Analysis of Transportation Platforms in Mexico (Uber and DiDi)

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Descripción:

This analysis explores the growth, user preferences, and behavior on mobility platforms such as Uber and DiDi in Mexico, using real data from Sensor Tower and Statista.

```python
In [8]:
import pandas as pd
import seaborn as sns
import matplotlib.pyplot as plt
from IPython.display import display, Markdown

sns.set(style="whitegrid")
plt.rcParams['figure.figsize'] = (12, 6)

df = pd.read_csv('mobility.csv')
```

Dataset Description

The dataset contains information about transportation platforms in Mexico with variables such as:

- Platform
- Year
- Active Users in Mexico
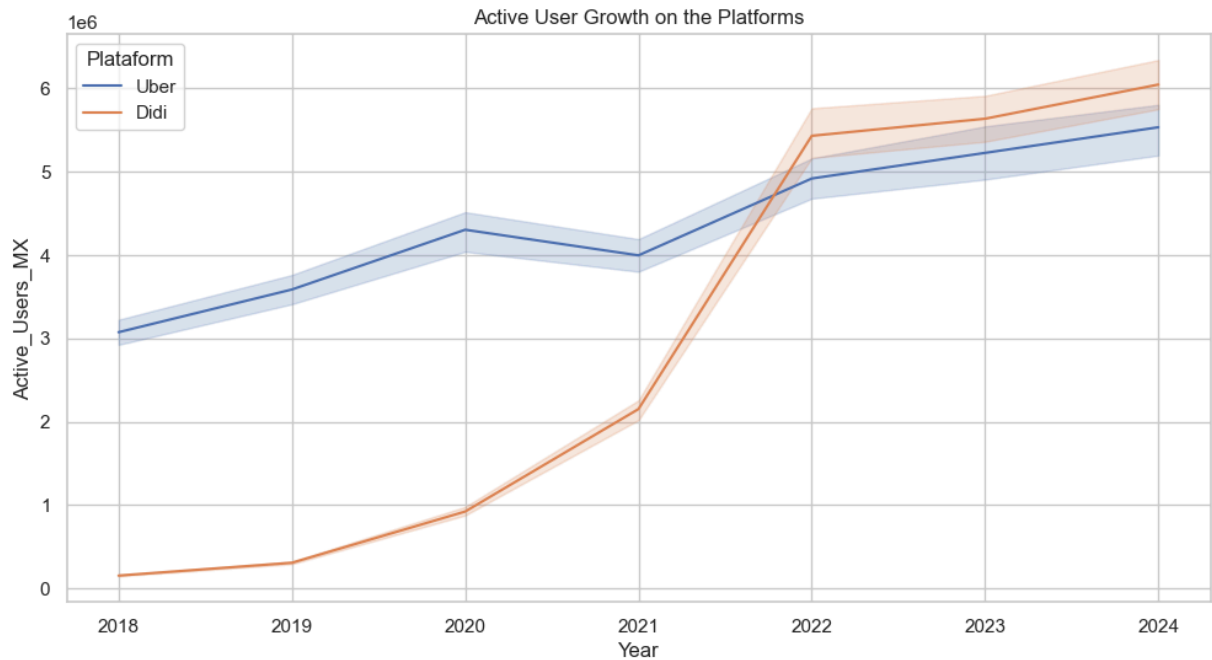- Market Share (%)
- Average Trips per User (wekly)

```python
In [10]:
display(df.head())
display(df.describe().round(0).astype(int))
```

|	Year	Quarter	Plataform	Active_Users_MX	Downloads_Per_Week	Market_Share	Avg_Trip
0	2018	Q1	Uber	3000000	150000	95	
1	2018	Q1	Didi	150000	180000	5	
2	2018	Q2	Uber	2850000	142500	95	
3	2018	Q2	Didi	142500	171000	5	
4	2018	Q3	Uber	3150000	157500	95	

	Year	Active_Users_MX	Downloads_Per_Week	Market_Share	Avg_Trips_Per_User_Per_W
count	56	56	56	56	
mean	2021	3664375	169125	50	
std	2	2003825	18112	27	
min	2018	142500	142500	5	
25%	2019	2178750	155625	35	
50%	2021	4147500	168000	50	
75%	2023	5313750	182250	65	
max	2024	6490000	198000	95	

