



Data Glacier

Your Deep Learning Partner

Exploratory Data Analysis

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EDA Summary

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Executive Summary

- XYZ is a private equity 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.

Problem Statement/Objective

- To provide actionable insights to help XYZ firm in identifying the right company for making investment, we considered comparing the biggest rideshare companies, which are Uber and Lyft.

Approach

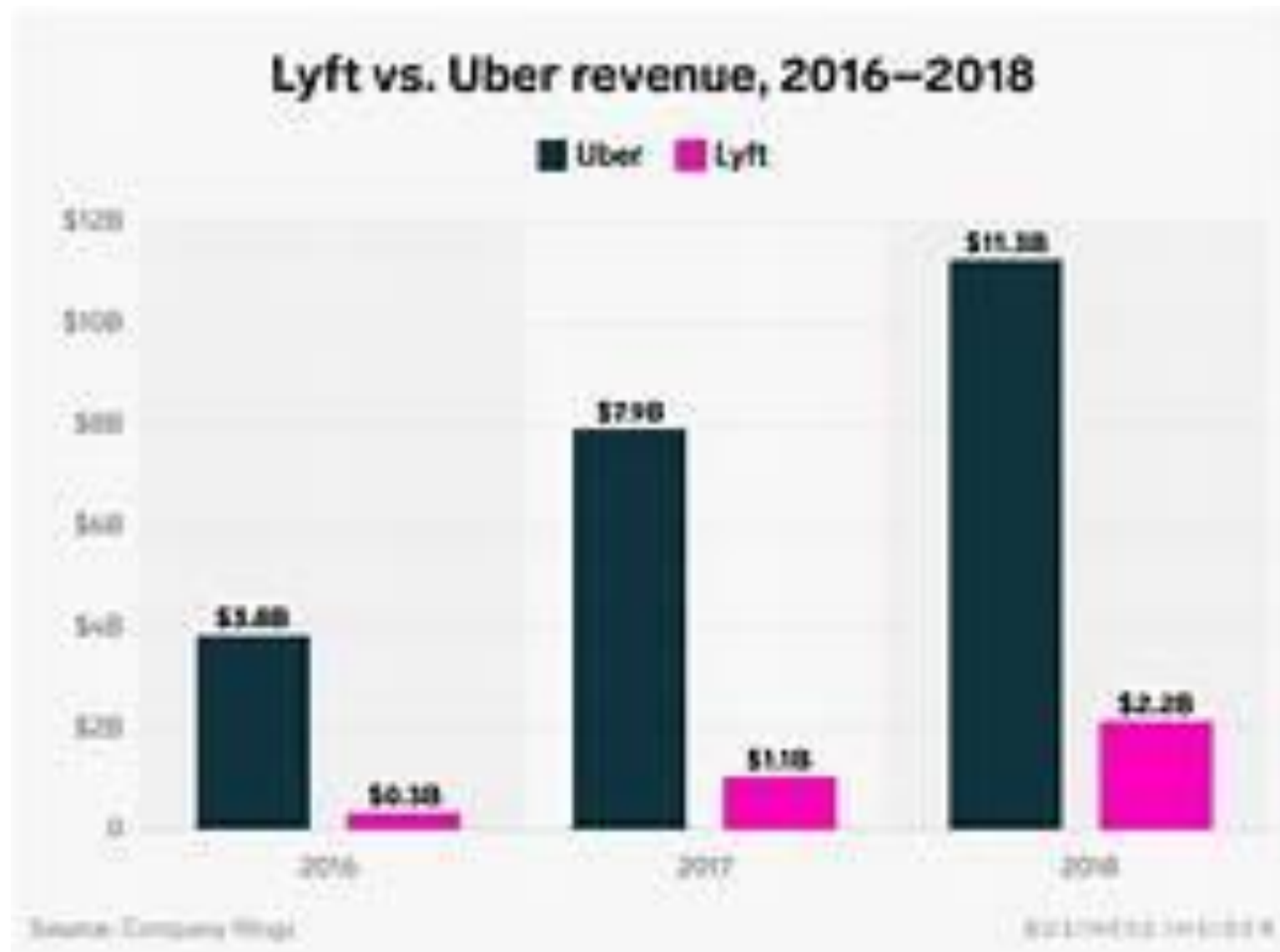
- With the advent of the internet, we have all the information needed for both companies, like revenue stream, products, financials, and other data. Using this, we can analyze the desired stock in detail to assess whether it is viable for investment or not.

