G2M insight on Cab investment firm

Firm: XYZ

Country: Nigeria

Team: Data Science

Date: 09/12/2021

Agenda

Executive Summary

Problem Statement

Approach

EDA

EDA Summary

Recommendations

Description

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.

Provide good insight on which company is best for investment.

Cab Companies

✓Red Company

✓Yellow Company

Analysis carried out include

✓ Understanding of data

✓ Data visualization

✓ Test hypothesis

✓ Model building

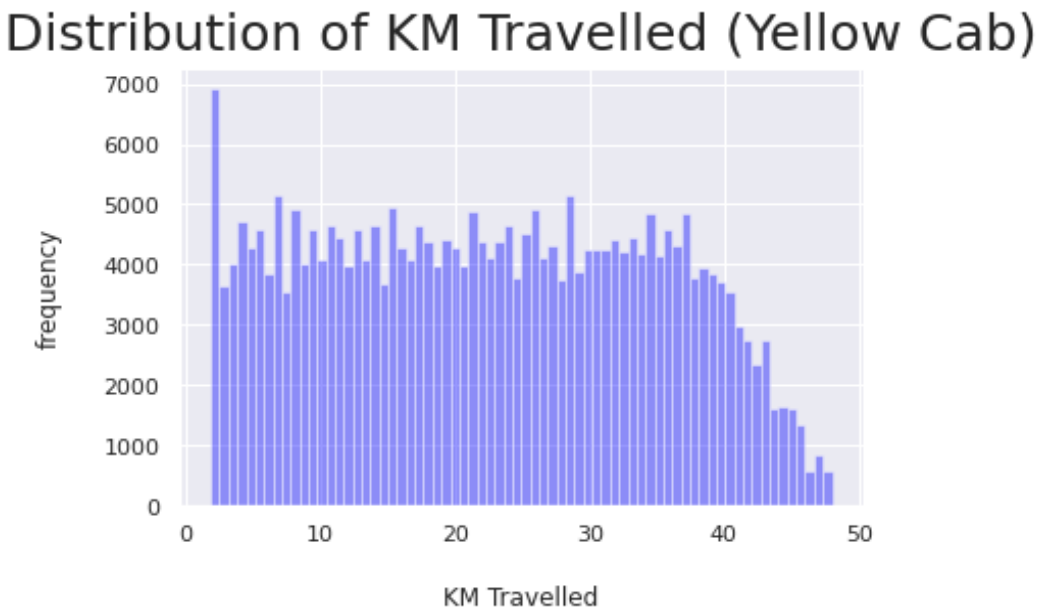
Data Preparation

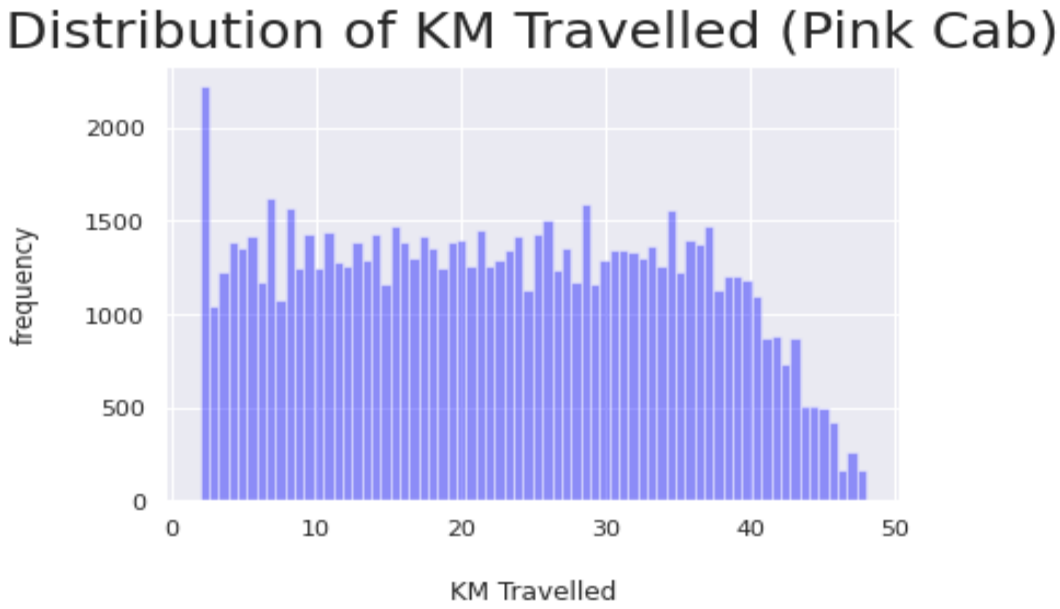
4 datasets were used

- **Cab_Data.csv –** this file includes details of transaction details for 2 the 2 cab companies.
- **Customer_ID.csv** – this is a mapping table that contains a unique identifier which links the customer's demographic details.
- **Transaction_ID.csv –** this is a mapping table that contains transaction to customer mapping and payment mode.
- **City.csv –** this file contains list of US cities, their population and number of cab users.

