



DATA GLACIER G2M CASE STUDY CAB INVESTMENT

WEEK 3
16 - FEB - 2023



BACKGROUND - G2M (CAB INVESTMENT)

- Business Problem : 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
- Objective : To generate insights to help XYZ identify the right company to make their investment.

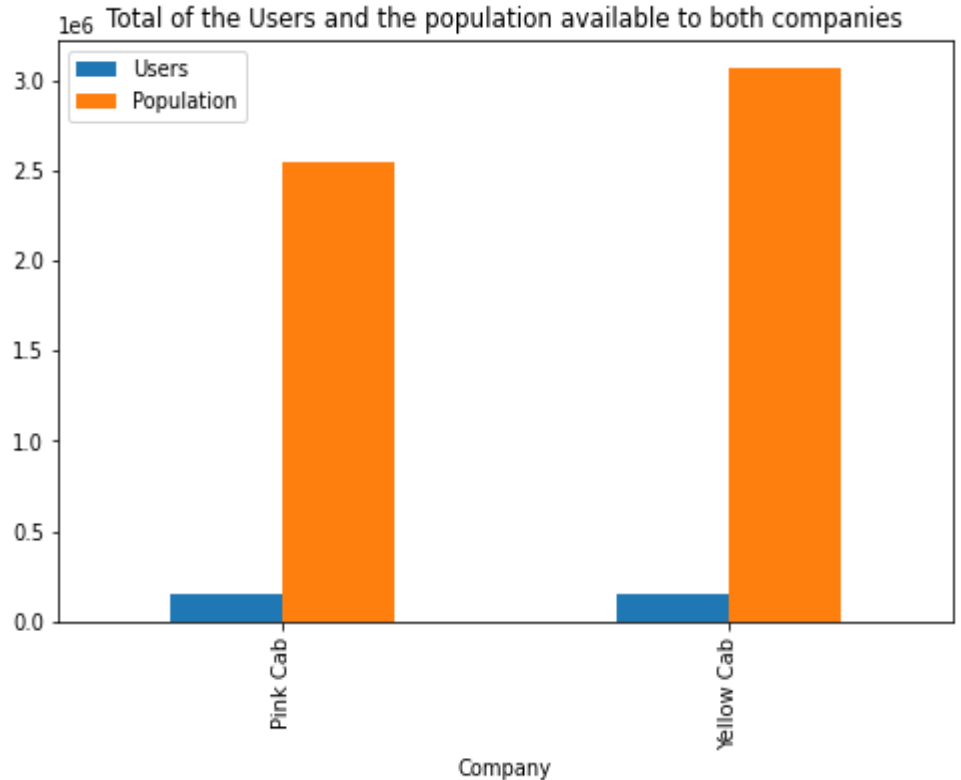
DATA EXPLORATION

Assumptions :

- Users column in city dataset represents the total number of users of both the yellow and pink cab firm in a particular city.
- Data points for the population feature almost differs from the actual population in those cities.
- There are outliers in the price charged feature but this is indeed a true outlier which can be caused by many situations one of which may be as a result of extra services provided to the users in the duration of the trip which was not given in the dataset.

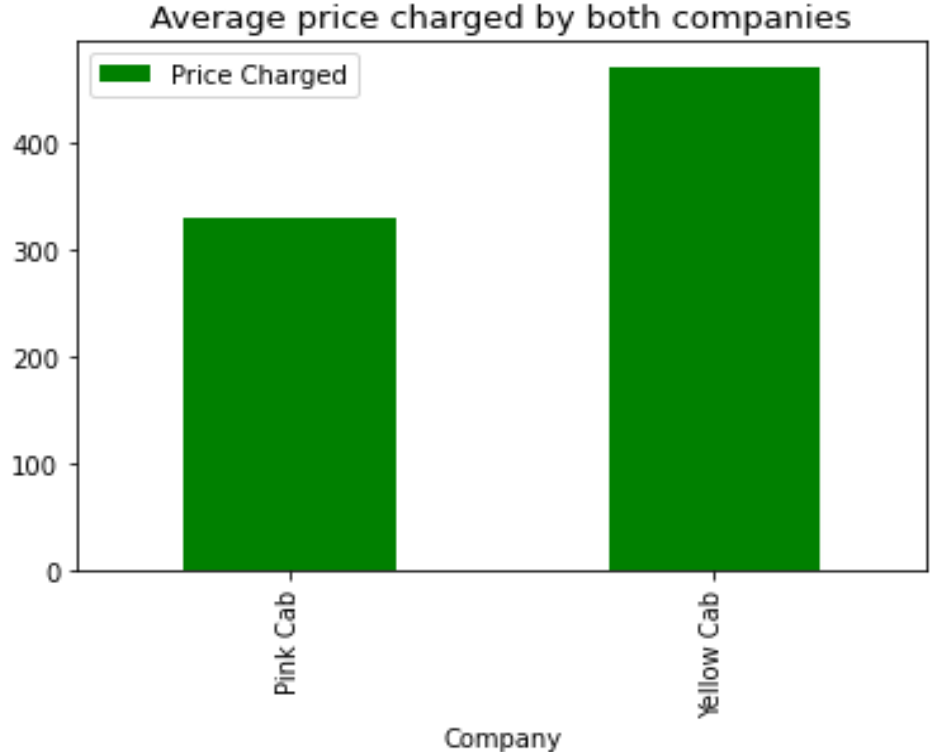
CAB FIRM AVAILABILITY

- A larger population of individuals have Yellow Cab available to them than Pink Cab



