G2M Case Study

Virtual Internship(LISUM28)

15-DEC-2023

Market Analysis for Cab Investment Firm

Objective:

•Uncover valuable insights and trends in the transportation industry to guide informed decisions on market entry, expansion, or optimization for the Cab Investment firm.

Data Source:

•Utilizing datasets from: DataGlacier/DataSets.

Analysis Steps:

•Data Acquisition
•Exploratory Data Analysis (EDA)
•Market Trends Analysis
•Customer Segmentation
•Predictive Modeling (if applicable)
•Recommendations & Insights

Data Exploration

Dataset Statistics:

Total Entries: 359,392

Data columns (total 16 columns)

Data Types:

int64: Transaction ID, Customer ID, Age, Income (USD/Month)

datetime64[ns]: Date of Travel

float64: KM Travelled, Price Charged, Cost of Trip

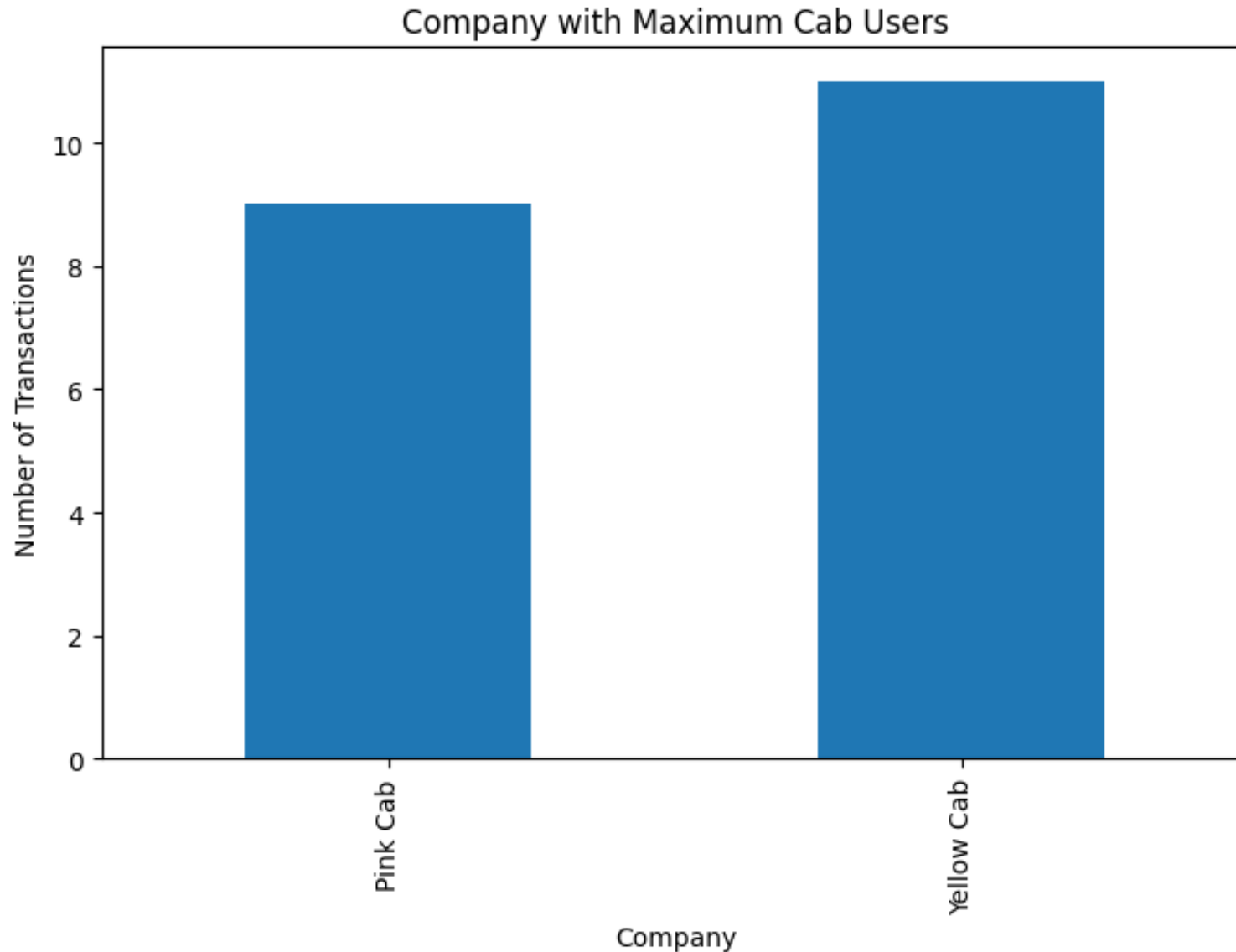object: Company, City, Payment Mode, Gender, Population, Users, Date

Columns:

Transaction ID, Date of Travel, Company, City, KM Travelled, Price Charged, Cost of Trip, Customer ID, Payment_Mode, Gender, Age, Income (USD/Month), City, Population, Users, Date

