



**Data Glacier**

Your Deep Learning Partner

# G2M Case Study

## Virtual Internship

**19-Jun-2024**

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EDA Summary

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# Executive Summary

# Executive Summary

- 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 and as per their Go-to-Market(G2M) strategy they want to understand the market before taking final decision.

# Problem Statement

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- Using the multiple, provided data sets that contain information on 2 cab companies, with each file (data set) provided representing different aspects of the customer profile, we will help XYZ, which is interested in using our actionable insights to help them identify the right company to make their investment.

# Approach

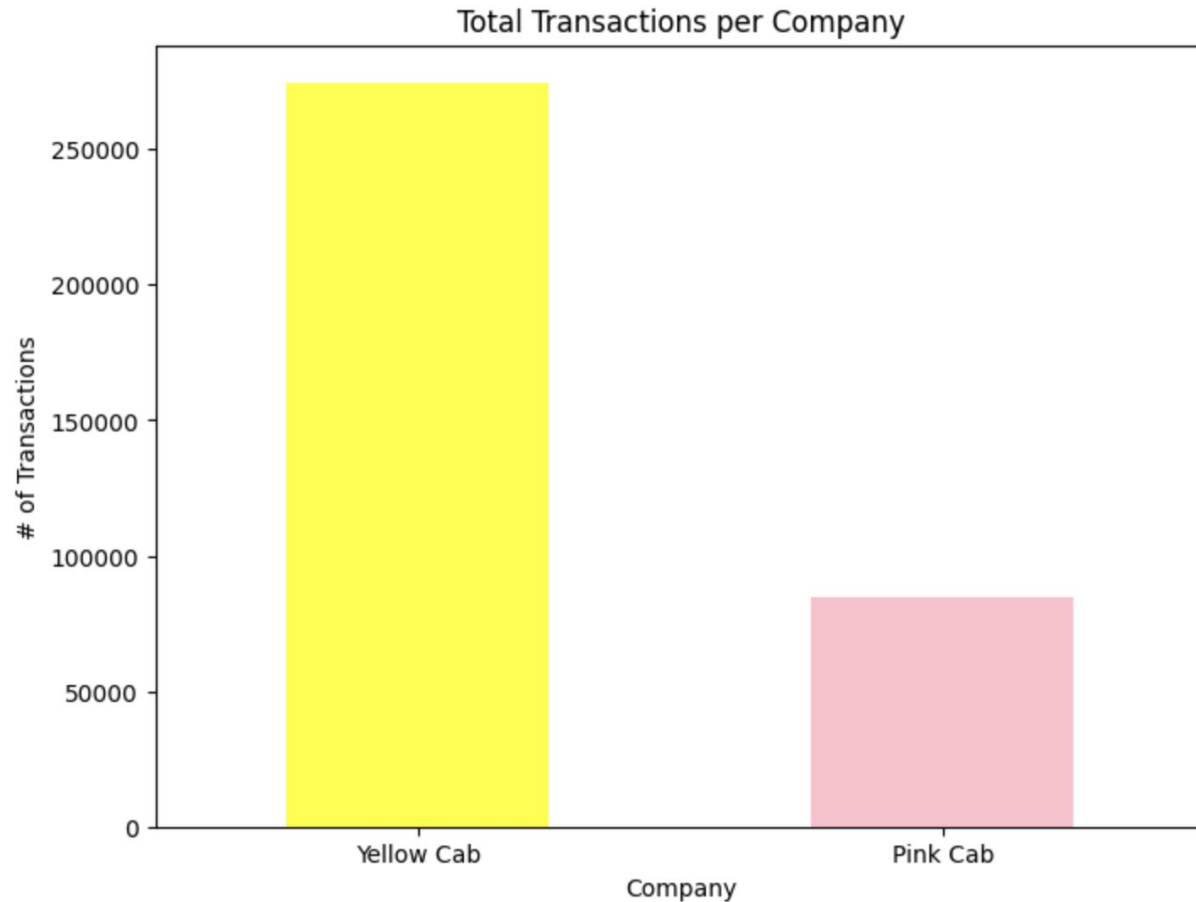
# Approach

- Exploratory Data Analysis
- We will identify relationships across the data in the files, create master data, and perform a detailed data analysis.
- We are under the assumption that all data is from the years 2016 to 2018 and have validated that there are no missing values or duplicates.



