



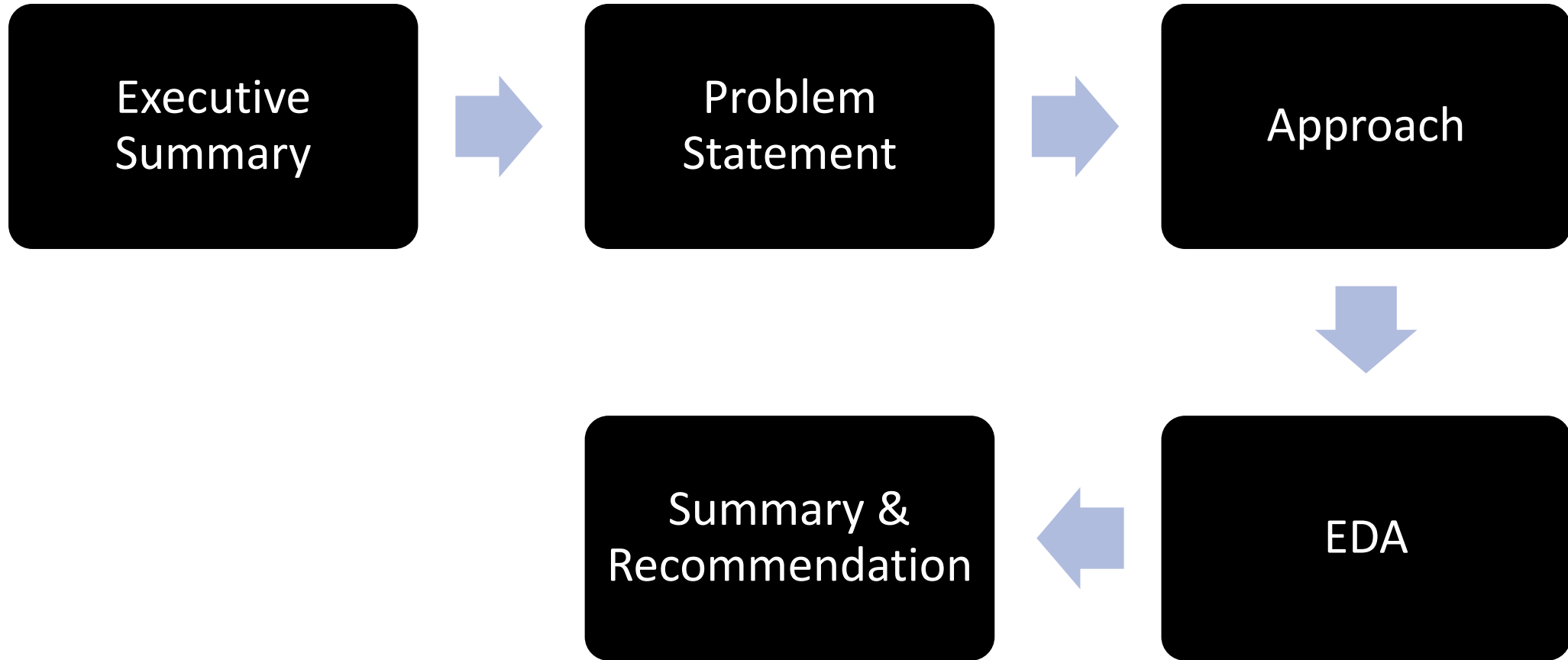
Data Glacier

Your Deep Learning Partner

Exploratory Data Analysis

G2M Insight for Cab Investment

July 2022



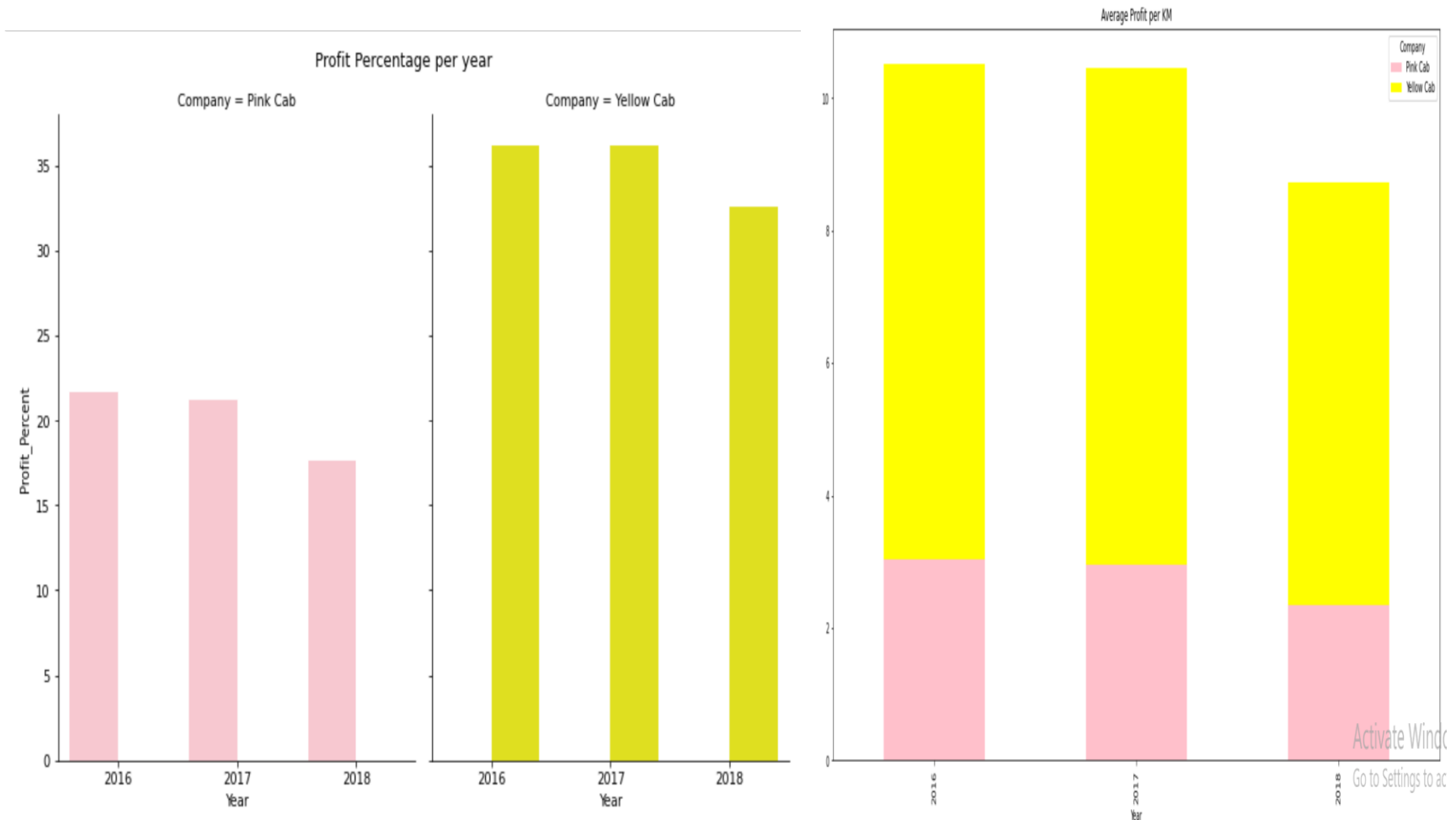


- XYZ is a private firm residing in the US. Due to the remarkable developments in the transportation sector in the last few years, the company has decided to invest in the transportation sector.
- Objective: Provide actionable insights to help XYZ firm in identifying the right company for making investment.
- This analysis has been divided into three parts:
 - Understanding the datasets.
 - Finding the most profitable Cab company
 - Recommendations for investment



Profit Analysis

- The Profit Percentage per year chart shows the Yellow Cab company earns more than the Pink Cab company
- The Average Profit per year shows that there's a huge profit margin per Kilometer between the 2 companies.