EXPLORATORY DATA ANALYSIS

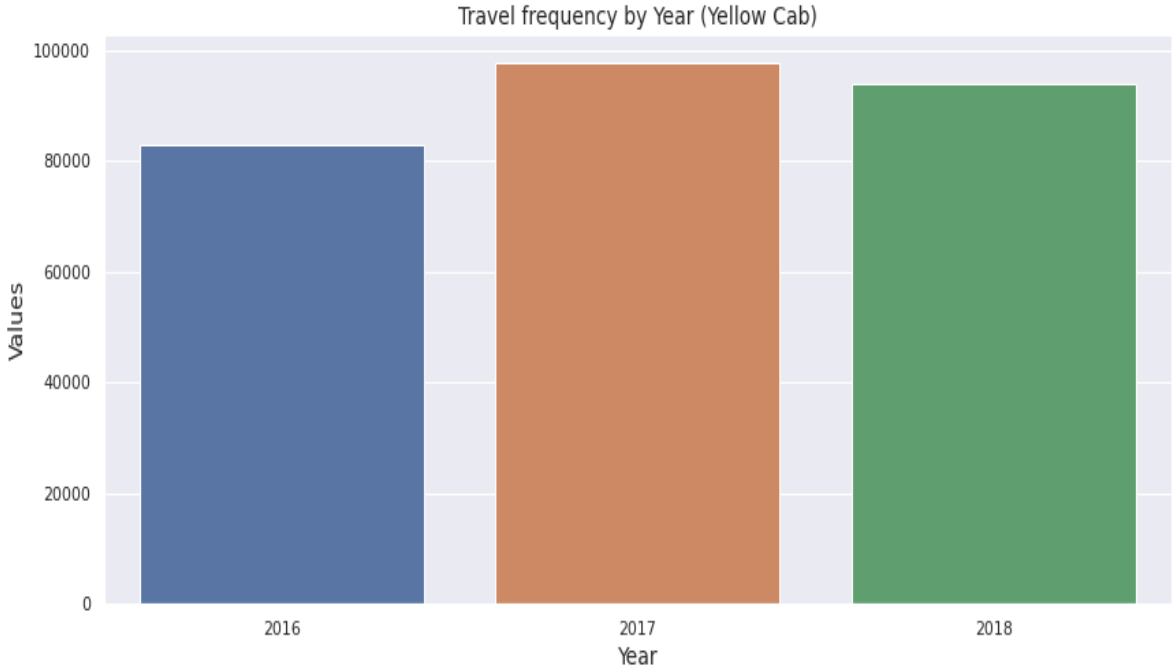
Distribution of KM travelled by Yellow and Pink Cab

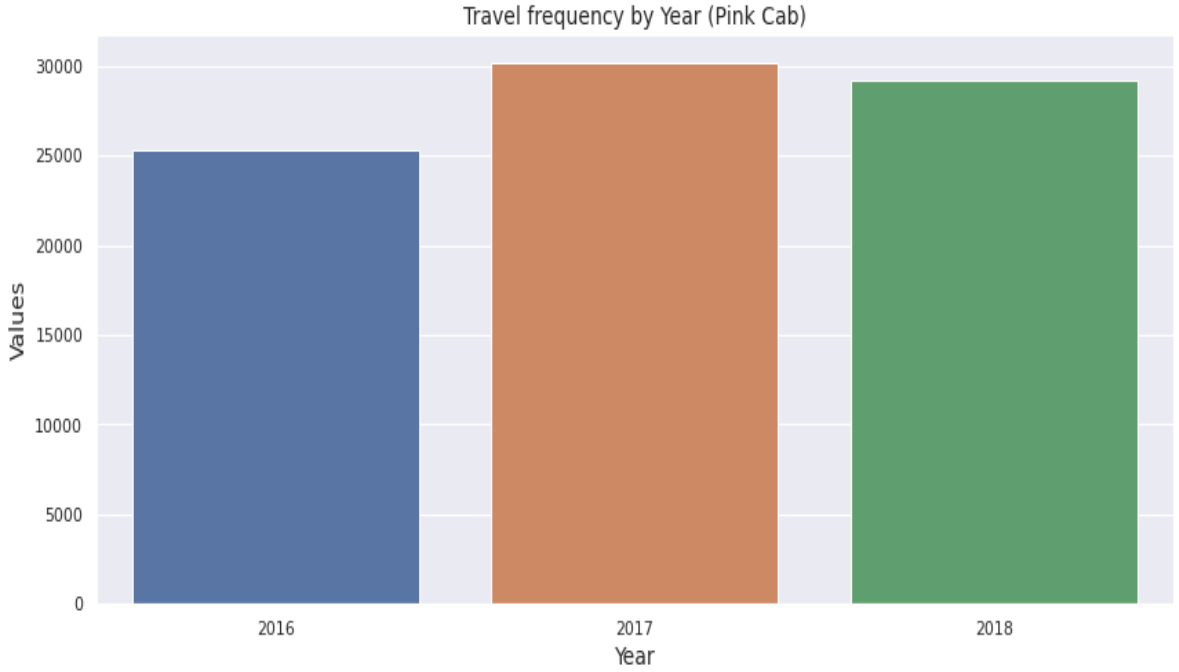




- Both cabs covered a KM of 2 to 48 approximately
- Yellow cab had a higher frequency to pink Cab

