



Data Glacier

Your Deep Learning Partner

Exploratory Data Analysis

G2M Case Study

27-June-2021

Background – G2M insight for Cab Investment firm

--XYZ is a private firm in USA. 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 : Provide actionable insights to help XYZ firm in identifying the right company for making investment.

Dataset: Cab_Data , Customer_ID , Transaction_ID , City

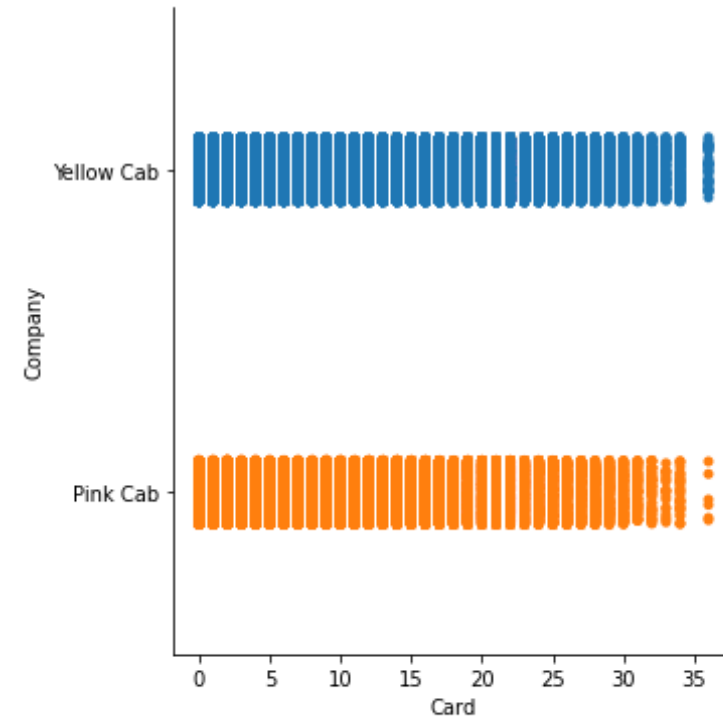
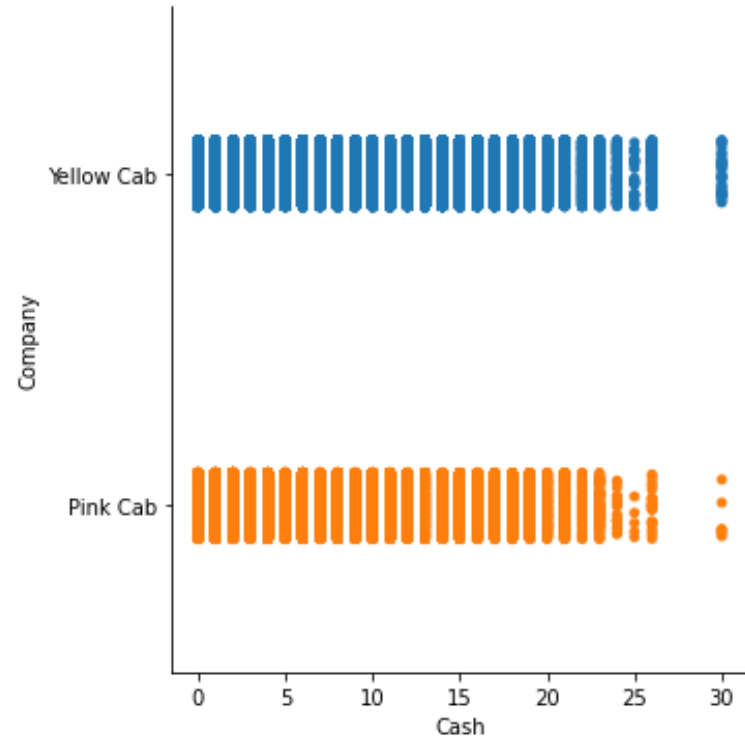
Data Exploration

- Timeframe of the data: 31-01-2016 to 31-12-2018
- Total data points : 359392
- Format : csv
- 17 Features

