

SLIDE1:INTRODUCTION

Title: G2M Cab Industry Analysis

**Subtitle: Investment Recommendation for
XYZ firm in US**

Presented by: Cielo

Date: June 2025

SLIDE2:OBJECTIVE

Objective: To provide actionable insights from cab industry data to help XYZ
to identify which cab industry to is suitable for investment between pink cab and yellow cab

Data Sources:

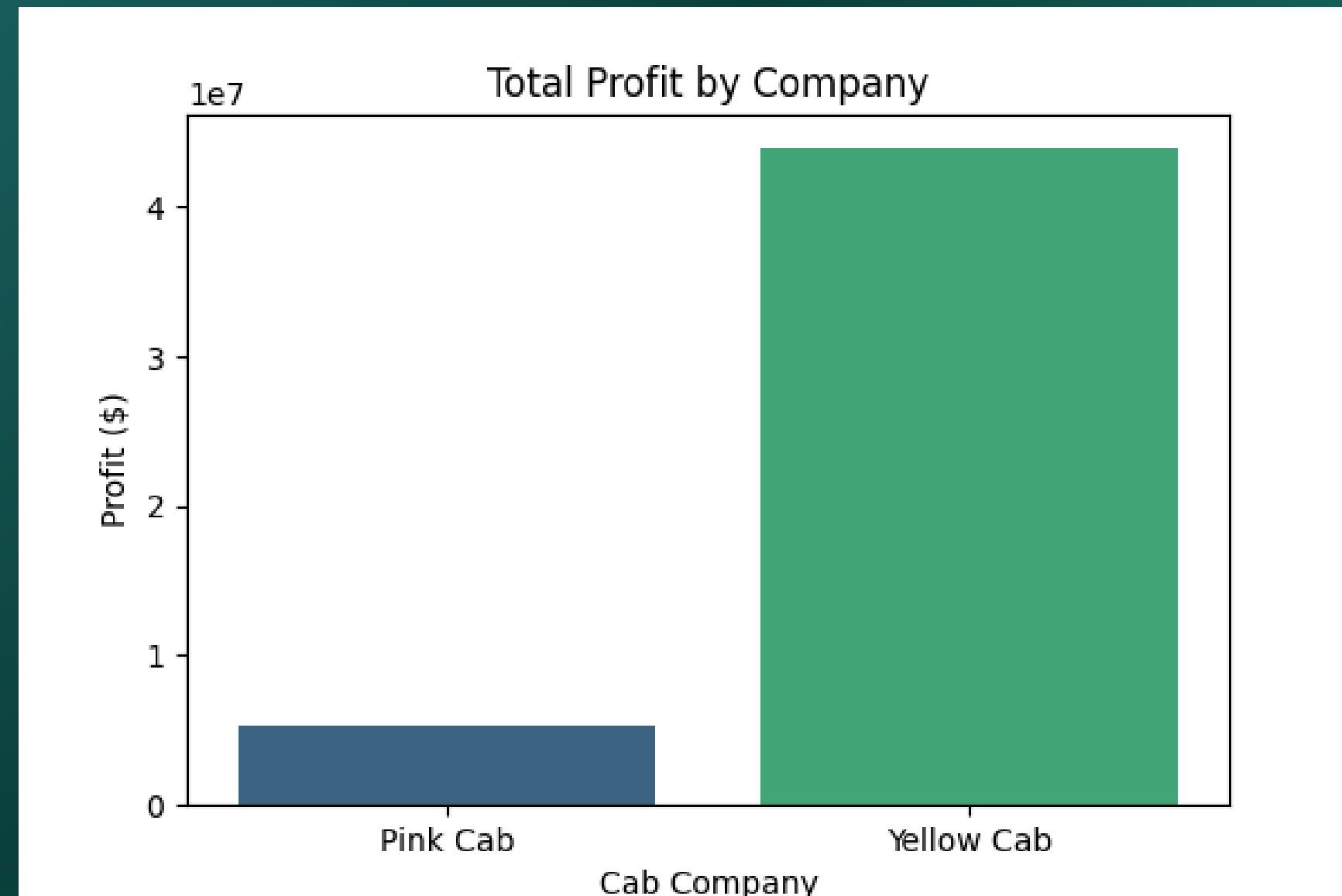
- Cab_Data.csv
- Customer_ID.csv
- Transaction_ID.csv
- City.csv
- (Timeframe: Jan 2016 – Dec 2018)

