Exploratory Data Analysis

G2M Case Study

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Go-to-Market (G2M) Case study description

- Problem description: XYZ is a private firm in the 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.

- Goal: Provide actionable insights to help XYZ infer the right company to make their investment.

Data overview

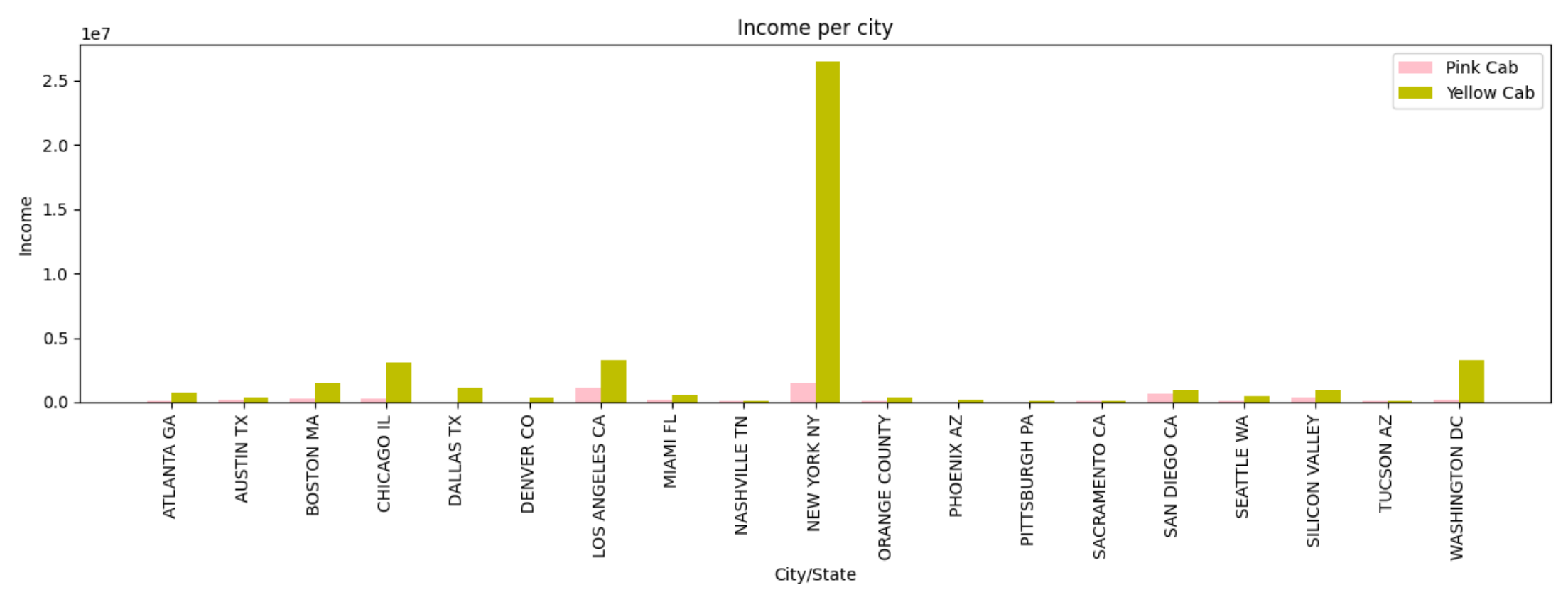
- Data refer to the time period from 31/01/2016 to 31/12/2018
- 4 data sets are given:

1. Cab data: main data set with all transactions for the Pink and the Yellow Cab Companies.
2. Customer ID: contains customer data.
3. Transaction ID: contains transaction data.
4. City: contains population data of all cities/states that transactions take place.

