Data Glacier

Your Deep Learning Partner

G2M Insight for Cab Investment

Case Study on Cab Industry for Investment using Data Analysis in Python

Tanmay Umesh Potbhare
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Agenda

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Executive Summary

✓ <u>Business Problem</u>

- A private United States based firm named XYZ, has an eye for the cab investment industry to make an investment due to understandable and detectable growth in the Industry. Their business strategy is a G2M abbreviation for Go-to-market strategy which is basically a business plan to bring a new product or service into the industry. **"For the sole reason of investment, they want an insight into the market so that they can make a final strategic decision."**

✓ <u>Objective</u>

- **"Providing actionable insights and recommendations** using **data analysis techniques** and coming up with simple, effective and easily understandable visualizations which can help the stakeholders in decision making."

- This presentation will include the case study insight which the head executives will review, and evaluate based on

  - The visuals or insights

  - Quality of Analysis

  - Value of recommendation to consider

Approach

✓ Creating Rough Hypothesis

1. Growth and Value
2. Market Capitalization
3. Credit Rating
4. Performance
5. Stock Price Volatility (Future Work)

Factors to consider before investing in any industry and these are used as base line for hypothesis.

✓ Data Understanding & Exploring Data

✓ Preparing final Hypothesis

✓ EDA (Exploratory and Statistical Data Analysis)

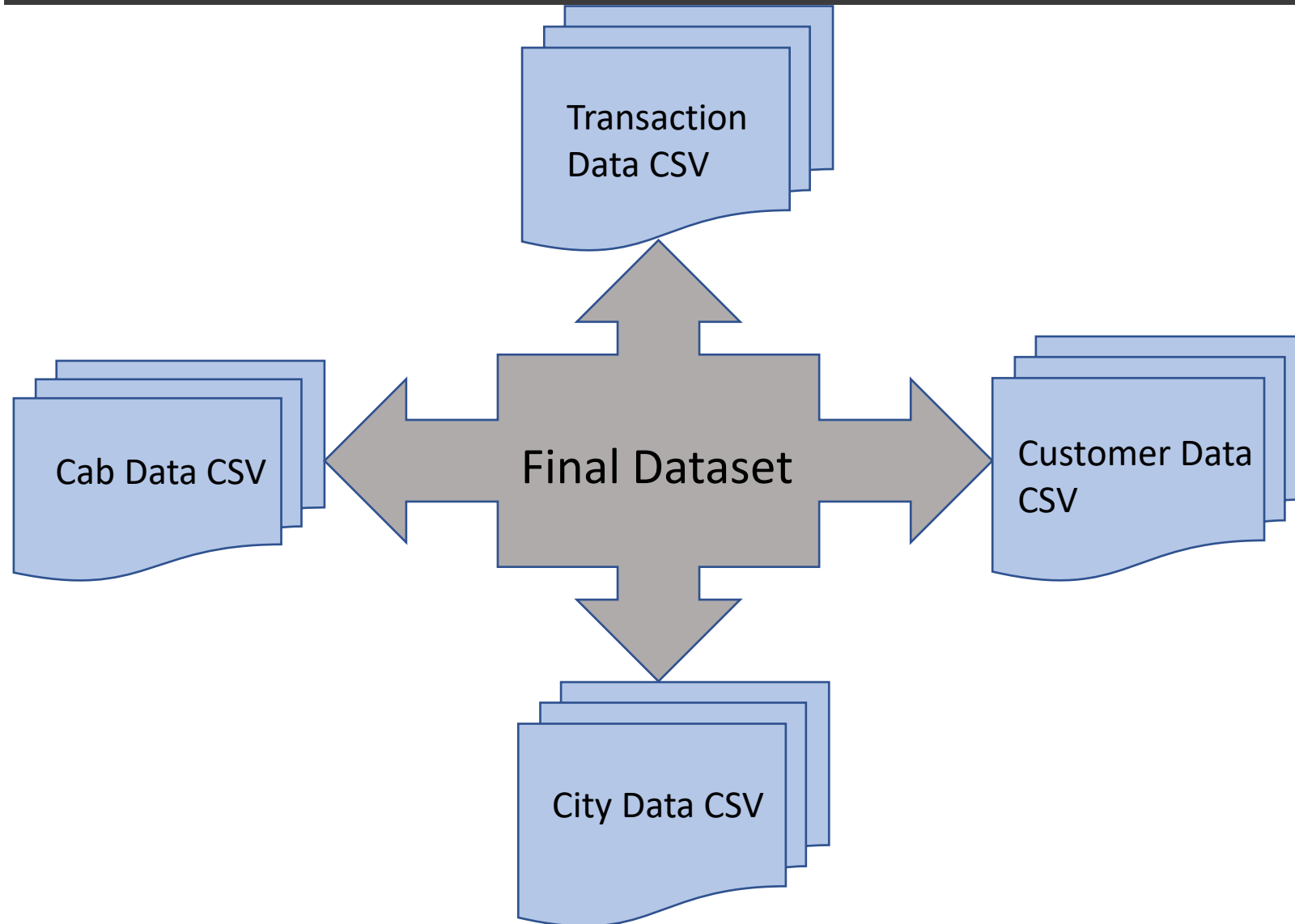✓ Answering those questions prepared in Hypothesis

✓ Recommendations

Final Hypothesis 3 to 4 Questions from 7

1. What is the analysis of the profit after analysing profit with Year, Gender, age group, and City.
2. What amount of Companies profit do customers contribute with respect to age group

✓ ALSO THE IDEA WAS TO COME UP WITH THE SIMPLEST CHARTS POSSIBLE BUT WHICH CAN GIVE MORE DETAIL AT THE SAME TIME.

