

# *Investing to Cab company*

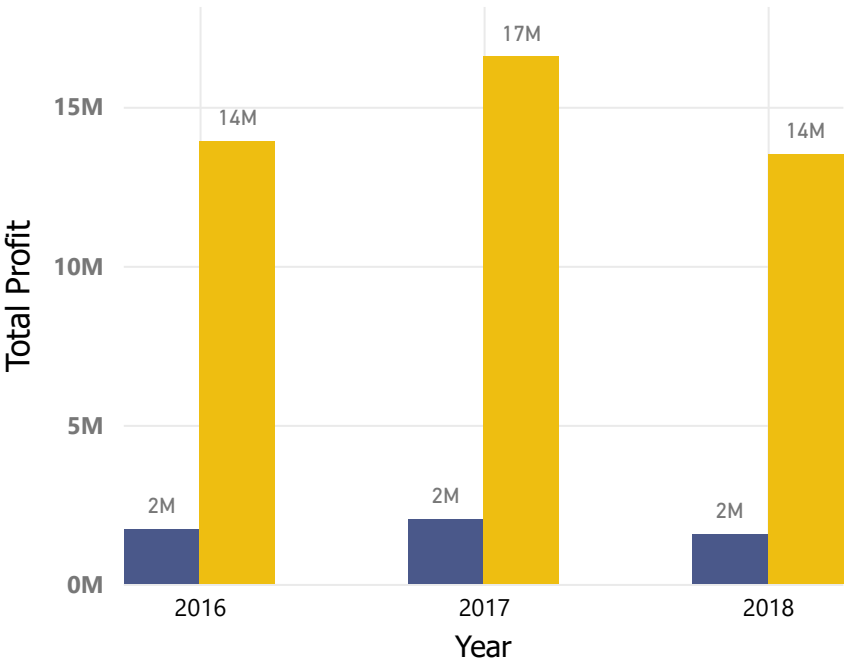
*Provide actionable insights to help XYZ firm in identifying the right company for making investment.*

*Islom Pulatov*

# PROFIT ANALYSIS

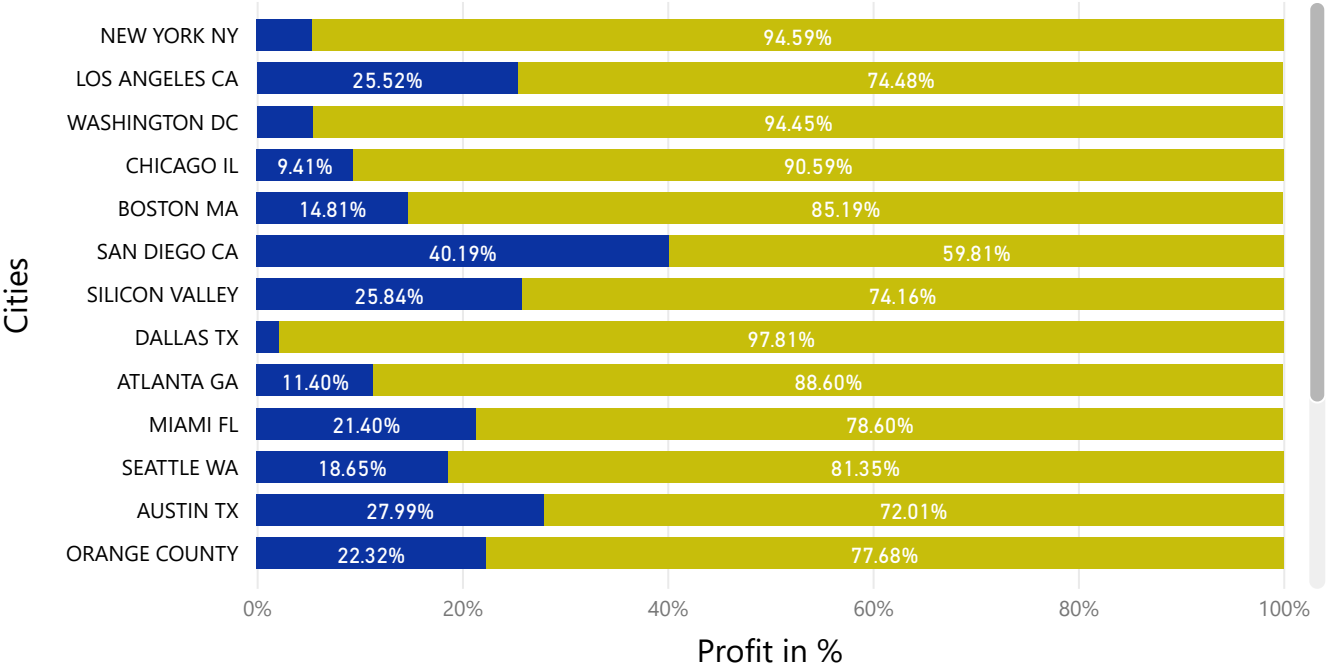
## Profit by Yearwise

Company ● Pink Cab ● Yellow Cab



## Citywise Profit in Percentage

Company ● Pink Cab ● Yellow Cab



Company	Sum of Profit	Total rides
Pink Cab	5,307,328	84711
Yellow Cab	44,020,373	274681

