# Exploratory Data Analysis

## G2M insight for Cab Investment firm

**02/03/2021**

# Problem Statement

- 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 they want to understand the market before taking final decision.

- Objective :Provide actionable insights to help XYZ firm in identifying the right company for making investments

# Data Analysis Approach

The analysis has been divided into the following parts

- -Data Understanding
- -Using various visualization to uncover insights
- -Deriving new necessary columns
- -Recommendation for investment

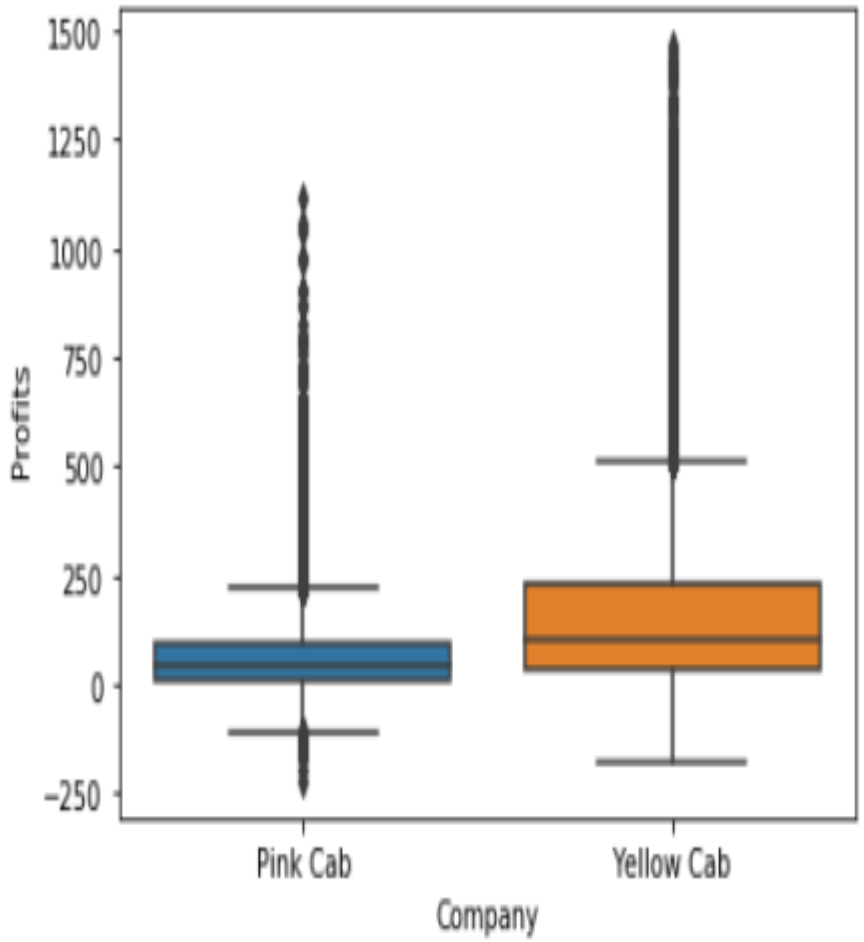
# Data Understanding

We have 4 datasets :Cab_Data.CSV, Customer_ID.csv,
Transaction_ID.csv and City.csv

Time period of data is from 31/01/2016 to 31/12/2018.

