



G2M insight for Cab Investment firm - EDA

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Data Exploration :

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 provide insights to help XYZ identify the right company to make their investment.



Data Set :

There are 4 individual data sets. Having Time period of data from 31/01/2016 to 31/12/2018 **Cab_Data.csv** – this file includes details of transaction for 2 cab companies

Customer_ID.csv – this is a mapping table that contains a unique identifier which links the customer's demographic details

Transaction_ID.csv – this is a mapping table that contains transaction to customer mapping and payment mode

City.csv – this file contains list of US cities, their population and number of cab users

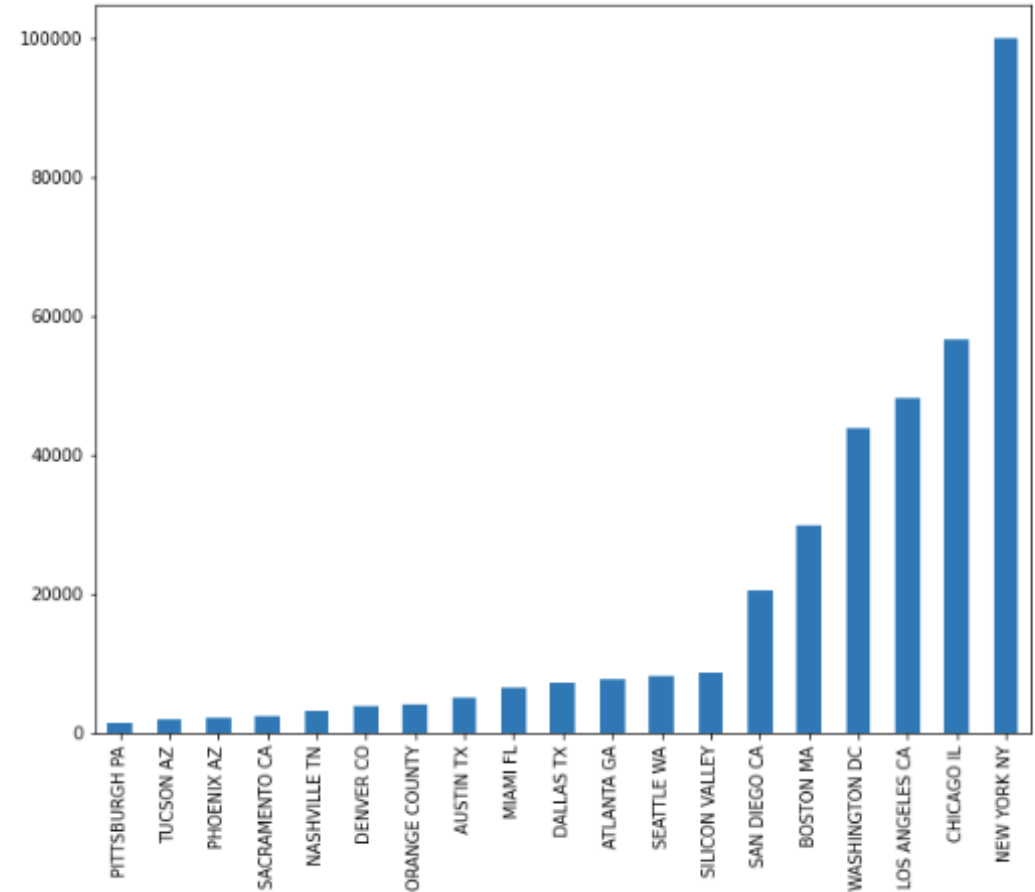
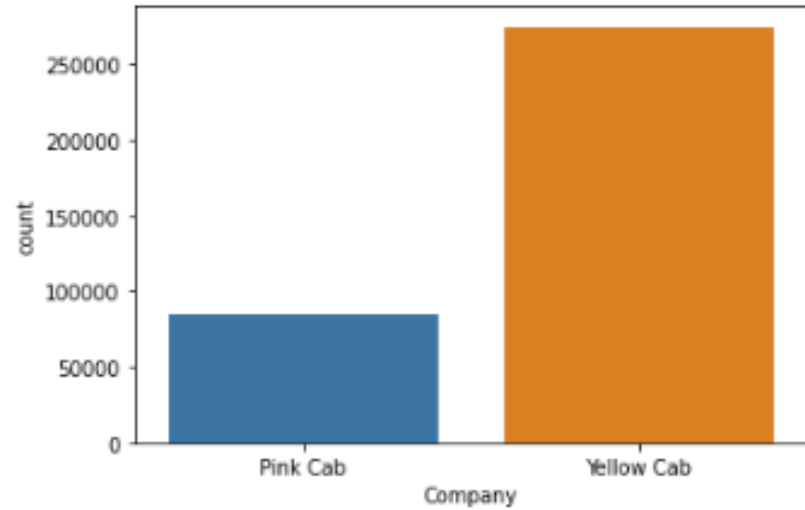
We will analyze these 4 files and find insights about cabs, profit, customer etc.