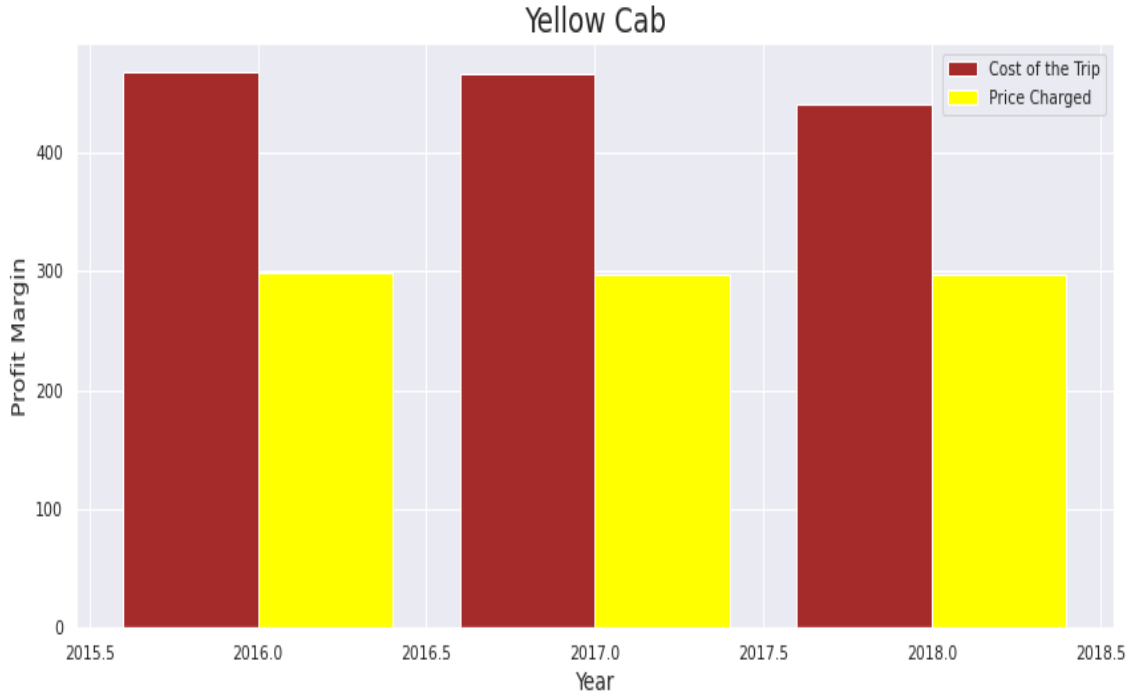
Travel frequency of both Cab Compines yearly

