

G2M Insight for Cab Investment

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Objective

Provide accurate insight to help company XYZ find the right company to invest in.

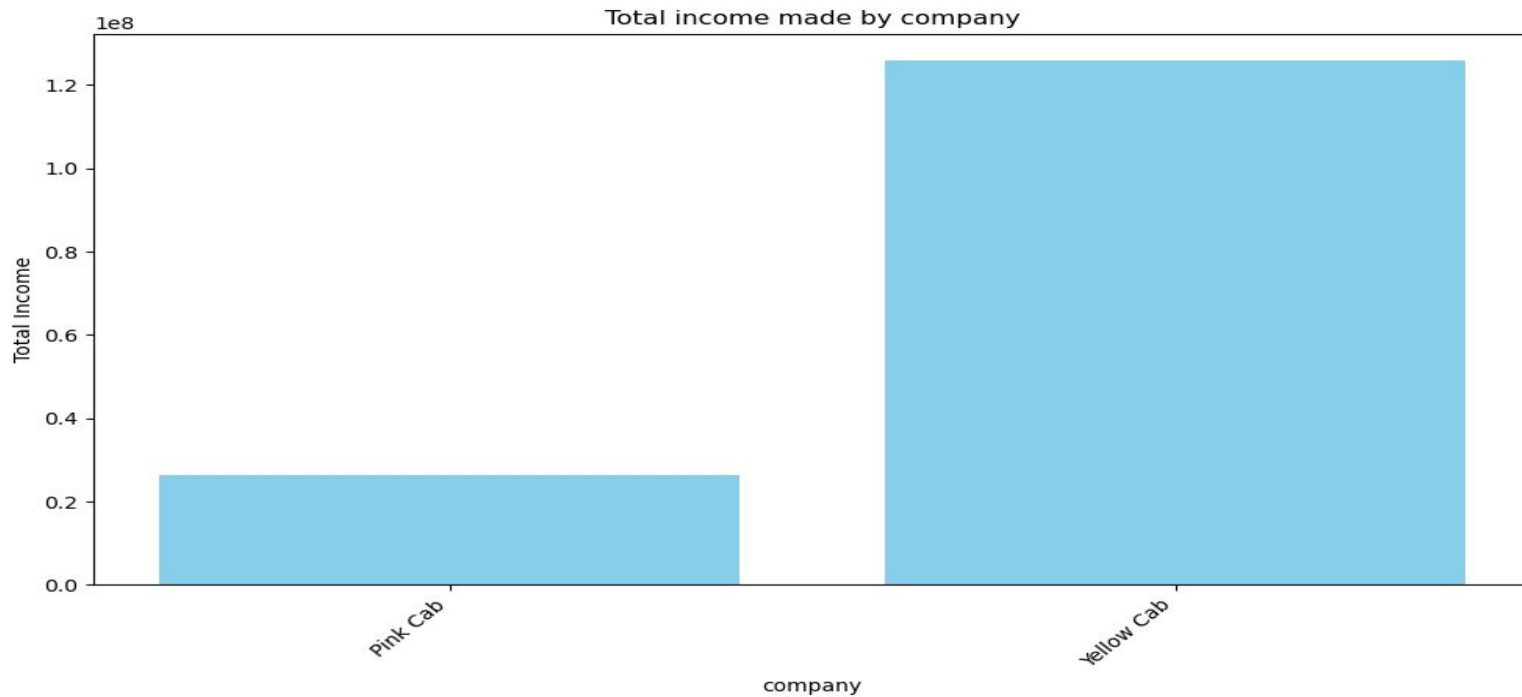
The analysis has been divided into 4 parts

- Data Understanding
- Forecasting profit and number of rides for each cab type
- Finding the most profitable Cab company
- Recommendations for investment