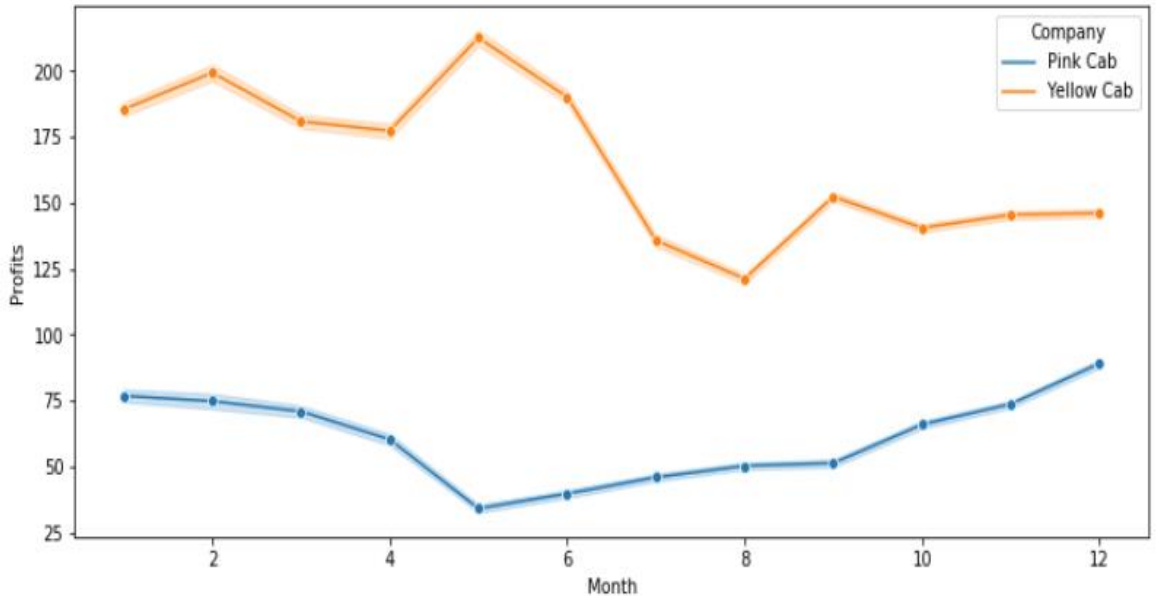
# Profit Made by Company

Average profit made by Yellow Cab is more than that made by Pink Cab



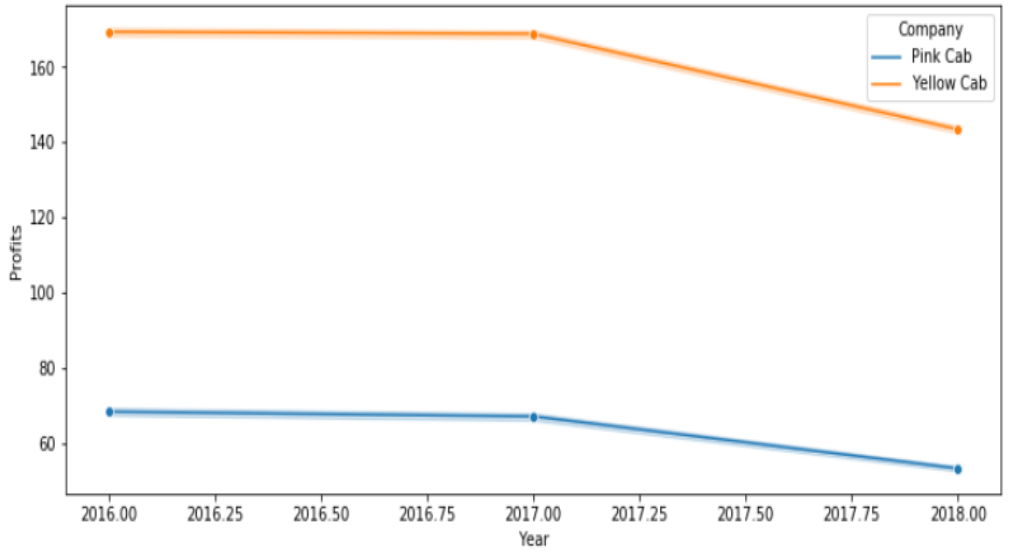
# Monthly and Yearly Profits

## Monthly profits




Yellow Cab has highest profit on 5th month while pink cab made losses on the same month

