



**Data Glacier**

Your Deep Learning Partner

# G2M case study

virtual internship

**Oct-20-2022**

# Agenda

Background

EDA

Data visualization

Recommendations

# Background

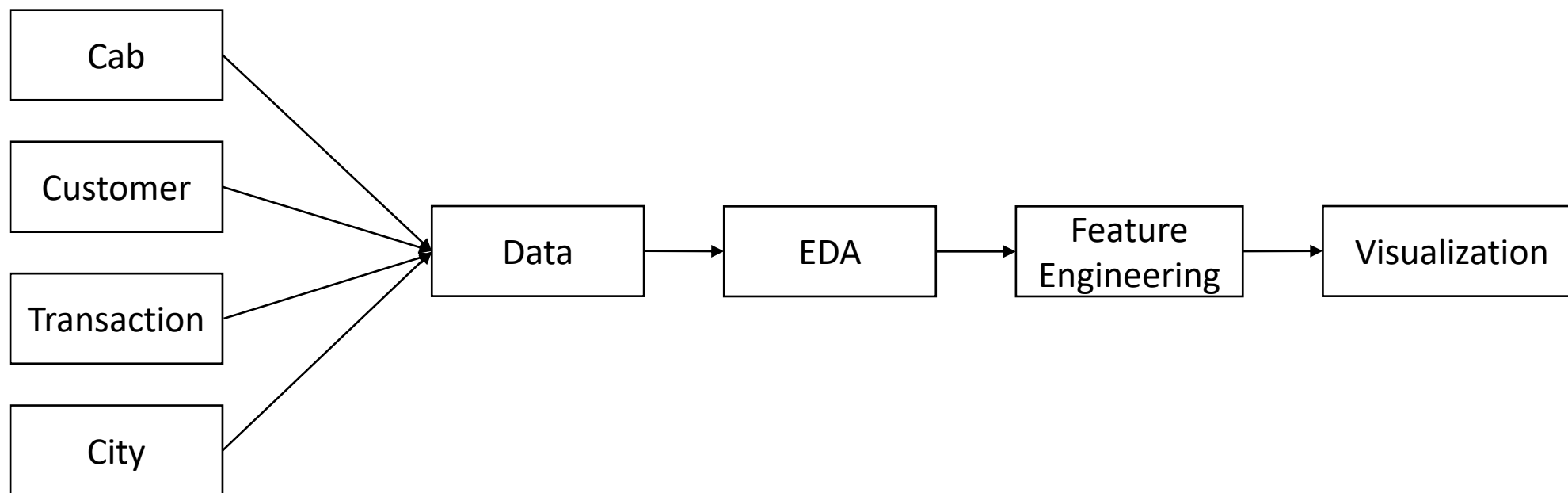
- XYZ is a private firm in US. Due to remarkable growth in the Cab Industry in last few years and multiple key players in the market, it is planning for an investment in Cab industry and as per their Go-to-Market(G2M) strategy they want to understand the market before taking final decision.
- Goals : Provide actionable insights to help XYZ firm make proper investment.

# Background – Data

Data were stored into 4 main .csv files, all of which are collected from 31/01/2016 to 31/12/2018.

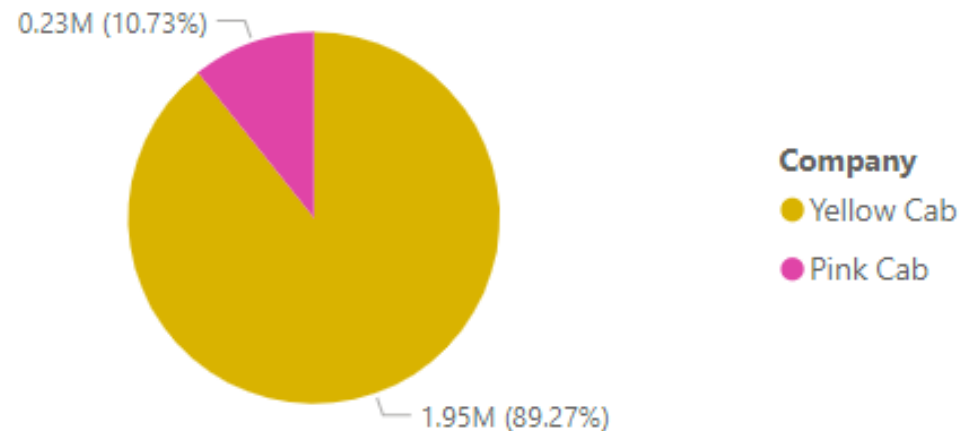
- **Cab\_Data.csv** – this file includes details of transaction for 2 cab companies
- **Customer\_ID.csv** – this is a mapping table that contains a unique identifier which links the customer's demographic details
- **Transaction\_ID.csv** – this is a mapping table that contains transaction to customer mapping and payment mode
- **City.csv** – this file contains list of US cities, their population and number of cab users