Approach

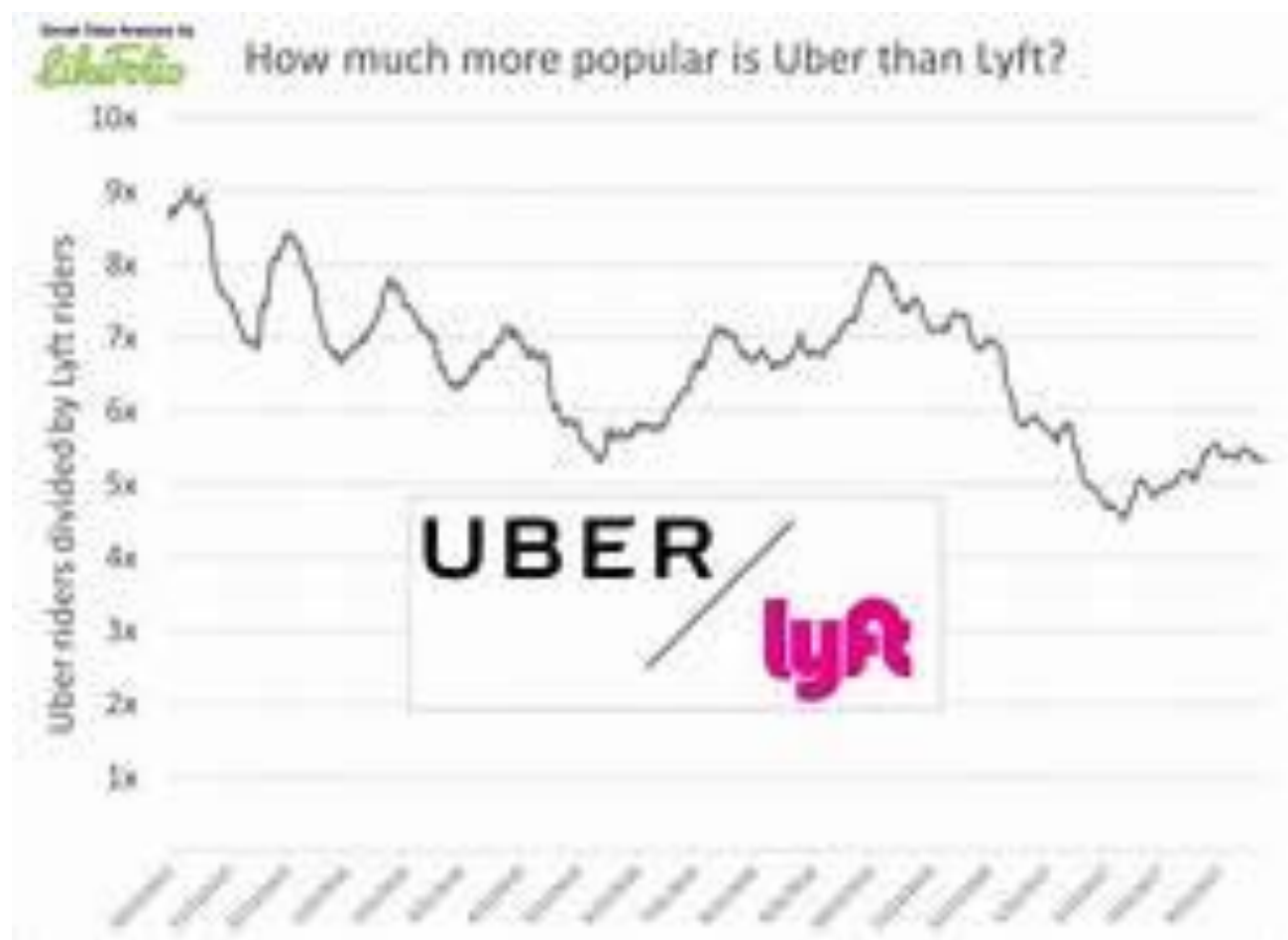
We considered the following in making comparisons;

- Revenue, earnings, and future growth are important data points we can look at for Uber and Lyft
- Net profit margin, return on equity, and P/E ratio are among the key financial ratios for Uber and Lyft
- Charts of stock prices to make trading decisions for both companies

