



Data Glacier

Your Deep Learning Partner

G2M Case Study

Virtual Internship

22/06/2022

Background – G2M(cab industry) case study

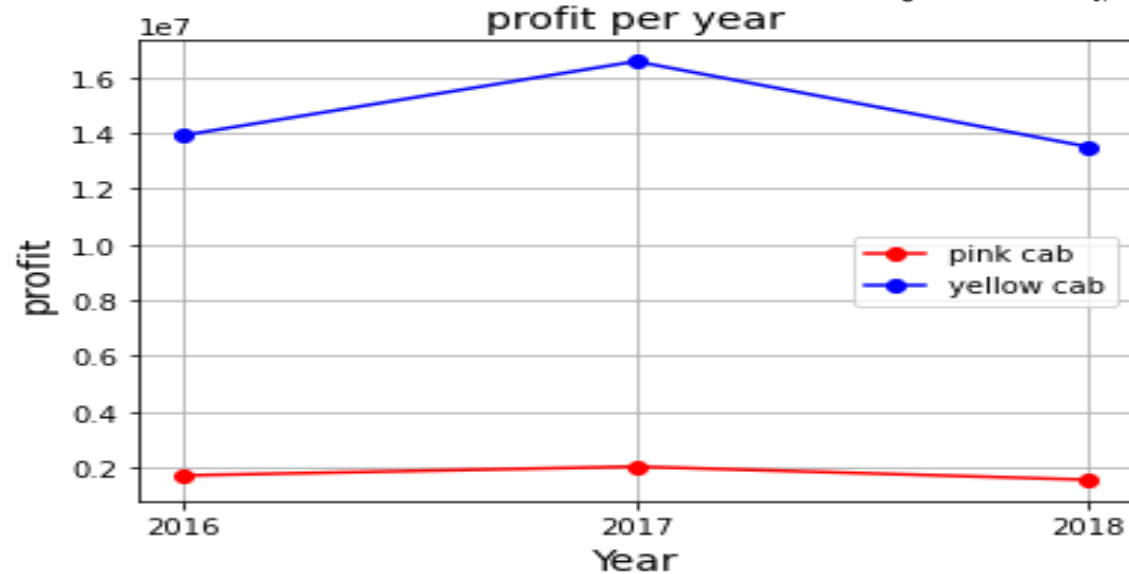
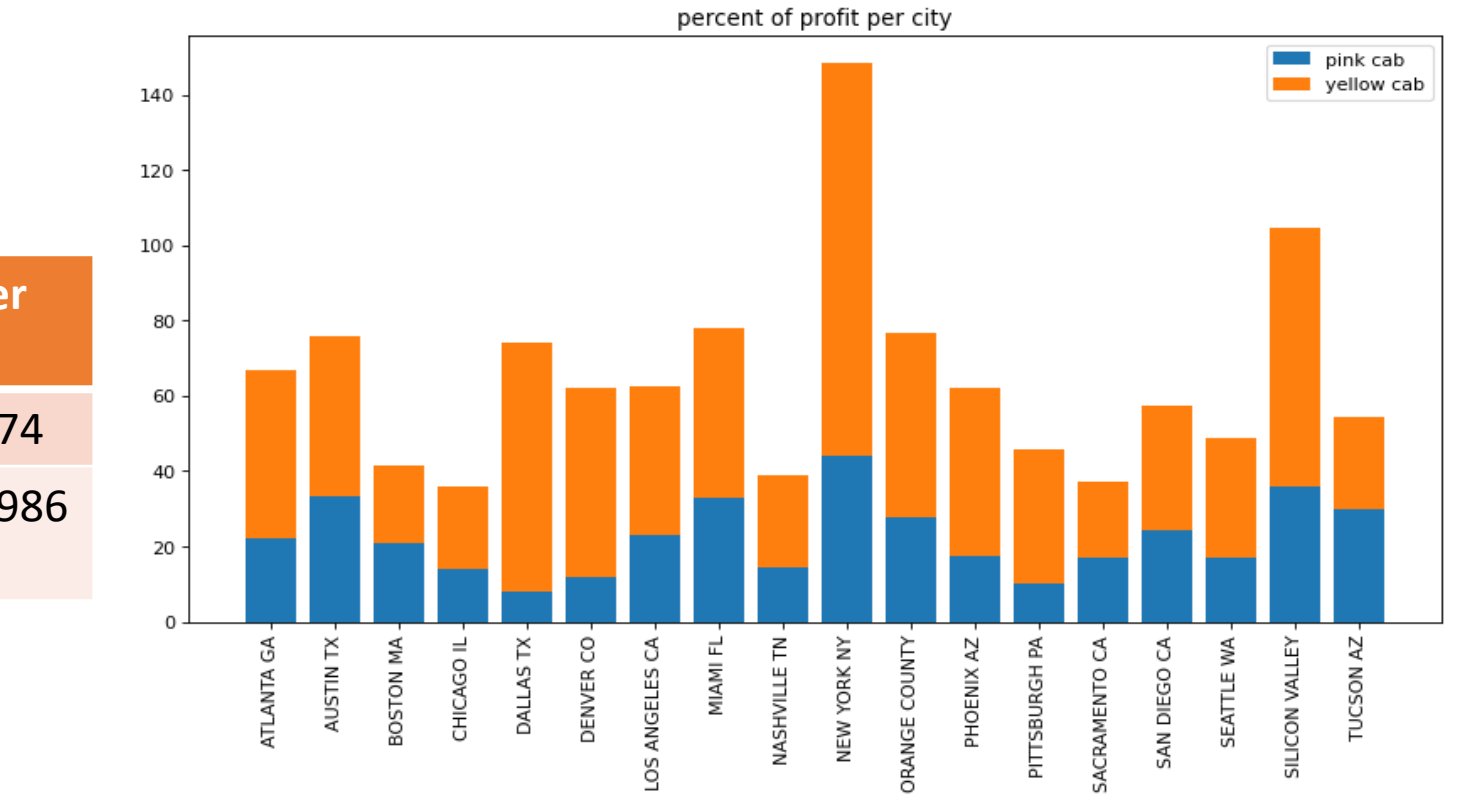
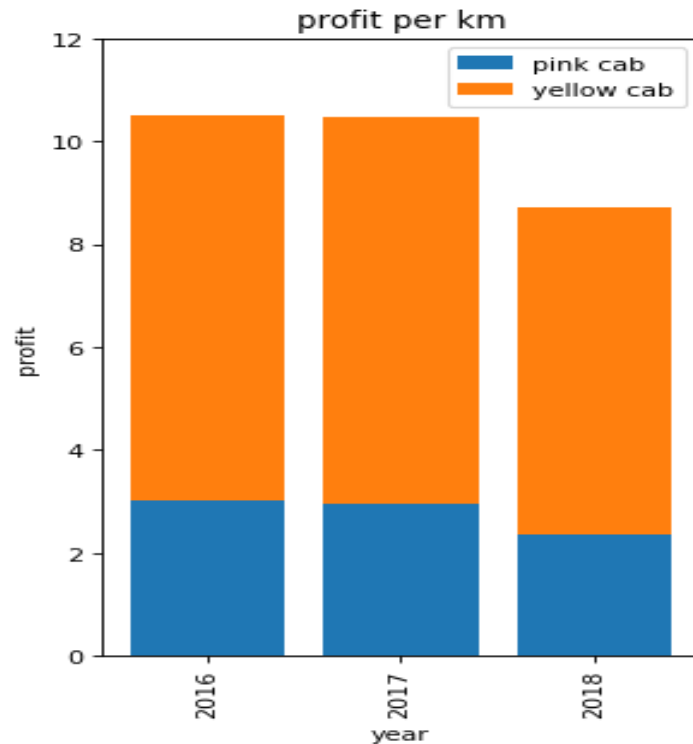
- XYZ is a private equity firm in US. Due to remarkable growth in the Cab Industry in last few years and multiple key players in the market, it is planning for an investment in Cab industry.
- Objective : Provide actionable insights to help XYZ firm in identifying the right company for making investment.

