

# G2M ANALYSIS FOR CAB COMPANY INVESTMENT

*Pink Cab Company vs. Yellow Cab Company*

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**Data Glacier Internship Case Study**

# **AGENDA**

Objective

Profit Analysis

User Demographics

Seasonality

Recommendations

## **OBJECTIVE**

Provide actionable insights to help XYZ firm in identifying the right cab company to invest.

## OVERVIEW (January 2016 - December 2018)

Total Users

1.29M

Total Trips

359K

Total Revenue

\$152.18M

Total Profits

\$49.33M

Average Profit per Trip

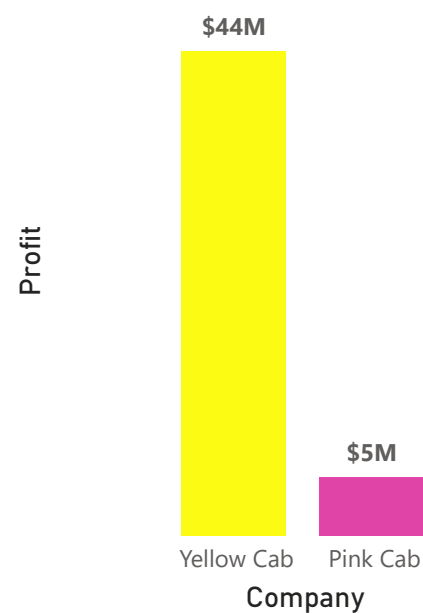
\$137.25

## WHICH COMPANY IS THE MOST PROFITABLE?

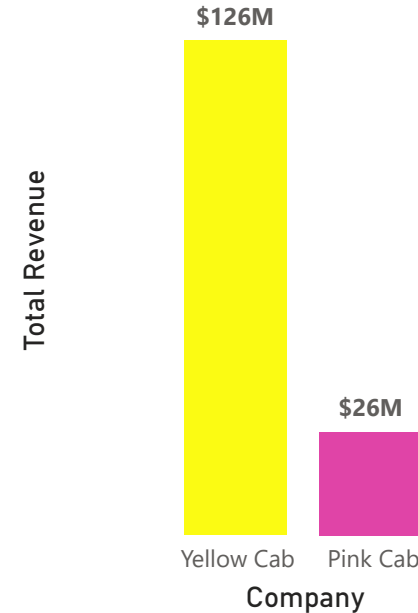
Total profits by Yellow Cab company (\$44M) greatly outpace that of Pink Cab Company (\$5M).

The average profit per trip of **Yellow Cab (\$160.26)** is almost triple that of **Pink Cab (\$62.65)**.