Profit and profit percentage
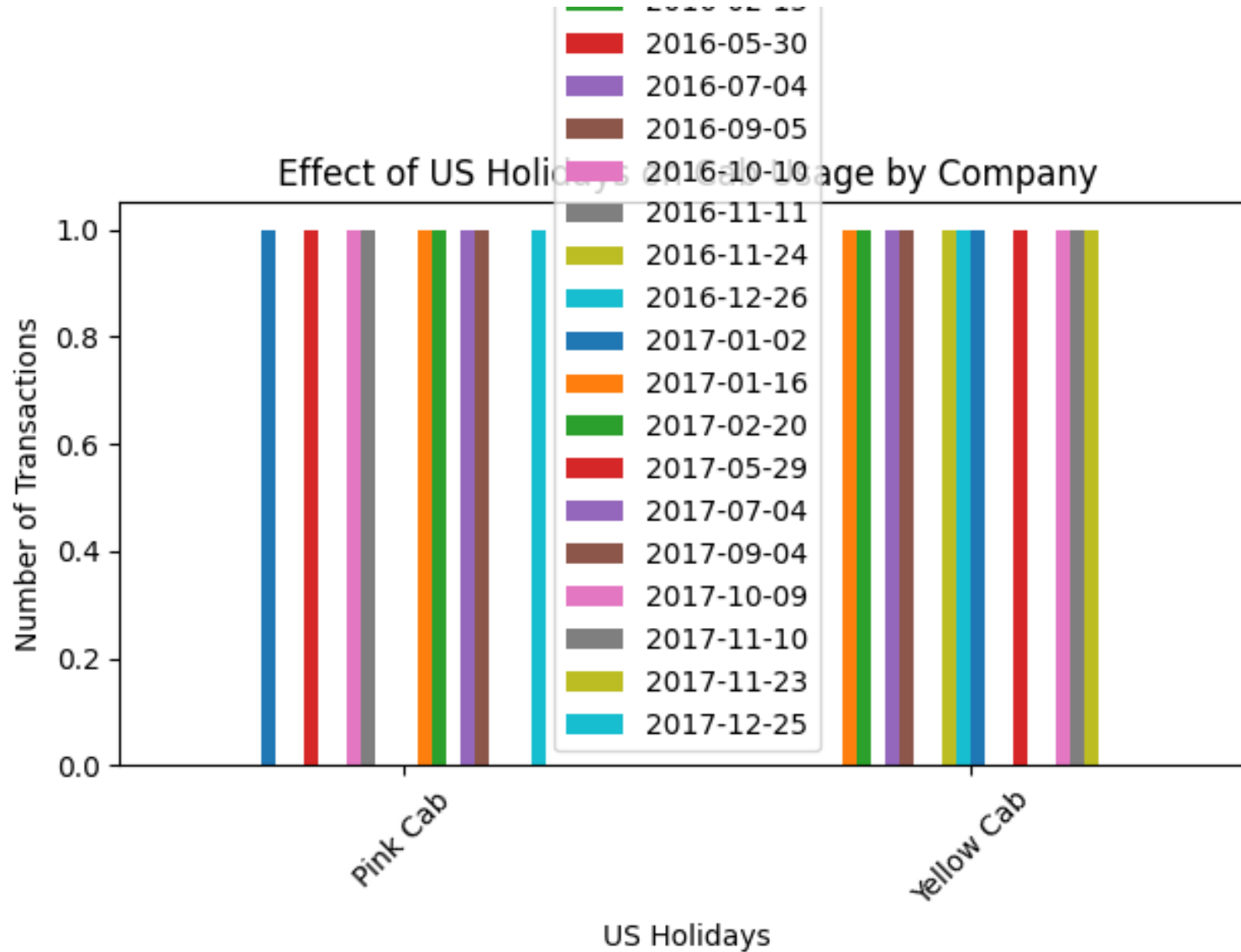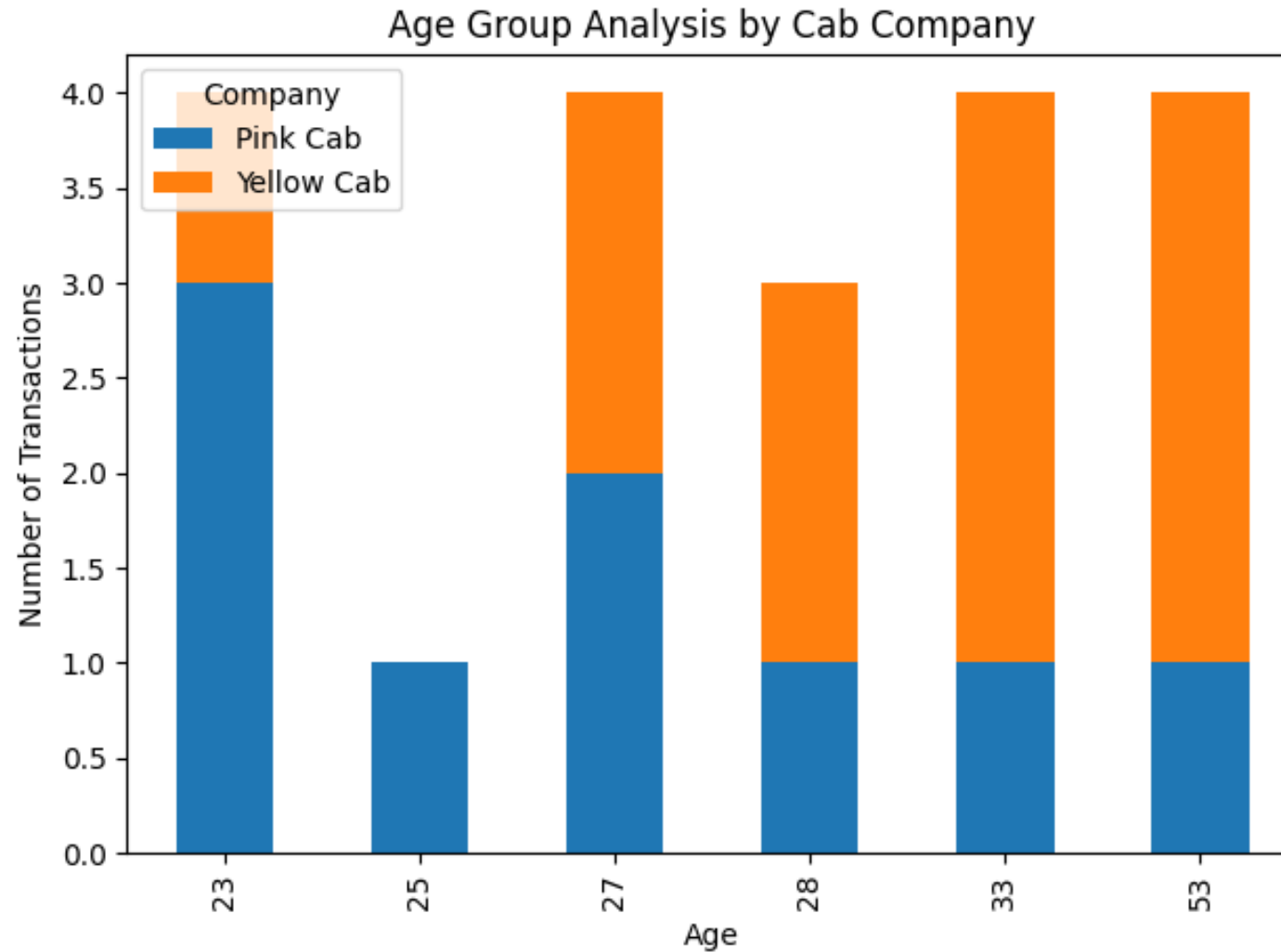