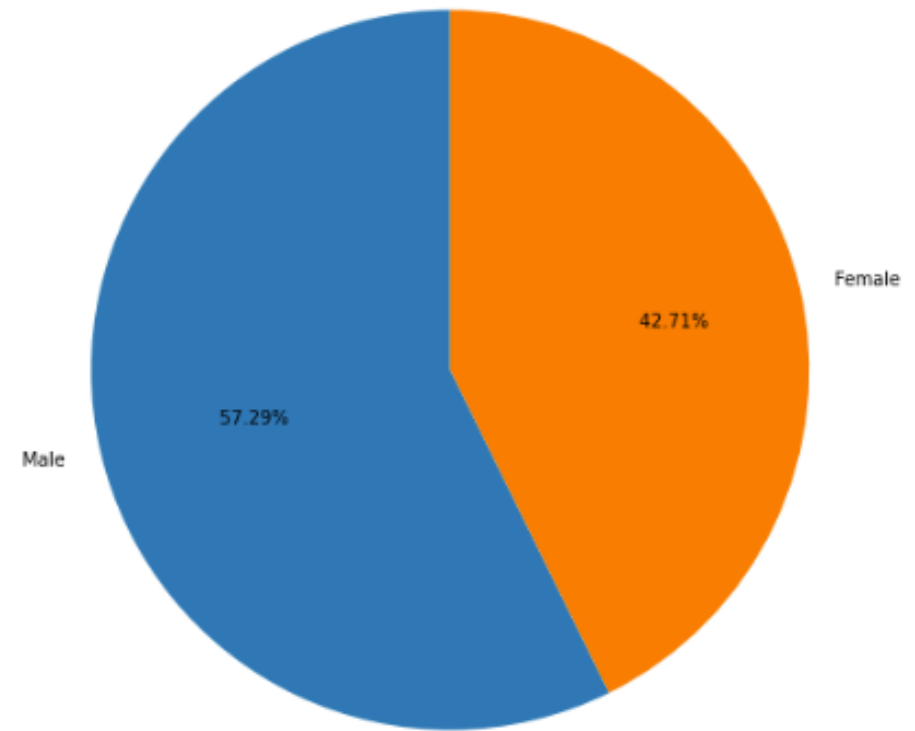
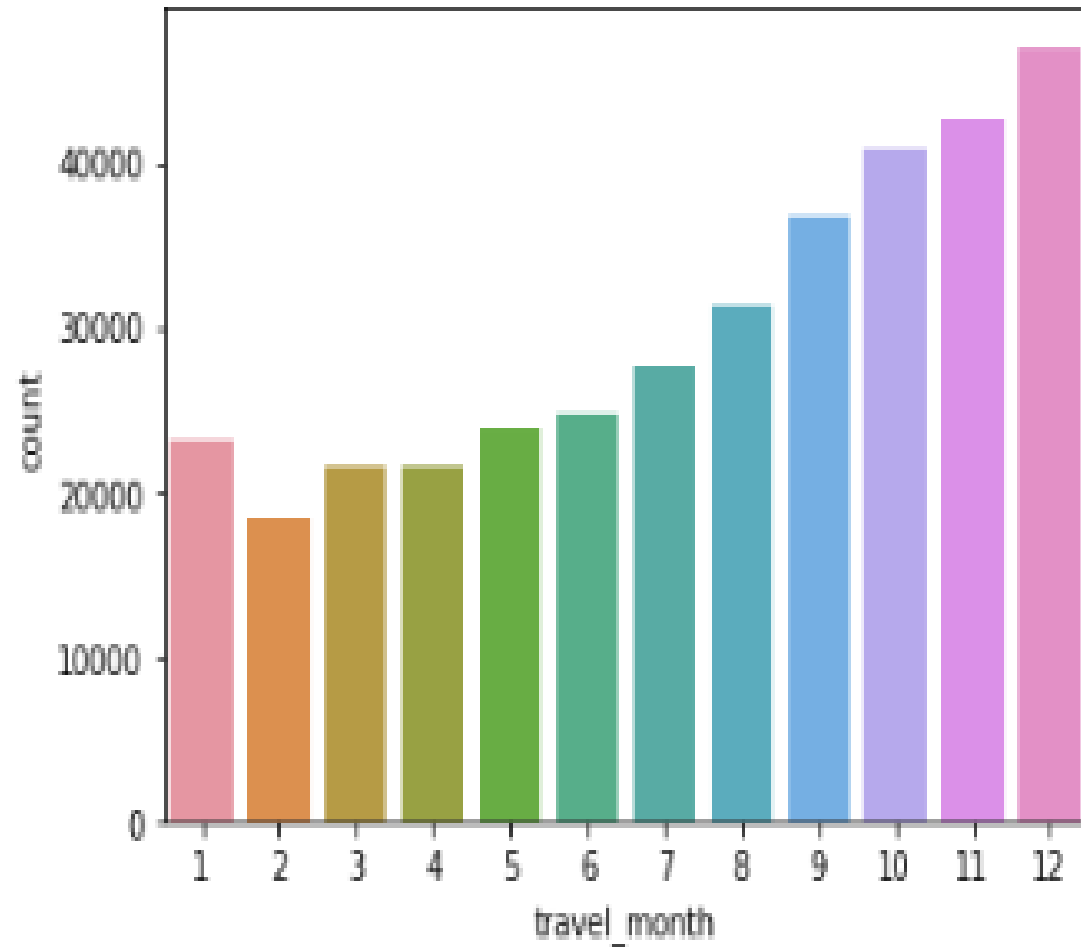
Exploratory Data Analysis

