



Data Glacier

Your Deep Learning Partner

Exploratory Data Analysis

<Virtual Internship>

<20-July-2023>

Agenda

Problem Statement

Approach

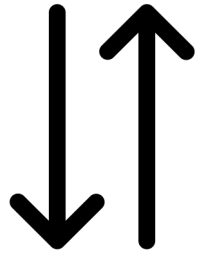
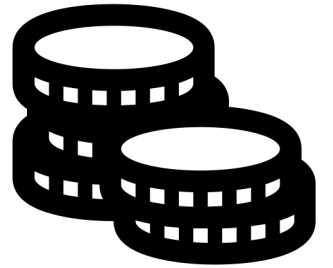
EDA

EDA Summary

Recommendations

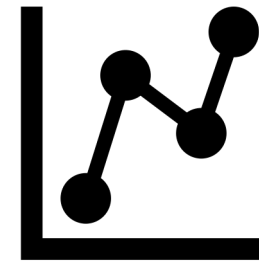
Problem Statement

- Background: XYZ, a US-based private firm, intends to explore investment opportunities in Cab Industry, which has experienced remarkable growth recently. As part of their Go-to-Market (G2M) strategy, they aim to gain comprehensive market insights before making any final decisions.
- Objective : Leverage data to provide actionable business insights for XYZ firm, supporting their decision-making on which cab company to invest.

