



**Data Glacier**

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# G2M Case Study

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Virtual Internship

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# Background –G2M(cab industry) case study

- A company by the name of XYZ is considering investing in the burgeoning cab industry. Our actionable insights are expected to aid XYZ in identifying the ideal company for investment.
- As per their Go-to-Market (G2M) strategy, they seek to gain a comprehensive understanding of the market before making a final decision. Our analysis includes two cab companies, namely Pink and Yellow, and each file provides distinct insights into the customer profile.
- The following document presents an analysis conducted to evaluate the investment potential of either the Pink or Yellow cab company.
- The data was prepared, analysed, and visualized using the Tableau platform. The resulting plots provide a detailed representation of the data and accompanying explanations offer insights into their implications from a business standpoint.
- The analysis has been segmented into two components:
  - 1- Data understanding and visualisation, which includes the following analysis: Profit analysis, City-wise profit analysis, Customer analysis and Number of rides analysis**
  - 2- Conclusion and Recommendation on the most profitable company.**

# 1- Data understanding and visualisation

We have three data files:

- Cab\_data.csv (size 19.2 MB )
- City.csv (size 612.0 bytes )
- Customer.csv (size 1.5 MB )
- Transiction\_Id.csv (size 10.1 MB )

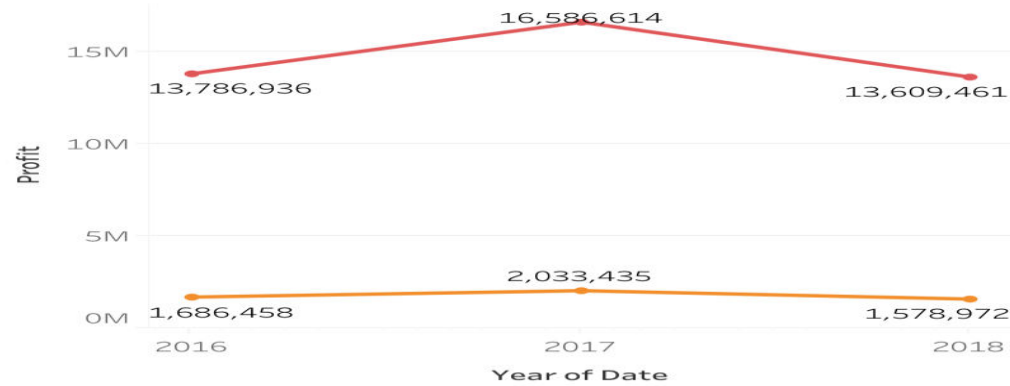
## **Assumption:**

- Profit was calculated as the difference between Price Charged and Cost of Trip while other factors were held constant.
- The number of rides was calculated as the number of transactions.

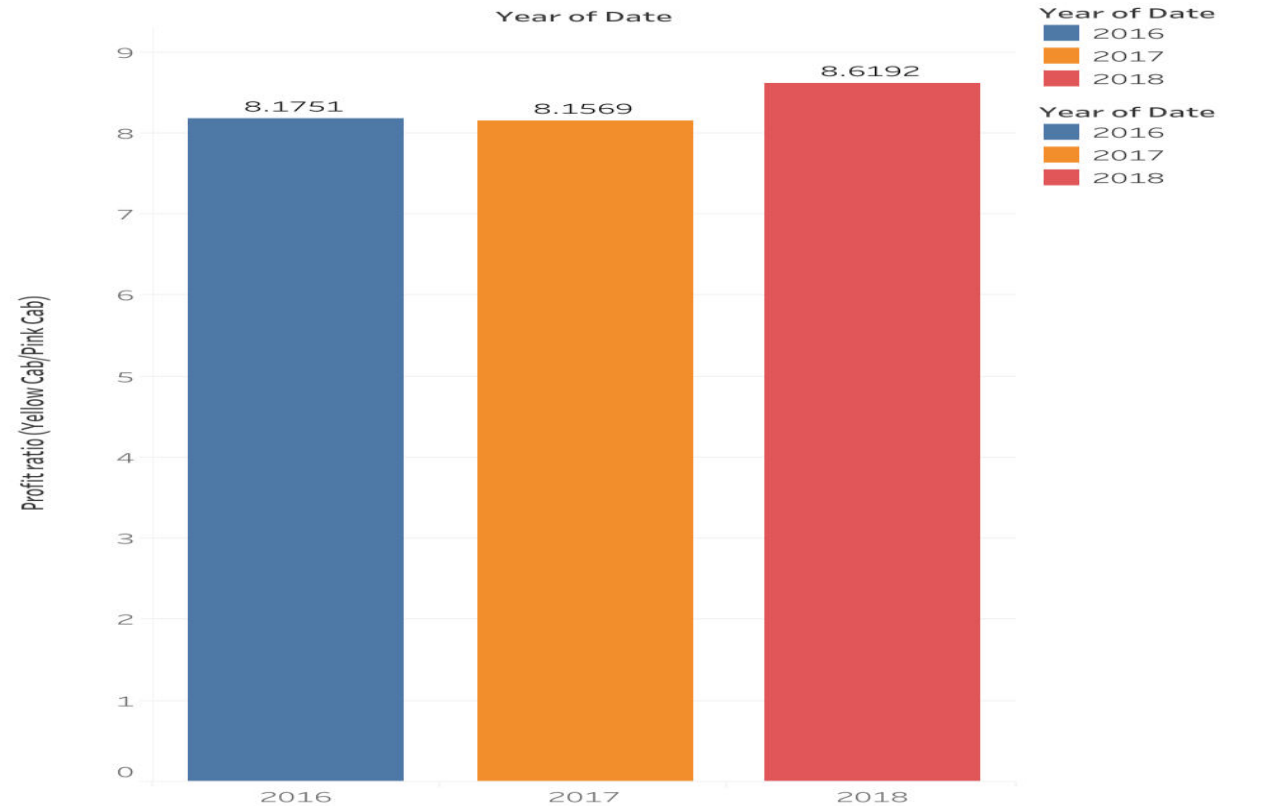
# Profit Analysis

- The yellow cab company's profit was between 8 to 9 times the Pink cab company's profit.