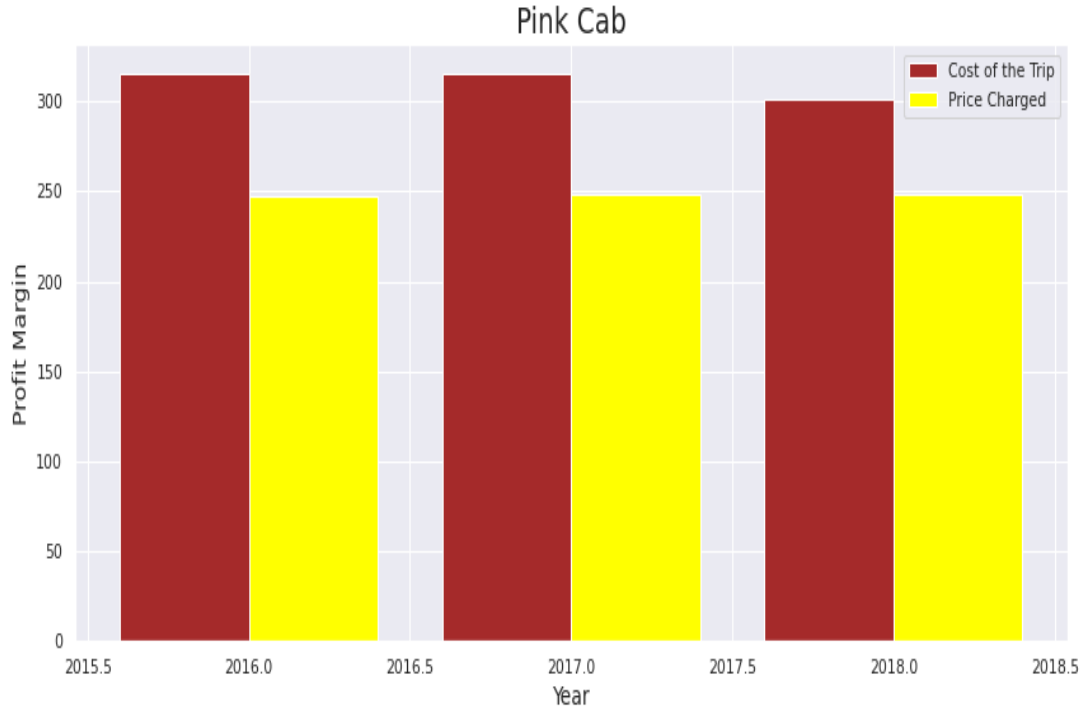




Yellow Cab travelled more than Pink Cab

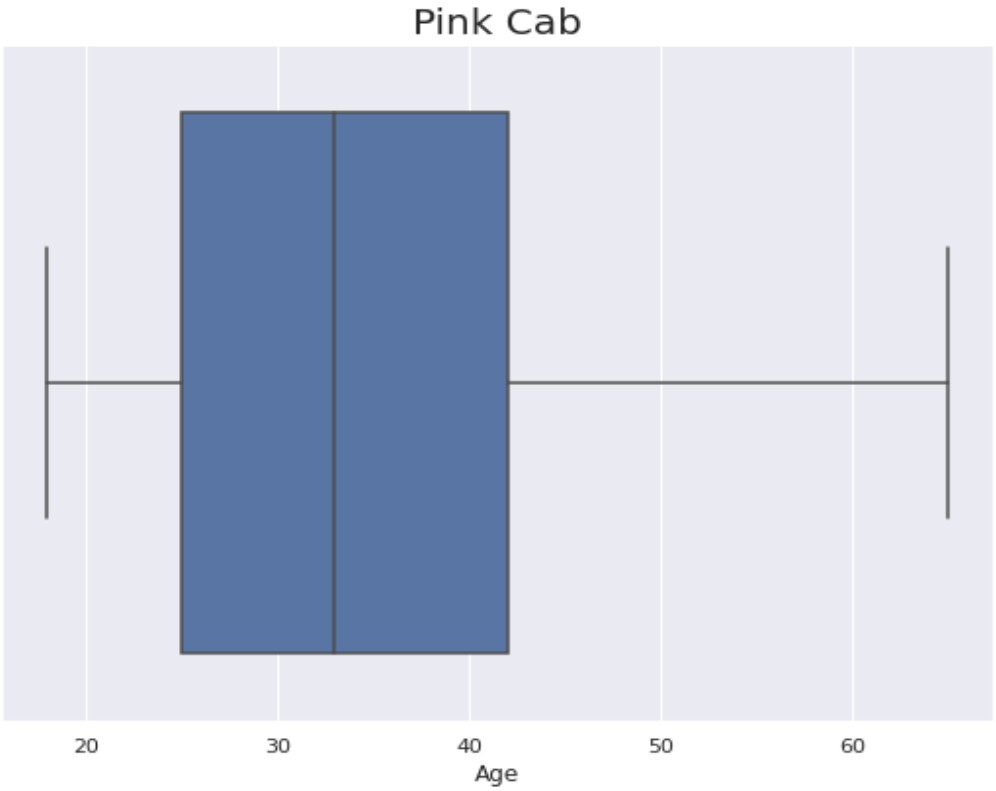
Profit margin for both Yellow and Pink Cab Companies

