



Data Glacier

Your Deep Learning Partner

G2M Case Study

Virtual Internship

Name : Mohammad Odeh

Location: United Arab Emirates

Team: Data and Analytics

Date: 11-March-2021

Background –G2M(cab industry) case study

- XYZ is a private equity 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.
- Objective : Provide actionable insights to help XYZ firm in identifying the right company for making investment.

The analysis has been divided into four parts:

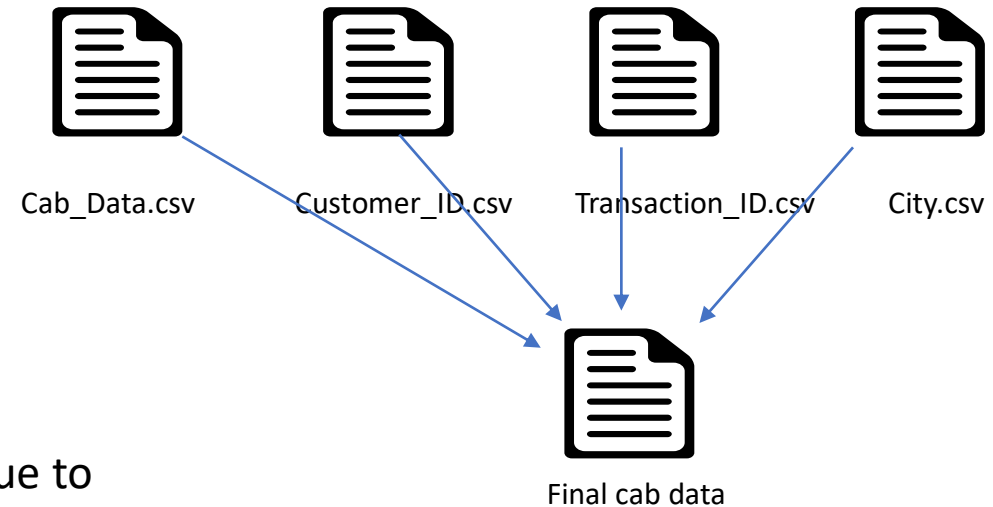
- Data Understanding
- Forecasting profit and number of rides for each cab type
- Finding the most profitable Cab company
- Recommendations for investment

Data Exploration

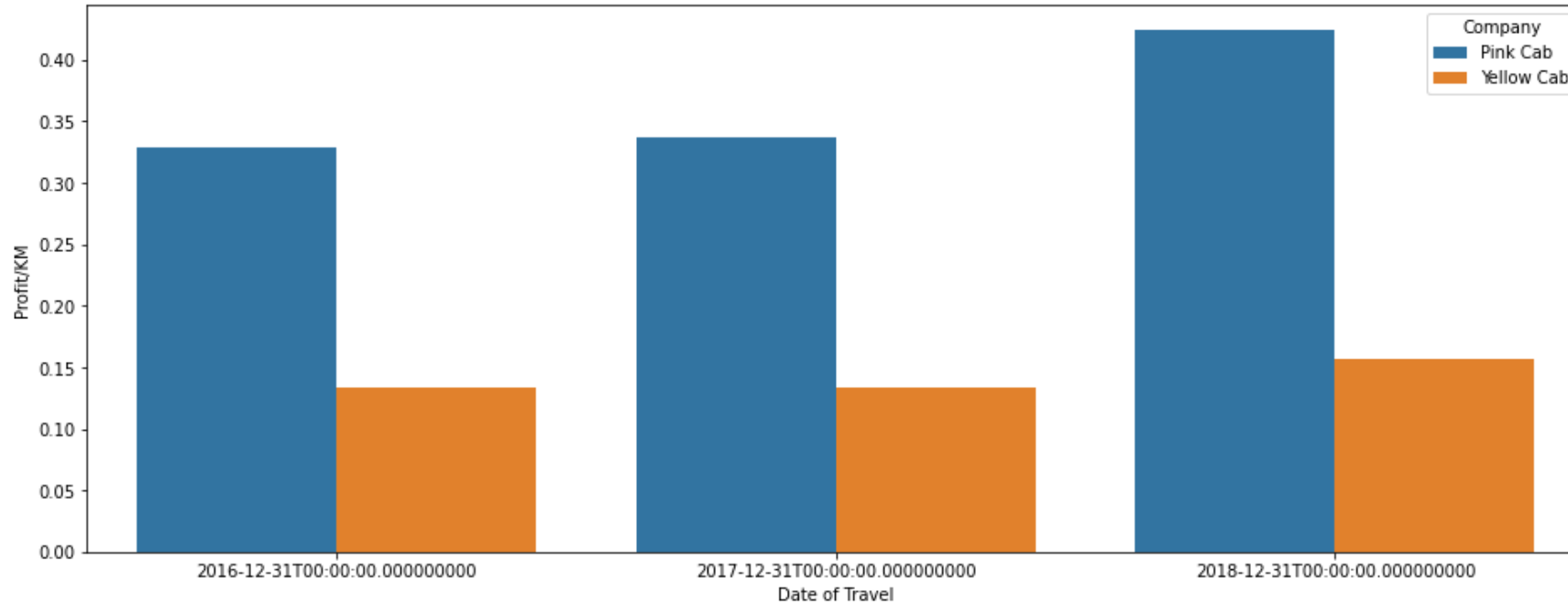
- 16 Features(including 4 derived features)
- Timeframe of the data: 2016-01-1 to 2018-12-31
- Total data points :359392

