G2M Insight for Cab Investment

Presenter: Leon Emmanuel ISHIMWE

LISUM11

Introduction

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: We are given data of two different companies *Yellow Cab* and *Pink Cab*. We will use data analysis to help XYZ choose the right investment option.

Data Intake Report (*Cab_Data.csv*)

Number of variables	7	Numeric	5
Number of observations	359392	Categorical	2
Missing cells	0		
Missing cells (%)	0.0%		
Duplicate rows	0		
Duplicate rows (%)	0.0%		
Total size in memory	19.2 MiB		
Average record size in memory	56.0 B		

Data Intake Report (*City.csv*)

Number of variables	3	Categorical	1
Number of observations	20	Numeric	2
Missing cells	0		
Missing cells (%)	0.0%		
Duplicate rows	0		
Duplicate rows (%)	0.0%		
Total size in memory	608.0 B		
Average record size in memory	30.4 B		

Data Intake Report (*Customer_ID.csv*)

Number of variables	4	Numeric	3
Number of observations	49171	Categorical	1
Missing cells	0		
Missing cells (%)	0.0%		
Duplicate rows	0		
Duplicate rows (%)	0.0%		
Total size in memory	1.5 MiB		
Average record size in memory	32.0 B		

Data Intake Report (*Transaction_ID.csv*)

Number of variables	3	Numeric	2
Number of observations	440098	Categorical	1
Missing cells	0		
Missing cells (%)	0.0%		
Duplicate rows	0		
Duplicate rows (%)	0.0%		
Total size in memory	10.1 MiB		
Average record size in memory	24.0 B		

Data cleaning and transformations

- Transform Cab Data's "Date of Travel" column to datetime objects
- Add profit column to Cab Data
- Datasets merging will be done as needed.

|	Transaction ID	Company	City	KM Travelled	Price Charged	Cost of Trip	Date of Travel	Profit
0	10000011	Pink Cab	ATLANTA GA	30.45	370.95	313.6350	2016-02-06	57.3150
1	10000012	Pink Cab	ATLANTA GA	28.62	358.52	334.8540	2016-02-04	23.6660
2	10000013	Pink Cab	ATLANTA GA	9.04	125.20	97.6320	2016-01-31	27.5680
3	10000014	Pink Cab	ATLANTA GA	33.17	377.40	351.6020	2016-02-05	25.7980
4	10000015	Pink Cab	ATLANTA GA	8.73	114.62	97.7760	2016-02-01	16.8440
...	...	...	...	...	...	...	...	...
359387	10440101	Yellow Cab	WASHINGTON DC	4.80	69.24	63.3600	2018-02-06	5.8800
359388	10440104	Yellow Cab	WASHINGTON DC	8.40	113.75	106.8480	2018-02-02	6.9020
359389	10440105	Yellow Cab	WASHINGTON DC	27.75	437.07	349.6500	2018-02-03	87.4200
359390	10440106	Yellow Cab	WASHINGTON DC	8.80	146.19	114.0480	2018-02-03	32.1420
359391	10440107	Yellow Cab	WASHINGTON DC	12.76	191.58	177.6192	2018-01-31	13.9608