People seems to use yellow cab more than pink cab. Cab dataset has 76.42% of transactions for yellow cab.

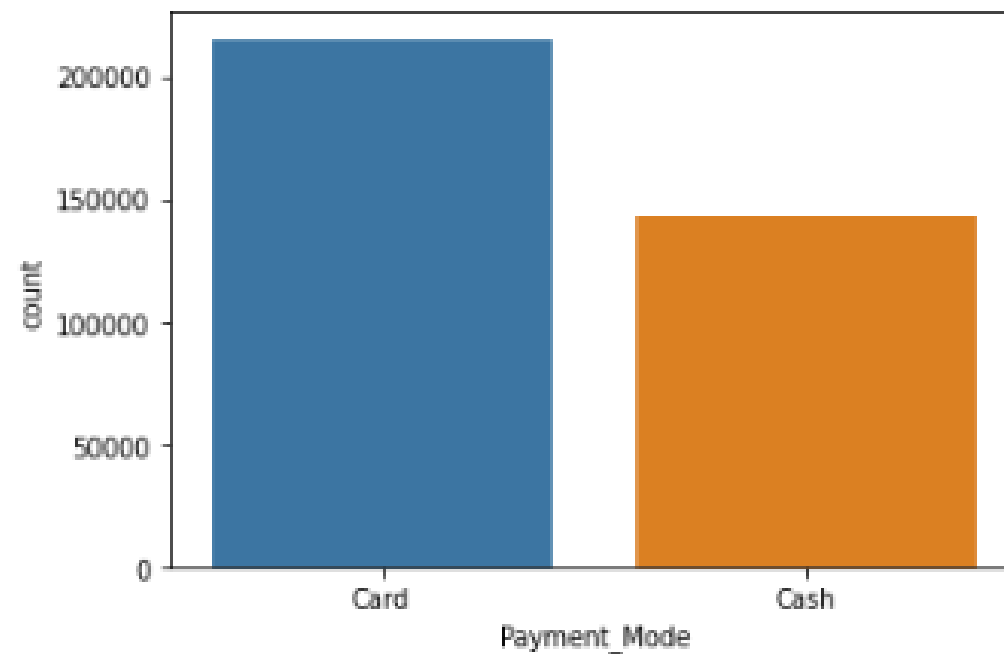
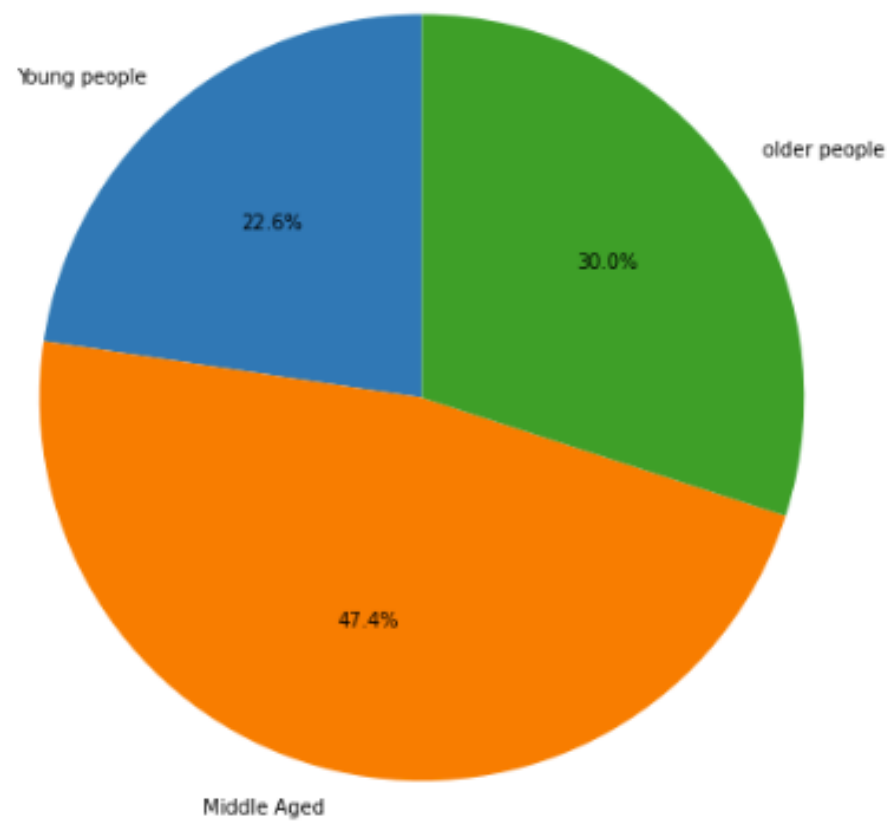
Newyork city shows more rides and Pittsburgh shows lowest.