Company with Maximum Cab Users
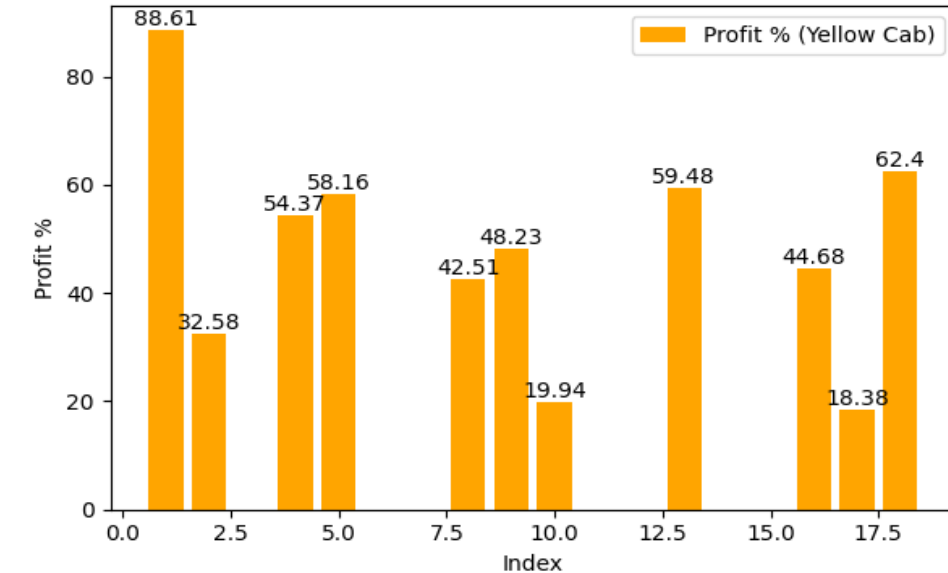