



**Data Glacier**

Your Deep Learning Partner

# G2M Case Study

Virtual Internship

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***Date : 15-Aug-2025***

# 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 and as per their Go-to-Market (G2M) they want to understand the market before taking the final decision.
- **Objective:** Provide actionable insights to help XYZ firm in identifying the right company for investment.

## ***Data Analysis and Recommendation(s):***

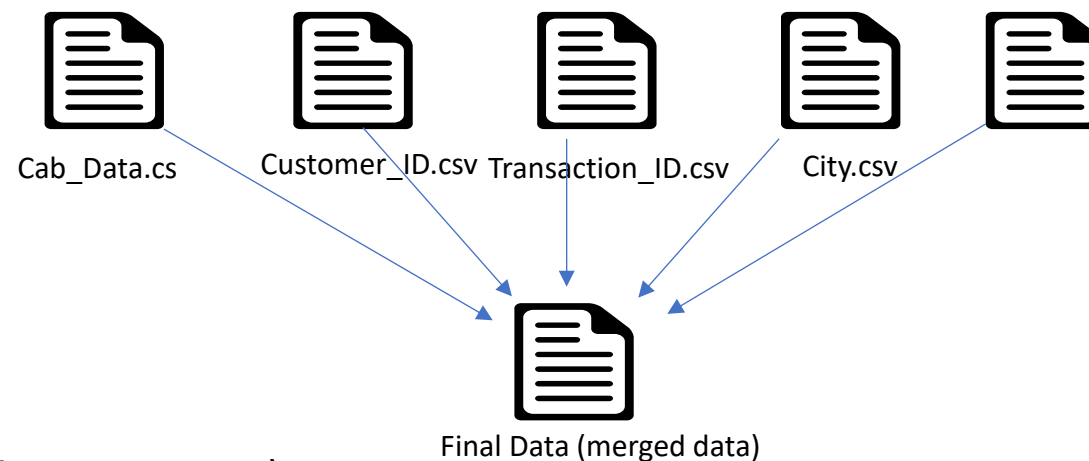
- i. Data Understanding.
- ii. Analysis of Cab Performance
- iii. Analysis of Customer Demographics
- iv. Analysis of Transaction Pattern
- v. Analysis of the City-wise Distribution
- vi. Recommendations for Investment

# Data Understanding

- **Total Datapoints:** 359392
- **Total Features:** 16
- **Timeframe of Data:** 2016-01-31 to 2018-12-31

## Dataset Description:

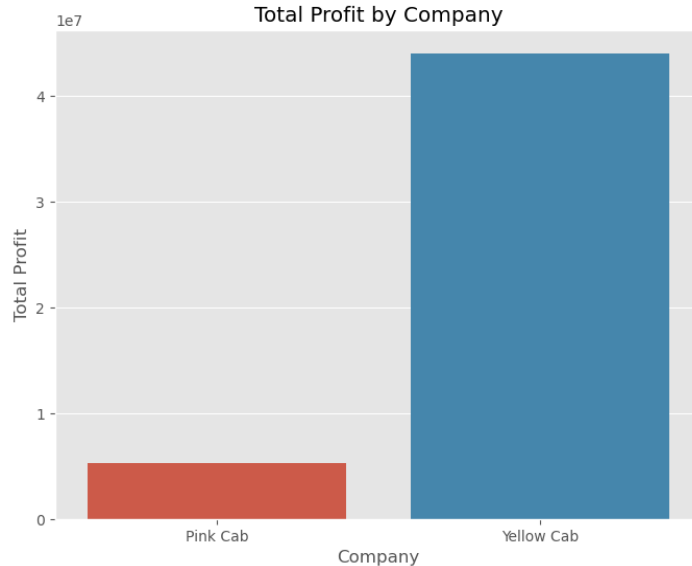
- **Cab\_Data:** Contains details for the two Cab companies (**size:** 359392, 7)
- **Customer\_ID:** Contains unique identifiers that links to the customer's demographic details (**size:** 49171, 4)
- **Transaction\_ID:** Contains the transaction to customer mapping and payment mode (**size:** 440098, 3)
- **City:** Contains U.S cities, their population and the number of Cab users (**size:** 20, 3)