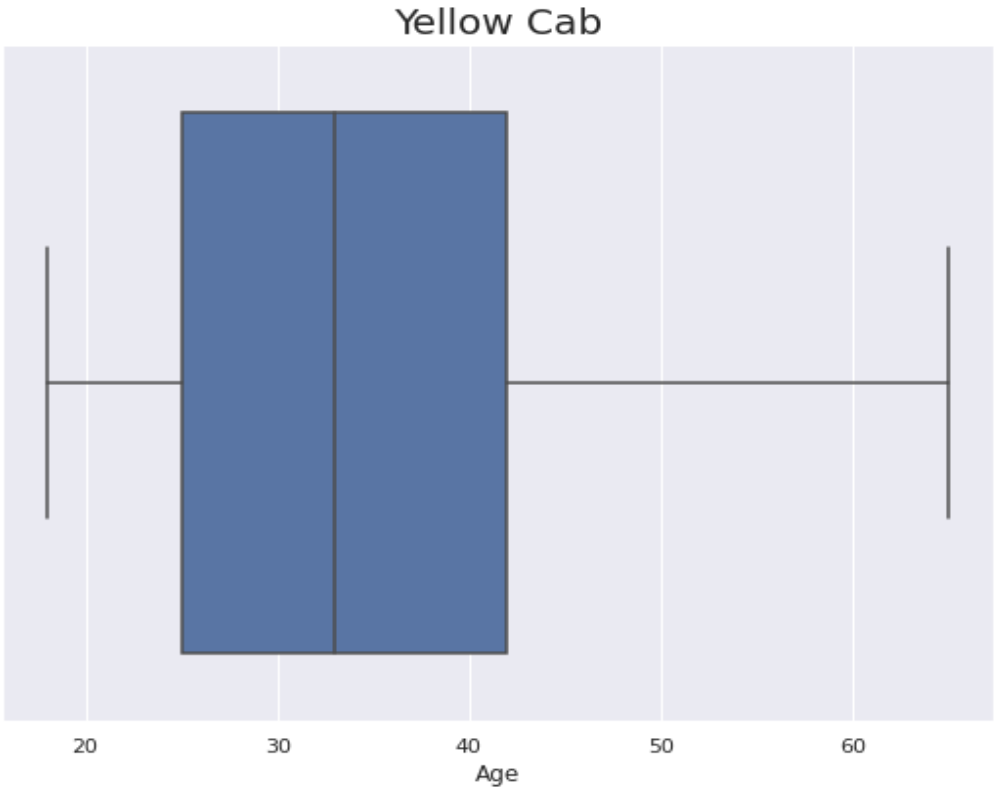




The profit margin for Yellow Cab is higher than Pink Cab

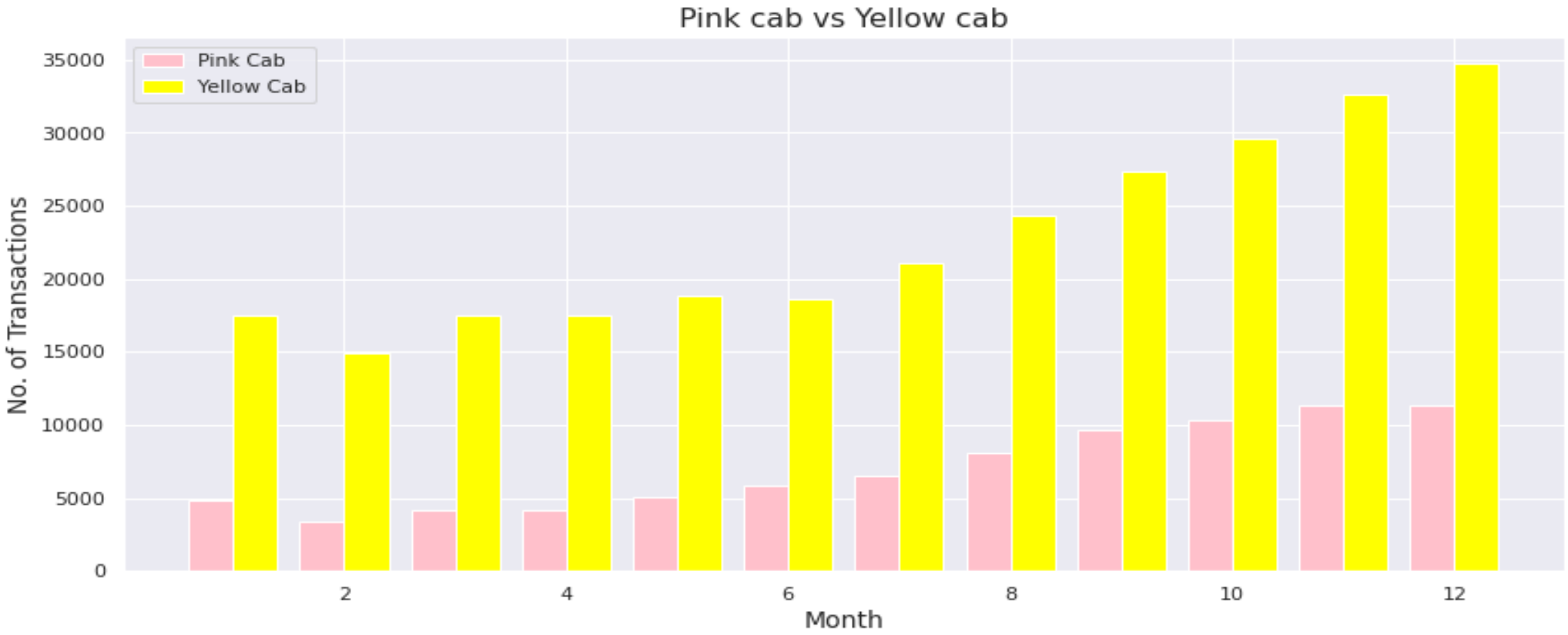
Age range for both Companies





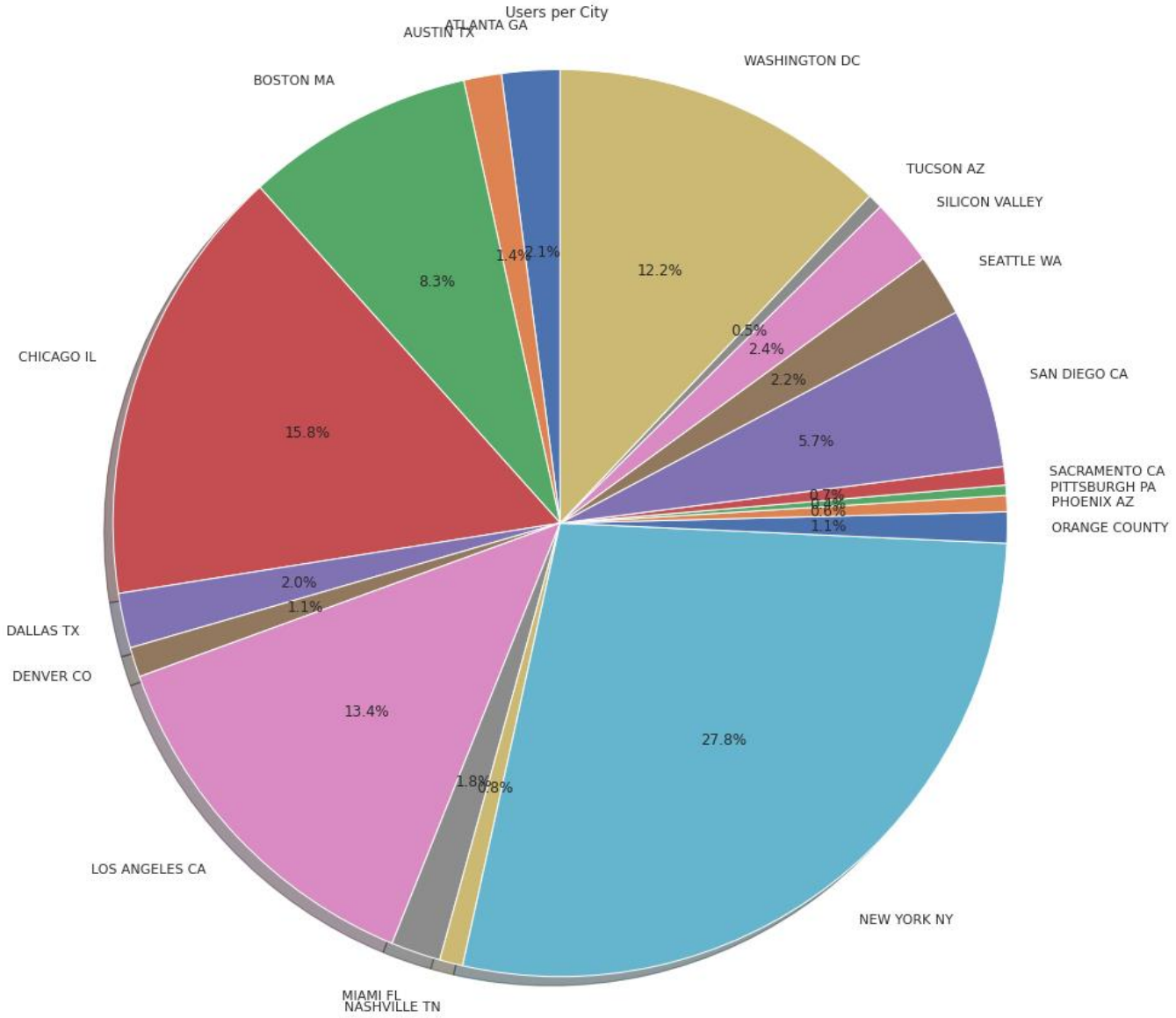