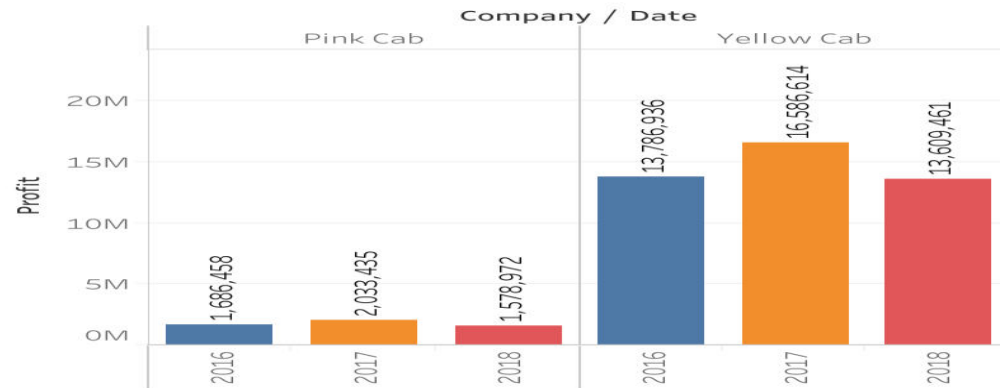
Yearly profit analysis



Profit Ratio (Yellow cab company/Pink Cab Company)