# EDA



# Data visualization – Profit by Company

Sum of Profit per KM by Company



Sum of Total Profit by Year and Company

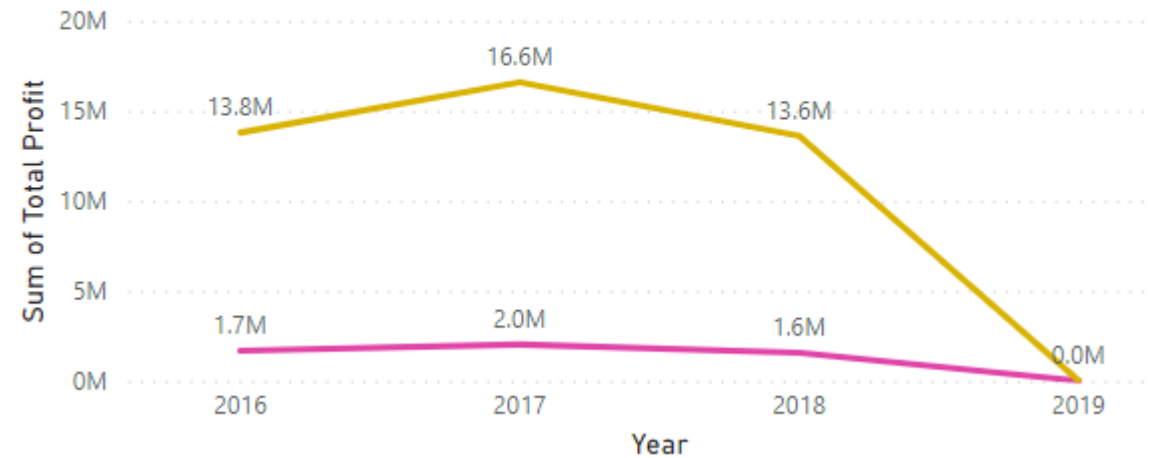
Company ● Pink Cab ● Yellow Cab

Company	Sum of Total Profit	Sum of KM Travelled	Sum of Profit per KM
Pink Cab	5,307,328.32	1,911,073.11	234,641.65
Yellow Cab	44,020,373.17	6,199,417.47	1,951,747.99
Total	49,327,701.49	8,110,490.58	2,186,389.64