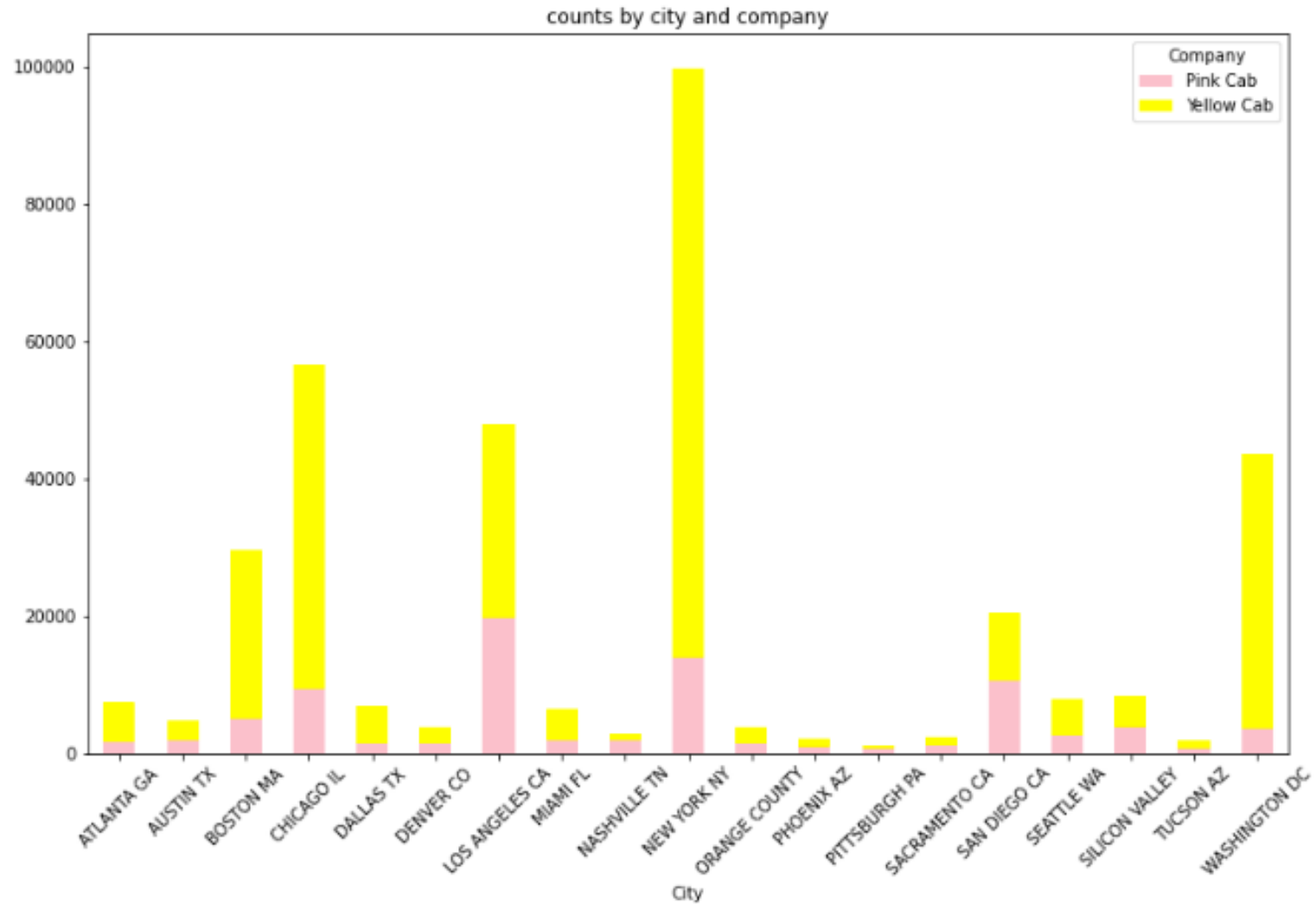
- More cab transactions are seen during the end of the year.
- Male travelers are more than Female