344953 rows × 8 columns

Profit Comparison
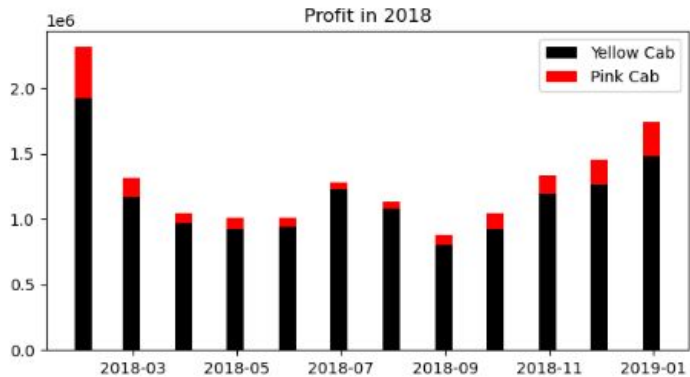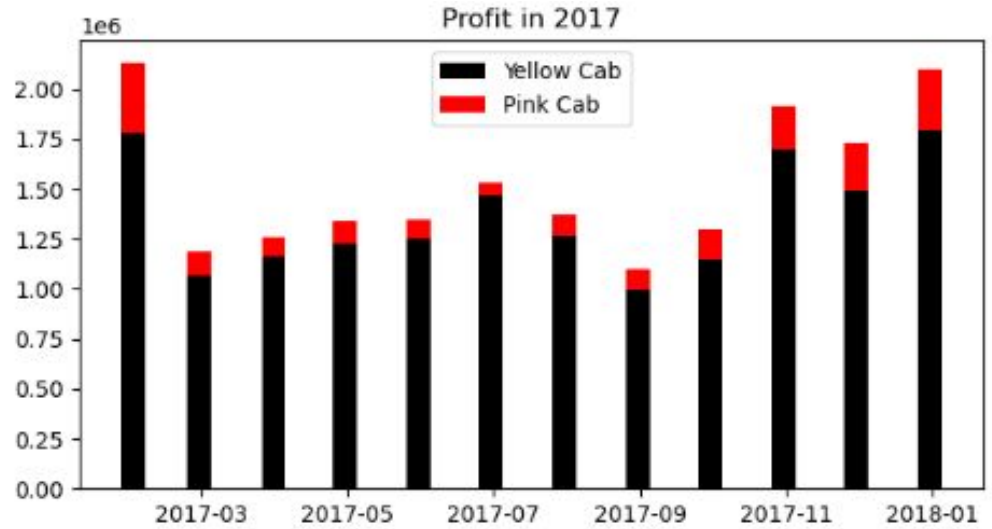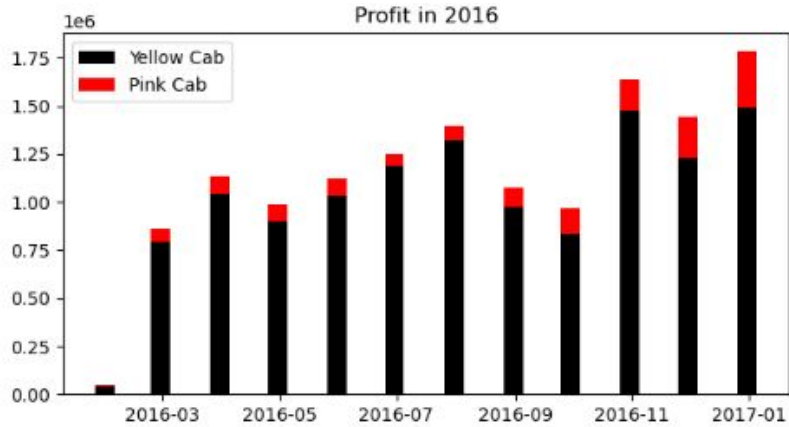
Yellow Cab