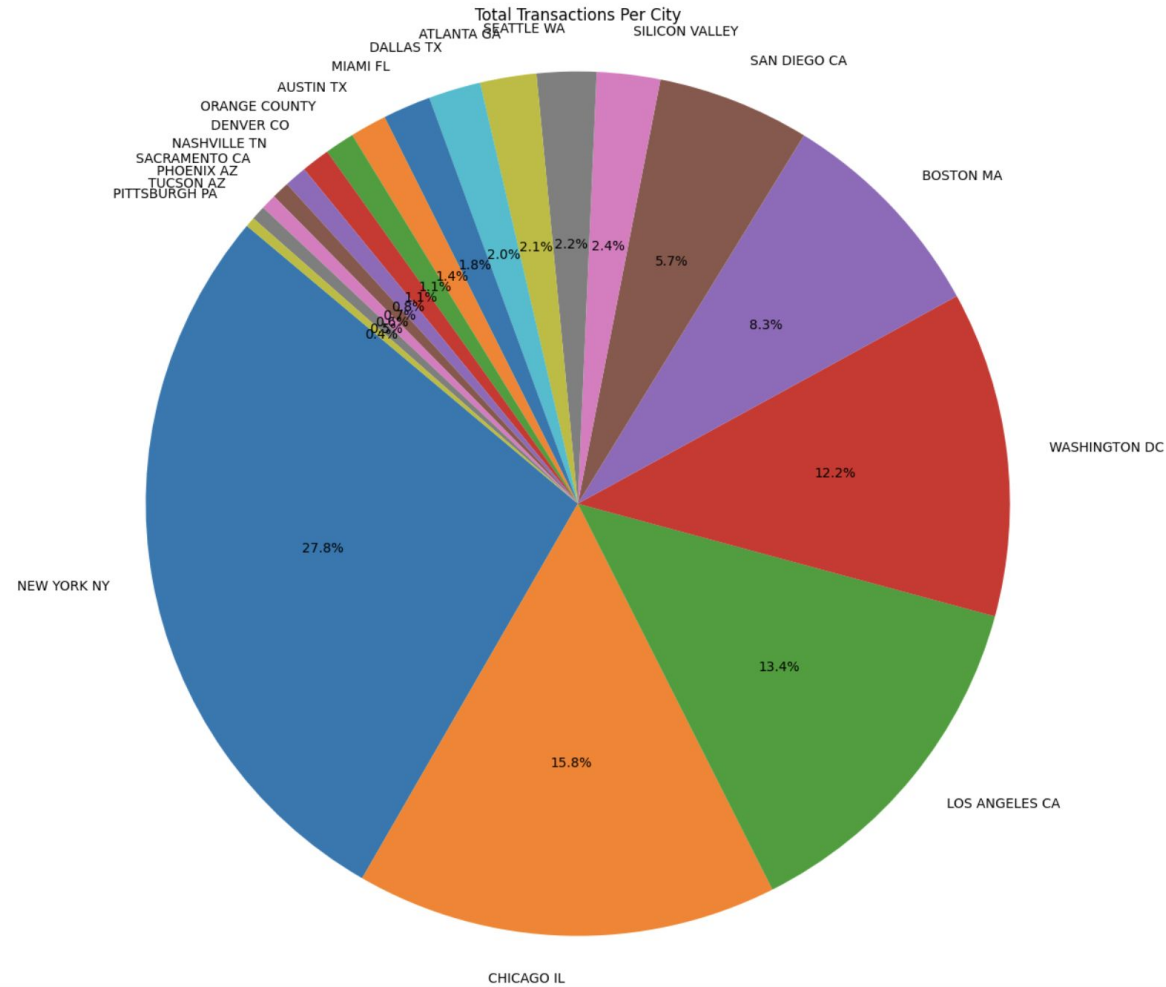
# EDA

# Total Transactions per Company



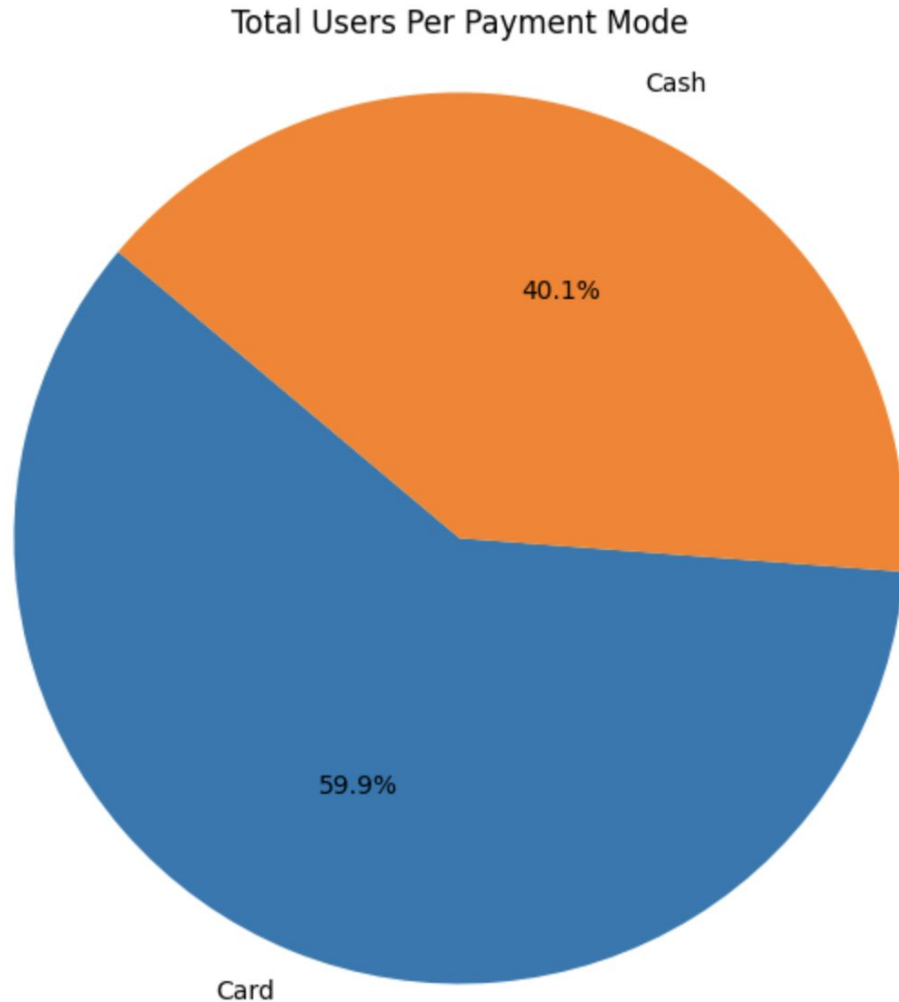
The Yellow Cab company has significantly more transactions than the Pink Cab company.