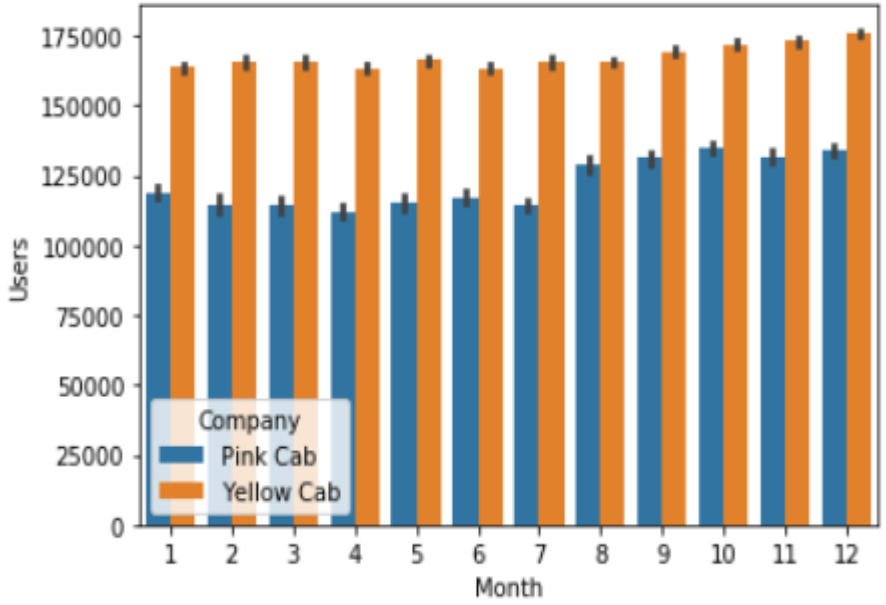
## Yearly Profits




Yellow cab is leading in profits

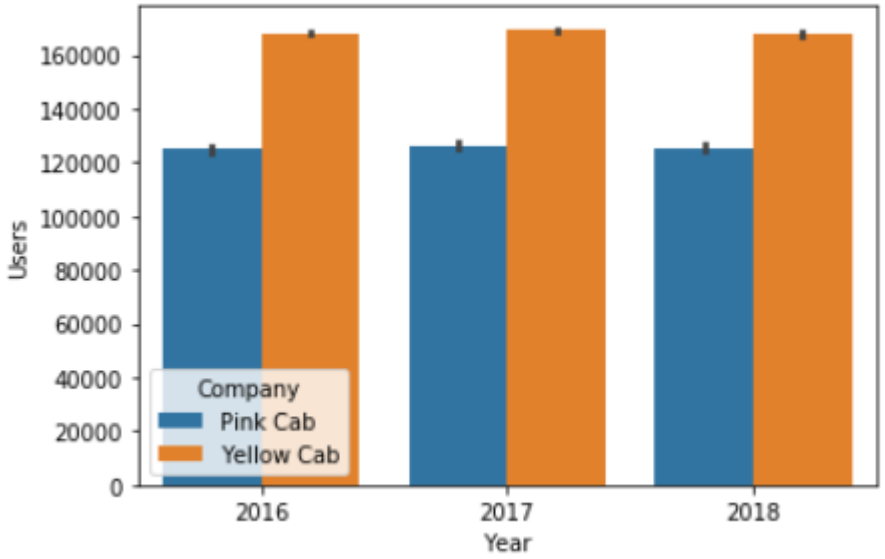
# Users Analysis

## Montly user analysis




$10^{th}$ ,$11^{th}$,and $12^{th}$ has more users being led by Yellow Cab

