



**ANALYZING WHAT AFFECTS THE
NUMBER OF CAB RIDES IN A GIVEN 2
YEAR PERIOD TO DECIDE WHICH
COMPANY TO INVEST IN.**



MOTIVATION

- XYZ is a private 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.
- As per their Go-to-Market(G2M) strategy they want to understand the market.
- I have been provided with multiple data sets that contains information on 2 cab companies.
- XYZ is interested in using your actionable insights to help them identify the right company to make their investment.



KEY INSIGHTS

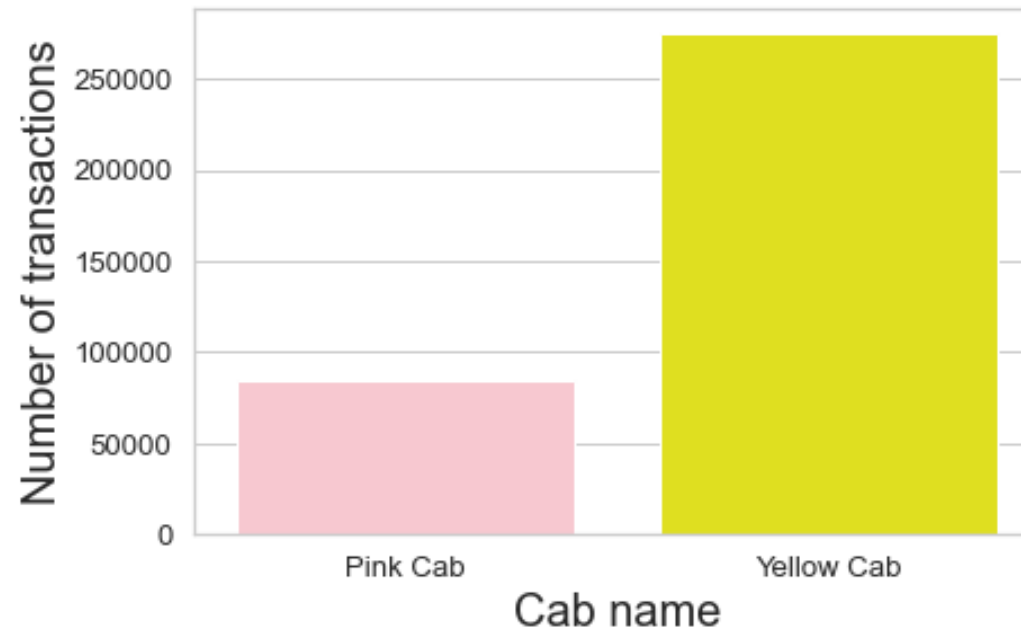




Total transactions

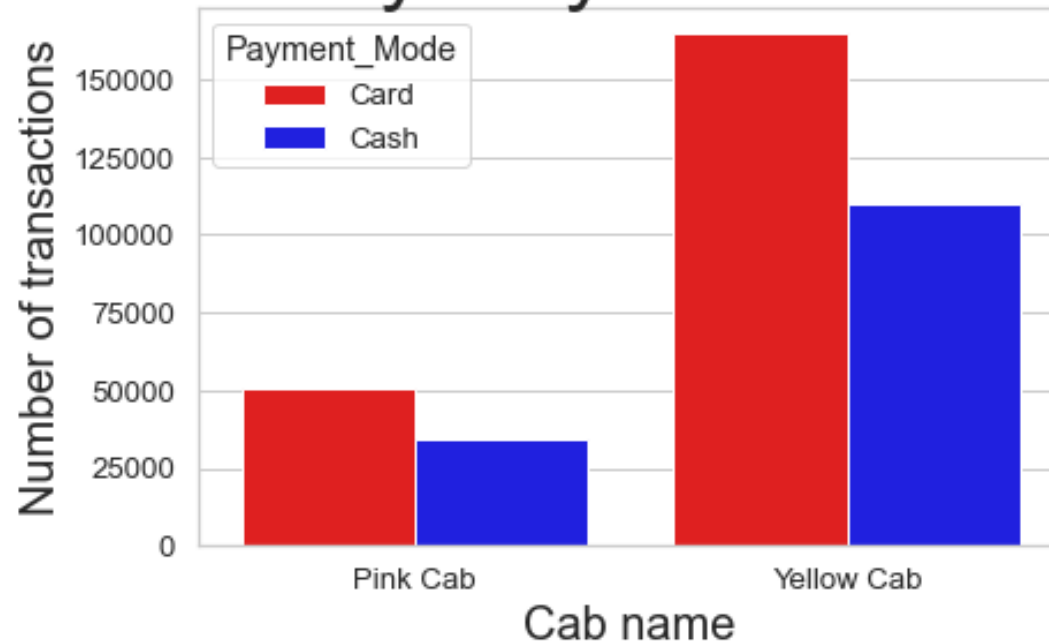
- **YELLOW CAB HAVE A LOT MORE RIDES THAN PINK CAB**

