

# Data Glacier Internship Lisum 16

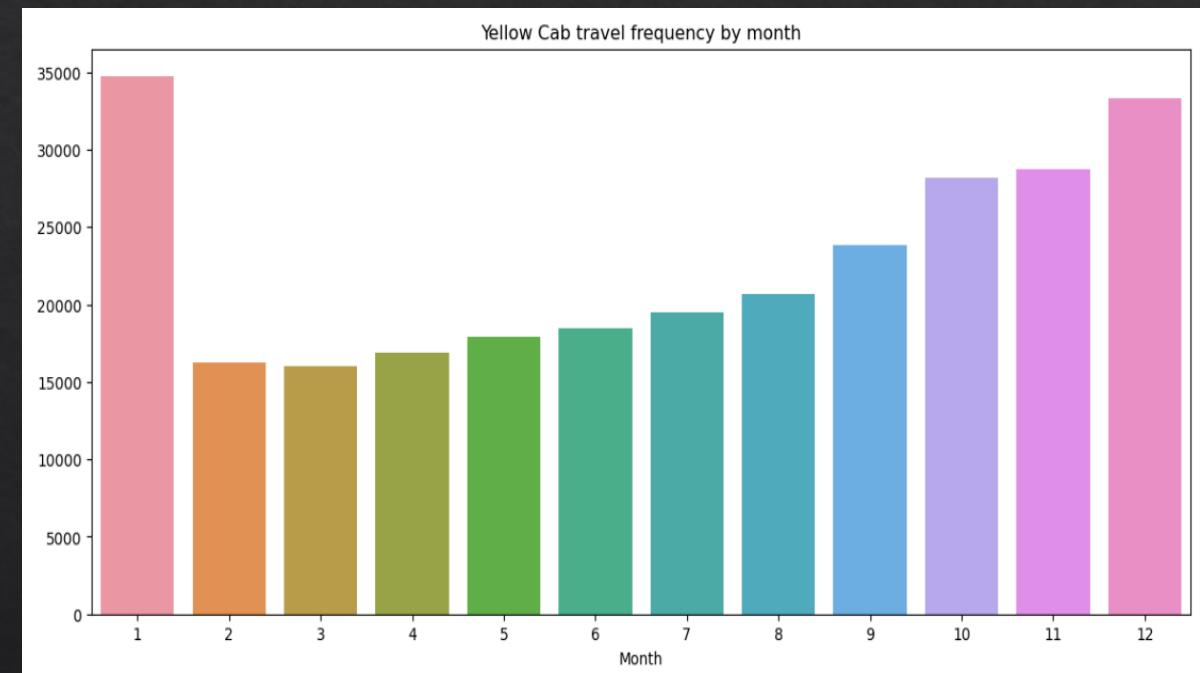
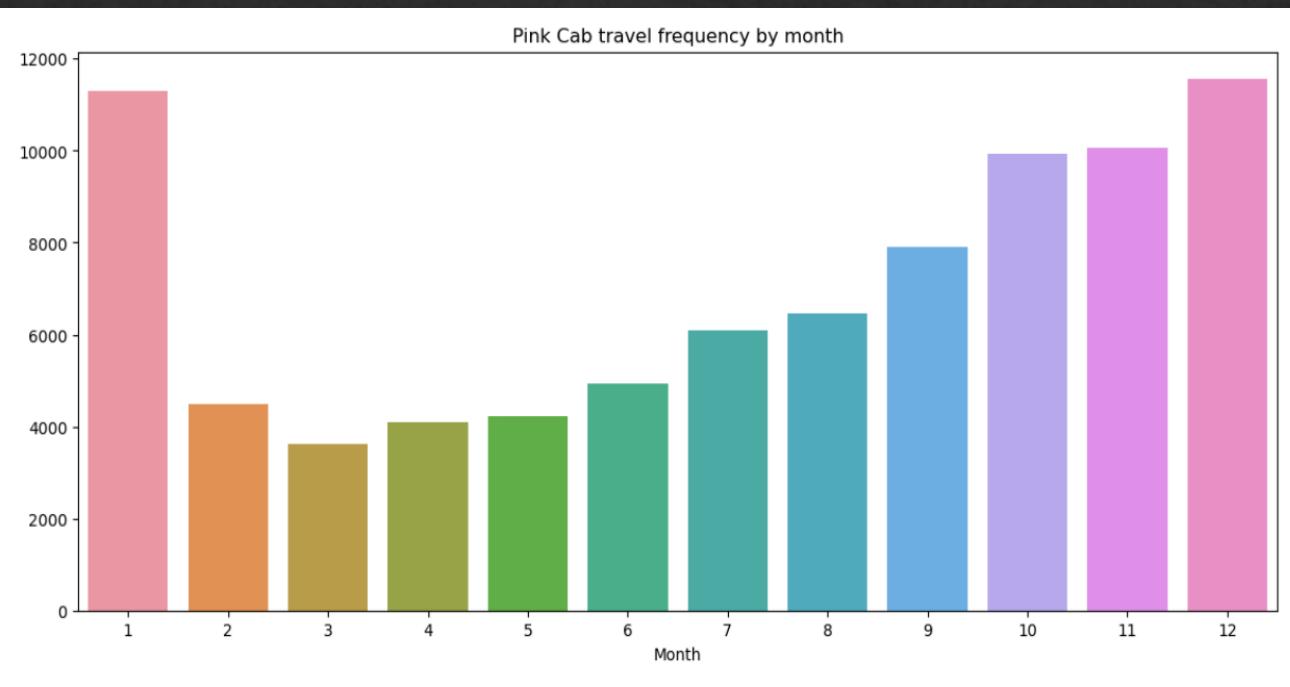
G2M Cab Investment Case Study  
By Shreya Ramachandra