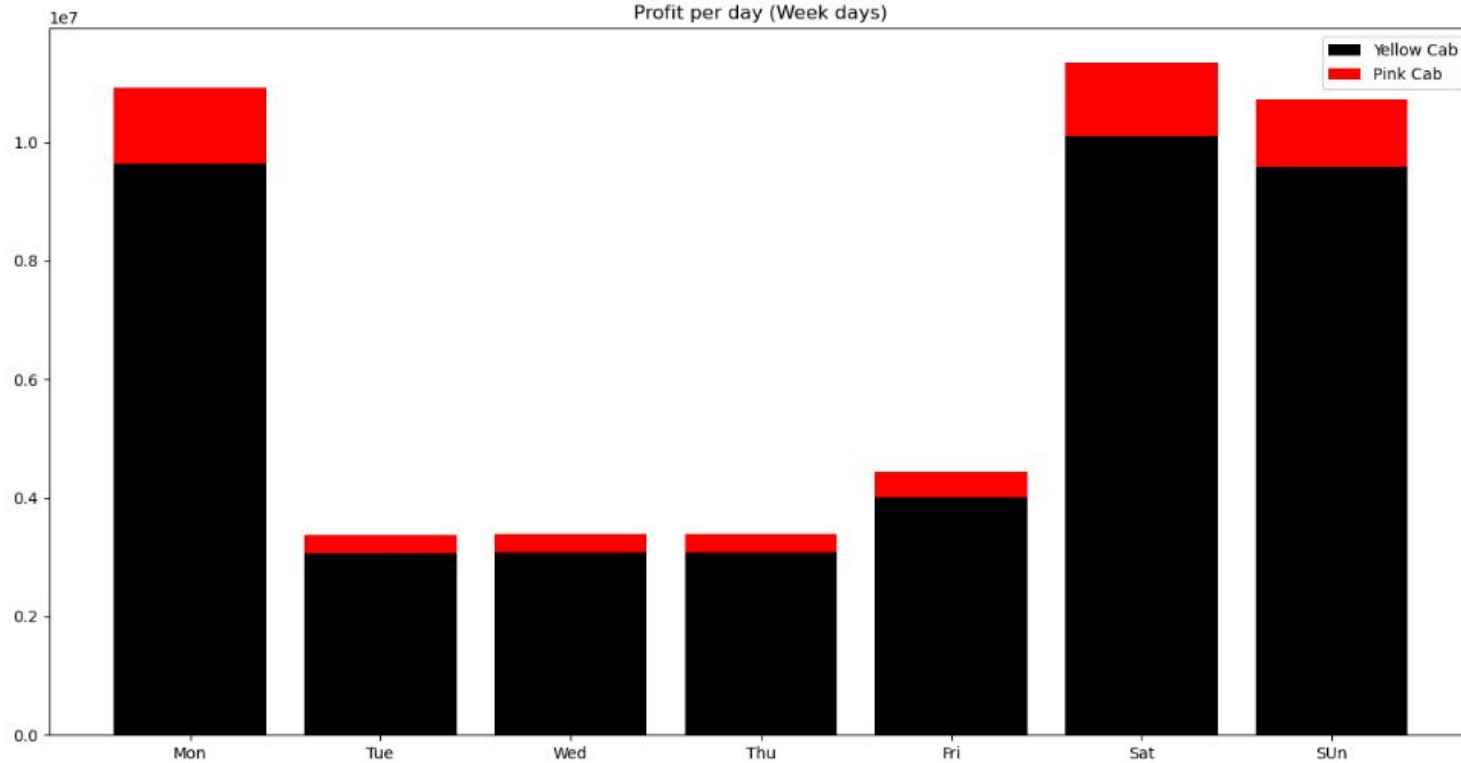# Quarterly Profit from rich customers *(making 24798$+/month)*
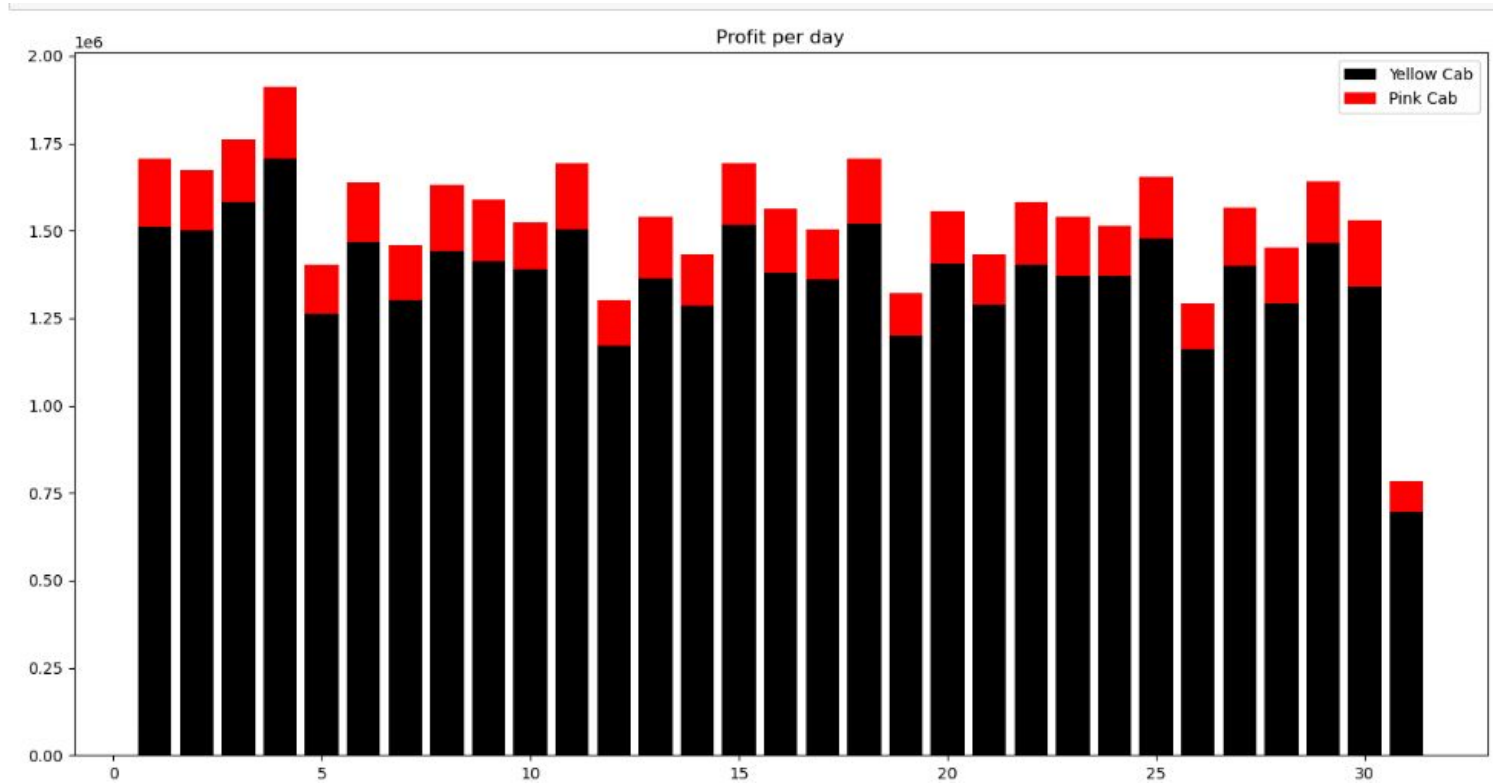