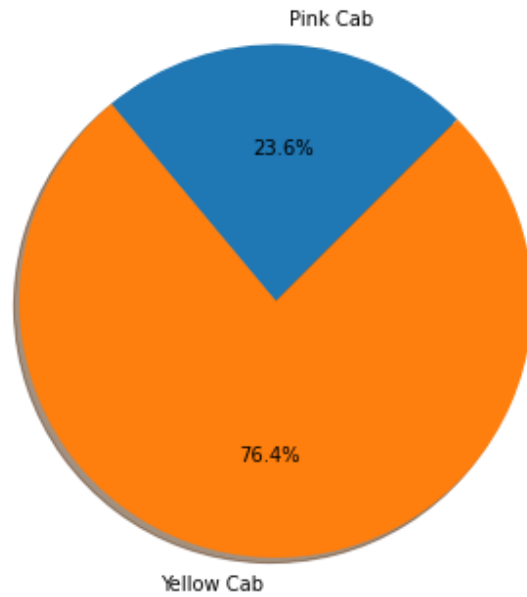


Data Glacier

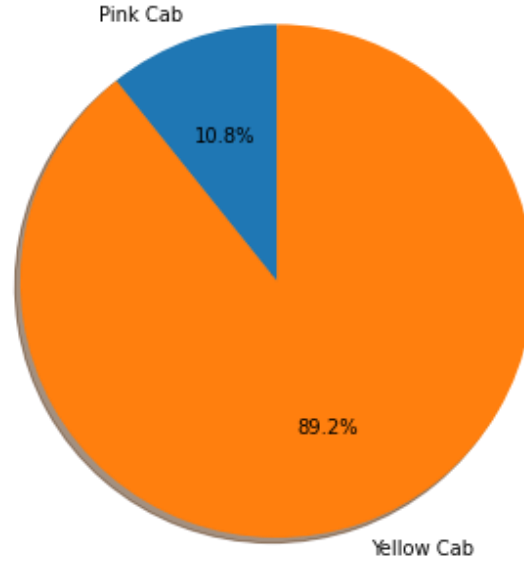
Your Data Learning Partner

Profit Analysis

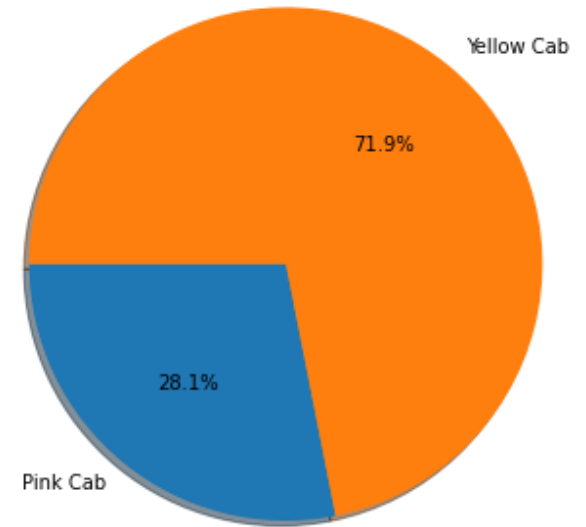
Percentage of Total Rides



Percentage of Total Rides

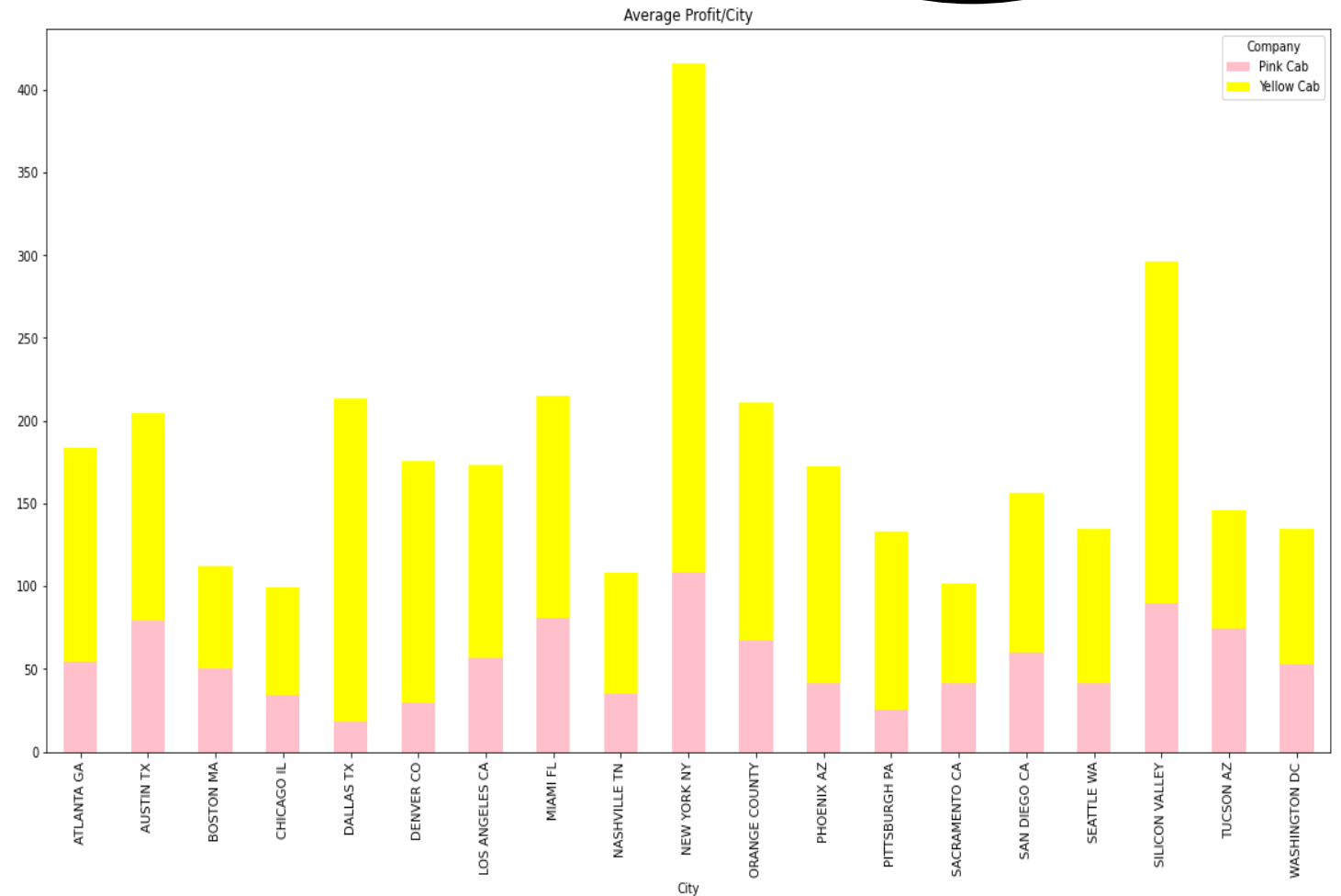