The age between the both cab companies ranges from 20-65 years

Transaction level for both companies



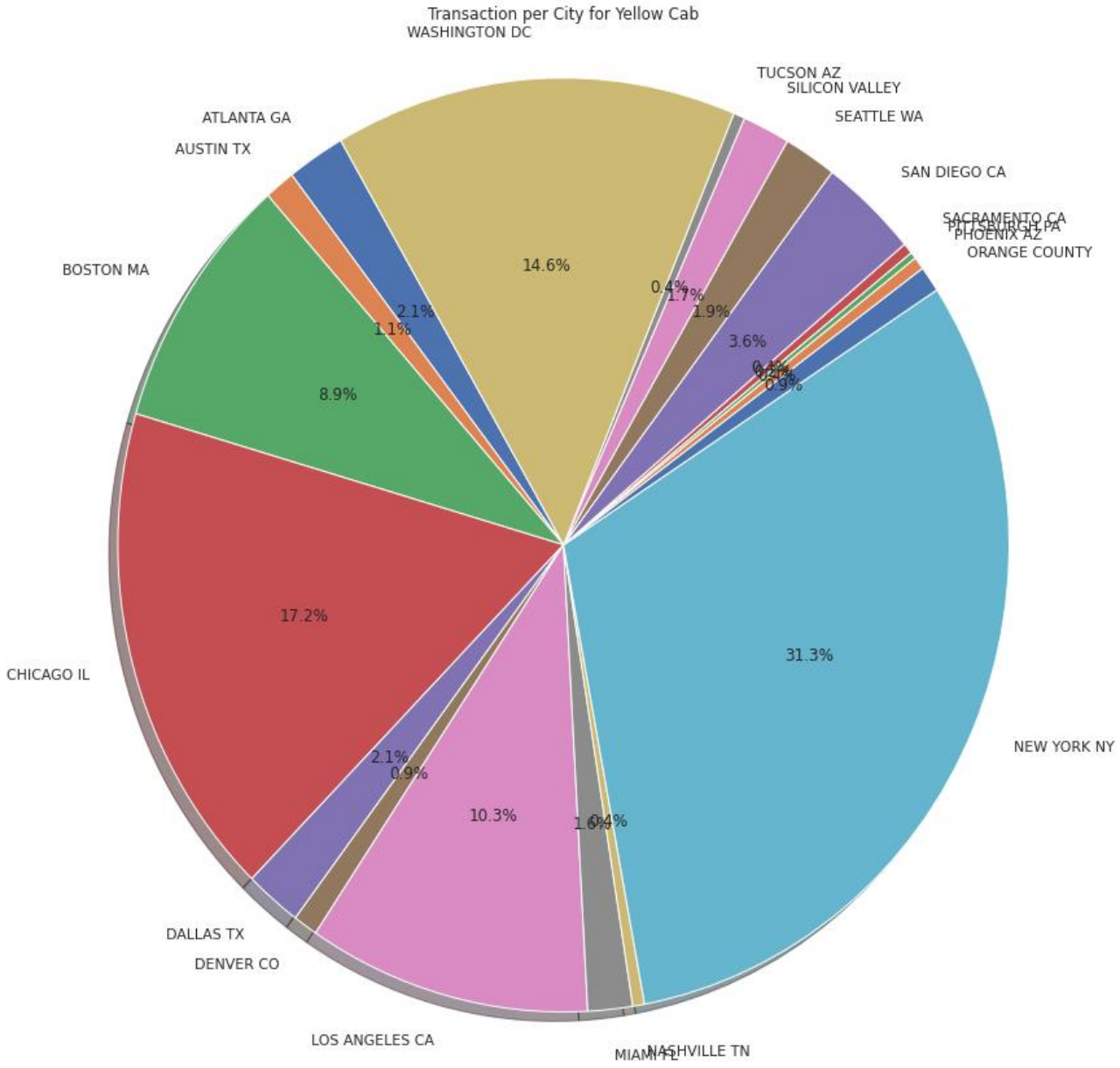
Yellow Cab had a higher transaction level of 35,000 to Pink Cab which had 10,000