SLIDE3:DATASETS THAT I HAVE USED

- **Datasets used: Cab_Data.csv, Customer_ID.csv, Transaction_ID.csv, City.csv**
- **Timeframe: Jan 2016 – Dec 2018**
- **Created Profit as: Price Charged - Cost of Trip**
- **Cleaned fields: Population, Users**
- **Merged into master dataset: ~359,000 rows**

insight:

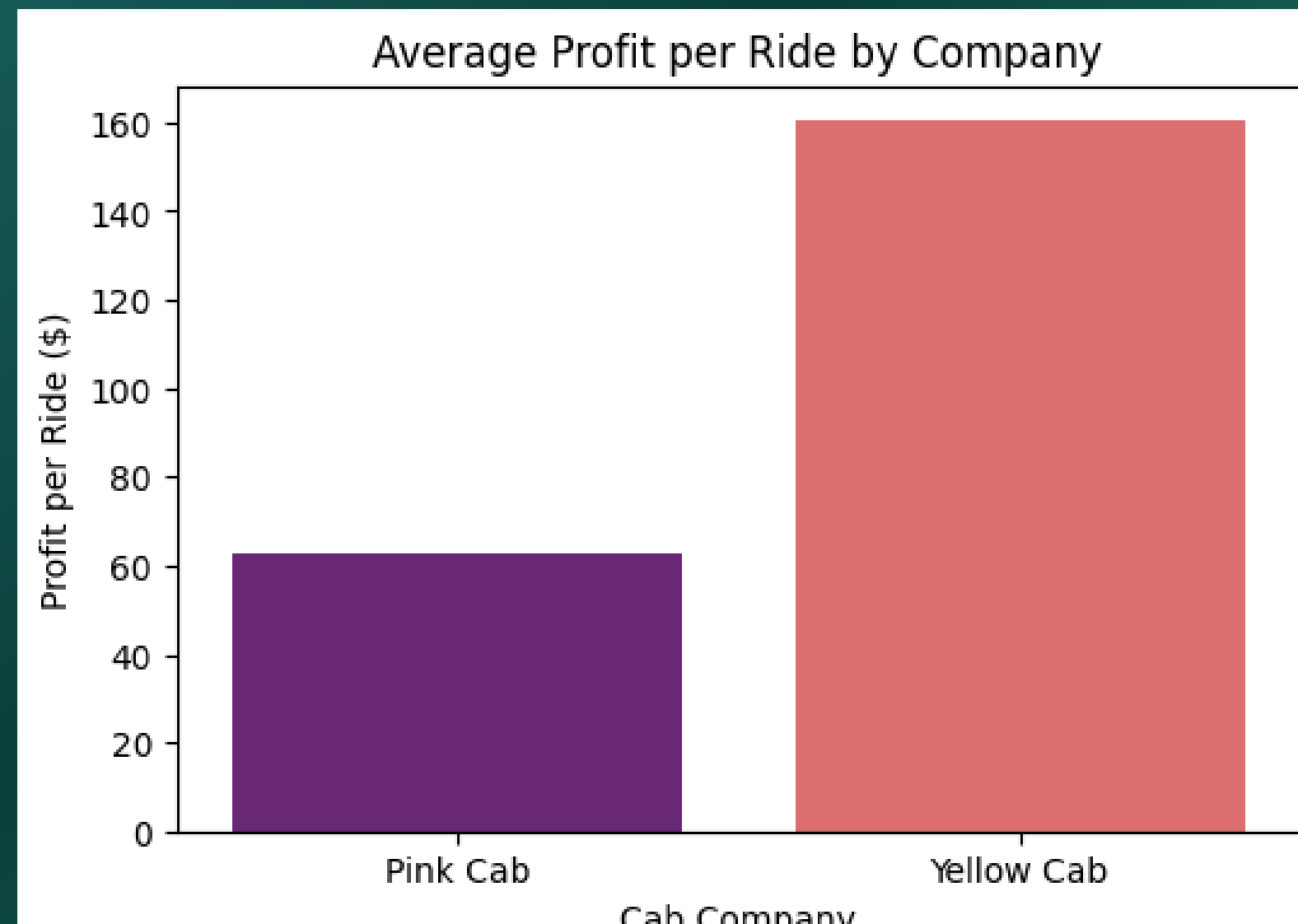
Yellow Cab generated over \$44 million, almost 8x more than Pink Cab.



