

G2M Case Study

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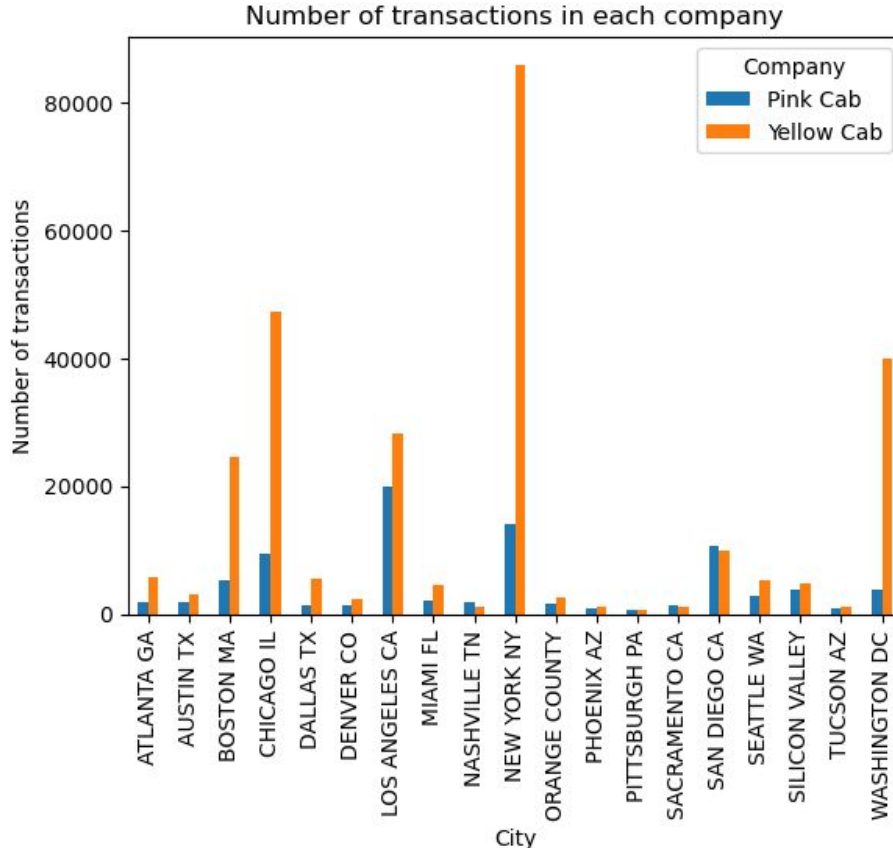
Background & Data Explanation

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.

Dataset:

- City: contains the number of population, users in 20 different cities.
- Cab: contains each transaction basic information
- Customer_ID: contains the customer's information, such as age, gender and so on.
- Transaction_ID: contains the transaction ID, customer ID, and payment mode