Cab Users per City



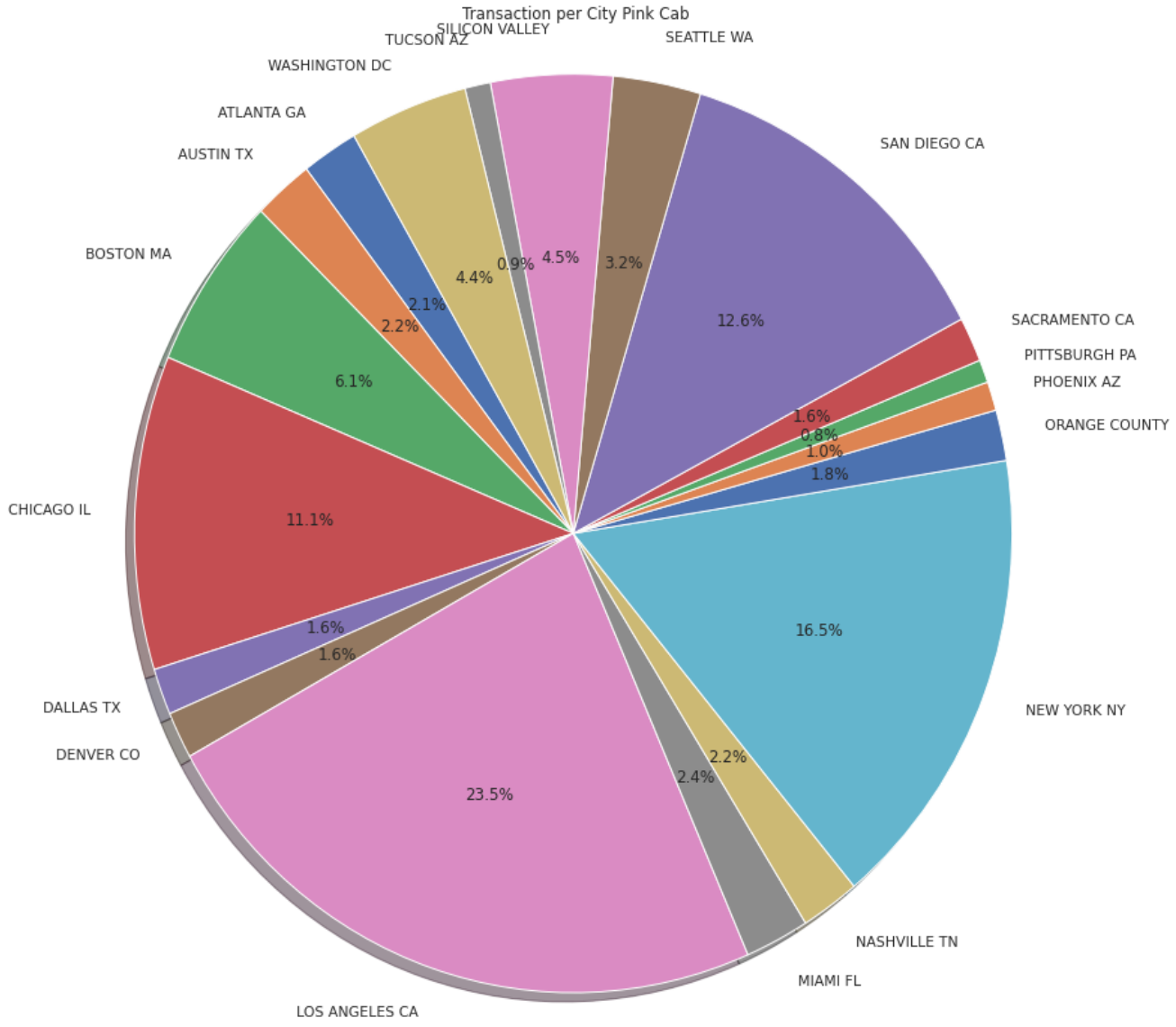
New York City had the highest Cab users with a margin of approximately 28%

