17 Total Features(excluding derived features)

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

- I performed a cross merge based on the relationship between the files above to create a master data file. I also cleaned and transformed the data to the appropriate format for analysis using Python(pandas) and exported the data to a csv file.

- Later I performed exploratory data analysis using Tableau from which I generated the insights for investment recommendation.
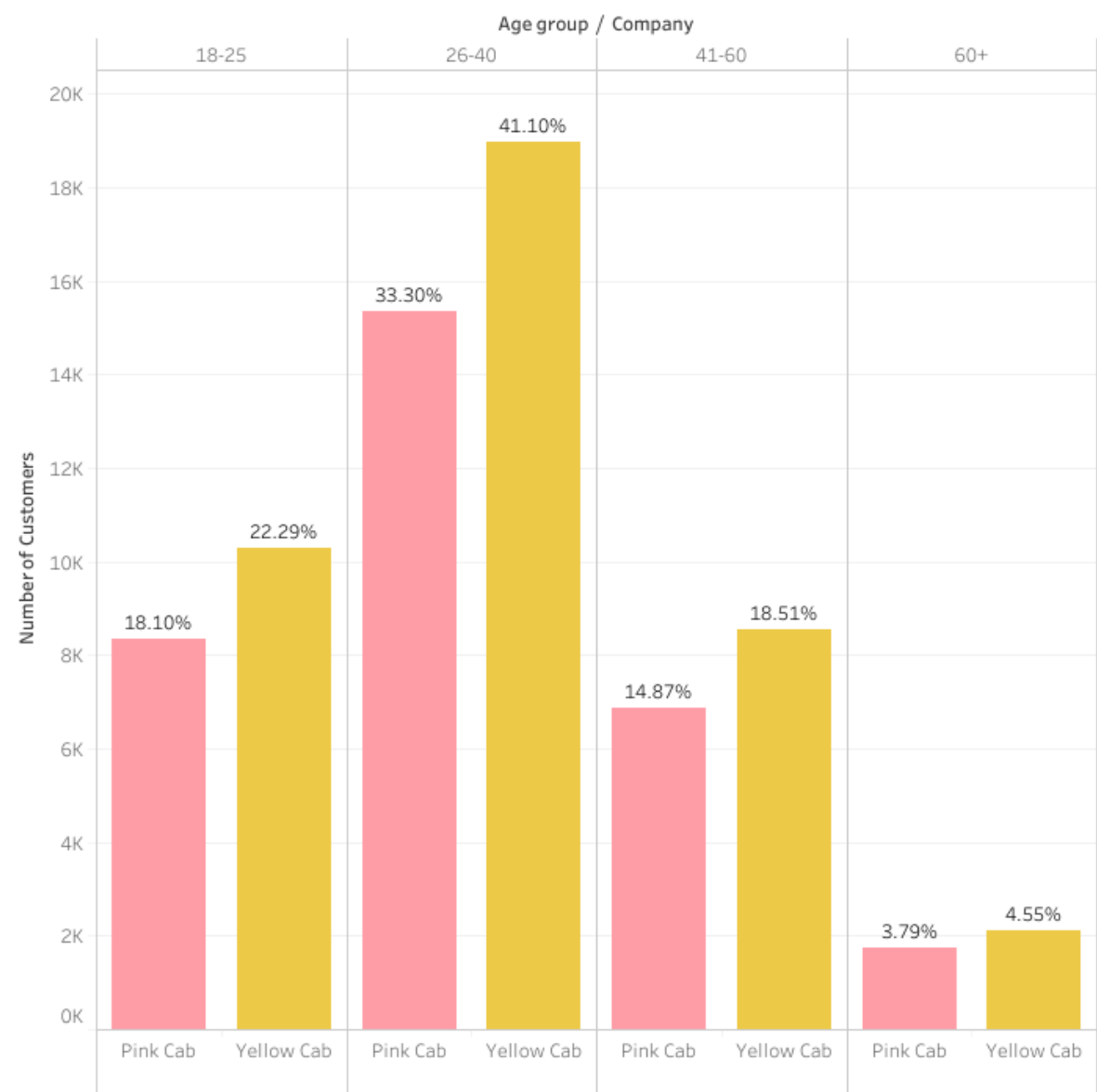
Market Share of Each Cab Company Per City