Final Dataset and Assumptions

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Transaction Data CSV

Cab Data CSV

Final Dataset

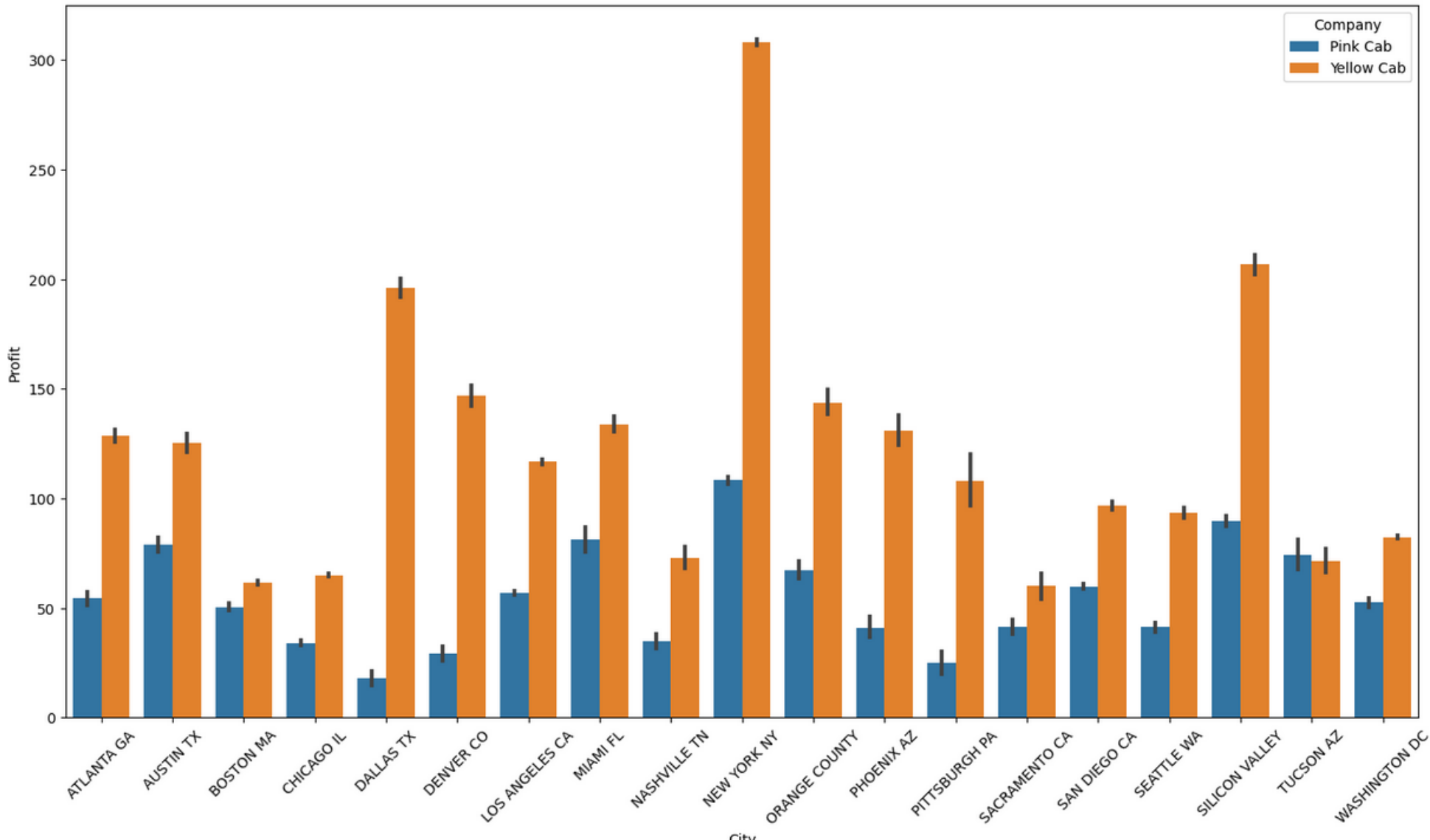Customer Data CSV

City Data CSV

Assumptions

1. Price Charged has outliers but no more information is available so nothing is done about it.
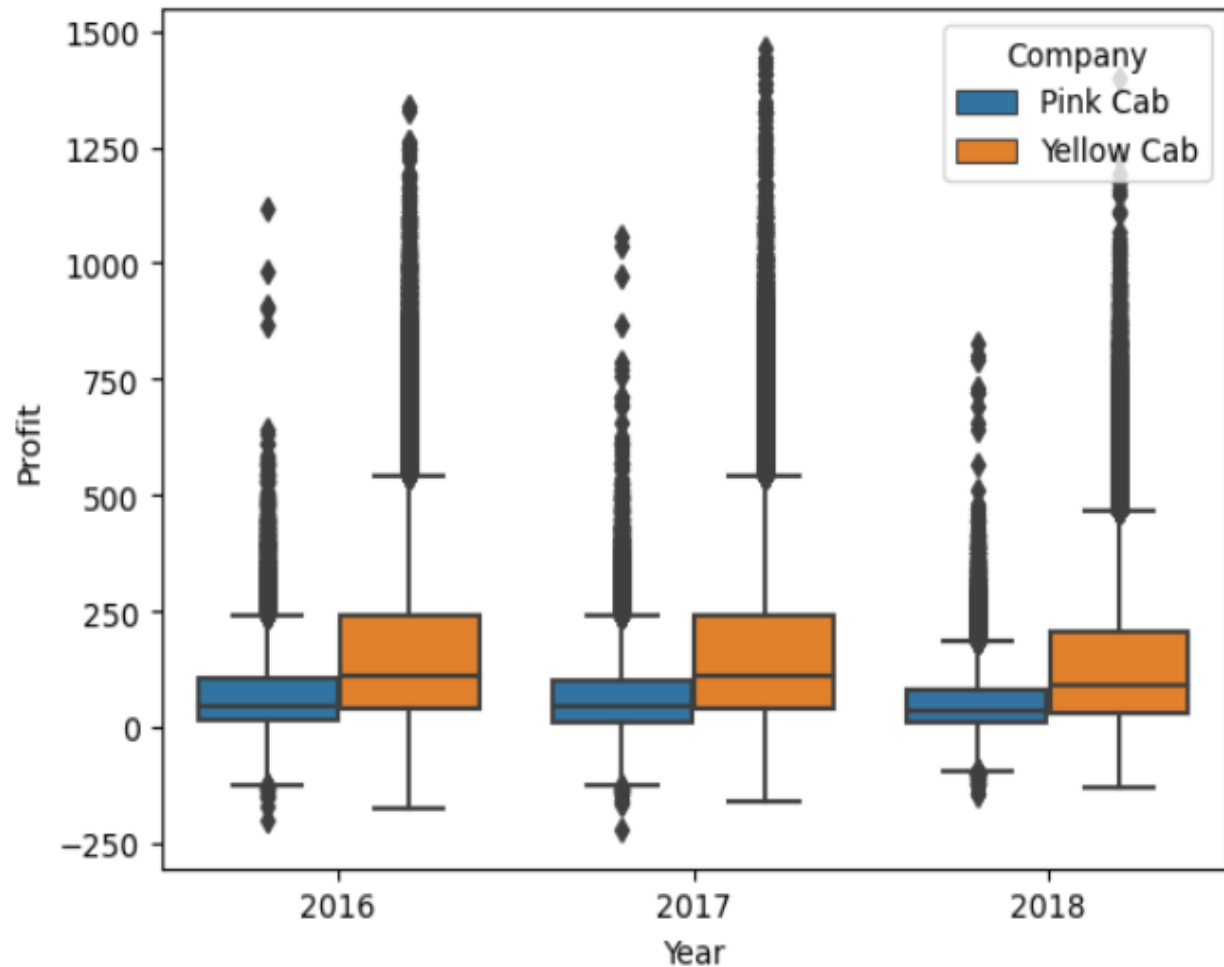2. Profits is the subtraction of cost of trip and price charged.

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What is the profit after calculating all the below analysis with respect to yellow and pink taxi respectively.