# Total Transactions per City



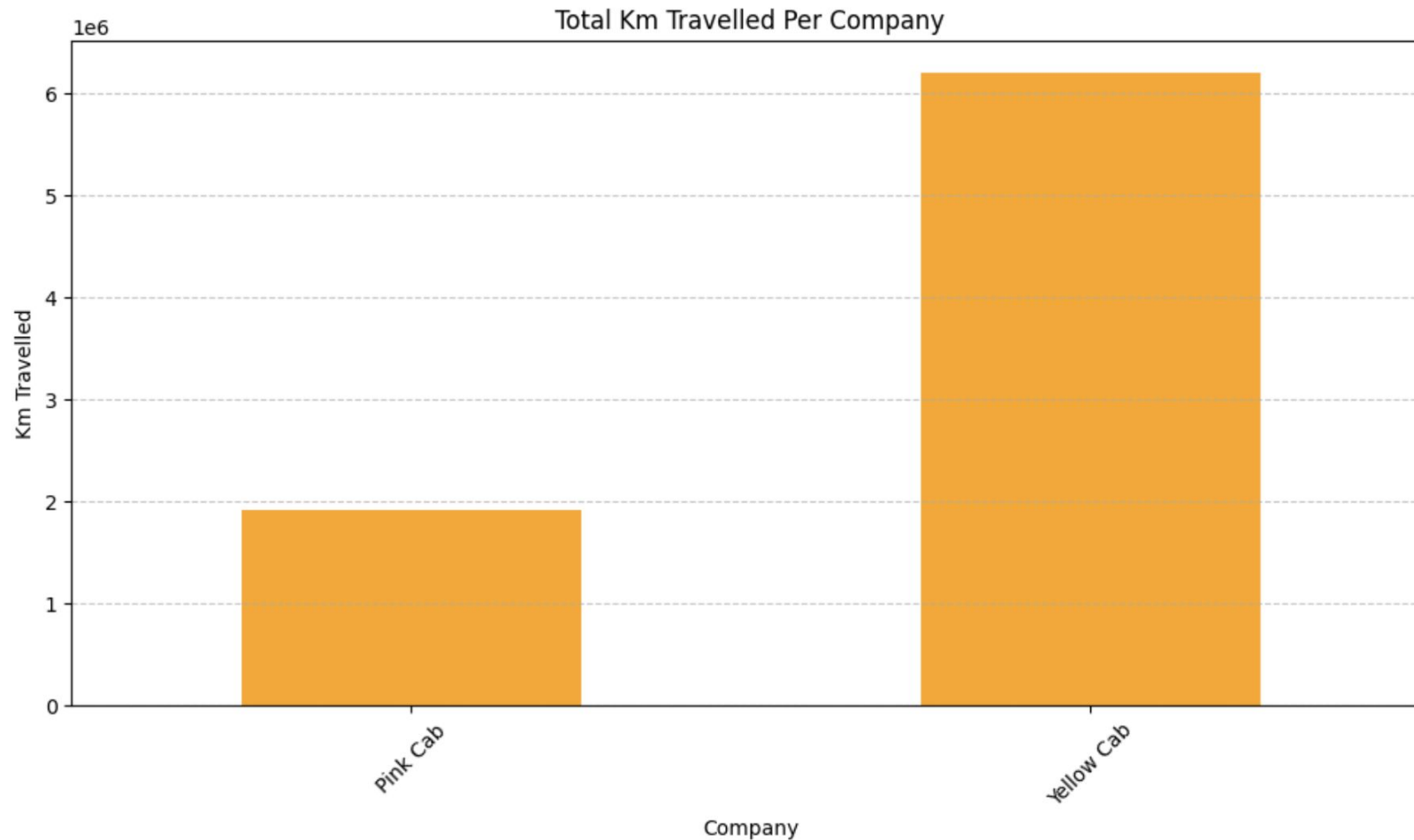
The cities with the most cab transactions are New York City, Chicago, Los Angeles, Washington DC, and Boston, making up approximately 