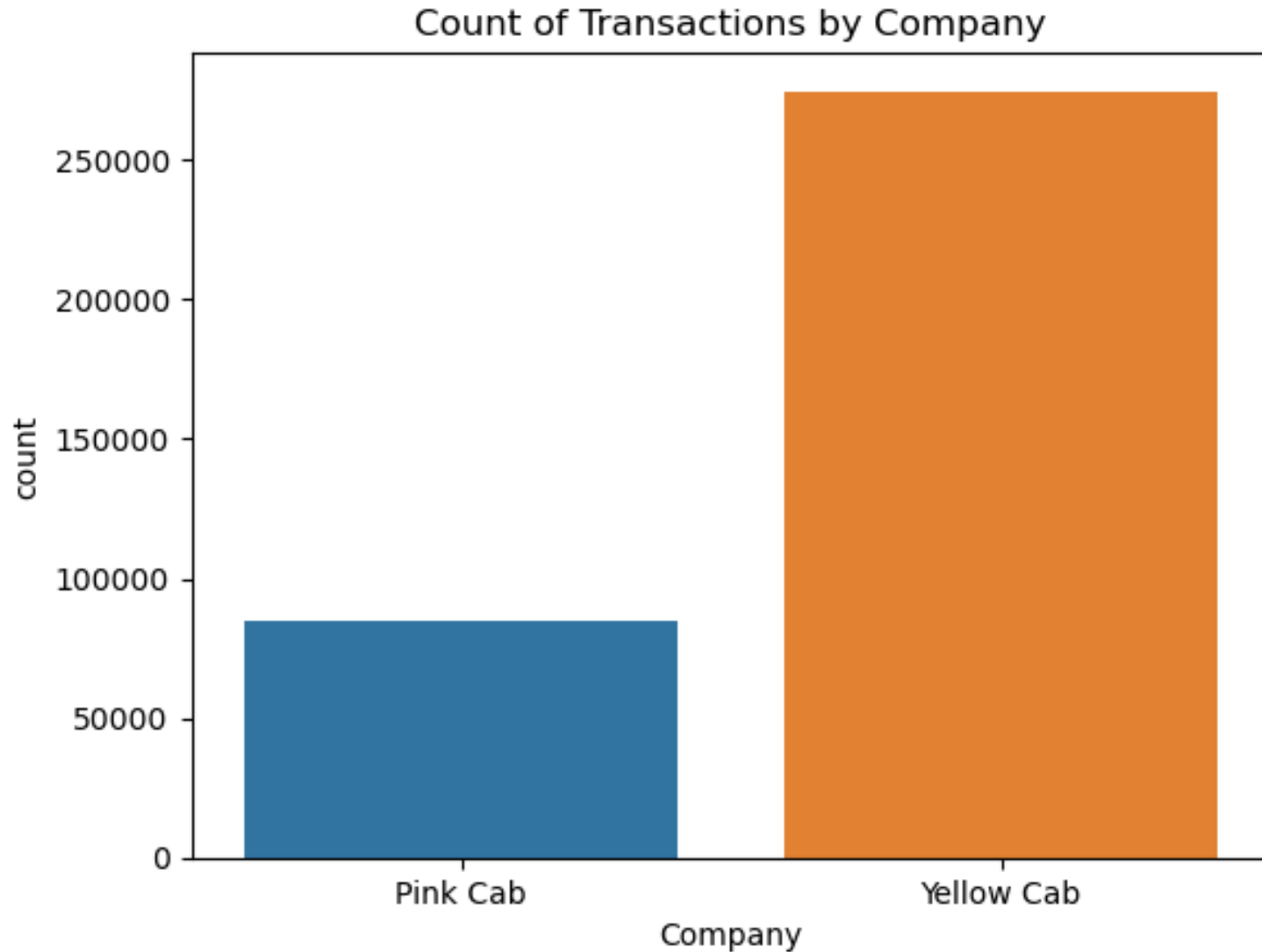


Approach

- Data Preprocessing
- Hypothesis Generation
- Explorative Data Analysis