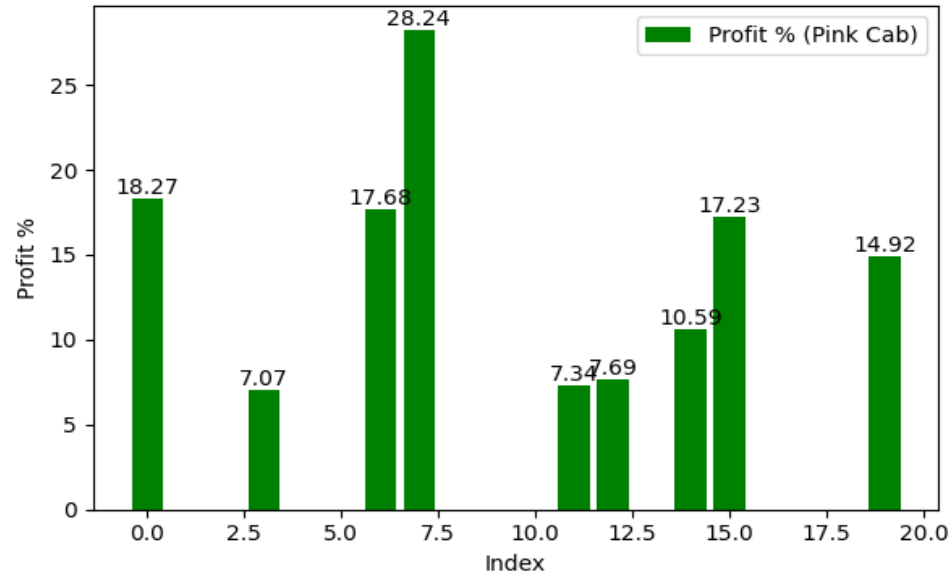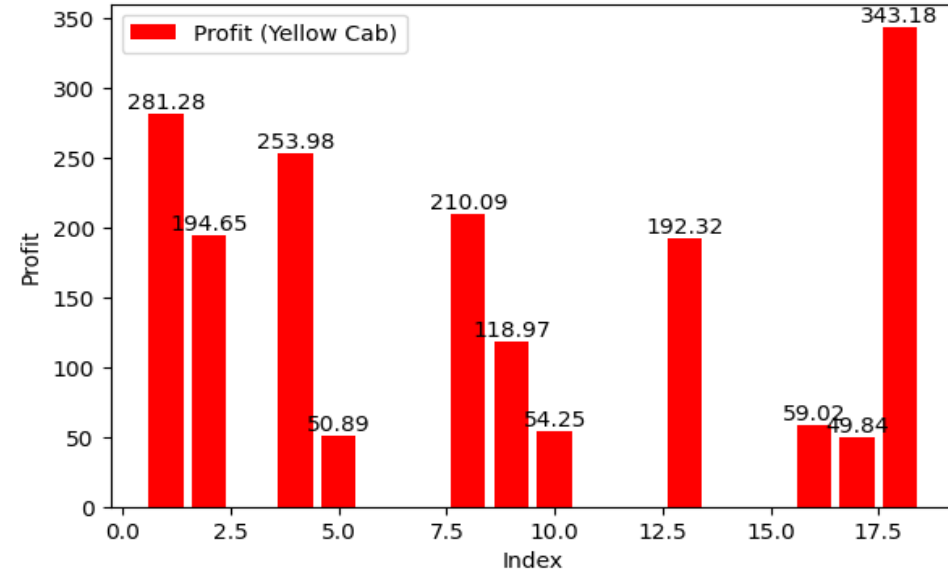