75% of all total transactions.

# Total Number of Users per Payment Mode



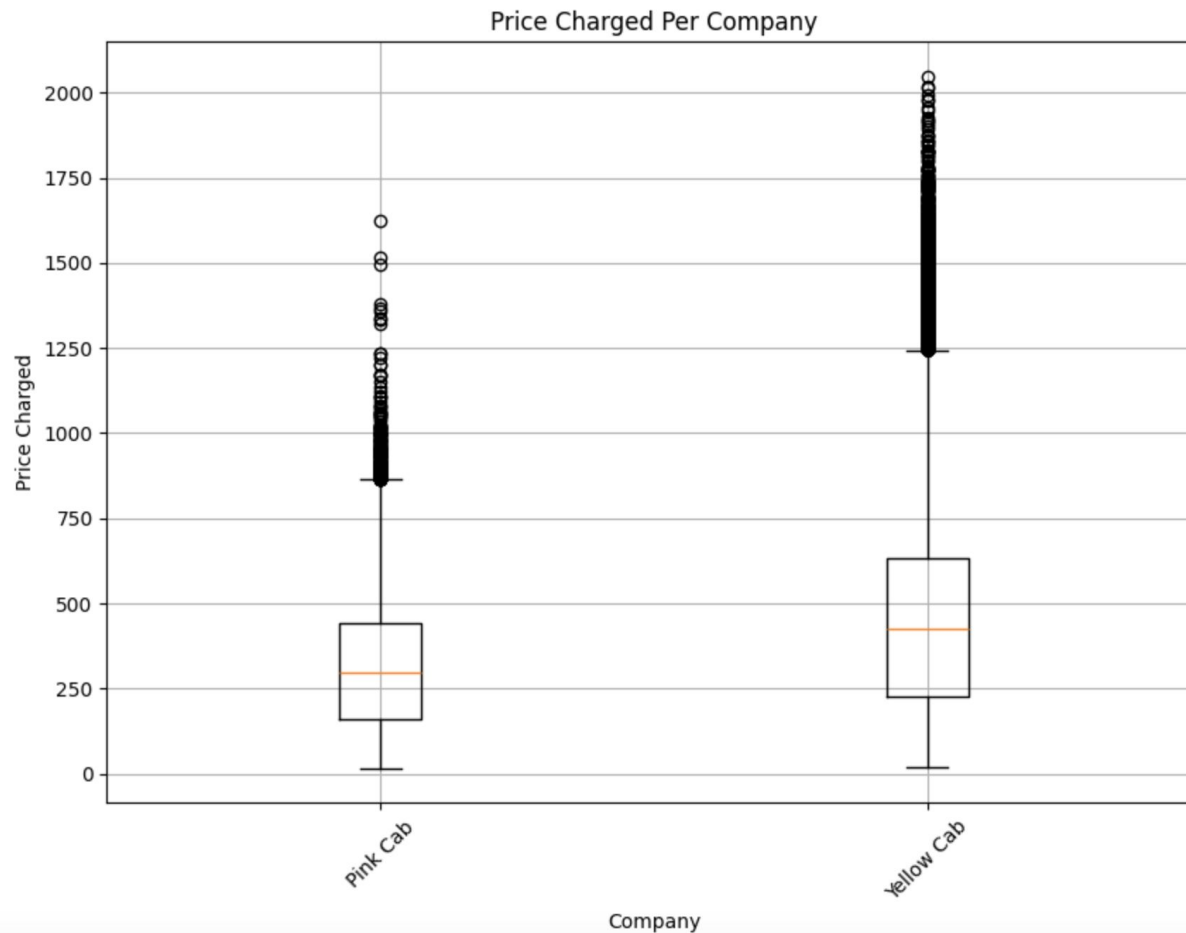
There is only a slight preference for paying with card over paying with cash.