# Data visualization – Profit by Year and Company

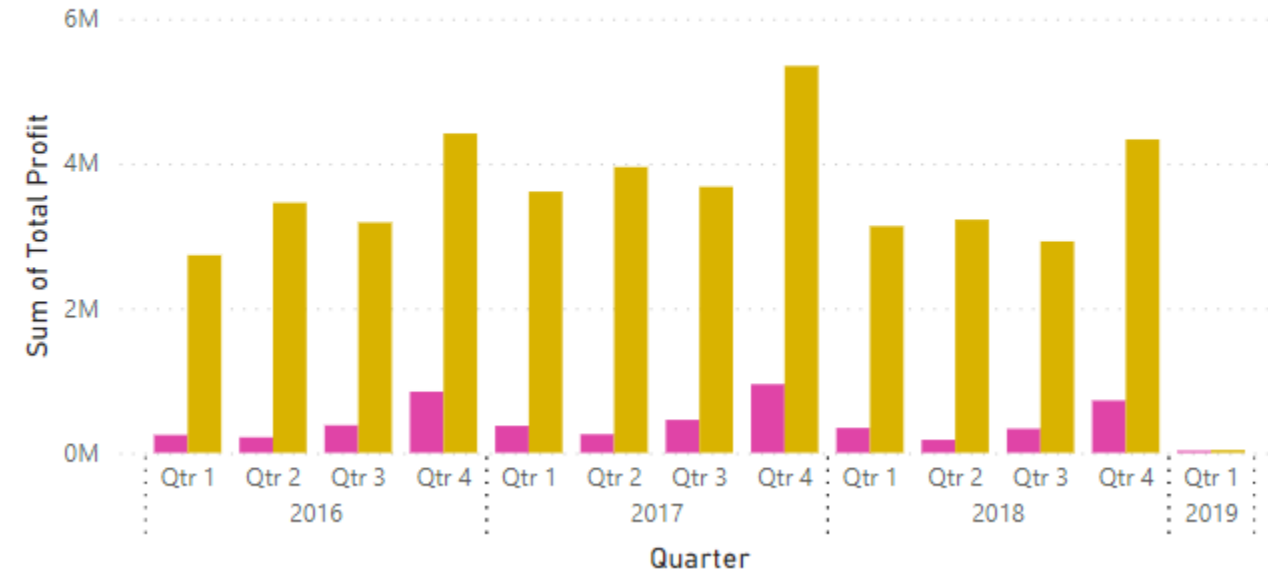
Sum of Total Profit by Year and Company

Company ● Pink Cab ● Yellow Cab

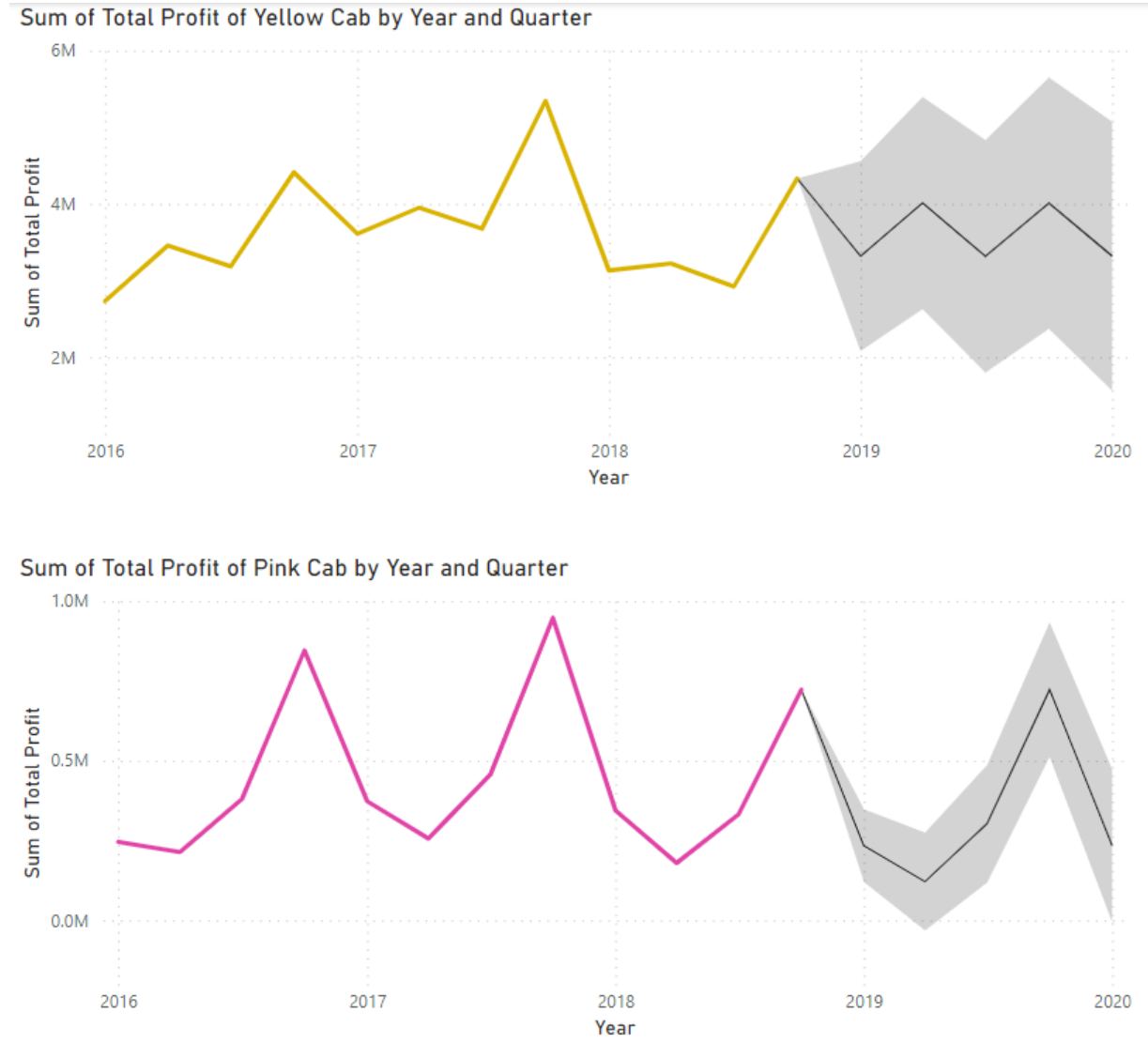