This is city wise profit where the yellow colour represents the yellow cab.
Yellow cab is making the most amount of profit with respect to cities as shown.
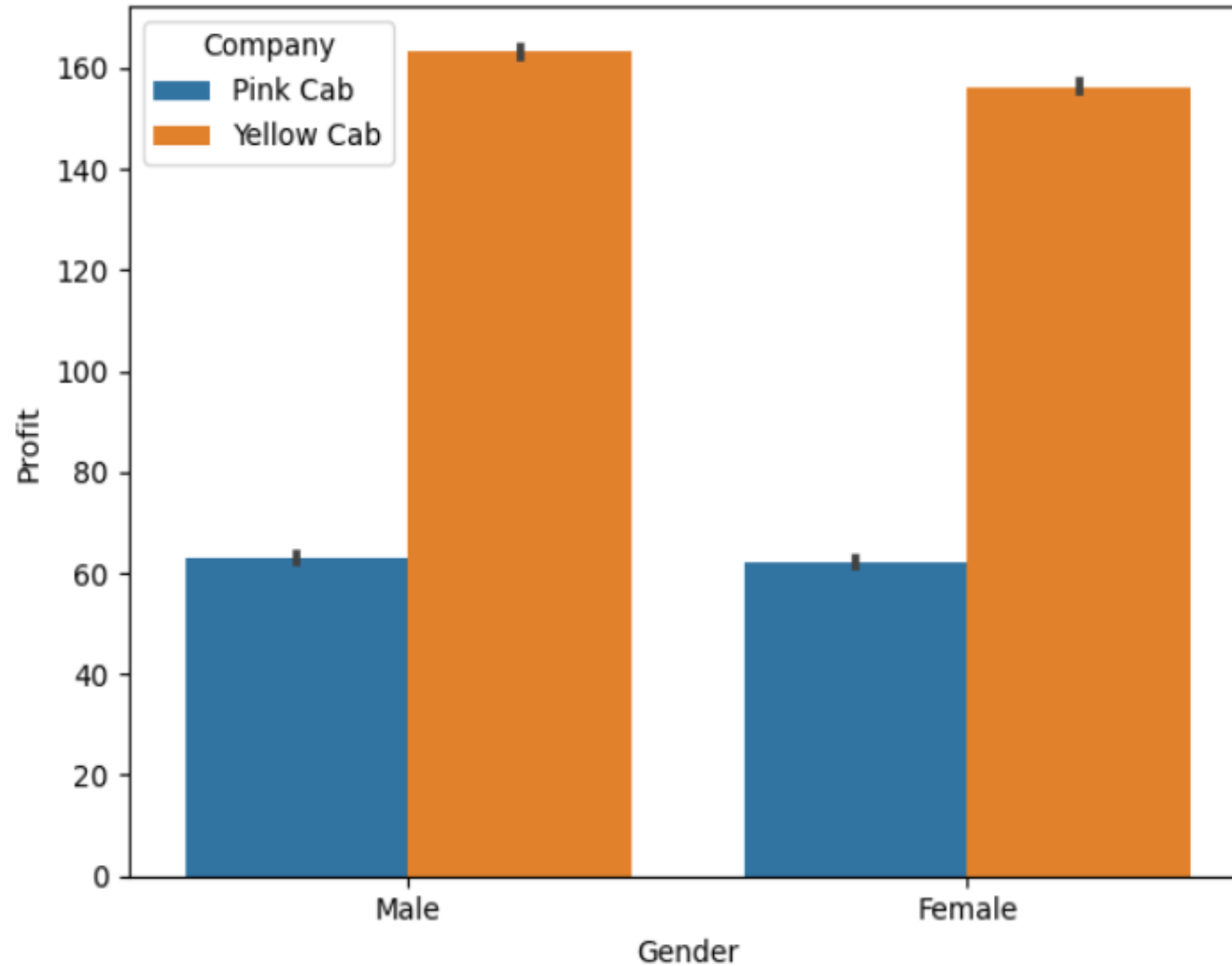
PROFIT

What is the profit after calculating all the below analysis with respect to yellow and pink taxi respectively.
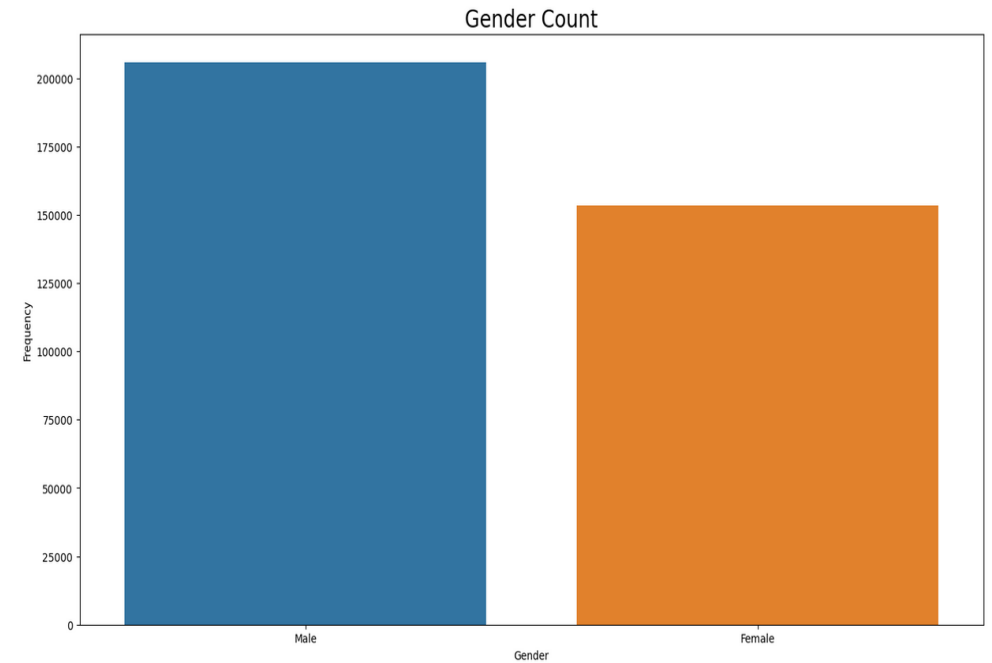

This is Year wise profit where the yellow colour represents the yellow cab.
Yellow cab is making the most amount of profit with respect to years 2016, 2017, and 2018 as shown.