# Total Km traveled per Company



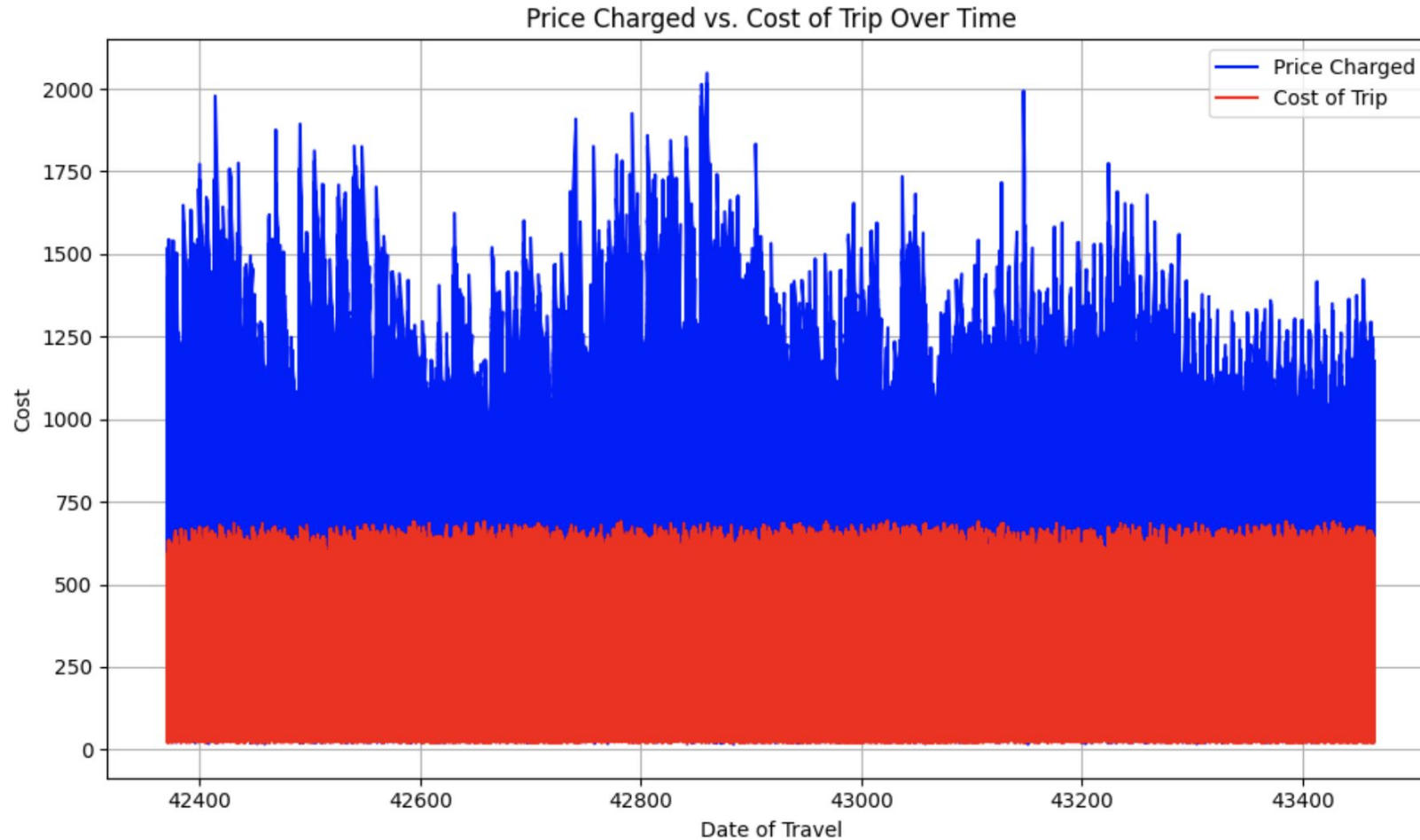
Yellow Cab has approximately 3x the Km travelled that Pink Cab does.