Sum of Total Profit by Year, Quarter and Company

Company ● Pink Cab ● Yellow Cab



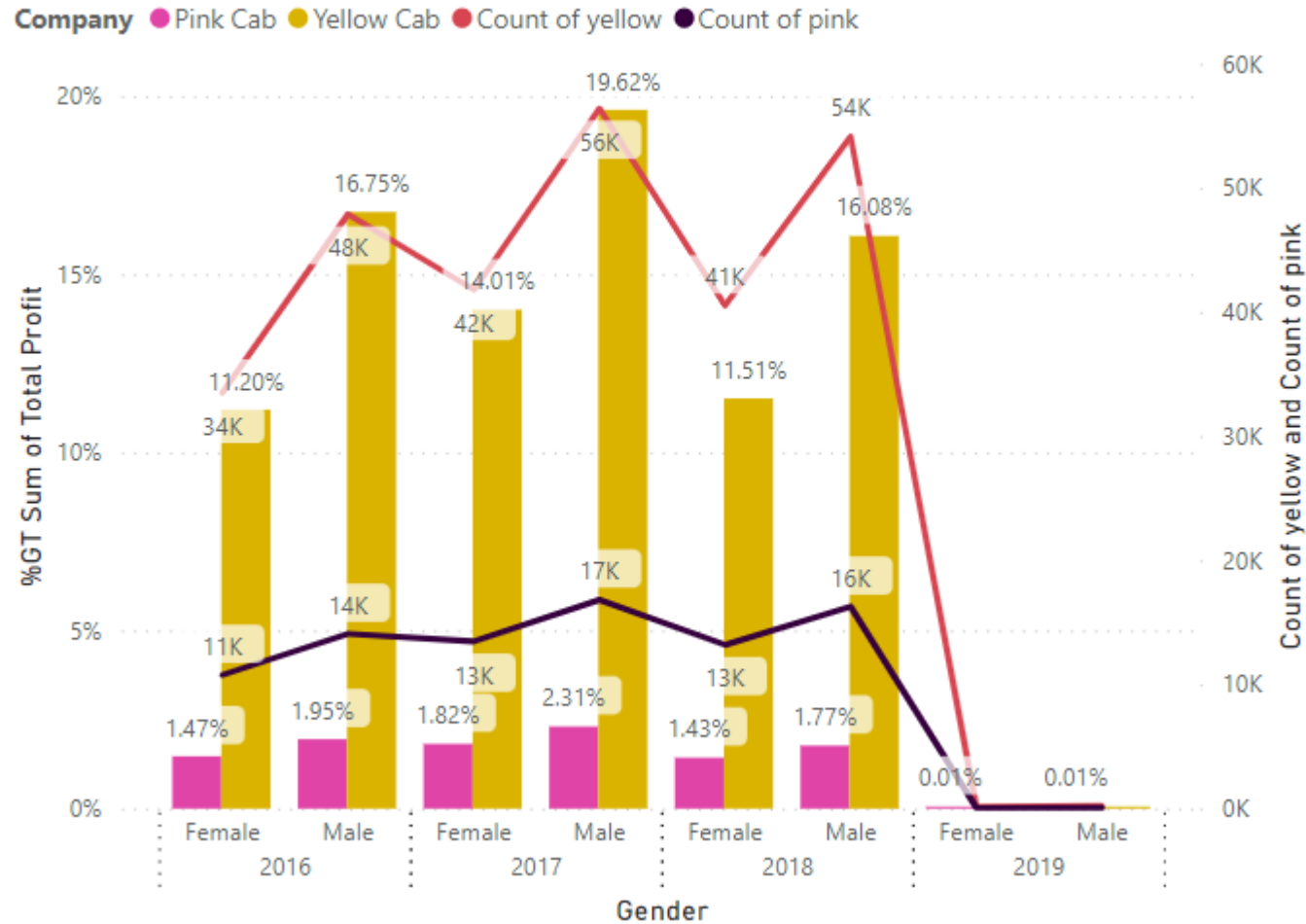
# Data visualization – Profit Prediction by Company