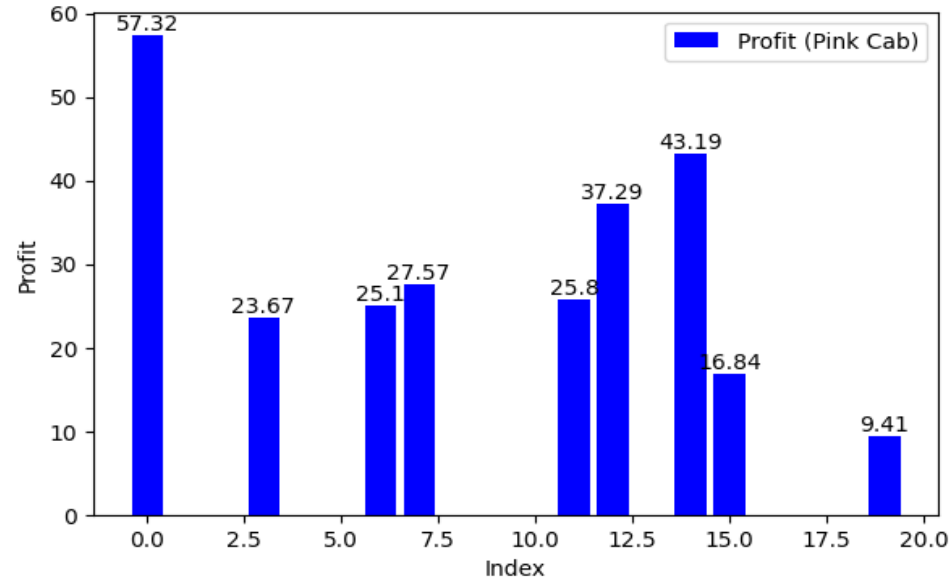
Company with Maximum Cab Users
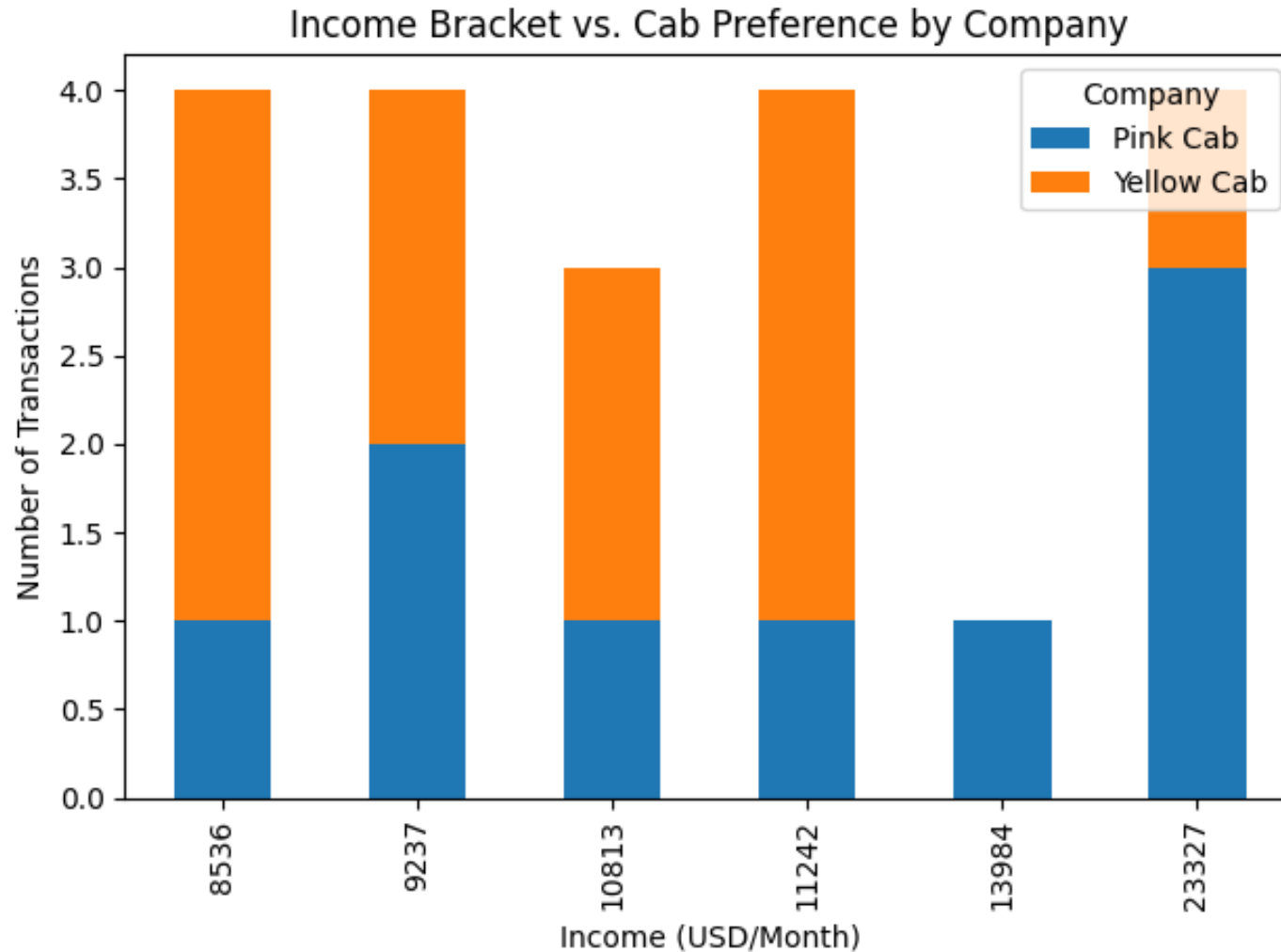