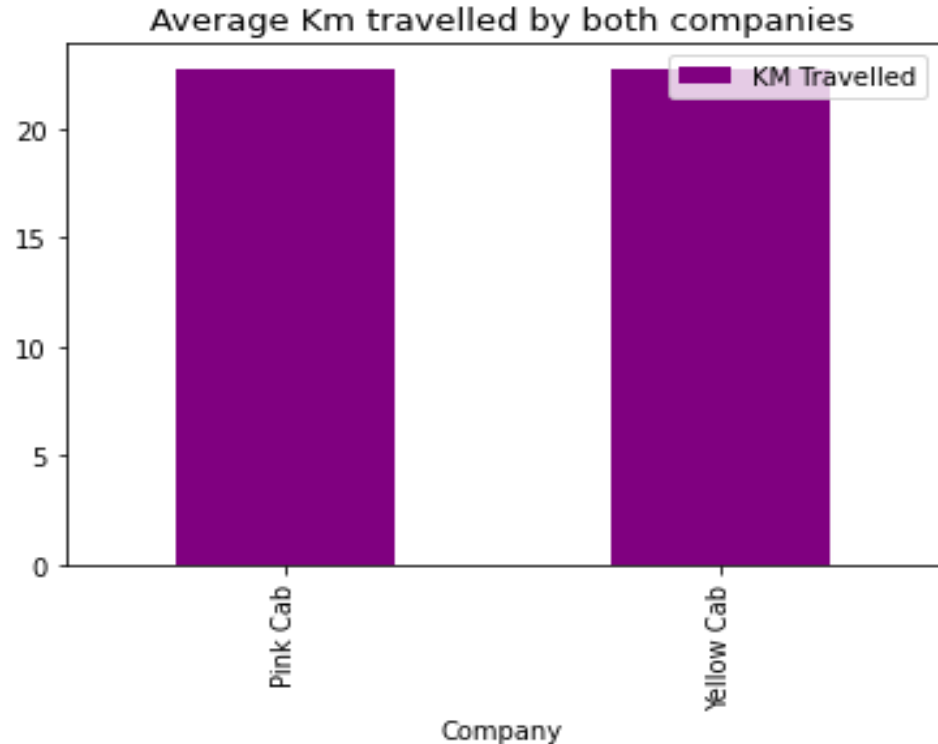
AVERAGE PRICE CHARGED

- Yellow cab company charges slightly more on an average than the pink cab Company