Market Share of Pink Cab vs Yellow Cab Per City

Company
- Pink Cab
- Yellow Cab

City

City	Values
NEW YORK NY	85,918 / 13,967
CHICAGO IL	47,264 / 9,361
LOS ANGELES CA	28,168 / 19,865
WASHINGTON DC	40,045
BOSTON MA	24,506
SAN DIEGO CA	9,816 / 10,672
SILICON VALLEY	
SEATTLE WA	
ATLANTA GA	
DALLAS TX	
MIAMI FL	
AUSTIN TX	
ORANGE COUNTY	
DENVER CO	
NASHVILLE TN	
SACRAMENTO CA	
PHOENIX AZ	
TUCSON AZ	
PITTSBURGH PA	

0K 10K 20K 30K 40K 50K 60K 70K 80K 90K 100K

Number of Users

- Customers prefer Yellow Cabs over Pink Cabs based on the proportion of customers using Yellow Cab over the Pink Cab per City.
- An exception to this case are the cities of Sacremento, Nashville, San Diego, Pittsburgh.
- Further investigation is necessary to determine the eaxt cause whether it could be availability, gender of the user, or other factors.

Market Share of Each Cab Company Across Age Groups

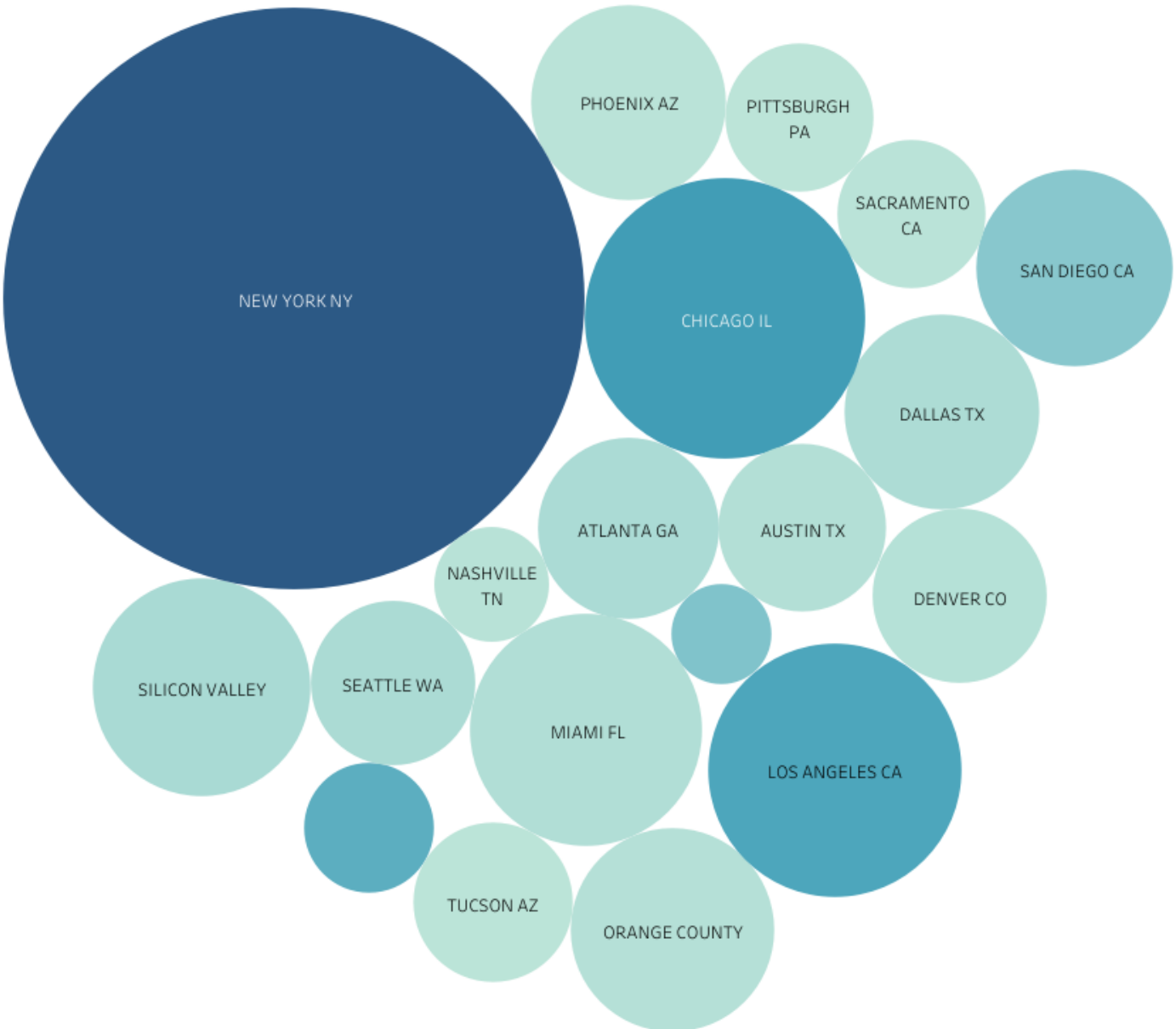Market Share of Pink Cab vs Yellow Cab Across Age Groups

