



**Data Glacier**

Your Deep Learning Partner

# Exploratory Data Analysis

## G2M Case Study

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**Team: Data and Analytics**

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## Background:

- XYZ is a private firm in US. Due to remarkable growth in the Cab Industry they are planning to invest in the Cab industry (Go-to-Market(G2M) strategy).
- The goal is to provide insight in the Cab industry before they make a final decision.

First part of the analysis is Data Understanding.

After inspection of data, the most profitable company is found and recommended for investment.

The given data consists of 4 .csv files:  
Cab\_Data, City, Customer\_ID, Transaction\_ID.

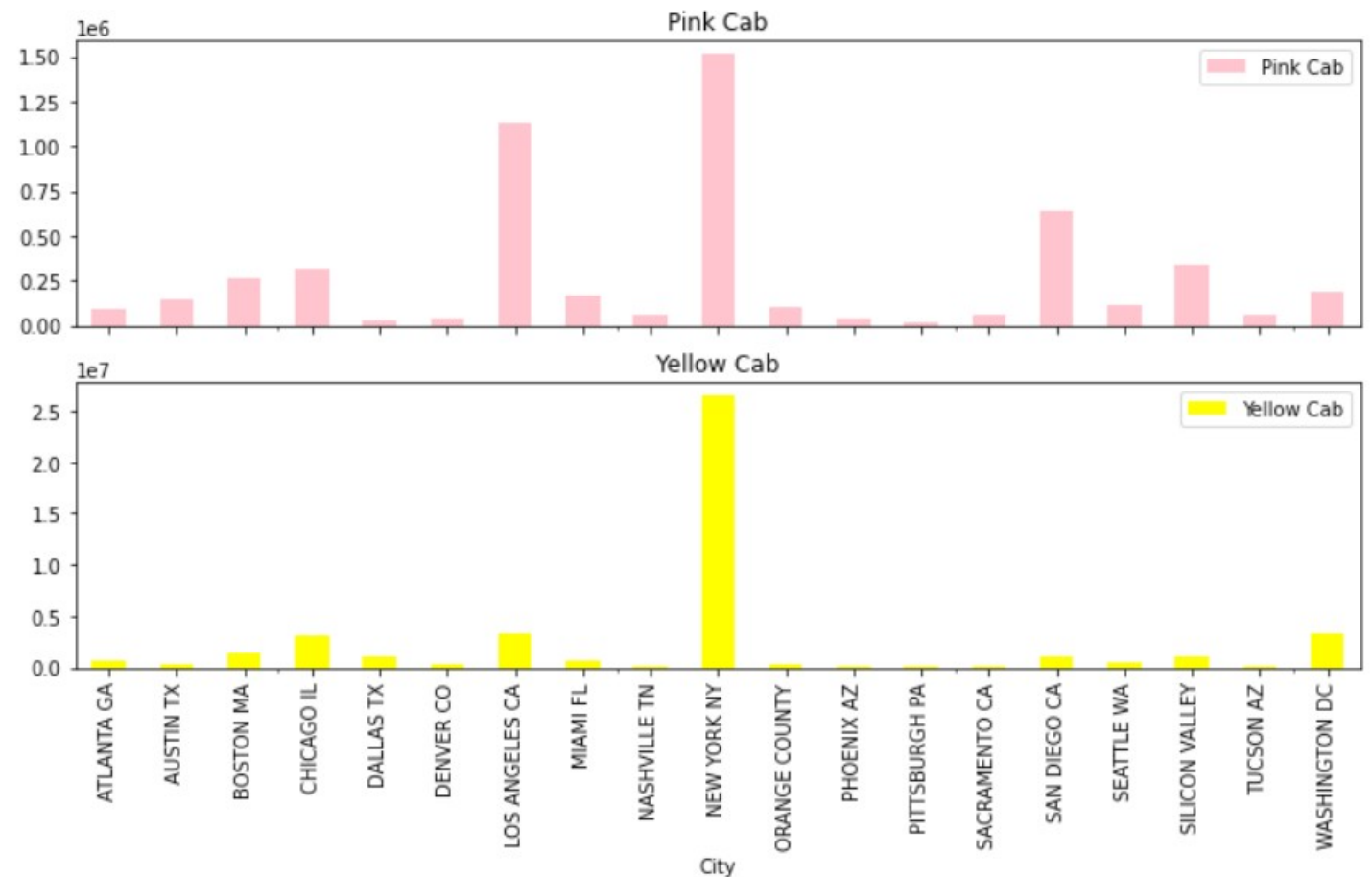
Total data points: 355,032

Timeframe of the data: 2016-01-31 to 2018-12-31

# Profit Analysis

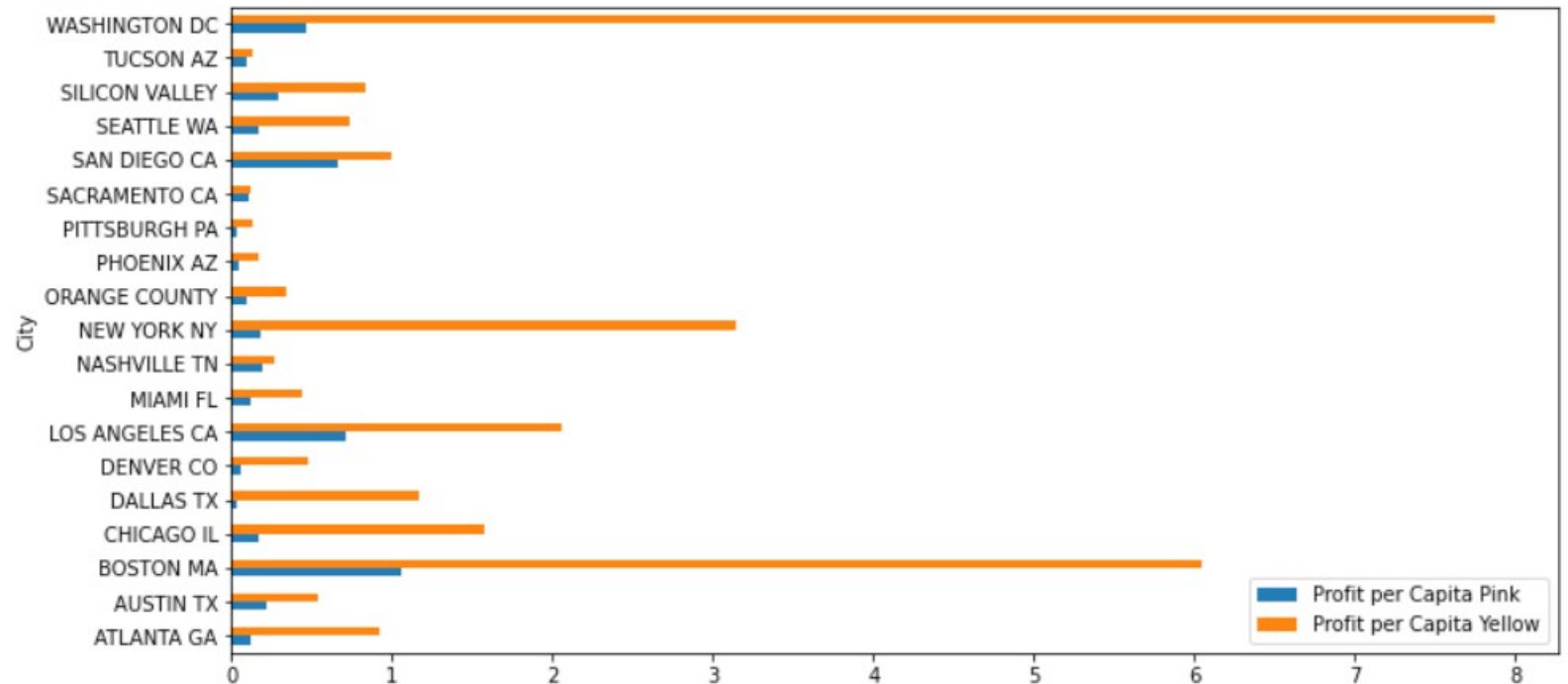
- Profit is calculated as Price Charged - Cost of Trip, other parameters are constant
- Yellow Cab Company has higher profit per ride than the Pink Cab Company
- In both cases NY has the highest profit per ride