Total Number of Transactions vs Cab name



Transactions by payment method

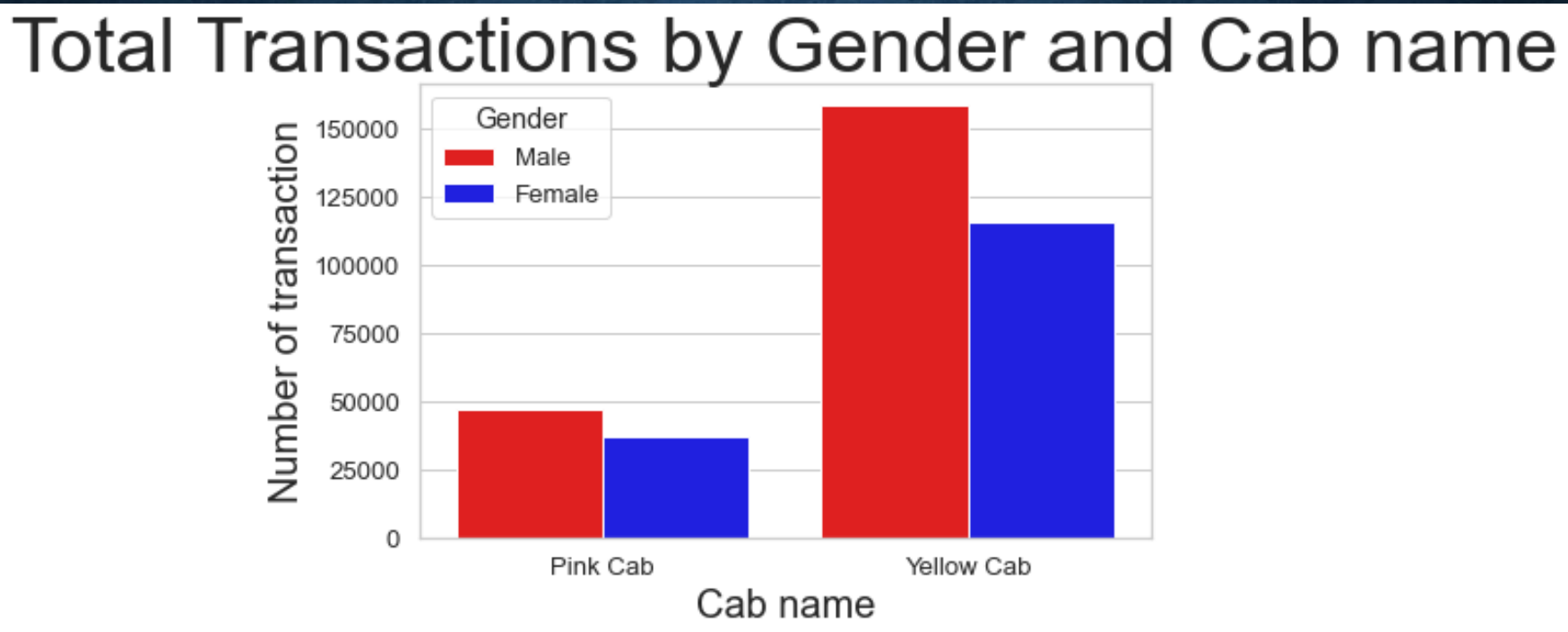
Total Transactions by Payment Mode and Cab name