- The Yellow Cab has a higher market share over the Pink Cab across all age groups including the 60+ age bracket.
- We can also see that younger age groups travel more using either Cab company hence bring in the highest amount of revenue.

Breakdown of Population per City Vs Number of Users

Number of Users Per City

- We can see that generally speaking, cities with a large population have a higher number of Cab users.
- However , that is not always the case as is with cities such as Boston MA and Washignton DC.
- This needs to be investigatigated further to determine the factors affecting this such as market penetration, availability of the Cab service or disposable income.
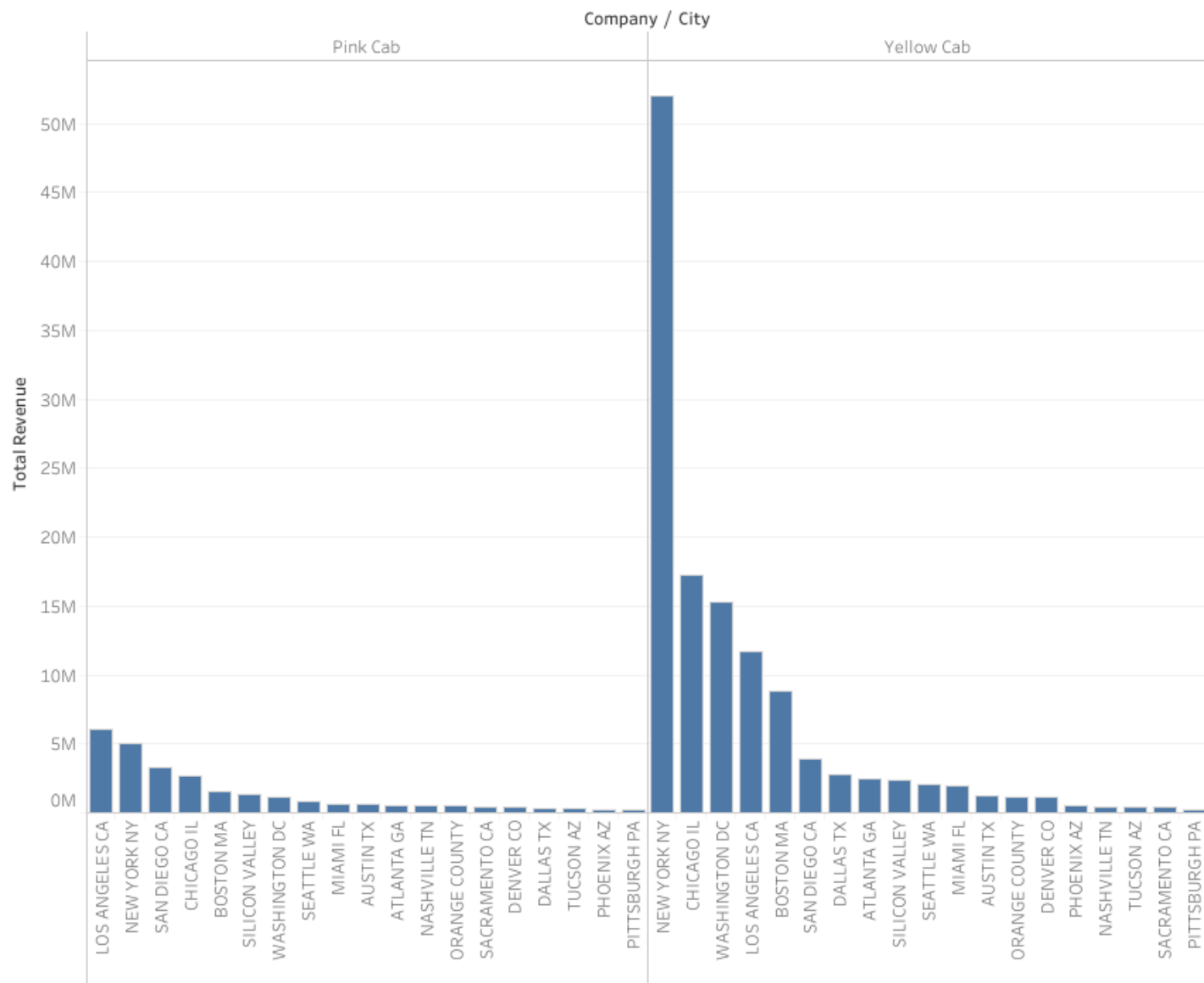
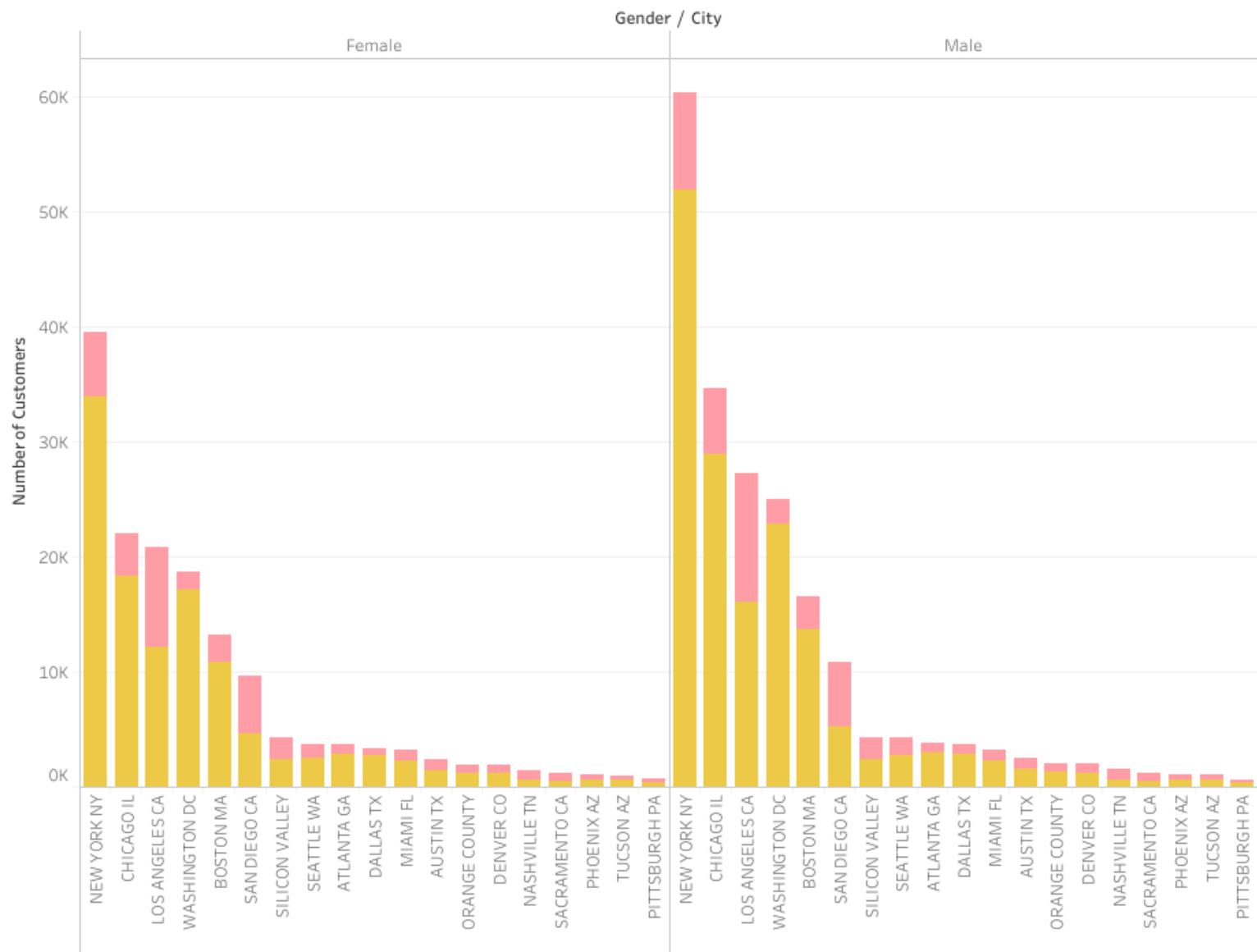# Total revenue of Each Cab Company Across Cities

