Exploratory Data Analysis

<G2M insight for Cab Investment firm>

<09/07/2023>

Problem Statement –G2M(cab industry) case study

- Problem statement
  - Which cab company, Yellow Cab or Pink Cab, would be a more viable investment option based on transaction volume, average fare, and customer demographics?
- Questions to be explored
  - Which cab company has the highest number of transactions overall?
  - What is the average fare for each cab company?
  - What are the popular payment modes for cab transactions?
  - If there any patterns or trends in the customer demographics based on the Customer_ID mapping table?
  - Are there any specific cities where one cab company dominates the market?

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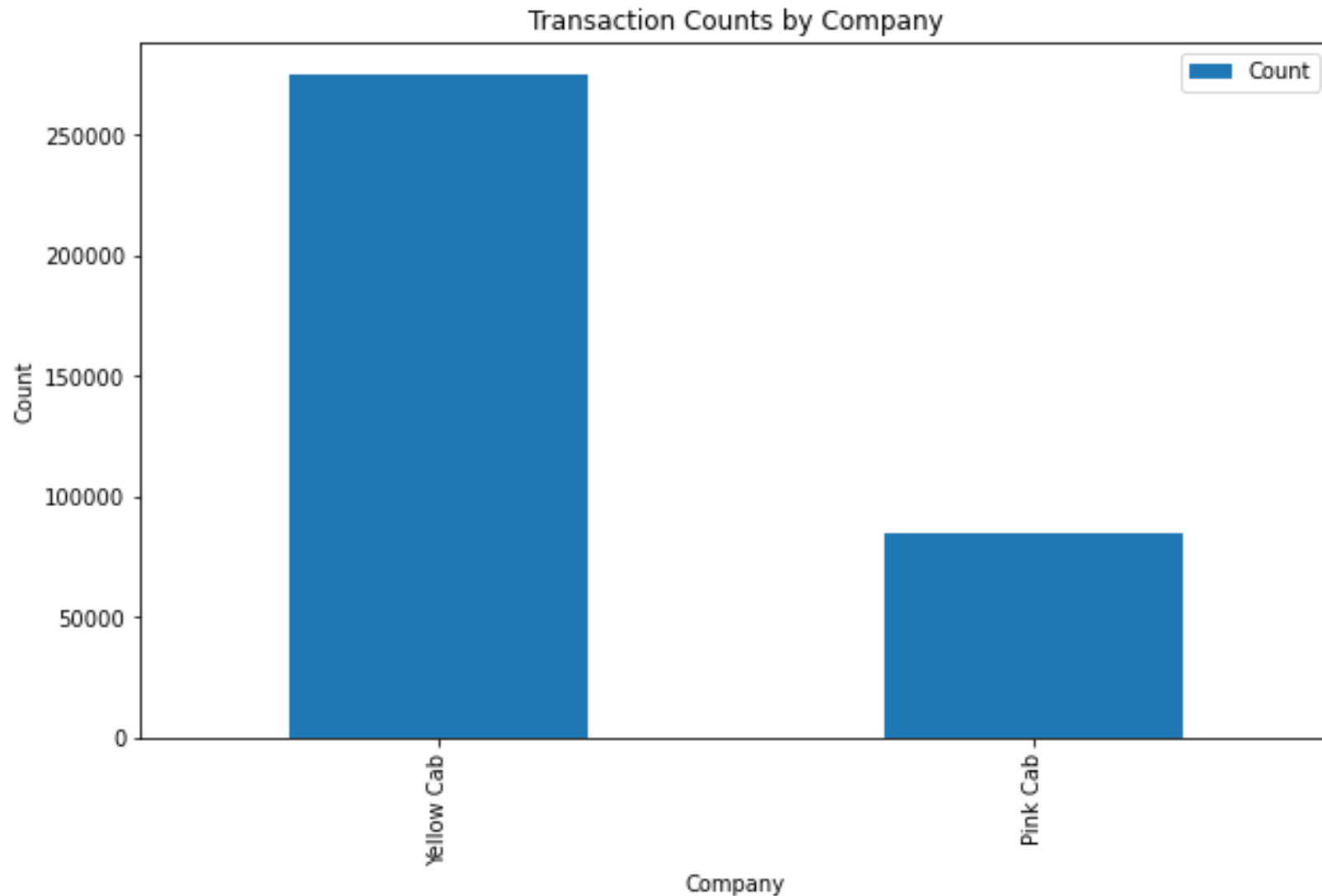
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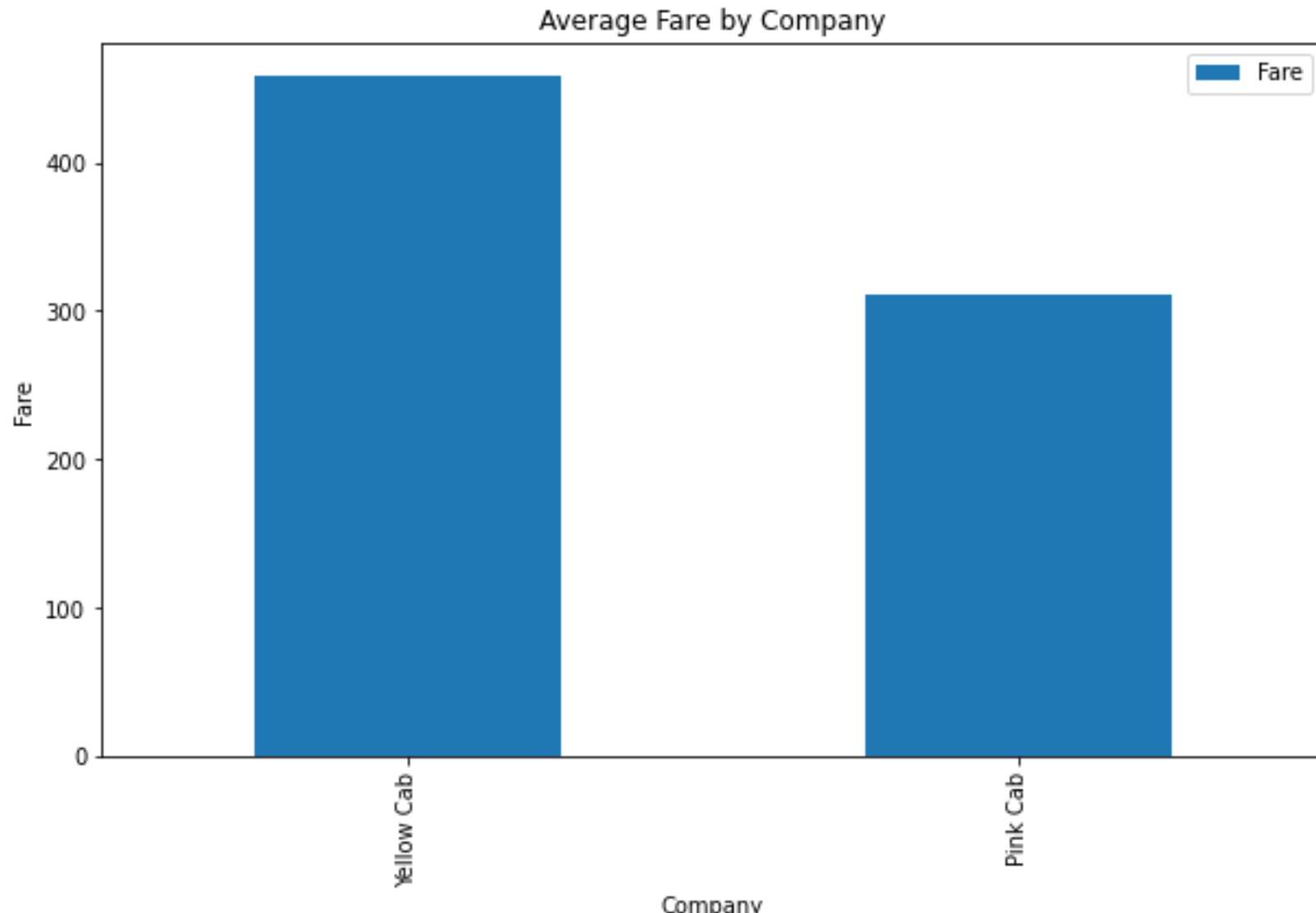
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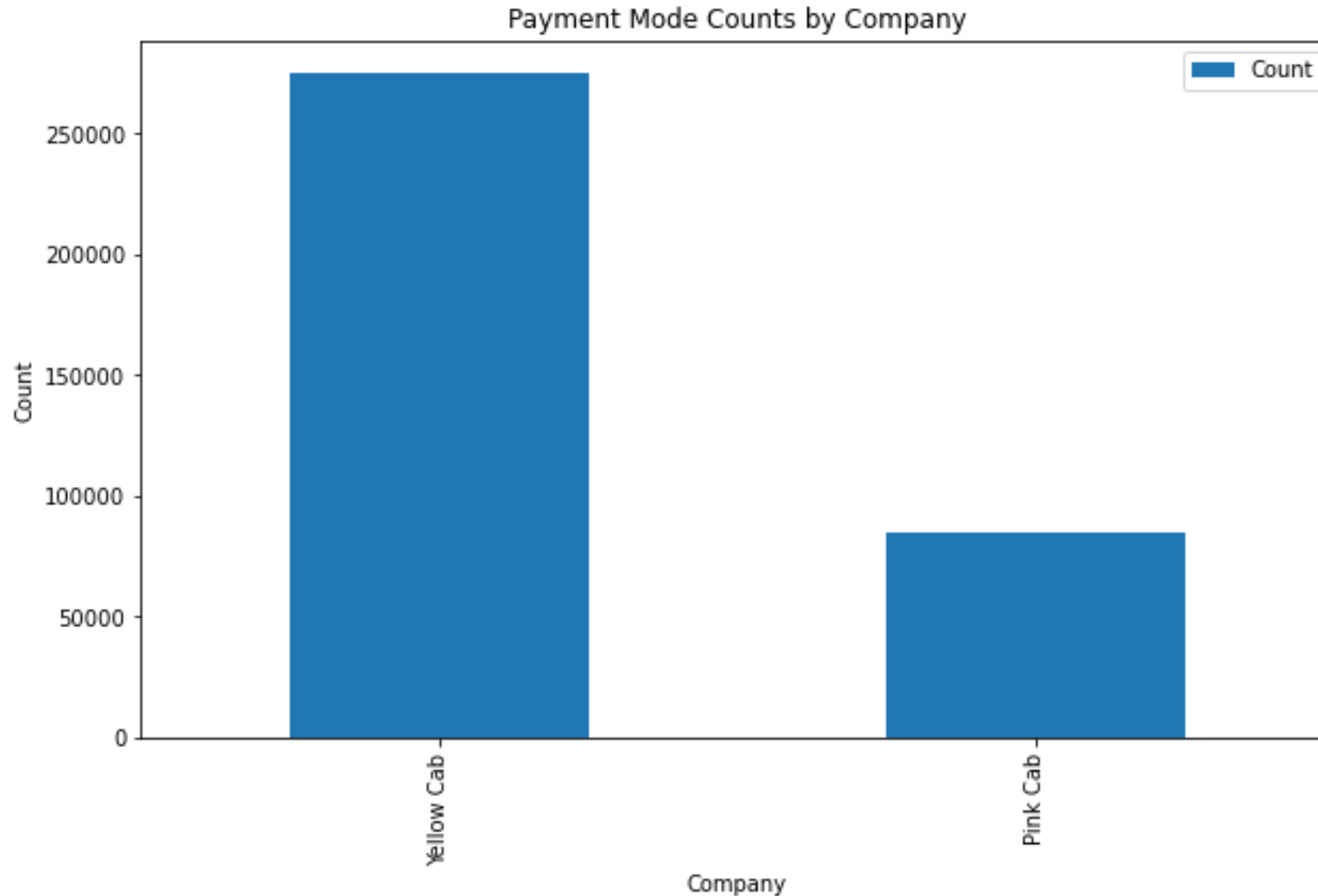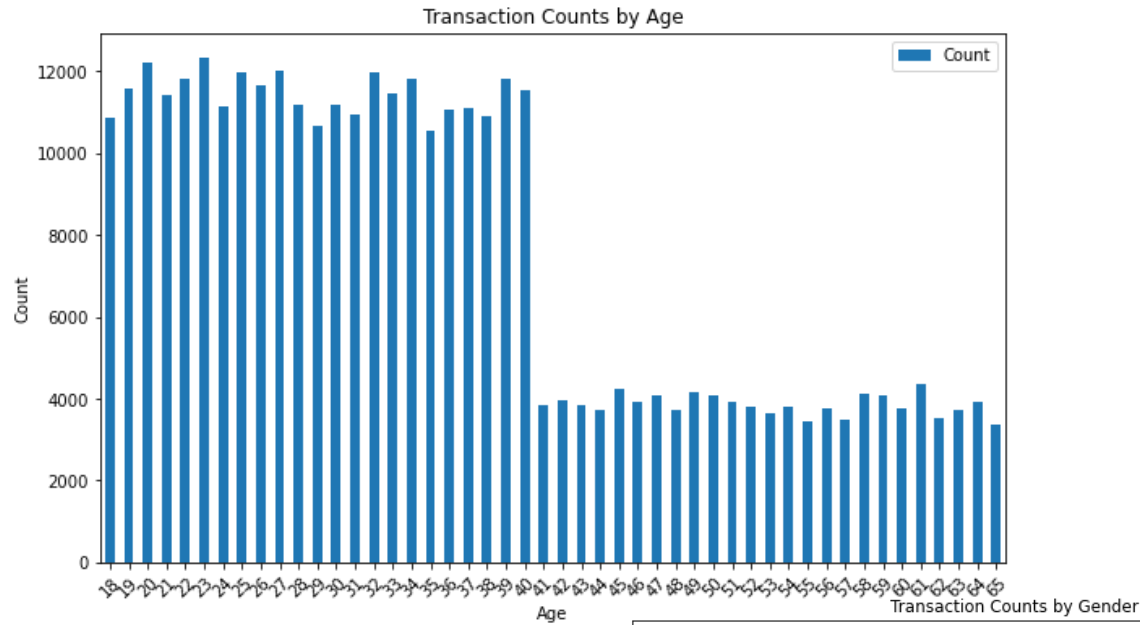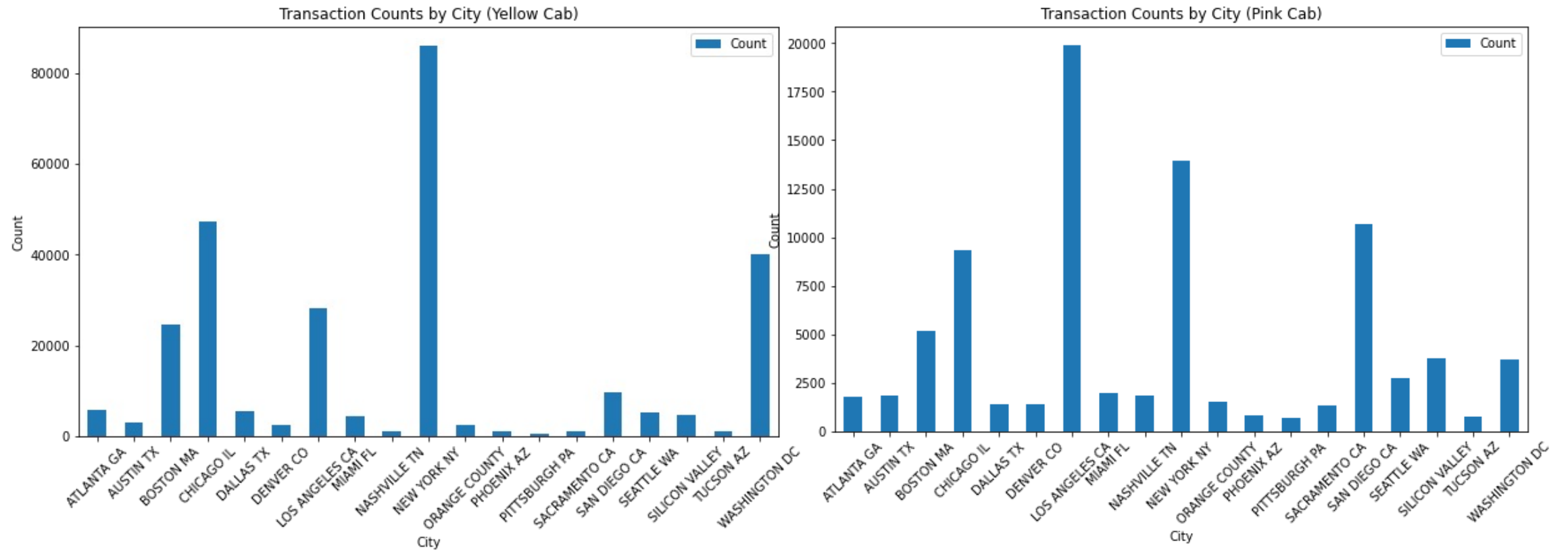
Insights