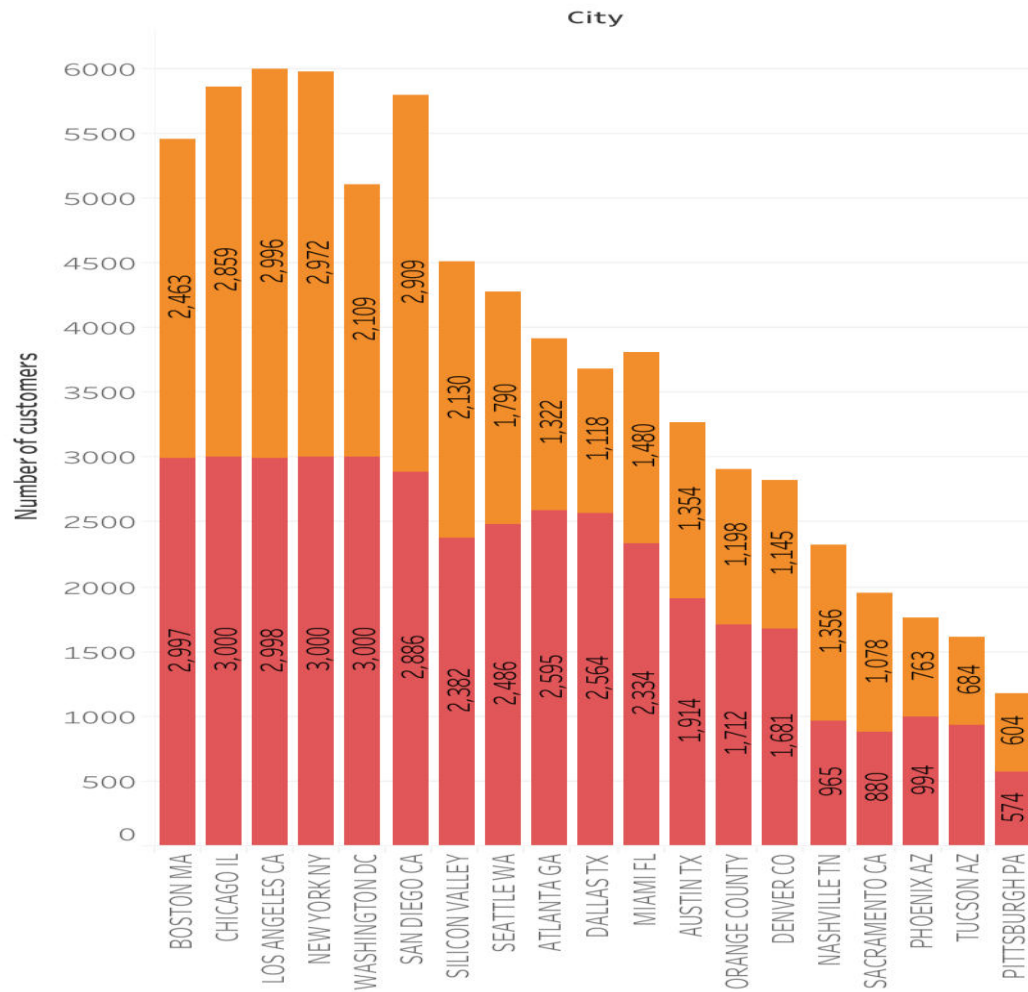


Profit year wise

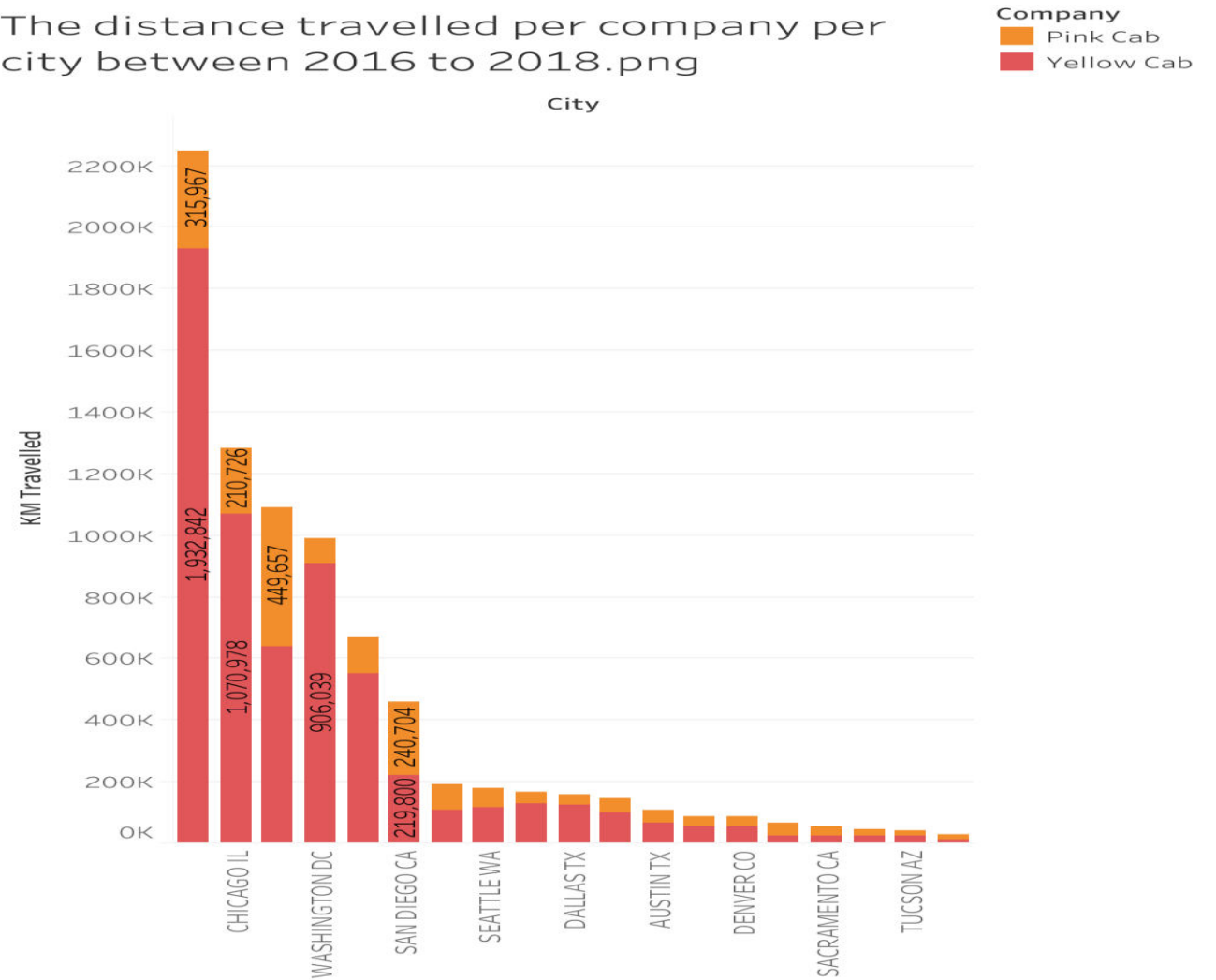


# Profit Analysis

Number of customers per city

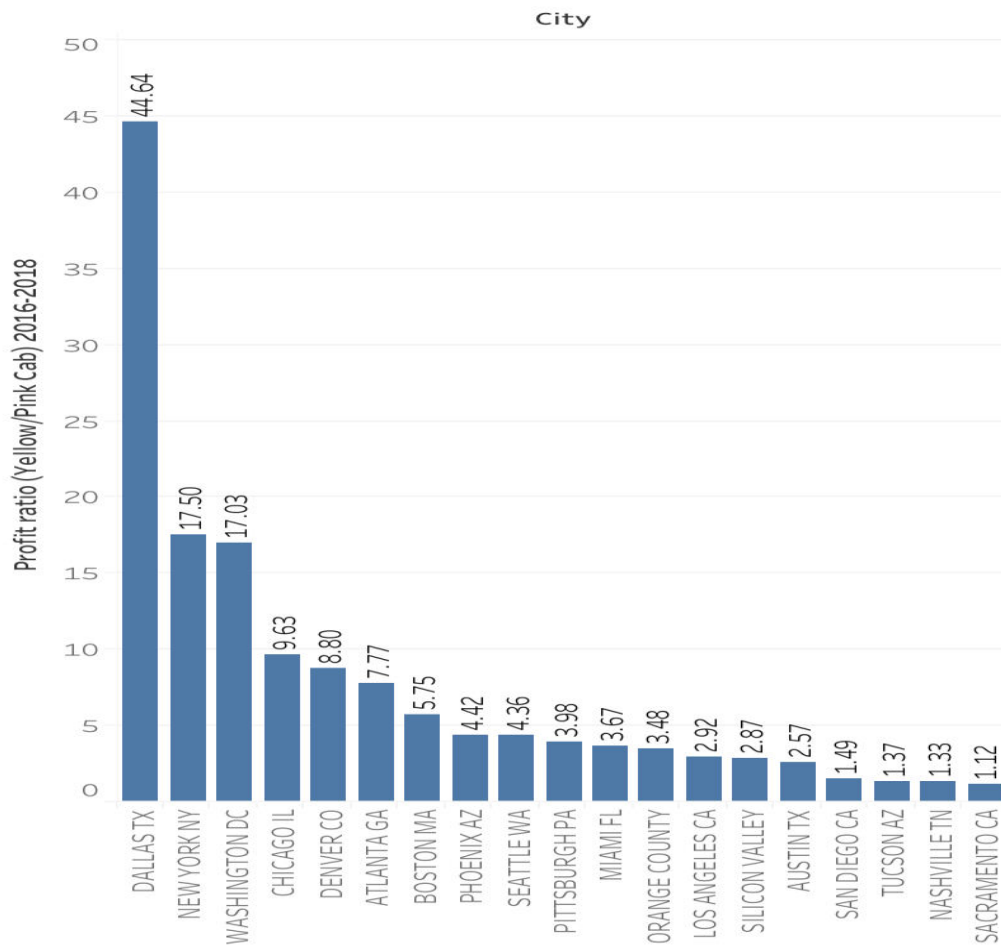