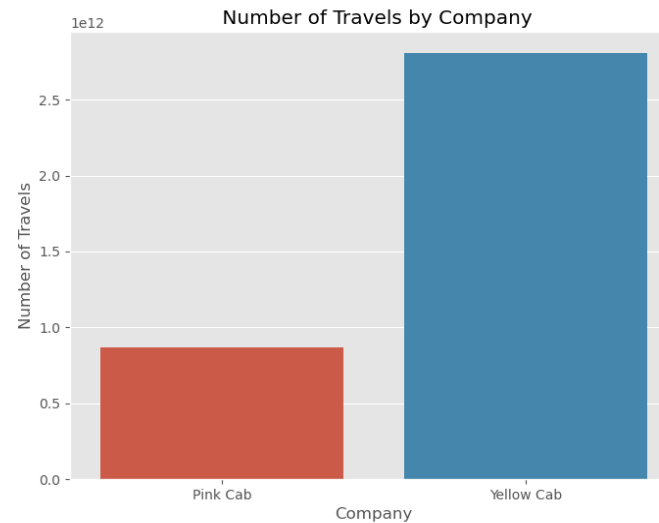
# Analysis of Cab Performance

	Total_Profit	Number_of_Travels	Total_Revenue
Company			
Pink Cab	5.307328e+06	866080030579	2.632825e+07
Yellow Cab	4.402037e+07	2807179773351	1.258539e+08

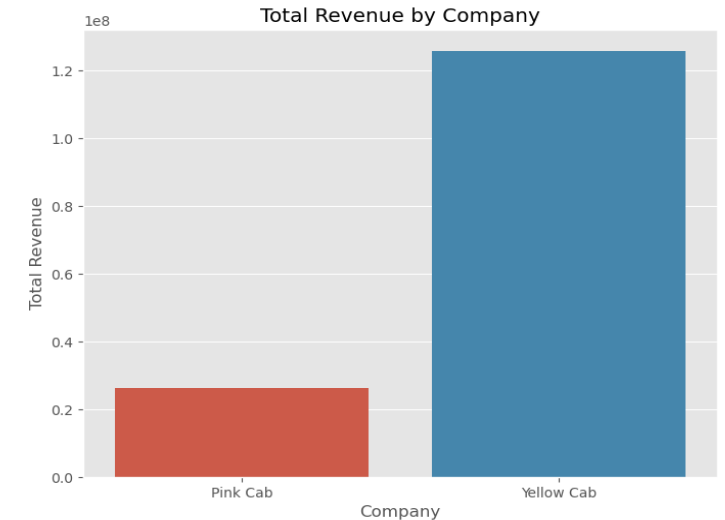
**Table 1:** Company Performance



**Fig.1:** Total Profit by Company



**Fig.2:** Number of Travels by Company



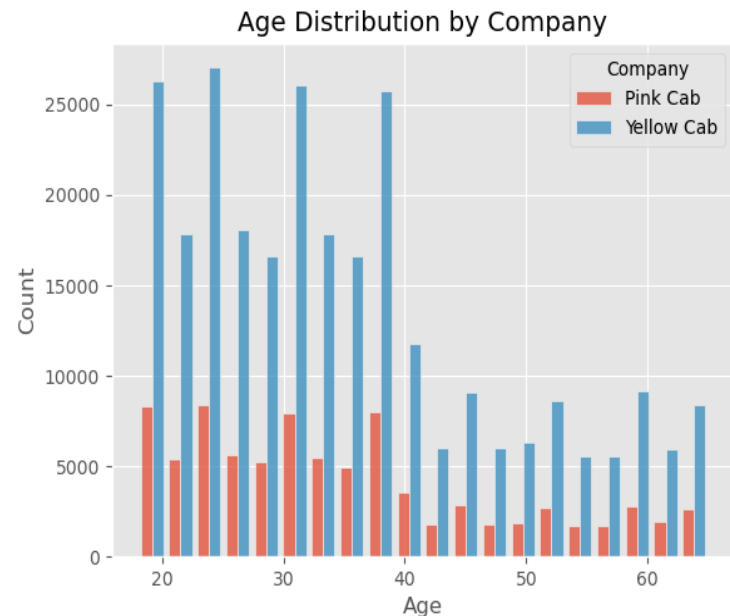
**Fig.3:** Total Revenue by Company

**Table 1.** indicates that Yellow Cab makes *more profit*, has *higher number of travels or rides by customers*, and makes *more revenue returns*. **Figure 1, Figure 2 and Figure 3.** illustrates by visualizations the growth in profit, number of travels and revenue by Yellow Cab compared to Pink Cab.

