G2M Case Study

Virtual Internship

21 September 2022
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Introduction

- XYZ is planning an investment in cab industry - and need assistance!

- Objective: analyze cab-related data from 2016 - 2018 and provide support in decision-making process

- The following slides will include:
    - Summary of available data
    - Data analytics
   - Final thoughts

Summary of Available Data

- 12 features/columns
- In addition to this, 4 data points have been created from the existing 12
- Timeframe: 3 years worth of data (2016-2018)
- Number of records available: 359,392

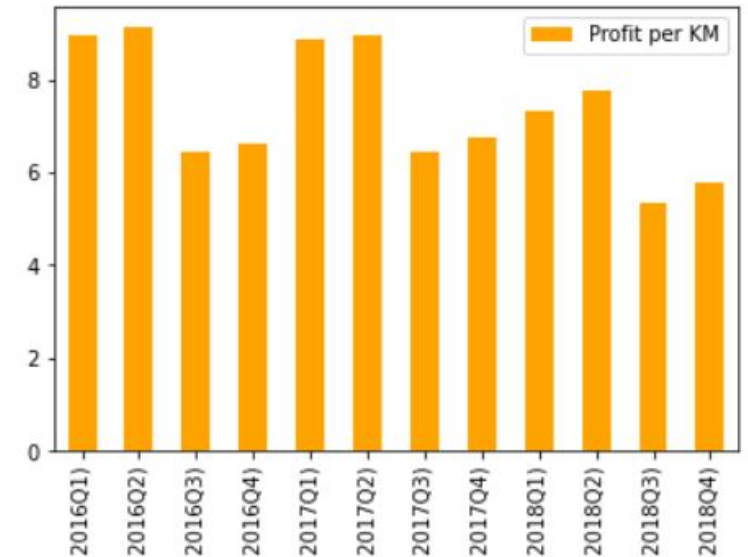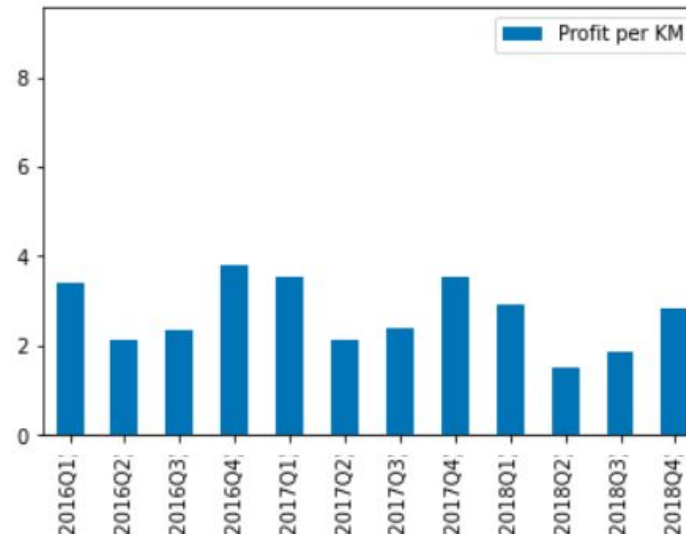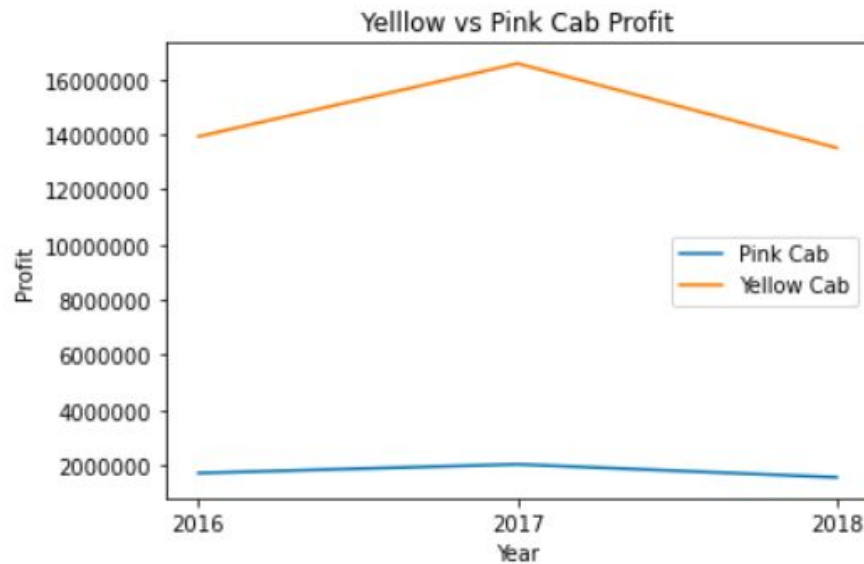# Data Analytics - Number of Rides (total, quarter)
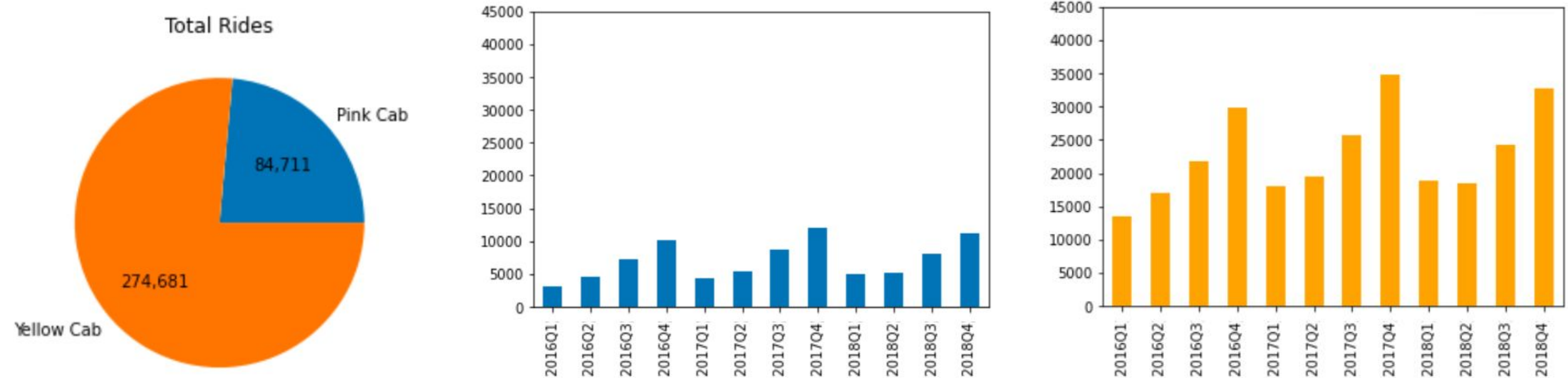
- Total number of rides is in favour of Yellow Cab
- Number of rides per quarter as well - Yellow Cab dominates
- We notice seasonality - as year progresses, we have more and more rides, the highest in Q4 each year