Quarterly Profit from customers making more than 24798.0 a month
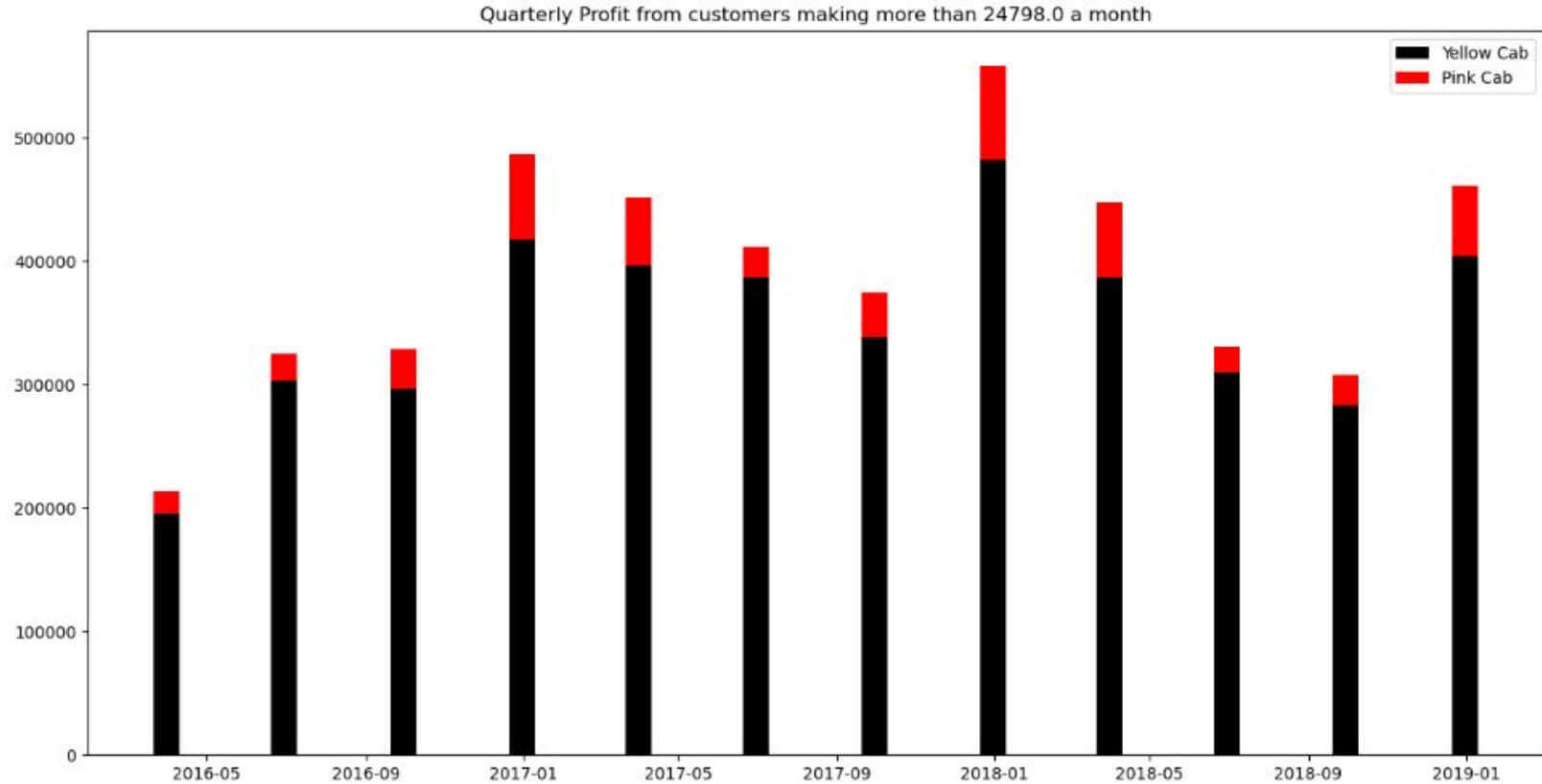
Yellow Cab