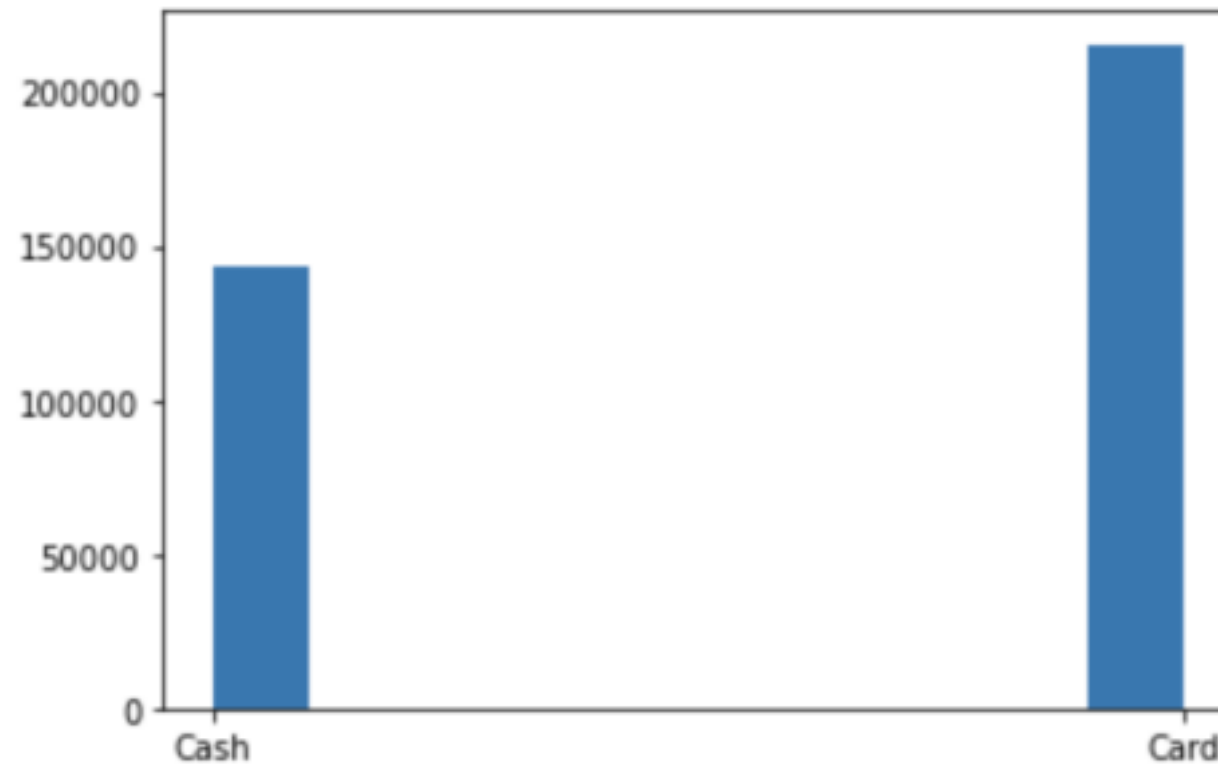
Analysis:

- Merge dataset, convert date column ,create new column , EDA ,hypothesis.