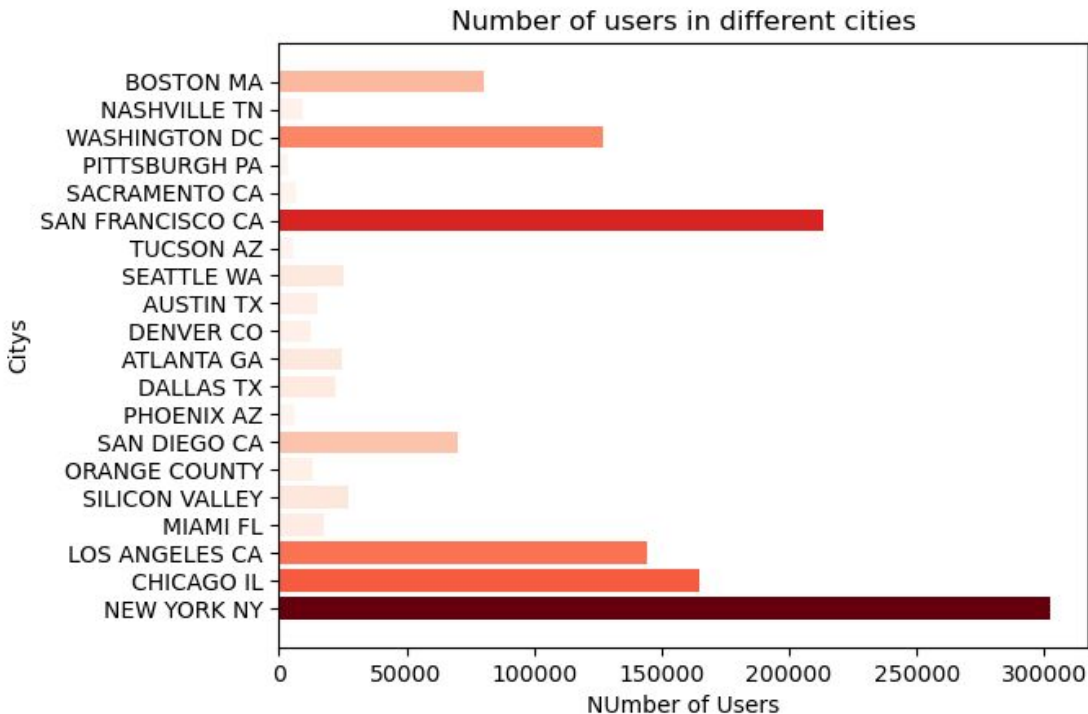
Data Visualization



As we can see from the left plot, Yellow cab made more transaction than Pink cab in big cities.



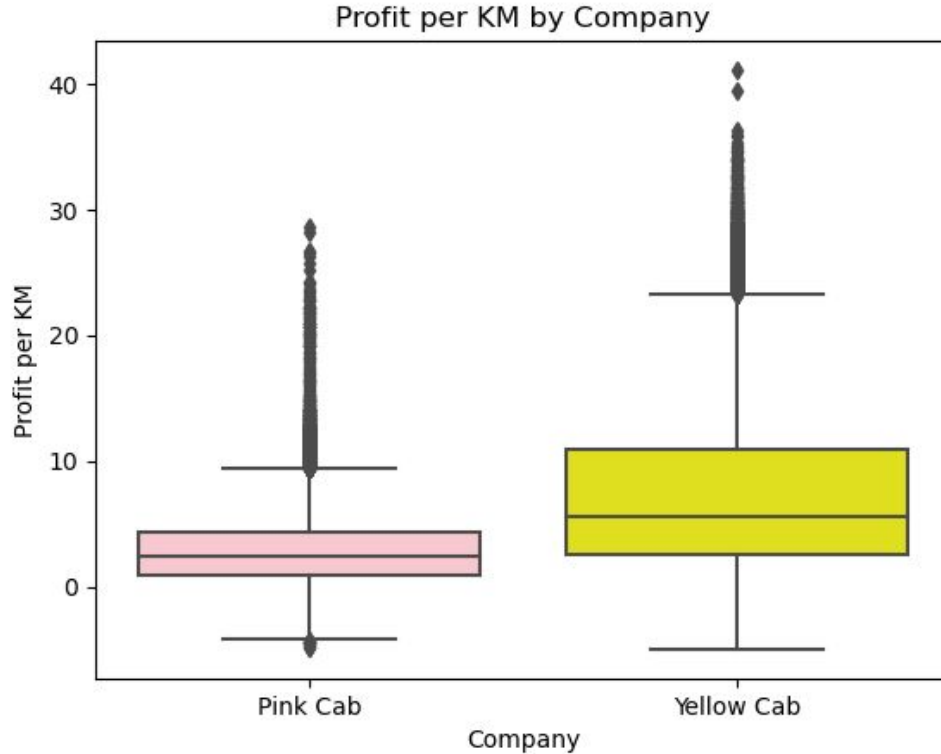
Data Visualization



There are more users in big cities such as New York, Chicago, Los Angeles, Washington DC, and so on.

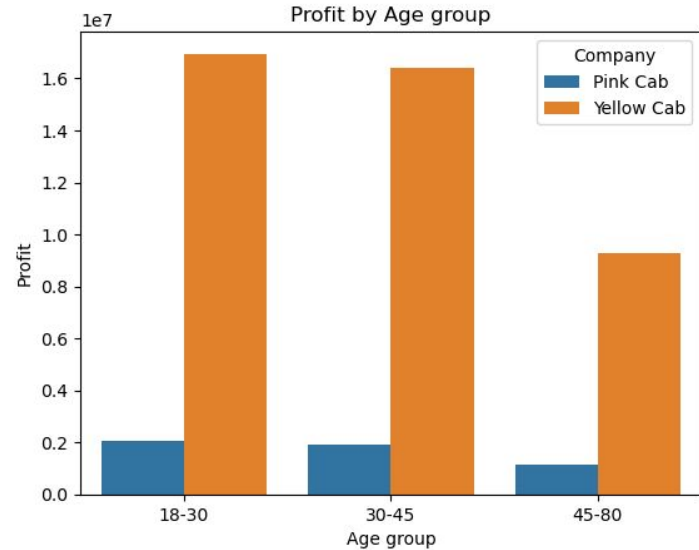
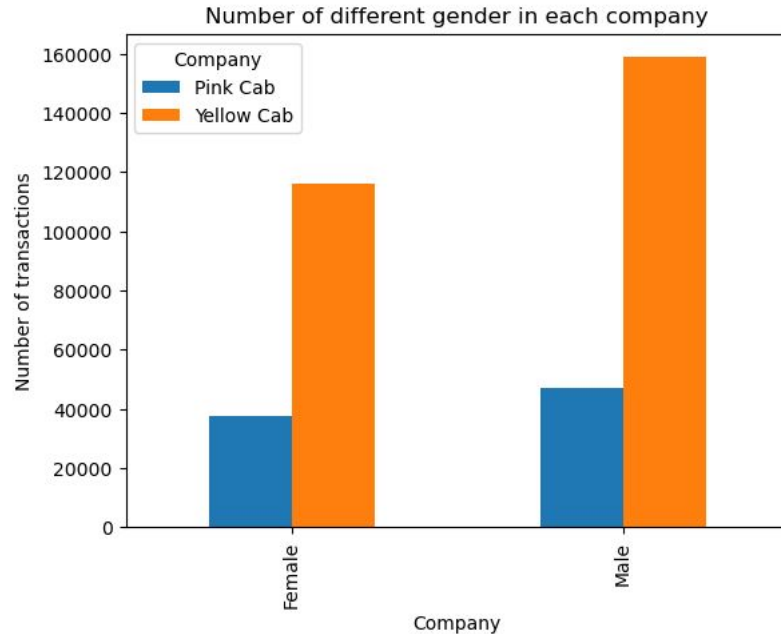