What is the profit after calculating all the below analysis with respect to yellow and pink taxi respectively.
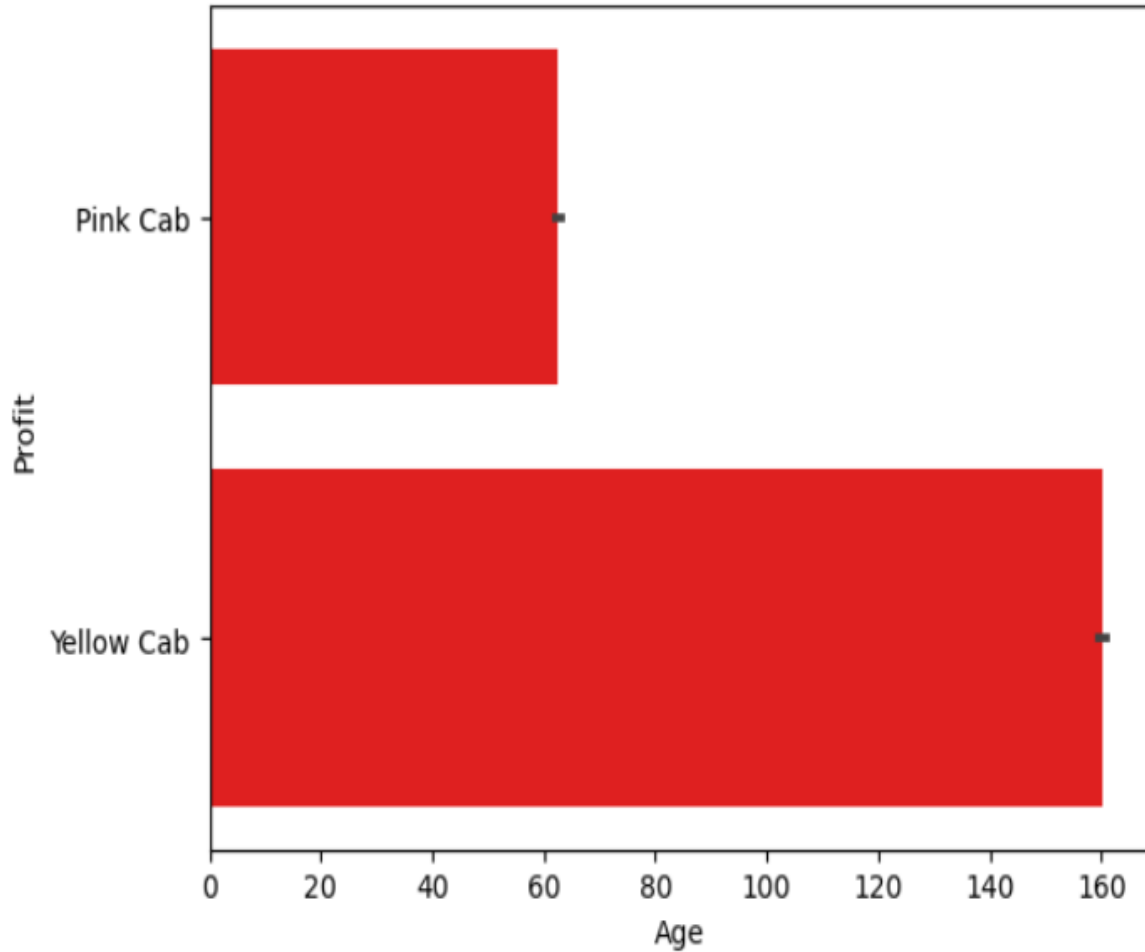

This is gender wise profit where the yellow colour represents the yellow cab.
Yellow cab is making the most amount of profit with respect to gender as shown.
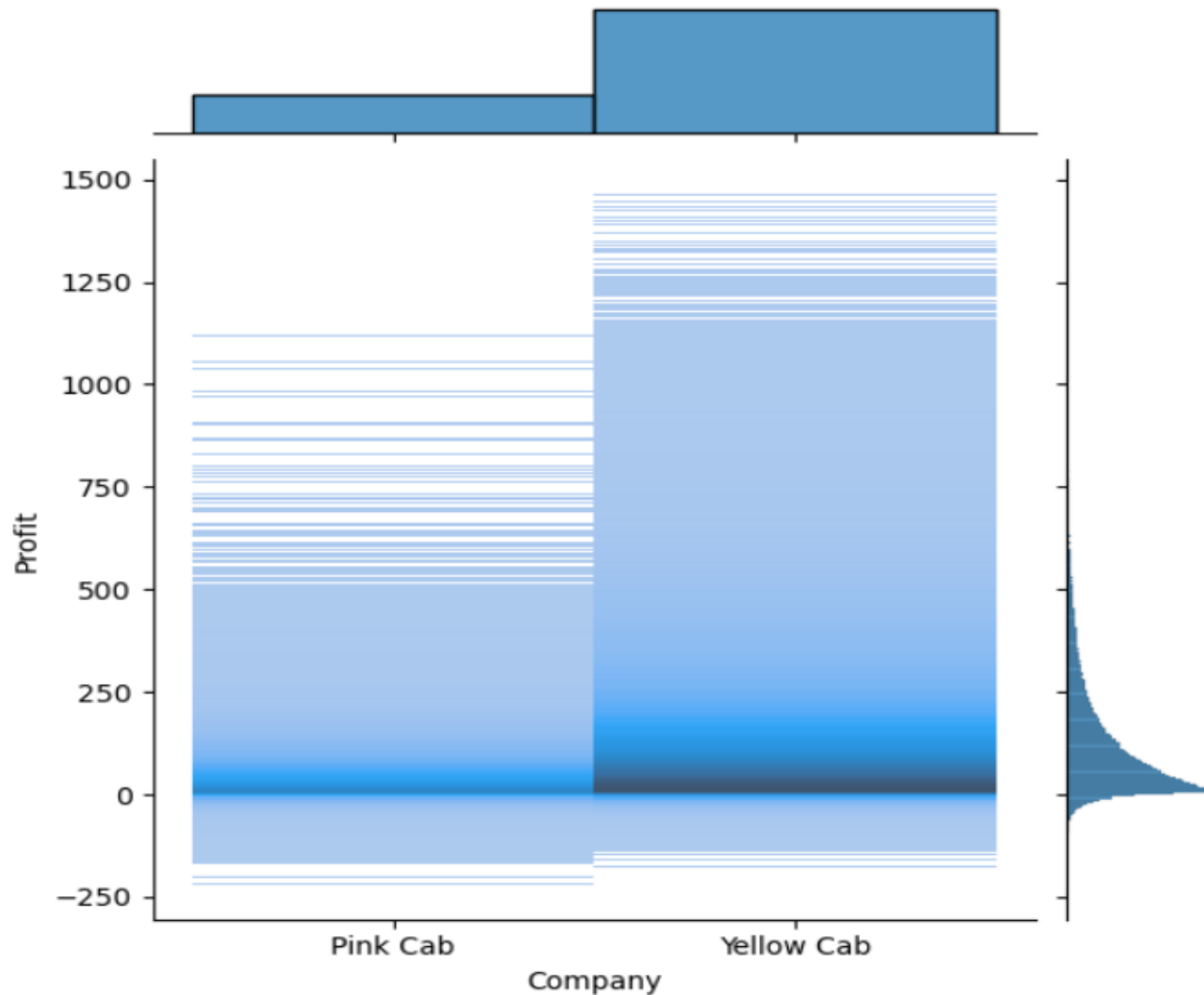
PROFIT