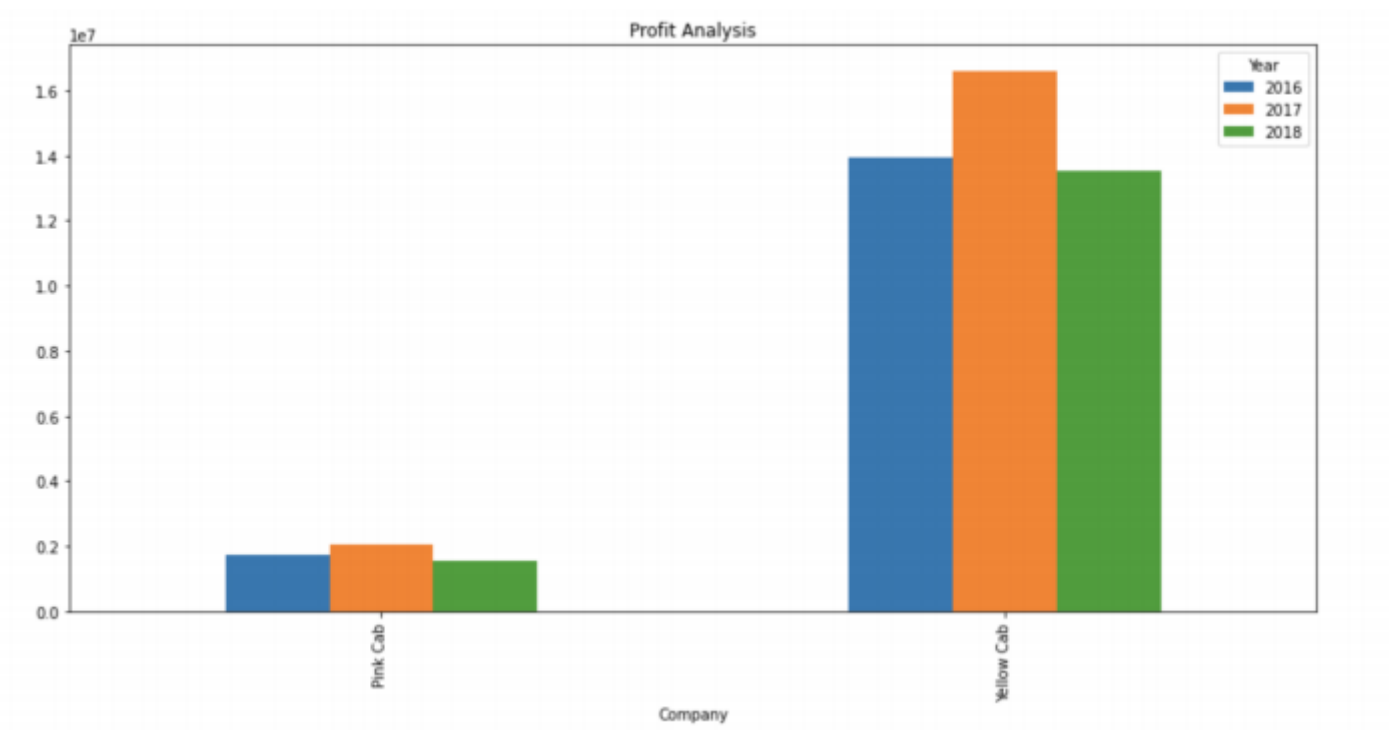
Payment Modes



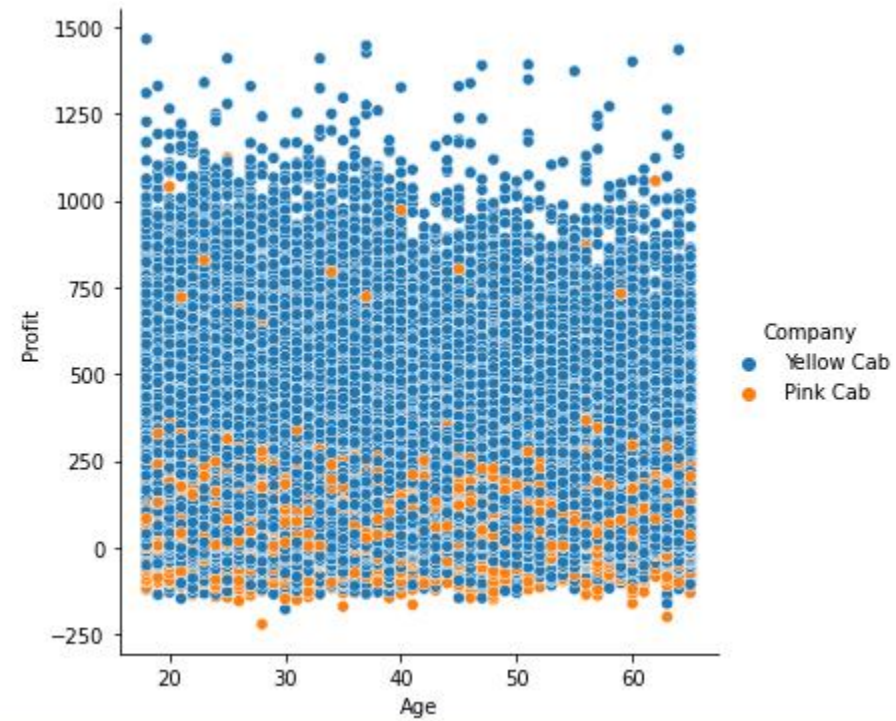
Payment Modes Analysis