# Data visualization – Gender analysis

%GT Sum of Total Profit, Count of yellow and Count of pink by Year, Gender and Company



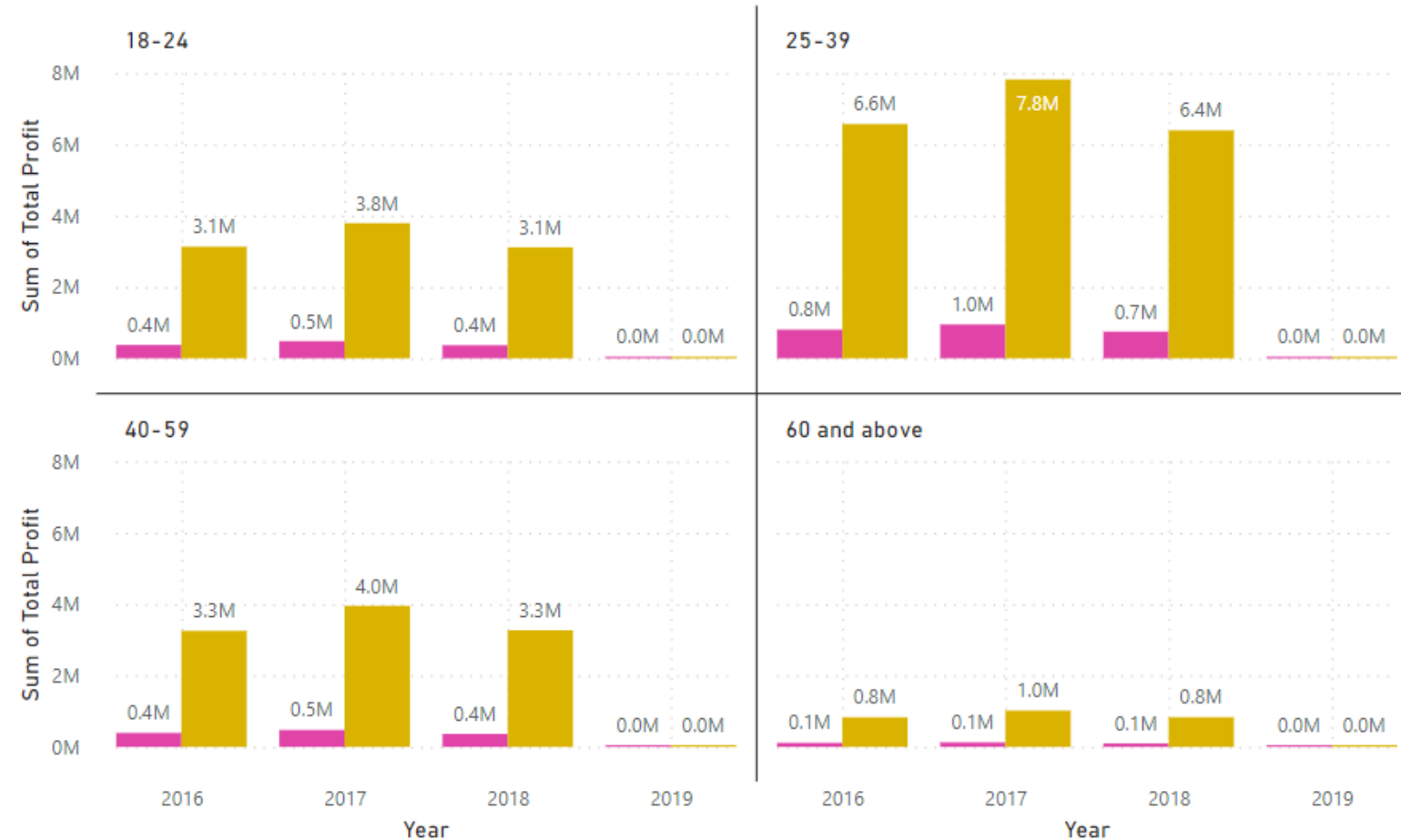