The distance travelled per company per city between 2016 to 2018.png

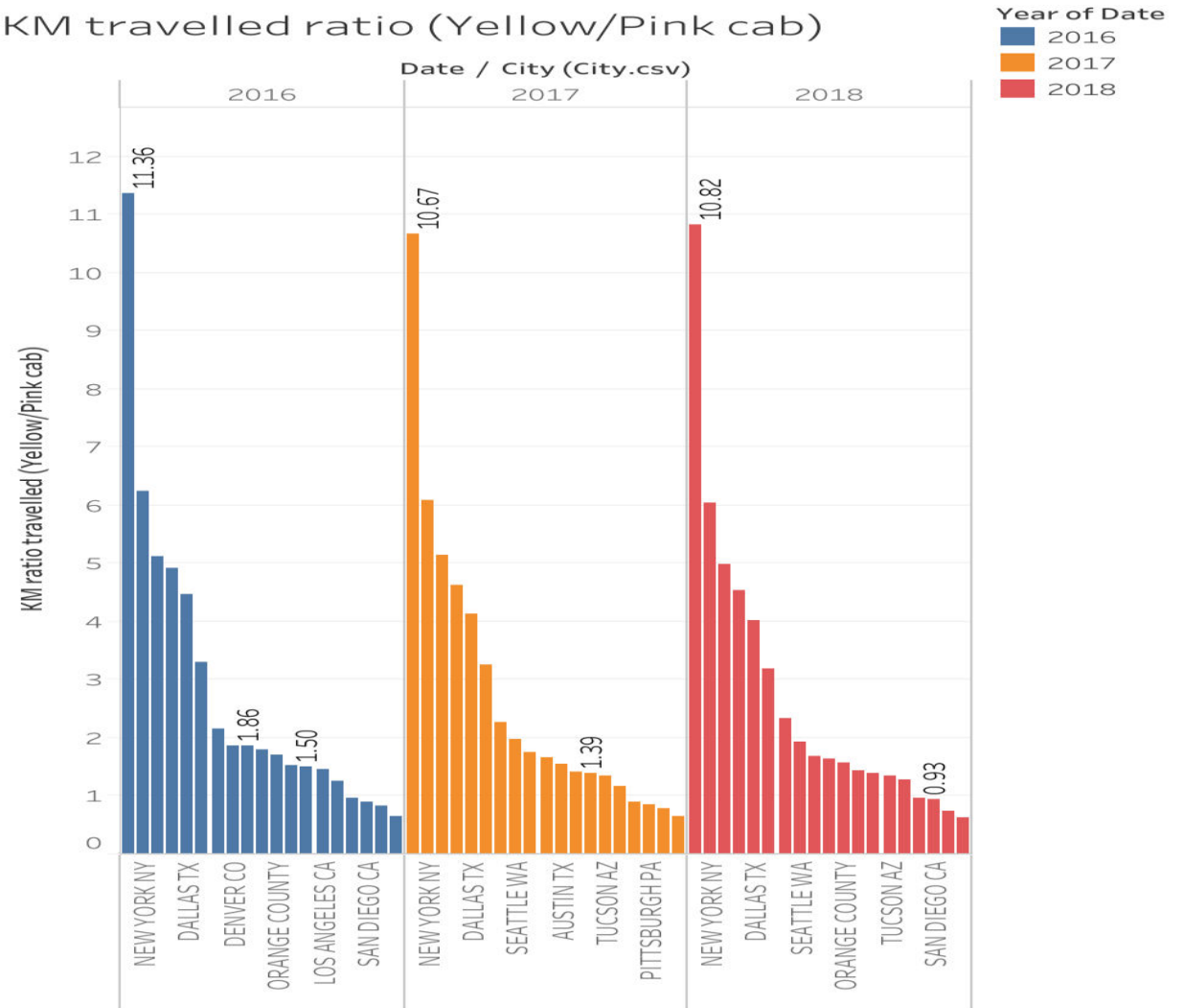


# Profit Analysis

Profit Ratio (Yellow/Pink) 2016-2018 VS city

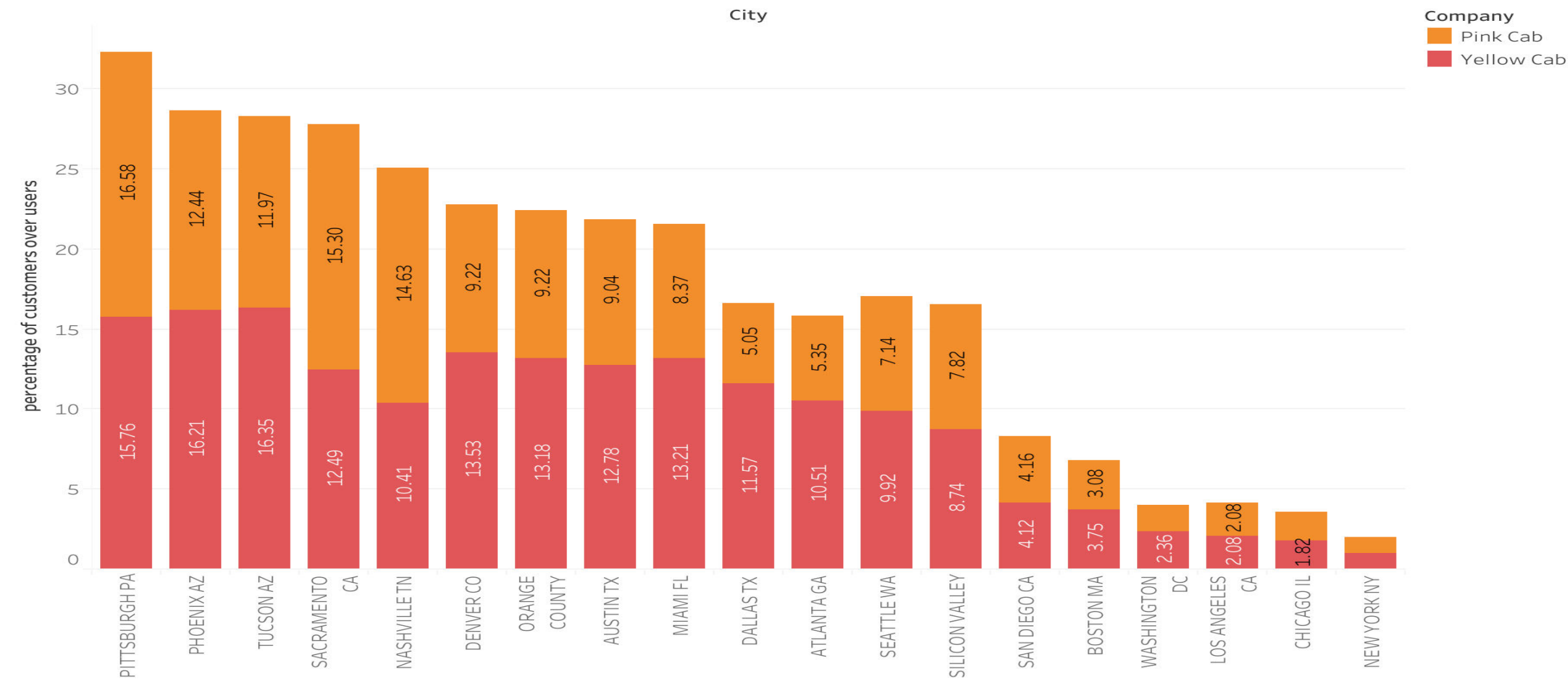


KM travelled ratio (Yellow/Pink cab)



