|  |  |
| --- | --- |
| **Title:** | **Case Study Pink Cab vs. Yellow Cab** |

|  |  |
| --- | --- |
|  | Date: 7th October, 2018 |

**Name: Surya Das**

**Question 1.**

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

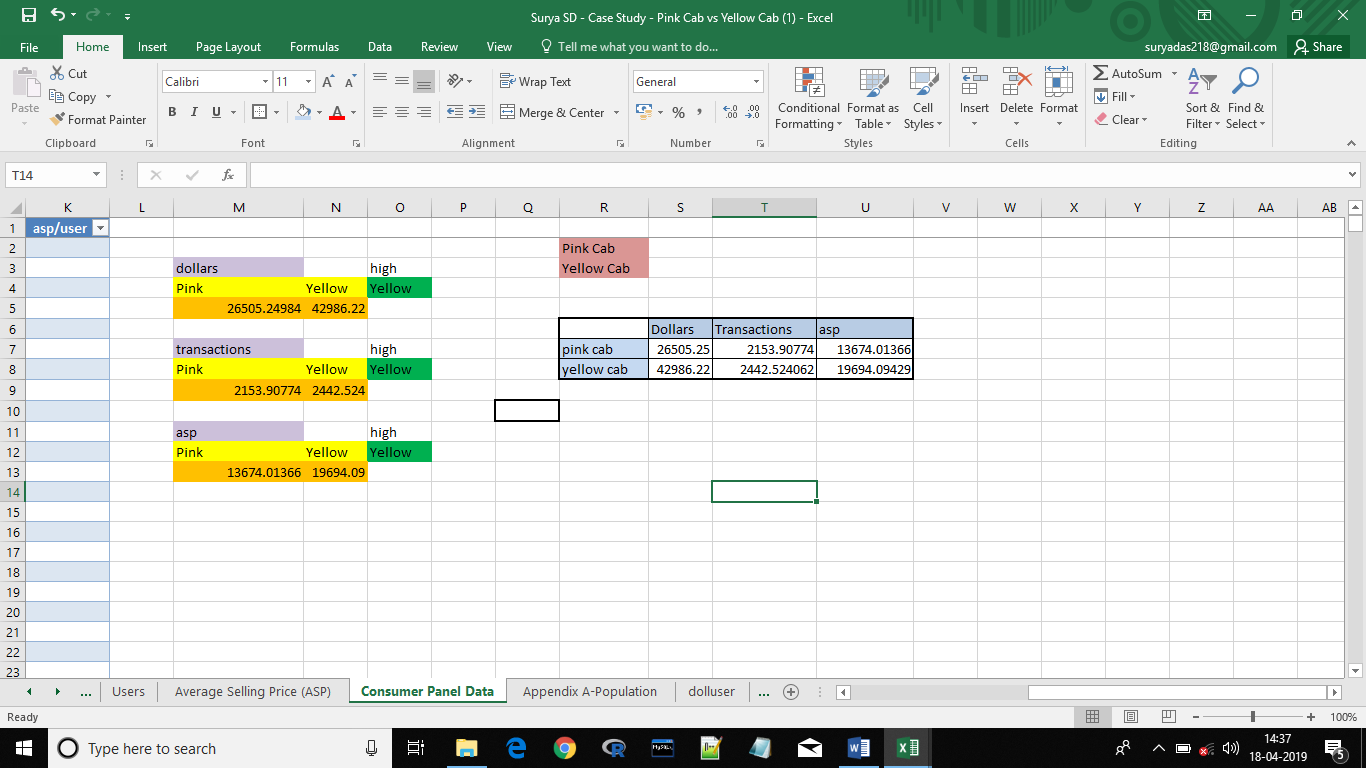
**What trends and conclusions can you draw about the cab market and Pink Cab/Yellow Cab?**

Answer:

**Trends:**

From consumer\_panel\_data , we can see that:

* Sum of amount/profit/dollars, all over the city, yellow cab is high
* Transaction per user, all over the city , yellow cab is high
* Avg. selling price / user , all over the city , yellow cab is high



Besides, we can see that,

**City wise Pink cab VS Yellow cab**

* Pink cab users have less dollars than Yellow cab users.(Graph in Dollar)
* Transaction for Yellow cab is high in every cities compare to Pink cab.
* Pink cab users are less than Yellow cab user. But in some cities exception is there. Graph shows:
* Average selling price of Yellow cab is higher than Pink cab in every cities.

**Date wise Pink cab VS Yellow cab**

* Both Pink cab and Yellow cab are profiting. But Yellow cab is more profiting than Pink cab.
* Transaction in both cab is increasing. But Yellow cab is higher.
* Users of both cab are increasing.

**Core-relation**

Finding core-relation between:

* user and population: NO core-relation
* user and transaction: Positive core-relation
* user and avg. selling price: NO core-relation
* dollars and user: Positive core-relation
* dollars and transaction: Pink follow positive core-relation but Yellow doesn't.
* dollars and avg. selling price: NO core-relation.

Note: above core-relation are taken by randomly data ( a set of data, not all)

**Conclusion**

From the Trends we can conclude that:

* City wise Yellow cab is more popular than Pink cab. Yellow cab users are high compare to Pink cab user.
* Yellow cab is making more profit than Pink cab.
* Both Yellow cab and Pink cab are profiting because as day increase users and transactions are also increasing.
* Avg. selling price should have impact on users but it doesn't. Although Yellow cab has more avg selling price than Pink cab, user still stick to Yellow cab.

**Question 2:**

**What biases could be in the data?**

Insufficient Data are there. There's no data given from where we can conclude what's problem in Pink Cab. Some biases we can find from the given data:

* Avg. selling price (asp) should be inversely proportional to Users. But here no such pattern follows.

asp of yellow cab is high in almost every cities compare to pink cab but still users are high for yellow cab.

* User and population should have positive core-relation. But here NO core-relation is follows. More Populated cities should have more user but here's no pattern.
* User and Avg. selling price should have negative core-relation. Because where there is more user, company should give more offers to their user. SO avg selling price should be less in populated cities.
* Dollars and transaction should have positive core-relation but there's no pattern in yellow cab.

From the insufficient data we can estimates that,

* Number of Pink cab is far less than Yellow cab.
* People might don't know about Pink cab, that's why popularity of pink cab is less compare to Yellow cab.
* Services of Pink cab is inferior. People don't like to use Pink cab.
* Number of accident rates in Pink cab and Yellow cab is not given.
* Driving rates of Pink cab and Yellow cab is not given.
* Time table i.e. in night or day and for how many hrs they use to continue their services, are not given.
* It can be happen that Pink cab has reservation.

**Question 3:**

**Could you correct for any of them currently? If not, what other data would you need?**

From the given data, can't be said the reason why Pink cab can't match the Yellow cab. If other data would have given then it can be corrected.

**Question 4:**

**What other datasets would you want to add?**

1. Number of Pink cab in each City.
2. Number of accident rates in each city.
3. Rating of drivers.
4. Service Time Table ( Full time/ Particular time).
5. Any reservation is there or not.