SLIDE4:AVG PROFITS PER RIDE BY BOTH COMPANIES

Insight:

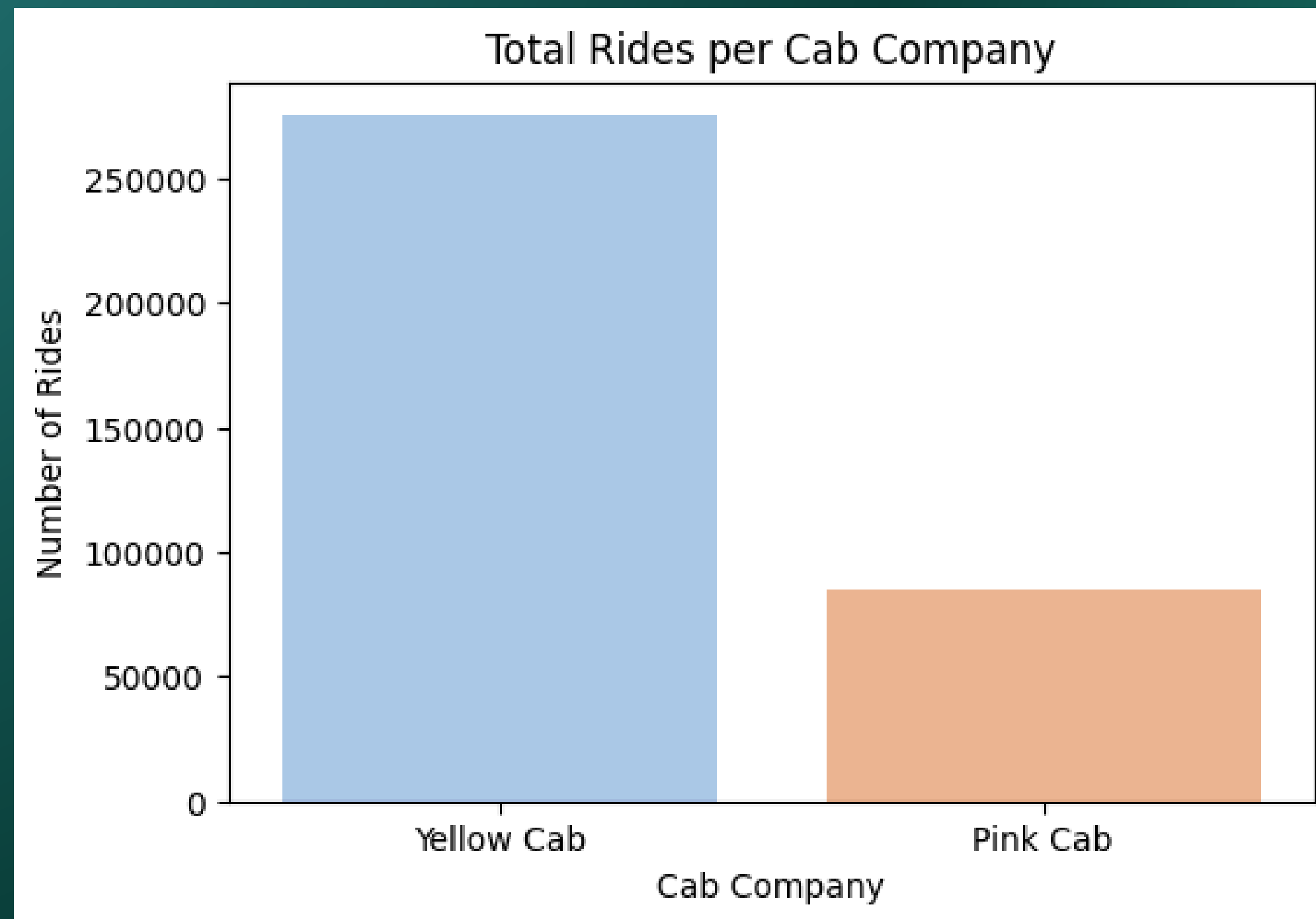
Yellow Cab earns ~\$160 per ride, compared to Pink Cab which earns ~\$62.