Percentage of Total Rides



City Profit Analysis

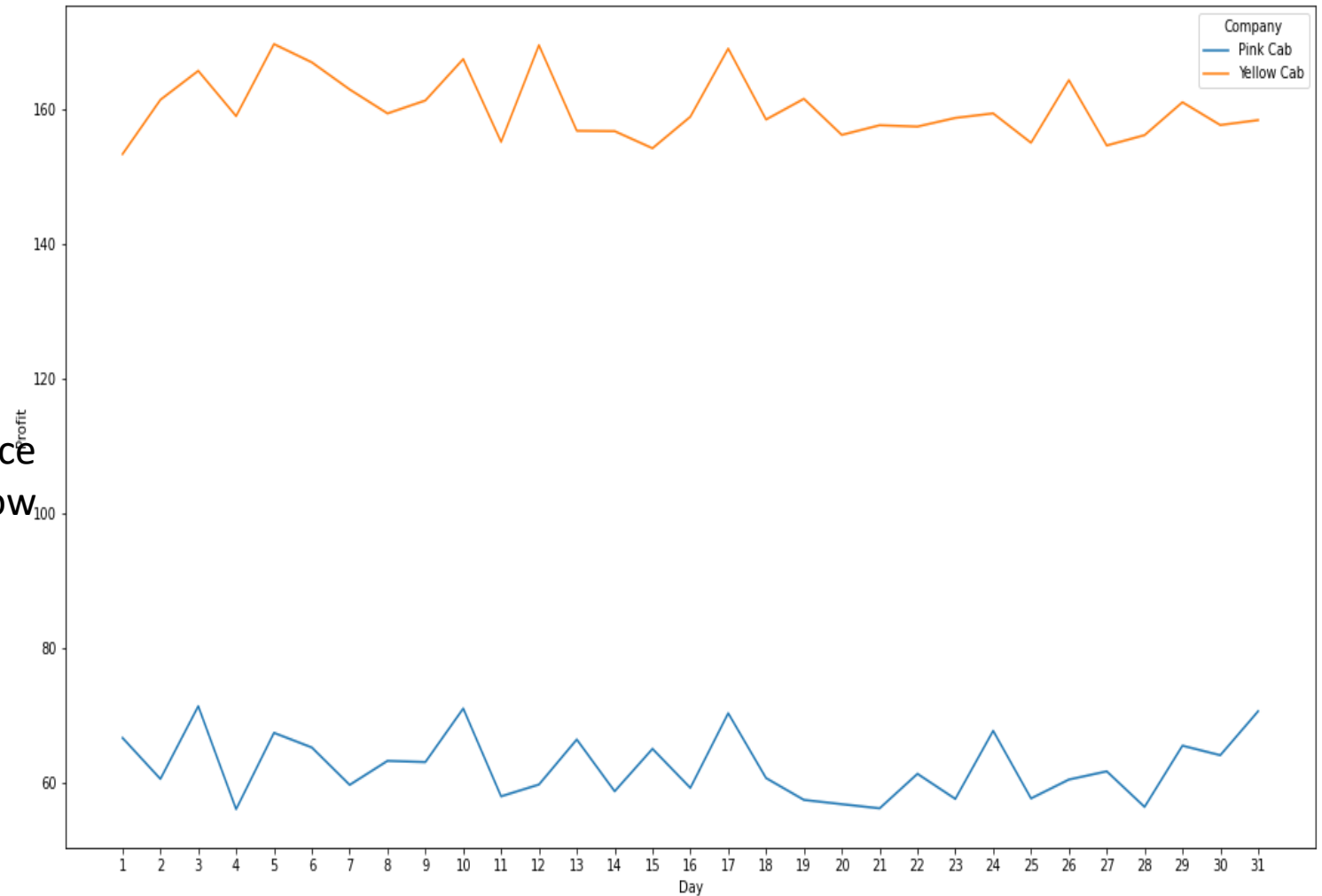
- The chart shows a significant difference in profit between the two company. The Yellow cab recorded the highest profit average in New York City and Silicon Valley