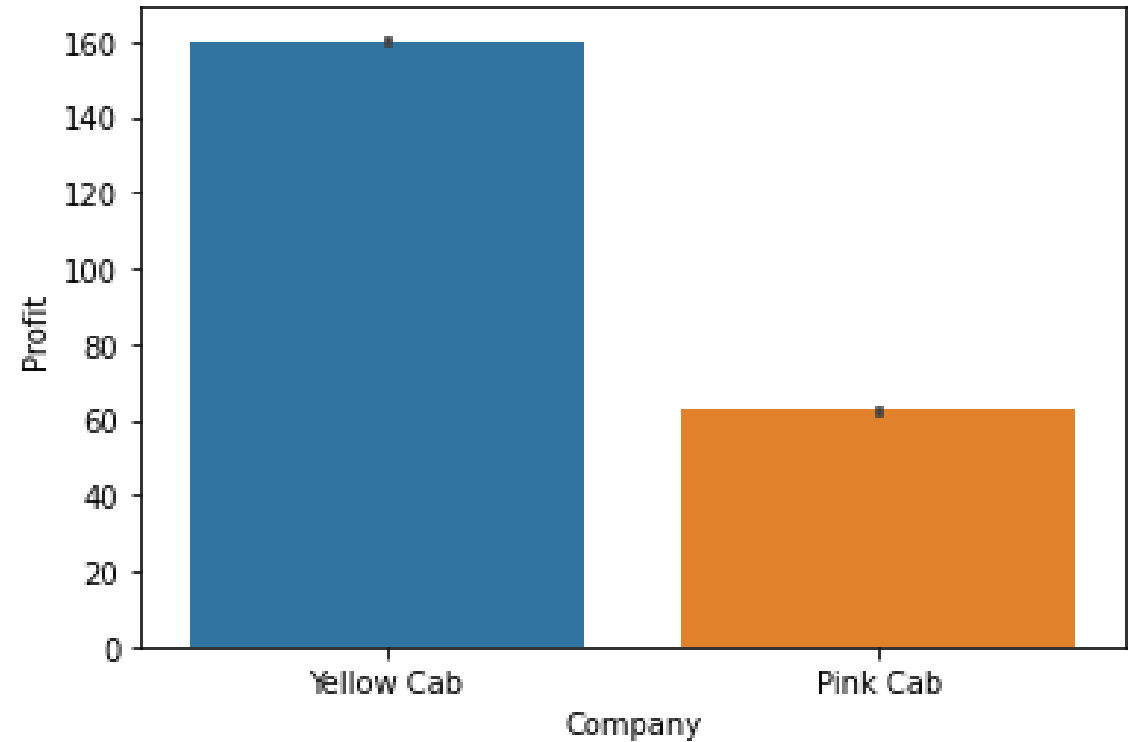
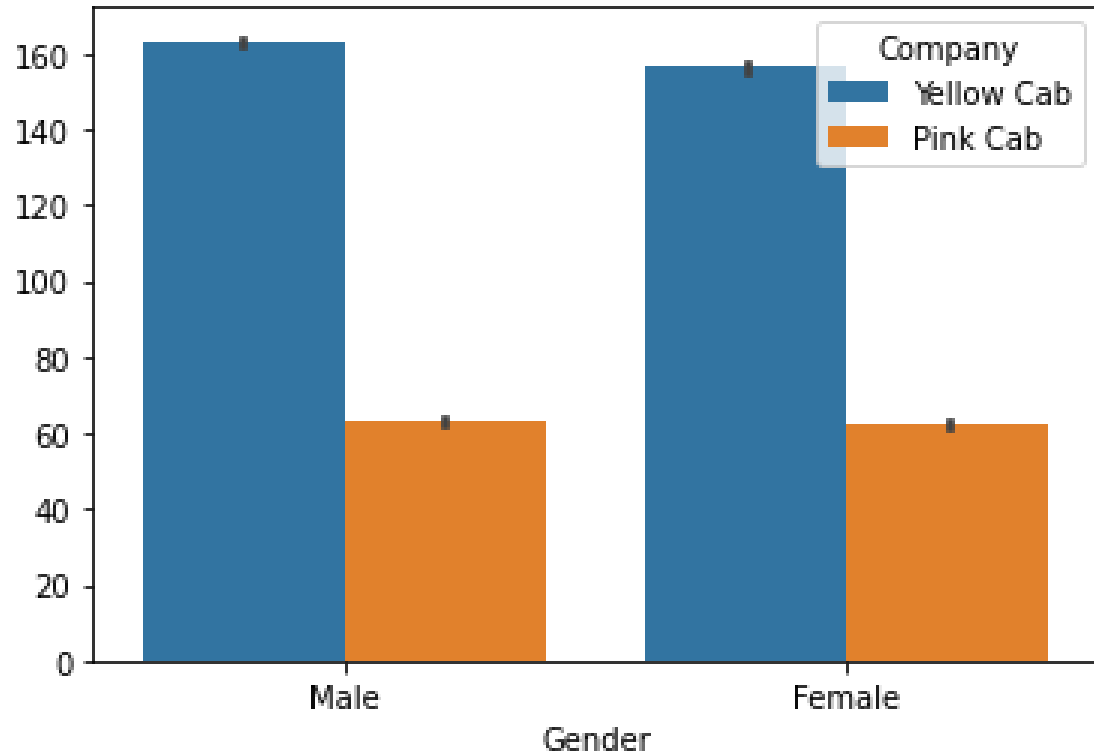
Profit Analysis