- **Market Share**: Yellow Cab has the highest number of transactions overall, indicating that it may have a larger market share compared to Pink Cab, which can be useful for investors looking to invest in the dominant cab company in terms of transaction volume.

- **Fare Comparison**: The average fare for Yellow Cab is higher than that of Pink Cab, which suggests that Yellow Cab might be targeting a higher-end or premium market segment. Investors can consider this information when assessing each cab company's potential profitability and target customer base.

- **Payment Modes**: The finding that card is the popular payment mode for cab transactions highlights the importance of ensuring that both cab companies have convenient and reliable card payment systems, which can guide investment decisions related to upgrading payment infrastructure or implementing digital payment solutions.

Insights

- **Customer Demographics**: The patterns observed in customer demographics based on gender, age, and income can help understand the target audience and tailor marketing strategies. For example, since males have higher transaction counts, marketing efforts can focus on targeting male customers. Similarly, age and income insights can be utilized to create personalized offers and promotions to attract and retain customers within specific age and income groups.

- **City-specific Strategies**: Nashville TN and Los Angeles (LA) are cities where one cab company dominates the market. This information can guide investment decisions by considering each city's market conditions and competition. For instance, in Nashville TN, focusing on expanding the services and coverage of Yellow Cab could be a strategic move to further consolidate its dominance.

Thank You

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