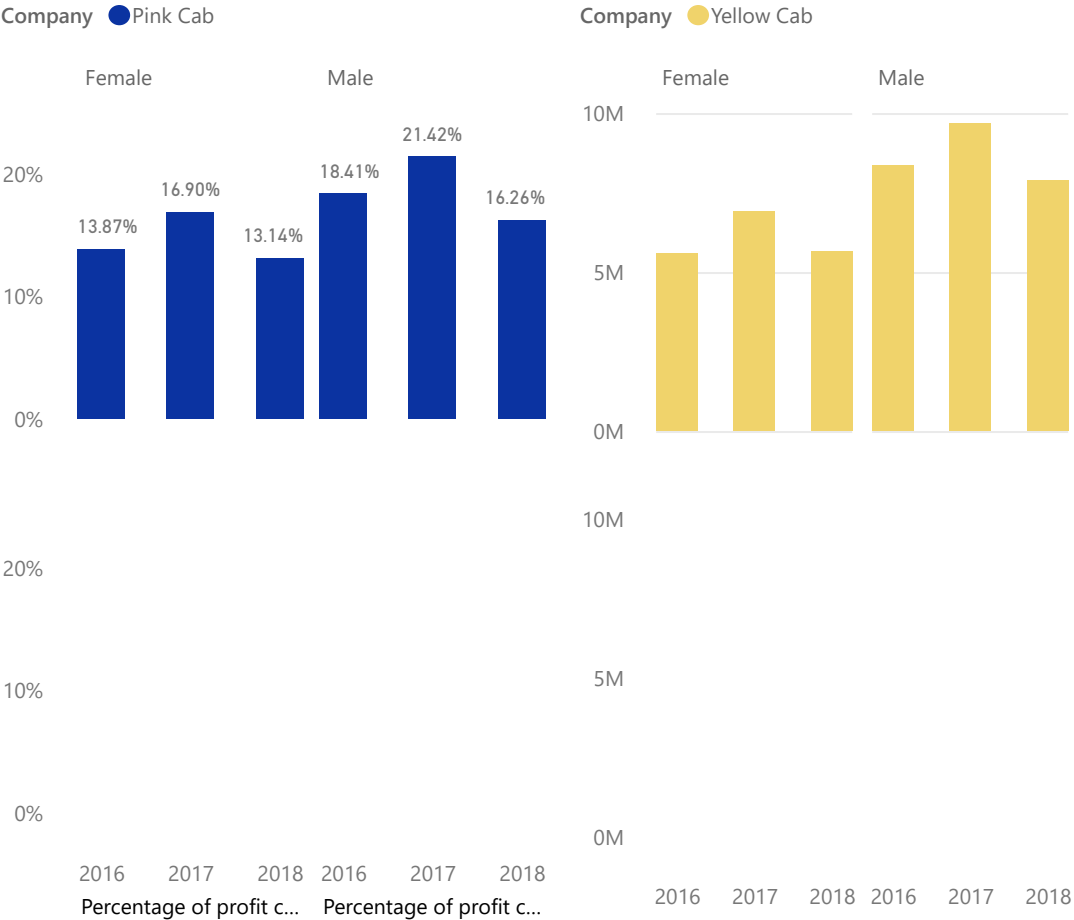
# Yearly Profit Analysis

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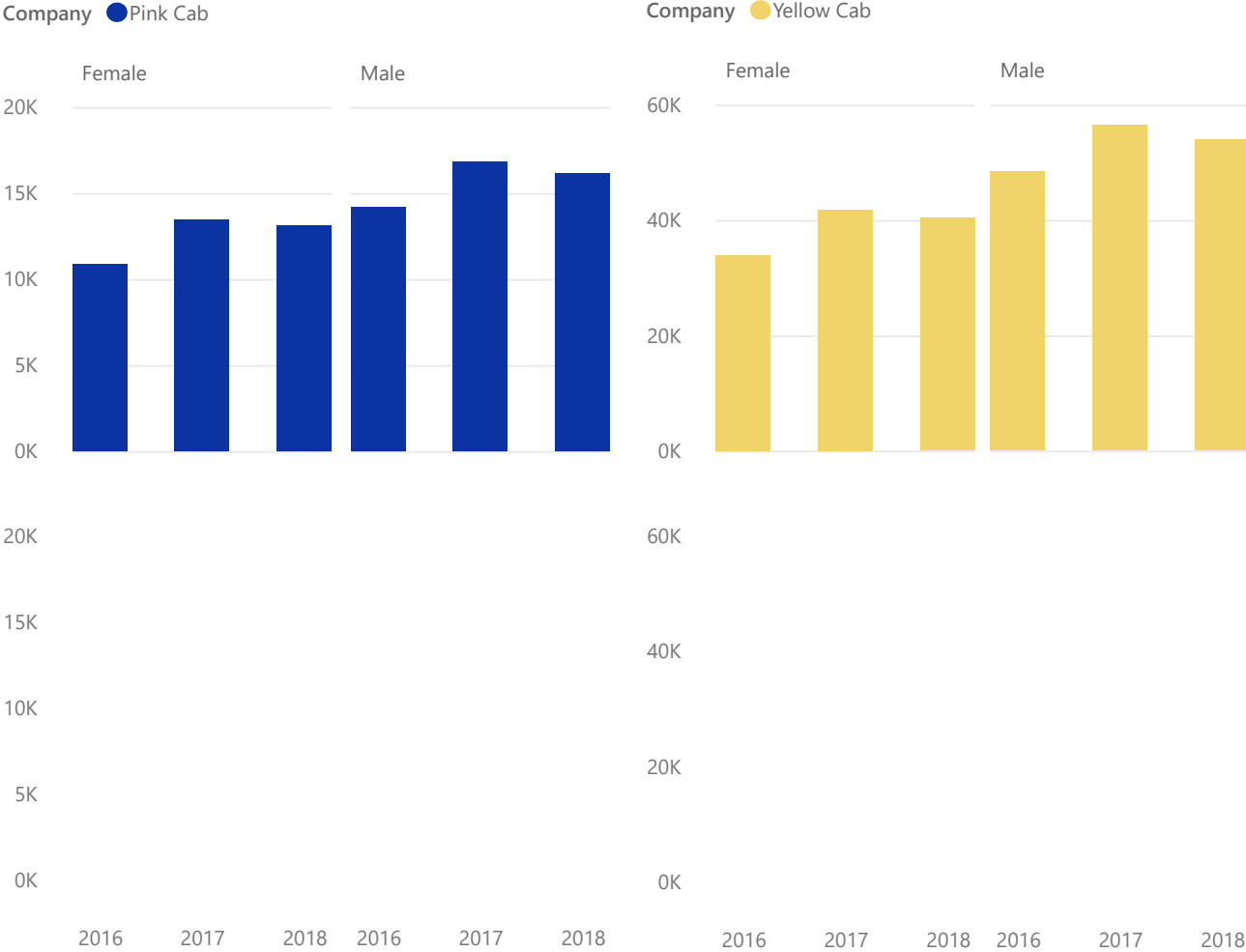