What is the profit after calculating all the below analysis with respect to yellow and pink taxi respectively.
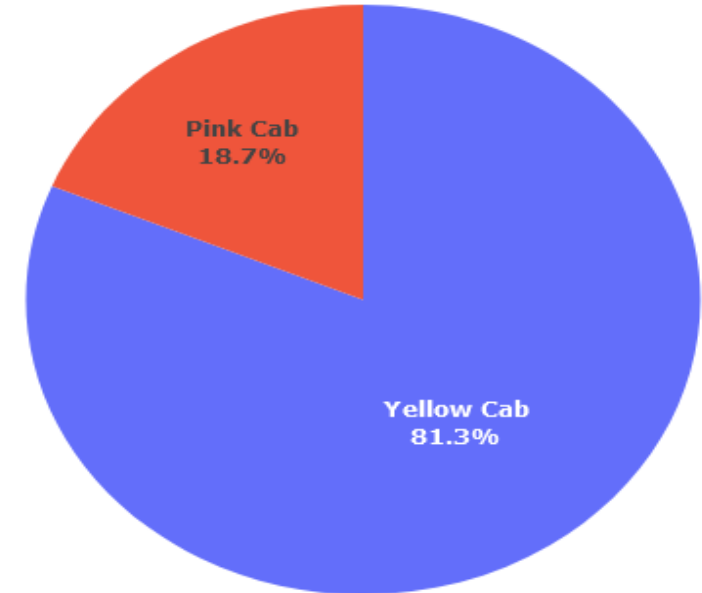

This is age wise profit   .
Yellow cab is making the most amount of profit as shown with respect of age.

