



Data Glacier

Your Deep Learning Partner

Exploratory Data Analysis

Cab Company Investment Use Case for XYZ

20/6/2025

Agenda

Executive Summary

XYZ which is a private firm, is considering investing in the U.S. cab industry and needs a data-driven recommendation between two competitors ; Yellow Cab and Pink Cab. My analysis focuses on customer

behavior, profitability, and city trends to guide investment decisions.

Problem Statement

XYZ lacks insight into which company offers better financial performance and long-term growth. Without proper data analysis, their investment decision may carry high risk

Approach

I cleaned and merged four datasets (cab transactions, customer profiles, transaction mapping, and city data). Using Python and pandas, I performed exploratory data analysis to uncover trends in revenue, cost, ride volume, and customer demographics.

EDA

- Yellow Cab has significantly more rides than Pink Cab.
- Yellow Cab shows higher total and average profits.
- Most users fall in the age range of 25-45 and middle-income brackets.
- Top performing cities have both high population and user volume.

Agenda

EDA Summary

- **Yellow Cab accounts for ~76% of rides and ~89% of total profit.**
- **High-income groups generate more revenue per ride.**
- **Cities with larger populations correlate with higher profits.**
- **Pink Cab is smaller and less dominant in market share.**

Recommendations

Invest in Yellow Cab, based on:

- **Its strong market.**
- **Higher profitability per ride.**
- **Wider user base across cities.**

Thank You