Company	Profit	Number Of Rides	Profit Per Ride
PinkCab	5 307 328,32	84711	62,65
YellowCab	44 020 373,17	274681	160,26



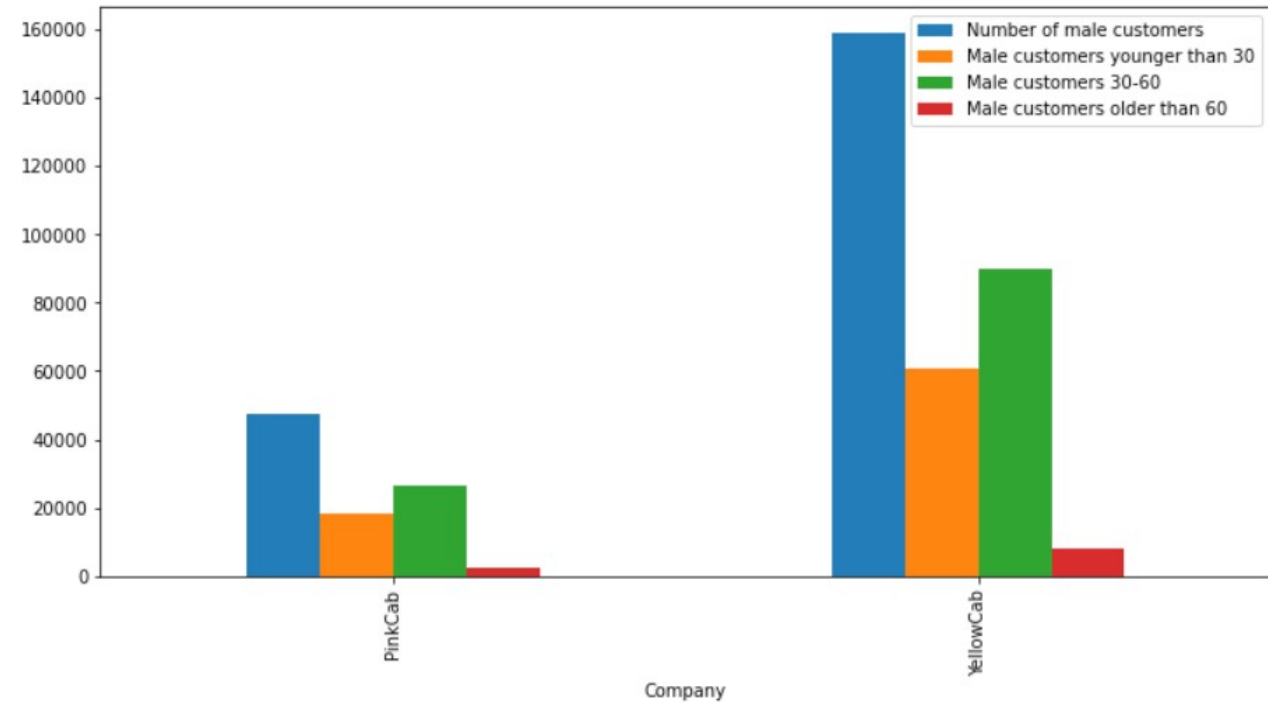
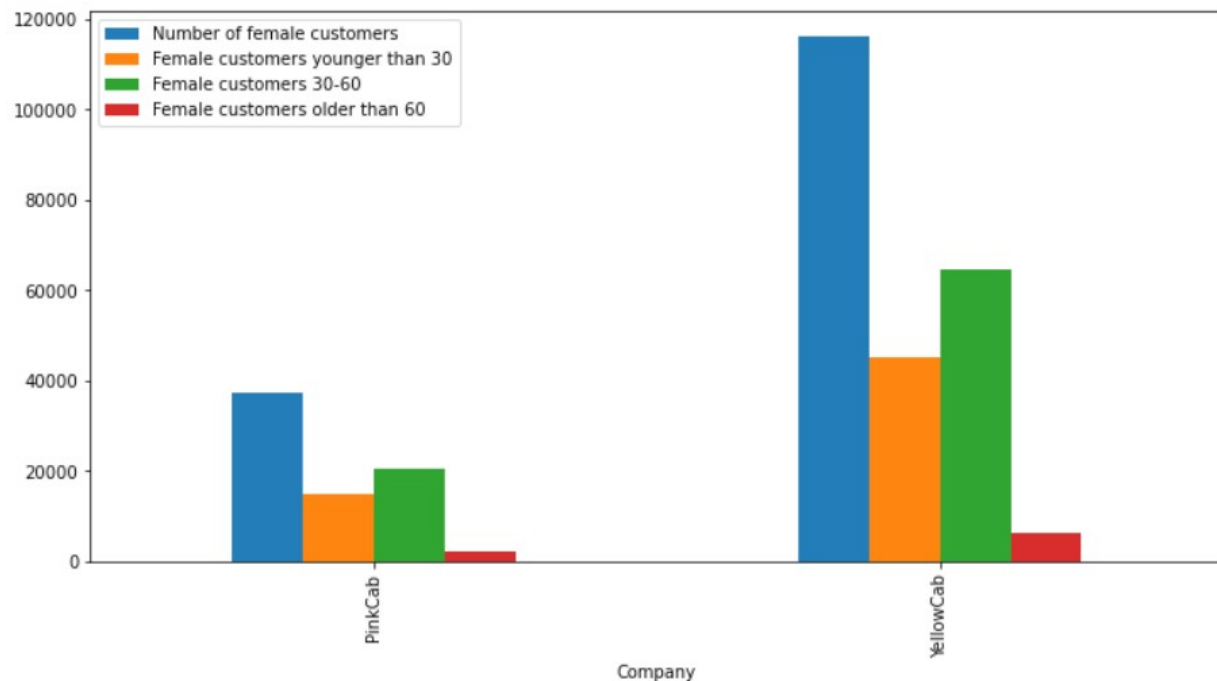
# Profit Analysis