# Profit and customer base Analysis Gender Wise

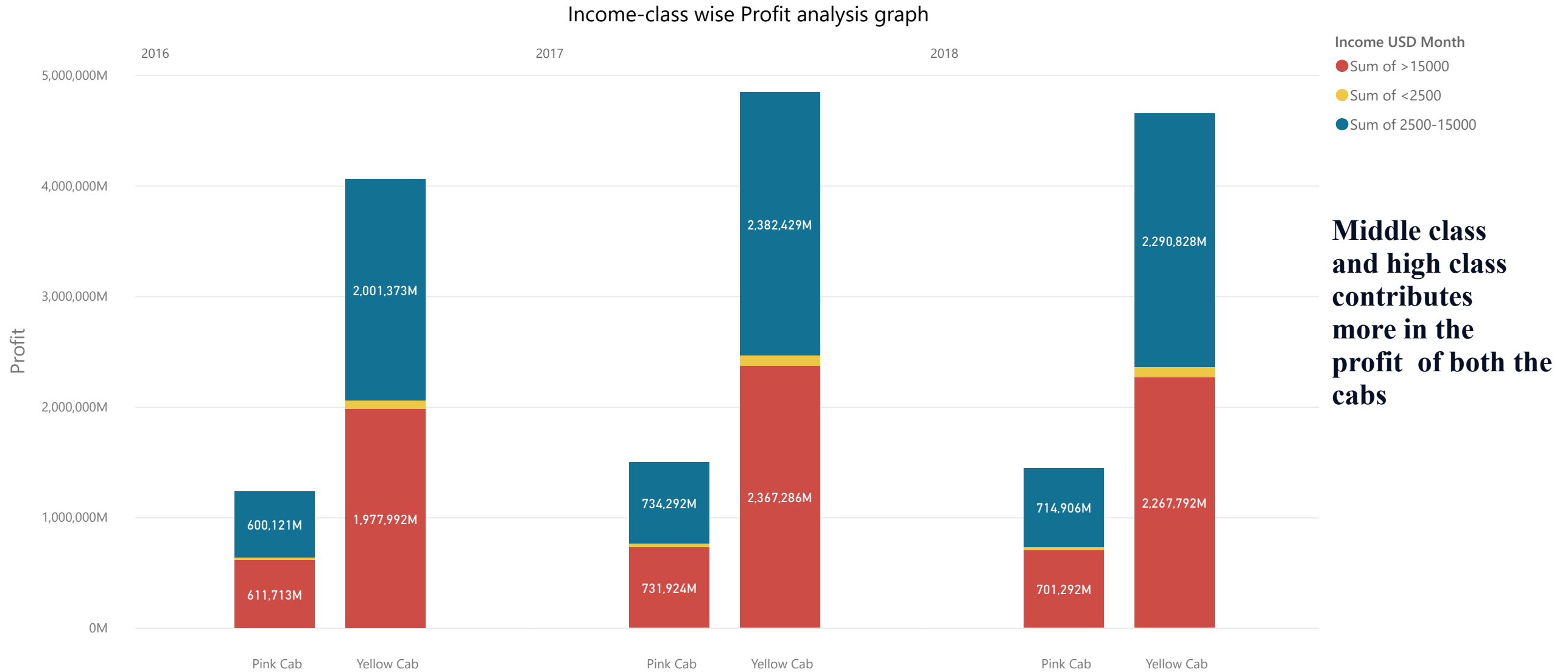
Gender wise contribution in profit