PROFIT

What is the profit after calculating all the below analysis with respect to yellow and pink taxi respectively.
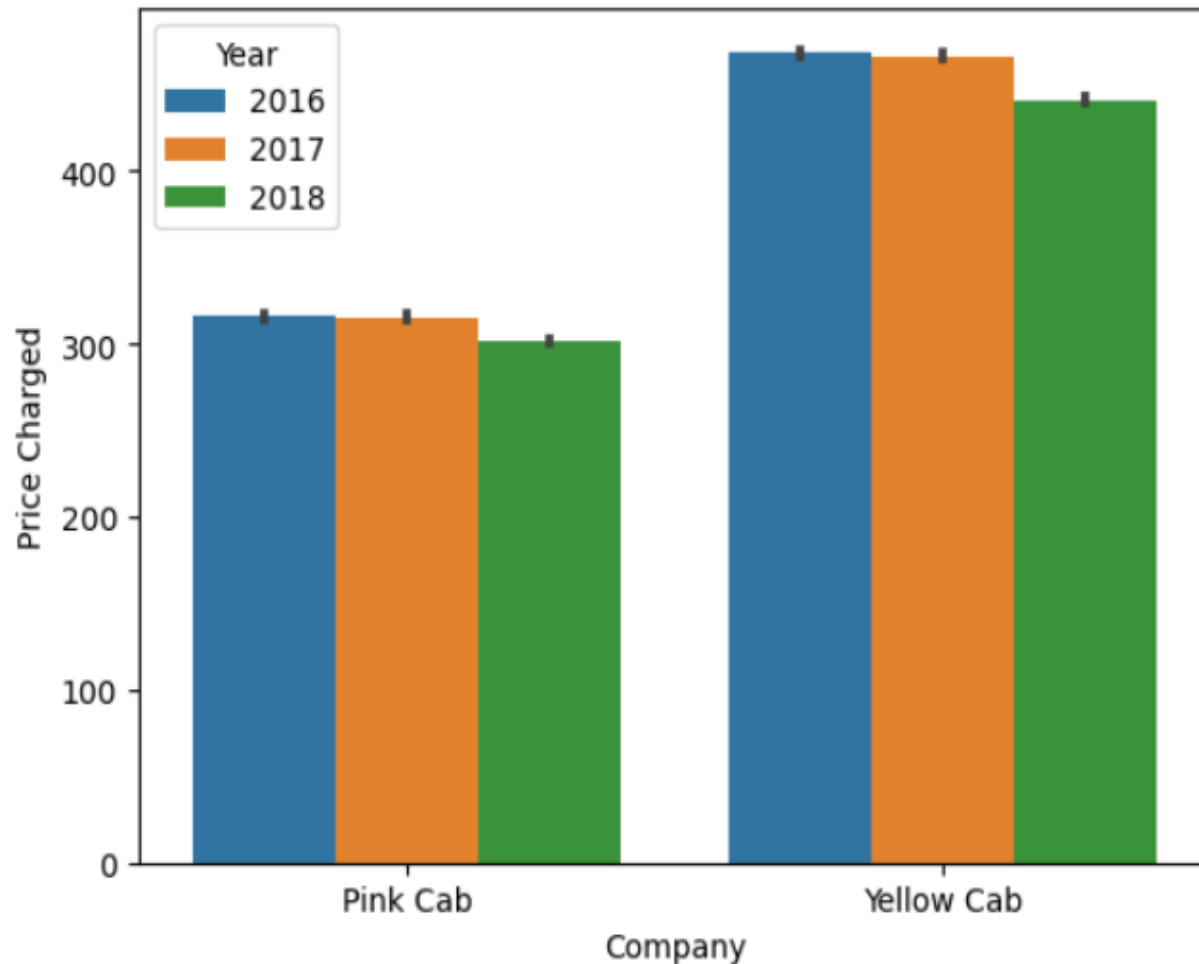

- The above analysis of Age, gender, city with respect to company profits show that yellow cab is making the most amount of profit in every aspect.
- Also, after doing a profit map of just two companies the above hypothesis is proved correctly.

What is the Price Charged after calculating all the below analysis with respect to yellow and pink taxi respectively.