AVERAGE KM TRAVELLED

- Both Cab firm travel at almost same average KM

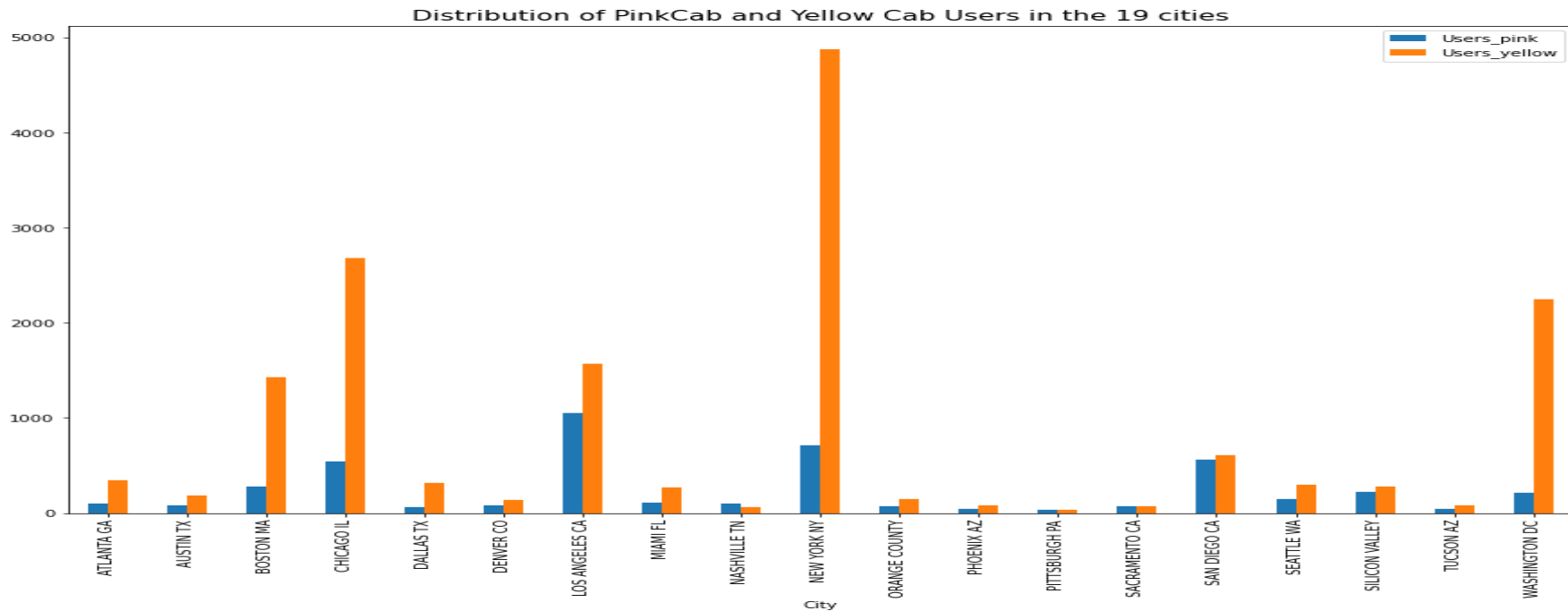


DISTRIBUTION OF CAB FIRMS' USERS PER CITY

- As we see, a large majority of Yellow cab users are found in NEW YORK NY, CHICAGO IL & WASHINGTON DC with the least amount of users in PITTSBURG CA & SACRAMENTO CA
- For Pink Cab we see that it has most of its users in LOS ANGELES CA, NEW YORK NY & SAN DIEGO CA with the least in PHOENIX AZ, PITTSBURG CA & SACRAMENTO CA
- Overall we see that yellow cab is more patronised than pink cab in all of the 19 cities.

As shown in the figure below:

DISTRIBUTION OF CAB FIRMS' USERS PER CITY CONT'D



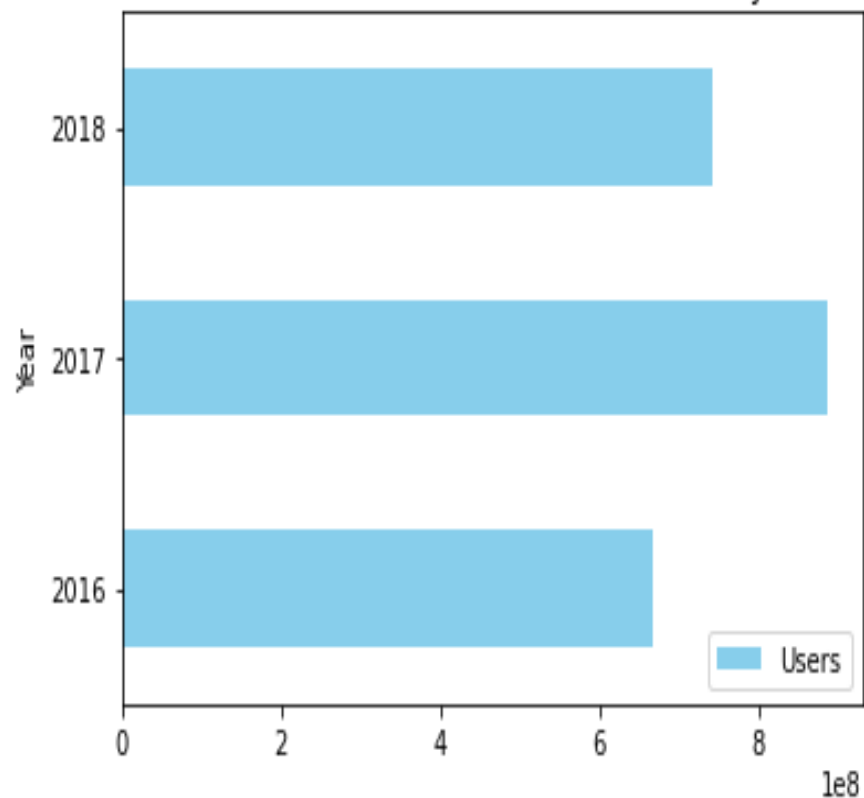
DISTRIBUTION OF CAB FIRMS' USERS PER YEAR

- They both recorded the highest number of users in 2017 although the yellow cab company recorded more

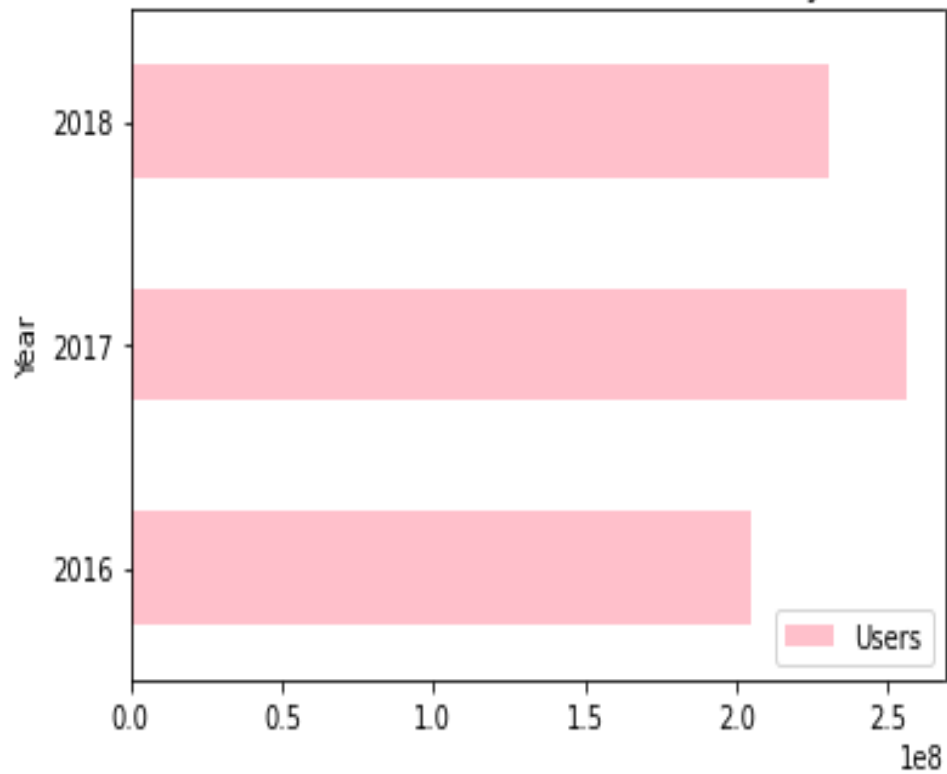
users in all the years than the pink cab company(three times as much)