Gender wise Customer base analysis

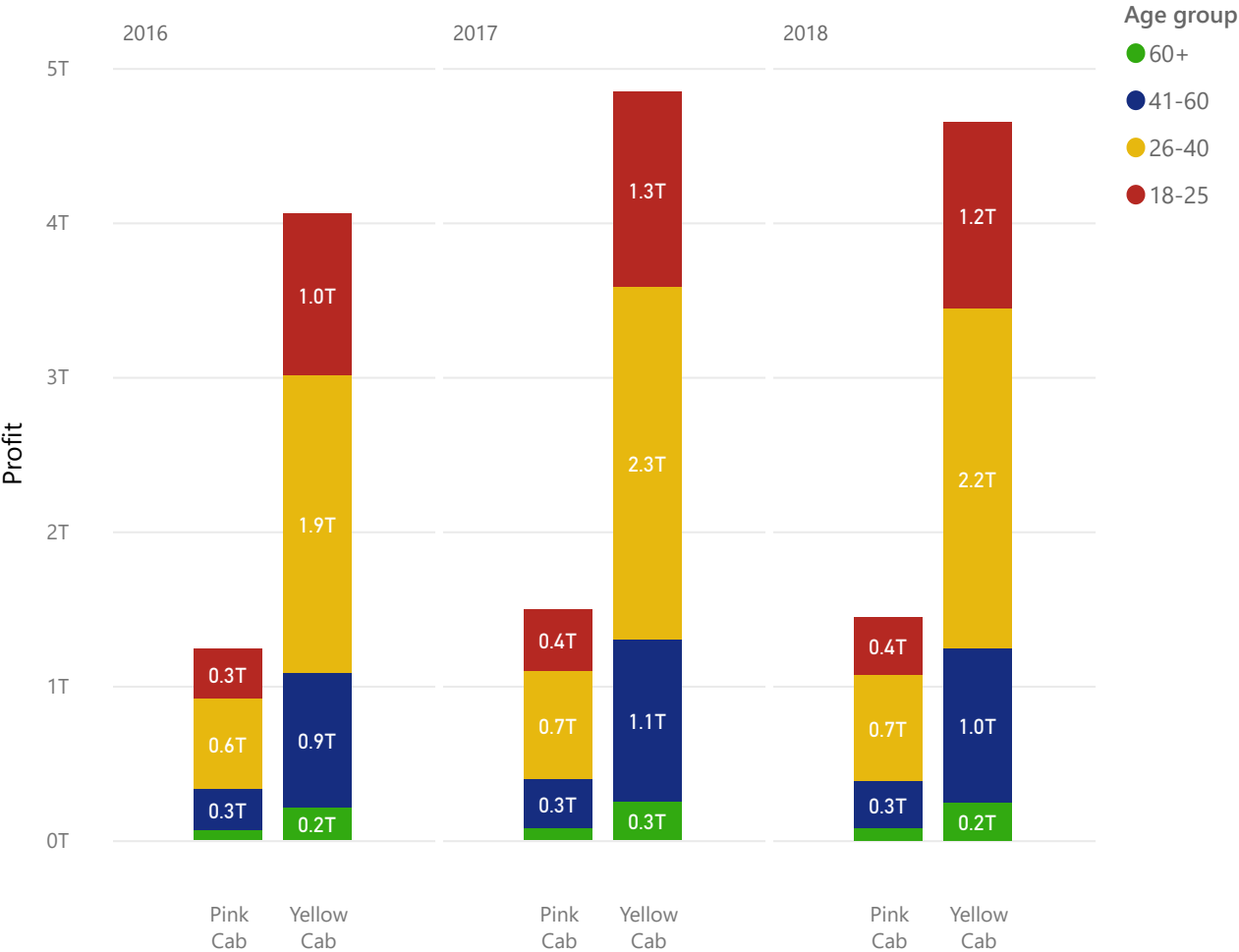


# Income Class wise Profit base analysis

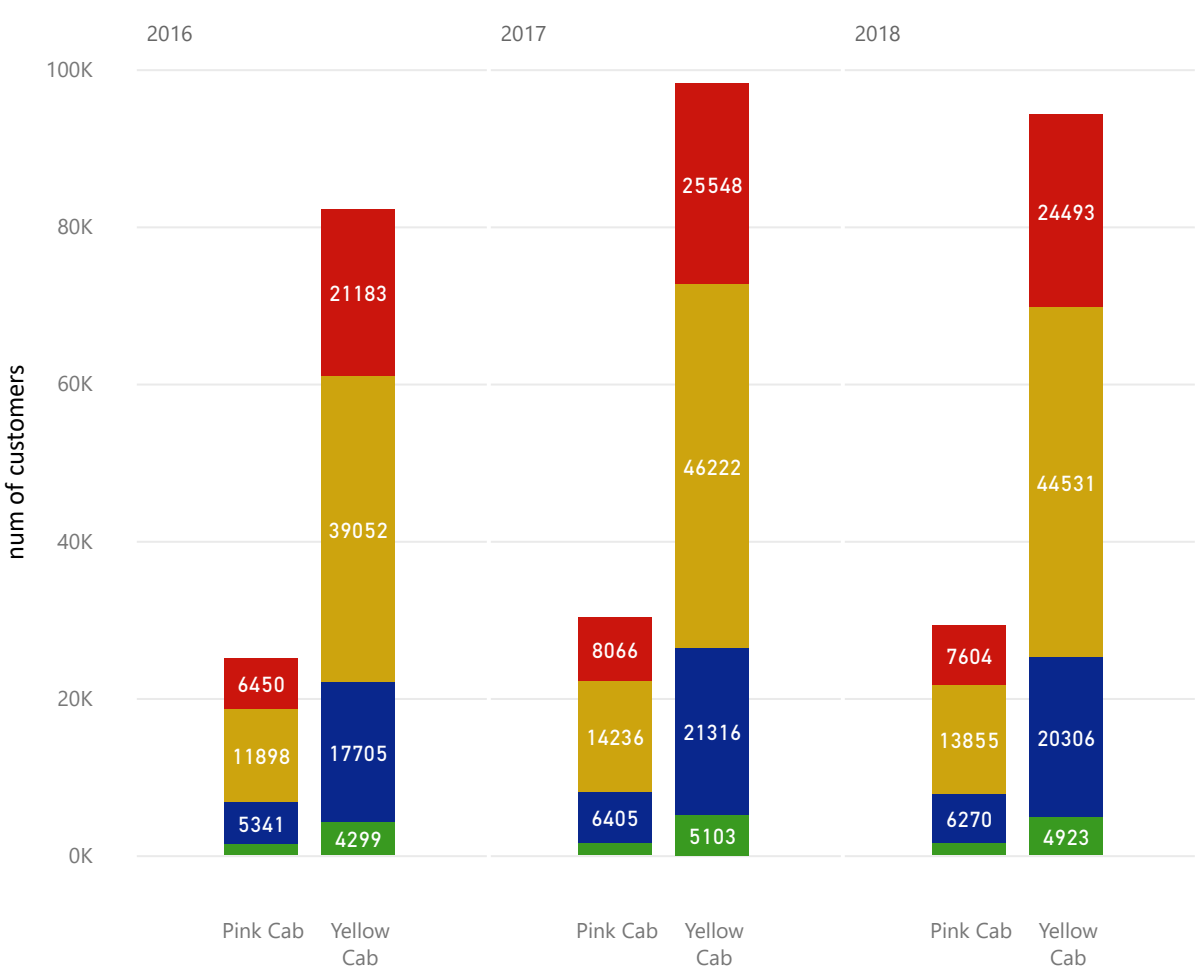