- *Yellow company has maximum cab users*

Effect of Holidays by Company

Age Group Analysis

Age Group Analysis by Cab Company

Income Bracket and Cab Preference

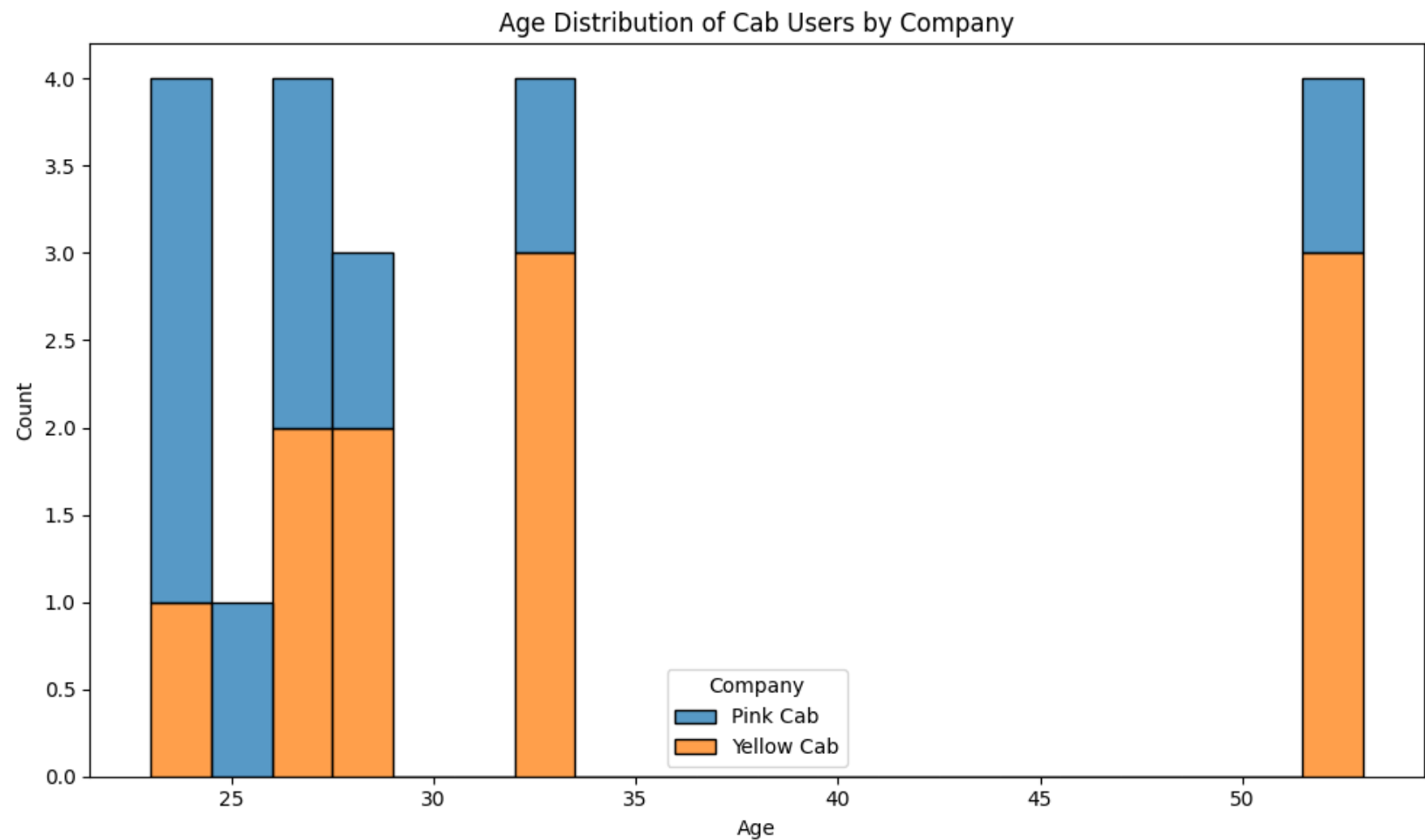Income Bracket vs. Cab Preference by Company