- Data Visualization

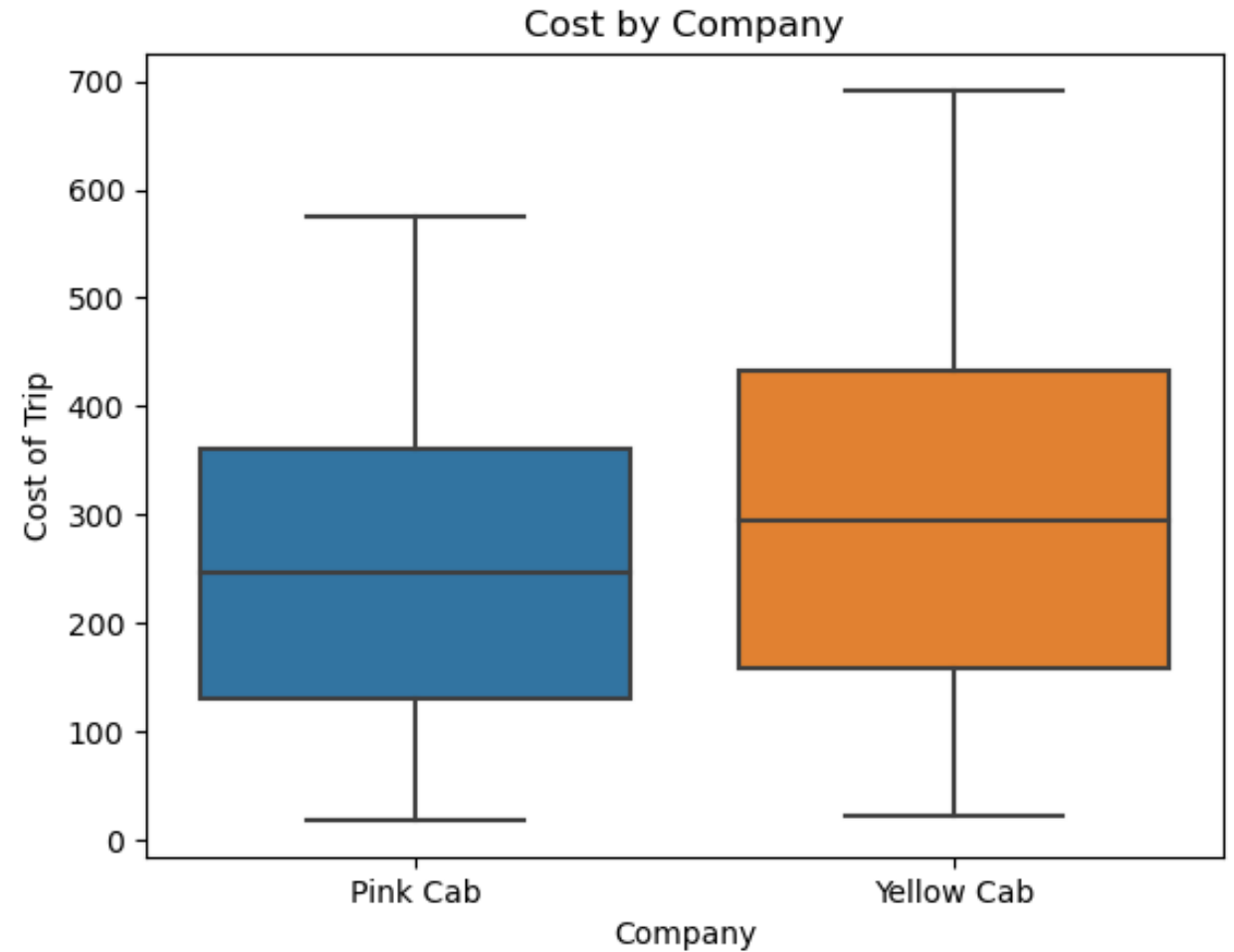
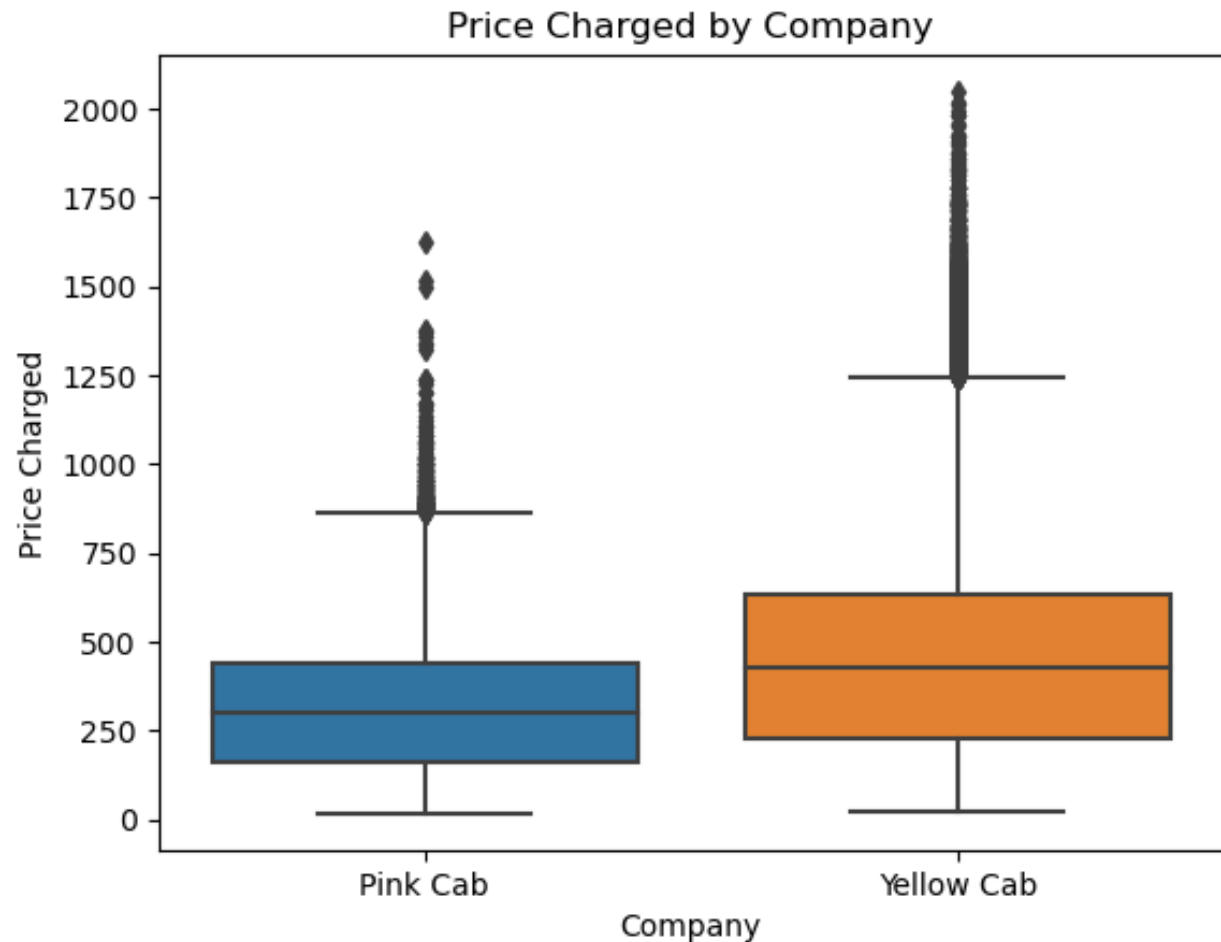