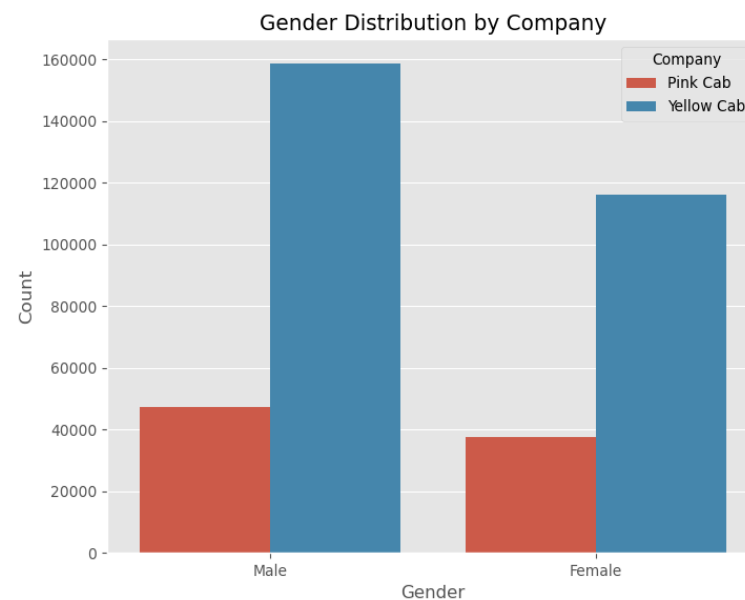
# Analysis of Customer Demographics

	count	mean	std	min	25%	50%	75%	max
Company								
Pink Cab	84711.0	35.322414	12.644780	18.0	25.0	33.0	42.0	65.0
Yellow Cab	274681.0	35.341112	12.578625	18.0	25.0	33.0	42.0	65.0

**Table 2:** Statistics of the Age Distribution by Companies



**Fig.4:** Age Distribution by Company



**Fig.5:** Gender Distribution by Company

**Table 2** indicates the statistics of the Age distribution of the customers who use the services of both companies. It is observed that both companies have the same age distribution; however, the number of users within each age distribution, as observed in **Figure 4**, is higher for Yellow Cab than Pink Cab and the same observation applies to the Gender distribution illustrated in **Figure 5**.

# Analysis of Transaction Pattern

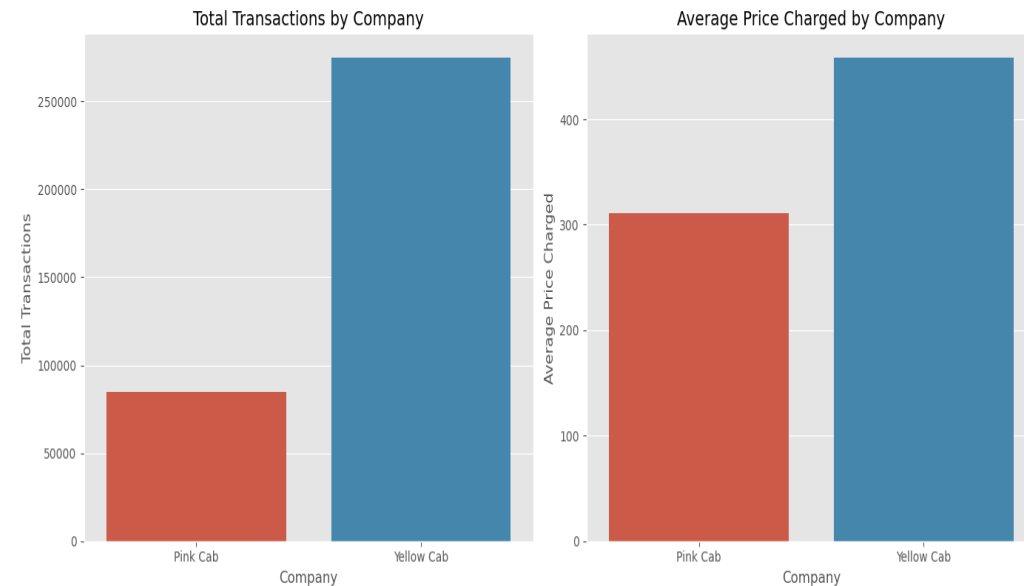
	Total_Transactions	Average_Price
Company		
Pink Cab	84711	310.800856
Yellow Cab	274681	458.181990