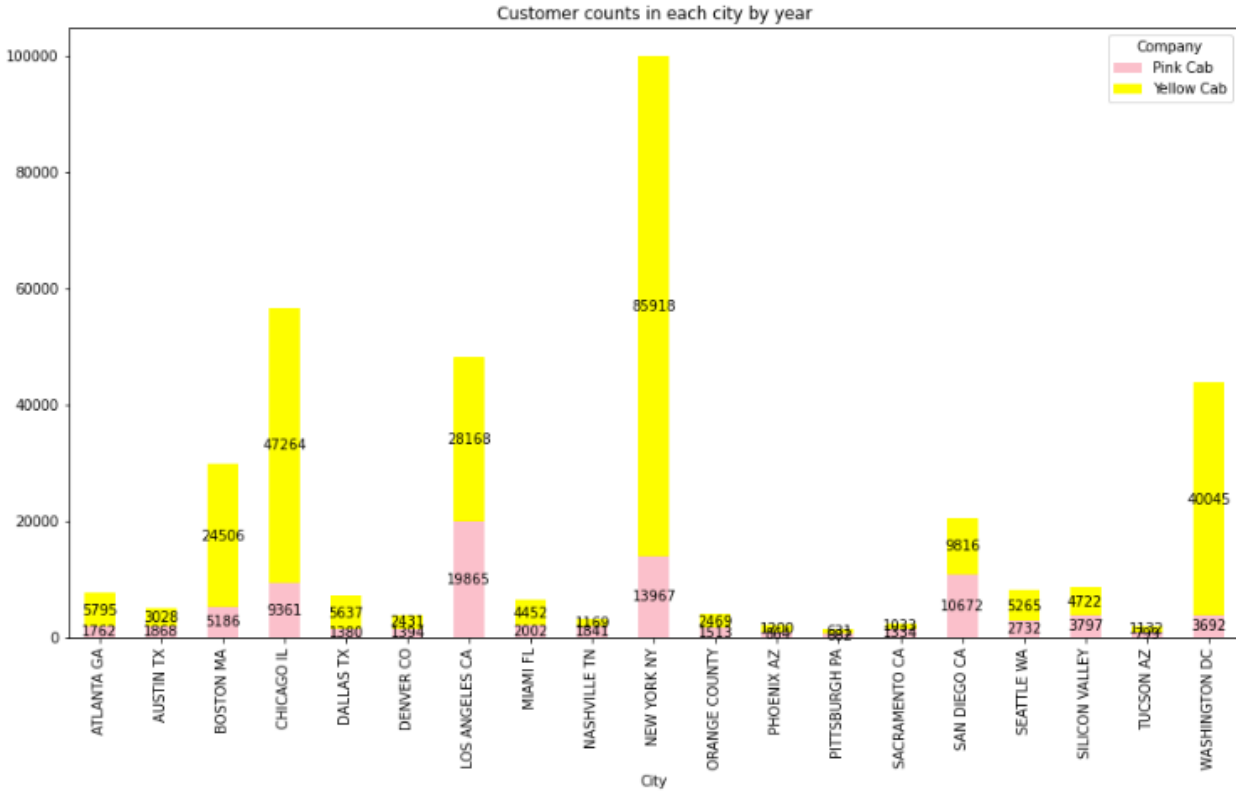
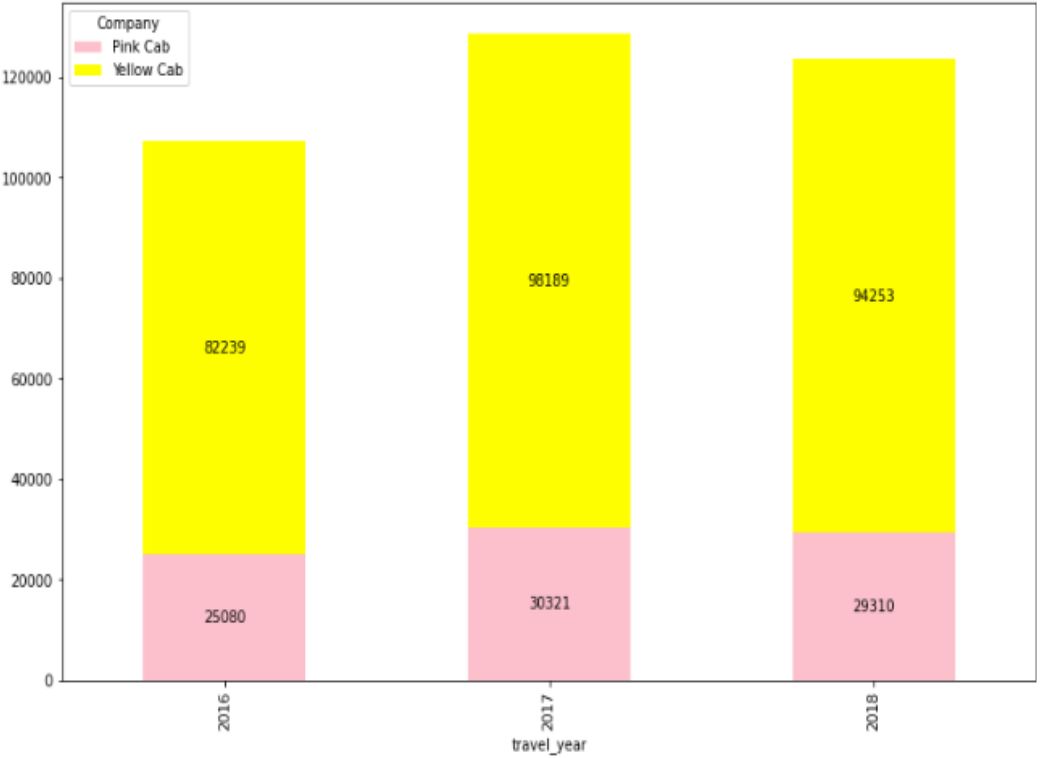
- As seen below, middle aged people between 25 to 40 years , use the cab service more.
- People prefer to pay by card than cash