Daily Profit Analysis

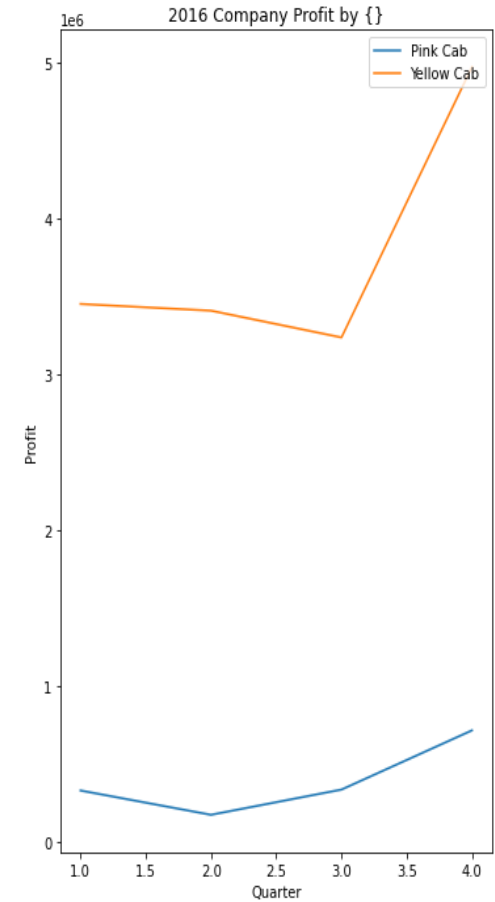
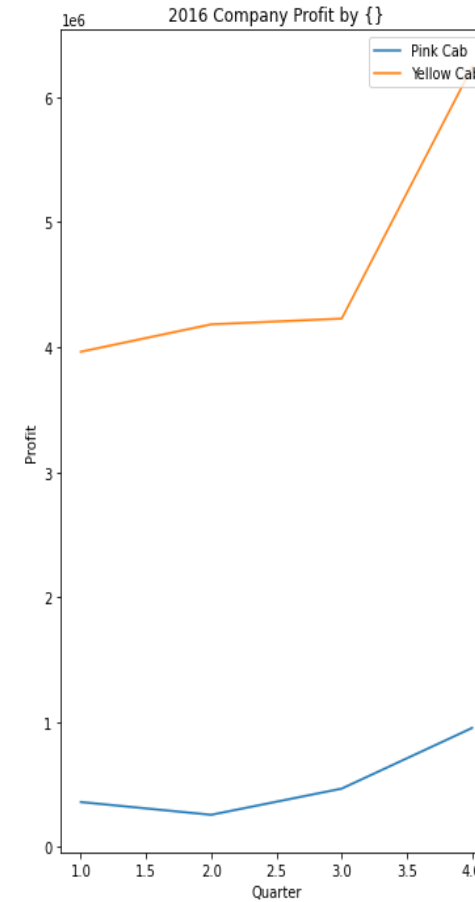
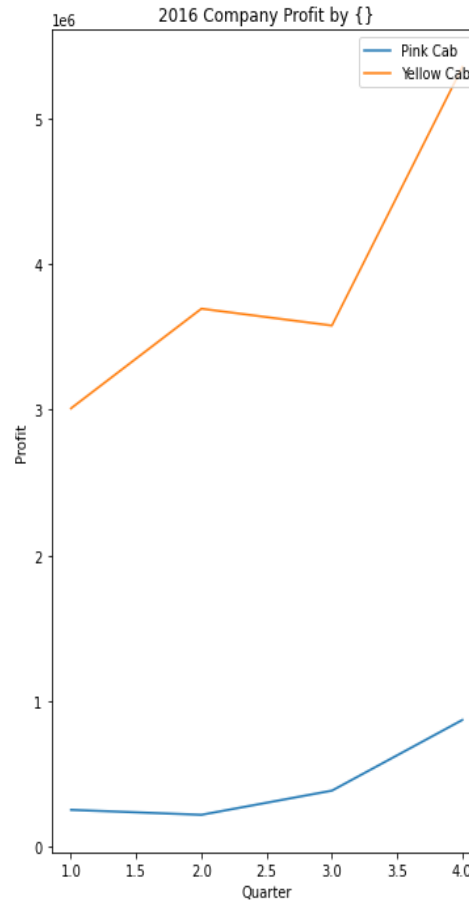
- The chart shows a significant difference between the two company, with Yellow Cab coming out tops of the company.