- This is the price charged by the companies in three years from 2016 to 2018.
- Yellow cab has charged the most amount which also means they have got more customers and hence, revenue generated is more.
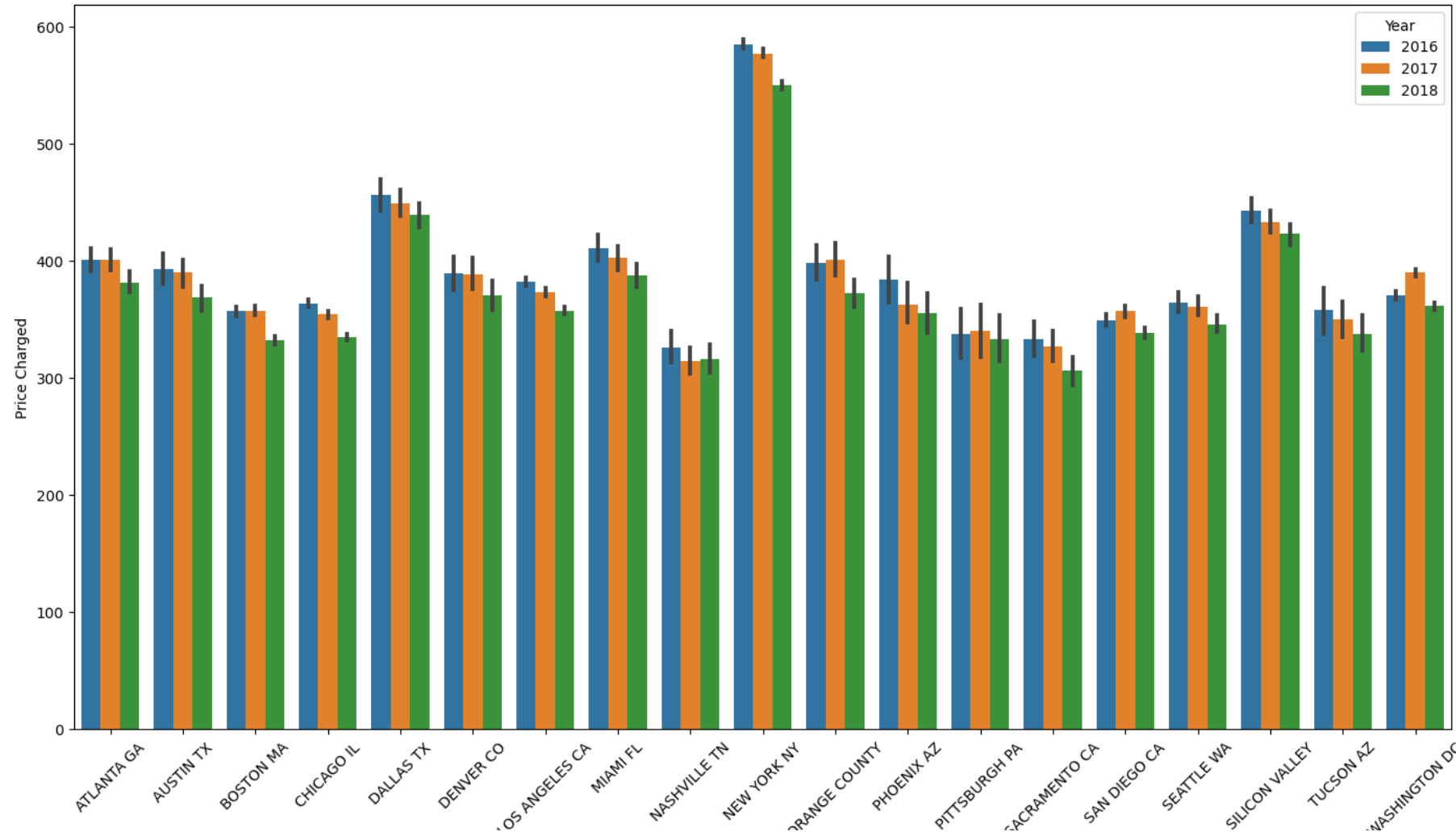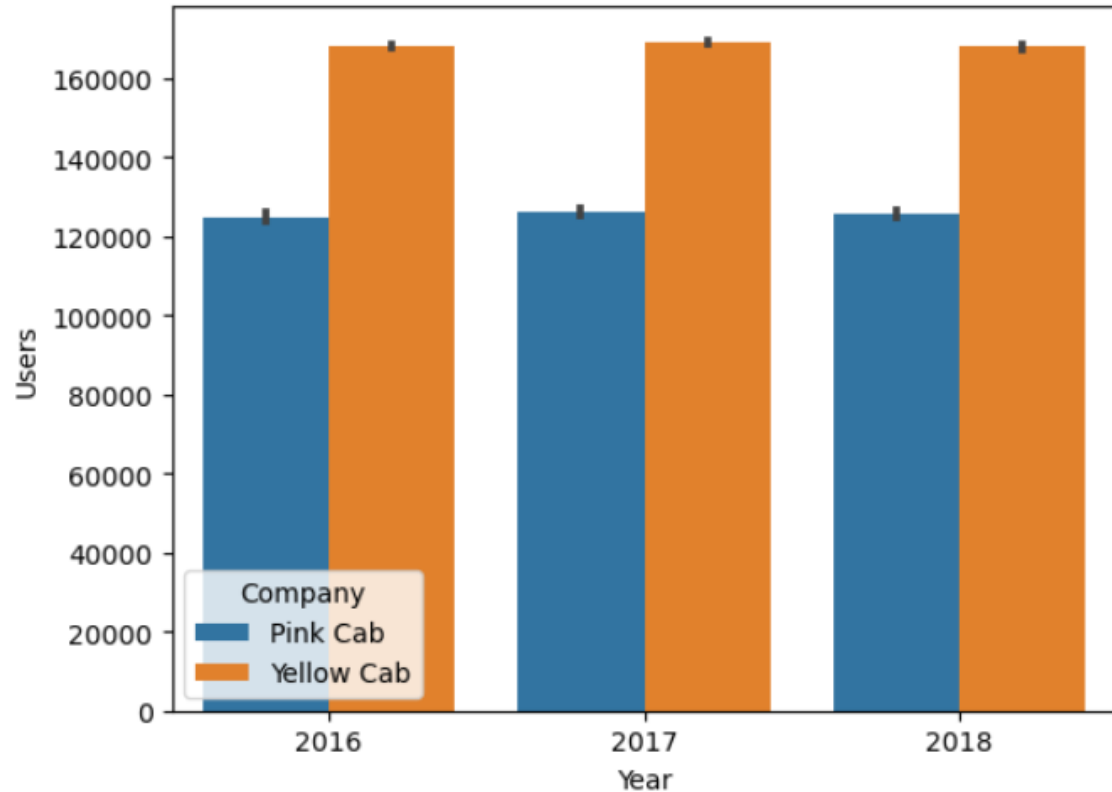
What is the Price Charged after calculating all the below analysis with respect to yellow and pink taxi respectively.

- This is the price charged over the years in cities.
- Yellow cab has charged the most amount which also means they have got more customers and hence, revenue generated is more with respect to cities as well.

What is the Performance of companies with respect to years

- The performance over the years tell that yellow cab has most profit, more users, more price charged over the years.
- In short, in every aspect the yellow cab company excels pink cab company.

The hypothesis covered the cab companies in performance, over the years, customers wise, city wise, age wise and gender wise.

1. Performance – The performance was given using the yearly pattern of the cab companies where the yellow cab company's performance was better than the pink cab.
2. Yearly – Over the years when the cab company was compared city wise, age wise, and gender wise, the profit of yellow cab company was more compare to pink cab company.
3. Customers – The users preferred the yellow cab company when travelling as the graphs show clearly the price charged was more by the yellow cab as well as the users when seen with respect to company the graph shows yellow cab being greater.
4. City – In each and every city over the years yellow cab is making more profit which means more customers, more revenue, and more popularity which also implies that the service standards in each city to each customers for three years, yellow cab company is better than pink cab.

Recommendation – Yellow cab is recommended to the firm to invest in.

Thank You