# Problem Statement

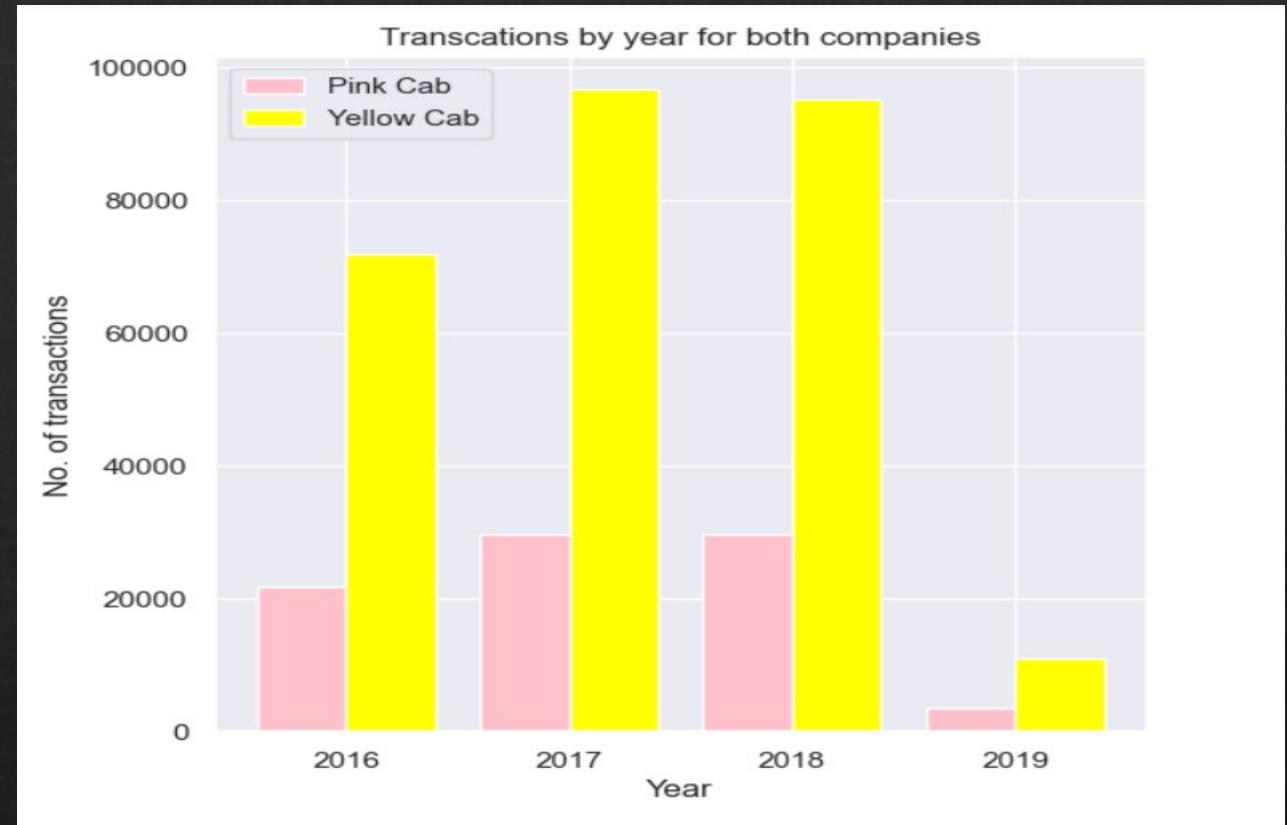
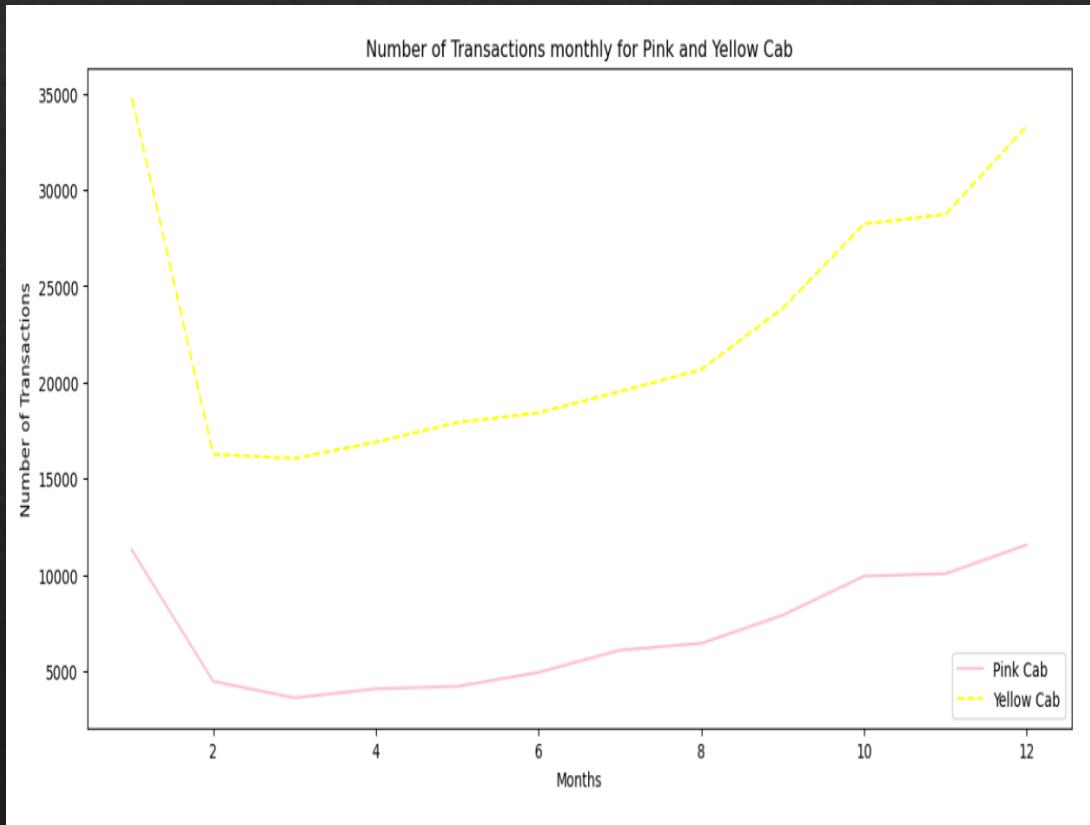
- ❖ US-based private company is considering investing in taxi services with two business proposals and has chosen Go-to-Market(G2M) approach
- ❖ Objective: The data sets each represent various facets of the client profile. The analysis is performed in helping the company to choose the best taxi service based on business insights
- ❖ Analysis is performed based on the following steps:
  - ❖ Ensuring accurate, reliable, and valid data by checking for null values, duplicates, and incorrect data formats
  - ❖ Checking for the number of users based on demographics, age, time, and gender
  - ❖ Comparing the transactions and profits of both the company to determine the popular taxi service
  - ❖ Investment recommendations