Data Visualization



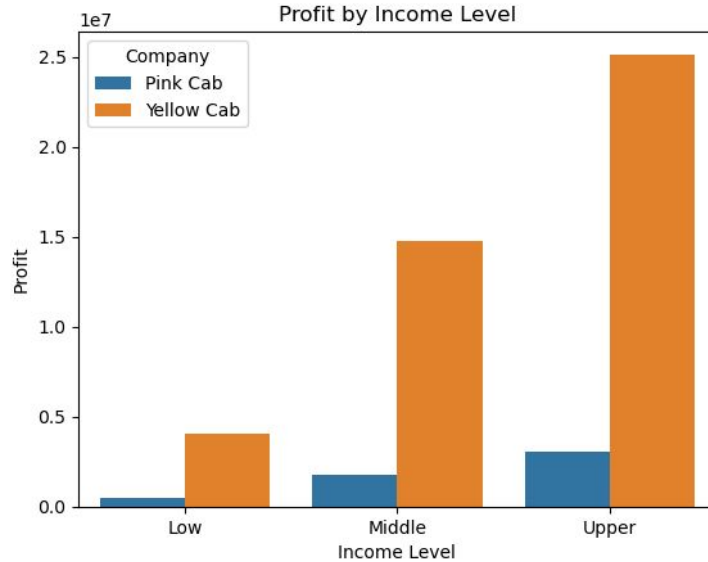
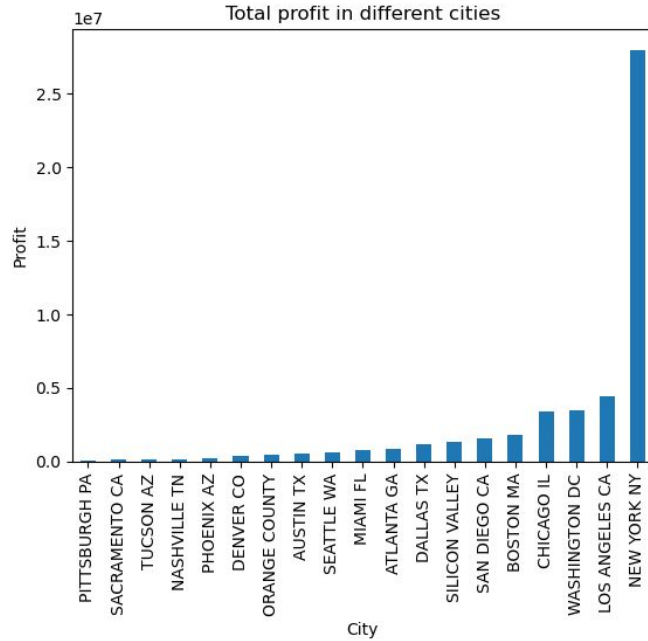
Yellow Cab makes more profit per km than pink cab, it might caused by there are more yellow cabs in big cities and the commodity price is higher.

Data Visualization



As we can see from the above plots, gender and age does affect the transaction and profit, but the Yellow cab still make more profit than Pink Cab

Data Visualization



As we can see from above, cab services in big cities makes more profit, and the main customer of cab services are upper level of income group. It might caused by more upper income group are live in big cities and need more can service.



Conclusion

In short, Yellow Cab have more number of transaction and make more profit over the years. Also, the Yellow Cab is the main cab service in big cities which can make more profit than other cabs. Therefore, my recommendation is to invert Yellow Cab.