Total Revenue Per Company in Each City

- The Yellow Cab generates more revenue than the Pink Cab across all cities

Popularity of Each Cab Company Across Gender

Company
☑ Pink Cab
☑ Yellow Cab

Popularity According To Gender

Company
■ Pink Cab
■ Yellow Cab

Gender / City

Female | Male

Number of Customers

NEW YORK NY, CHICAGO IL, LOS ANGELES CA, WASHINGTON DC, BOSTON MA, SAN DIEGO CA, SILICON VALLEY, SEATTLE WA, ATLANTA GA, DALLAS TX, MIAMI FL, AUSTIN TX, ORANGE COUNTY, DENVER CO, NASHVILLE TN, SACRAMENTO CA, PHOENIX AZ, TUCSON AZ, PITTSBURGH PA
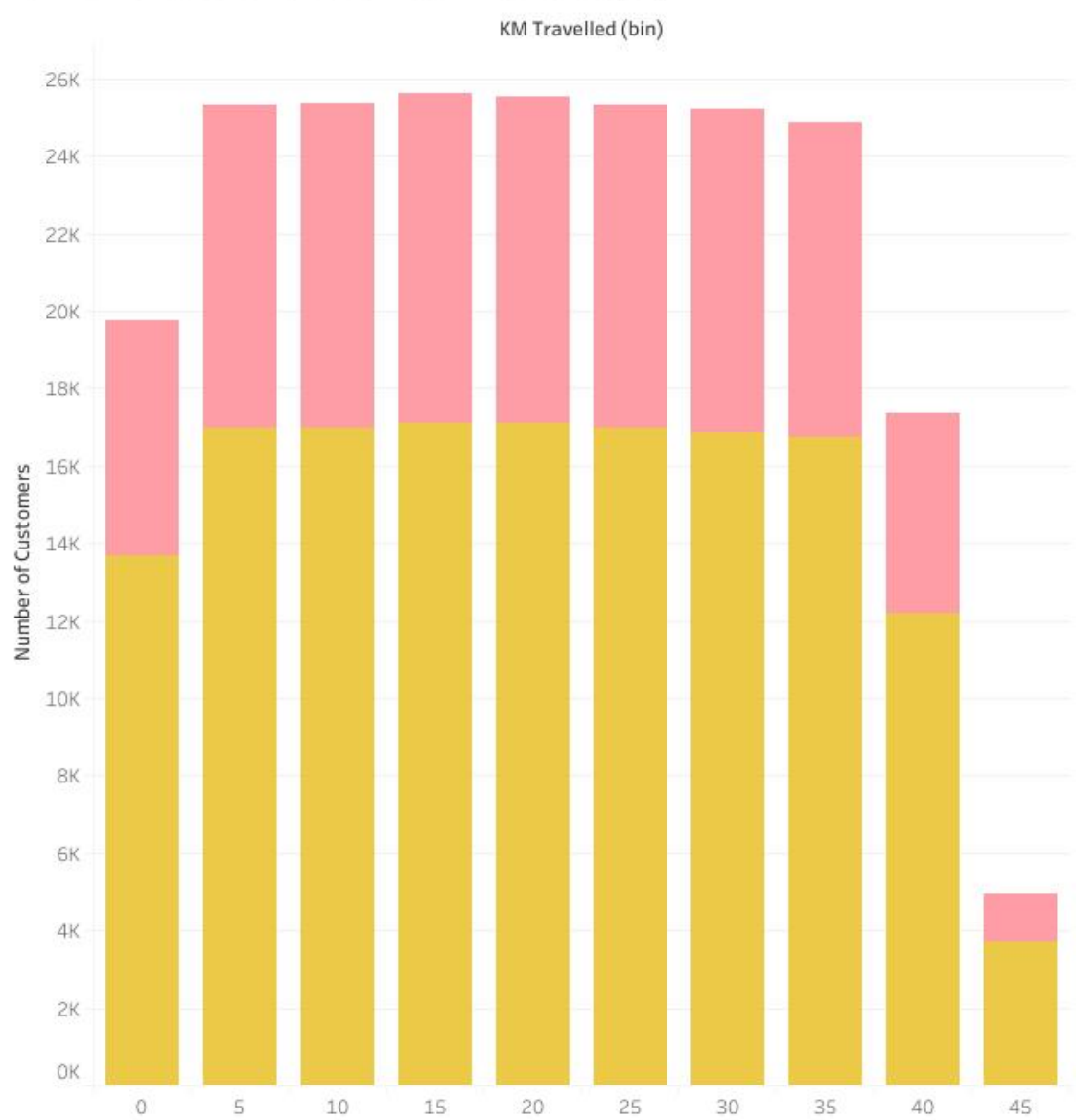
- The Yellow Cab is more popular than the Pink Cab in both genders(Male and Female)