# Age Group Wise Profit And Customer Base Analysis

Profitshare by agegroup

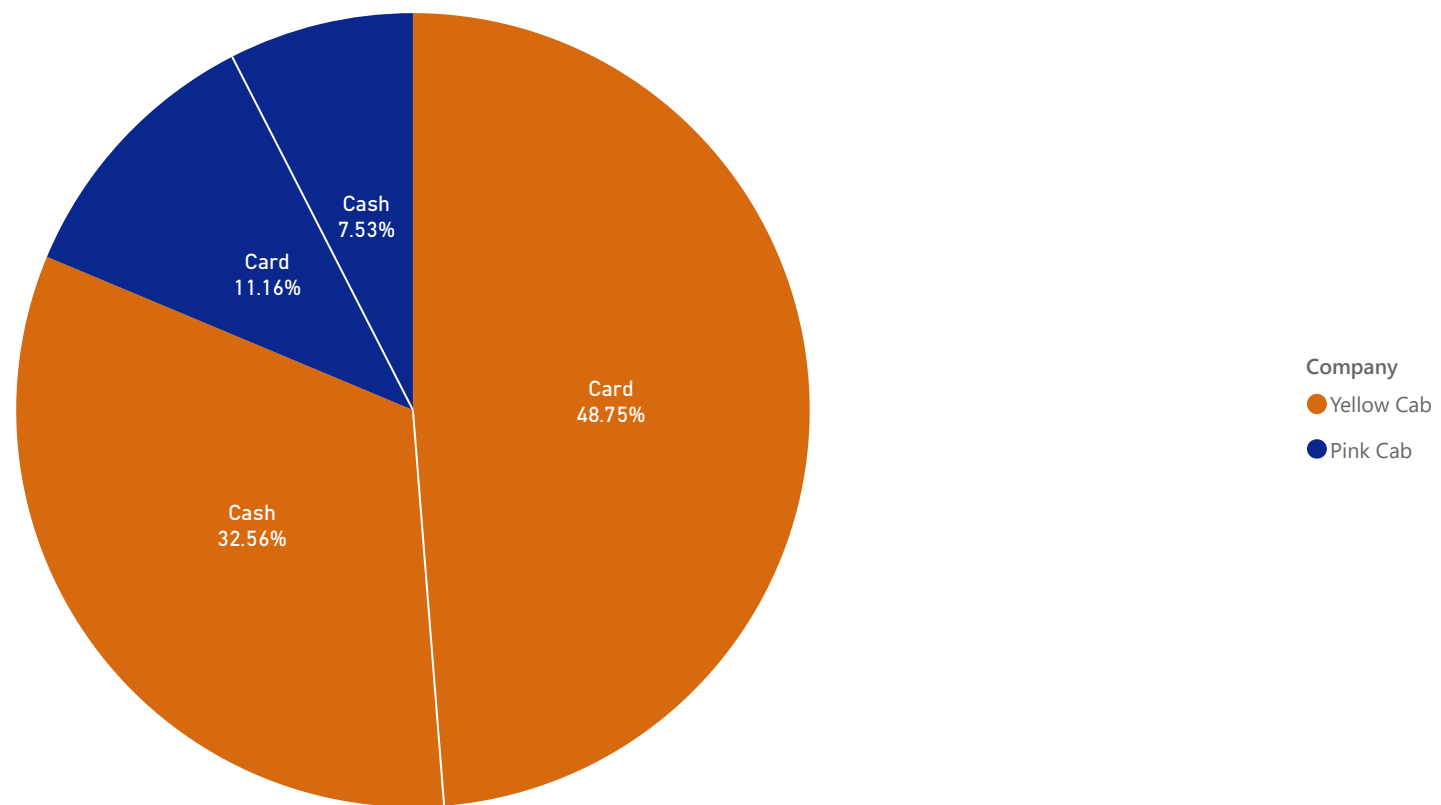