- MORE PEOPLE PAY WITH CARD AT BOTH COMPANIES. A LARGER SHARE OF YELLOW CAB CUSTOMERS PAY WITH CARD THAN PINK CAB.**

Transactions by gender

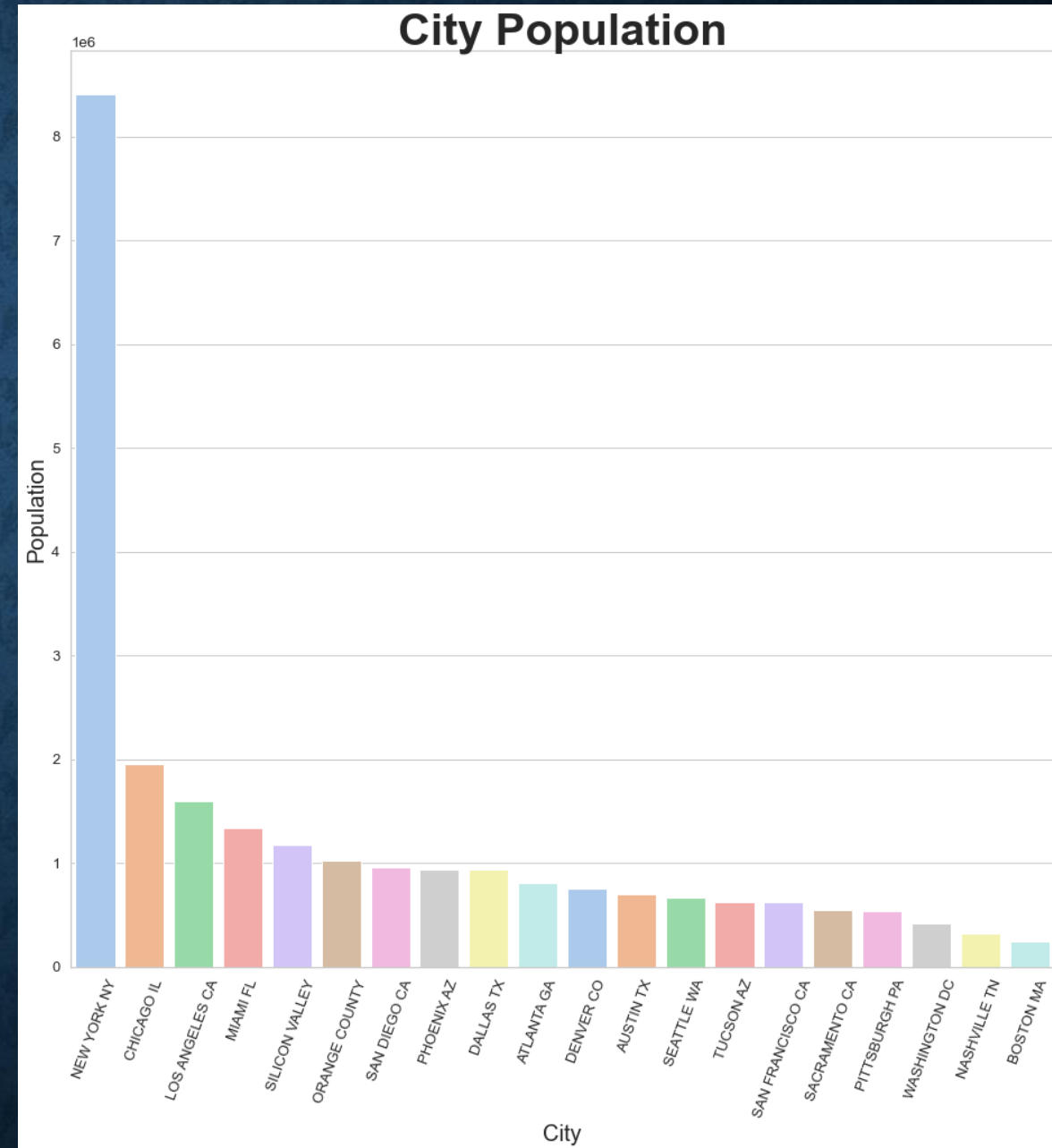
- MORE MEN USE TAXI SERVICES THAN WOMEN. THE DIFFERENCE IS SIGNIFICANTLY MORE WITH YELLOW CAB AS COMPARED TO PINK CAB.