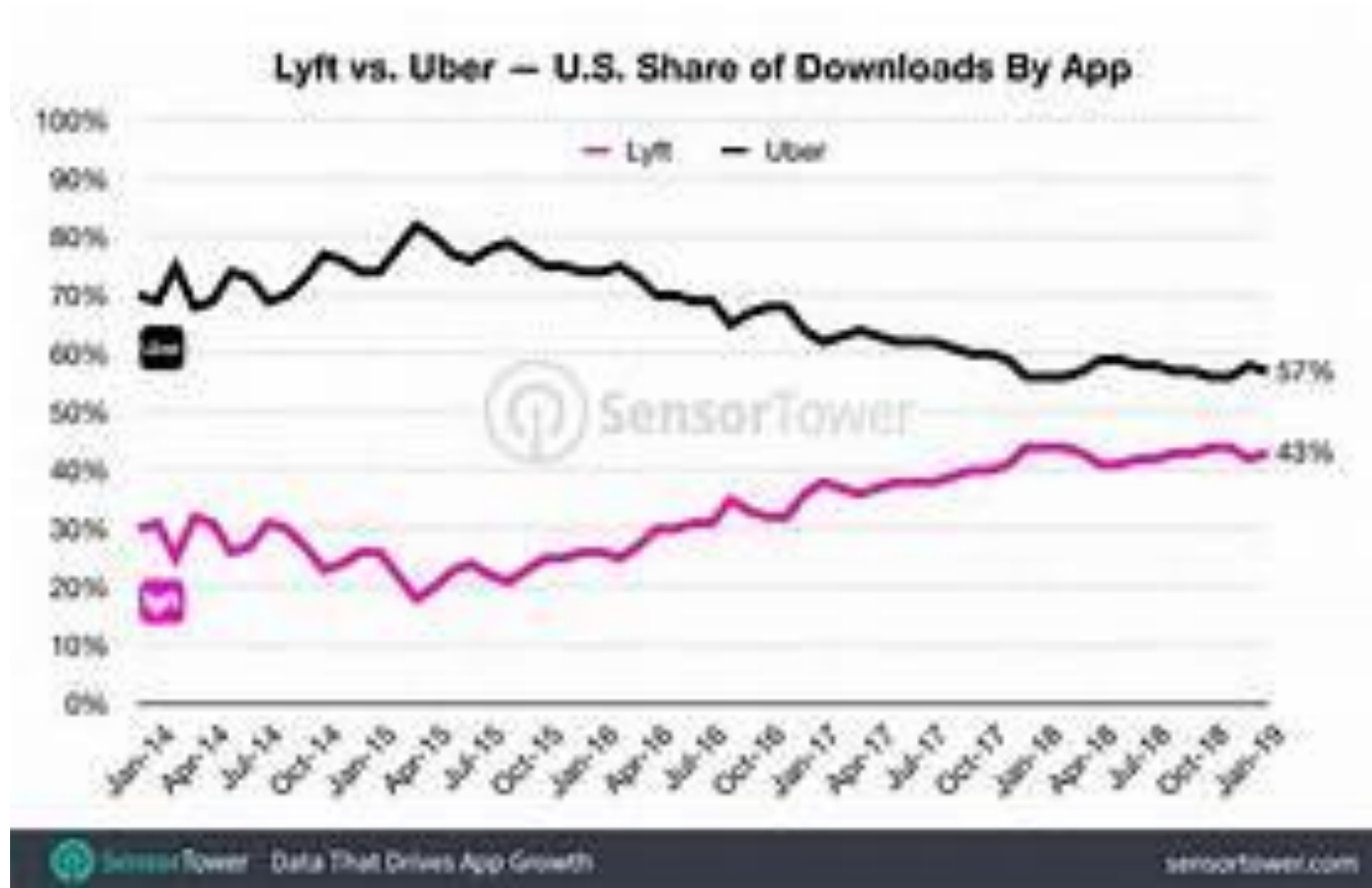
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EDA



EDA Summary

- *Customer Reach*: Uber has higher customer reach in over 100 countries while Lyft and others have little or no presence in most countries.
- *Customer Retention*: We have analyzed this in two segments: at least 5 drive and at least 10 drive with the same cab company. And we found that Uber is doing far better than others in both these segments.
- *Age wise Reach*: Uber has customers in all age group and it's been observed that it's even popular in 60+ age group as equally as its in 18-25 age group.
- *Income wise Reach*: All rideshare companies are very popular in high and medium income class but here also Uber is performing better and offering their services to all the three income class group (low, medium and high)

Recommendations

In my opinion, I would recommend that XYZ invest in UBER, rather than any other rideshare company considering the fact that Uber is world wide as opposed to Lyft that is only in America.

Thank You