Popularity of Each Cab Company Across Trip Categories

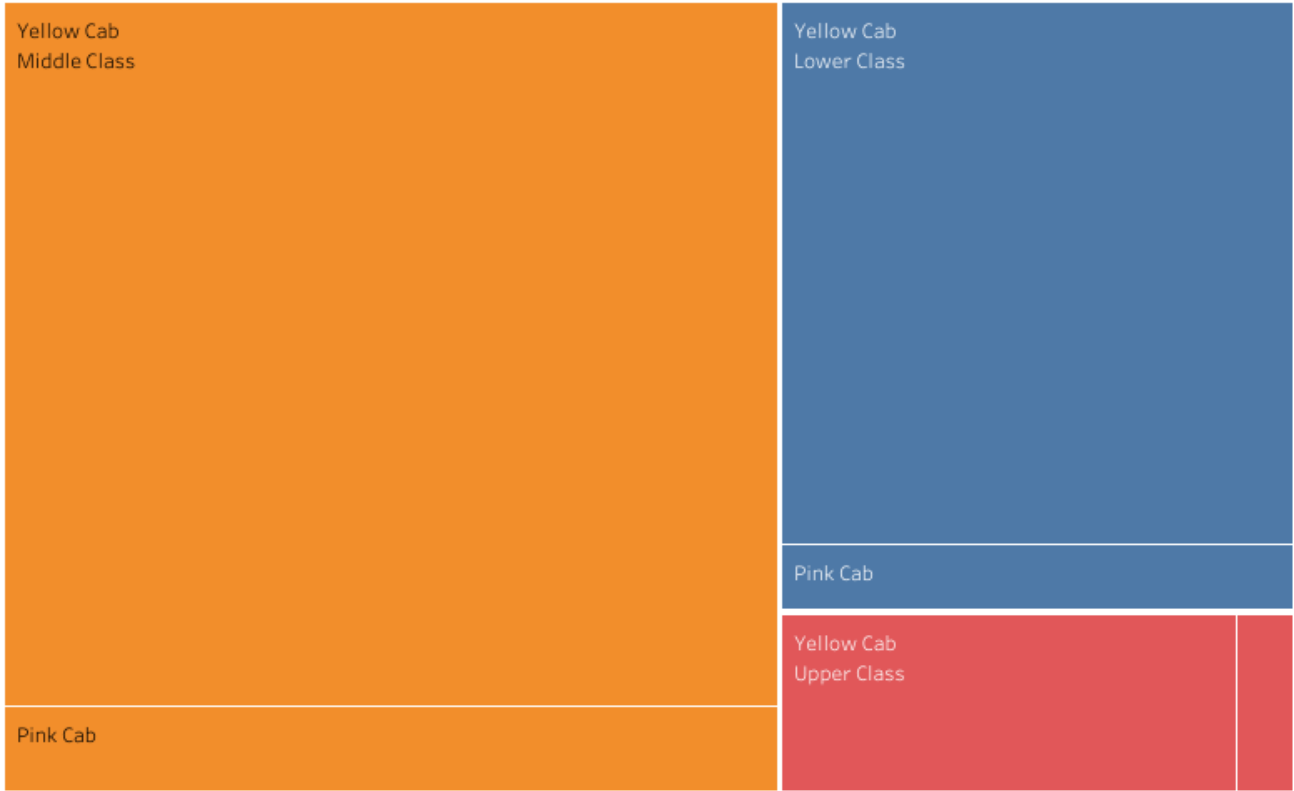- The Yellow Cab outperforms the Pink Cab in all Trip categories.
- The majority of trips range between 5 - 35 KM per customer

Percentage of Total Profit Each Cab Company Across Income Groups

Percentage of Total Profit Across Income Groups

Yellow Cab
Middle Class

Yellow Cab
Lower Class

Pink Cab

Yellow Cab
Upper Class

Pink Cab

- The Yellow Cab has a higher percentage of Total Profit across all Income groups than the Pink Cab.
- The Middle class and the Lower class are the two largest Total profit drivers respectively by Income group and the Yellow Cab gets a lions market share in both of them.

Recommendations for Investment

We have evaluated both companies on the following points and found the Yellow cab better than the Pink Cab on the following aspects:

- **Age Wise Reach** – Yellow Cab company has more customers across all age groups including the younger and older ones.

- **Customer Reach** – Yellow Cab company has more customers in all cities except in four cities.

- **Total Profit across Income Groups** – We observed that the Yellow Cab gets a higher percentage of total profit across all income groups but especially from Lower and Middle income groups.

- **Popularity across Trip Categories** – We observed that the Yellow Cab has a higher market share across each Trip Category.

- **Preference across Gender roles** – The Yellow Cab has more male and female customers than the Pink cab across all Cities.

- **Revenue Generation** – The Yellow Cab nets more revenue than Pink Cab in almost all cities.

On the basis of the above analysis, we recommend the Yellow Cab company for investment.

Questions?

Thank You

Data Glacier

Your Deep Learning Partner