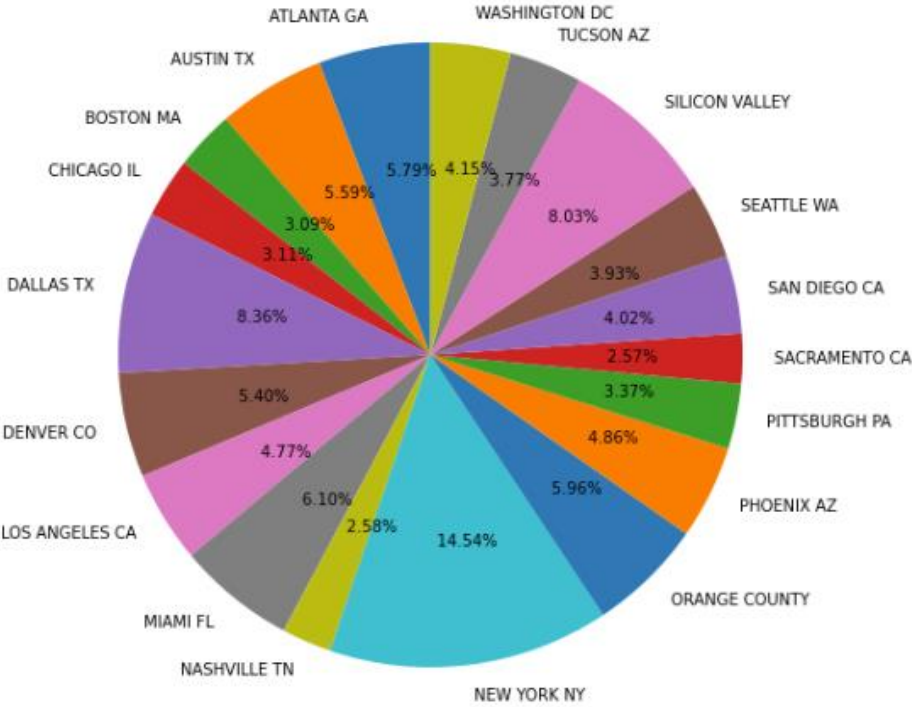
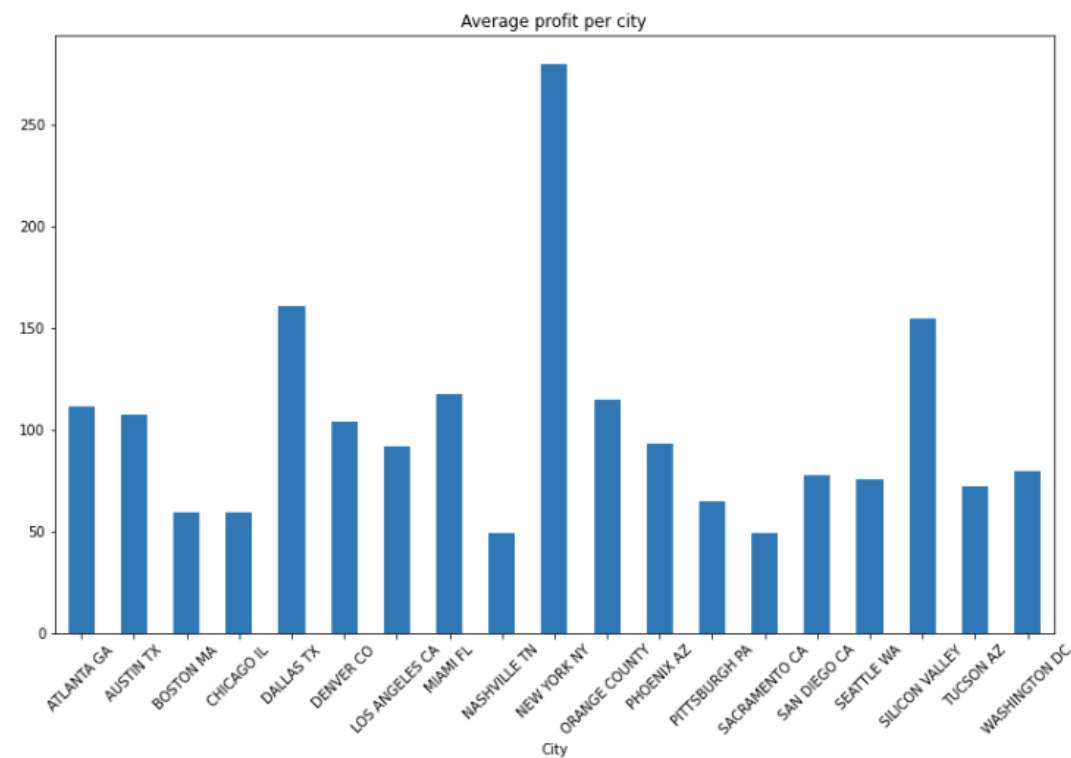
More transactions/rides are seen for Yellow cabs in most of the cities.