TRANSACTIONS BY CITY

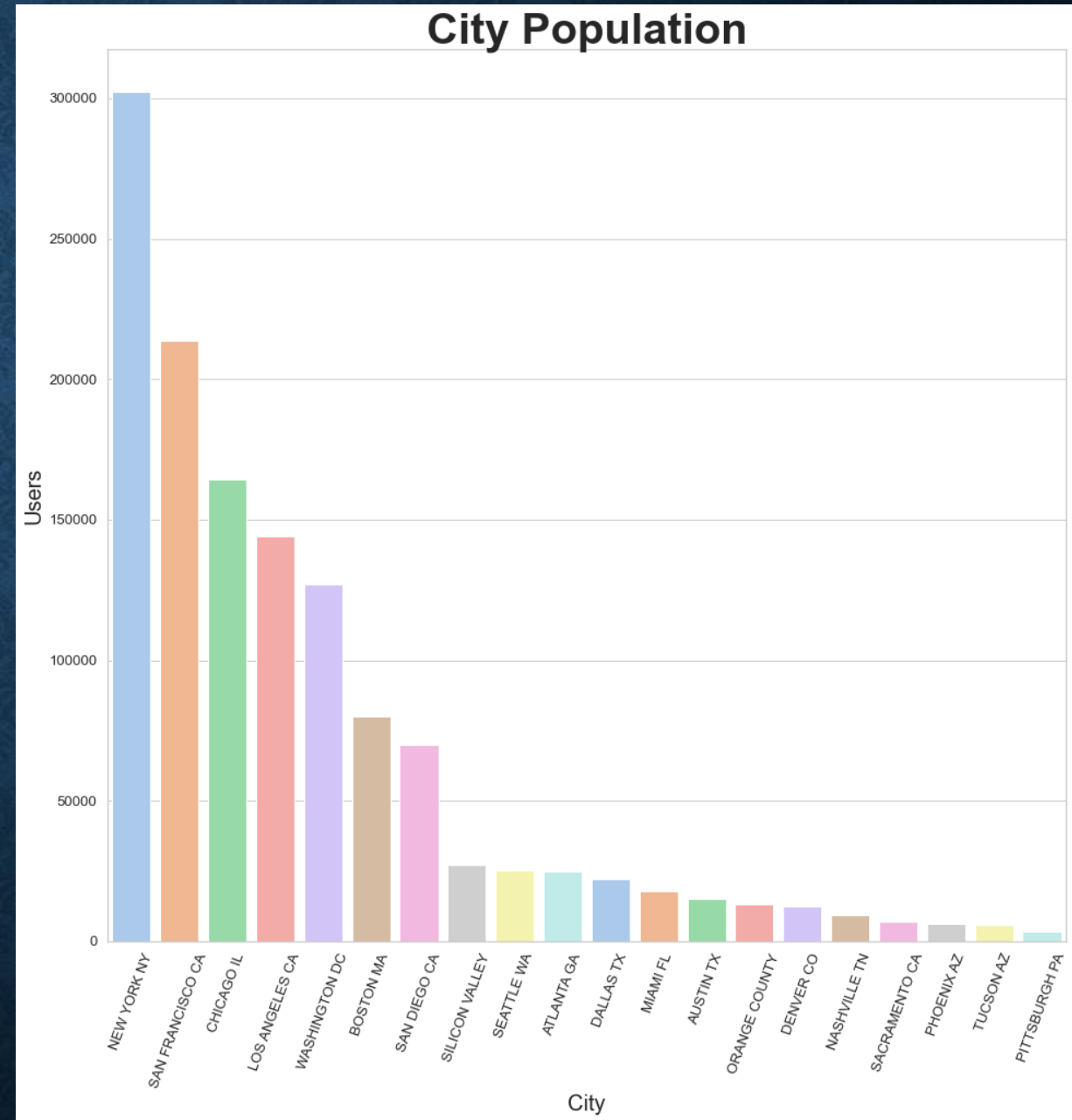
- New York City has the highest population followed by Chicago and LA with Nashville and Boston having the lowest.





USERS BY CITY

- New York City has the highest number of taxi users still but closely followed by San Francisco.