Quarterly Profit from customers making less than 8289$/month

Quarterly Profit from customers making less than 8289.5 a month
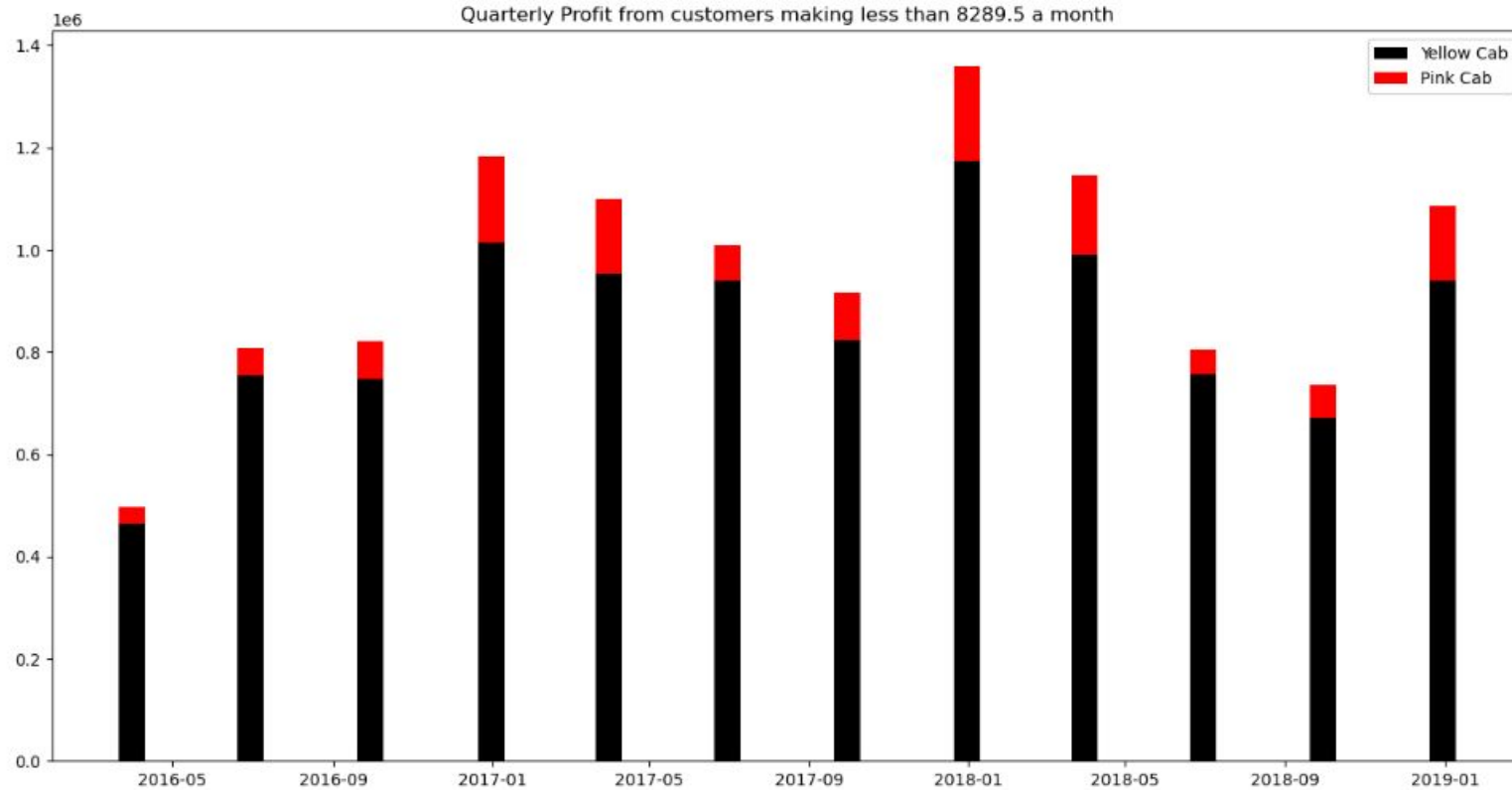
Yellow Cab

Profit per each day of the week

Profit per day (Week days)