Data Analytics - Number of Rides (daily, trend)
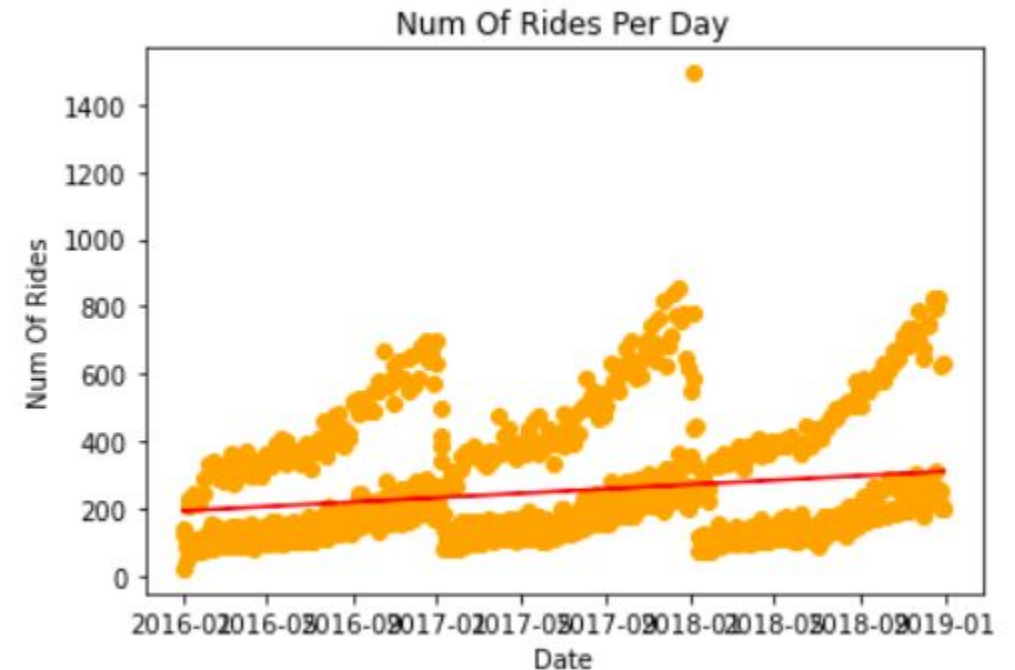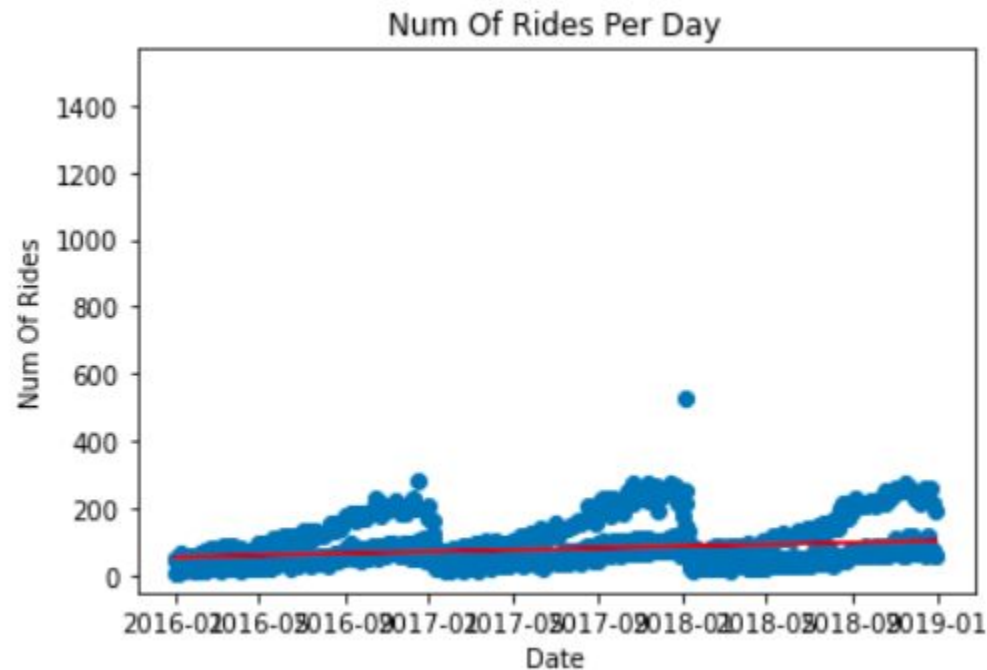
- Yellow Cab dominating daily numbers, as expect
- Similar seasonality like in quarterly view, - we see New Year outliers
- Trendlines for both cab companies are showing positives - upward trend is expected in future years as well

Data Analytics - Profit

- Yellow Cab dominates Total Profit category, which is expected considering number of rides (previous slide)
- Additionally, Yellow Cab performs much better in Profit per KM category, easily doubling the numbers

Data Analytics - Additional Analysis

Company	No. of Distinct Customers
Pink cab	32330
Yellow cab	39896

Pink - no. of rides per cust. (top 5)	Yellow - no. of rides per cust (top 5).
18	47
17	47
17	47
17	46
16	45

- Yellow cab has slight advantage in terms of number of unique customers
- Yellow cab's customers use them much more frequently

Final Thoughts

- Based on more-or-less all analysis done, <u>Yellow Cab would be the better choice for investment</u>!
- Yellow cab performs better in almost all metrics available:
  - Number of rides over time
  - Profit
  - Profit per ride/KM
  - Number of distinct customers
  - Has a slightly better looking upwards trend
- One thing that stands out when it comes to Pink cab - even though their data in terms of number of rides is significantly lower than Yellow, their number of unique/distinct customers is surprisingly high. This can mean different things, but one thing is for certain - they have a wide range of users.

Thank You!