Total Income for Each company

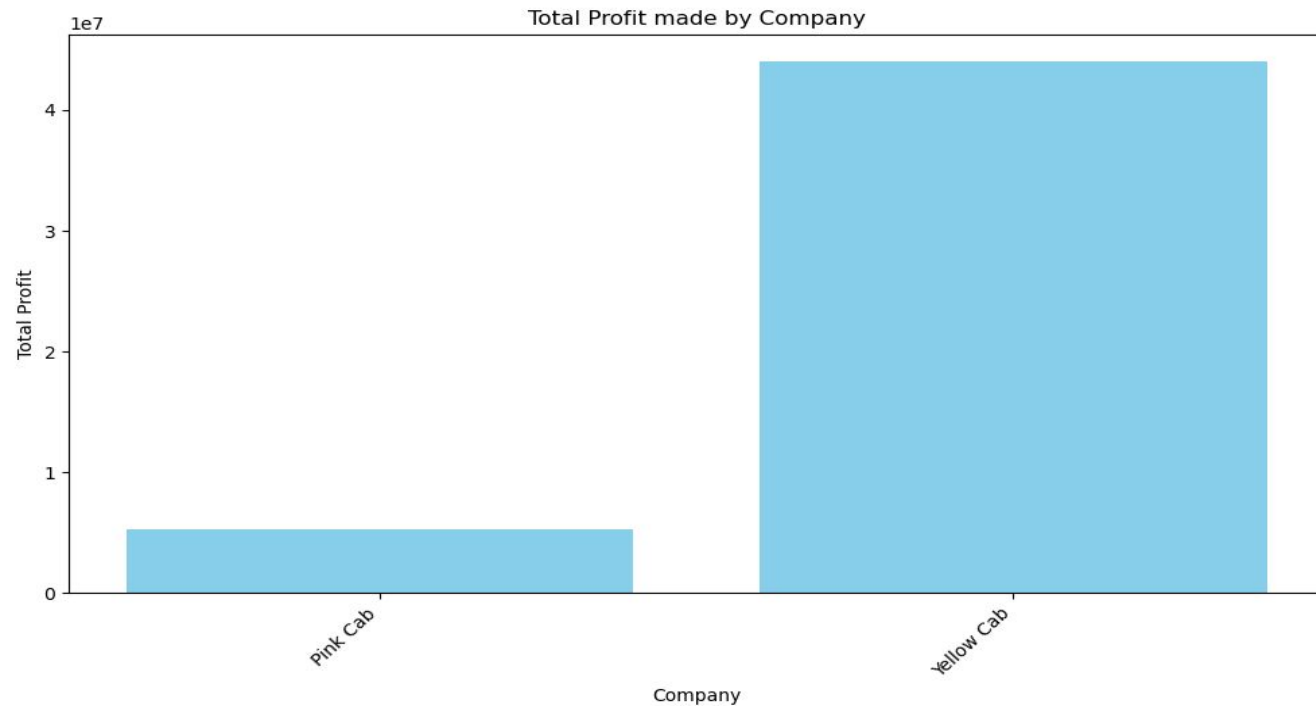
Total Income for each company disregarding loss cost per Ride