The analysis has been divided into four parts:

- Data Understanding
- Forecasting profit and number of rides for each cab type
- Finding the most profitable Cab company
- Recommendations for investment

Profit Analysis

Company	Number of rides	Total Profit	Profit per ride
Pink Cab	84711	5307328	62.652174
Yellow Cab	274681	44020370	160.259986

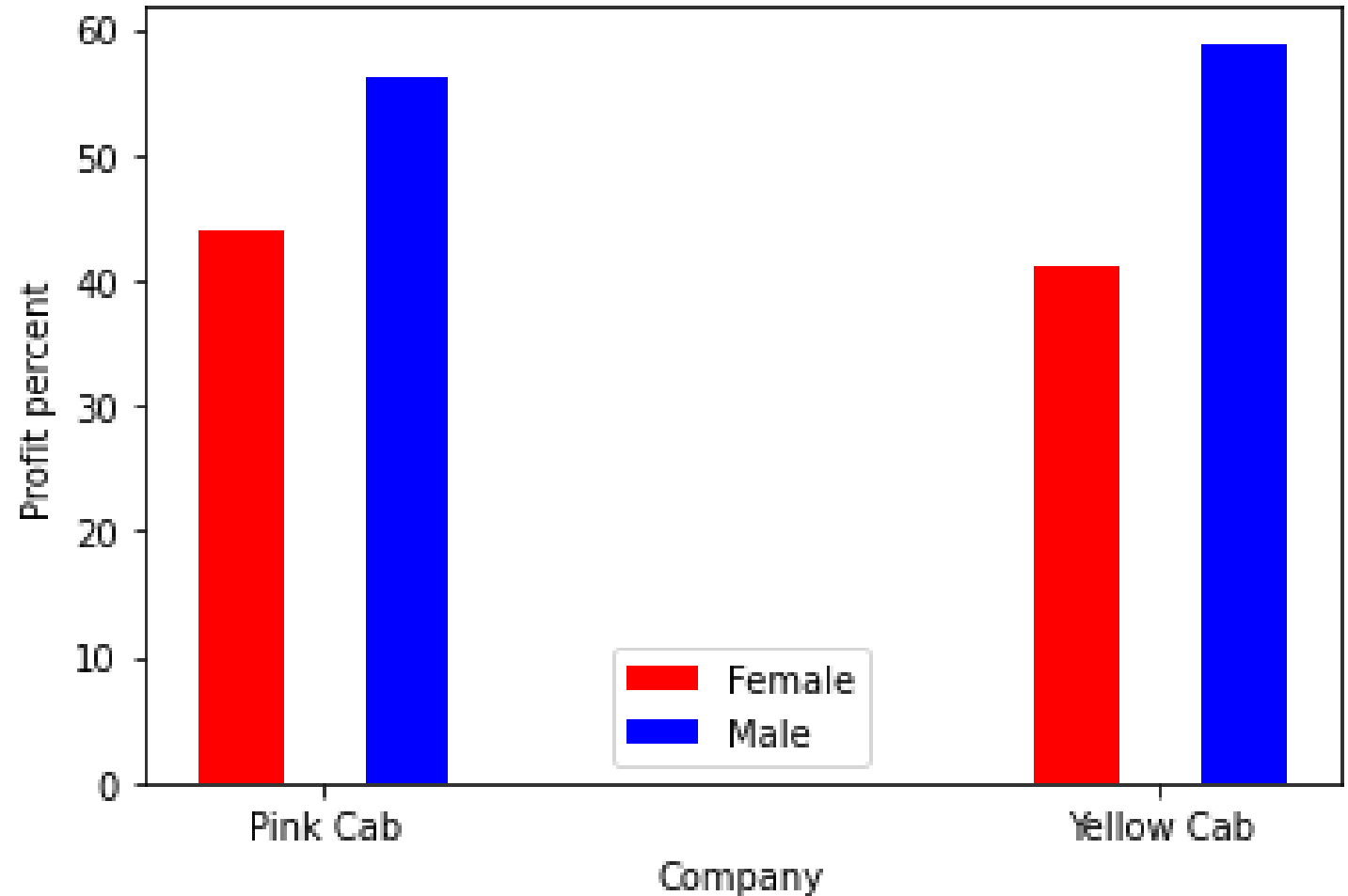


Profit Analysis

- As we can see from the above images and tables that yellow cab has many more customers and therefore a much higher profit overall as compared to pink cab. Yellow cab also has almost 3 times as high of a profit per km and profit per ride.
- Both the yellow and pink cabs saw an increase in profits over 2016-2017 and a decrease in 2017 to 2018.

