



Data Glacier

Your Deep Learning Partner

Exploratory Data Analysis

G2M Insight for Cab Investment

10/20/2024

Agenda

Executive Summary

Problem Statement

Approach

EDA

EDA Summary

Recommendations

Executive Summary

- The client 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: The objective is to analyze key trends in cab usage, fare distribution, customer preferences, and performance metrics to determine which company offers the best investment opportunity.
- Data analysis performed on two cab companies: Yellow Cab and Pink Cab.

Problem Statement

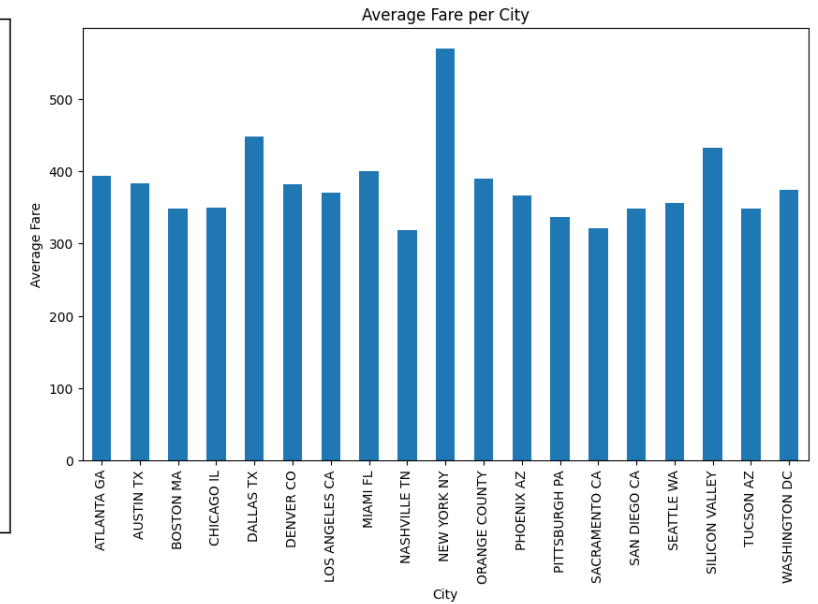
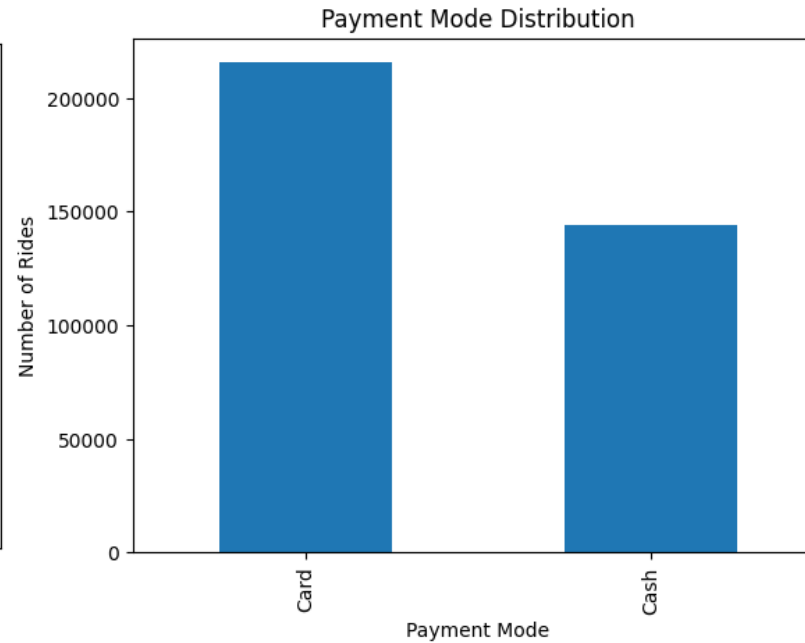
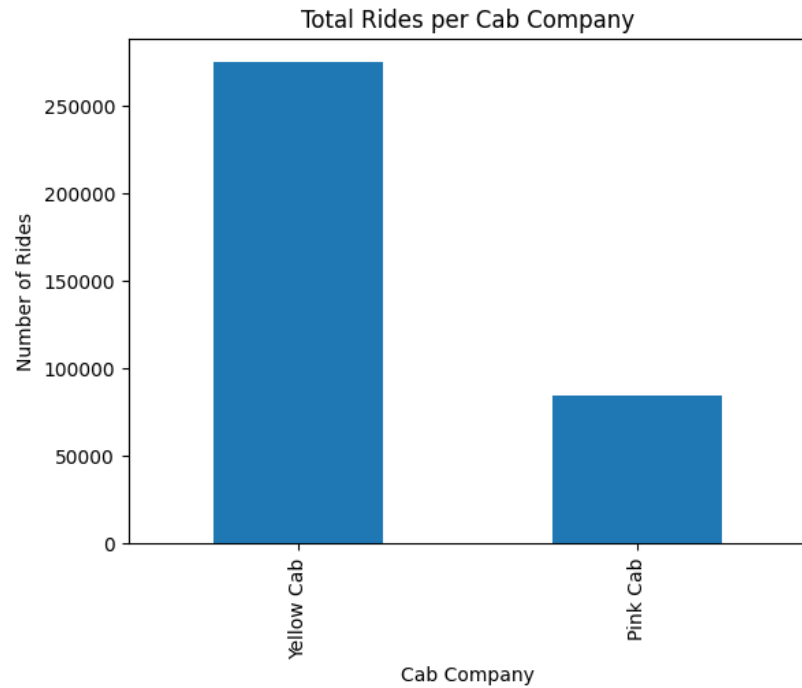
- Objective: Analyze cab market trends to determine which company, Yellow Cab or Pink Cab, is a better investment.
- Data provided:
 - Cab transaction data
 - Customer demographics
 - Payment information
 - City population and cab usage