PRICES CHARGED BY COMPANY

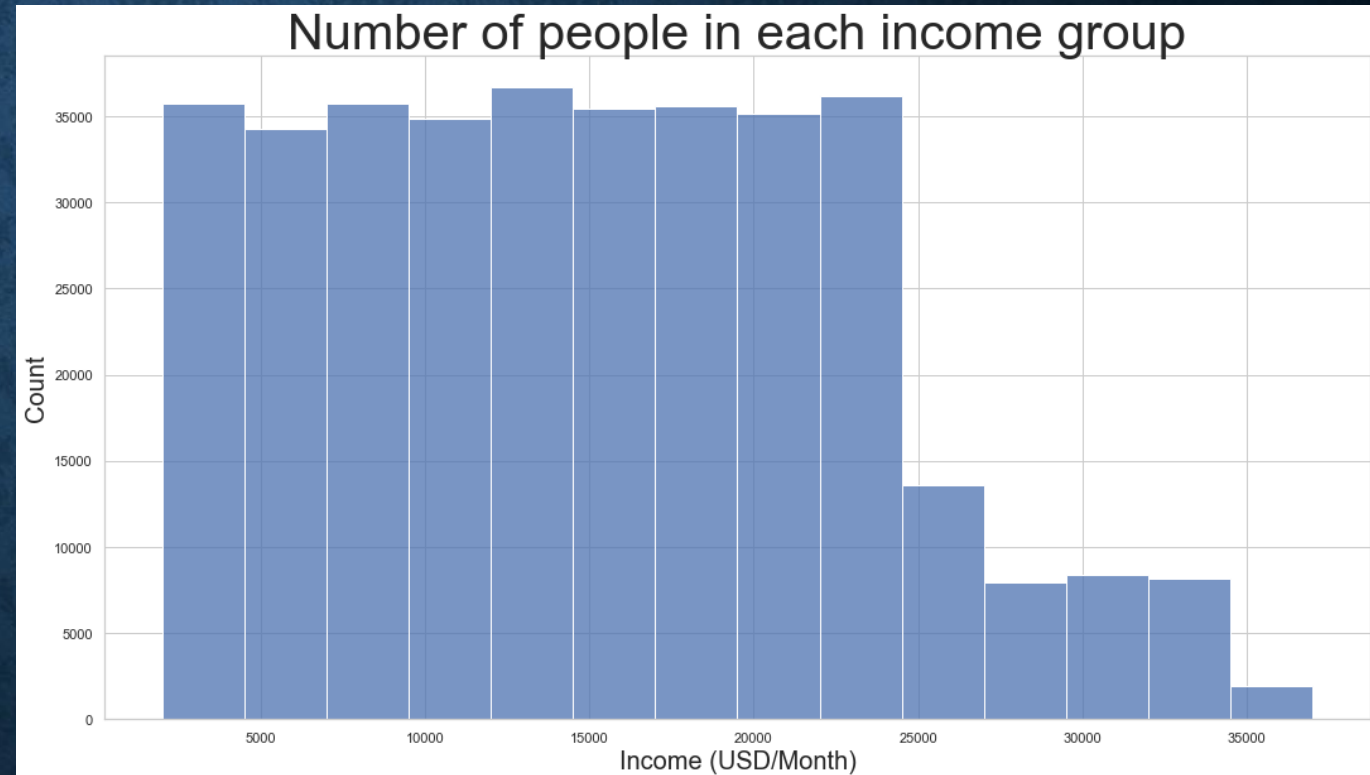
- Yellow cab generally charges more and has a higher variance in prices also.