yellow company has significantly more customers than the pink company

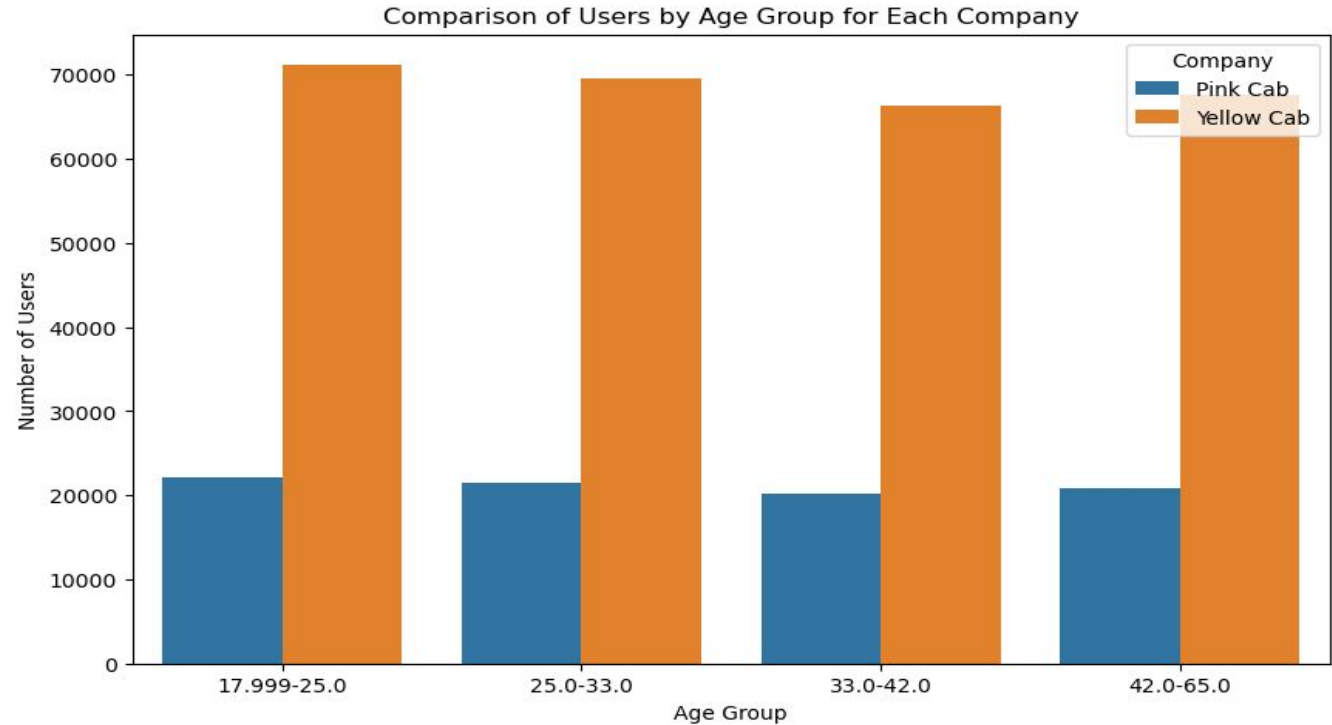


Total Profit for Companies

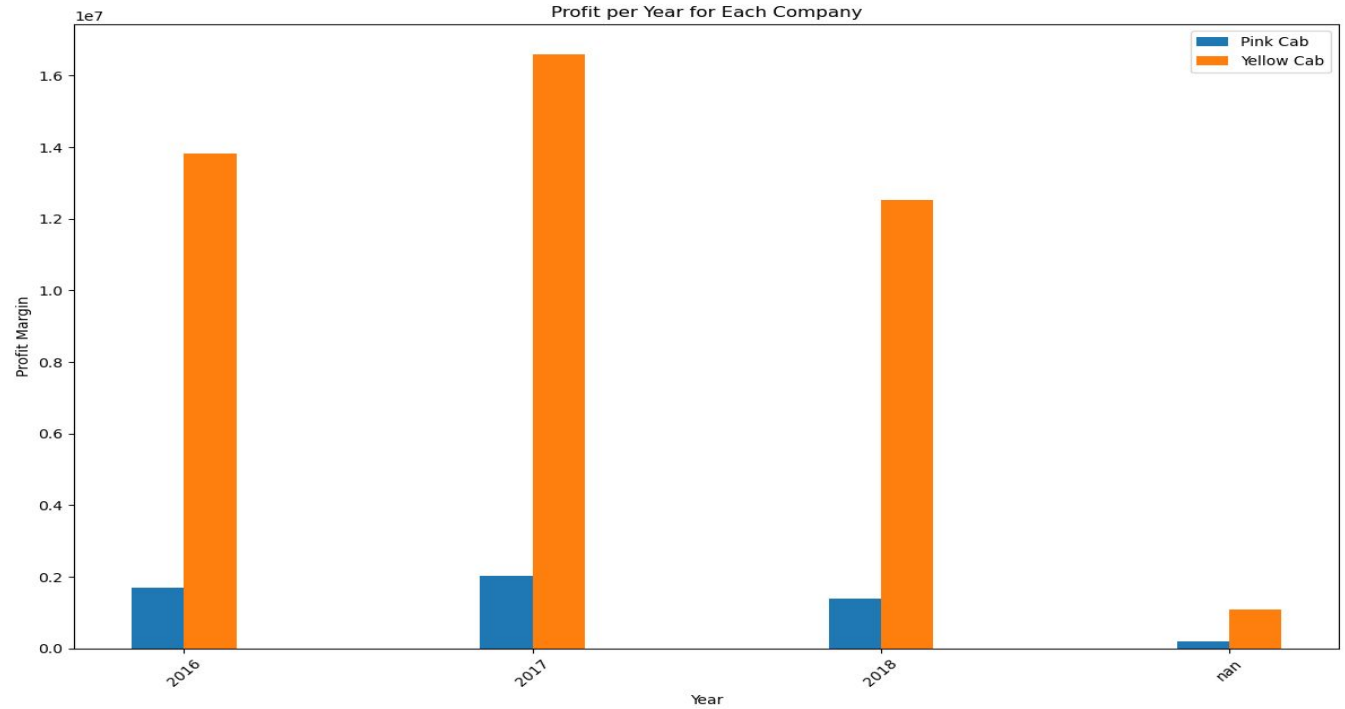
Including the loss incurred for each company per ride