Yellow Cab Users per City



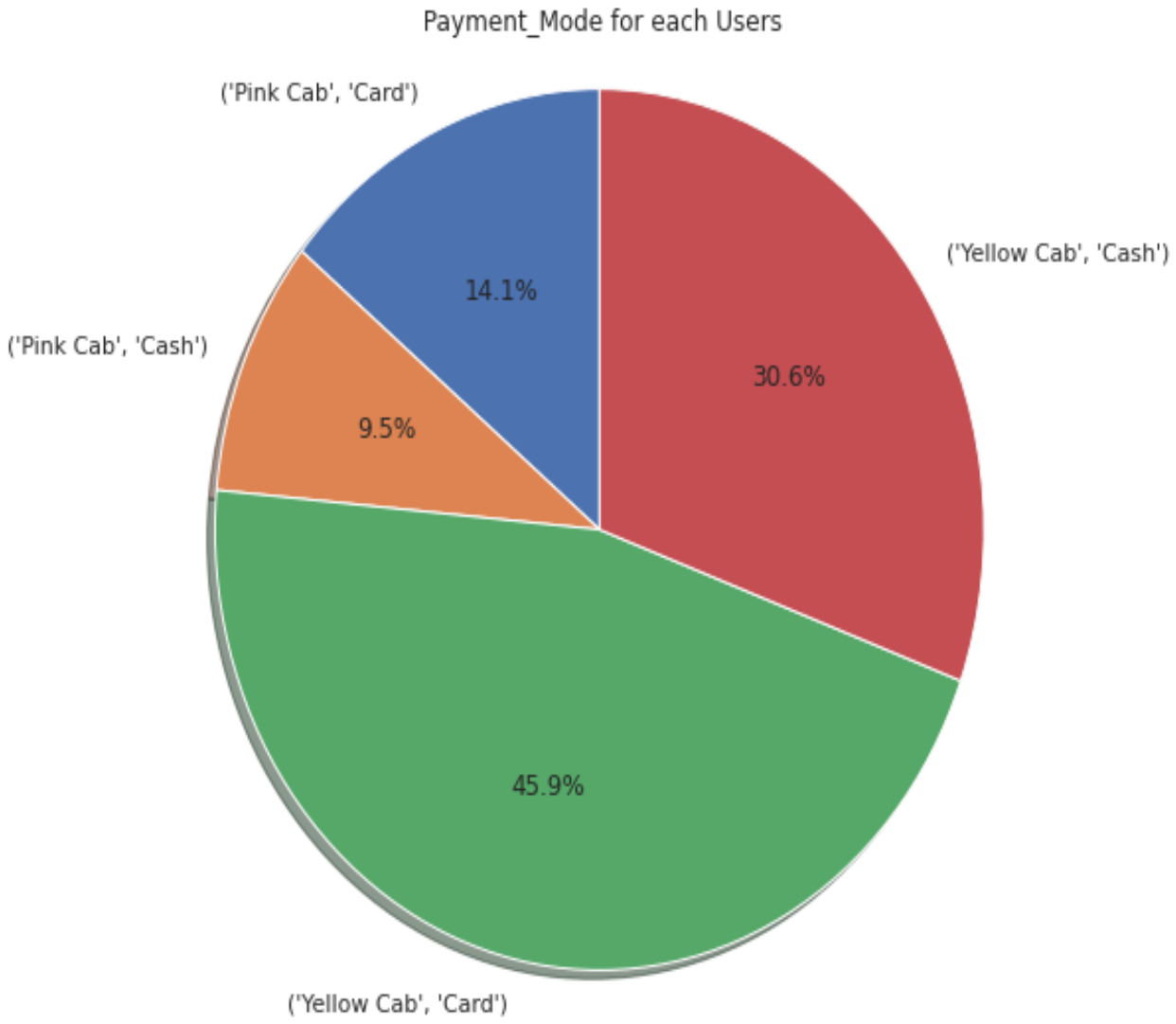
New York City had the highest cab users in Yellow Cab Company with a 31% margin.

Pink Cab Users per City



Los Angeles had the highest cab users in Pink Cab Company with a 23.5% margin.

Card and Cash Users



Both Companies had more card users to cash users.

Recommendation

- **Transaction per year**: Yellow Cab Transaction had the highest overall yearly transactions than Pink Cab

- **Margin per Gender**: Female User were more than male users in both Yellow and Pink Cab
- **Profit Margin**: For Yellow Cab the Profit Margin is higher per year from 2016 to 2018 in comparison to Pink Cab.
- Travel frequency for yellow cab was higher than that of the pink cab
- Customers for Yellow Cab were highest in New York City with the highest Cab Users of 28%.
- Yellow Cab had the highest transaction during December whch is a festive period.

With all these in mind I will recommend Yellow Cab for investment.

Thank You