NUMBER OF PEOPLE IN EACH INCOME GROUP

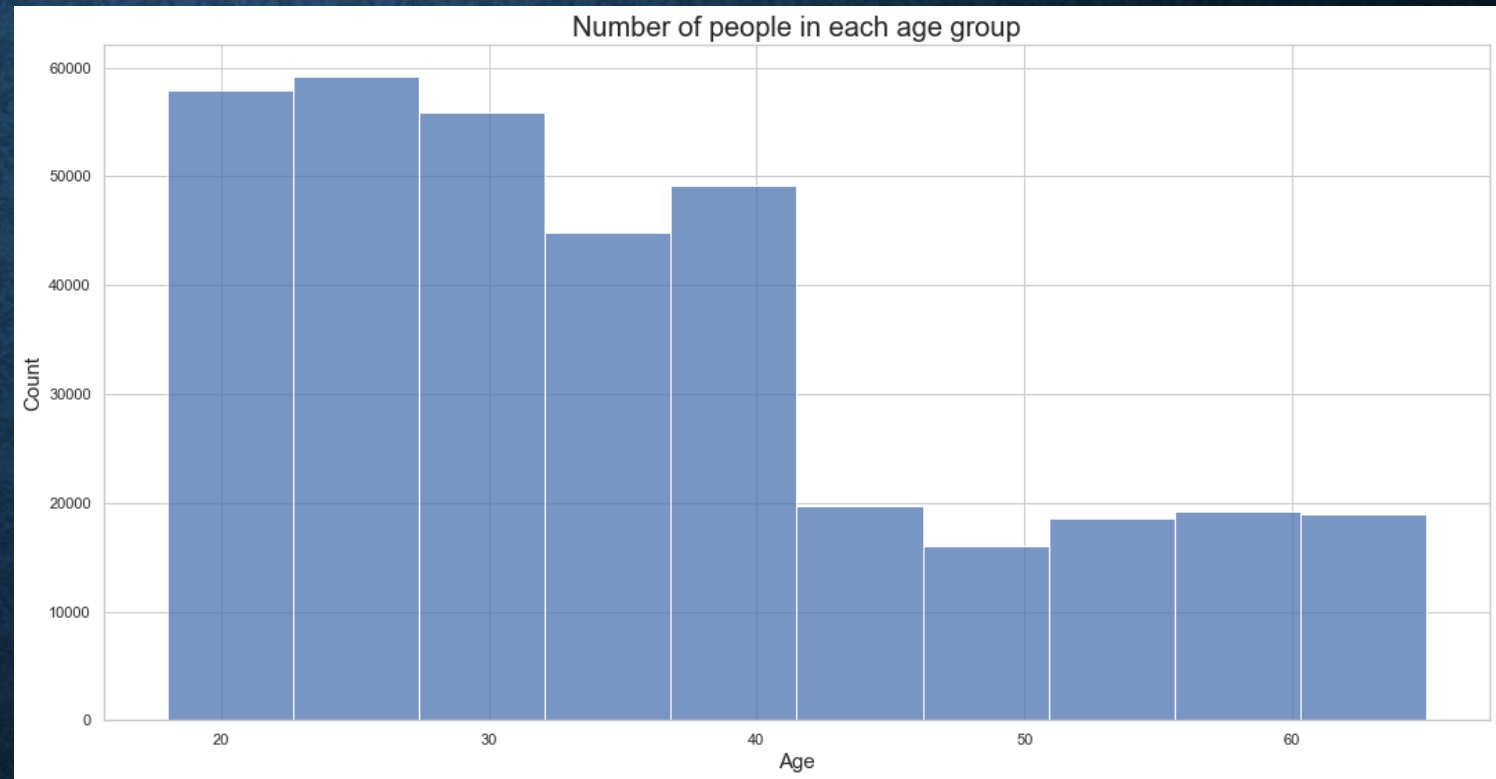
- There are around 35000 people in each income category from \$2500-\$5000 per month to \$22500-\$25000 per month after which there is a steep decline.