Quarterly Profit Analysis

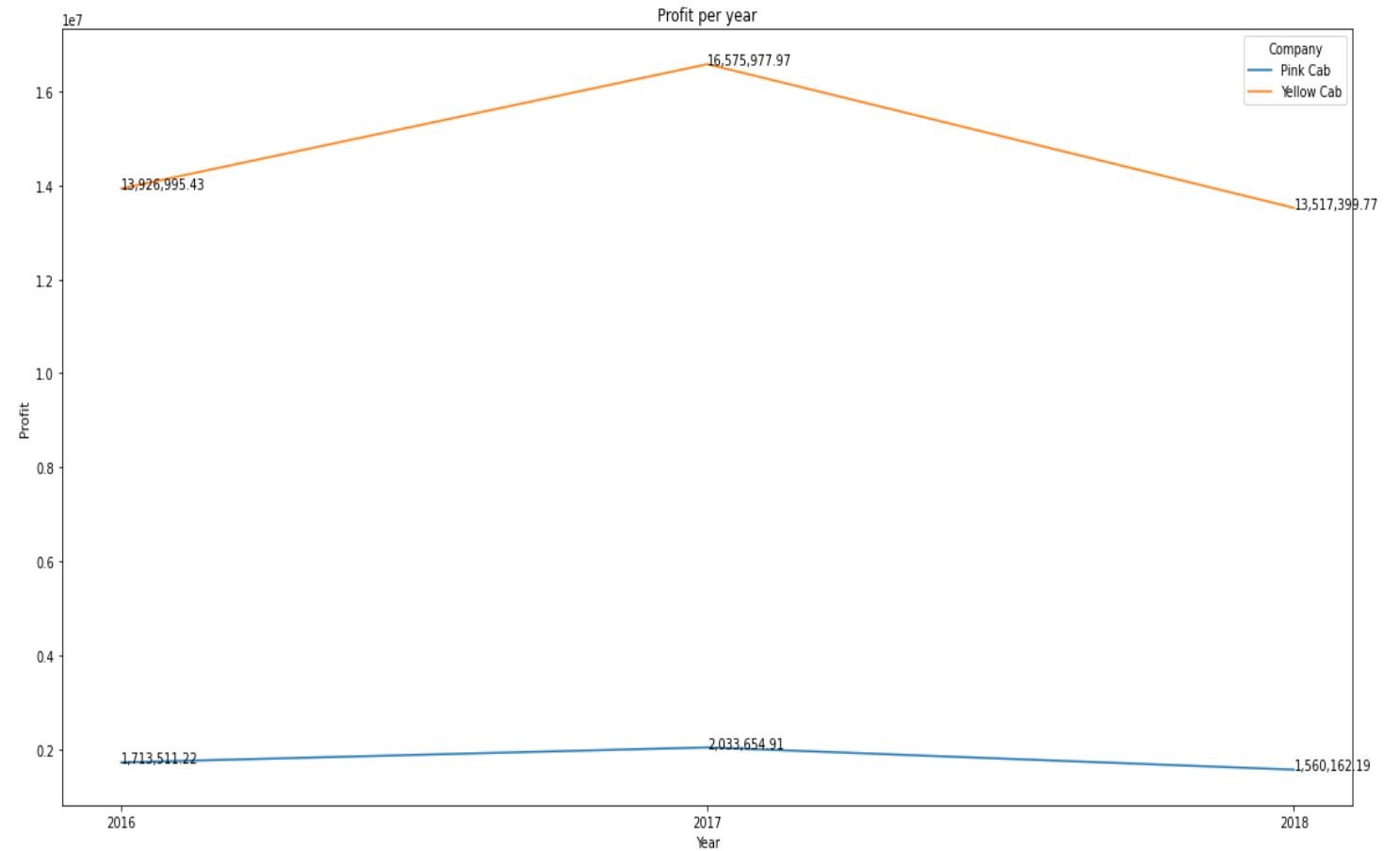
- The chart shows a significant difference in profit between the two companies, the chart shows that both companies record highest profit during the last quarter of the year.