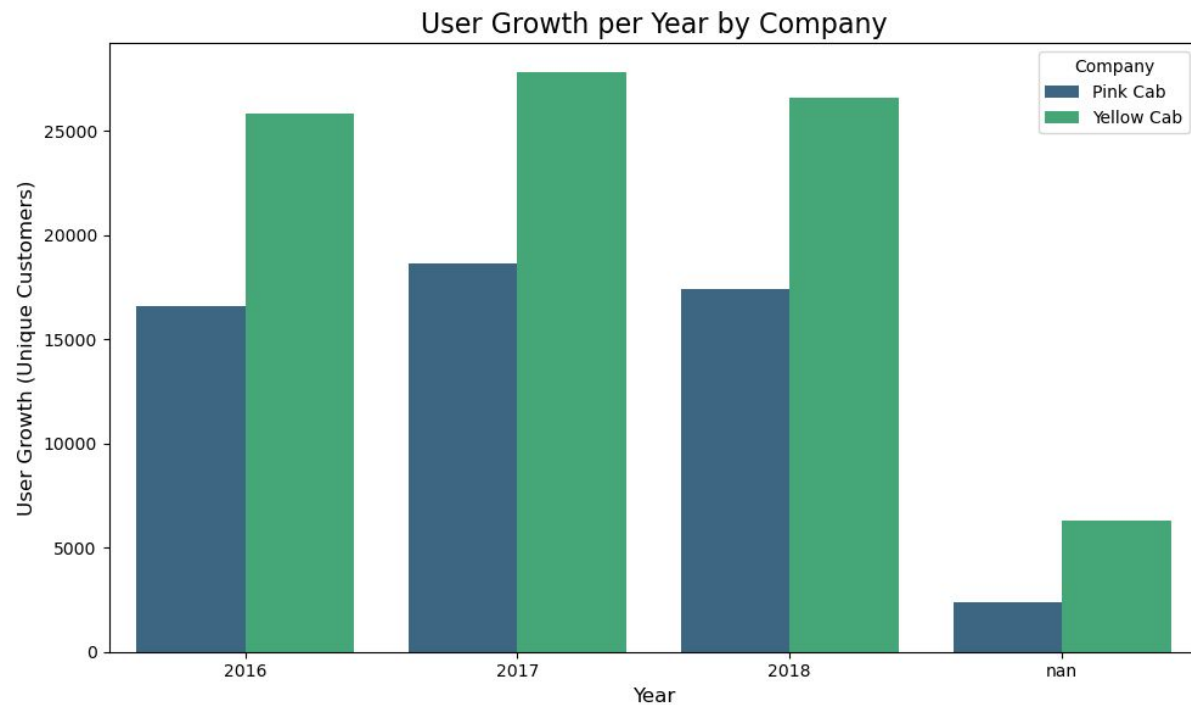
Total Amount of Customers by age for each Company



