

# G2M Case Study

Virtual Internship

13.06.2022



# **Project Goal:**

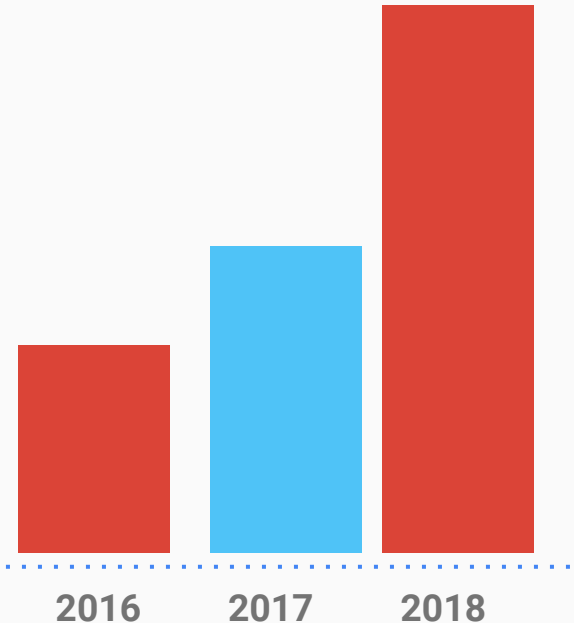
Identify the right cab company to make investment

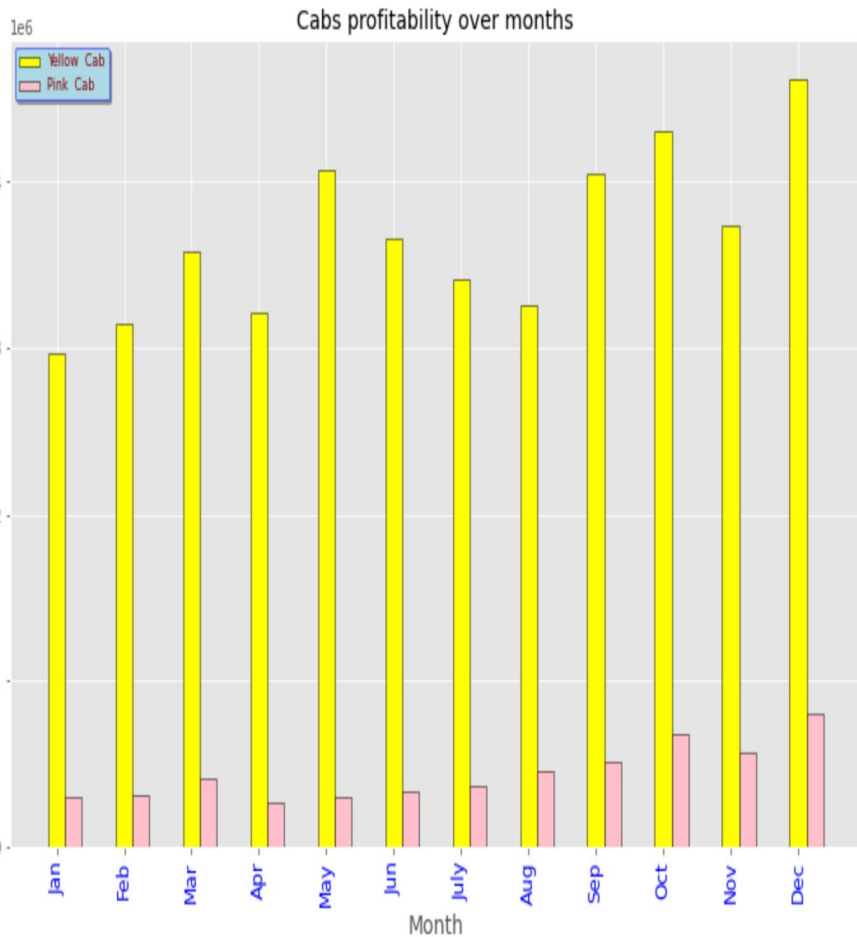


# Overview

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.



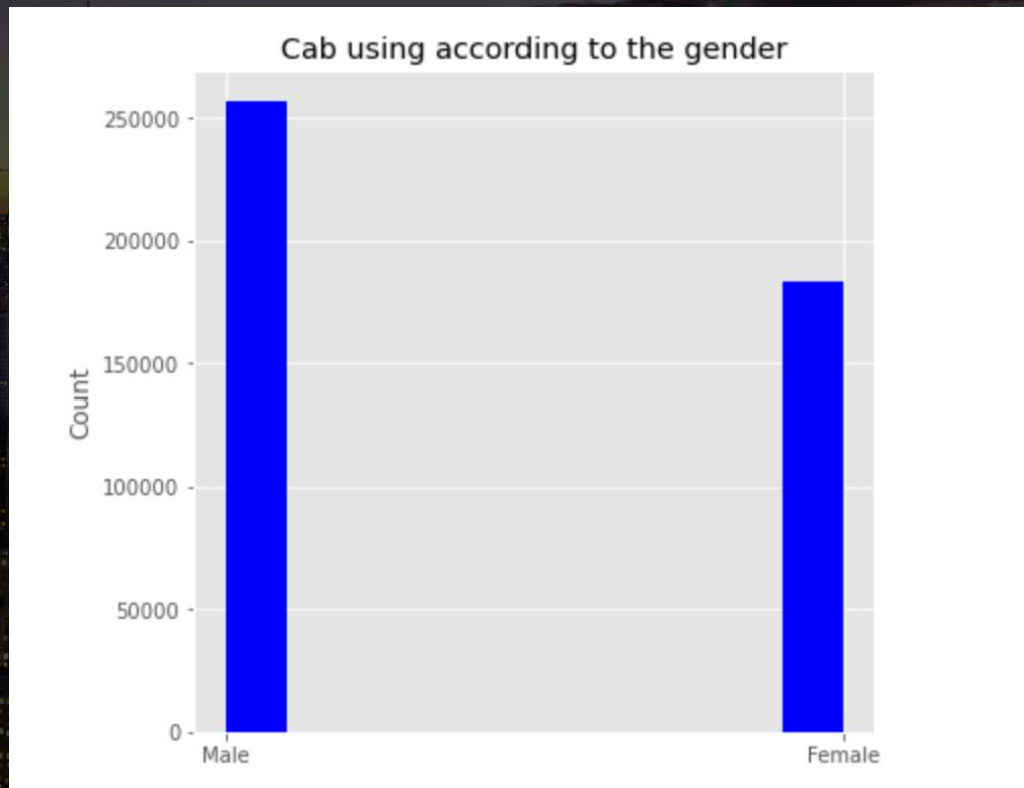


# Cabs profitability

According to the data for over the three years period of time Yellow Cab company has made more profit than Pink company.

Performance of companies are shown left in the histogram.

According to the histogram on right male customers are using more cab than women.





**Thank You!**