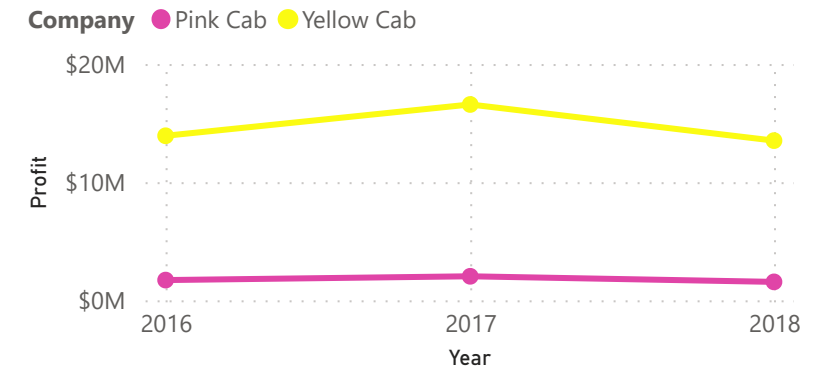
Profits by Company



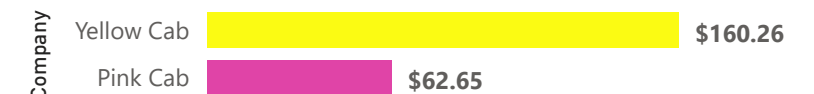
Total Revenue by Company



Yearly Profits by Company



Average Profit per Trip by Company



# USERS DEMOGRAPHICS

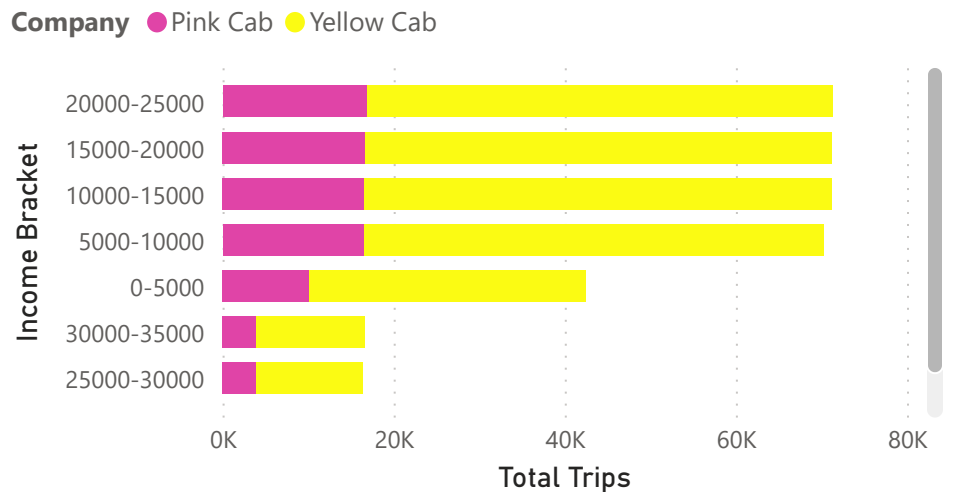
The majority of the users for both companies earn between \$5k and \$25k and are between the ages of 18-40.

There's a similar gender distribution in both companies.

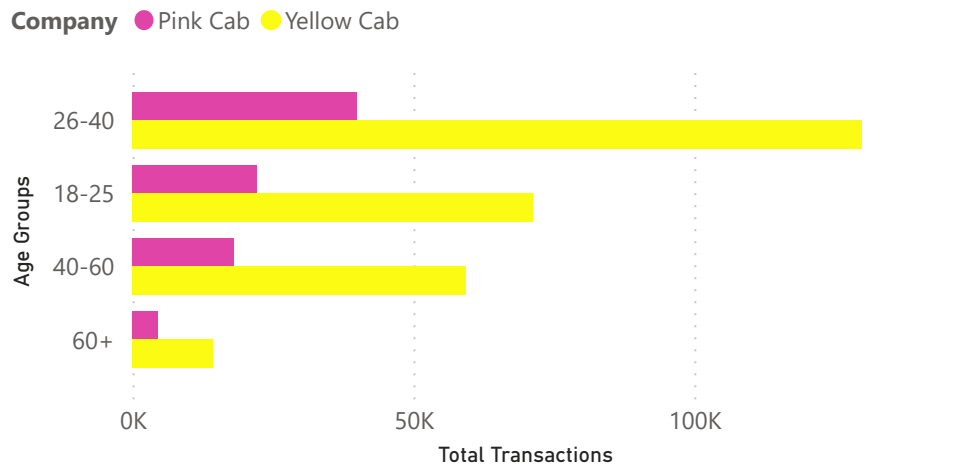
The city with the highest number of users was New York City (302k), followed by San Francisco (214k) and Chicago (164k).

60% of payments were made by Card.