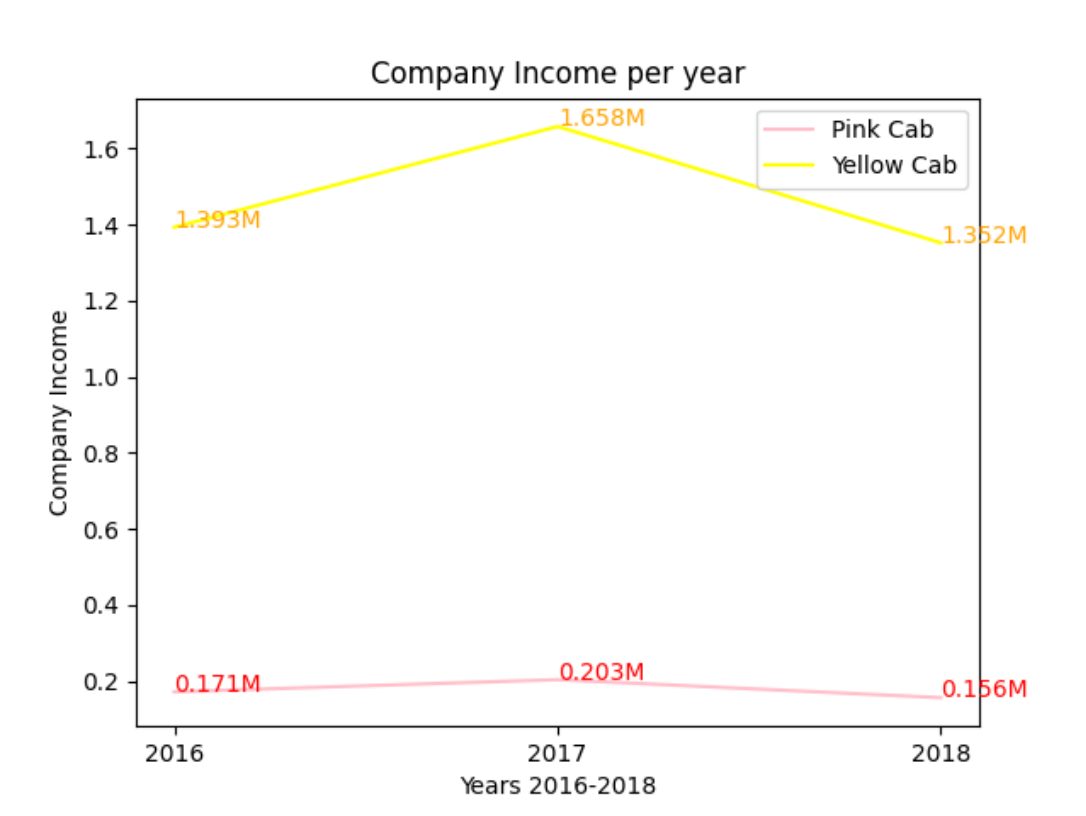
Hypothesis 1: Total Income, Rides & Average