# Number of Transactions



- ❖ The above bar graph depicts that the number of transactions is more from October to January (Winter Season) for both the companies when compared to the rest of the year
- ❖ The highest number of transactions for pink cabs is around 11,000 whereas for yellow cabs is around 35,000

# Comparing Pink and Yellow Cab Company

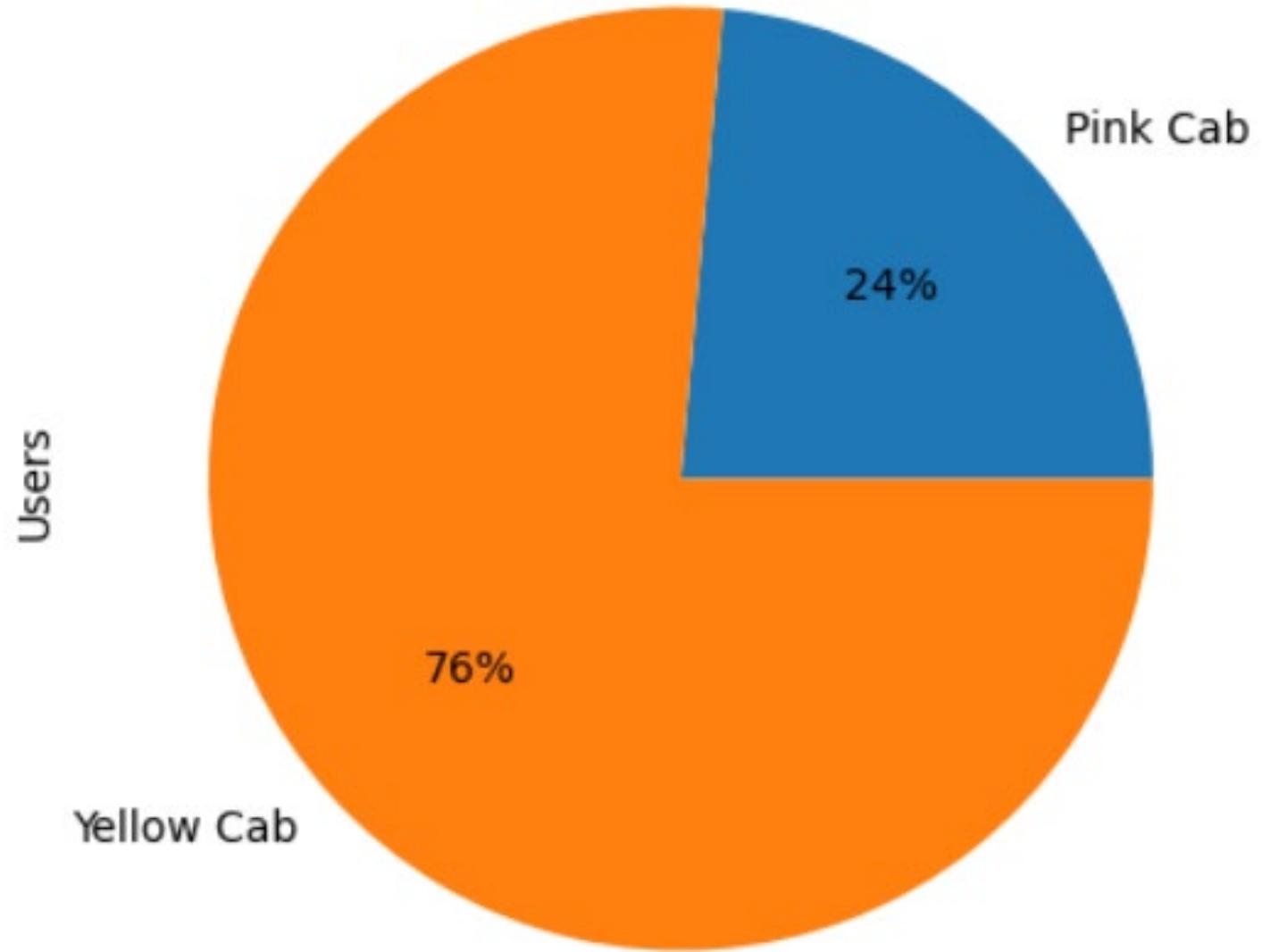


From the graph, yellow cab is 3 times better than pink cab

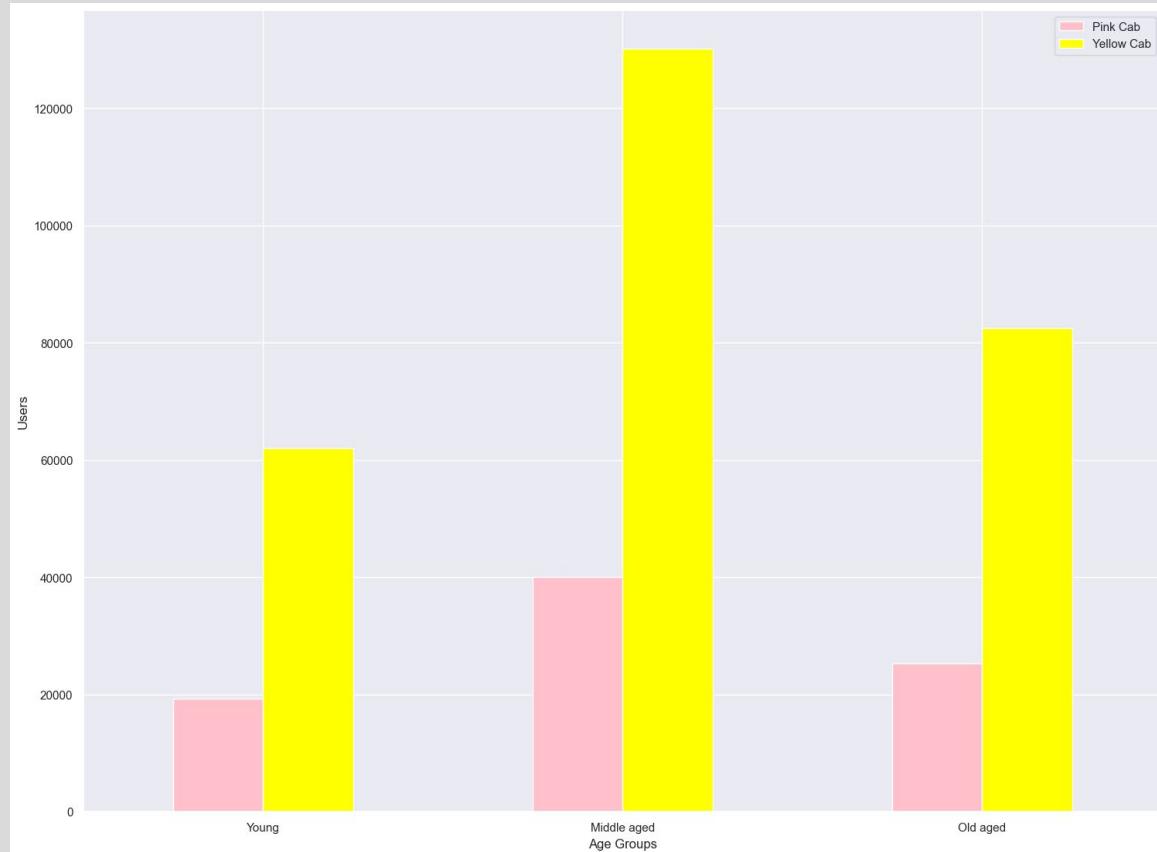
# Pink and Yellow Cab users overview

- ❖ 76% of the users rely on yellow cab service