As shown below:

Distribution of Yellow Cab users over the years



Distribution of Pink Cab users over the years



PROFIT ANALYSIS : PROFIT DISTRIBUTION PER CITY

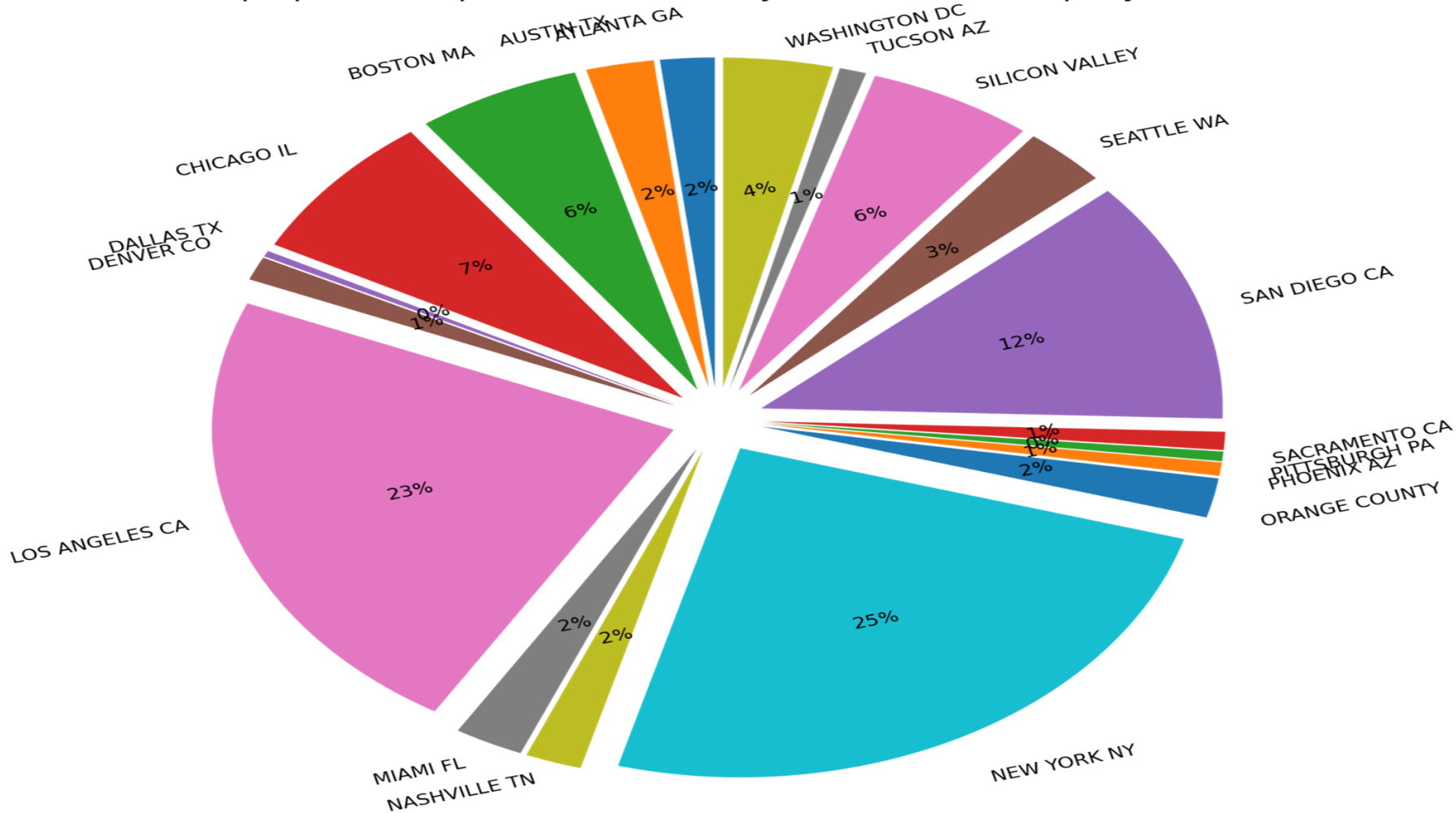
PINK CAB FIRM

- As we see the highest percentage of pink cab profits comes from NEW YORK NY, followed

by LOS ANGELES CA & SAN DIEGO

As depicted in the pie chart below:

Pie chart of the proportion of profits recovered by the Pink cab company from each of cities



PROFIT ANALYSIS : PROFIT DISTRIBUTION PER CITY

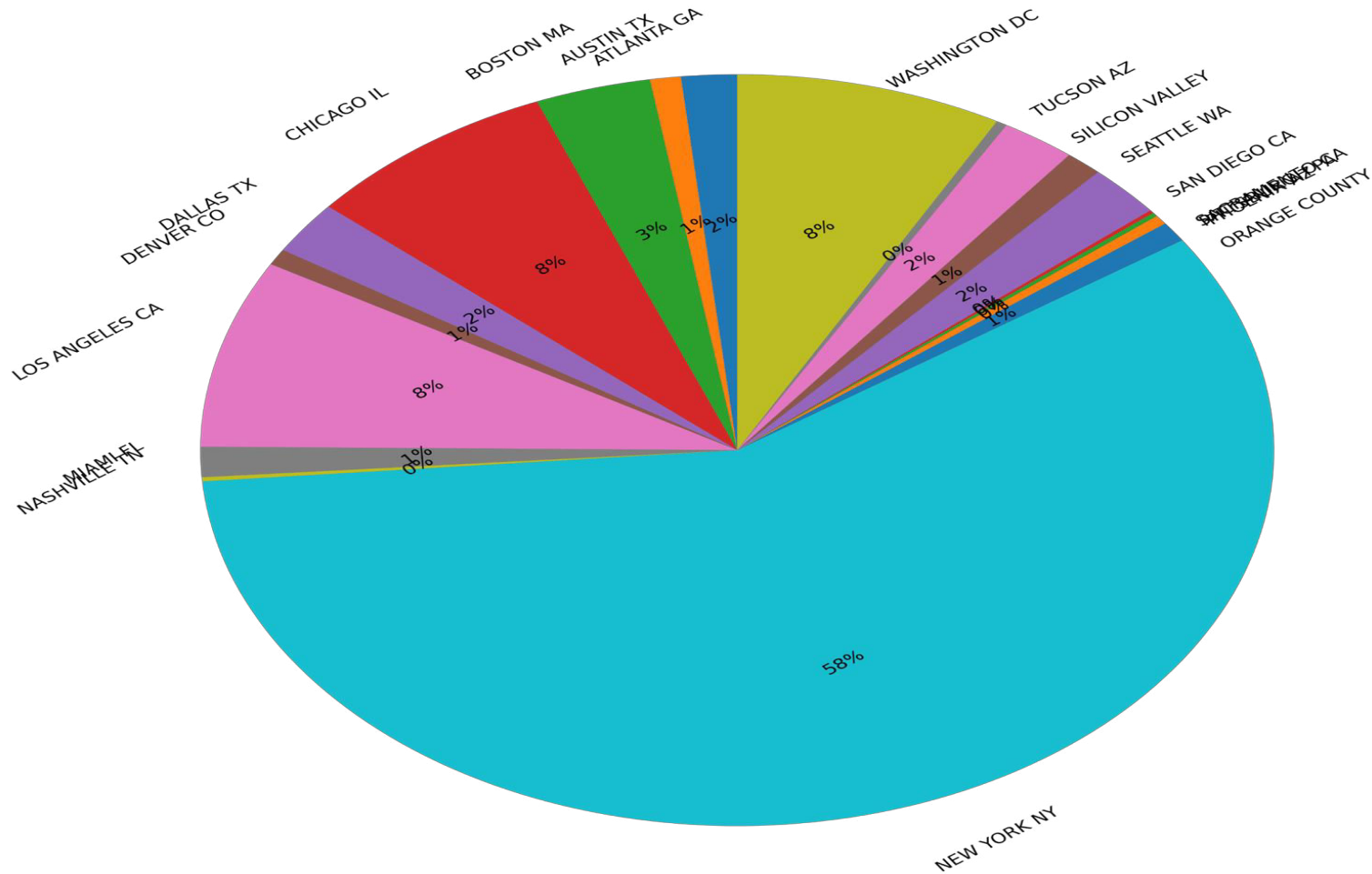
CONT'D

YELLOW CAB

- As we see, a large majority of Yellow cab users are found in NEW YORK NY, CHICAGO IL & WASHINGTON DC with the least amount of users in PITTSBURG CA & SACRAMENTO CA

As shown in the figure below:

Pie chart of the proportion of profits recovered by the Yellow cab company from each of cities