In [17]:
```python
plt.figure(figsize =(12,6))
ax=sns.lineplot(data=df, x='Year', y='Active_Users_MX', hue='Plataform')
plt.title ('Active User Growth on the Platforms')
plt.show()
```


In [19]:
```python
plt.figure(figsize=(12,6))
ax = sns.barplot(data= df, x='Plataform', y='Market_Share', hue= 'Year')
plt.title('Market Share Comparison by Year')
for container in ax.containers:
    ax.bar_label(container,fmt='%.1f', label_type='edge')
plt.show()
```

Market Share Comparison by Year
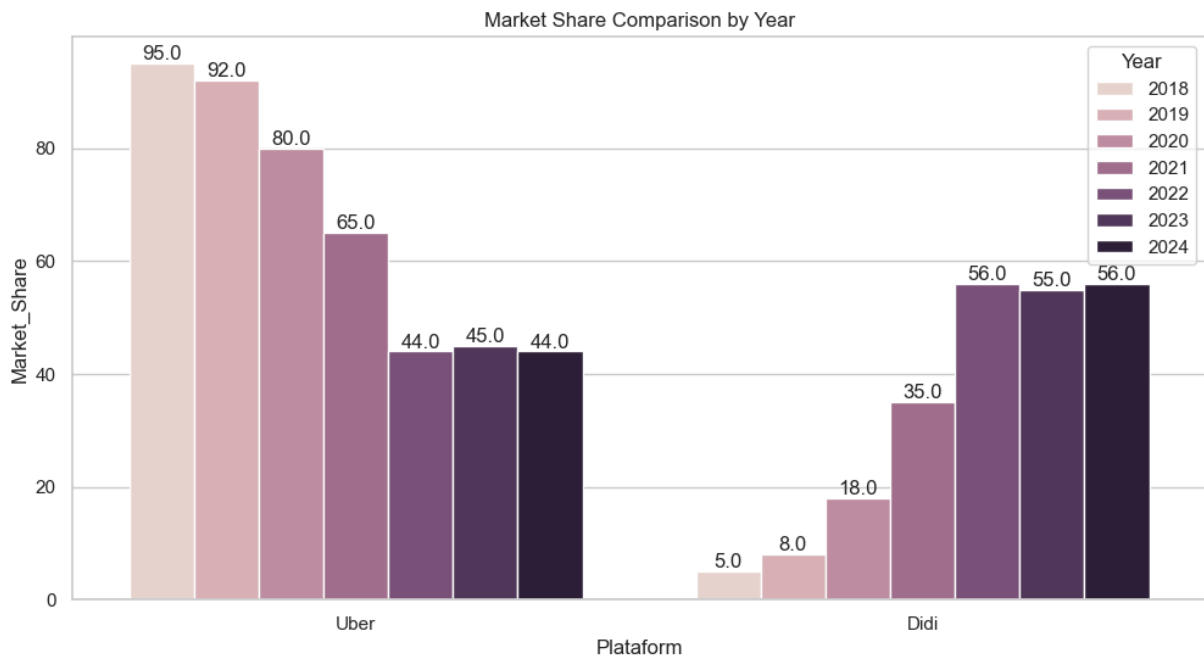

```
In [22]:  ax=sns.boxplot(data=df, x='Plataform', y='Avg_Trips_Per_User_Per_Week')
          plt.title('Distribution of Average Trips per User')
          medians = df.groupby('Plataform')['Avg_Trips_Per_User_Per_Week'].median().values
          for tick, median in zip(ax.get_xticks(), medians):
              ax.text(tick, median + 0.1, f'{median:.1f}',
                      horizontalalignment='center', color='black', weight='bold')
          plt.show
```