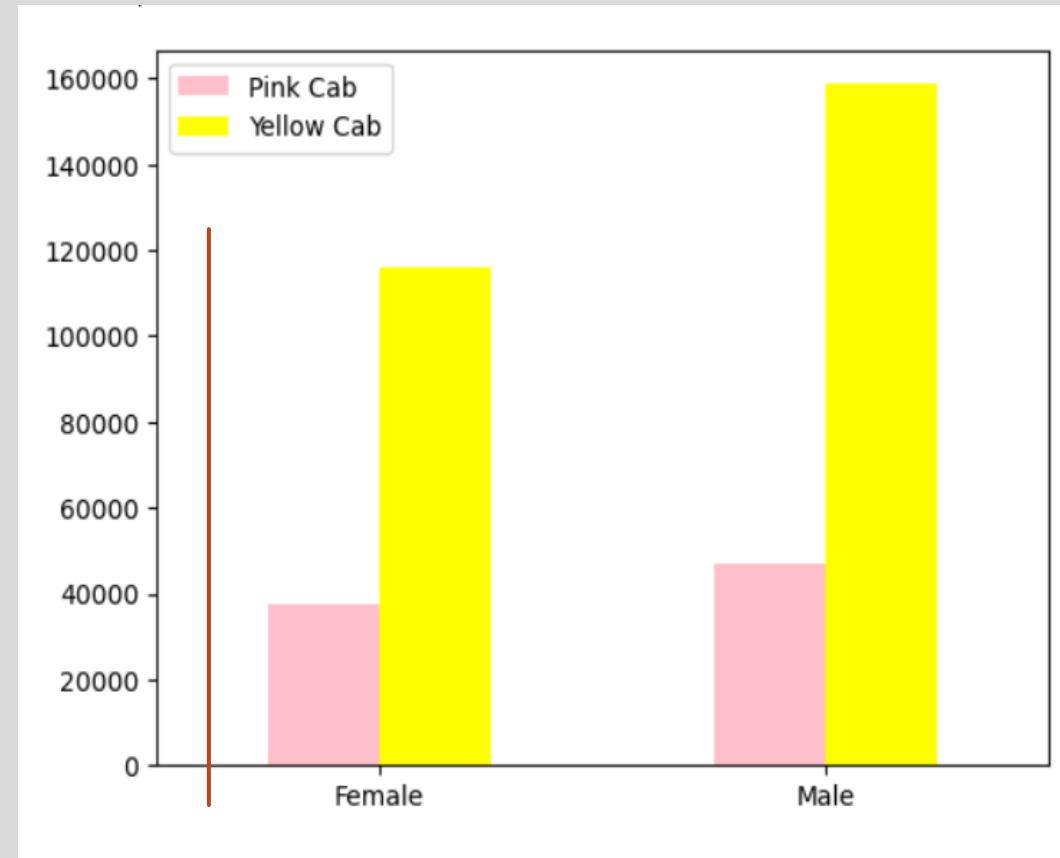
Pink and Yellow Cab firm users Overview



## Classification of users based on age group and gender



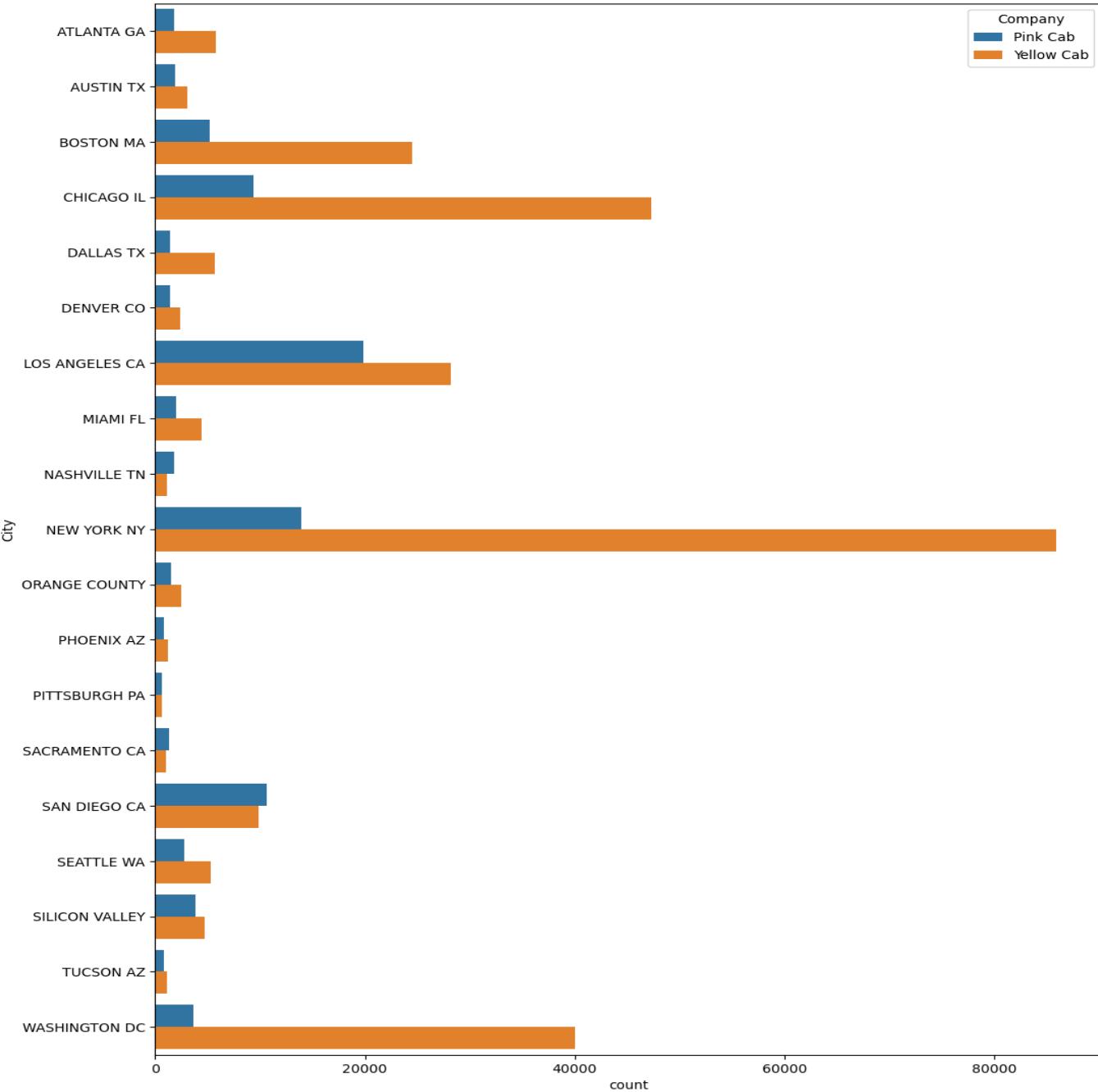
Middle aged groups people are more likely to book a cab and yellow cab is most preferred by all the age groups