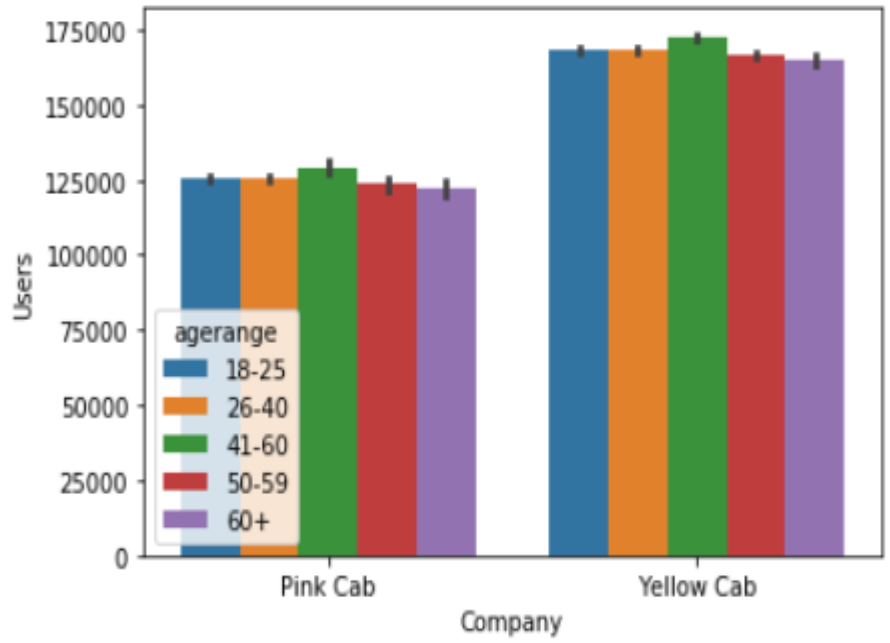
## Yearly user analysis




Both cabs maintained users

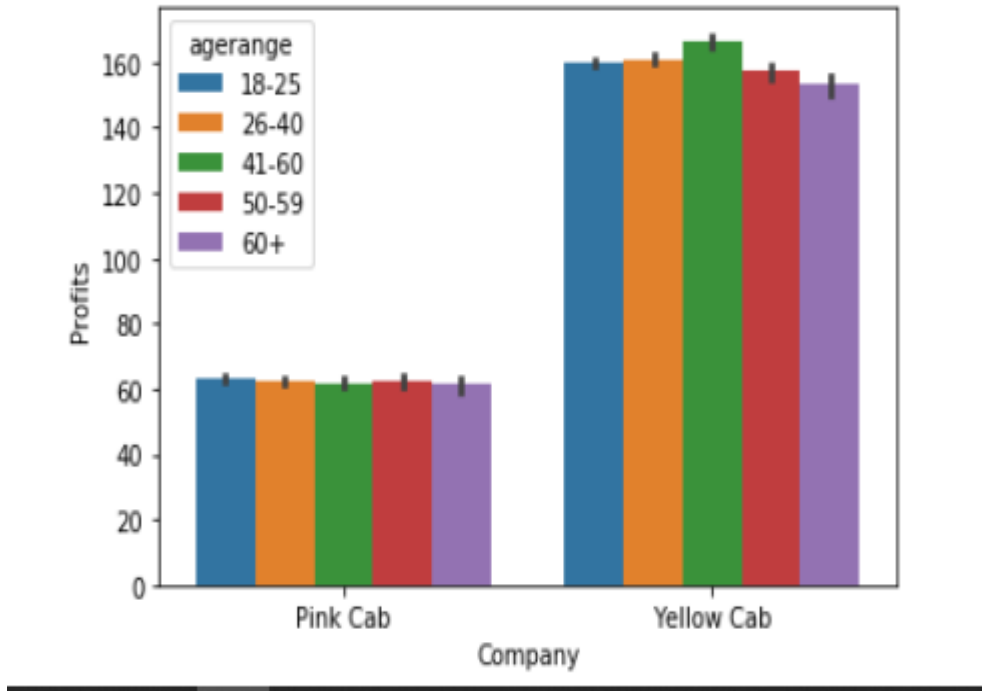
# Age Analysis

## Age and users



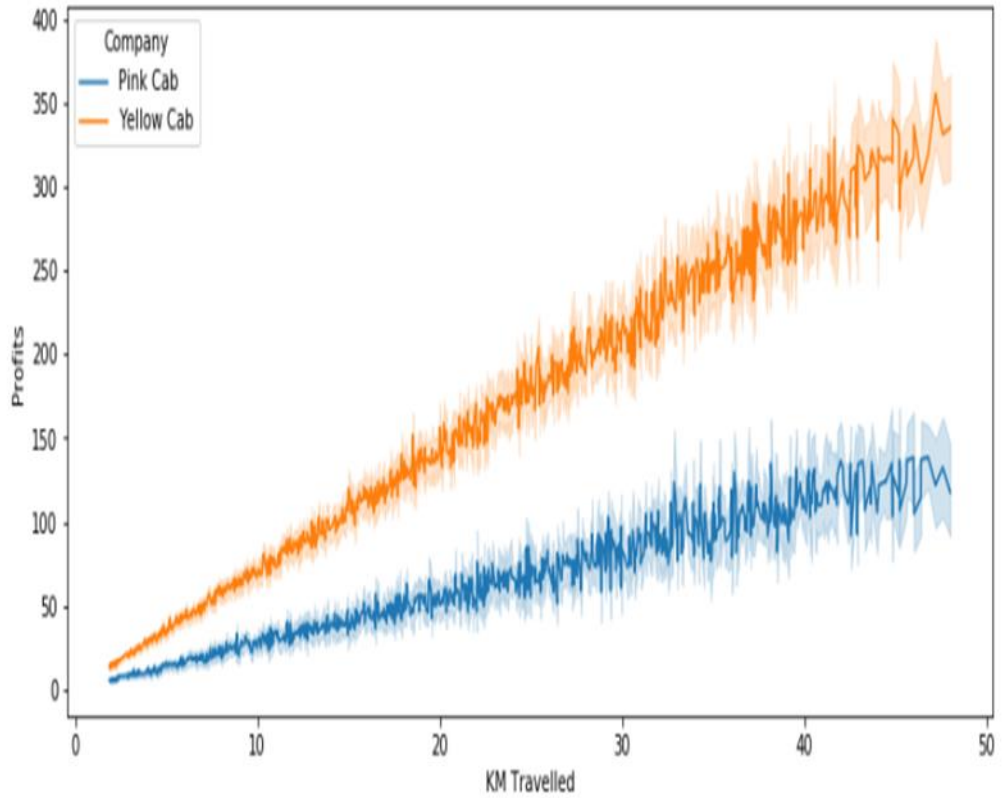

Age 41-46 contribute to more users