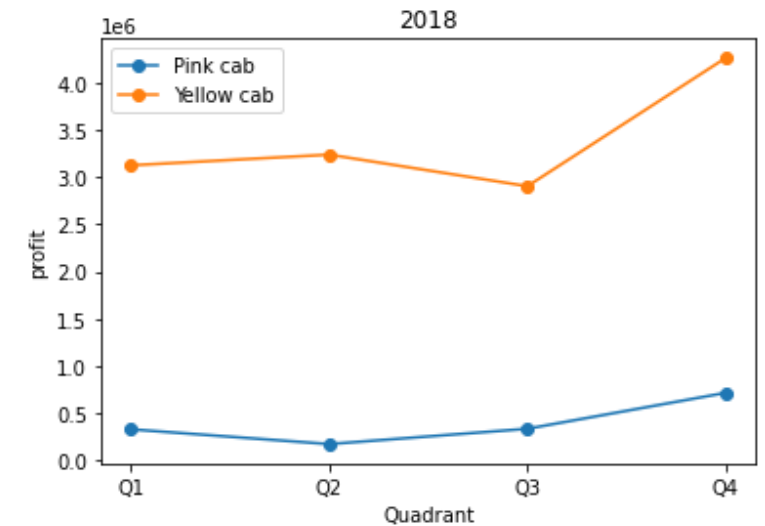
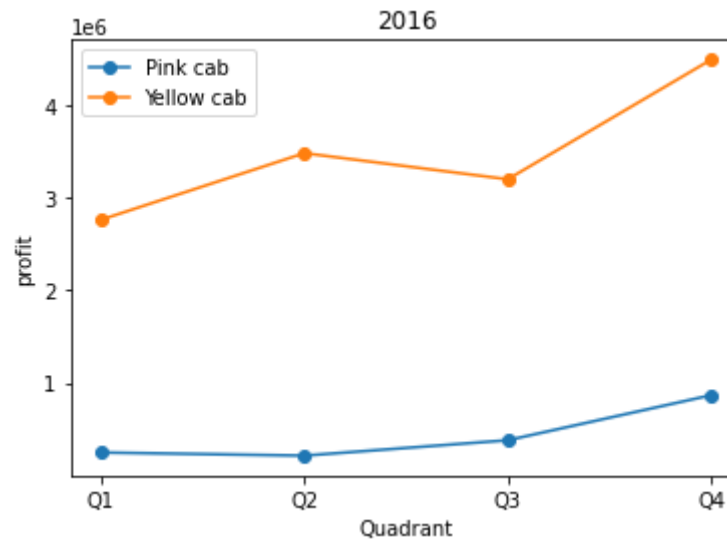
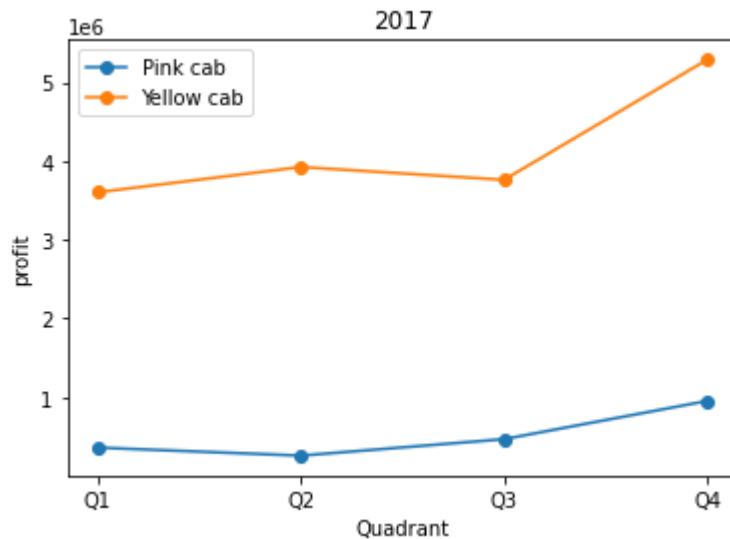
Gender wise profit analysis

- There is little to no difference between the 2 companies profit percentage by gender.