**Table 3:** Transaction Patterns of Both Companies

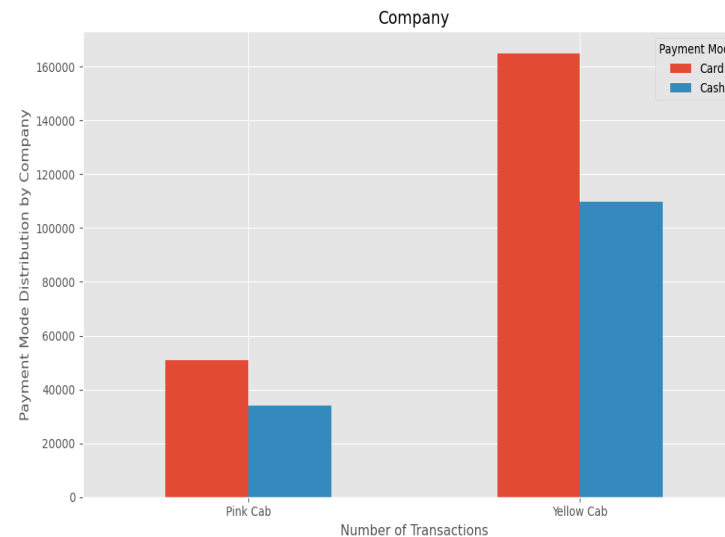
	Card	Cash
Company		
Pink Cab	0.598730	0.401270
Yellow Cab	0.599914	0.400086

**Table 4:** Payment Mode of Both Companies

Tables 3 and 4 show the transaction pattern and payment modes of both companies. It is observed that Yellow Cab has the highest transaction, average price of trip and makes use of Card transfer in more cases for monetary issues. The illustrations of their growth in transaction and payment modes are shown in Figures 6 and 7, respectively.