Count of Gender



# Data visualization – Age analysis

Sum of Total Profit by Year, Company and Age

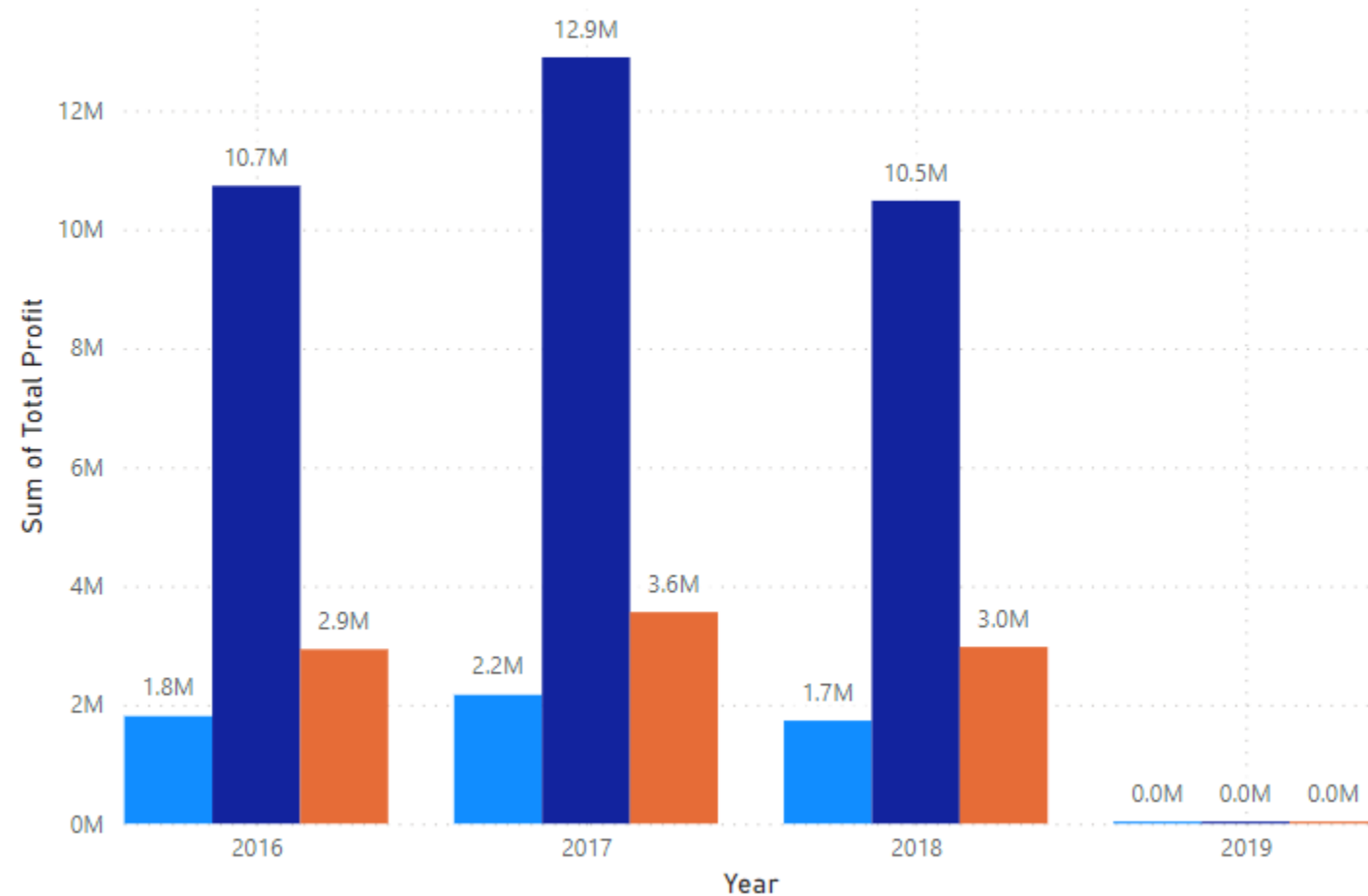
Company ● Pink Cab ● Yellow Cab