Customer Distribution :

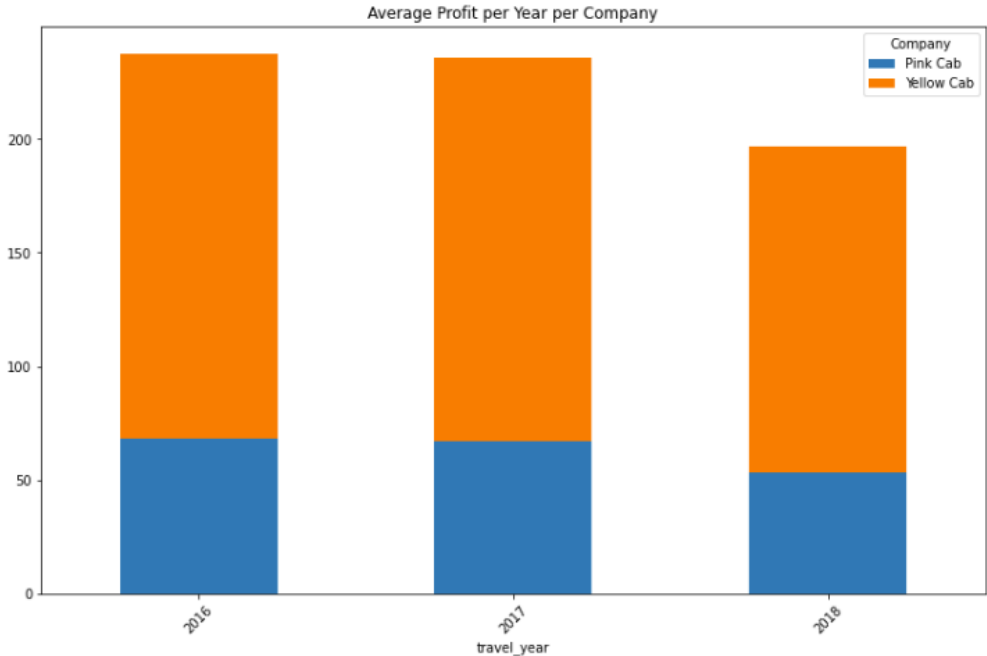
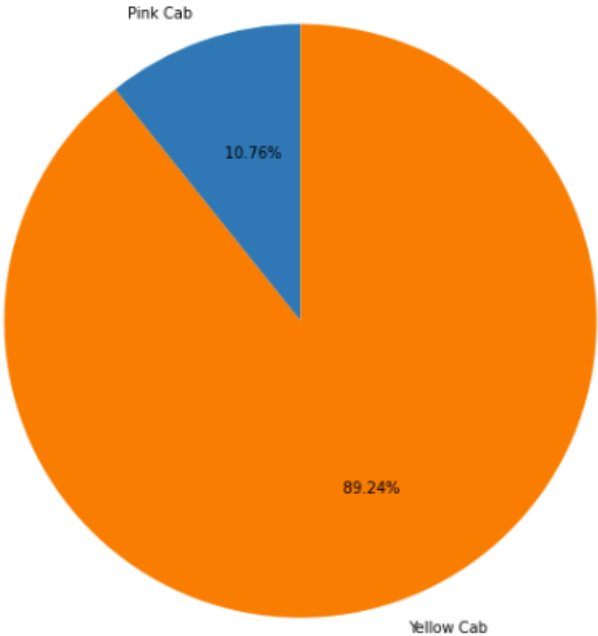
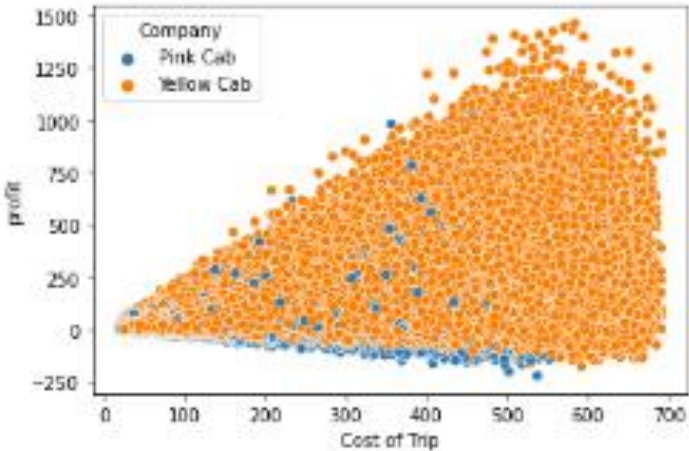
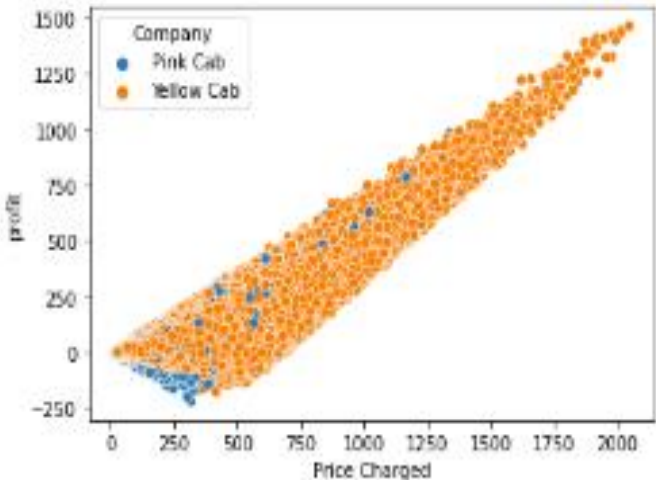
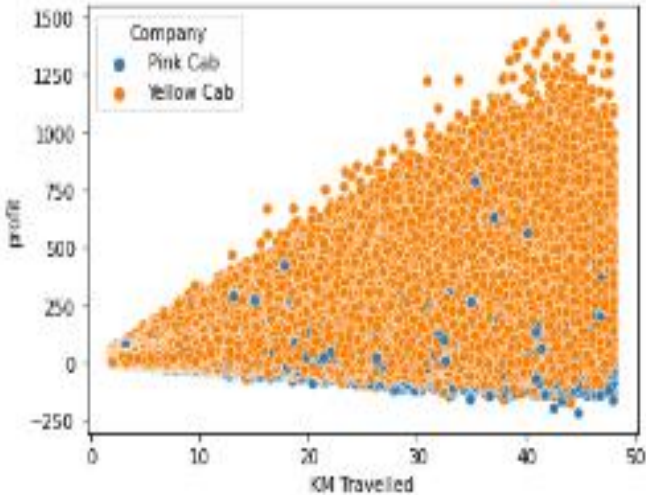