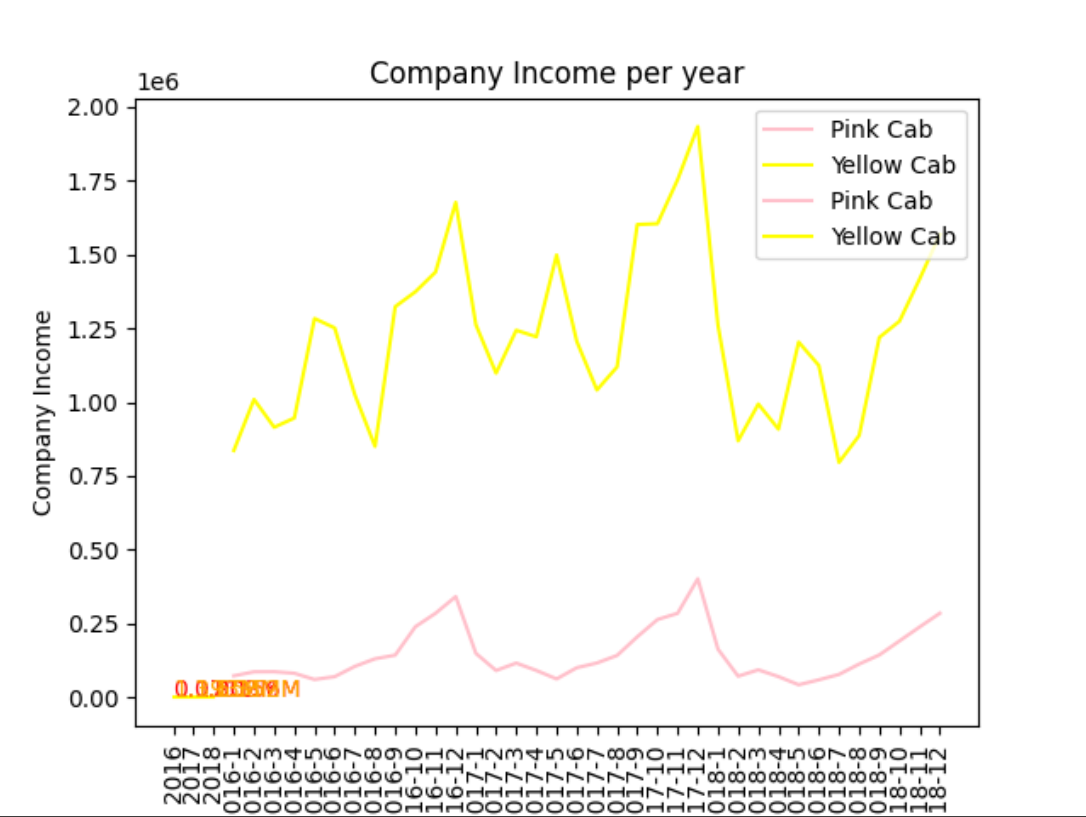
	Pink Cab	Yellow Cab
Total Income	5.307.328	44.020.373
Total rides	84.711	274.681
Average price per ride	62,65	160,26