# Data visualization – Income analysis

Sum of Total Profit by Year and Income

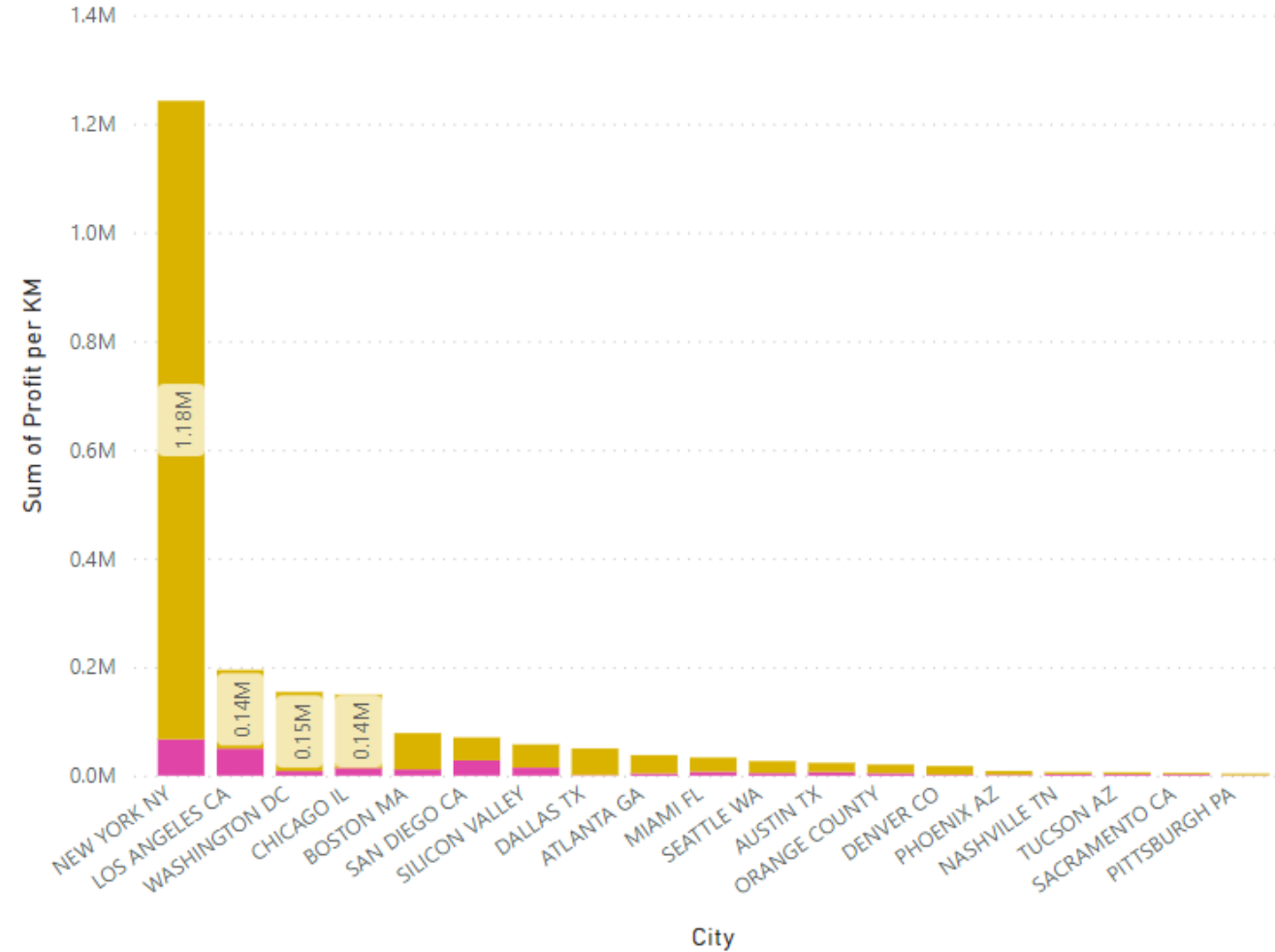
income bin ● 0-4999 ● 10000 and above ● 5000-9999