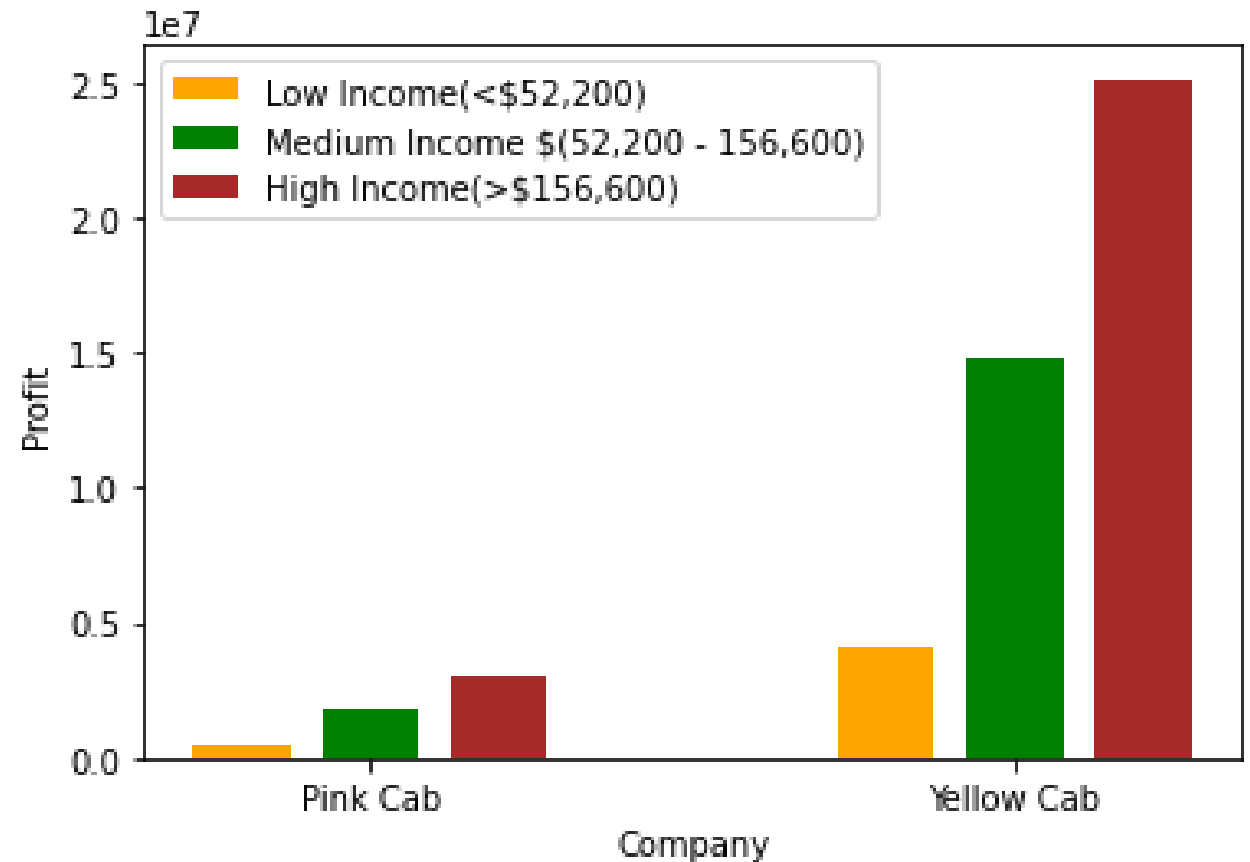
Season(quadrant) wise profit analysis

- We can see that for both the cab companies, Q4(October, November December) for all the years has the highest profit.
- Q2(April, May June) is the lowest performing quadrant for Pink cab.
- For Yellow cab there isn't any significant lowest performing Quadrant.



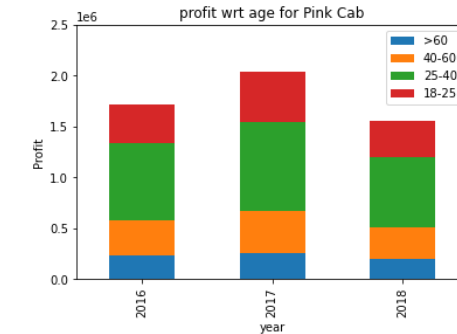
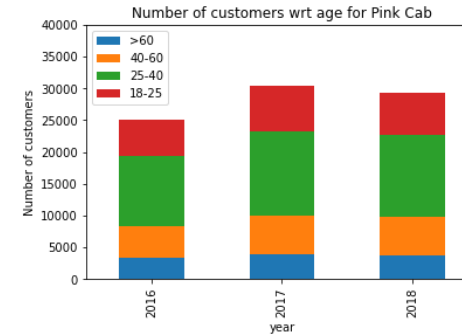
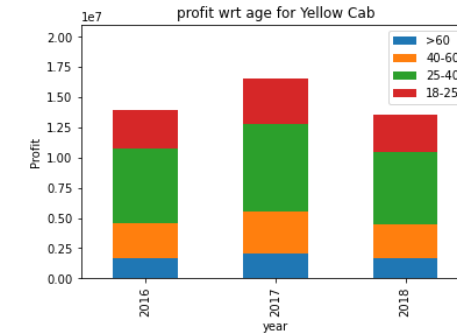
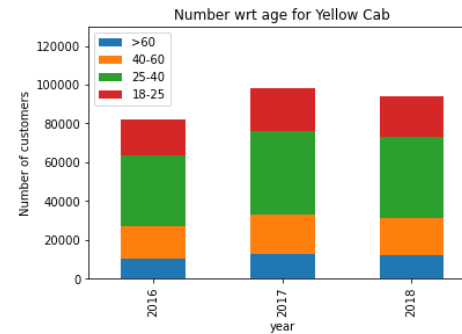
Income wise profit analysis

- We assume the income status from the website(<https://money.usnews.com/money/personal-finance/family-finance/articles/where-do-i-fall-in-the-american-economic-class-system>).
- We can see that majority of both the companies profits come from customers with a high annual income.