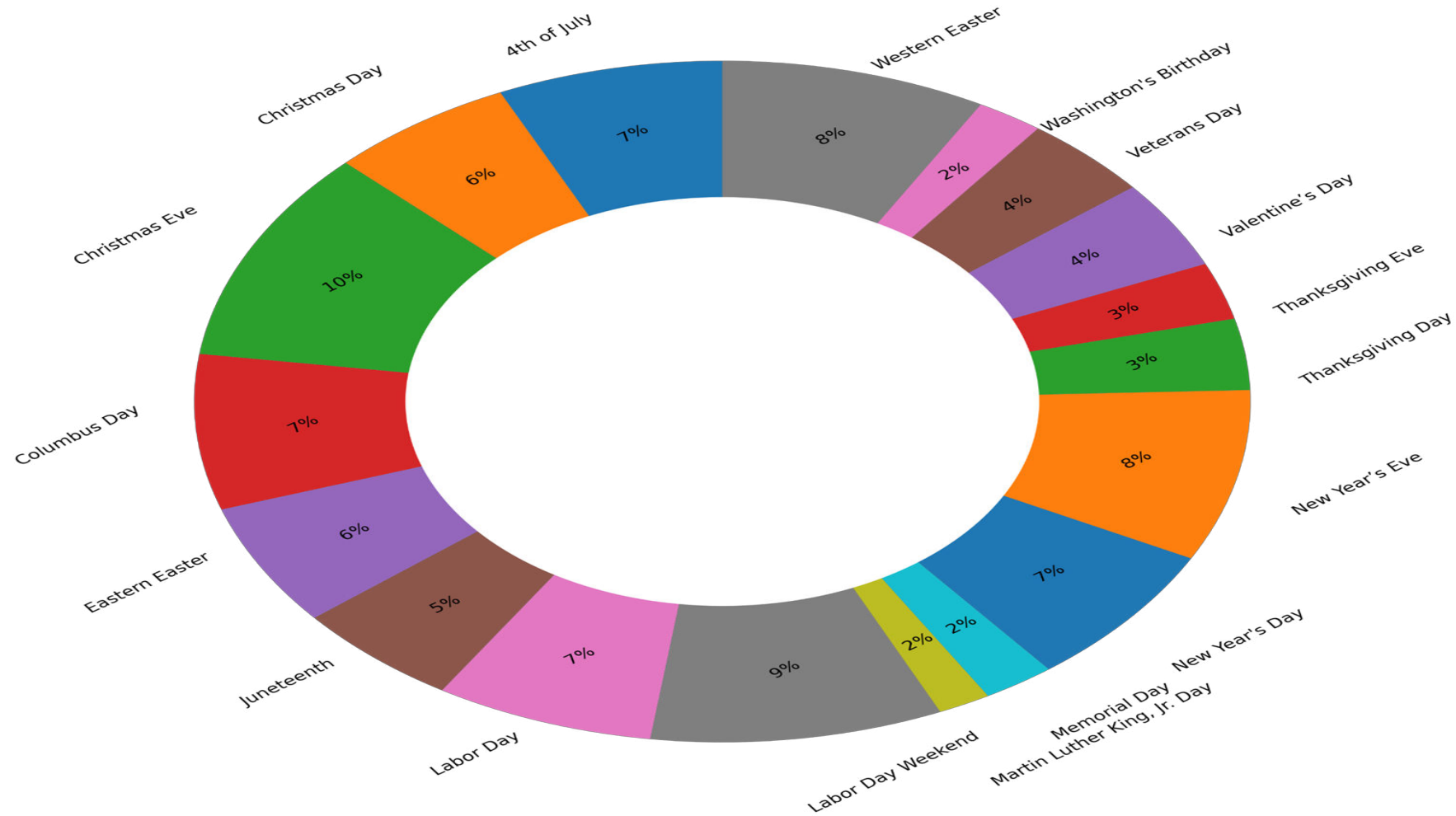
PROFIT ANALYSIS : PROFIT DISTRIBUTION BY HOLIDAY

YELLOW CAB

- Highest profits earn by the yellow cab company is on Christmas Eve, New Year's Eve and Labor Day Weekend.

As shown below:

Pie chart of the proportion of profits recovered by the Yellow cab company in different holiday periods