Out[22]: `<function matplotlib.pyplot.show(close=None, block=None)>`

Distribution of Average Trips per User
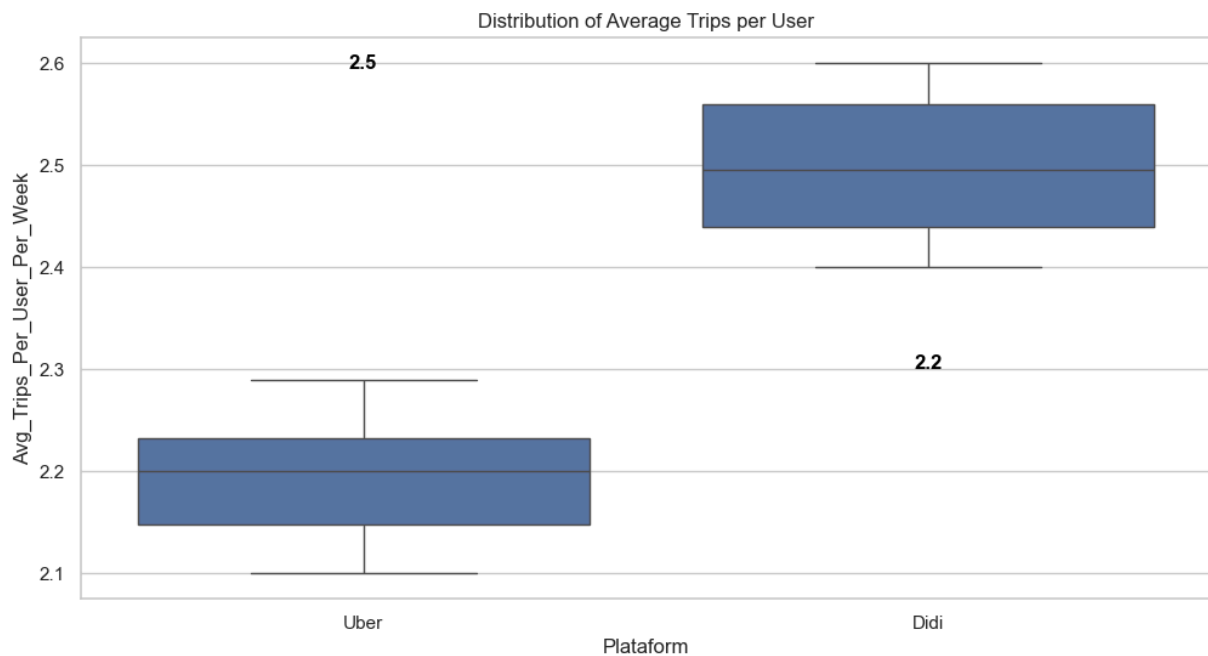

```
In [26]:  Tabla_resumen = df.groupby('Plataform')['Avg_Trips_Per_User_Per_Week'].describe()[[
          Tabla_resumen = Tabla_resumen.rename(columns={
              '25%' : 'Q1 (25%)',
              '50%' : 'Median',
              '75%' : 'Q3 (75%)',
```

```
    'min' : 'Minimum',
    'max' : 'Maximum',
})

print(Tabla_resumen)
```

```
          Minimum  Q1 (25%)  Median  Q3 (75%)  Maximum
Plataform
Didi          2.4    2.4400   2.495    2.5600     2.60
Uber          2.1    2.1475   2.200    2.2325     2.29
```

In [30]:
```
referencias = """
### Data Sources Used

- **Sensor Tower** (2024). *Top 5 Carpooling and Ridesharing Apps Performance in Me
  [https://sensortower.com/blog/2024-q3-unified-top-5-carpooling%20and%20ridesharin

- **Sensor Tower** (2024). *Navigating LatAm's Ride-Hailing Landscape: Growth, Comp
  [https://sensortower.com/blog/navigating-lat-ams-ride-hailing-landscape-growth-co

- **Statista** (2025). *Shared Mobility Statistics and Facts*.
  [https://www.news.market.us/shared-mobility-statistics](https://www.news.market.u
"""
display(Markdown(referencias))
```

Data Sources Used

- **Sensor Tower** (2024). *Top 5 Carpooling and Ridesharing Apps Performance in Mexico Q3 2024*.
  https://sensortower.com/blog/2024-q3-unified-top-5-carpooling%20and%20ridesharing%20apps-units-mx-63e3708de1714cfff1489d09

- **Sensor Tower** (2024). *Navigating LatAm's Ride-Hailing Landscape: Growth, Competition, and User Engagement Strategies*.
  https://sensortower.com/blog/navigating-lat-ams-ride-hailing-landscape-growth-competition-and-user-engagement-strategies

- **Statista** (2025). *Shared Mobility Statistics and Facts*.
  https://www.news.market.us/shared-mobility-statistics