Agewise Profit analysis

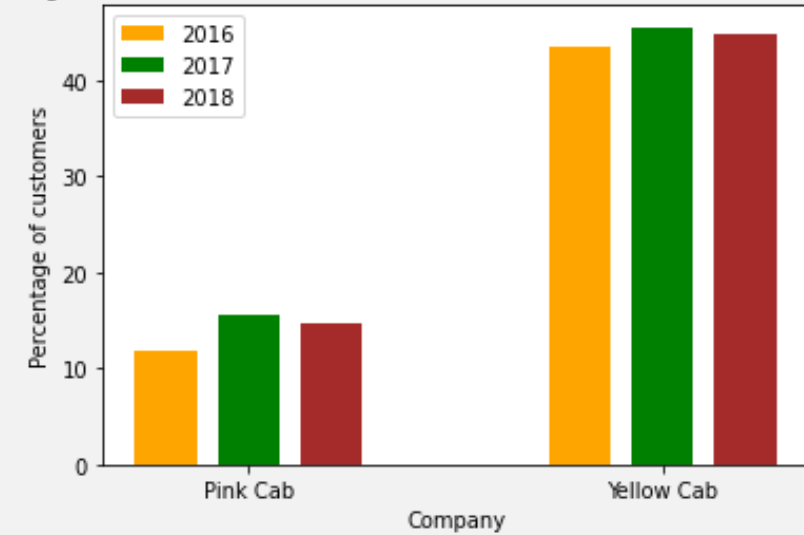
- We can see that 25-40 year old customers give the most profit and >60 year old customers have the least.
- We can also see that this is due to the number of customers for each age group



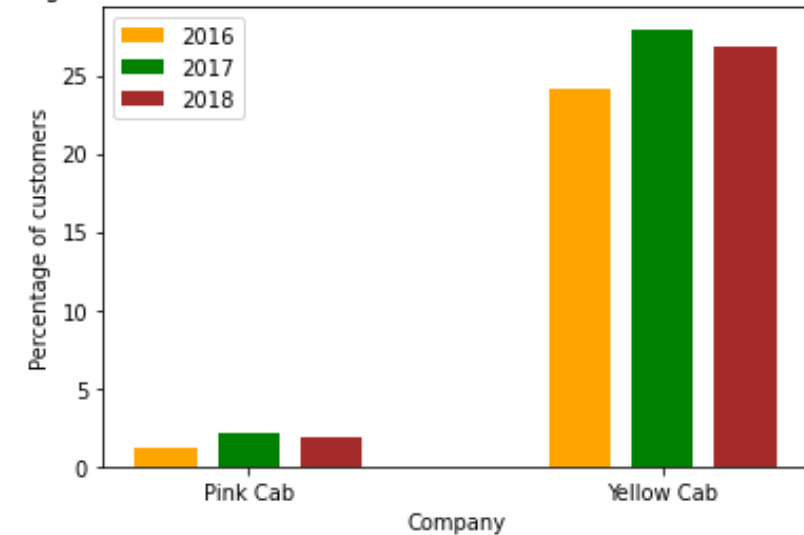
Customer Retention Analysis

- As we can see, yellow cab has a much higher customer retention rate as compared to pink cab

percentage of customers who have taken at least 3 rides from the same company



percentage of customers who have taken at least 5 rides from the same company



Recommendations

- Customer Retention: We have analysed the 2 companies to show that yellow cab has a significantly higher customer retention rate.
- Agewise profit: Both Cab companies showed similar number of customers with all the age groups(25-40 being the highest).
- Average profit per KM: Yellow cab's average profit per KM is almost three times the average profit per KM of the Pink cab.
- Income-wise reach: Both companies again show similar ratios in the number of customers from different economic backgrounds, with high income customers giving the highest profits for both companies.
- Profit Forecasting: From the year 2017-2018, yellow cab has had a higher loss in profit as compared to pink cab(both cab companies having losses in profit). Therefore, we would recommend investing in Pink Cab for the year 2019.

Thank You