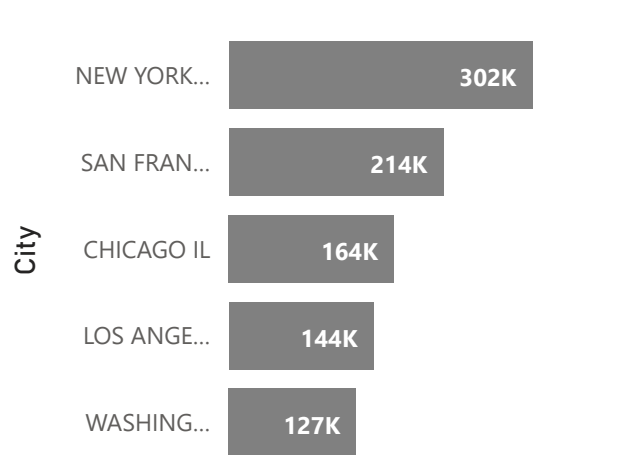
Total Trips by Income Bracket and Company



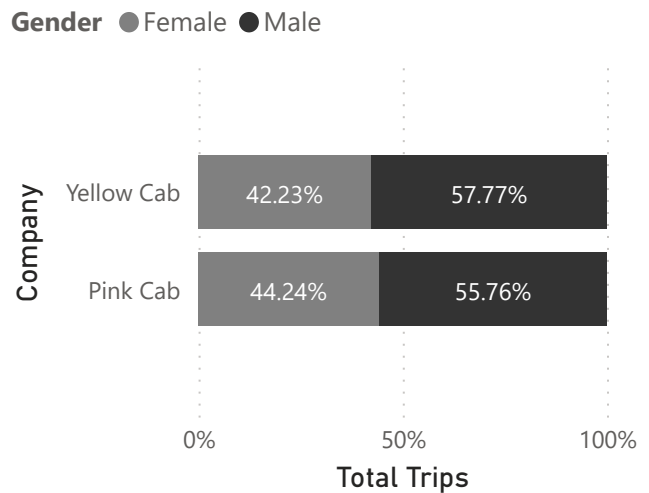
Total Transactions by Age Groups and Company