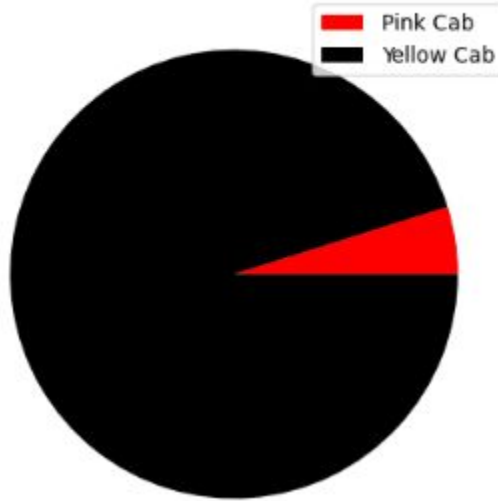# Profit per each day of the month

Profit per day

Legend: Yellow Cab (black), Pink Cab (red)

🏆 *Yellow Cab*

Customer retention (customers with 5+ rides)

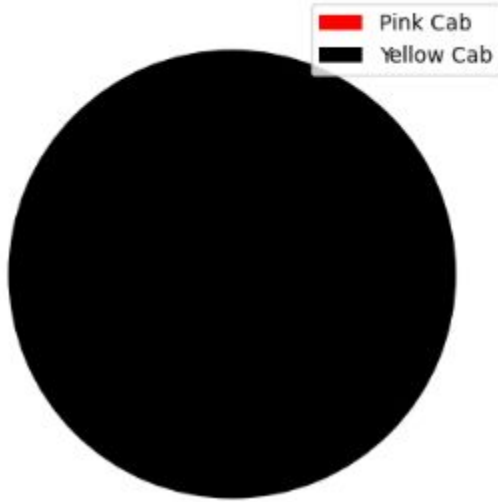customers with more than 5 rides in 2016 | customers with more than 5 rides in 2017 | customers with more than 5 rides in 2018
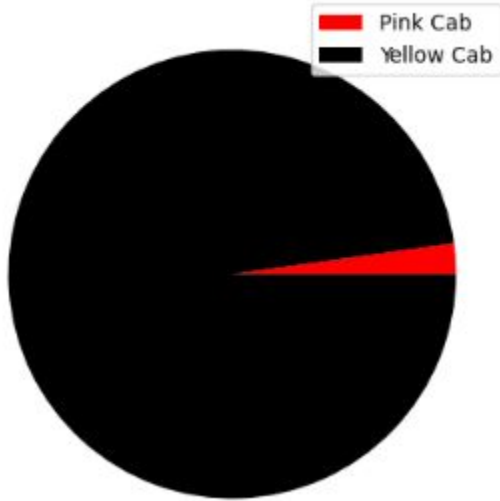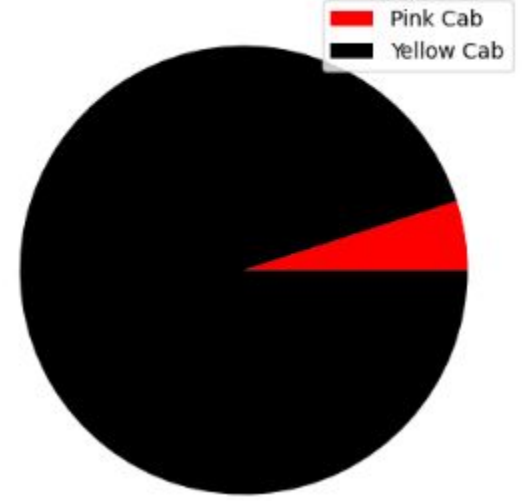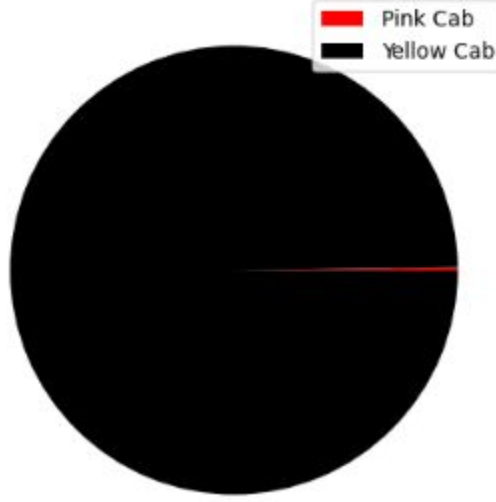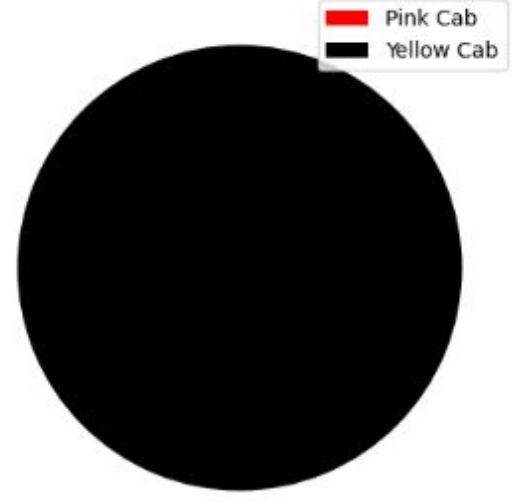
🏆 *Yellow Cab*