SLIDE6:TOTAL RIDES PER CAB COMPANY

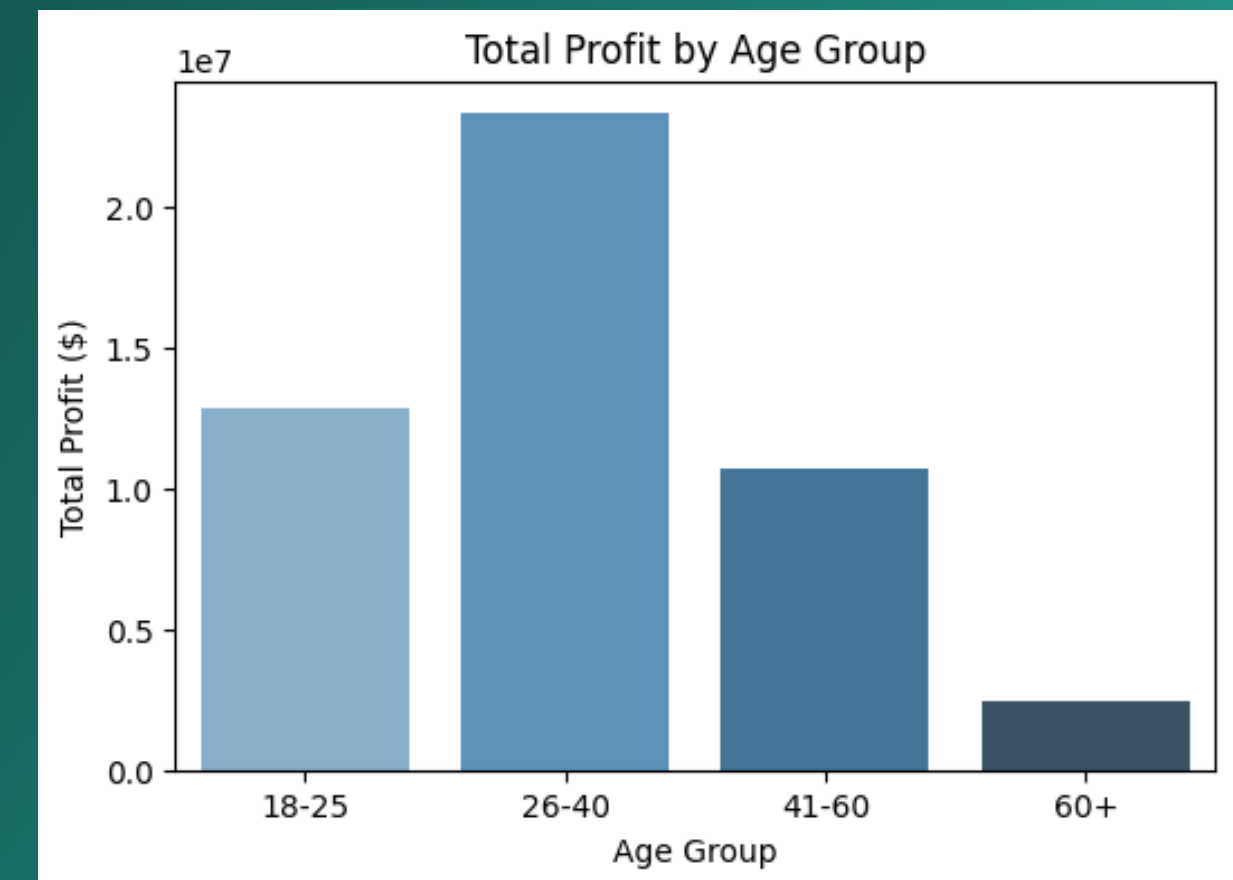