EDA

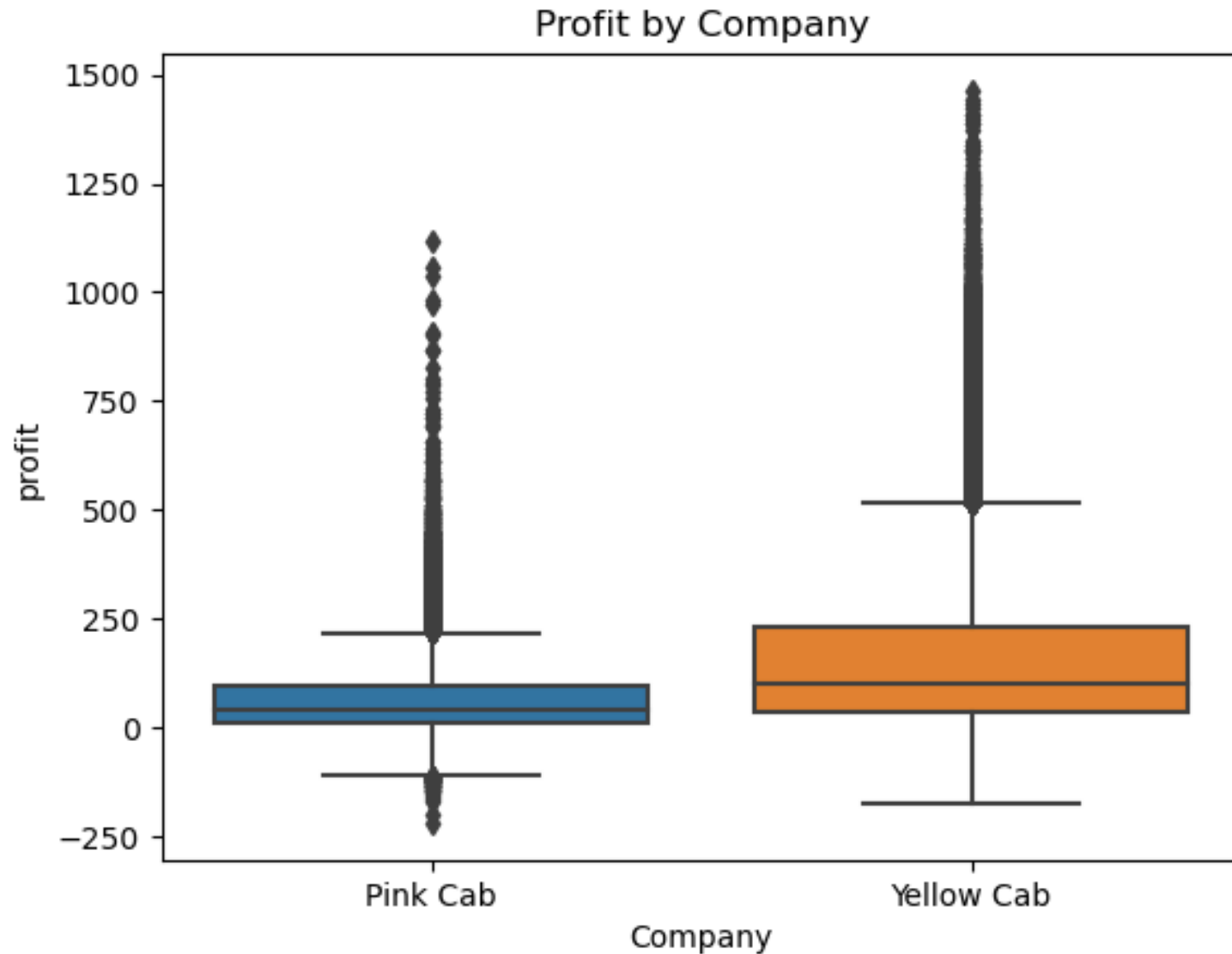


In terms of total transactions, Yellow Cab is significantly more than Pink Cab

Price and Cost per trip by Company