Hypothesis 2: Total Income per City/State

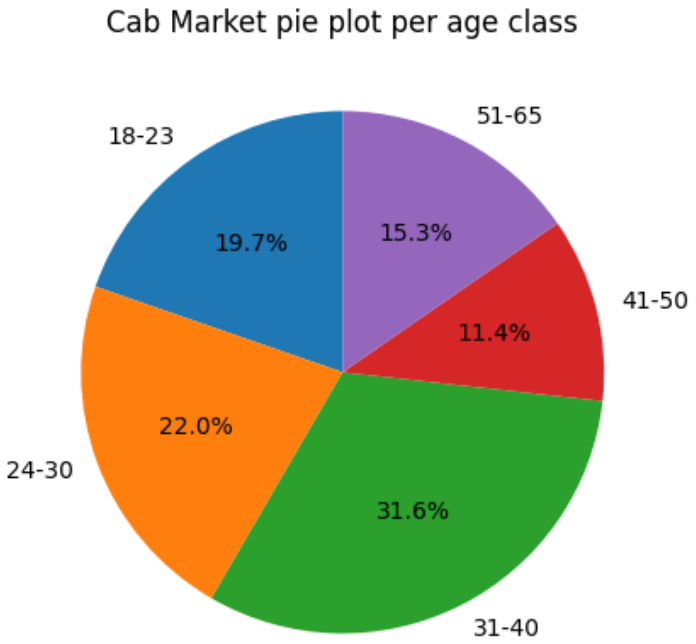


Hypothesis 3: Income rate in time matter



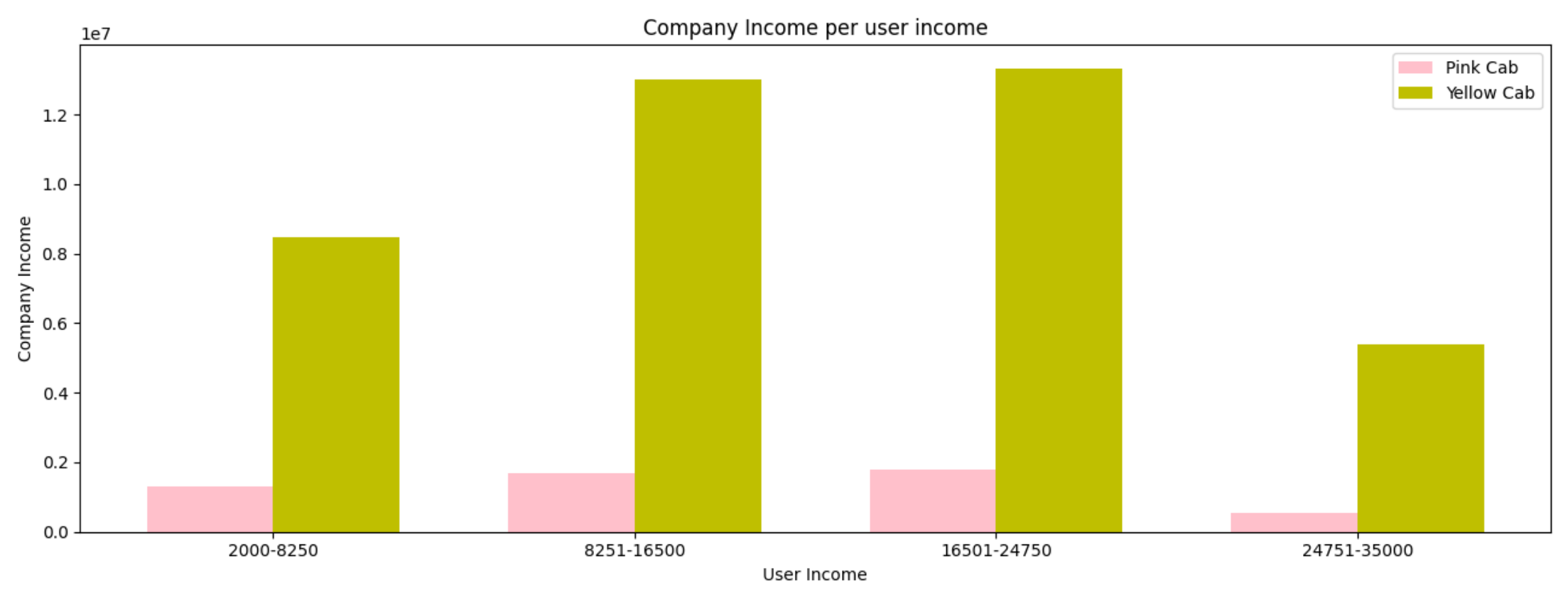


Hypothesis 4: Profile Analysis
Pie plot for age class



Hypothesis 4: Profile Analysis
Company Income per age class

Hypothesis 4: Profile Analysis
Company Income per user income



Hypothesis 4: Profile Analysis
Company Income per gender

Hypothesis 5: Kilometers Analysis

	Pink Cab	Yellow Cab
Average income per ride	268,47	2.233,13

Results & Conclusion

- In all hypotheses the Yellow Cab company appears dominant in comparison to the Pink Cab company.
- Yellow Cab's total income is profoundly higher.
- In all states/cities involved in the market, the Yellow Cab has the largest percentage of profit.
- During the high season (September-January) the profit of Yellow Cab is higher.

Results & Conclusion

- In terms of customer's profile (age, income and gender) Yellow Cab clearly dominates the market.
- Yellow Cab evidently covers more kilometers and simultaneously the average income of each ride is much higher than the one of Pink Cab.

With full clarity we acknowledge the correctness of XYZ company to invest in the most profitable, dominating and with most future prospects for expansion and development.

XYZ company ought to invest in Yellow Cab company.