Customer segmentaton by agegroup



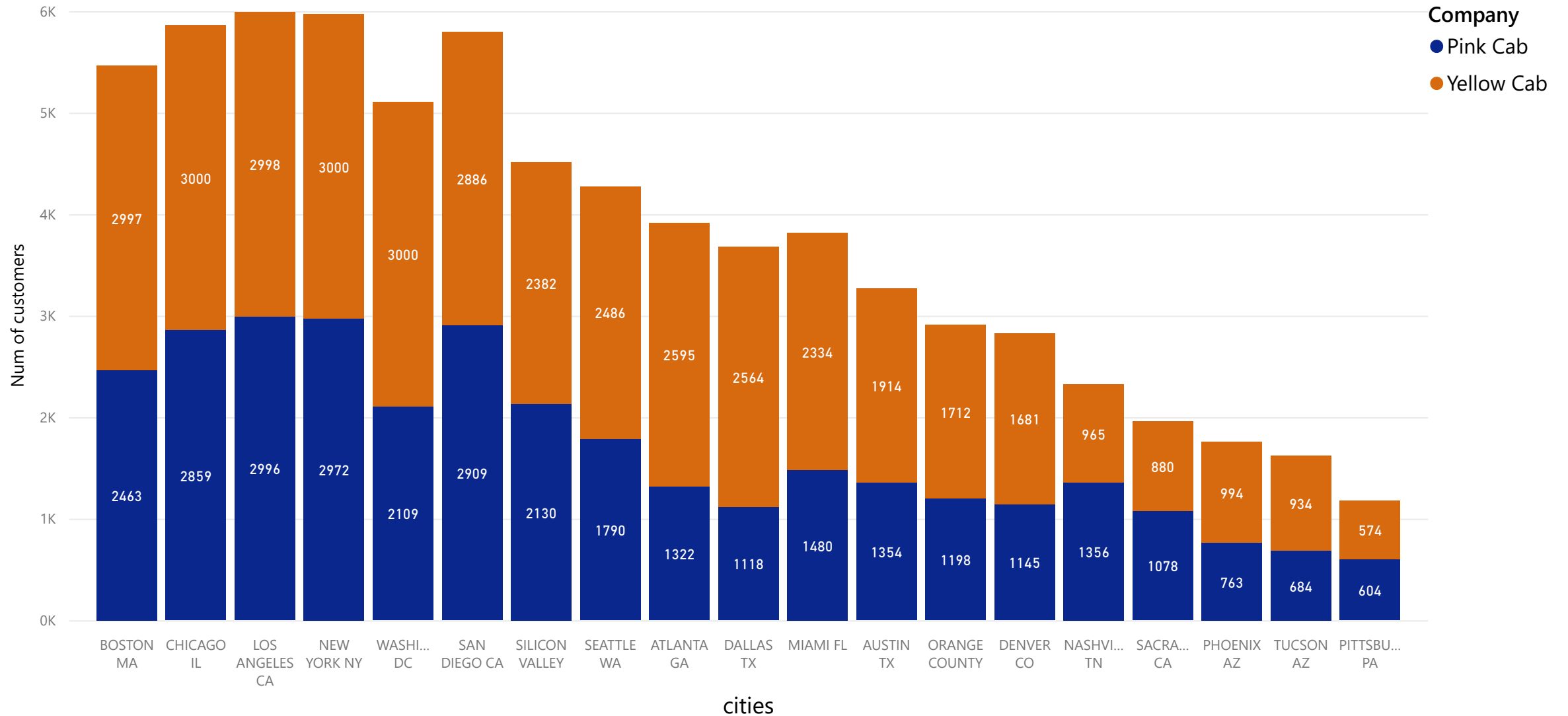
# Payment Method by customers

Sum of Users by Company and Payment\_Mode