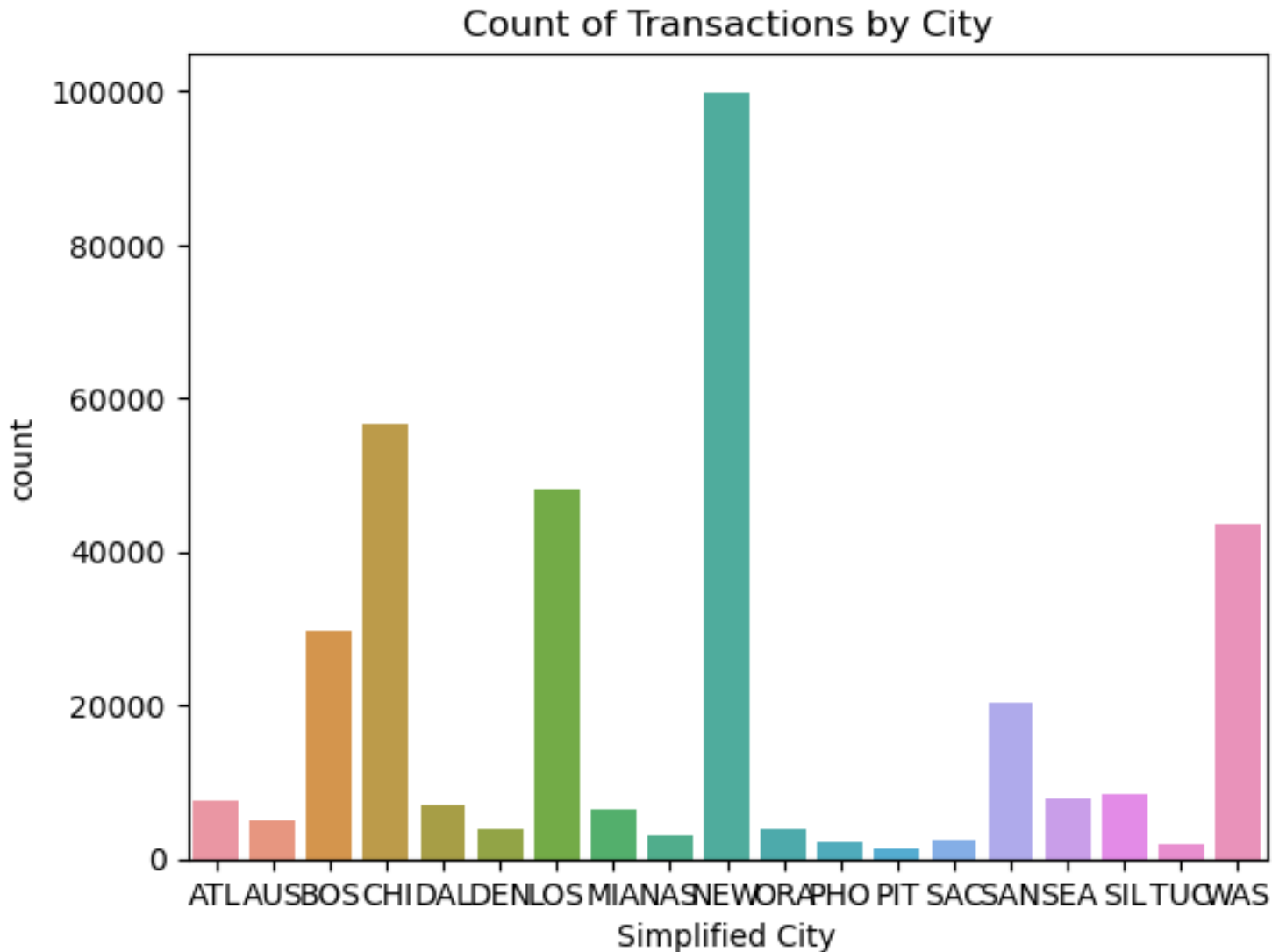


Profit by Company



Generally, Yellow Cab has better profitability than Pink Cab

Transactions by City