NUMBER OF PEOPLE IN EACH AGE GROUP

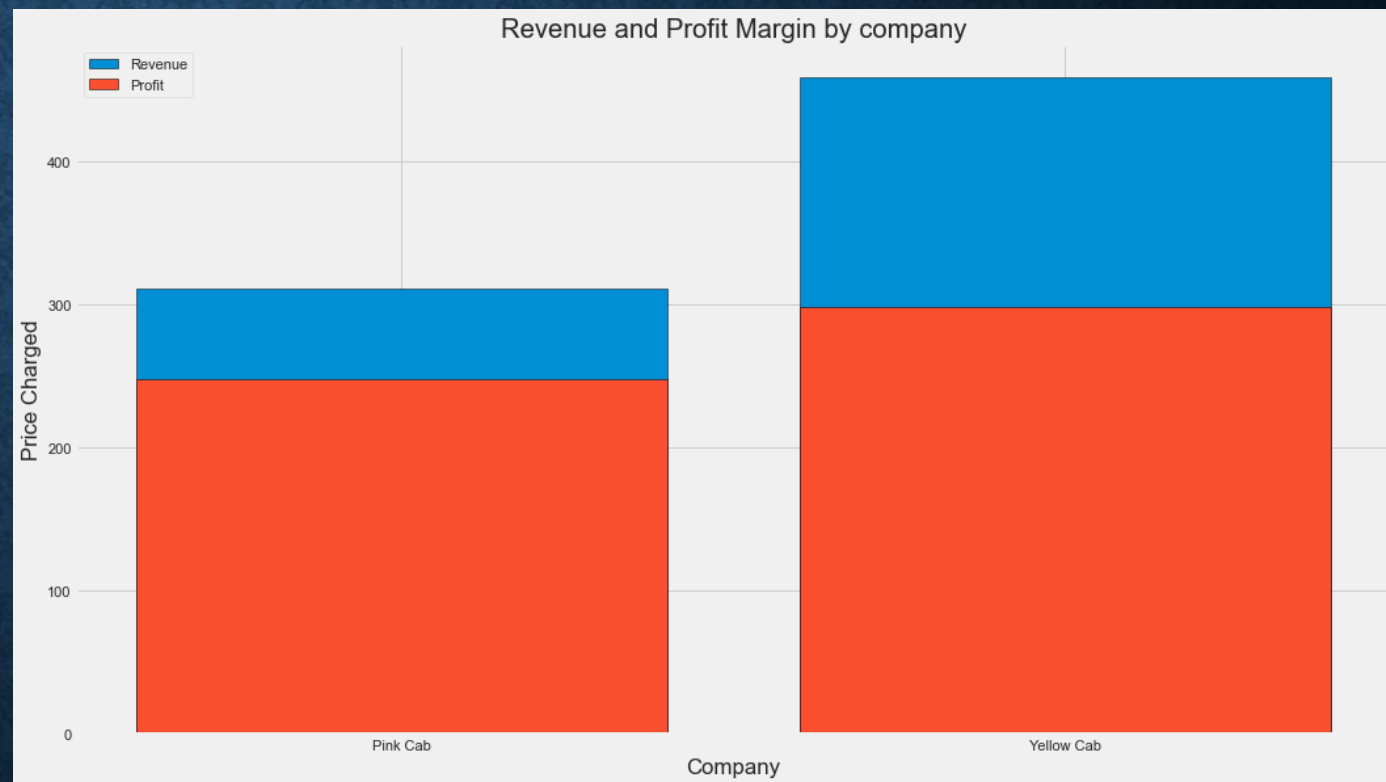
- People under 40 (and especially under 30) use taxis a lot more than older people. 24-30 is the most common age of taxi usage.