Profit per year for Company

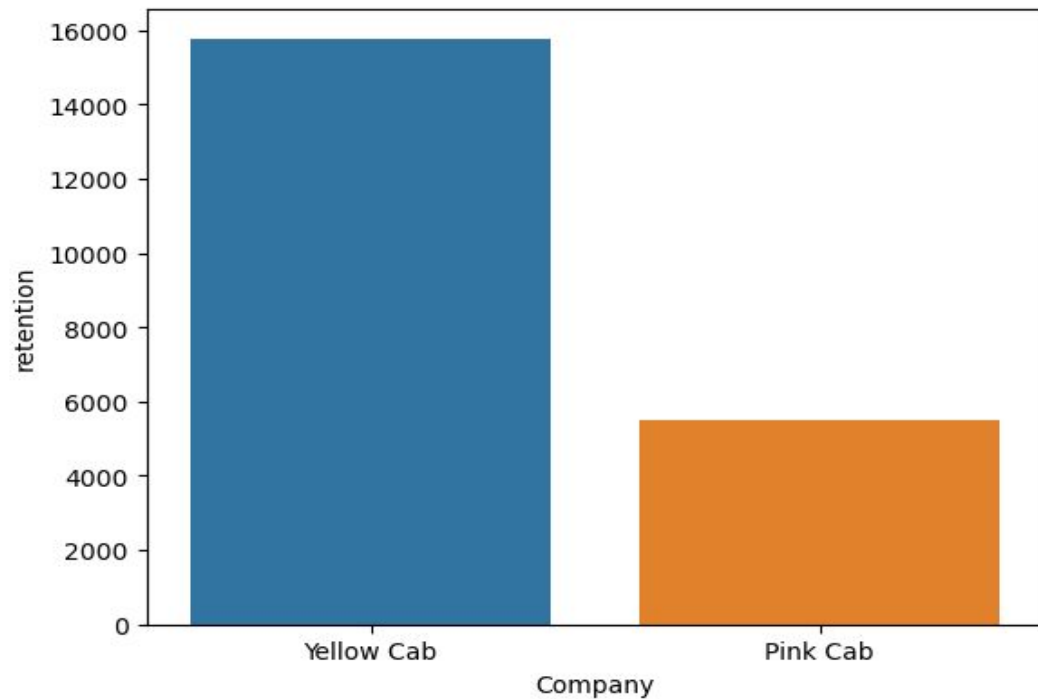


User Growth per Year



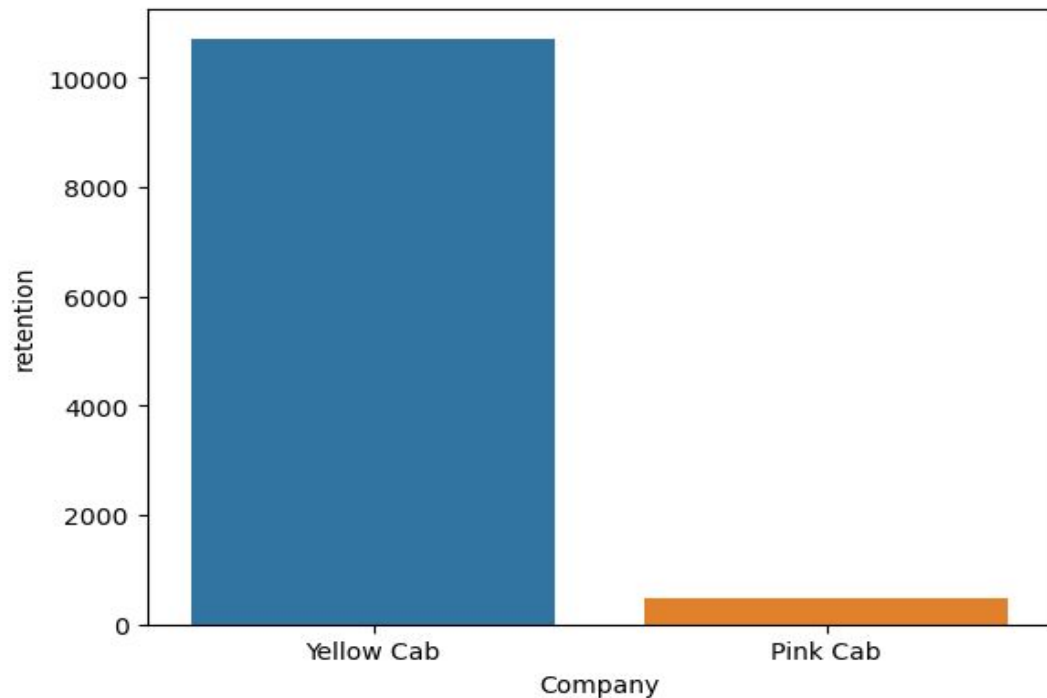
Customer Retention at least 5 times

User who have taken the same cab company at least 5 times



Customer Retention at least 5 times

User who have taken the same cab company at least 5 times



Recommendation

Evaluation and Recommendation: Investment in Yellow Cab Company

- **Profit margin:** The Yellow Cab Company generates significantly higher profits compared to Pink Cab, showcasing its strong financial foundation and operational efficiency.
- **User Reach:** Yellow Cab has a substantially broader user base, effectively reaching a larger and more diverse audience. Notably, its reach is equally strong among younger users (18–25) and older demographics (50+), which enhances its market stability.
- **User Growth:** While both companies exhibit growth in user acquisition, the Yellow Cab Company has demonstrated slightly higher user growth, indicating its potential to expand further.
- **Profit Growth:** Both companies have shown similar profit growth trends. However, while Pink Cab experienced a higher peak in growth during 2016–2017, Yellow Cab maintains steady and sustainable profit growth.
- **Customer Retention:** The Yellow Cab Company stands out with significantly higher customer retention rates. This reflects its ability to cultivate customer loyalty, a critical factor for long-term success.

Recommendation:

I strongly recommend investing in the Yellow Cab Company. It not only boasts a more loyal customer base but also demonstrates strong financial health, broader market reach, and sustained growth potential. Despite being more established than Pink Cab, Yellow Cab is well-positioned for continued expansion, making it a sound and promising investment opportunity.

Thank You