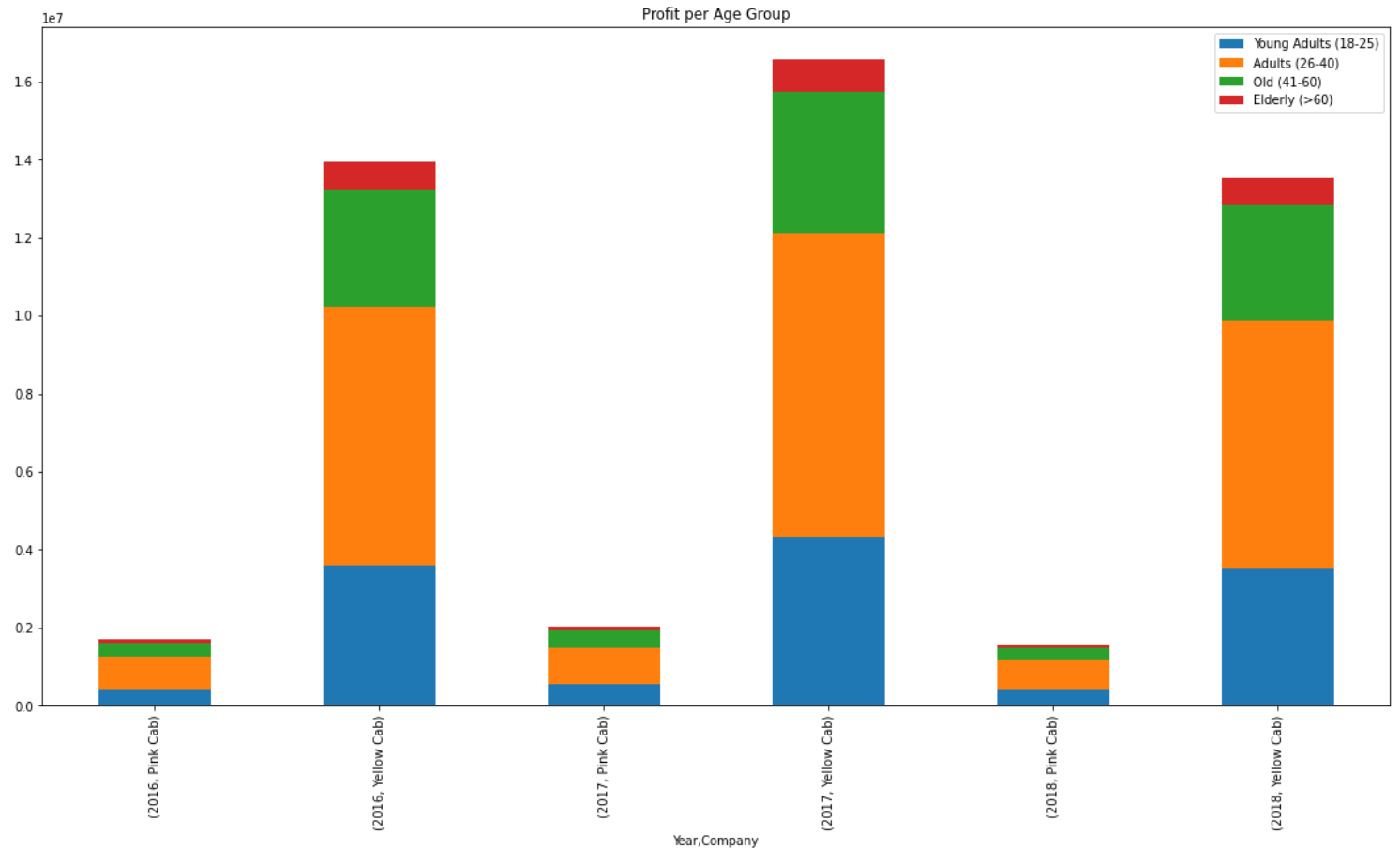
Yearly Profit Analysis

- The chart shows a significant difference in the profit margin between Yellow cab and Pink Cab. The two companies recorded their highest profit in 2017.