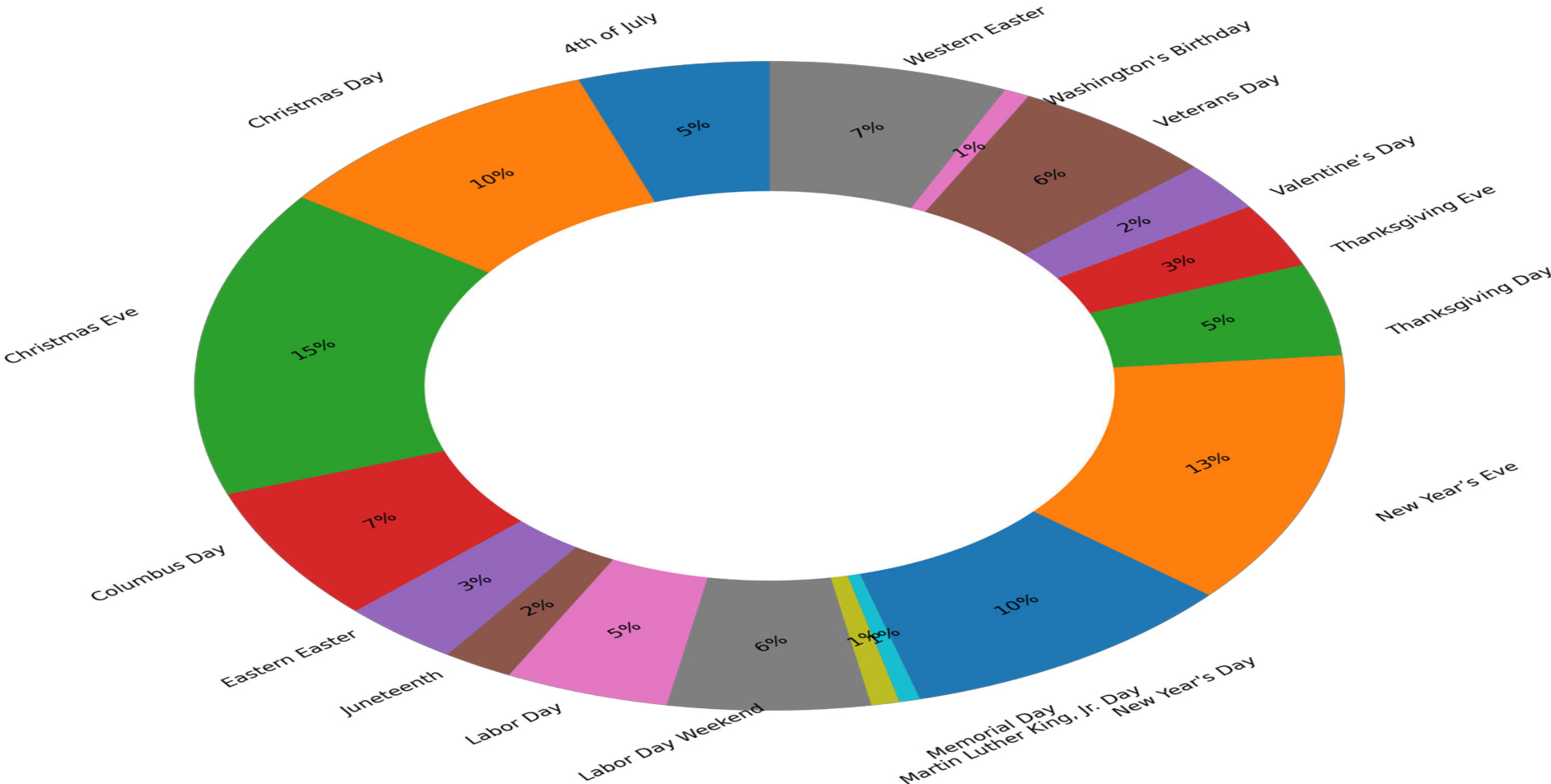
PROFIT ANALYSIS : PROFIT DISTRIBUTION BY HOLIDAY

PINK CAB

- For the pink cab company, profits are mostly made on Christmas eve, New year's day, christmas day & new year's eve. However they make more overall on holidays than the yellow cab company.

As shown below :

Pie chart of the proportion of profits recovered by the Pink cab company in different holiday periods