City Population vs. Cab Preference

Population vs. Cab Preference by Company
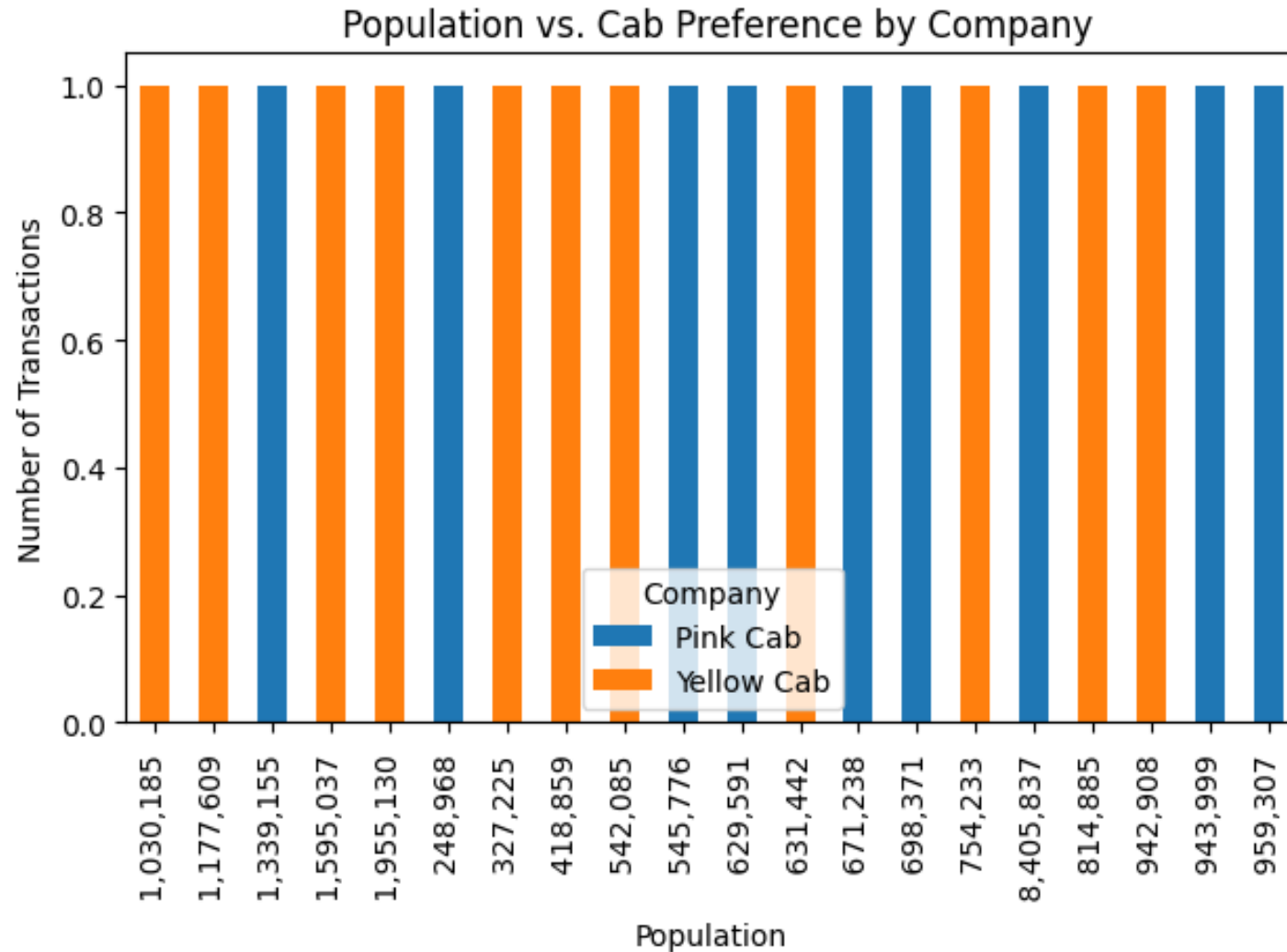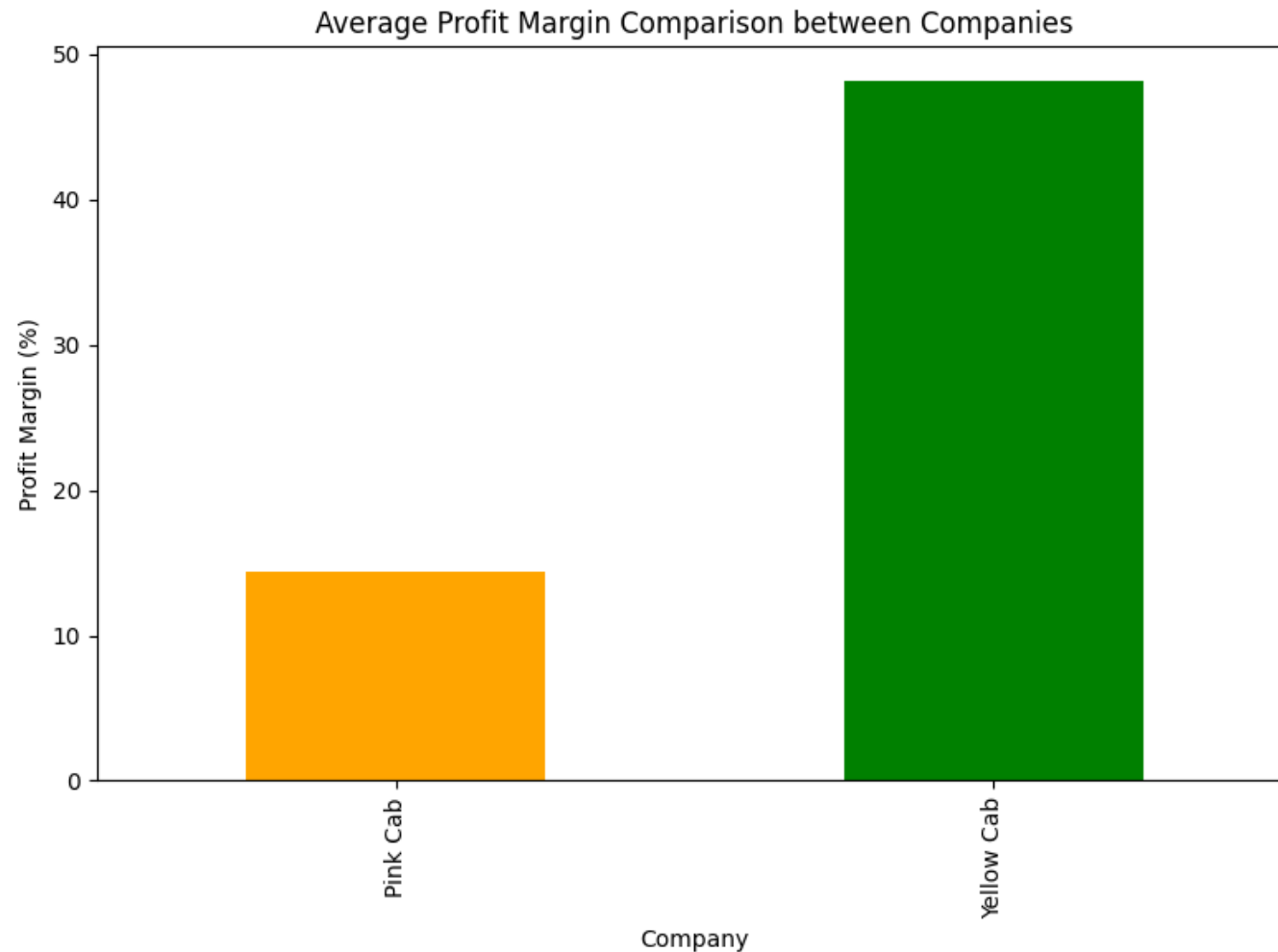
Age Distribution of Cab Users by Company