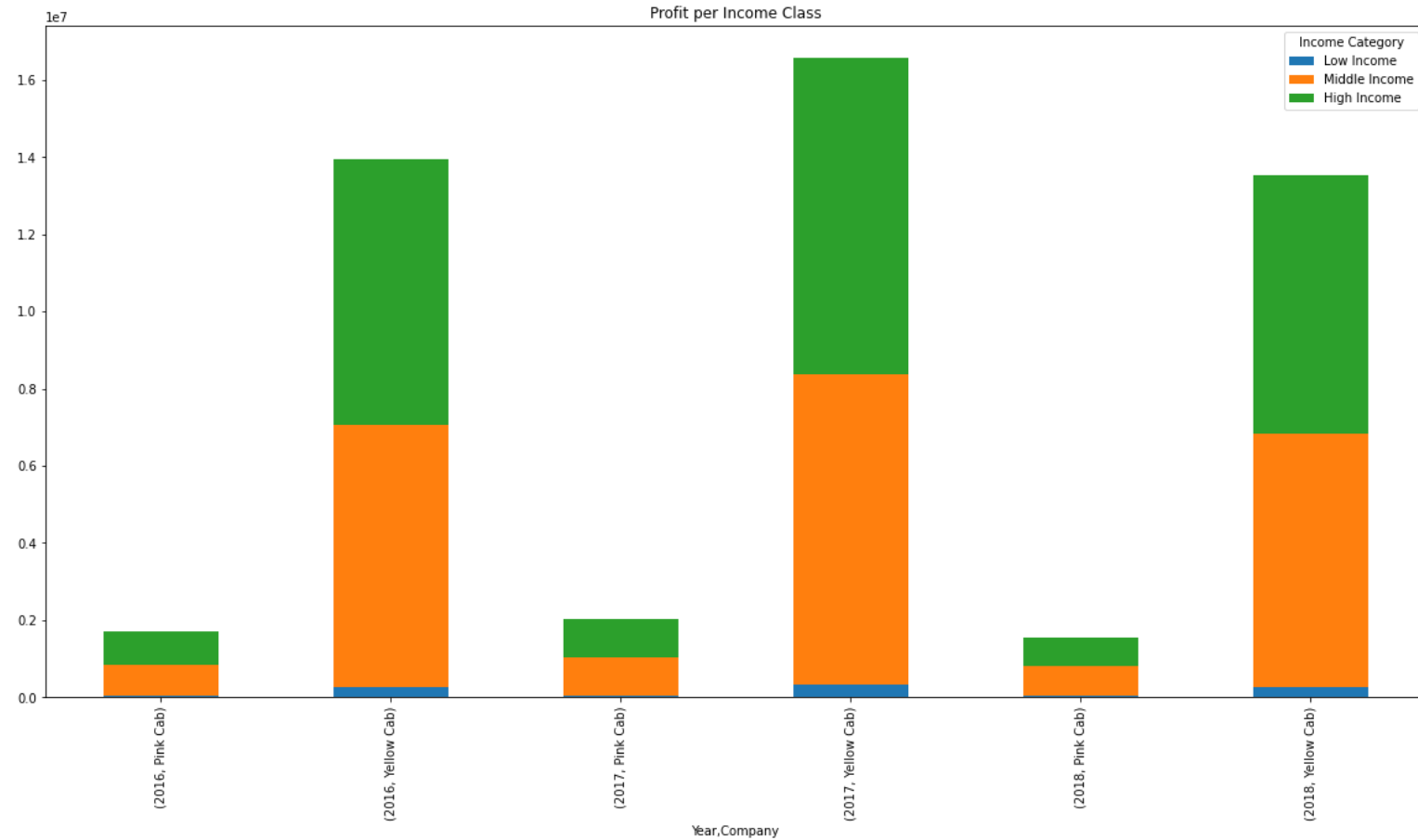
Age Category Profit Analysis

- The chart shows that majority of the profit generated by both companies are mostly from customers within the age of 26-40 years, followed by the 41-60 age category.