# Profit Analysis

Users



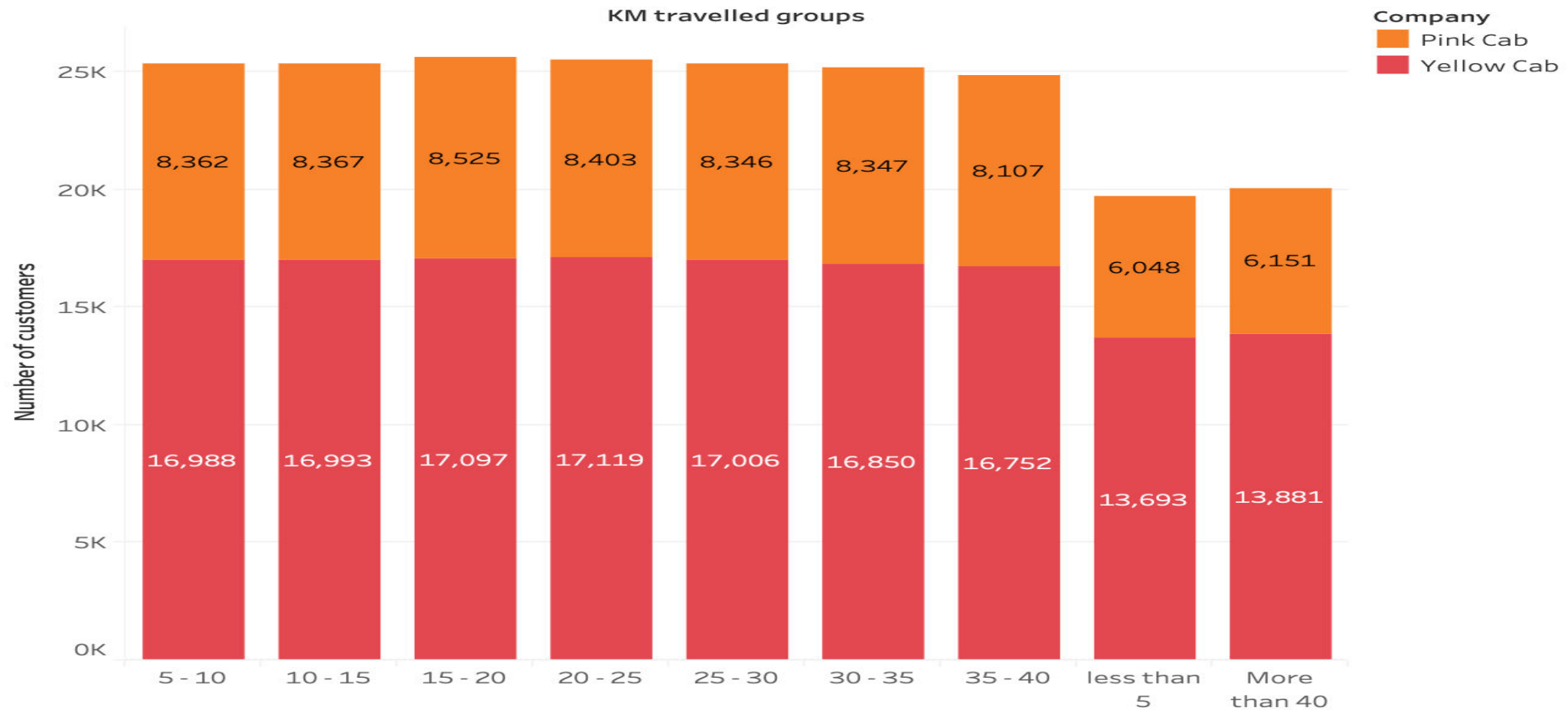
# Customer analysis

- The number of customers traveling a distance between 5 to 40 km is relatively similar between the two companies, but the numbers increase for distances less than five km and more than 40 km.
- Both companies generate the highest profits from customers with a monthly income between 5000 USD and 25000 USD, while customers earning more than 25000 USD contribute the least to their profits.
- Customers aged between 25 to 34 years old make the most significant contribution to the two companies' profits, while those over 65 years contribute the least. Additionally, male customers were found to be more numerous than female customers in both companies.