New York City shows maximum profit for cab business.
14.54% cab market is occupied by New York. Silicon Valley is on second number

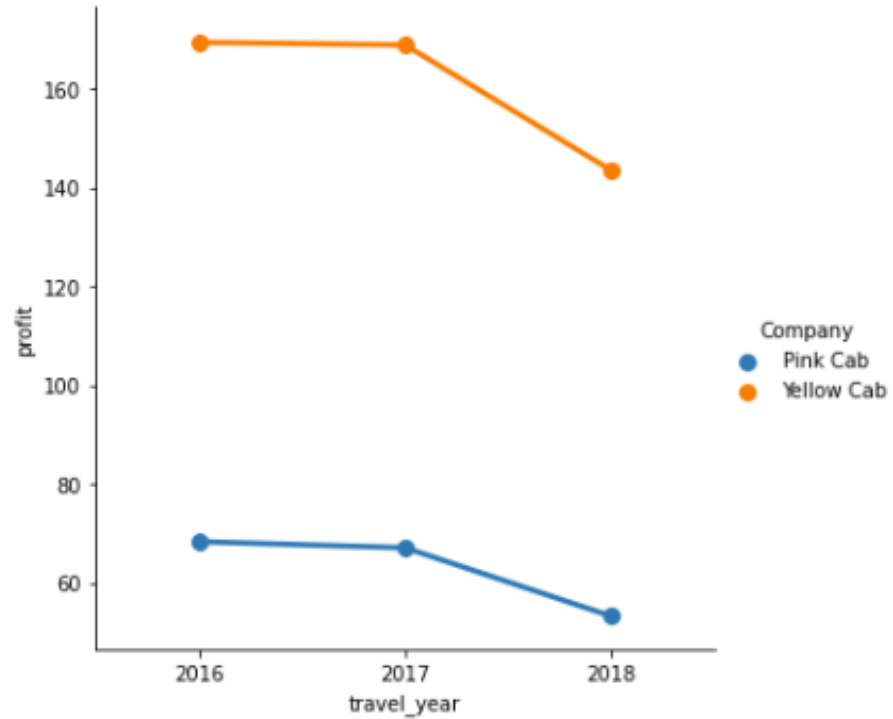


Price Distribution :

Yellow Cab shows more profit than Pink Cab



Profits per year :



When we consider for both Cab Firms in terms of **market profit**, **yearly market profit distribution**, **total travelled in KM by Users**, we will recommend **Yellow Cab Firm** for investment.