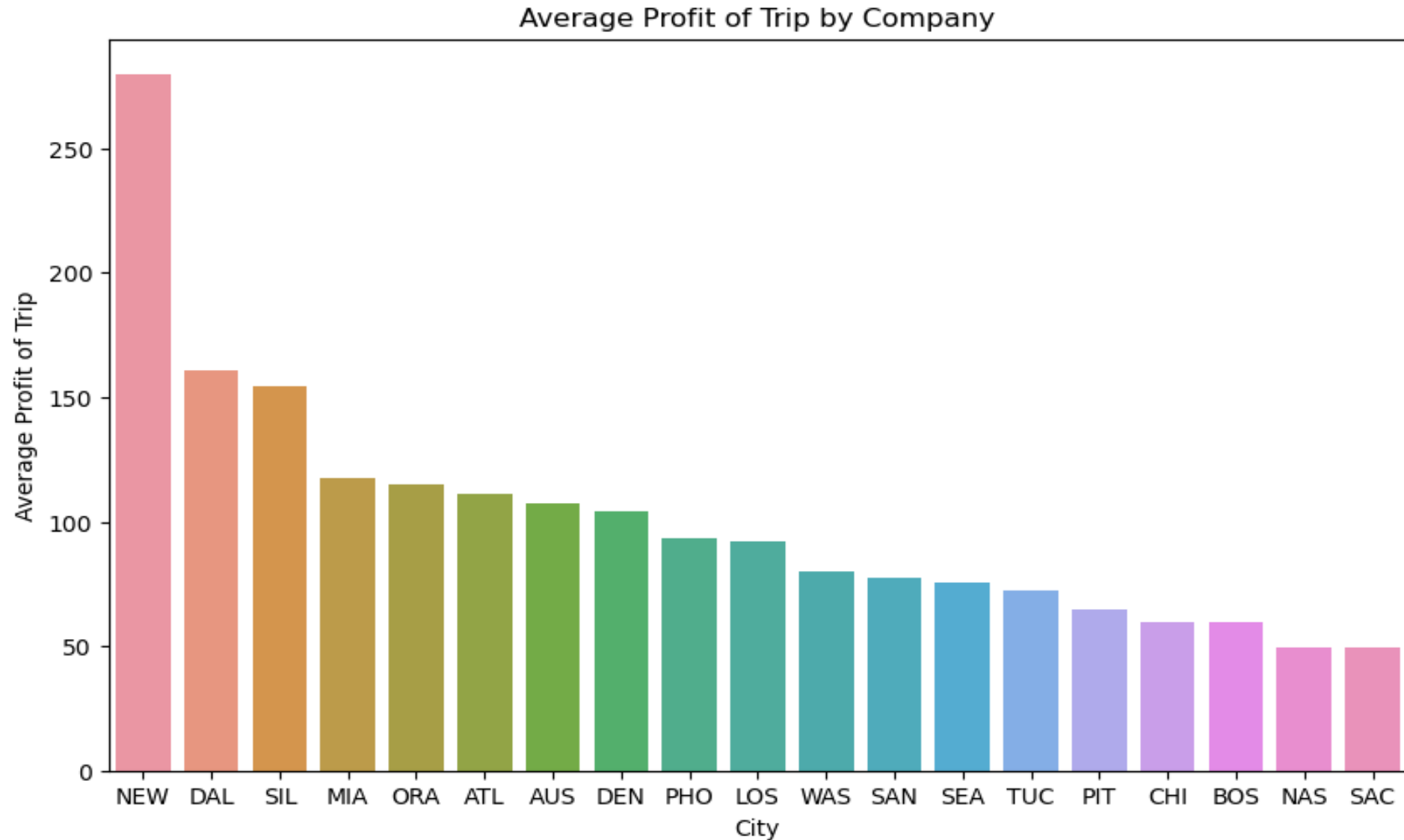


Big cities have significantly more transactions.

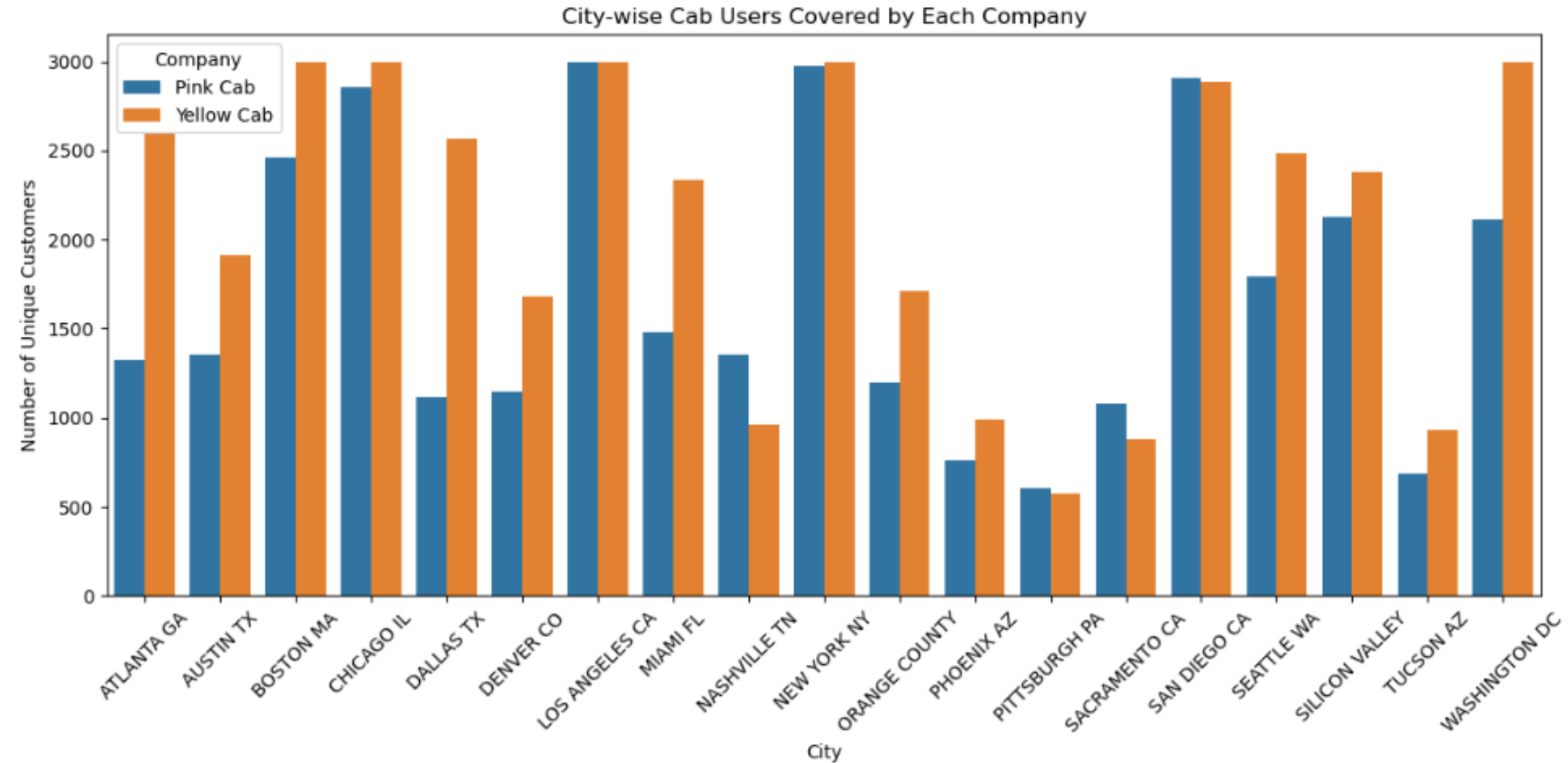
Significant Cities:

- New York
- Los Angeles
- Boston
- Washington
- Chicago
- San Diego

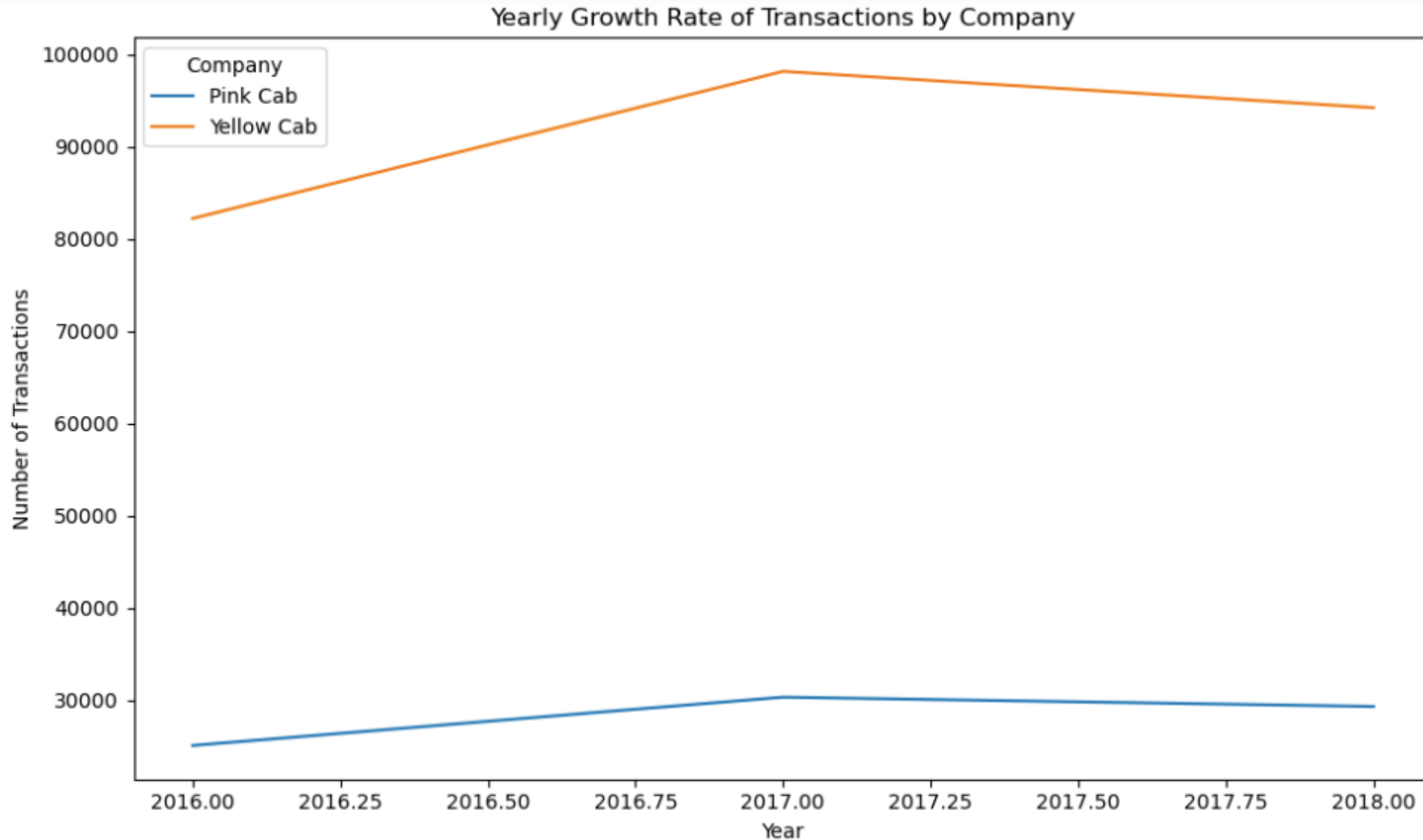
Profitability by Cities



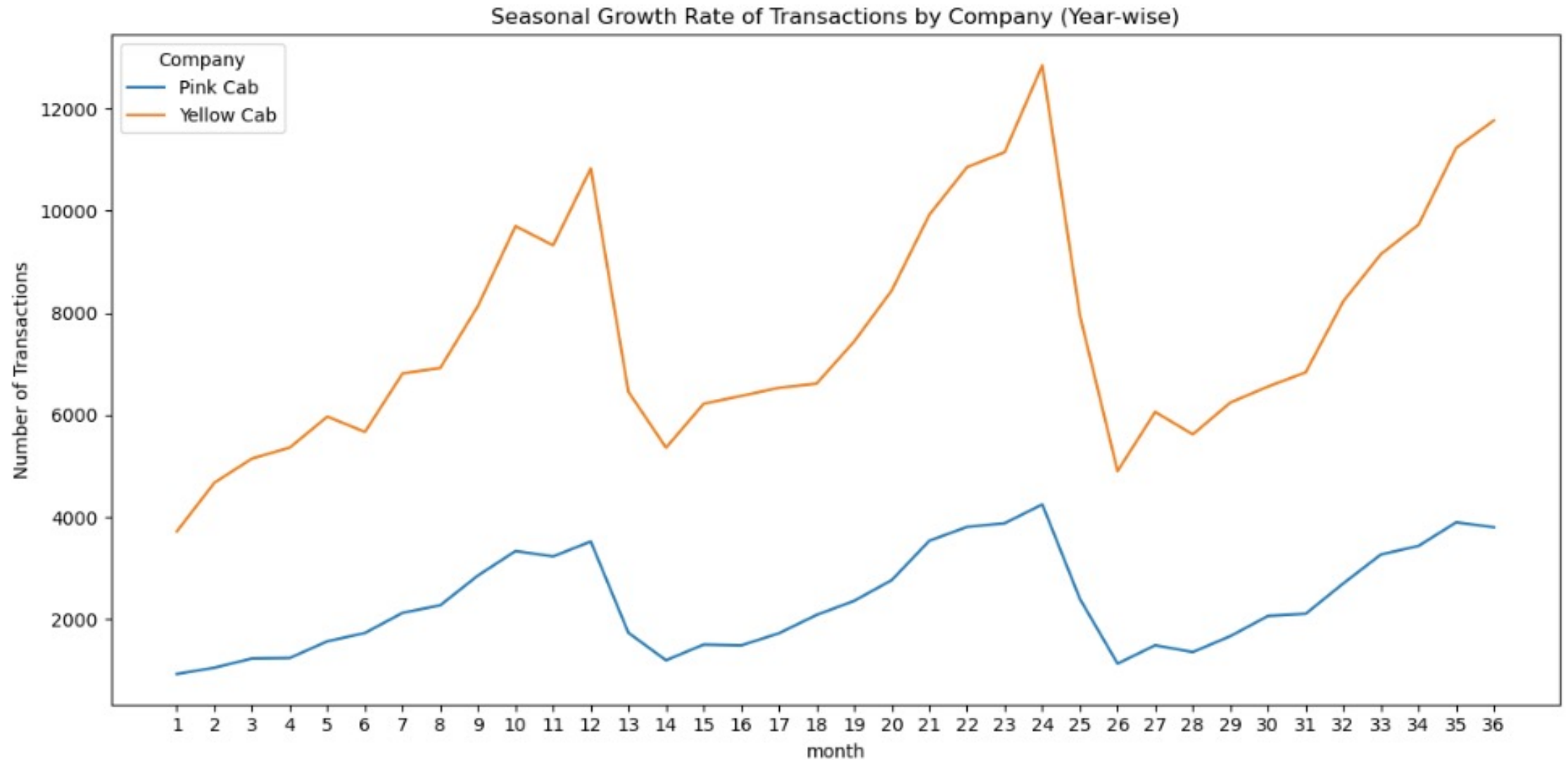
City-wise Cab Users by Company



Yearly growth by Company



Seasonally growth by Company



EDA Summary

The exploratory data analysis reveals valuable insights:

- Profitability
- Cities based Customer analysis
- Business growth rate

Recommendation

We recommend Pink Cab for following reasons

- Profitability:** Although profitability is smaller than Yellow Cab, but it has other advantages in terms of investment.
- Growth:** Compared with Yellow Cab, the growth of Pink Cab is more steady and shows more potential.
- City-Specific Strategies:** In the most profitable cities we identified, total transactions of two companies are close.

Thank You