REVENUE AND PROFIT MARGIN BY COMPANY

- Yellow cab charges more and has a higher percent markup than pink cab.





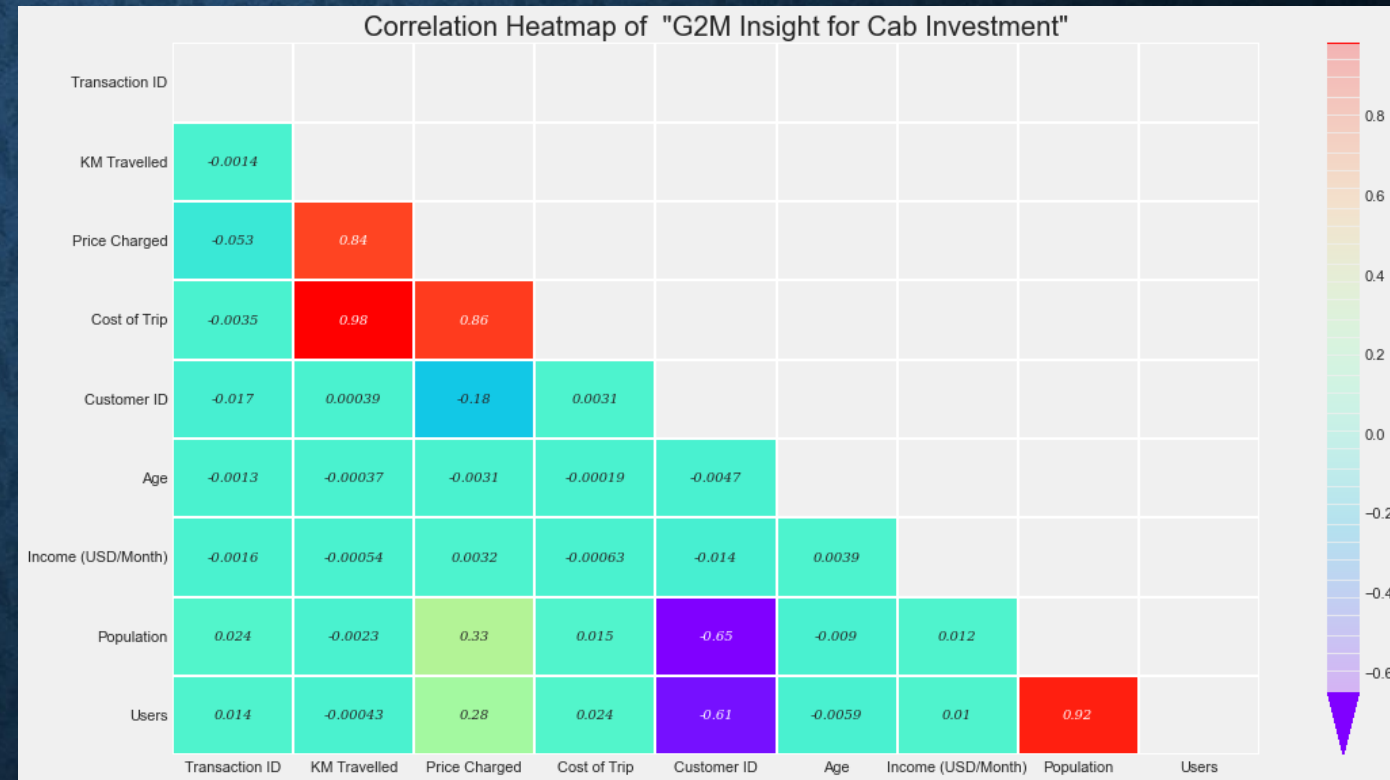
CORRELATION BETWEEN MULTIPLE VARIABLES

- Insights from figure:-

1) The more people in a city, the more taxi users.

2) The further you travel, the more the trip costs and thus the more you pay.

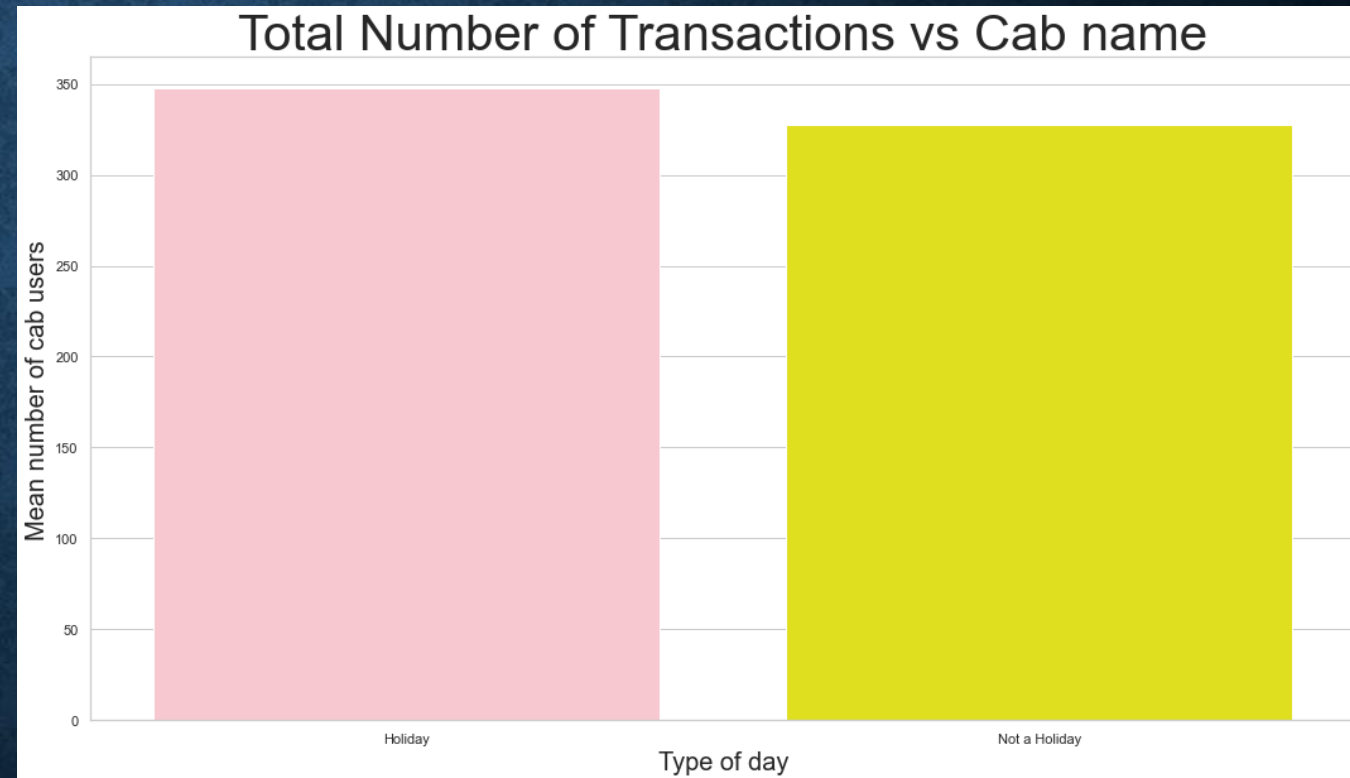
3) If the trip costs more, you pay more.





REVENUE AND PROFIT MARGIN BY COMPANY

- There are slightly more taxi rides on holidays than workdays.





THANK YOU