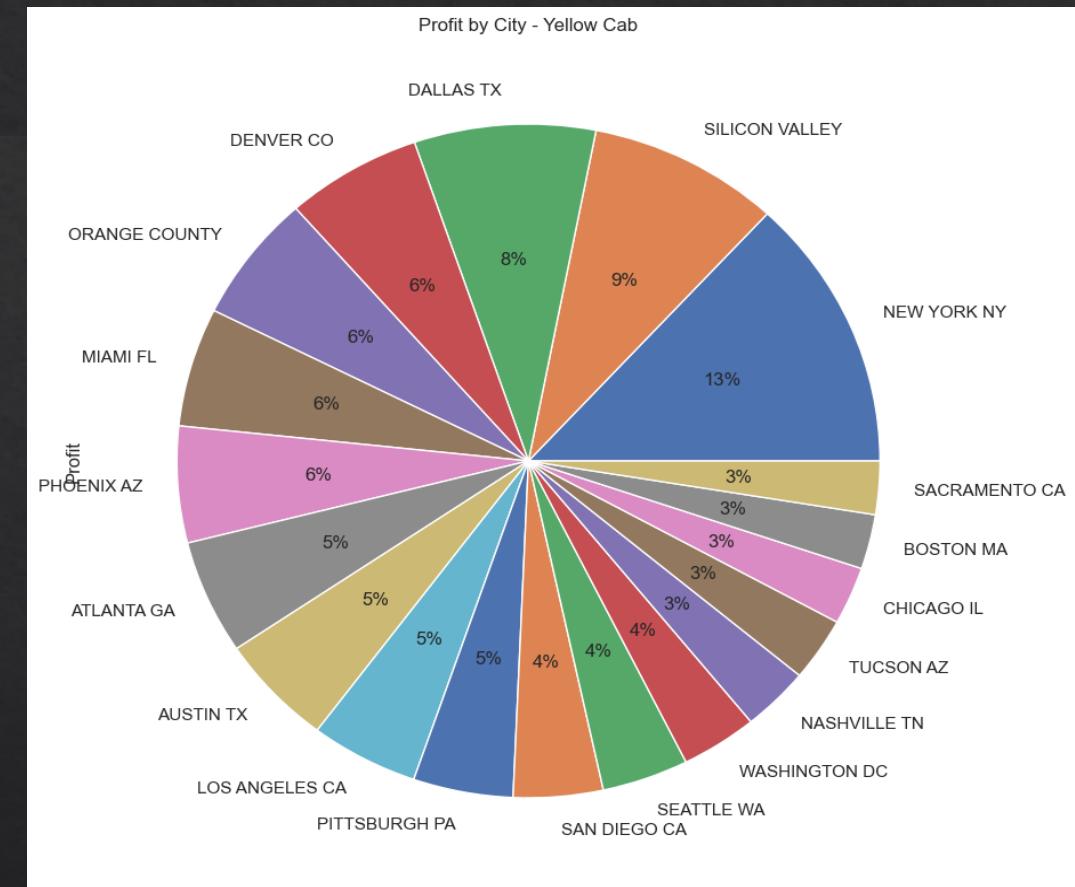
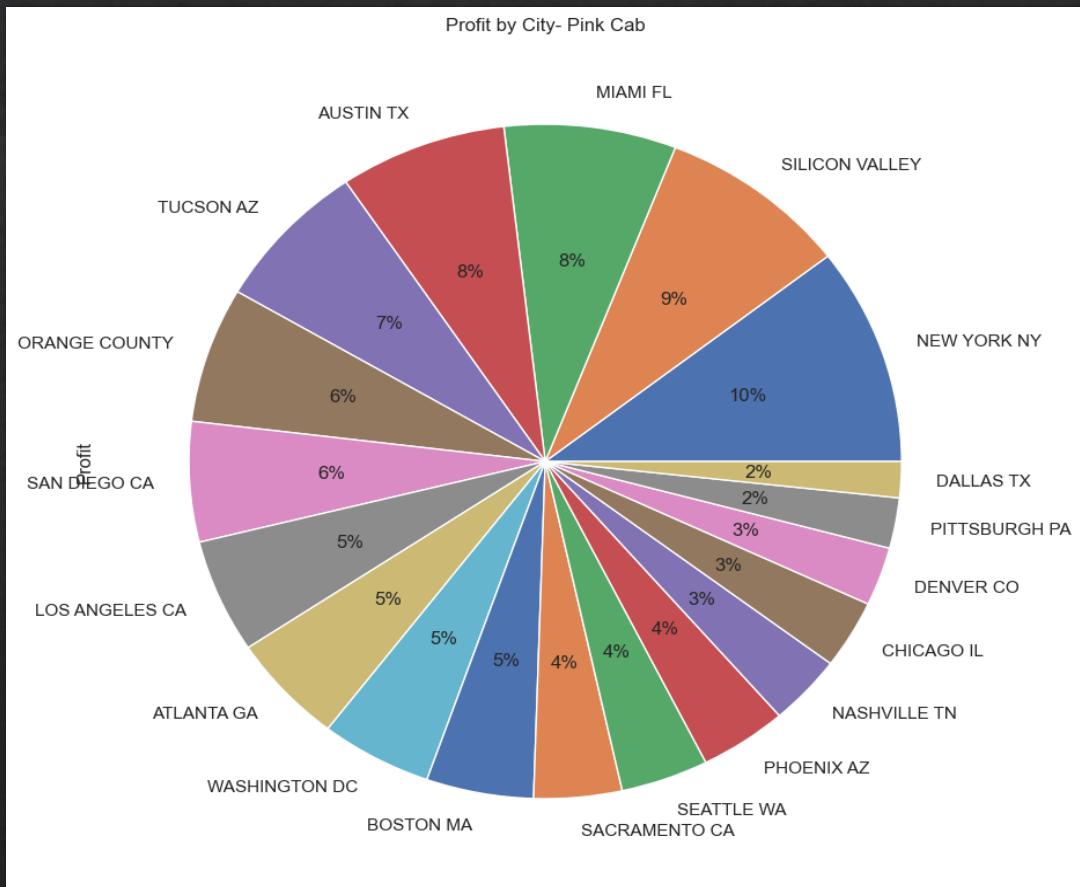
Number of male users are approximately 15% more than female in both the companies