Comparison of Trip Costs between Companies

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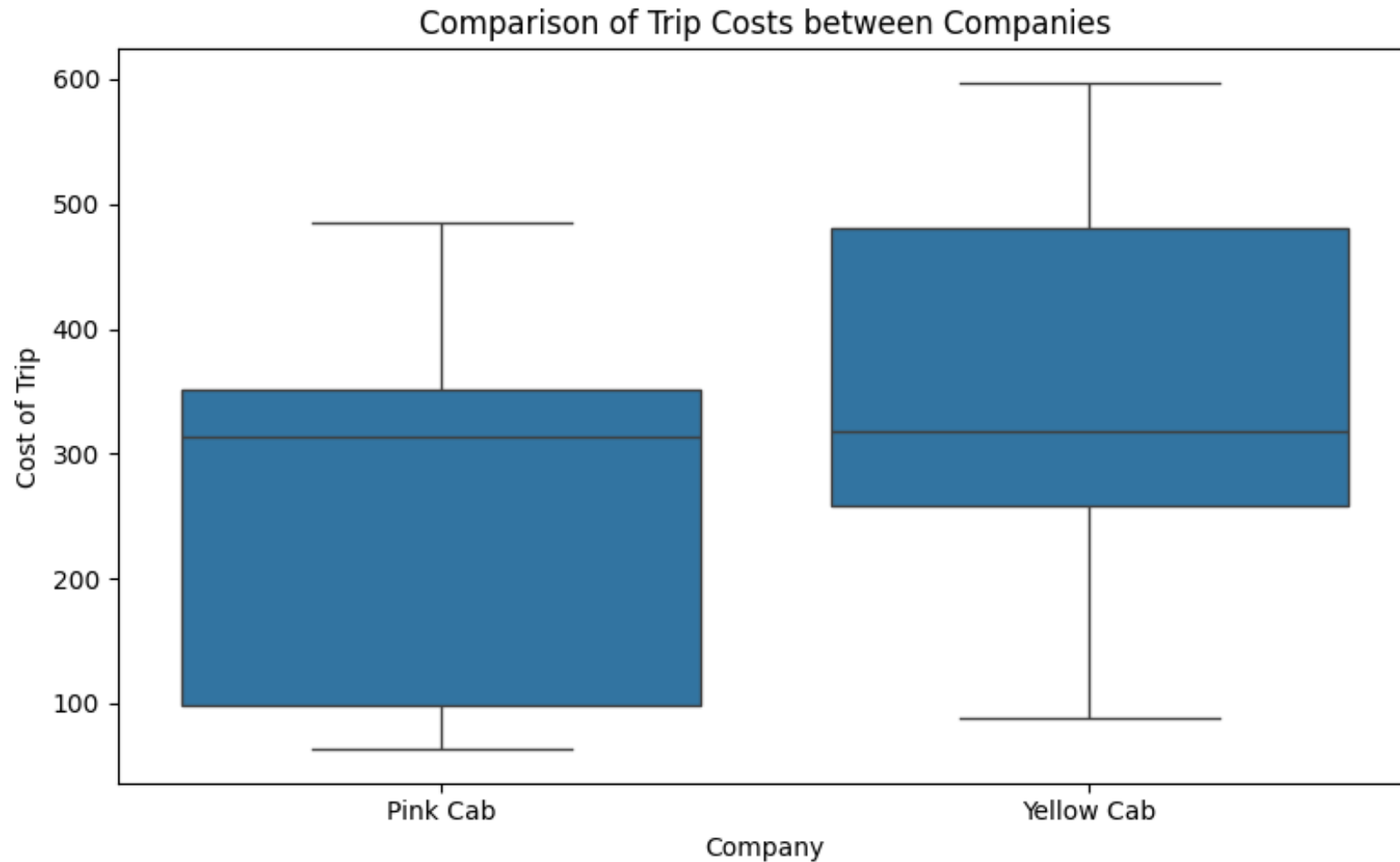
Calculate profit and profit margin

Recommendation for Investment in Cab Services

Profitability:
•*Higher Profit Margin:*
 Yellow Cab consistently demonstrates higher profitability compared to Pink Cab, as indicated by the analysis of profit margins and total profit.
•*Steady Profit Growth:*
 Over time, Yellow Cab has shown a consistent increase in profits, showcasing its reliability and potential for sustained growth.

 Customer Base:
•*Larger Customer Base:*
Yellow Cab has a significantly larger customer base compared to Pink Cab, highlighting a greater market presence and potential for expansion.
•*Stronger Customer Retention:*
 The retention analysis indicates that Yellow Cab has better customer retention rates, implying stronger customer loyalty and satisfaction.

Investment Consideration

customer base, investing in Yellow Cab appears to be a more promising venture. However, a comprehensive market study and risk assessment should accompany this recommendation for a well-informed investment decision.

Thank You