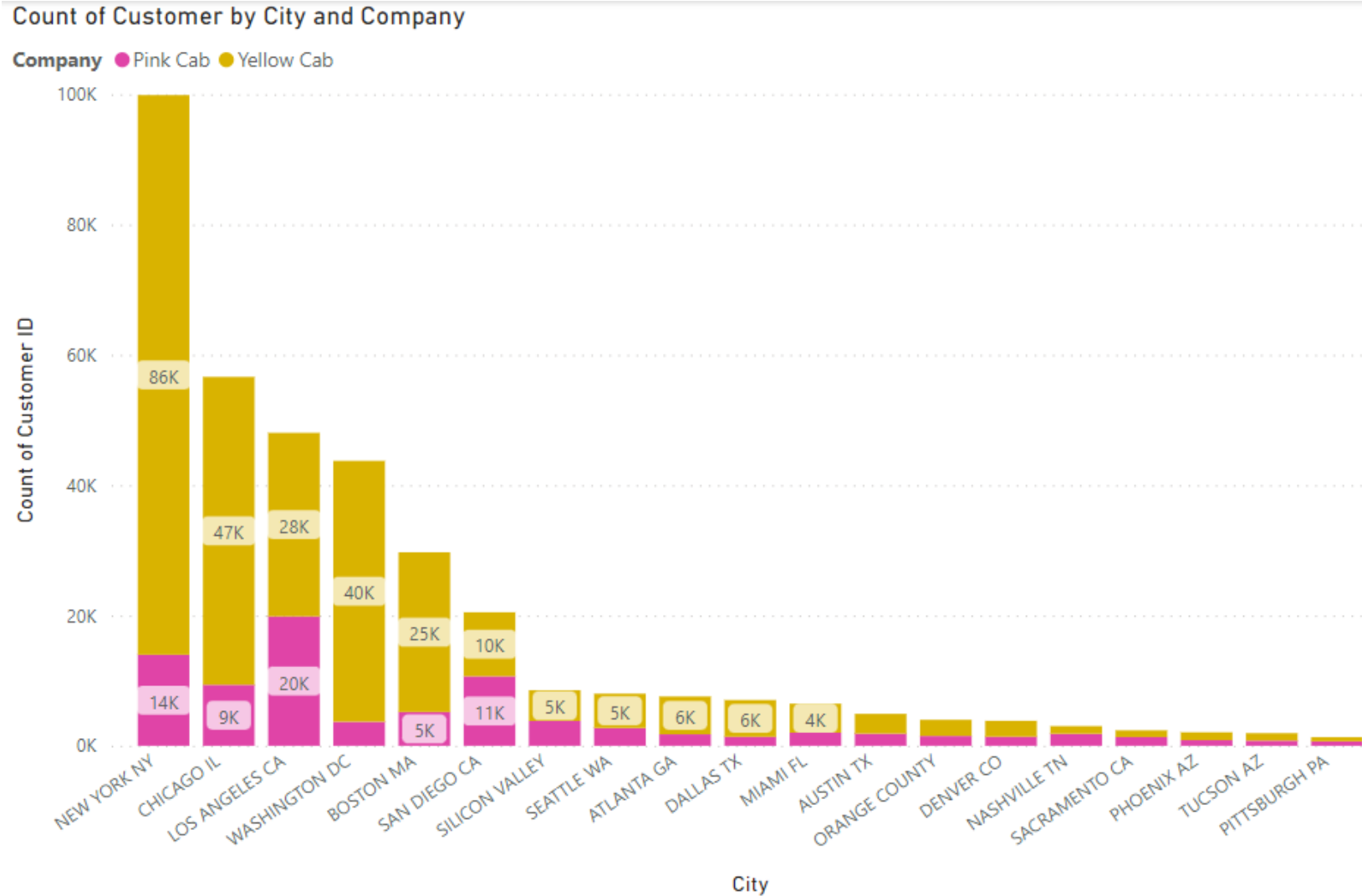
# Data visualization – City analysis

Sum of Profit per KM by City and Company

Company ● Pink Cab ● Yellow Cab



# Data visualization – City analysis



# Recommendations

The recommendations are from various aspects based on the data visualization.

- **Profit** – **Yellow cab** is more profitable than Pink cab and the future profitability of Yellow cab is more stable than Pink cab.
- **Gender** – Males use cabs more frequently than females which means that there is a huge potential market for **females**. XYZ should create some customized services such as carpool to make them users safe.
- **Age** – People who age from **25 to 39** are the dominant users. 18-24 and 40-59 groups should be given some promotions to use cab services.
- **Income** – The higher income of users, the more frequent uses of cab services
- **City** – Big cities such as **YN, LA, CHI** have more user bases. XYZ should prioritize the investment for those cities.

# Thank You