# Total number of users based on demographics

Users in metropolitan city such as New York, Chicago, Boston, Los Angeles and Washington are greater in number compared to other cities and yellow cab is more preferred by the users



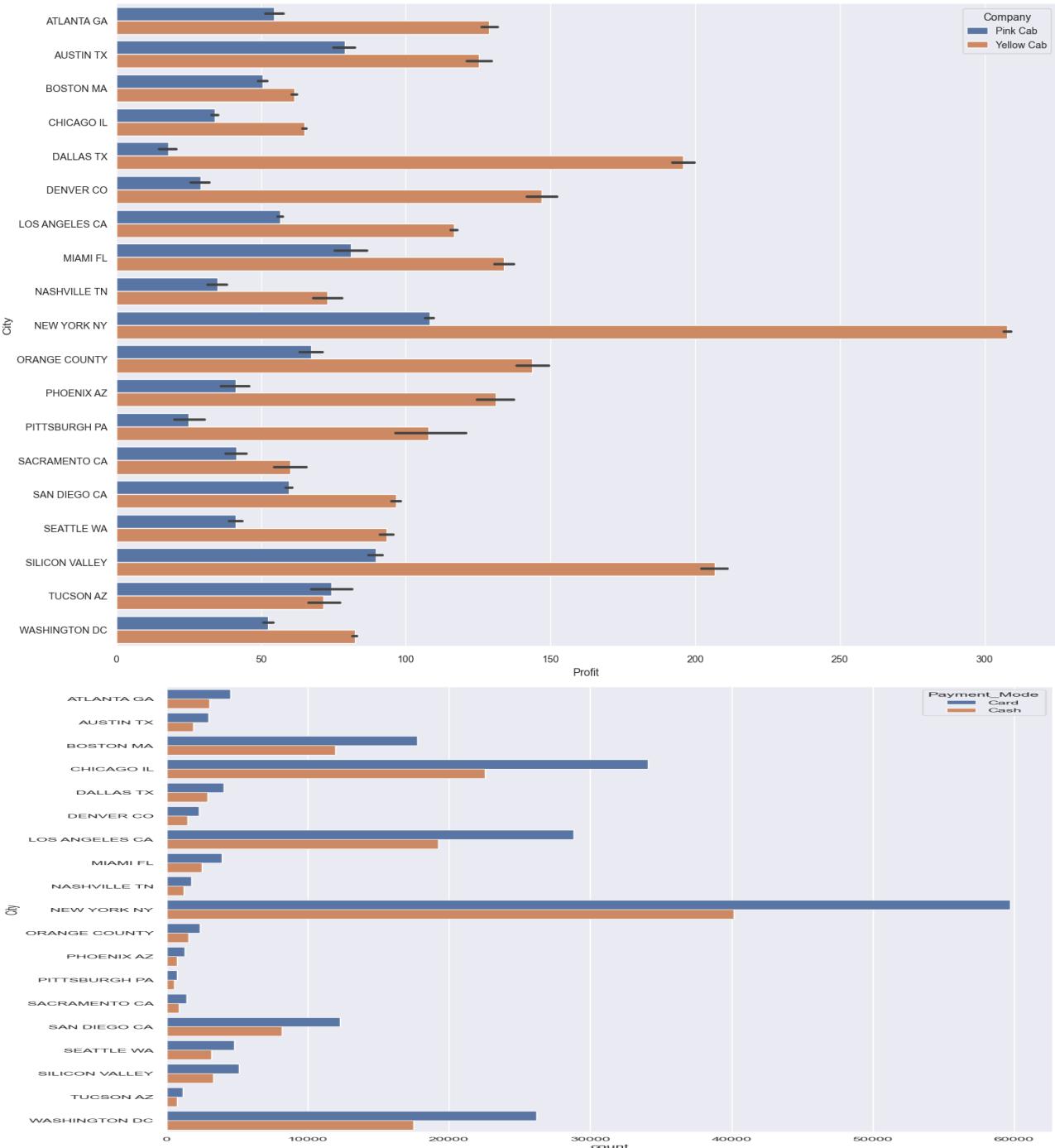
# Profit Analysis by cities



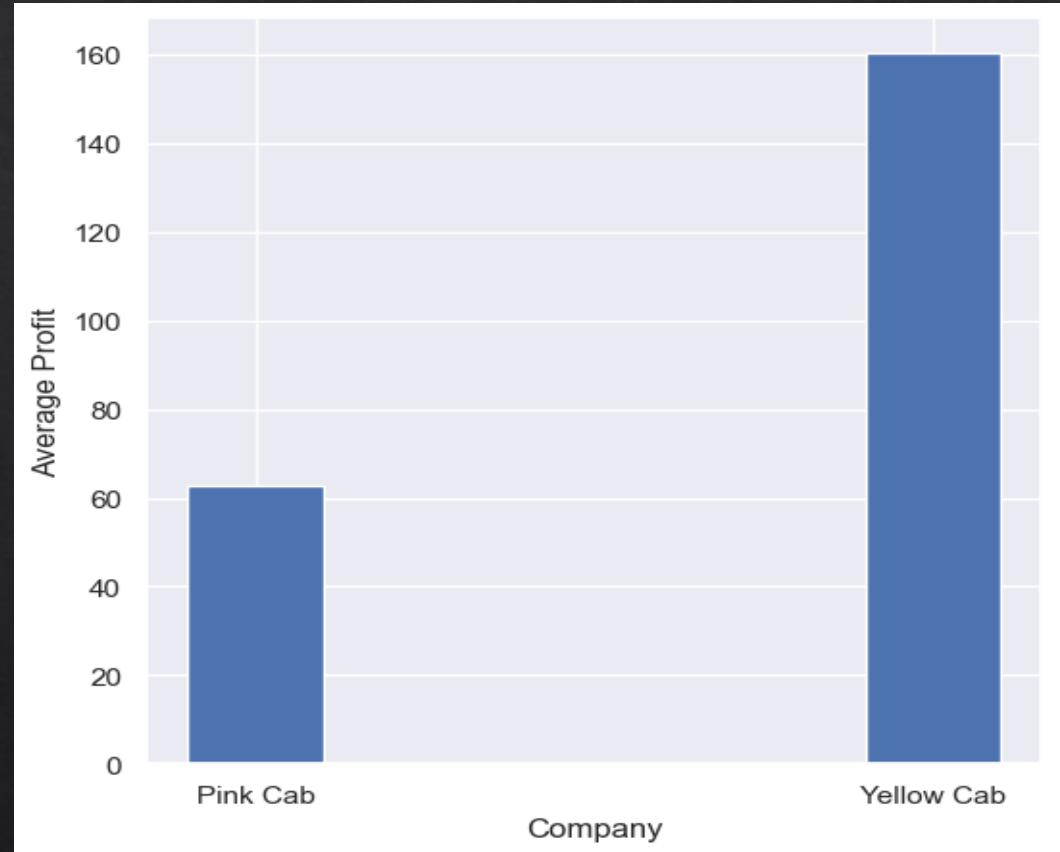
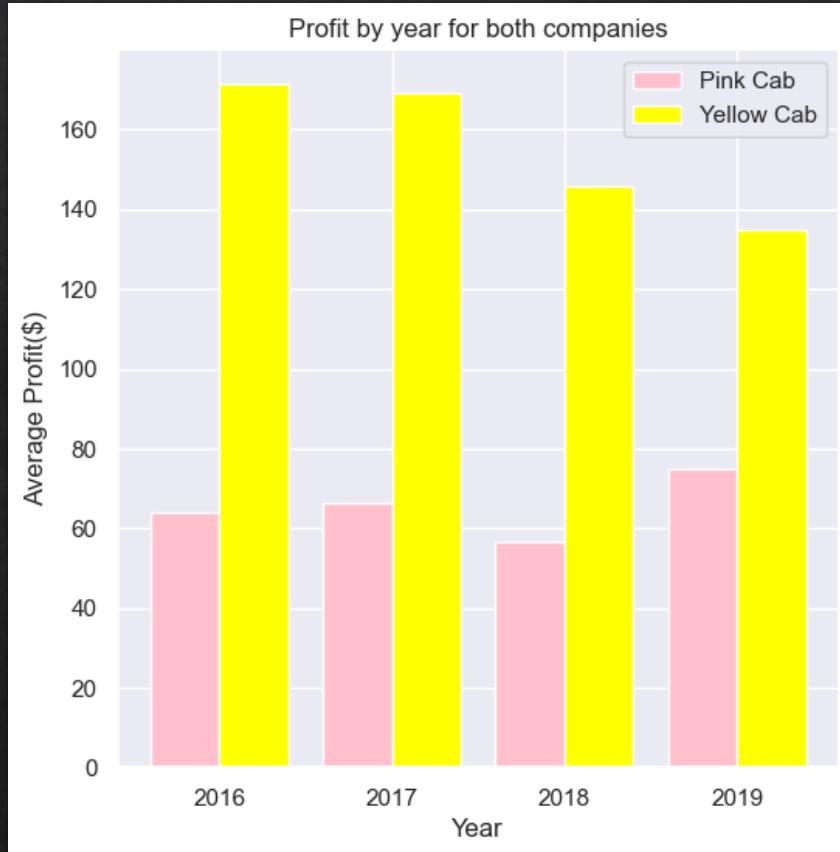
New York and Silicon Valley has more profits in both the cab companies

# Profits and Payment methods

- Profit for pink cab in New York has the highest amount of about \$100 whereas for yellow cab is more than \$300. Least profit is at Dallas for pink cab whereas for yellow cab is at Tucson and Sacramento
- Card payment is most used by the users compared to cash payment in most of the city



# Average Profits



Average profit of the yellow cab company is 2.5 times more than the pink cab company

# Comparing KM travelled over price charged

Prices are higher in metropolitan area. Yellow cab charges more even in Suburb than pink cab.



# Investment Recommendations



From the evaluation based on the following analysis, Yellow Cab Company is better for investment than Pink Cab Company

- ❖ Number of transactions: Transactions for the yellow cab company are 3 times better than the pink cab company
- ❖ Population based analysis: 76% of the cab users rely on the yellow cab company
- ❖ Gender based analysis: Male users are 15% more in population than female users
- ❖ Age group: Cab services are used majorly by middle-aged users compared to other age grouped people
- ❖ Payment mode: Card payment is most preferred by the users
- ❖ City wise profit analysis: Cab services are expensive in metropolitan areas compared to suburbs
- ❖ KM traveled: Number of KM traveled by yellow cab is more which is directly proportional to the price charged
- ❖ Average profit: Yellow cab company has 2.5 times more profit than the pink cab company

Conclusion: After analyzing the data, Yellow cab company is recommended to US private company for investment