Assumptions:

- Outliers are present in Price_Charged feature but due to unavailability of trip duration details ,we are not treating this as outlier.
- Profit of rides are calculated keeping other factors constant and only Price_Charged and Cost_of_Trip features used to calculate profit.
- Users feature of city dataset is treated as number of cab users in the city. we have assumed that this can be other cab users as well(including Yellow and Pink cab)



Profit Analysis



- **Pink Cab:**

Profit: 5307328.32100

Rides: 84711

Profit/Ride: 62.65217

Profit/KM: 2.77715

▶ **Yellow Cab:**

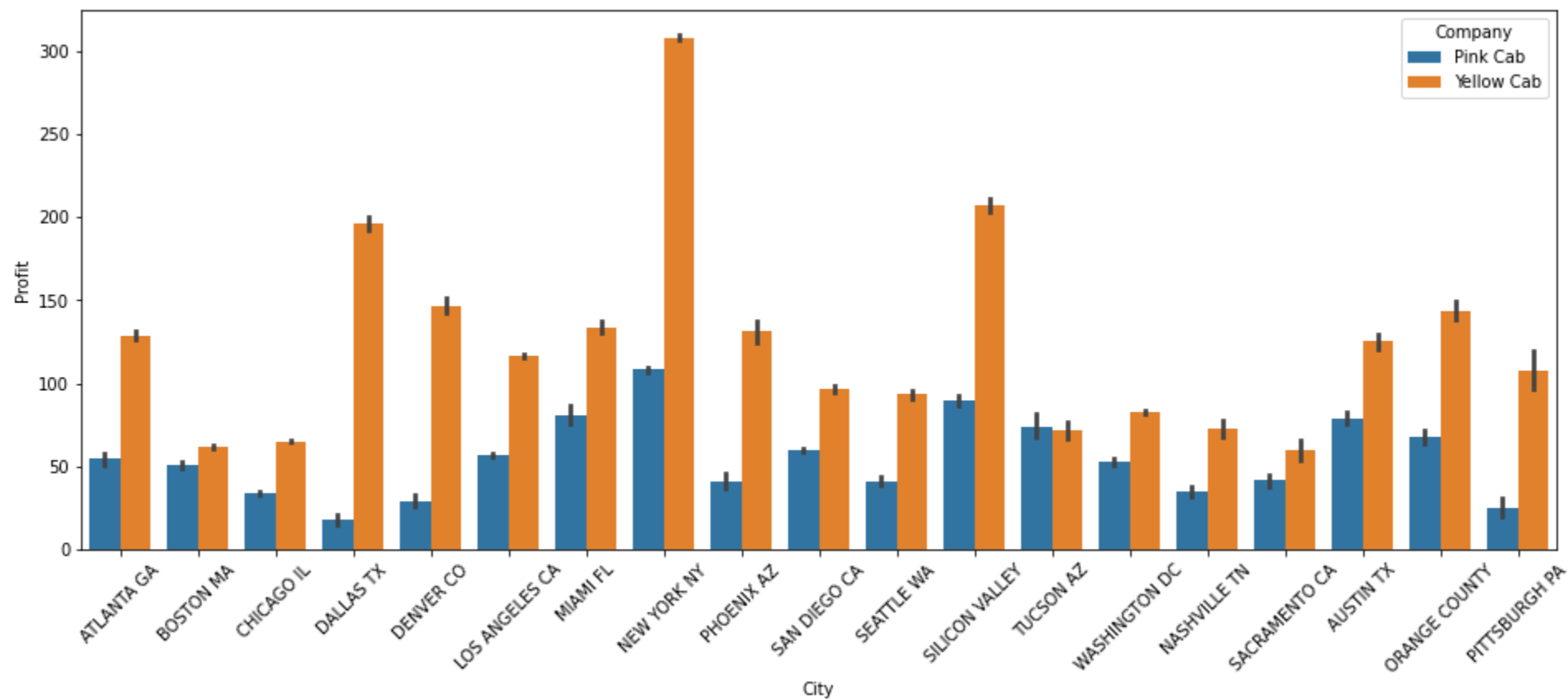
Profit: 44020373.17080

Rides: 274681

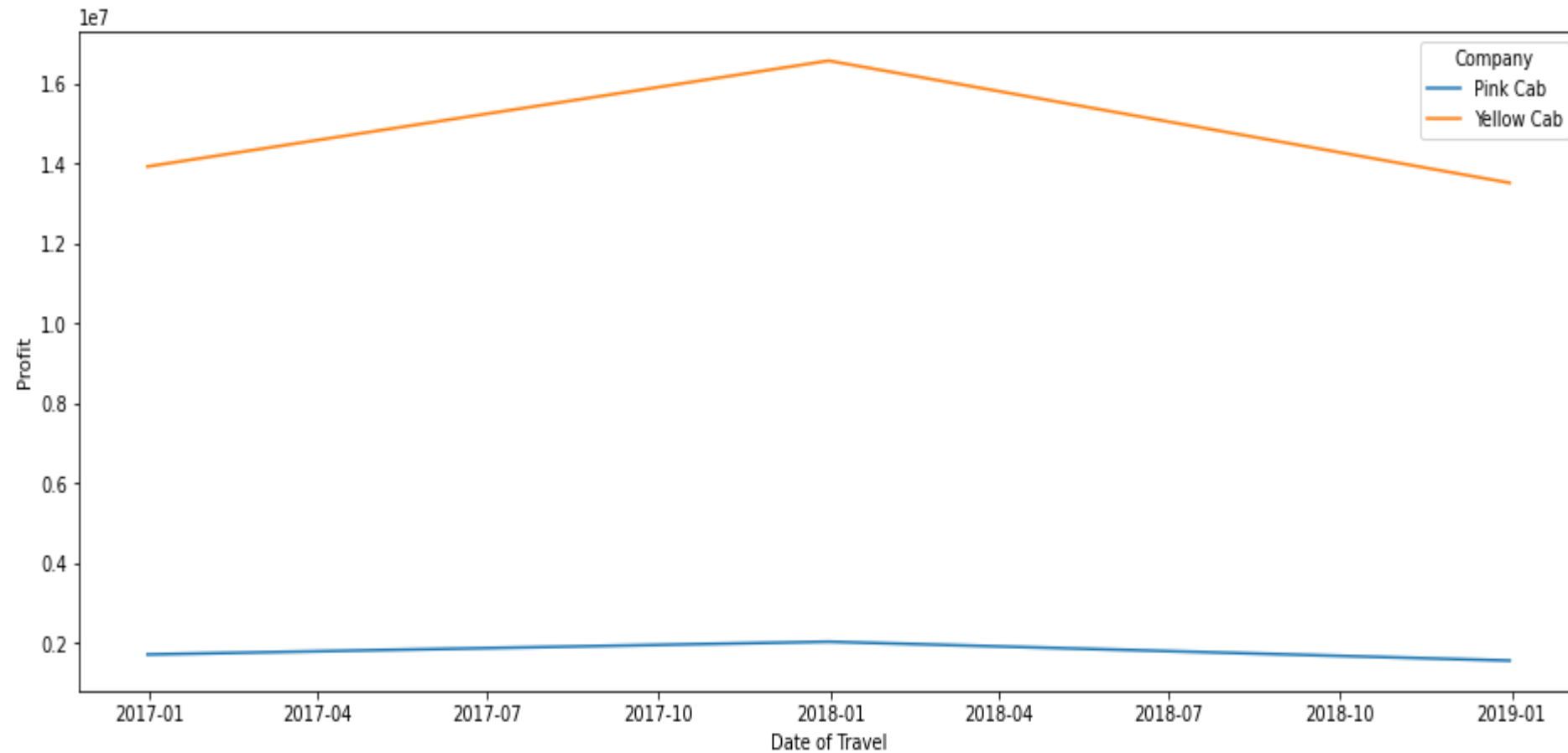
Profit/Ride: 160.25999

Profit/KM: 7.10073

Profit Analysis

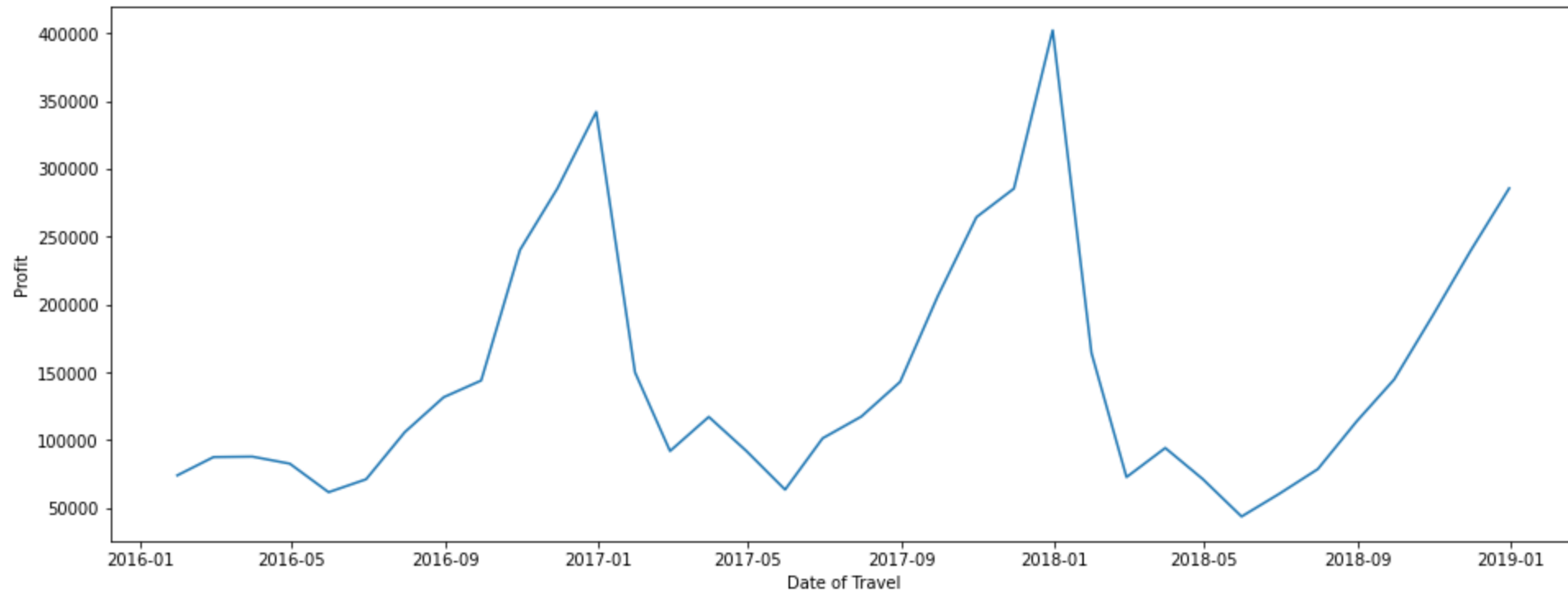