# Price charged per company



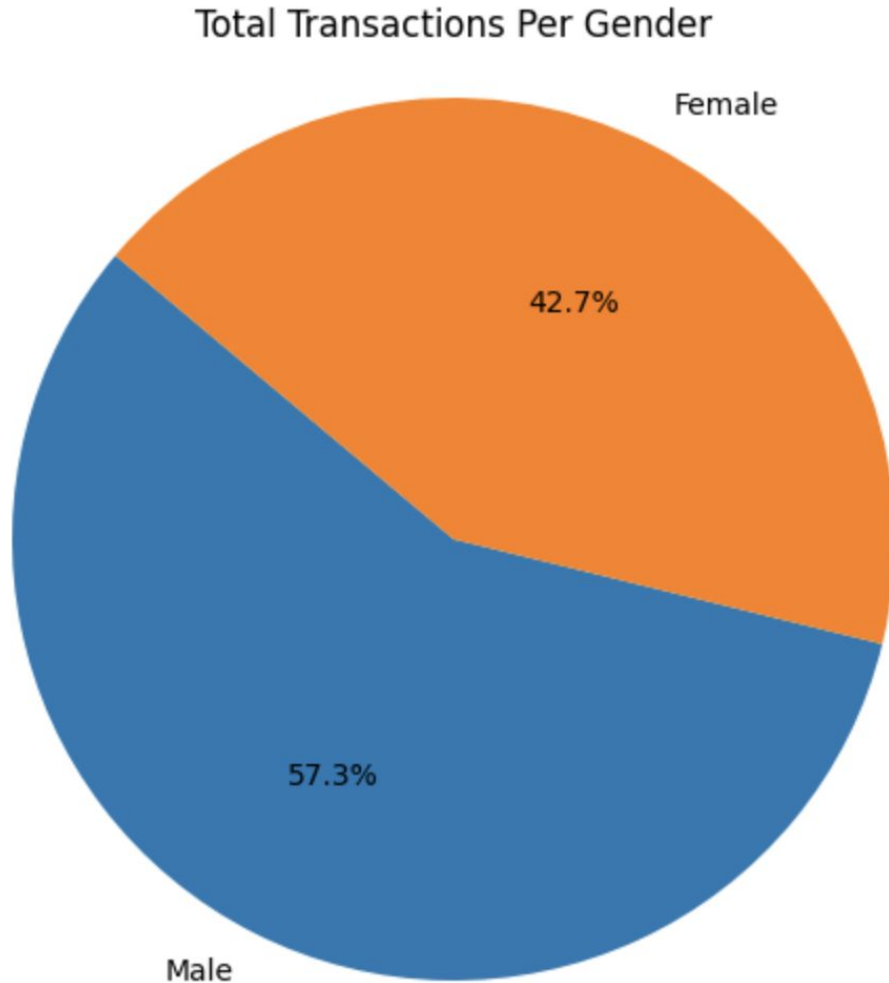
Both are rightly skewed with the median of the Yellow Cab company being greater, meaning they are more expensive.

# Price Charged vs Cost of Trip



Both companies charge about 3x the cost for each trip making their profit margins ~200%.