Customer retention (customers with 10+ rides)

customers with more than 10 rides in 2016

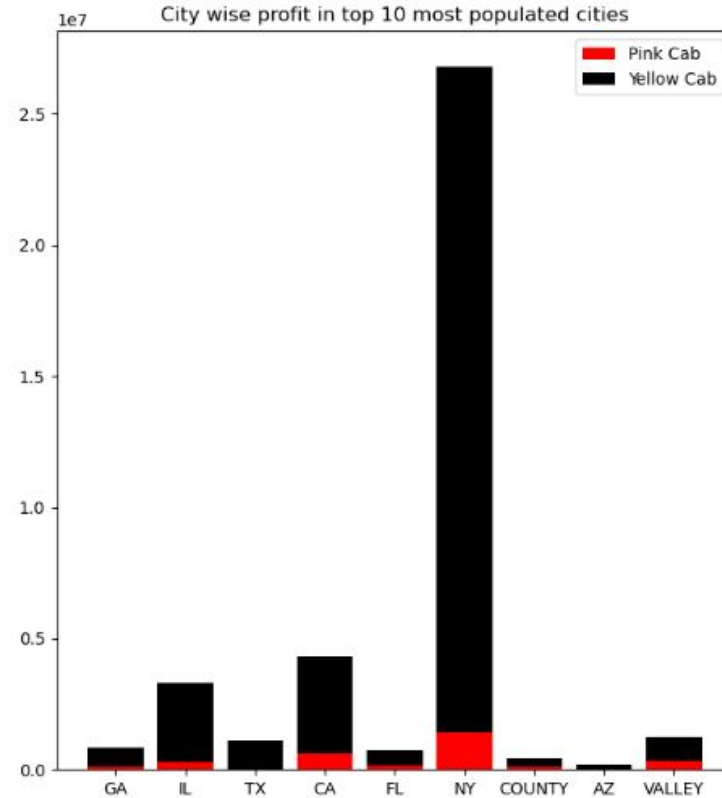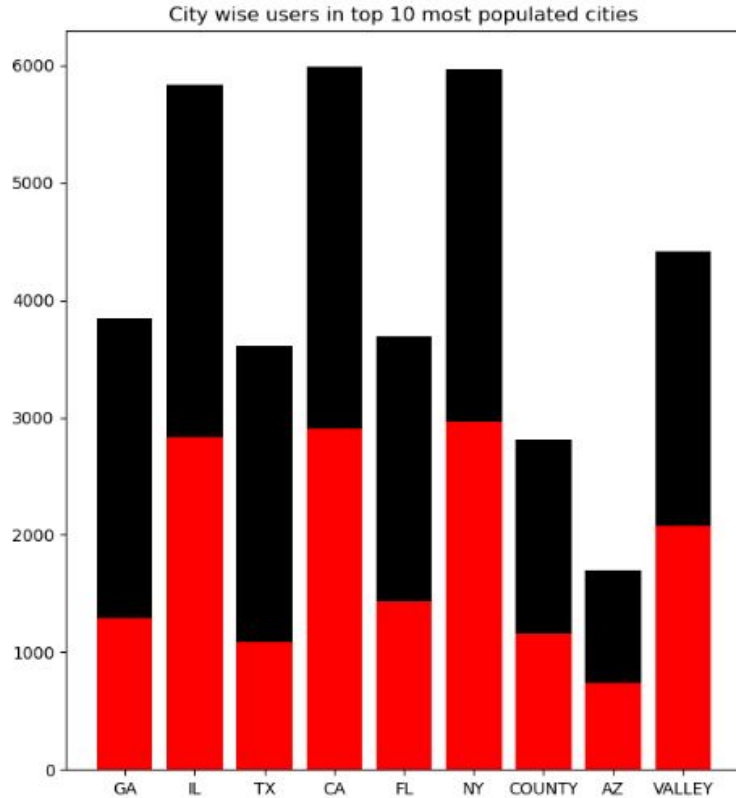customers with more than 10 rides in 2017