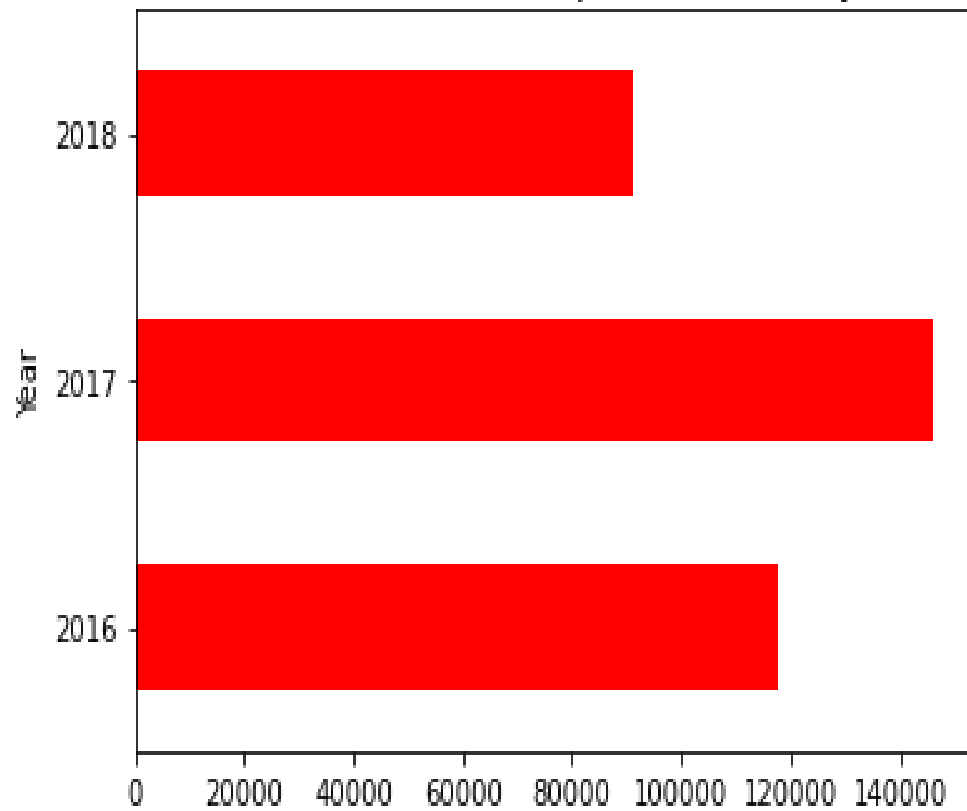


PROFIT ANALYSIS : PROFIT DISTRIBUTION YEARLY

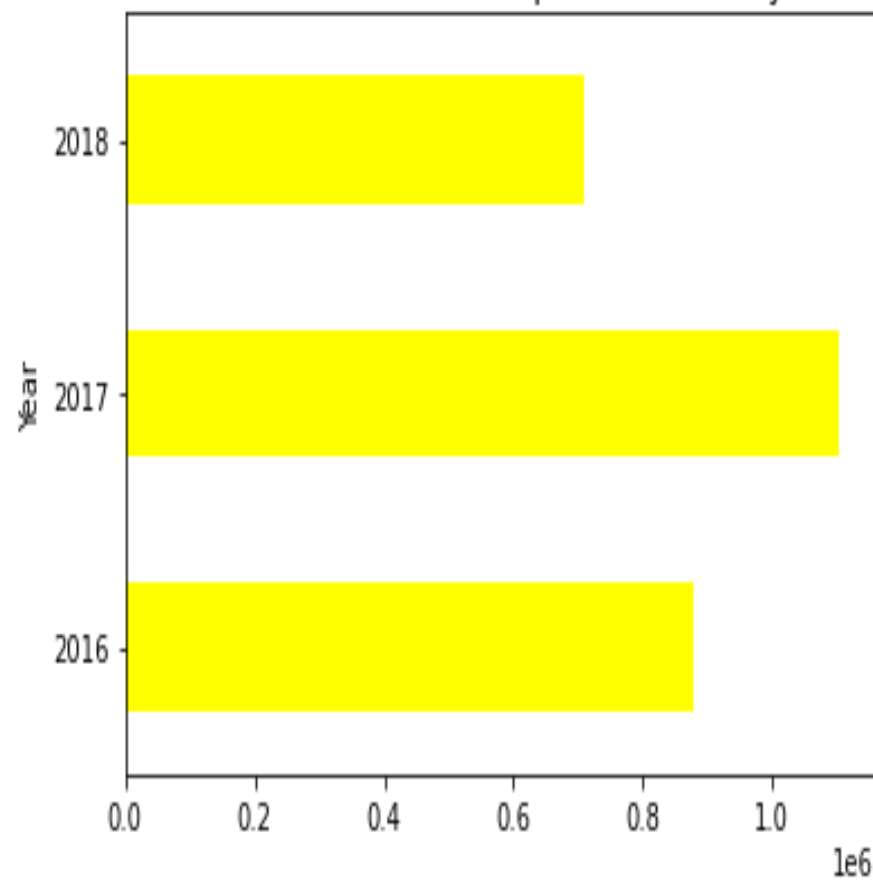
- While both companies made their highest of profits in 2017, we see that yellow cab made about 3 times the amount of profits made by Pink Cab firm in each of the years. In addition to that, we see that Yellow Cab firm made 7.57 times the total profit made by Pink Cab firm in all the years.

As shown below

Distribution of Pink Cab profits over the years



Distribution of Yellow Cab profits over the years



DEDUCTIONS

- A larger population of individuals have Yellow Cab available to them than Pink Cab.
- Yellow cab company charges slightly more on an average than the pink Cab Company.
- They both travel at similar average kilometers.
- As we see, a large majority of Yellow cab users are found in NEW YORK NY, CHICAGO IL & WASHINGTON DC with the least amount of users in PITTSBURG CA & SACRAMENTO CA.

DEDUCTIONS CONT'D

- For Pink Cab we see that it has most of its users in LOS ANGELES CA, NEW YORK NY & SAN DIEGO CA with the least in PHOENIX AZ, PITTSBURG CA & SACRAMENTO CA
- Overall we see that yellow cab is more patronised than pink cab in all of the 19 cities.
- As we see the highest percentage of pink cab profits comes from NEW YORK NY, followed by LOS ANGELES CA & SAN DIEGO.
- Highest profits earn by the yellow cab company is on Christmas Eve, New Year's Eve and Labor Day Weekend.
- They both recorded the highest number of users in 2017 although the yellow cab company recorded more users in all the years than the pink cab company
- For the pink cab company, profits are mostly made on Christmas eve, new year's day, Christmas day & new year's eve. However they make more overall on holidays than the yellow cab company
- They both recorded the highest number of users in 2017 although the yellow cab company recorded more users in all the years than the pink cab company(three times as much)

CONCLUSION AND RECOMMENDATION

We see that the Yellow cab firm is the more popular cab firm as it is not only available to a larger population of individuals in America(especially in cities with the largest population), but also has a larger number of users than the Pink cab firm. This is the case regardless of the fact that they charge more on an average than their counterpart firm and travel same KM on an average. We still see that yellow cab makes 7.6 times the profit that Pink Cab makes in a year regardless of the fact that Pink cab makes more on holidays.

We will recommend Yellow Cab Firm for investment.

THANK YOU FOR YOUR TIME !