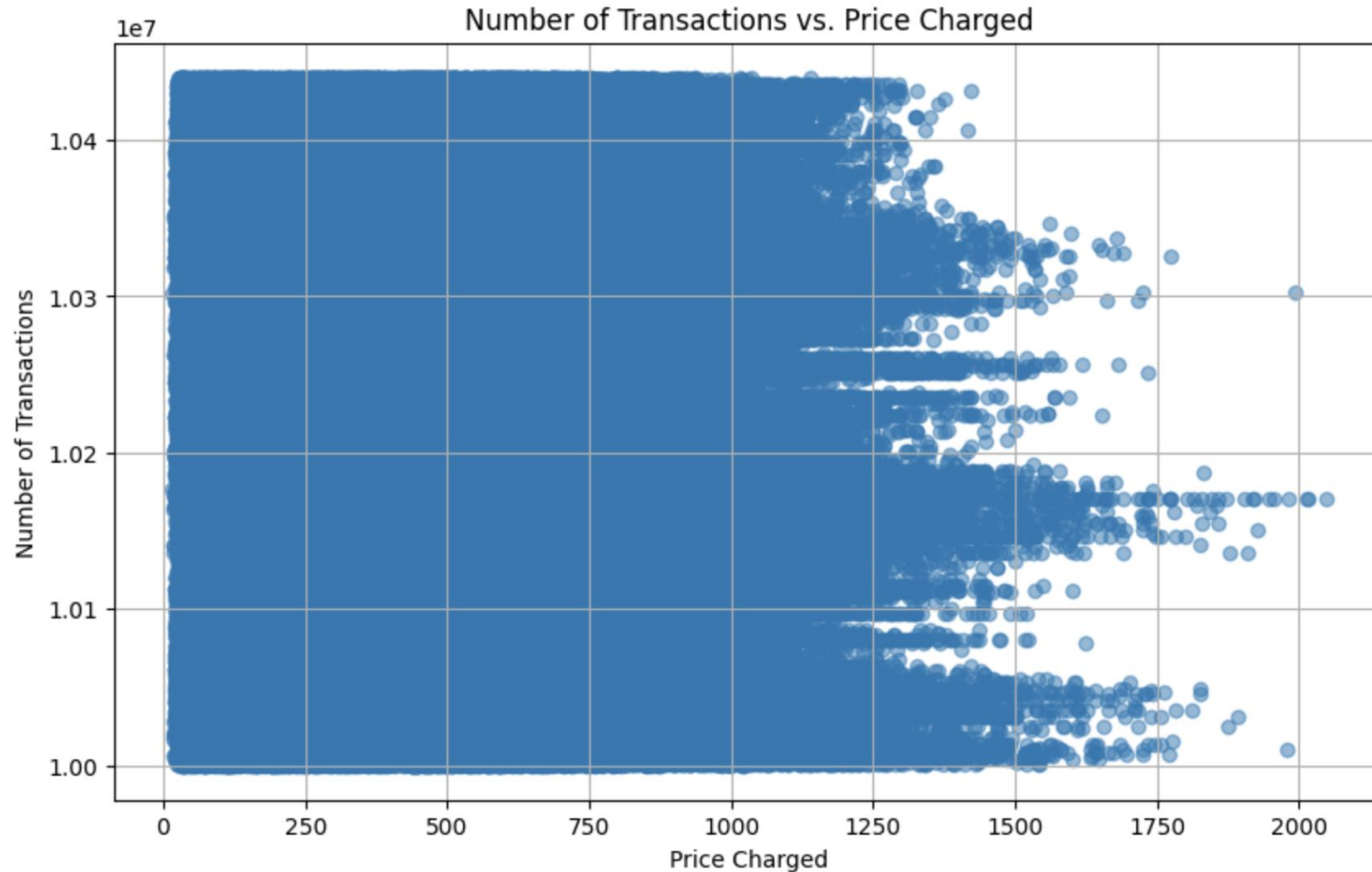
# Total Transactions per Gender



There is a slight difference in the percentage of total transactions per gender, with males making up for more of the transactions.