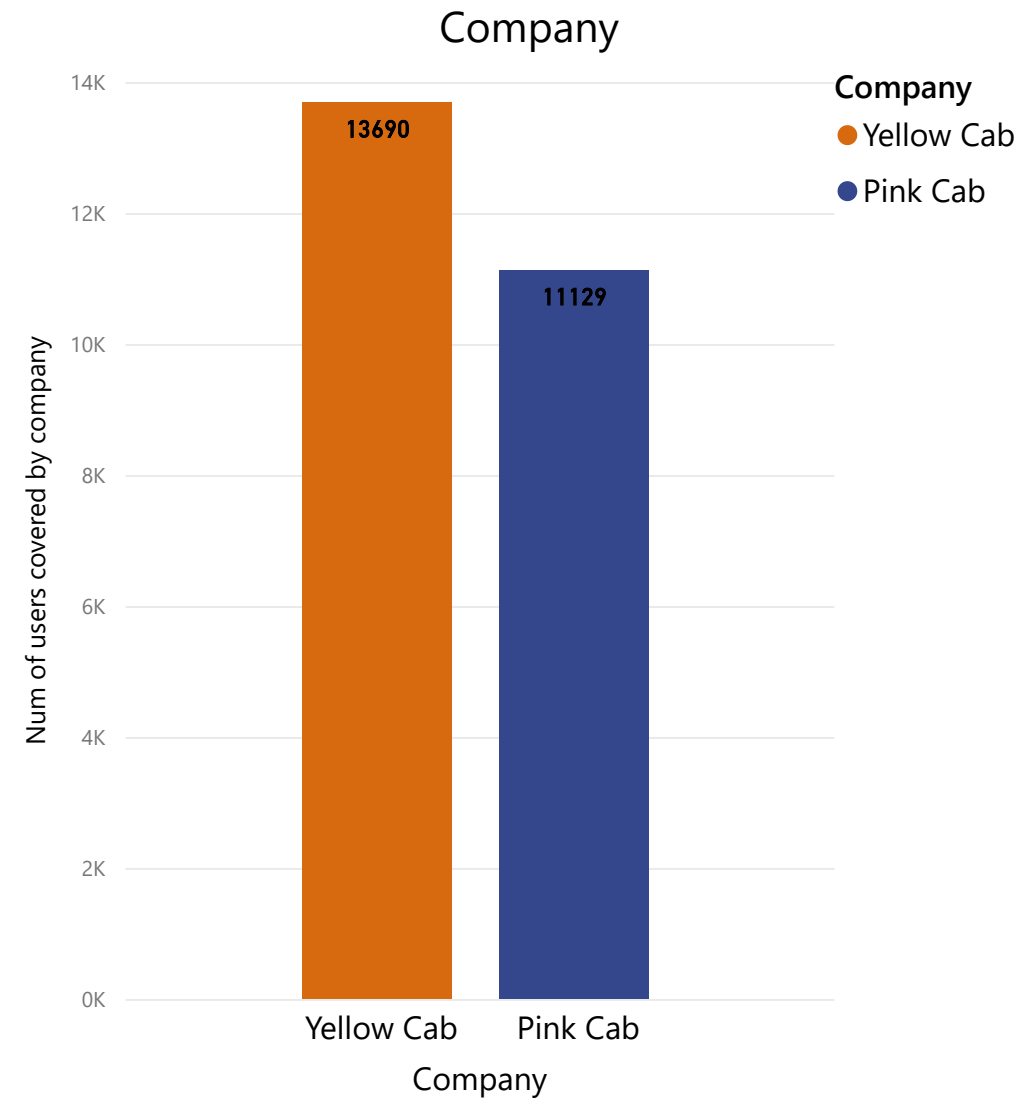
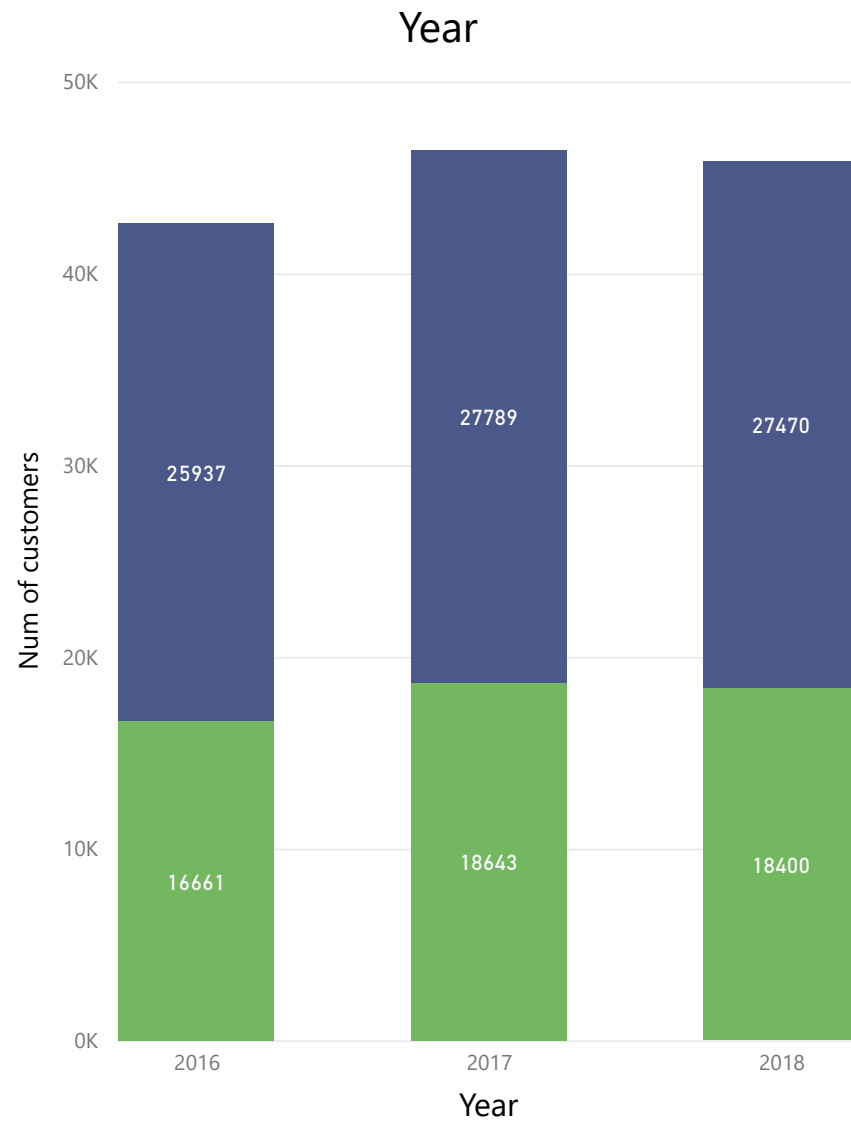
# City Wise Cab Users Covered By Company