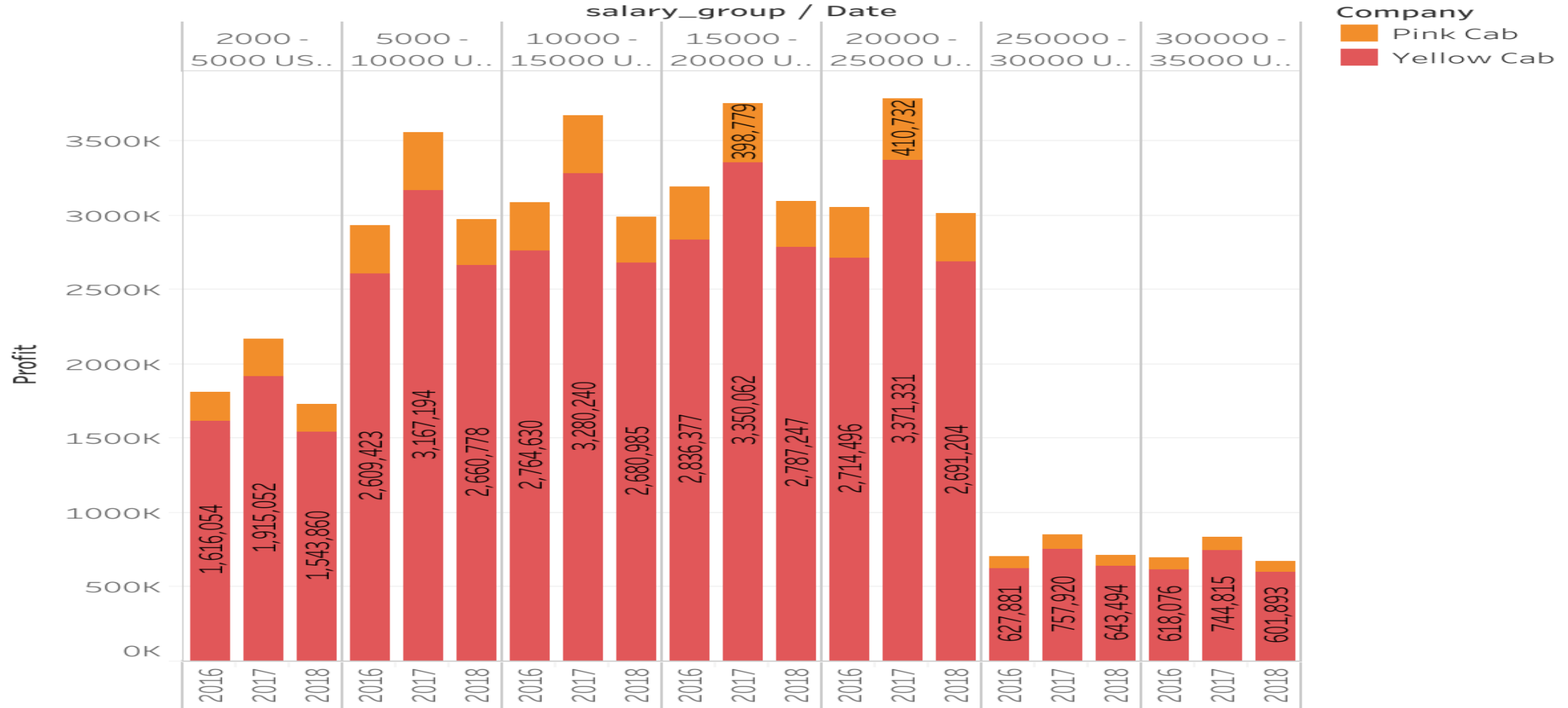
# Customer analysis

Customers vs Km travelled



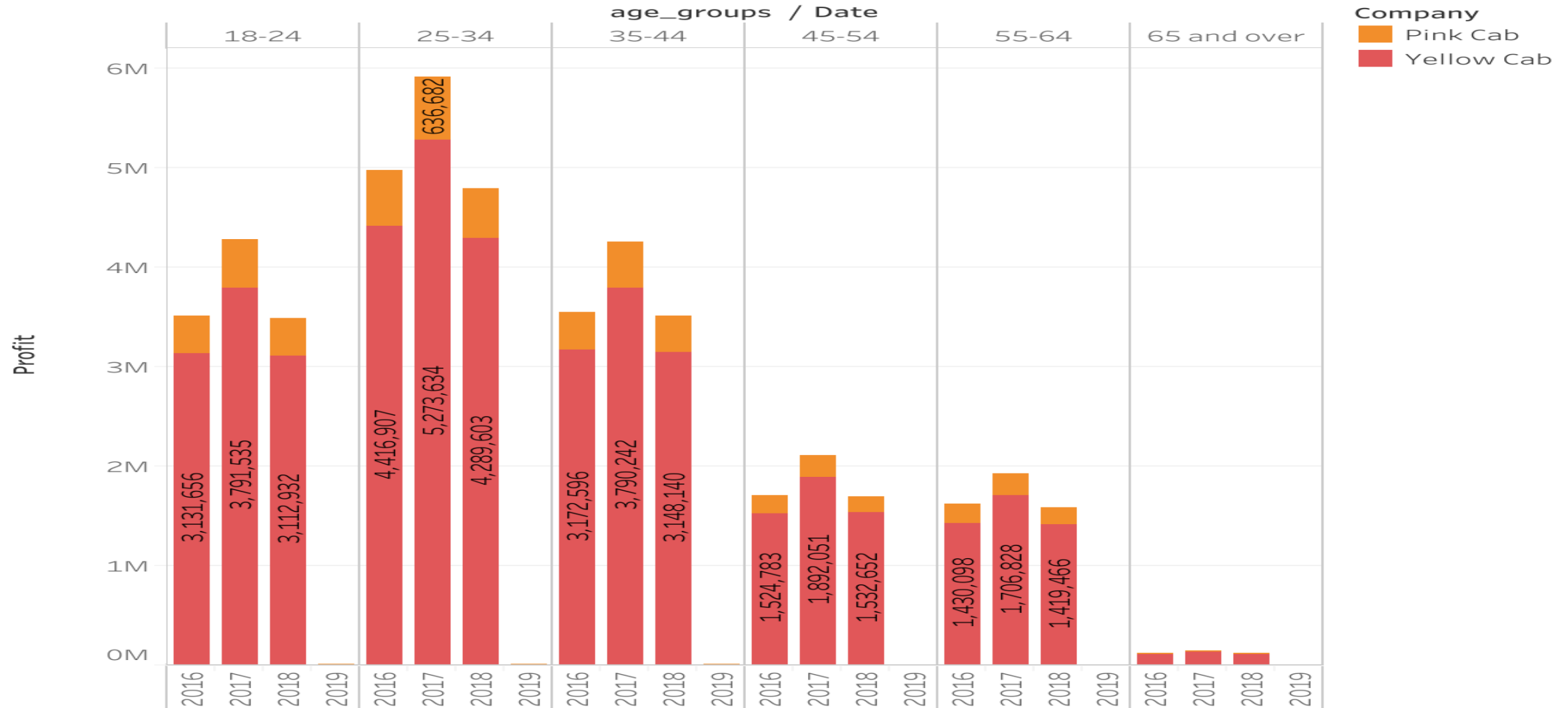
# Customer analysis

## Profit and income analysis



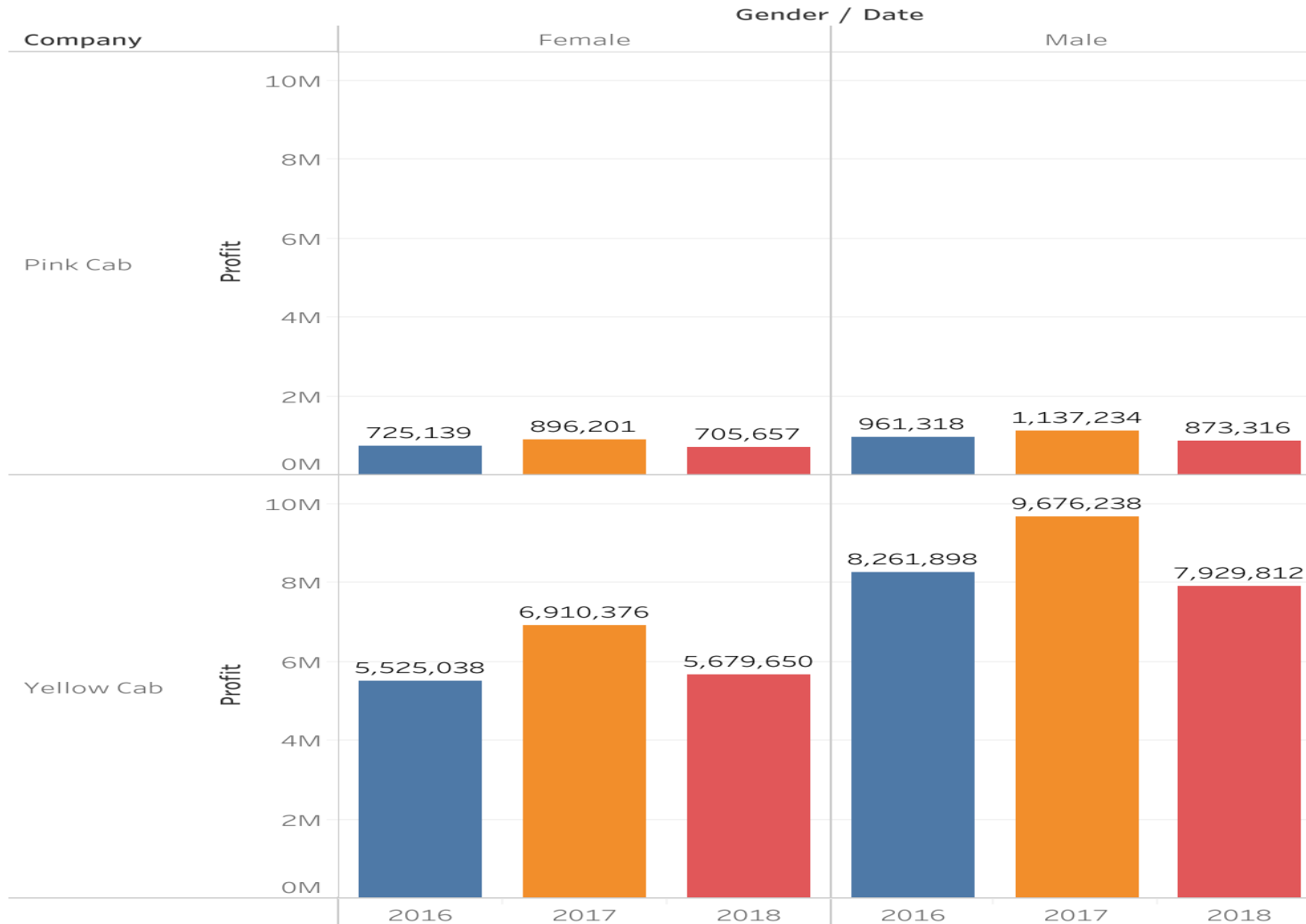
# Customer analysis

## Customer age and profit analysis

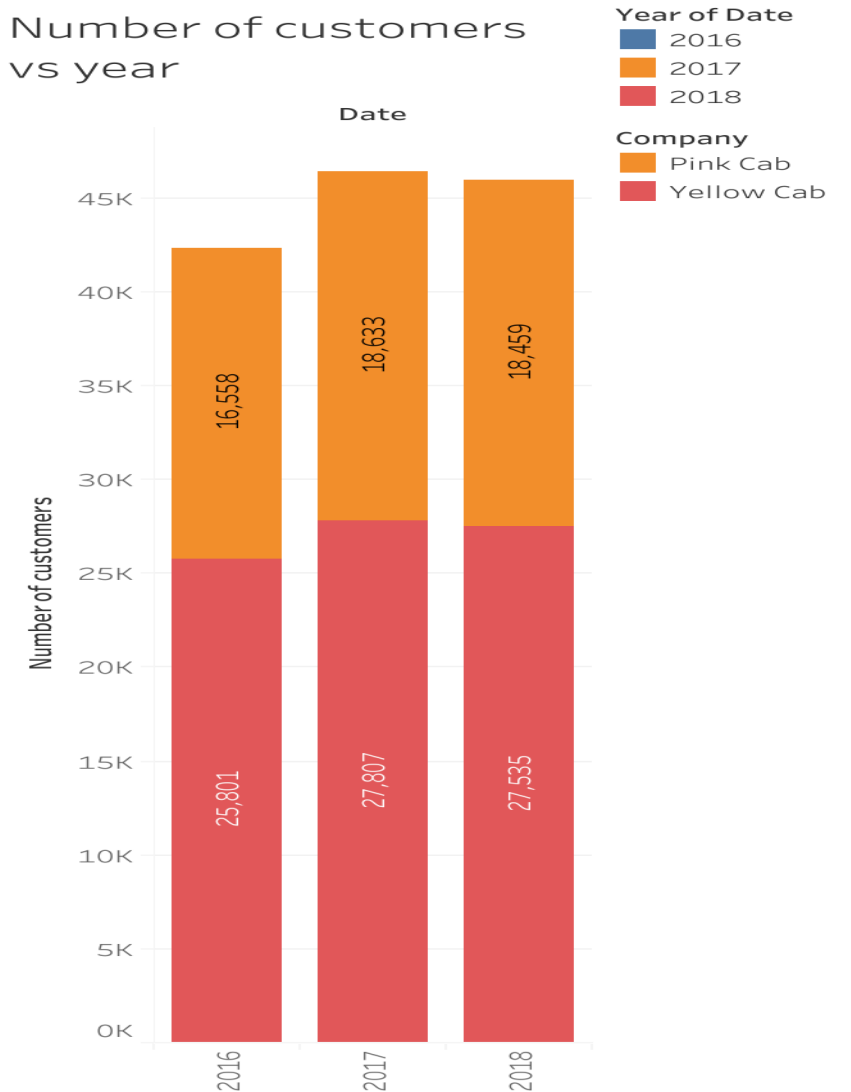


# Customer analysis

## Customer gender and profit analysis



## Number of customers vs year

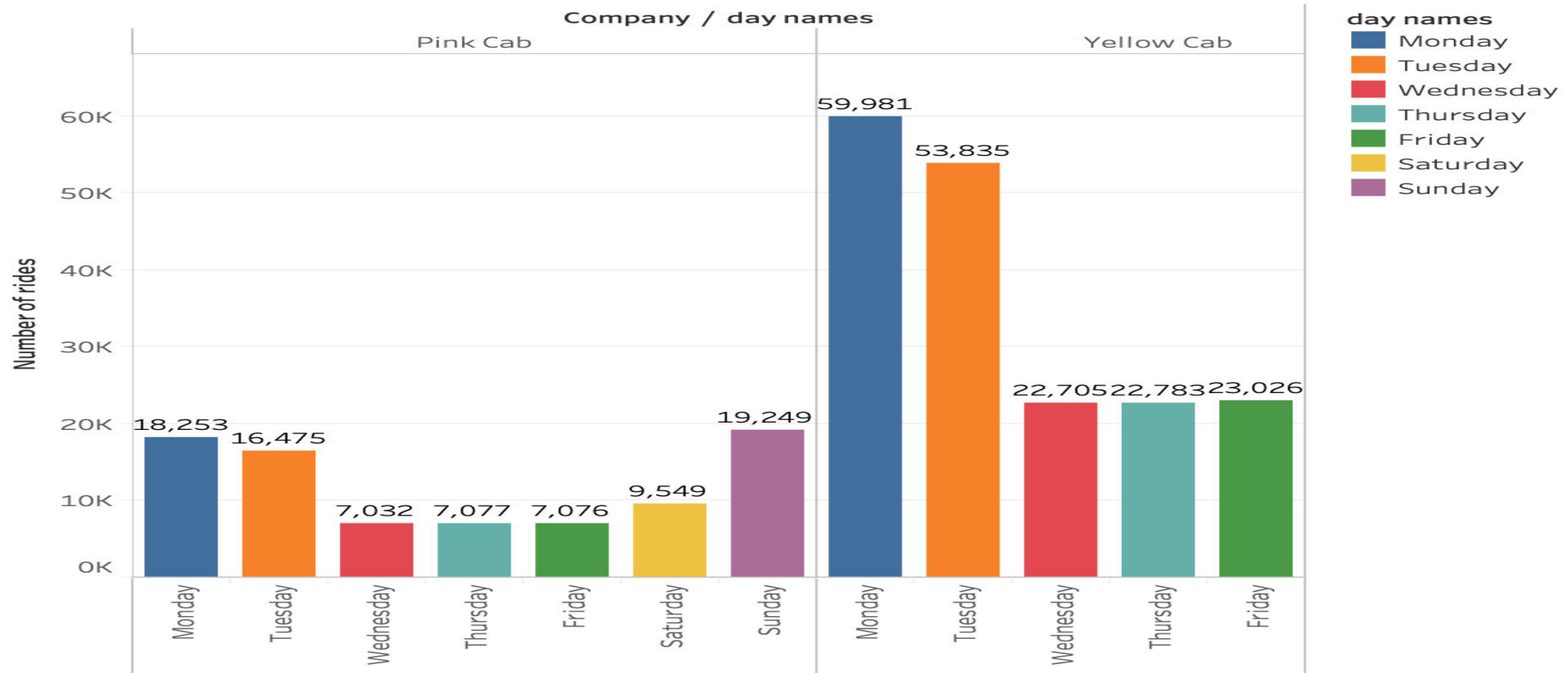


# Number of rides analysis

- During the three-year period spanning from 2016 to 2018, the greatest frequency of rides occurred on Monday and Tuesday for both companies.
- Moreover, the final quarter of the year witnessed the most considerable number of rides for both companies, with the month of December ranking highest in ride frequency across all three years.