Income Category Profit Analysis

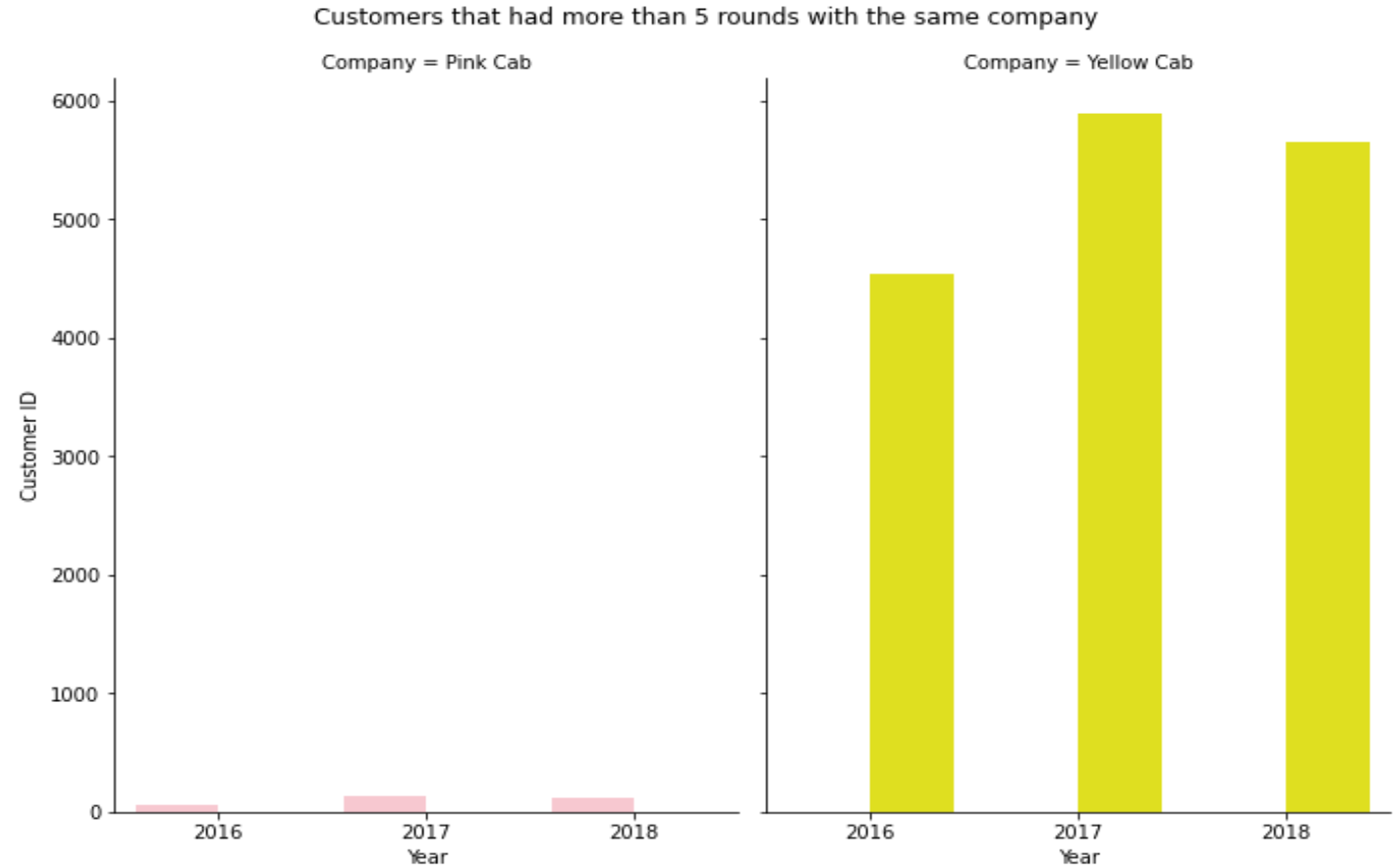
- The chart shows that majority of the profit generated by both companies are mostly from Middle and High income customers.





Customer Retention Analysis

- The chart shows a huge disparity between the two companies. The yellow cab has a higher retention margin than pink cab does.





Summary/ Conclusion

- **Customer Base :** Yellow cab has higher customer base in general across the US cities when compared to pink cab.
- **Customer Retention Percentage:** there are increasing trend in the percentage of customers retainability of the two companies. However, yellow company had a higher percentage (almost two times that of pink cab company).
- **Age segment analysis:** Both yellow and pink cab company showed similar trend in the age segments, with most of their customers falling between the ages of 26 and 40.
- **Profit analysis:** Yellow cab company compared to pink has a larger percentage of total rides, percentage of total profit, and profit per ride.
- **Average Profit per KM:** Yellow cab's average profit per KM is almost 3x times the average profit per KM of the Pink cab.
- **Income-based Reach:** Yellow Cab Company generally reaches consumers from all income brackets, albeit at a lower rate than Pink Cab Company, which isn't the most popular option for lower income class.
- **Based of the derived insights above, Yellow cab will be a good choice for investment.**



Data Glacier

Your Deep Learning Partner

Analysis done and
Presented by
Olutayo Benson-
Oladeinbo

Thank You