customers with more than 10 rides in 2018

Pink Cab
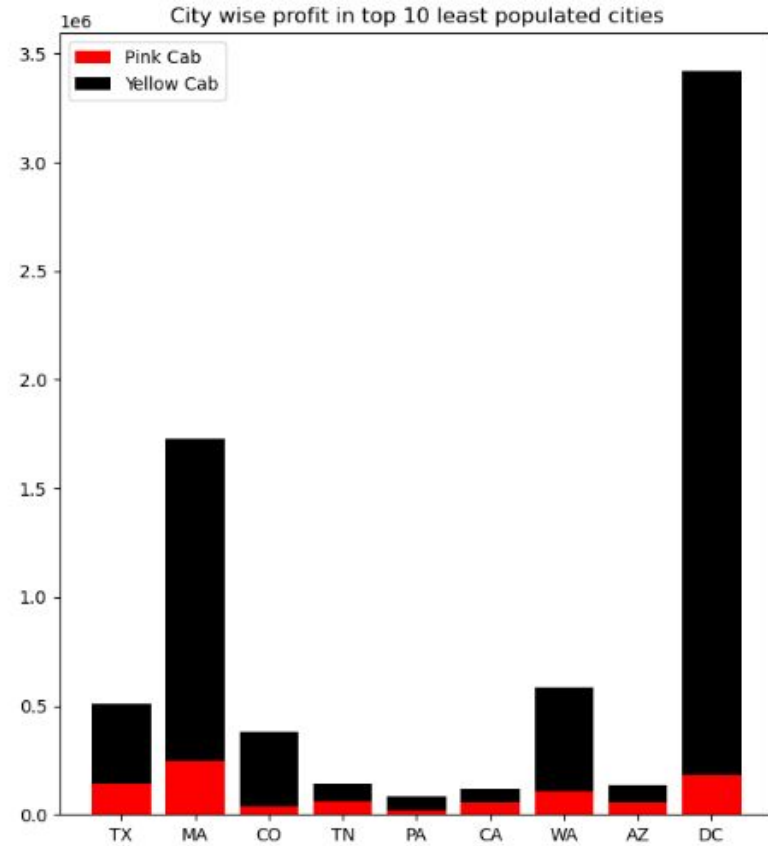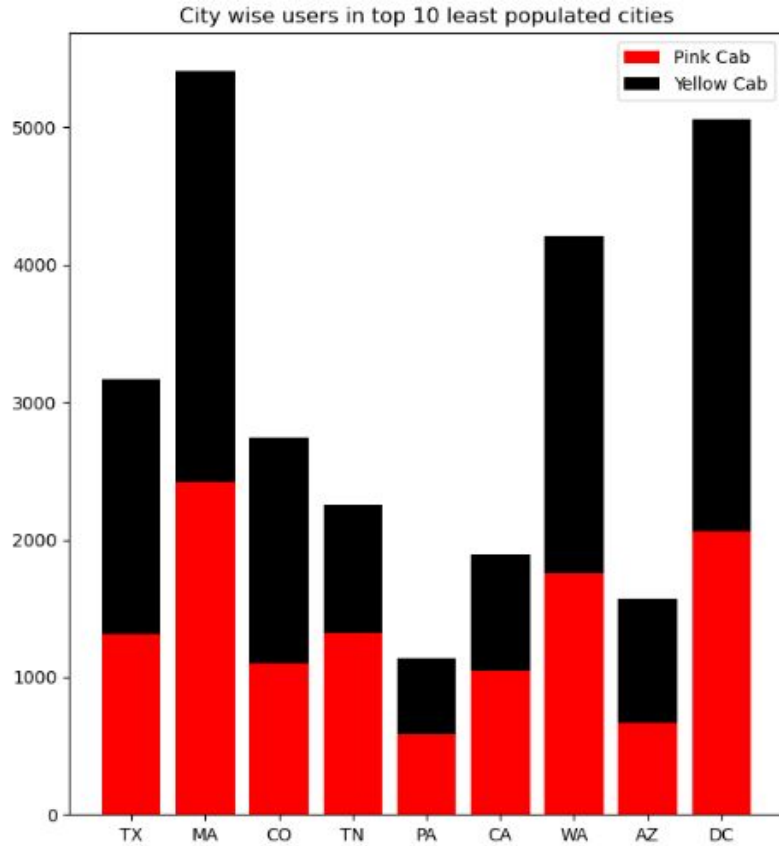Yellow Cab

🏆 *Yellow Cab*

Number of users in a city vs profit in that city *(Top 10 most populated)*

City wise users in top 10 most populated cities

City wise profit in top 10 most populated cities

Yellow Cab

Number of users in a city vs profit in that city *(Top 10 least populated)*

Yellow Cab

Conclusion

In all hypotheses we made above, it is clear that Yellow Cab is the best investment option.

YELLOW CAB