**Fig.6:** Total Transaction and Average Price by Company

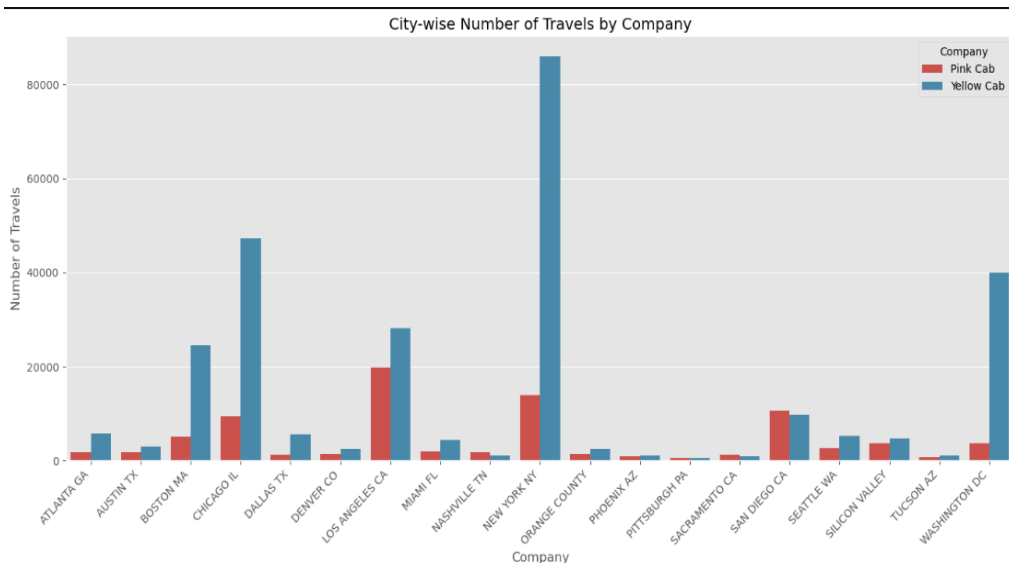


**Fig.7:** Payment Mode by Company

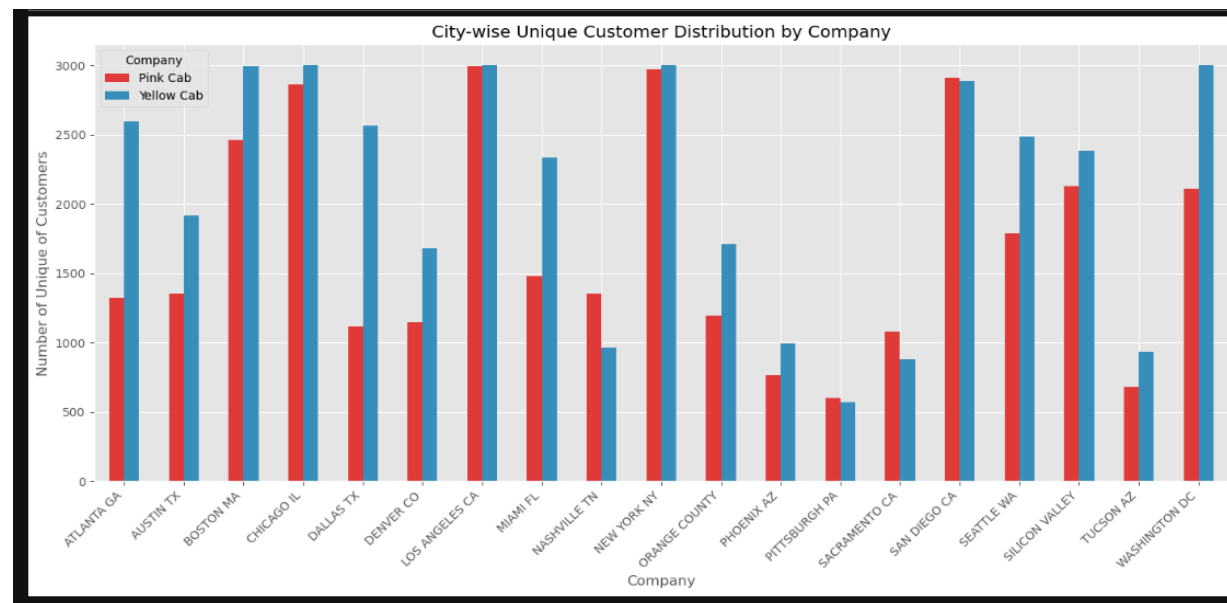
# Analysis of the City-wise Distribution

	City	Company	Total_Profit	Number_of_Travels	Total_Revenue
0	ATLANTA GA	Pink Cab	96050.0760	1762	532355.80
1	ATLANTA GA	Yellow Cab	746382.8056	5795	2447885.92
2	AUSTIN TX	Pink Cab	147445.2900	1868	598572.71
3	AUSTIN TX	Yellow Cab	379255.7352	3028	1278569.79
4	BOSTON MA	Pink Cab	262001.6980	5186	1558660.02

**Table 5.** City Performance by Company



**Fig.8:** City-wise Number of Travels by Company



**Fig.9:** City-wise Unique Distribution by Company

**Table 5** shows the first five rows of the City-wise performance of each company. It remains evident that Yellow Cab has the highest performance in terms of profit, number of travels and total revenue. **Figure 8.** illustrates the performance of the number of travels by city. Observation indicates that NEW YORK CITY NY, shows the highest recording for Yellow Cab. Similarly, per unique customer distribution, Yellow Cab on average has the highest recording with few exceptions in cities like NASHVILLE TN, PITTSBURGH PA and LOS ANGELES CA – having an equal record for both cities.

# Recommendations

Upon evaluation and critical analysis, Yellow Cab is the best Cab for XYZ company to invest in based on the following observations:

- **Cab Performance:** Yellow cab records the highest profit, number of travels and total revenue generated across the defined years
- **Customer Retention:** It has the highest number of customers using their service, of which the majority are male users.
- **Transaction Pattern:** Yellow cab records the highest transaction rate and average price per trip. It also has the highest number of rides or travels. It is a frequent user of cards as a mode of payment, giving its customers the flexibility to make payments without the necessity of having physical cash
- **City-wise Distribution:** Yellow Cab has the highest number of users in all the considered cities of U.S, with NEW YORK NY recording the highest number of users.

**In reference to the above analysis on both companies, I recommend Yellow cab for investment to XYZ company.**



# Thank You