Count of Customers by City and Company



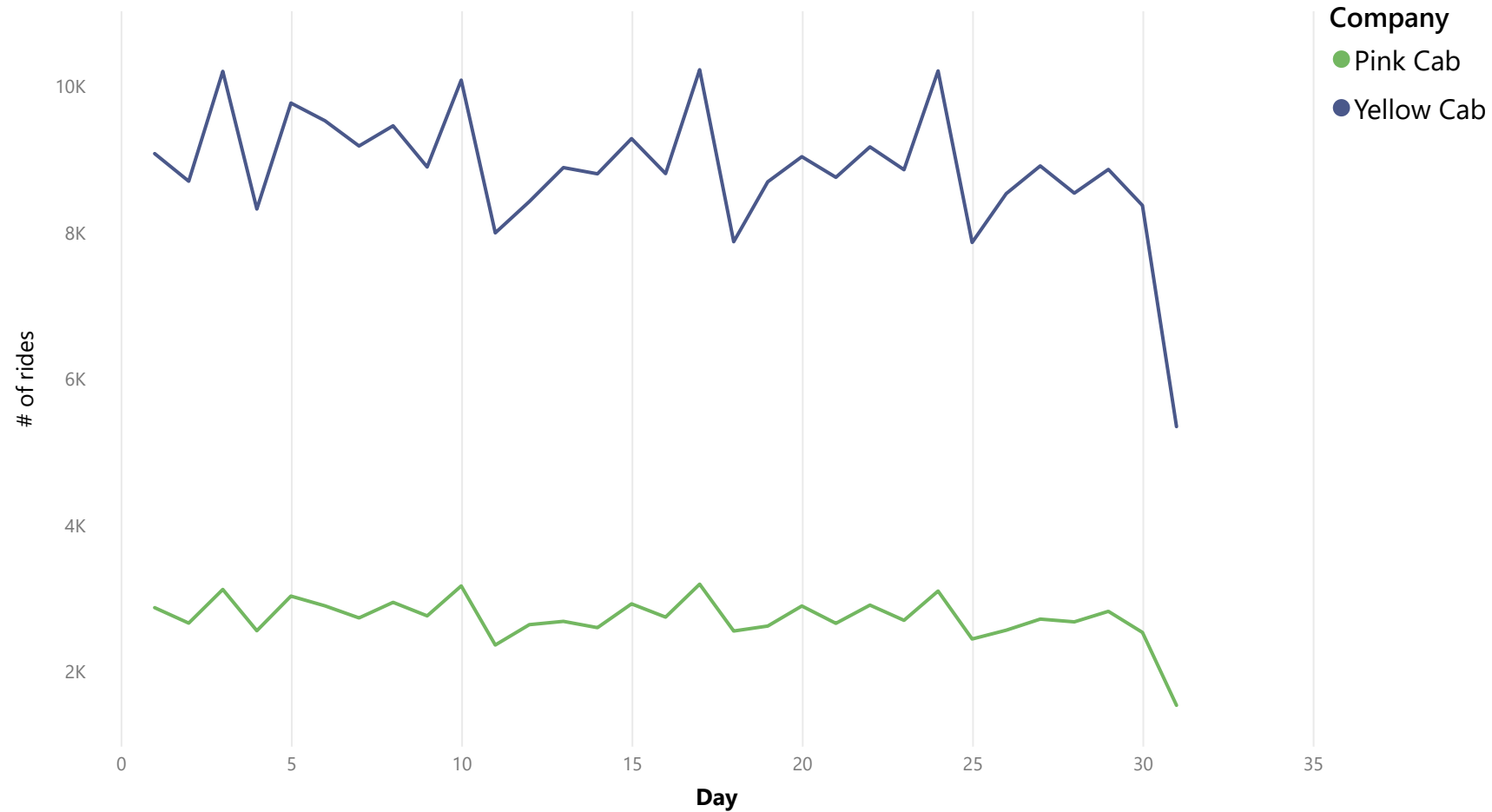


# User Covered by Company and Customer base Year wise



# Seasonality in the demand

Day vs Num of Rides



- Seasonal component is present in both the cabs.
- Demand is high on **3rd** day of the month and it repeats similar pattern every 7 days

# RECOMMENDATIONS

I

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

- **Customer Reach:**

Yellow cab has higher customer reach in 15 cities while Pink cab has higher customer reach in 4 cities. I have also observed that Yellow cab is doing good in covering other cab users as compared to Pink cab.

- **Customer Retention:** I have analyzed this in two segments : at least 5 drive and at least 10 drive with the same cab company. And I found that Yellow cab is doing far better than Pink cab in both these segments.

- **Age wise Reach :** Yellow cab has customer in all age group and it's been observed that it's even popular in 60+ age group as equally as its in 18-25 age group.

- **Average Profit per KM:** Yellow cab's average profit per KM is almost 2.5 times the average profit per KM of the Pink cab.

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**Income wise Reach:** Both the cabs are very popular in high and medium income class but here also Yellow cab is performing better than Pink cab in offering their services to all the three income class group (low, medium and high)

**On the basis of above point , I will recommend **Yellow** cab for investment.**