- Previous data opened the two new questions, what is profit per capita, and which company has maximum cab users at particular time period.
- The Yellow Cab company dominates the cab market in the mentioned cities
- Washington, New York and Boston have the highest number of profit per capita



# Customer base analysis: Gender wise

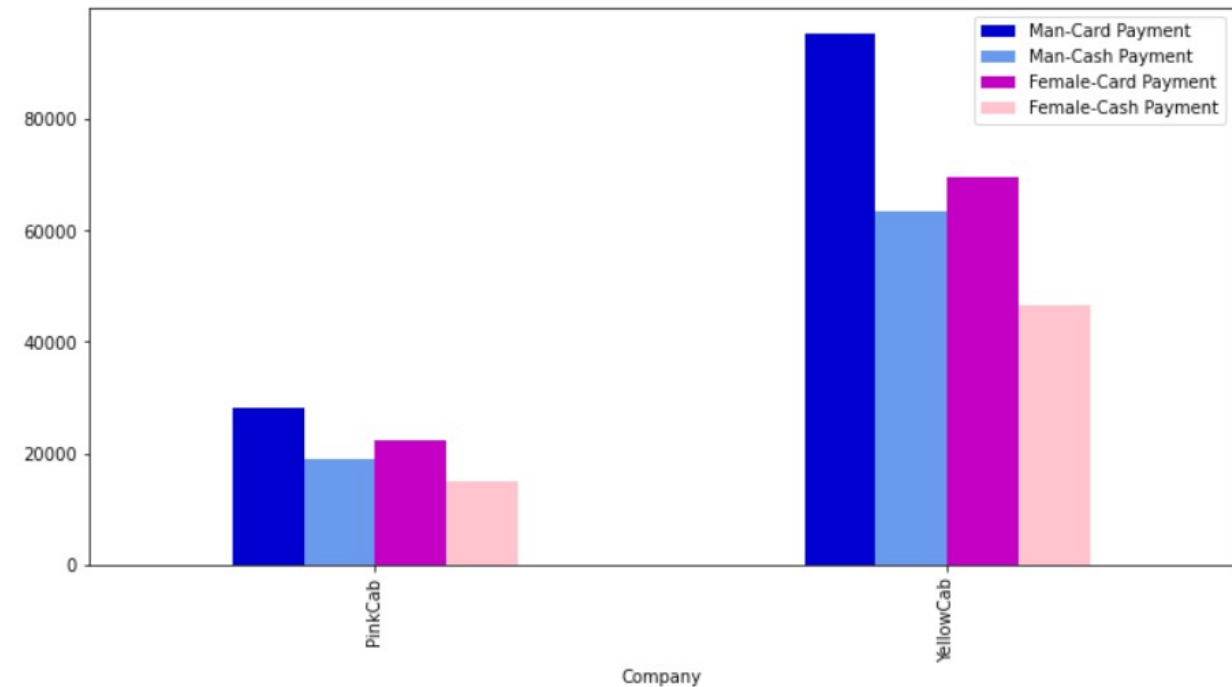
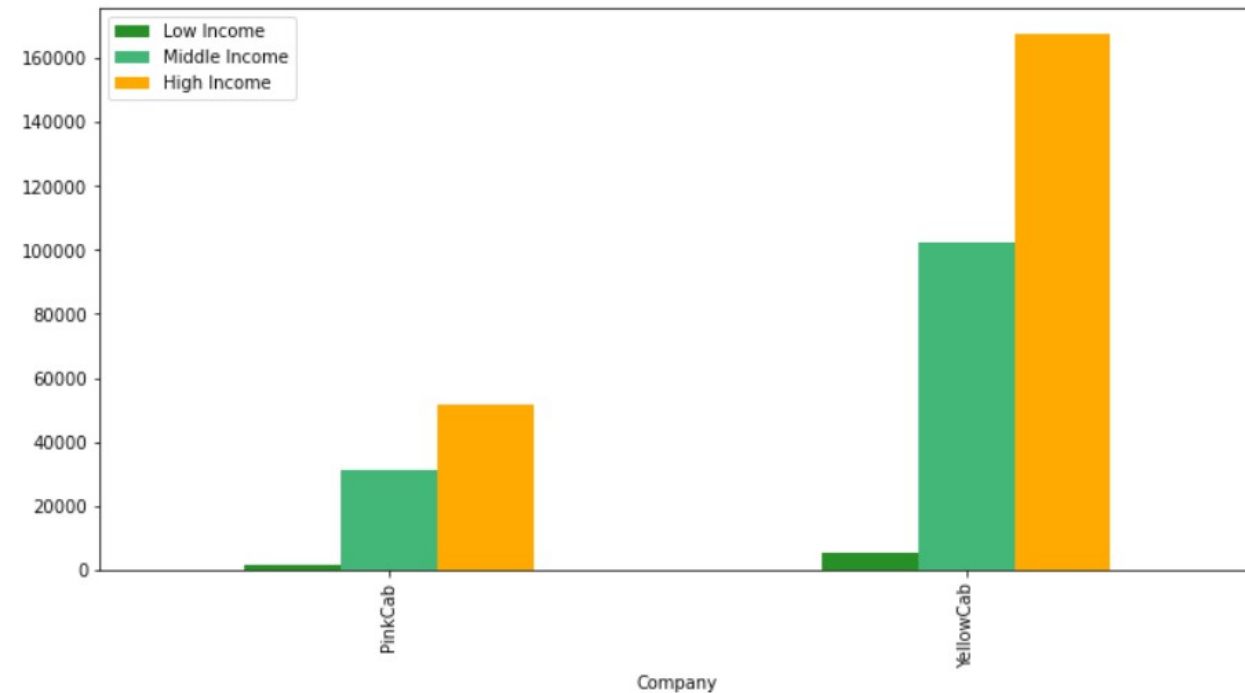
- The Yellow Cab company has a higher number of customers.
- To be precise, male customers between 30-60 years are the most common users



- The questions that arise are which payment method customers use
- What is the income class of the customer

# Customer base analysis: Income Classes and Payment Methods

- High and Middle class contribute the most
- The most used payment method is card payment, with both men and women



# Conclusion

- The Yellow Cab company reached more customers in more cities than the Pink Company.
- The Yellow Cab company has customers in all age groups.
- Most customers come from high and medium-income classes, but here also Yellow cab performs better.
- Based on the above points, the Yellow Cab company performs better and it will have profit in the future, therefore, it is recommended for investment.

# Thank You