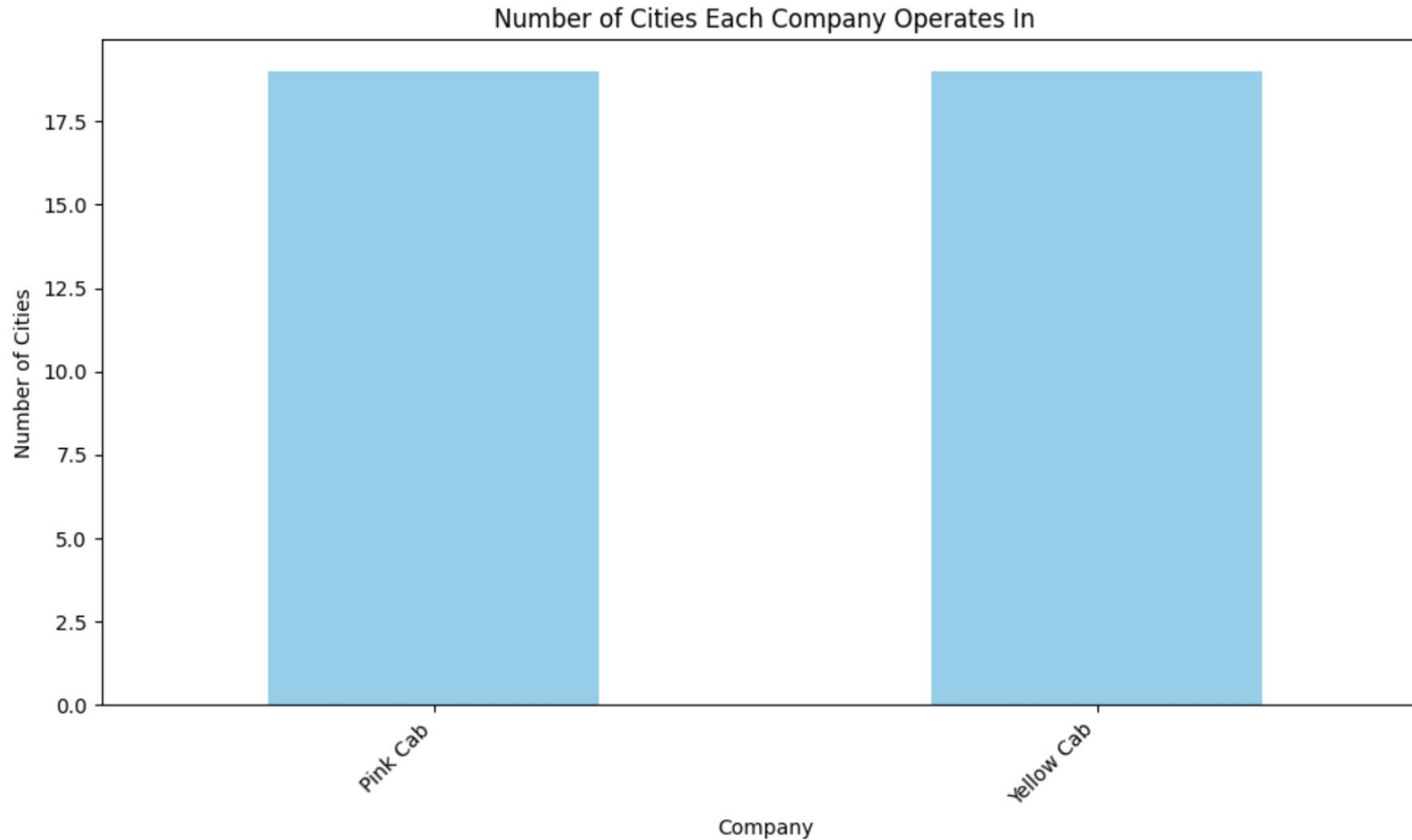


# Number of Transactions vs Price Charged



There are few transactions over the cost of 2000, or even 1750 US dollars.

# Company vs City



Both companies operate in an equal number of cities.

# EDA Summary

# EDA Summary

The exploratory data analysis shows that:

- Yellow Cab has more transactions.
- Both companies have significant profit margins.
- Cities with bigger populations have more cab users such as NY.
- Minimal difference in gender percentage for both companies.
- Card is used more for payment.
- Pink Cab is significantly cheaper, yet has less total Km travelled and less total number of transactions/profit.

# Recommendations

# Recommendations

I would recommend Yellow Cab based on the above analysis.

- Yellow cab has made more sales.
- Yellow cab has more Km travelled.
- One can infer that Yellow Cab is more well-versed in the cab business due to their greater experience than pink cab.
- It is a smarter investment as it seems to be the more popular and better company.

# Thank You