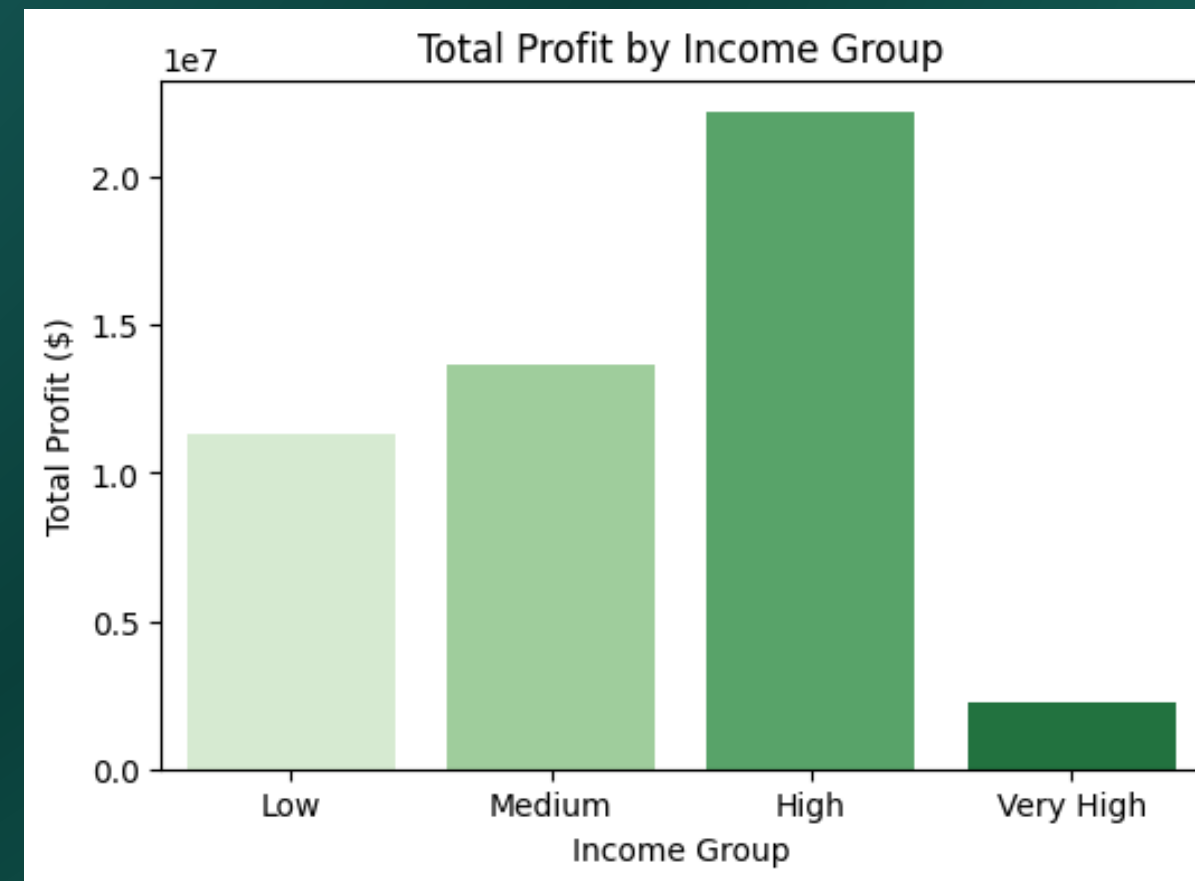
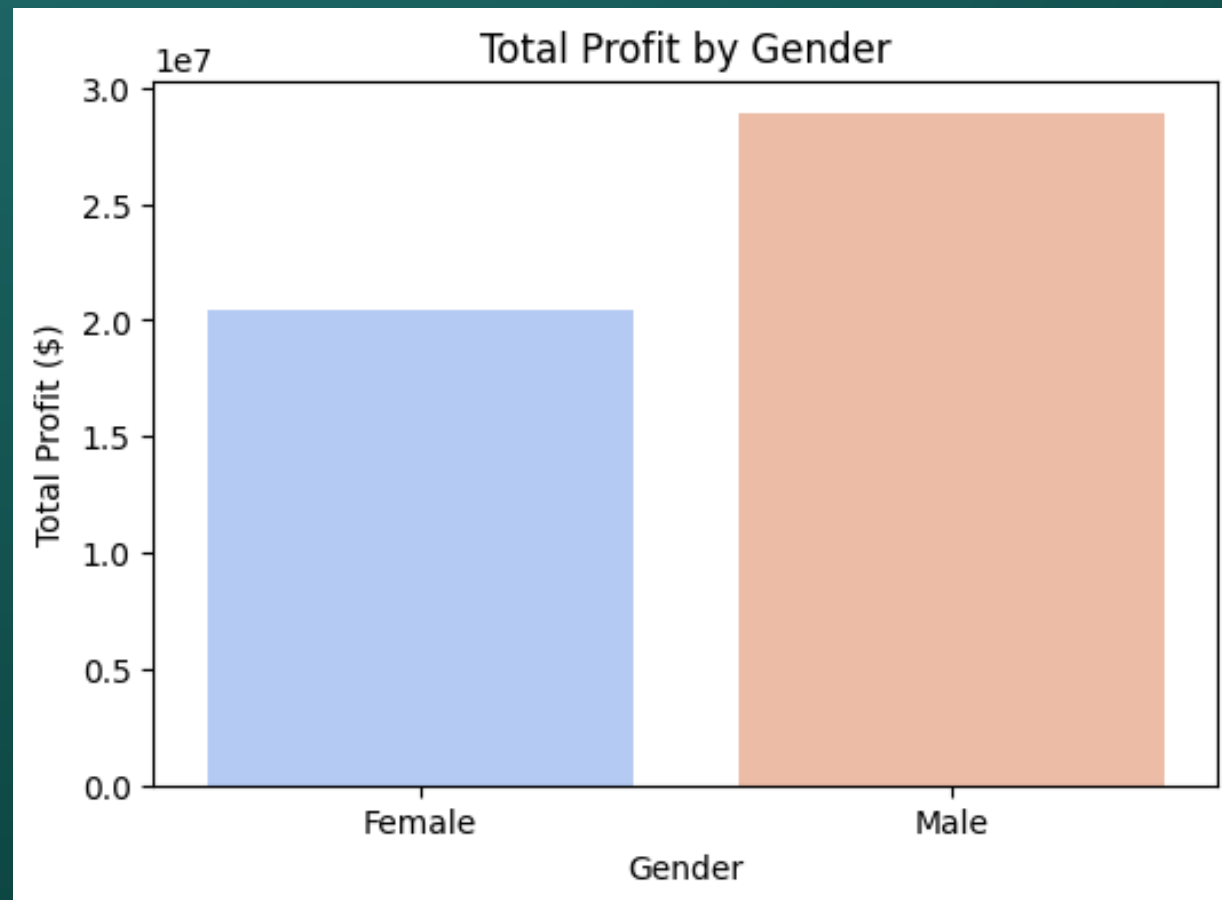
Insight:

Yellow Cab served 274,681 rides whereas Pink Cab's 84,711 rides



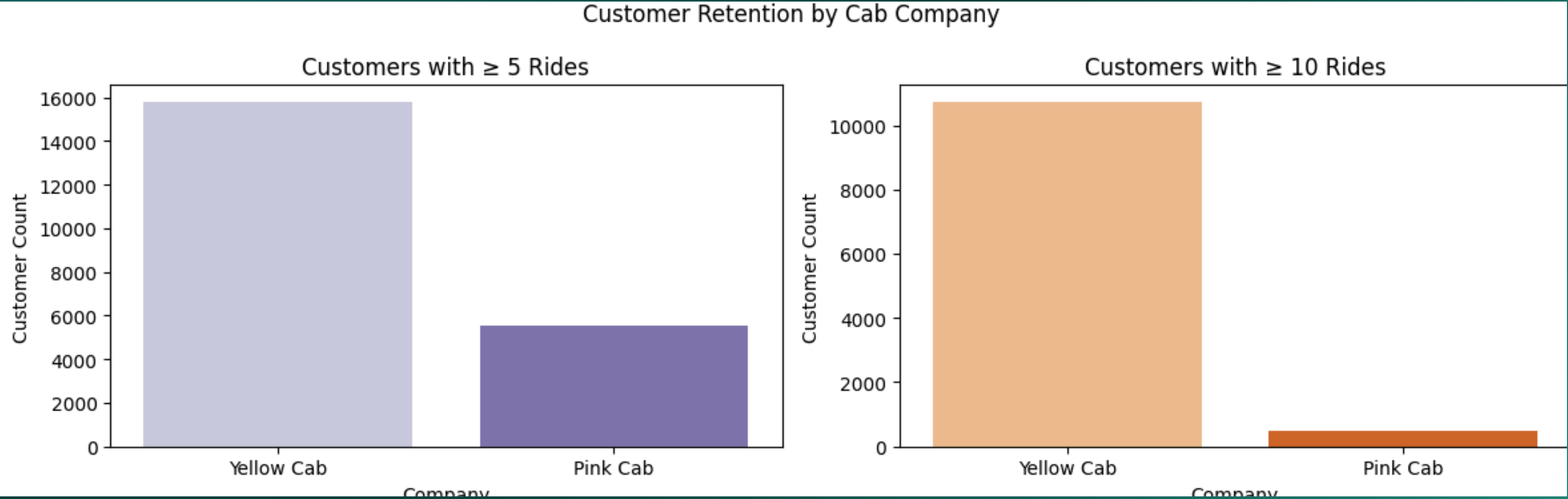
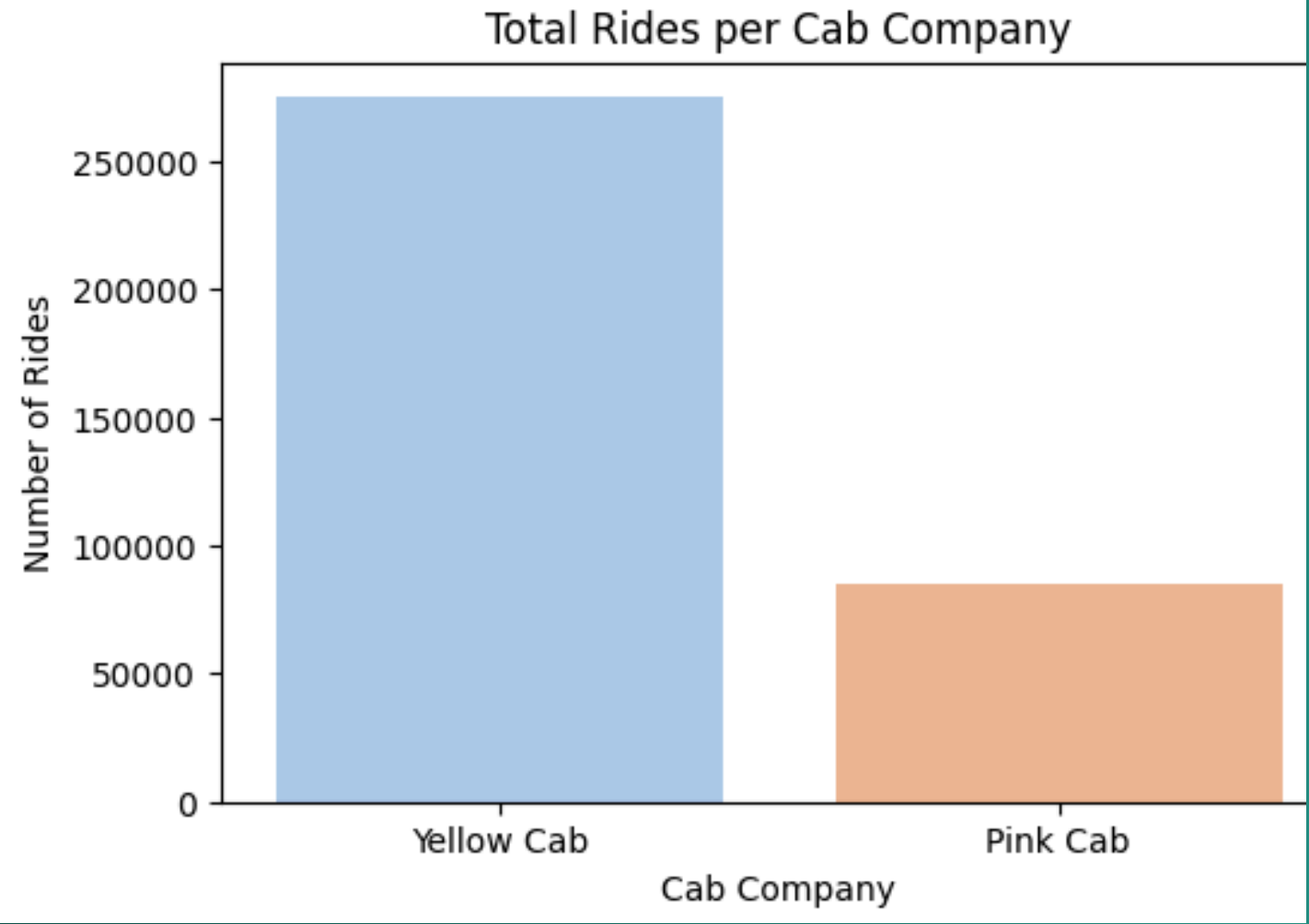
SLIDE7:TOTAL PROFIT BY GENDER,INCOME GROUP AND AGE GROUP

- Gender: Profits nearly equal across male/female
- Age Group: High profitability from 26–60 age group
- Income Group: Medium and high-income customers contribute most



SLIDE8:CUSTOMER RETENTION

Insight:
Yellow Cab retains far more customers with
5+ rides
10+ rides



SLIDE9:WHAT I RECOMMEND

 **Invest in Yellow Cab**

Highest total and average profit

Strong customer base and retention

Broad reach across age, gender, and income segments

SLIDE10:FINAL SLIDE



THANK
YOU