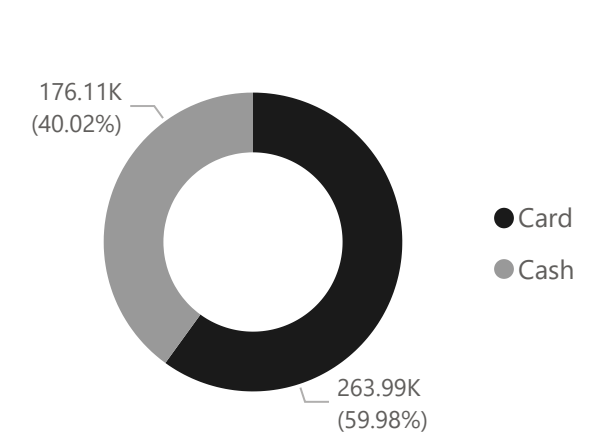
Total Users by City



Total Trips by Company and Gender



Payment Mode

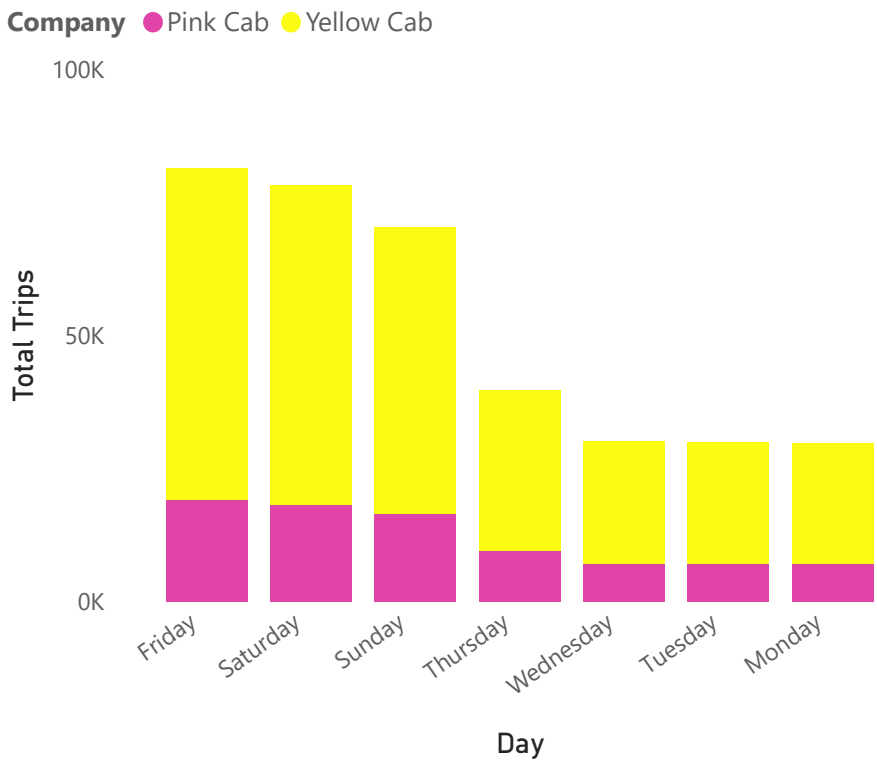


# SEASONALITY

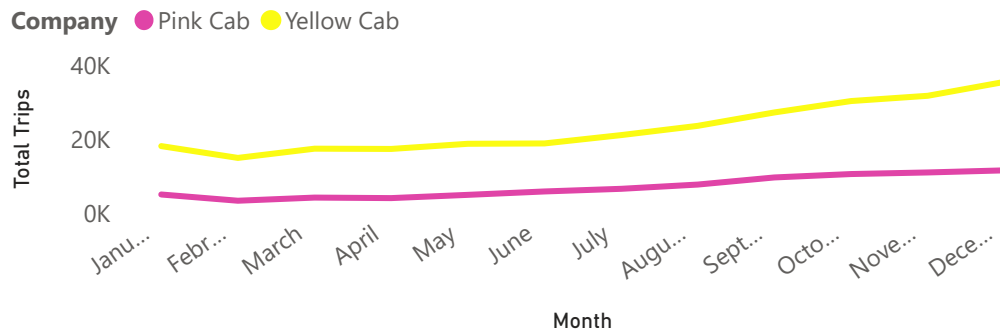
The days with most number of trips are **Friday, Saturday and Sunday**.

The Total Trips, and consequently Total Profits increased as the year went along and was **highest** in the **4th Quarter** (October, November and December).

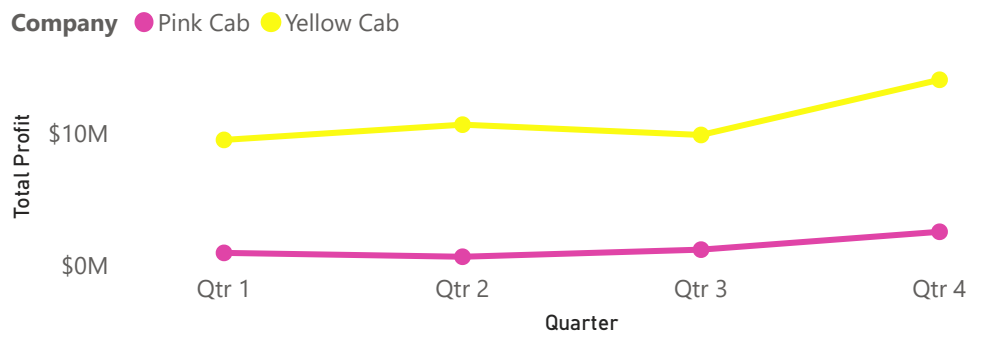
Total Trips by Day



Total Trips Month and Company



Total Profit by Quarter and Company



## RECOMMENDATIONS

**Investment:** XYZ Investment firm should invest in **Yellow Cab** Company as it is the most profitable and generates the highest revenue. Yellow Cab Company also generates almost triple the average profit per trip of pink Cab Company.

**Locations:** The company should increase its presence in the top 5 cities (New York, San Francisco, Chicago, Los Angeles, and Washington) with the highest number of users.

**Prioritize Weekends:** More cabs should be made available on weekends to ensure maximum service delivery and profits.

**Target Audience:** Advertisements and Marketing campaigns should be targeted towards middle-income class people between the age of 16-40.

**THANK YOU**