## Age and profit



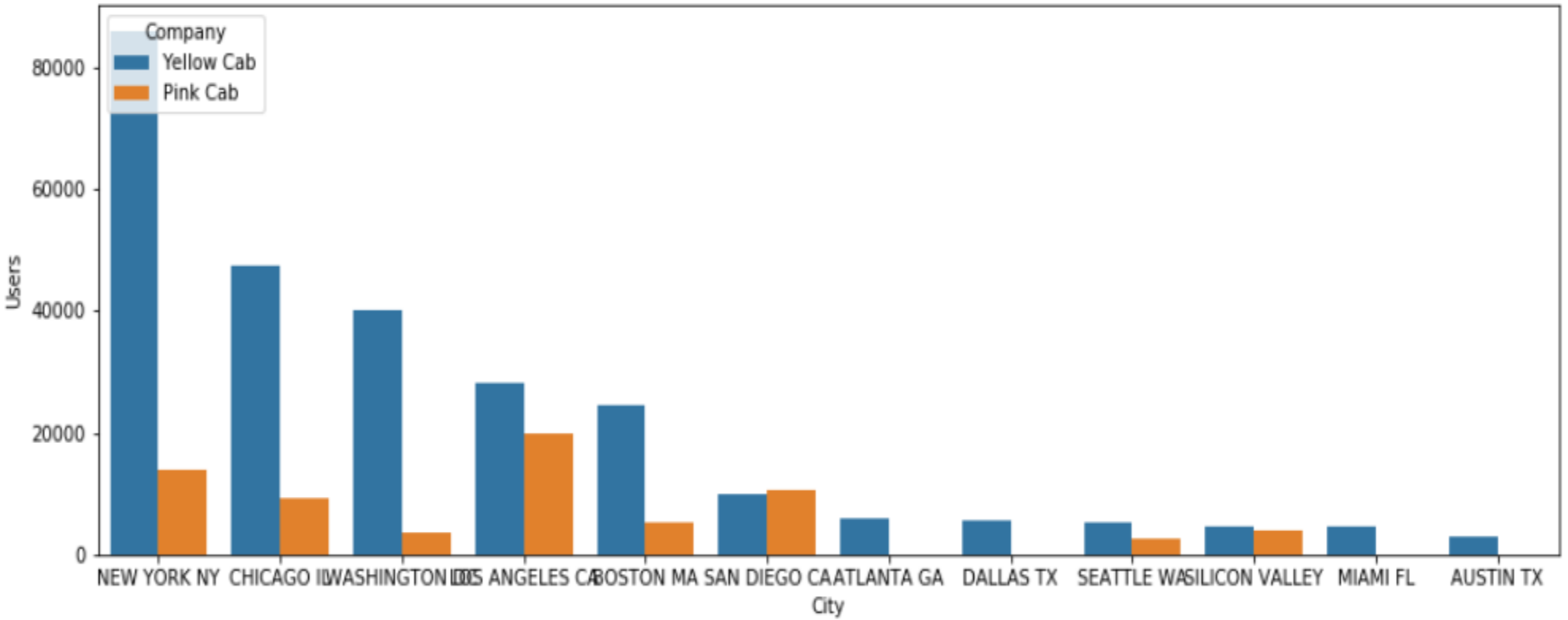

In yellow cab  age 41-60 contribute more profits while in pink cab it spread across all

# Profit Per KM




Yellow Cab makes more profits per KM travelled .As the KM Travelled increases the profits by both cab increases