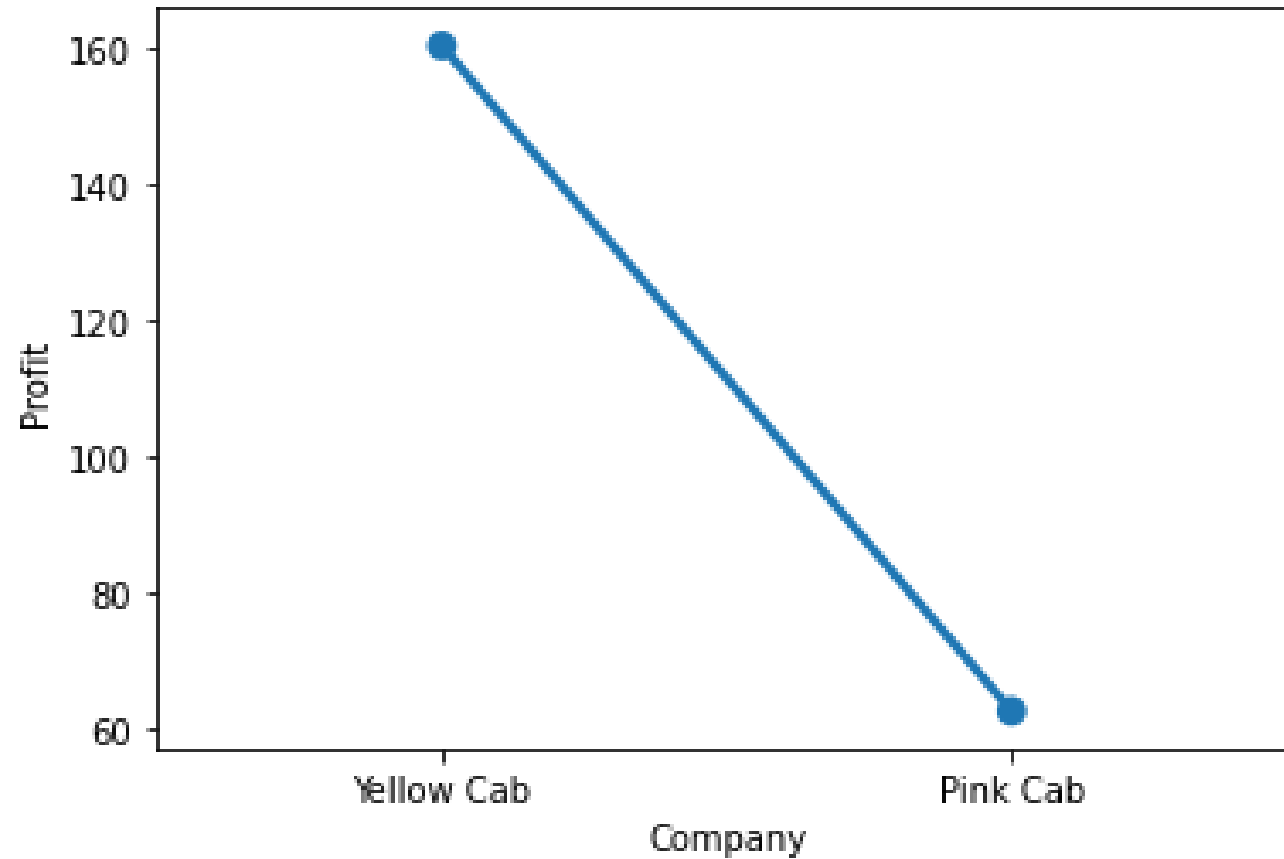
Age and Profit Analysis



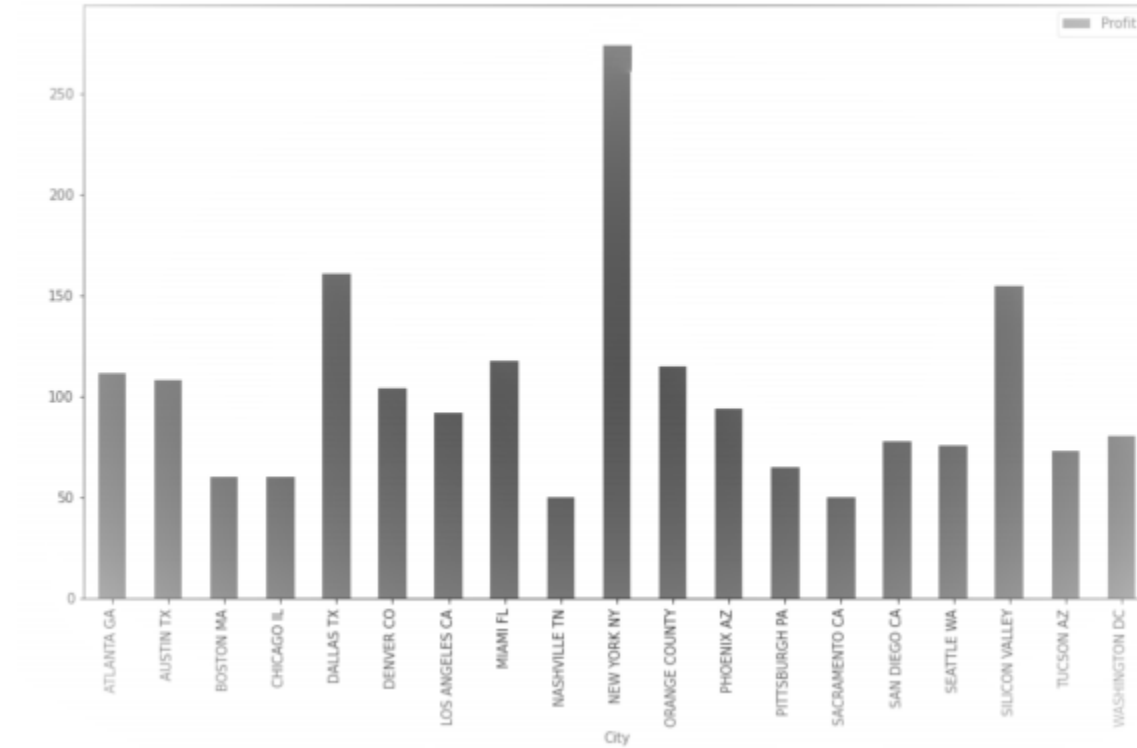
Company Preference Demand on Gender and Profit