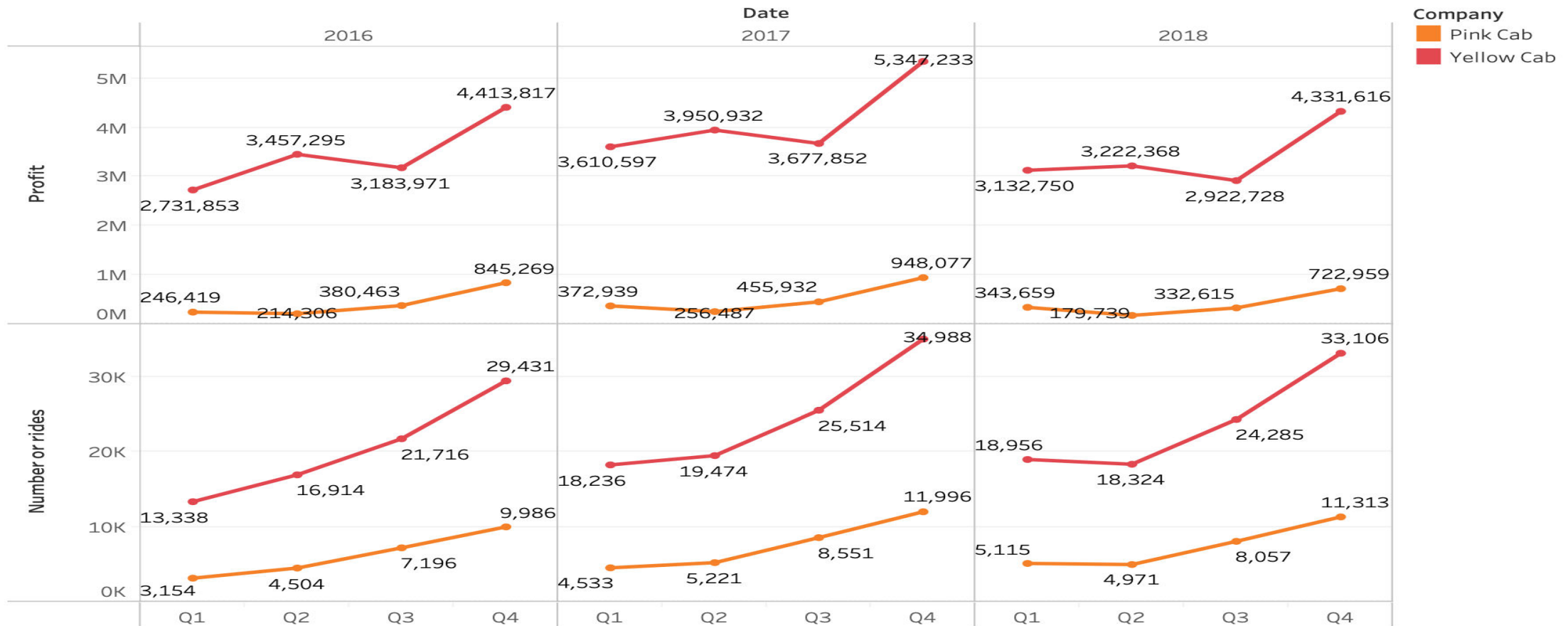
# Number of rides analysis

## Day-wise Ride analysis



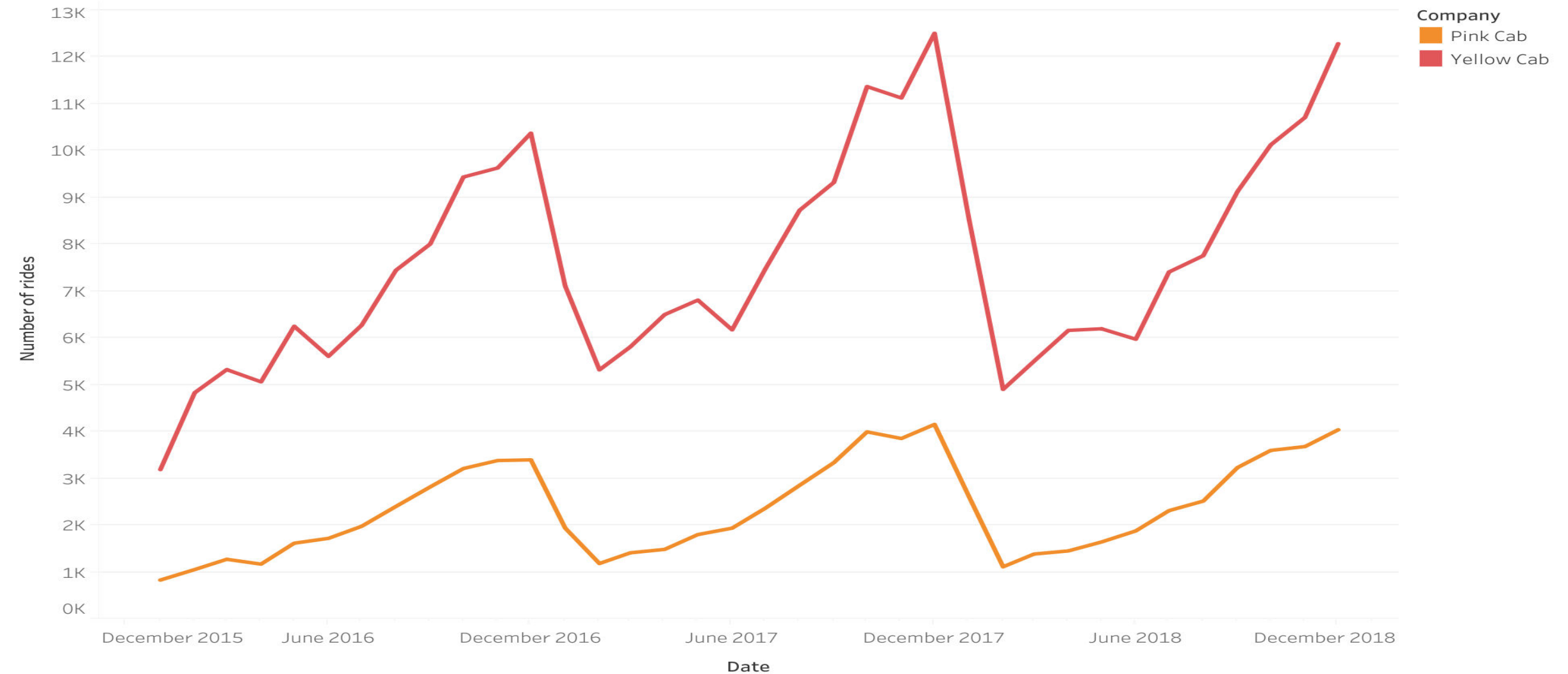
# Number of rides analysis

Seasonality in the profit and the number of rides



# Number of rides analysis

Date vs number of rides





## 2- Conclusion and Recommendation

### **Profit wise:**

Yellow cab company's profit was between 8 to 9 times that of the Pink cab company for the three years analysed.

### **City wise:**

In 17 cities out of 20 cities in the data set, the number of customer is higher for the yellow cab company than the pink cab company. In 16 cities, the number of KM travelled by the yellow company is higher than the pink company.

### **Customer wise:**

The number of customers at all ages and all income groups is higher for the Yellow company than the Pink one.

**Based on these analysis We recommend the Yellow Cab company for investment.**

# Thank You



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