Approach

- Data intake: Removed duplicates and handled missing values in cab transaction and customer data.
- Data cleaning: Replaced missing fare values with 0, filled missing customer information with “Unknown”.

Analysis:

- Total rides per cab company
- Fare analysis by city
- Customer payment preferences
- Tools: Google Colab, Python

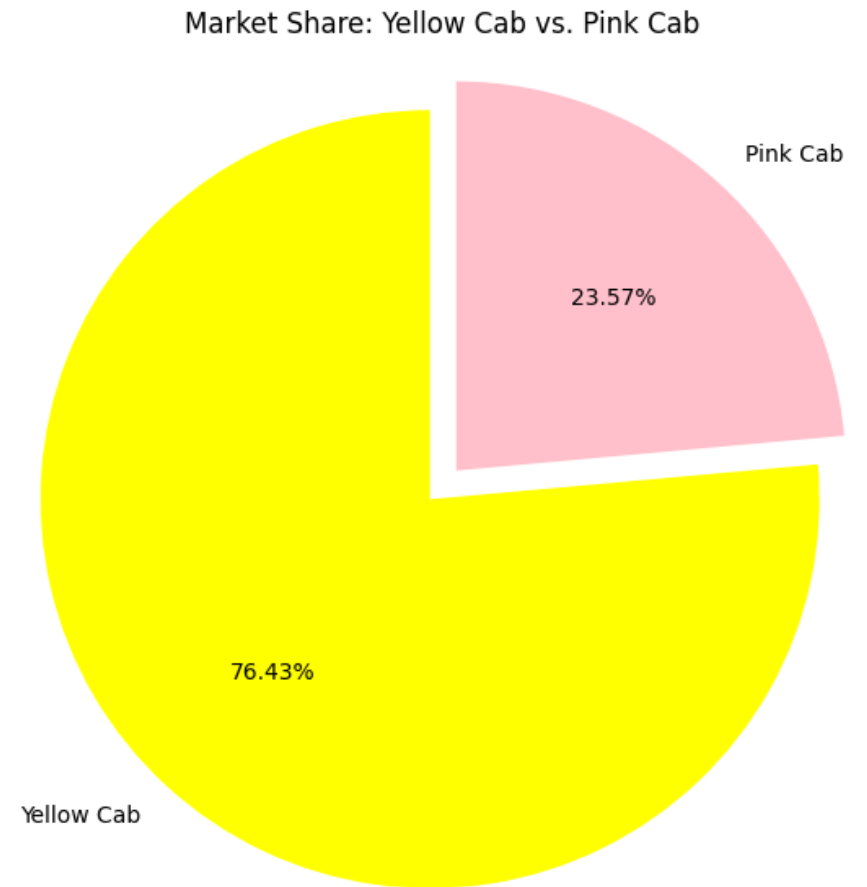


EDA

- Yellow Cab completed significantly more rides than Pink Cab.
- Average fares varied by city, with New York showing the highest fares.
- Most customers preferred card payments over cash.

EDA Summary and Recommendations

- Yellow Cab has a **larger** market share, with significantly more rides.
- New York had the highest average fares, suggesting strong demand.
- Card payments were the preferred payment method, indicating a shift toward cashless transactions.
- Recommendation: XYZ should invest in Yellow Cab.
- Justification: Yellow Cab has a larger market share and higher overall ride volume, indicating better performance.
- Additional Consideration: Focus on expanding services in high-fare cities like New York to maximize returns.



Thank You