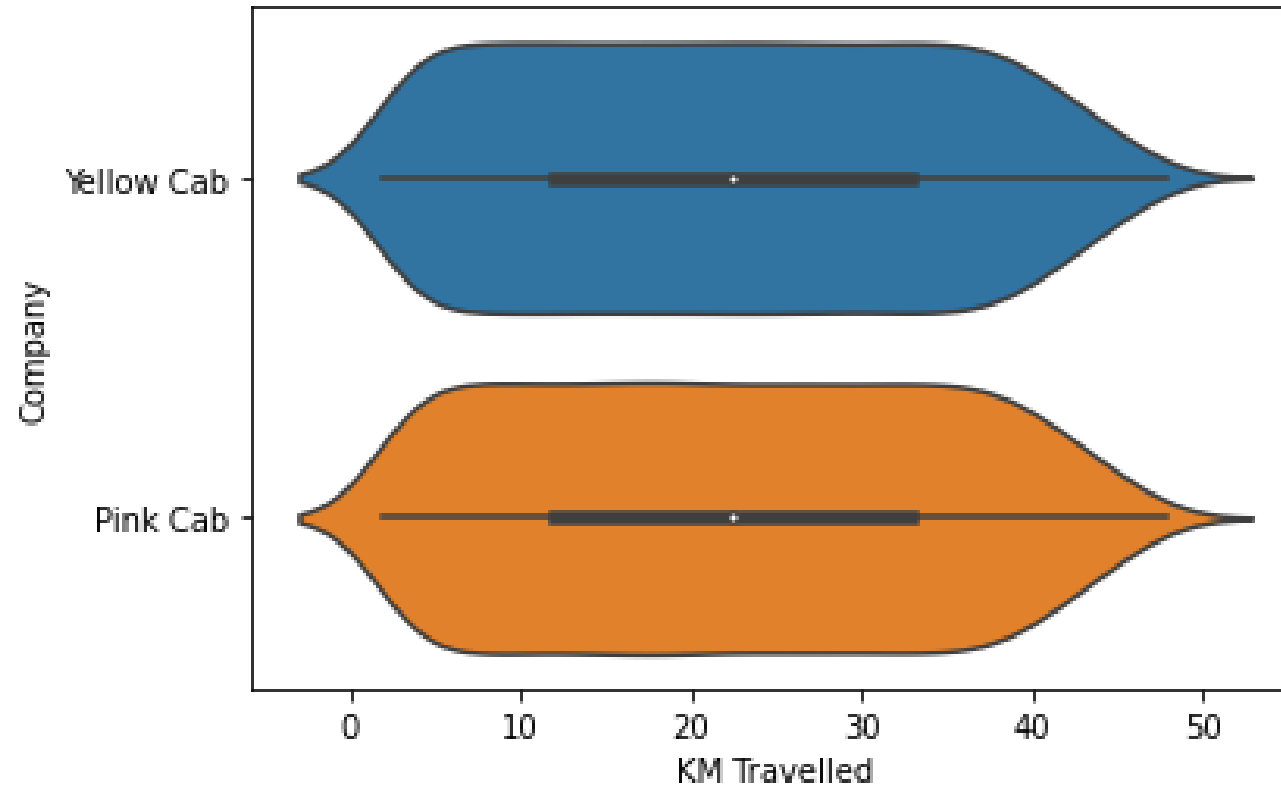
Company and Profit



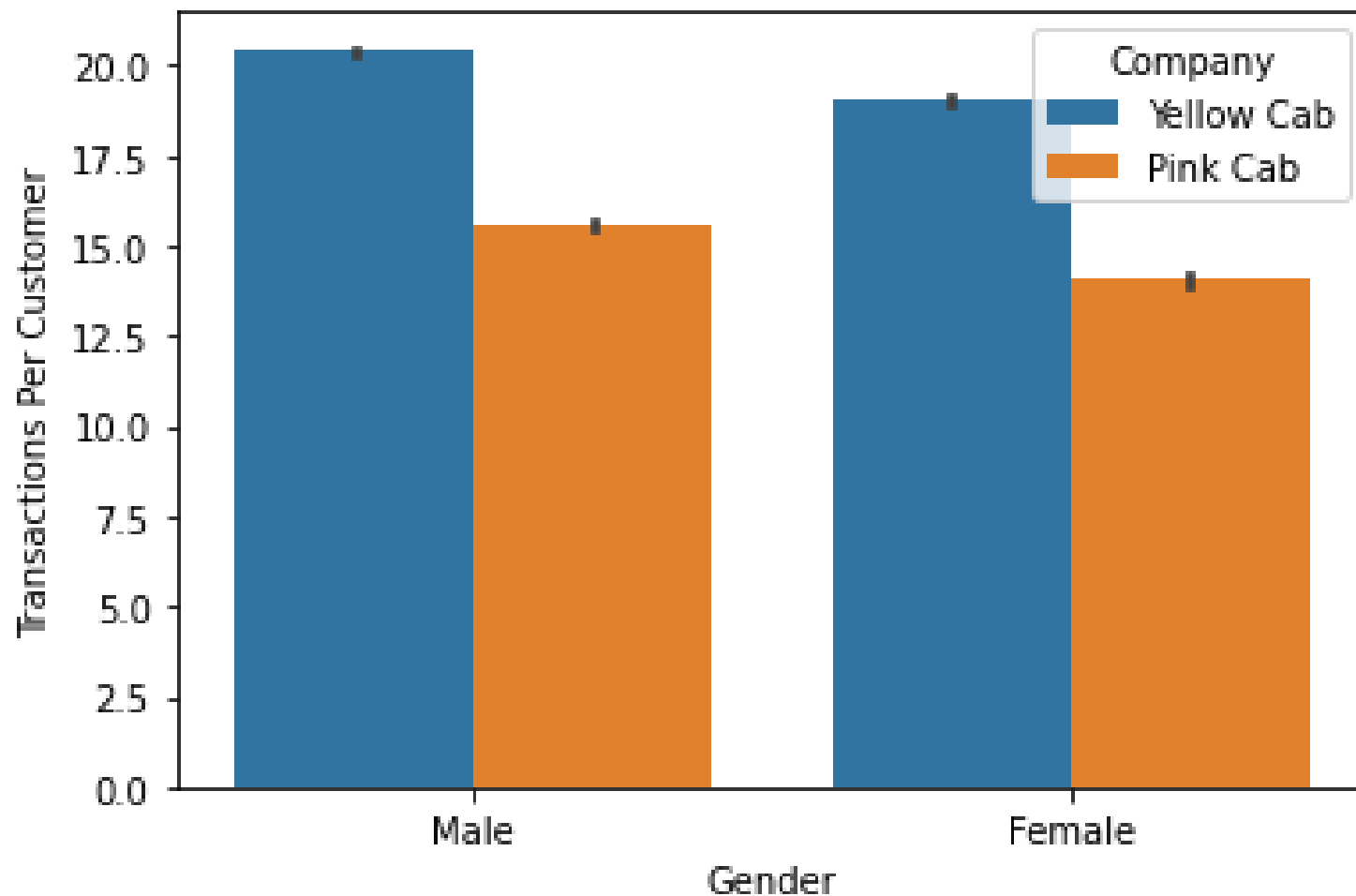
Profit per City



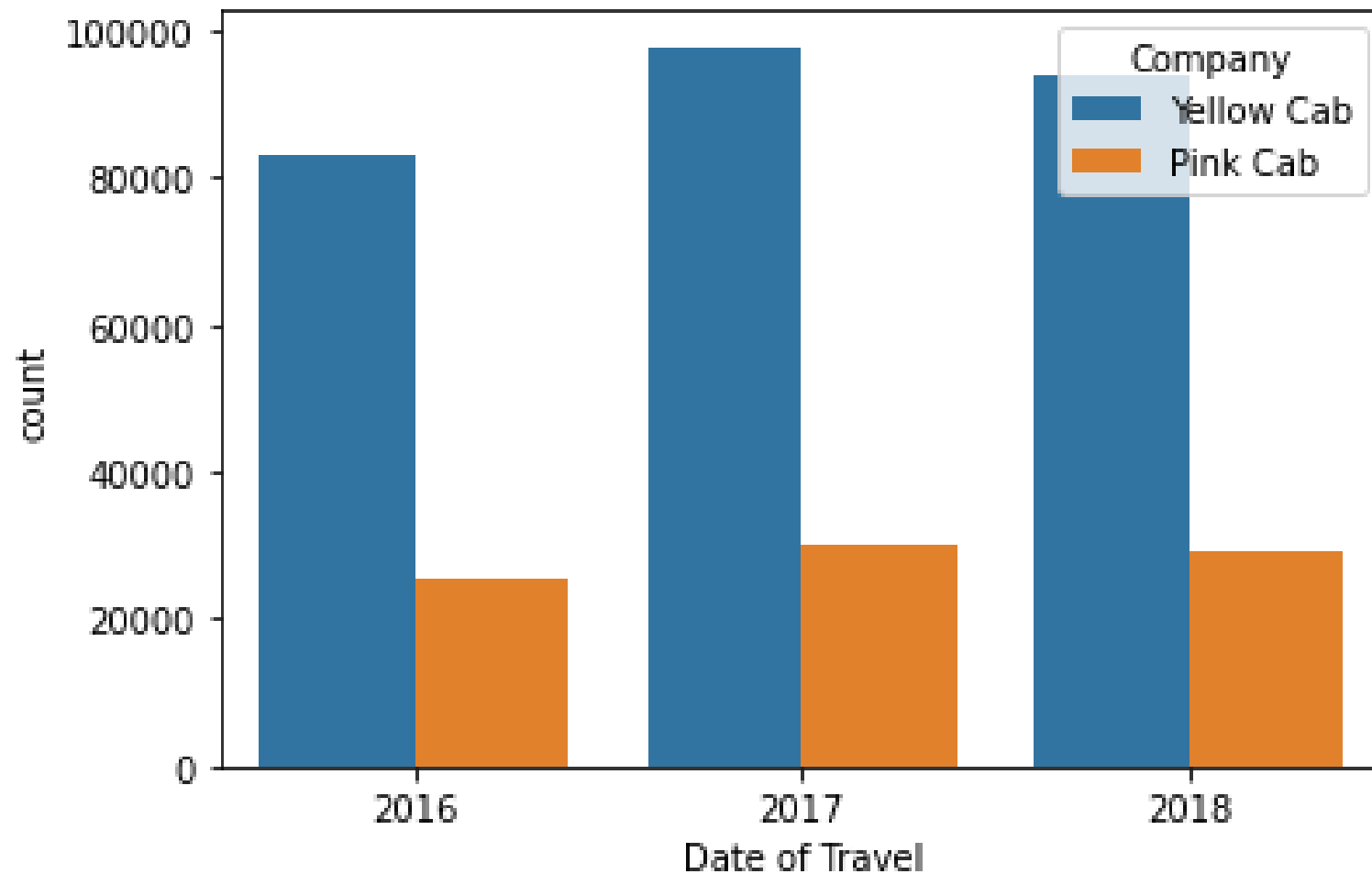
KM Traveled Through Companies



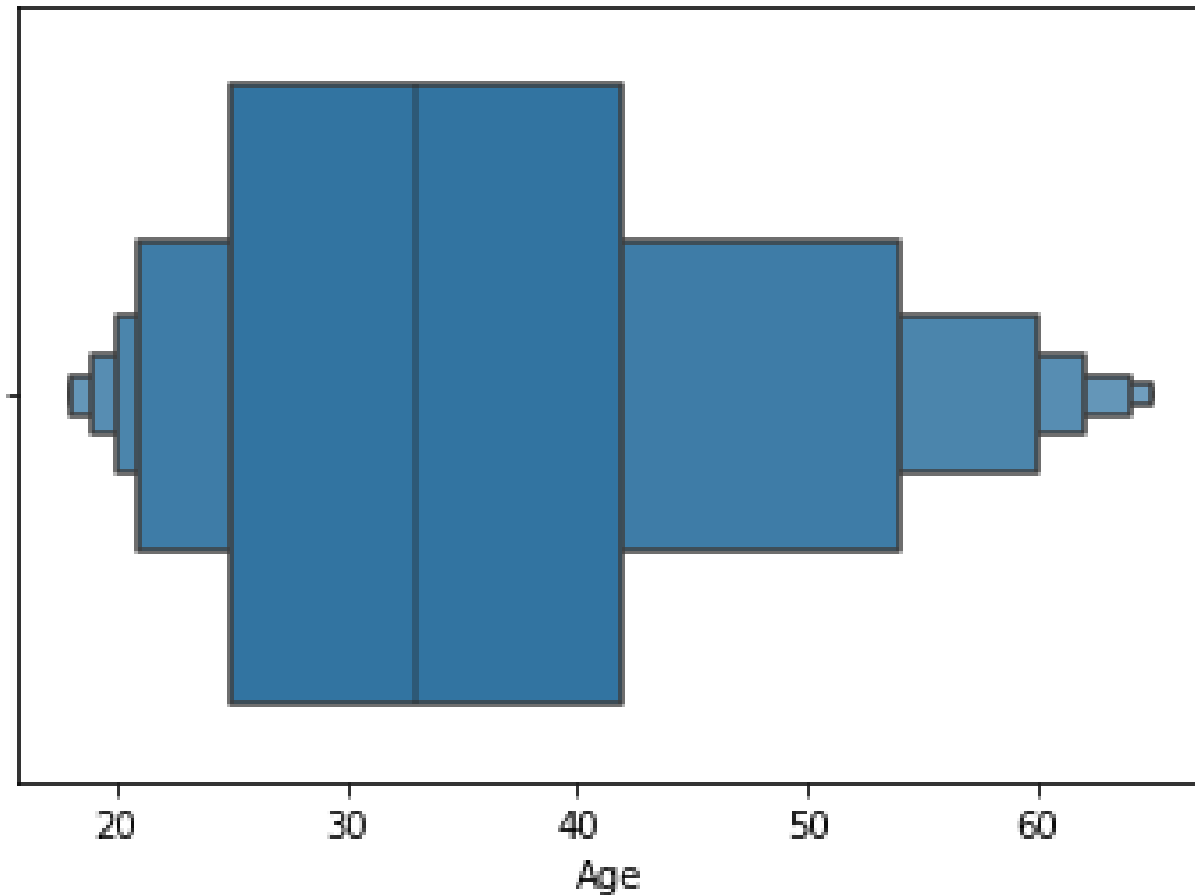
Gender and Transactions Per Customer



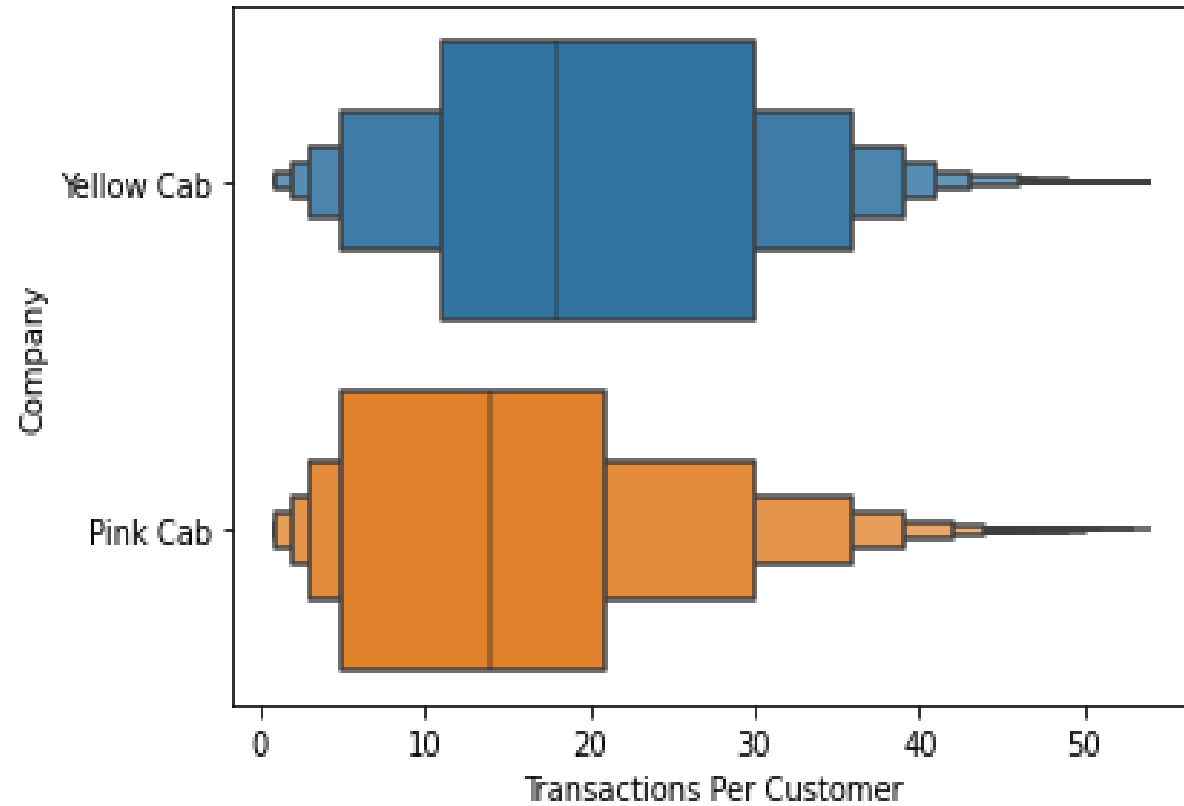
Number of Journeys Yearly in Companies



Ages Mostly Used Cab Companies



Transactions Per Customer



Recommendations

After comparing the cab companies on following points, we found Yellow cab better than Pink cab:

Mode of payment : Card payment is preferred over cash payment generally so XYZ private firm could offer some discounts on card payment which would further increase the no. of customer which in turn would increase the profit.

Amount of profit in Yellow cab larger than Pink cab.

Customers used Pink cab in three years as customers used Yellow cab in one year which determine which company customers prefers

Demand on KM traveled in both company, the distances are similar.

New York NY, Dallas TX, Silicon Valley and Miami FL cities with highest profit.

If Pink company is not a startup then Yellow Cab company is less risky to invest as they have successfully attracted the customers and Yellow cabs seem to be more common to users.

Agenda

Executive Summary

Problem Statement

Approach

EDA

EDA Summary

Recommendations

Thank You