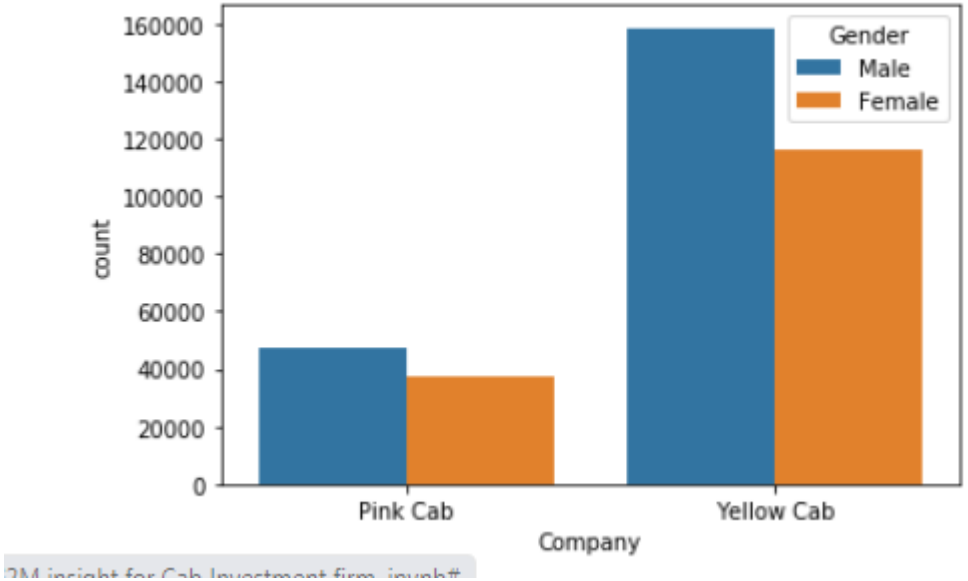
# City users analysis



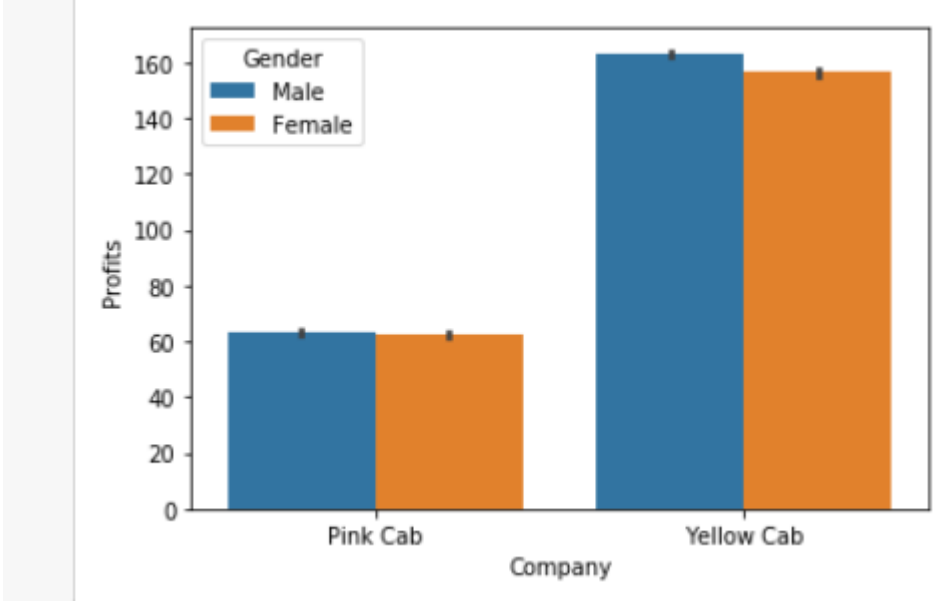

Yellow cab covers majority of the city and has the leading users

# Gender Company analysis

**Gender user**




**Gender profit**




Profits made by both male and female are almost equally the same

# Recommendation

- From the above analysis I concluded that the Yellow Cab is better than the Pink Cab

  Profit – Yellow Cab is making more profits both in yearly and in monthly profits

  Users - Yellow Cab has more Users than Pink Cab

  Gender –Male and female in both companies doesn't vary much and both pretty much contribute to the profit

  Average profit per KM –Average profit per KM for yellow Cab is more than of Pink Cab

- On the basis of above points ,I will recommend Yellow Cab for investments

# Thank You