Yearly Profit Analysis



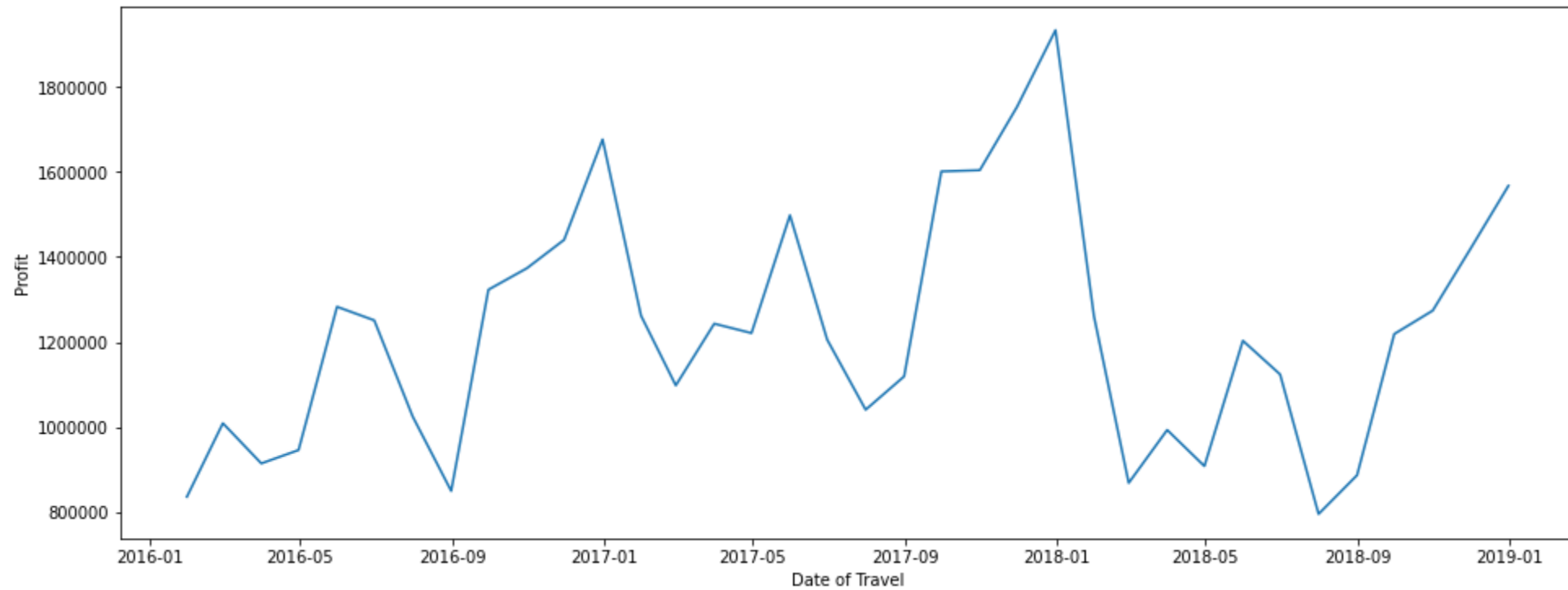
Monthly Profit Analysis

Yellow cab

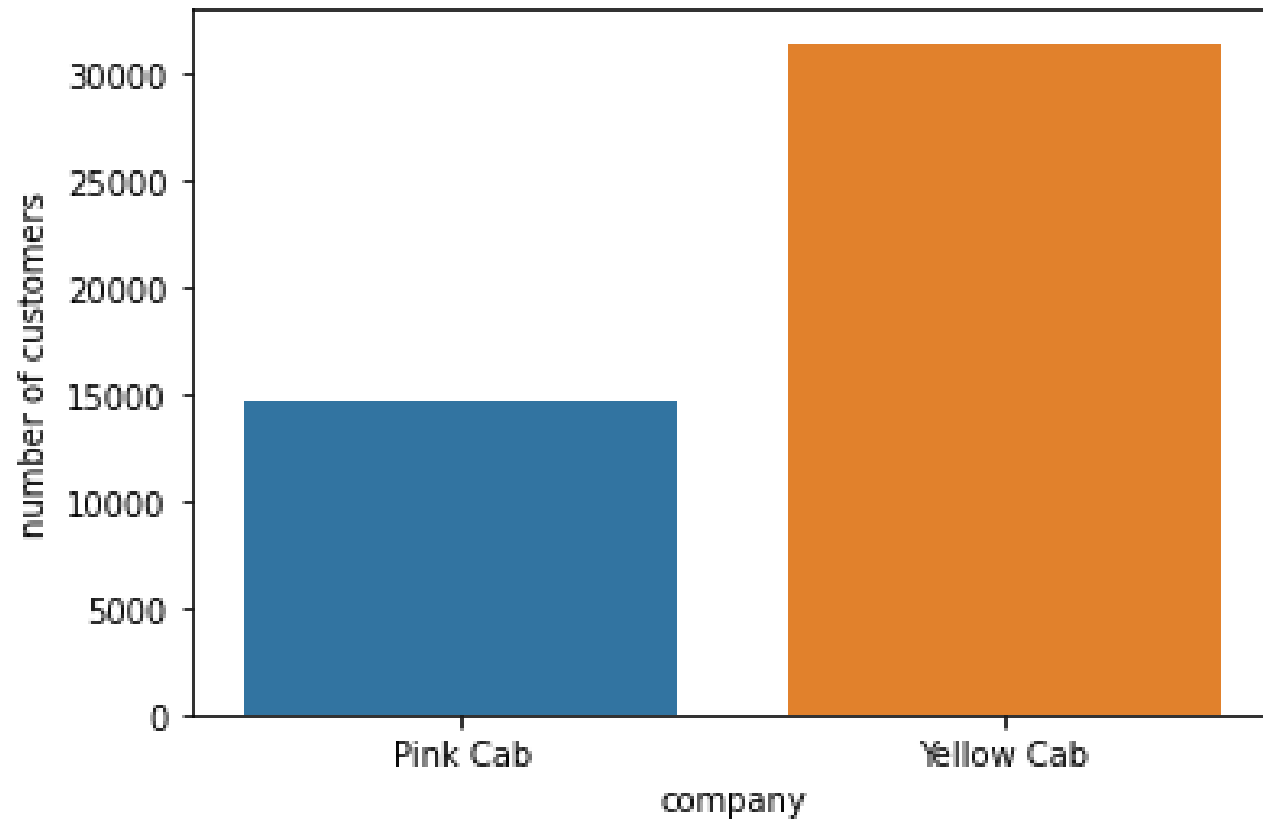


Monthly Profit Analysis

Pink cab

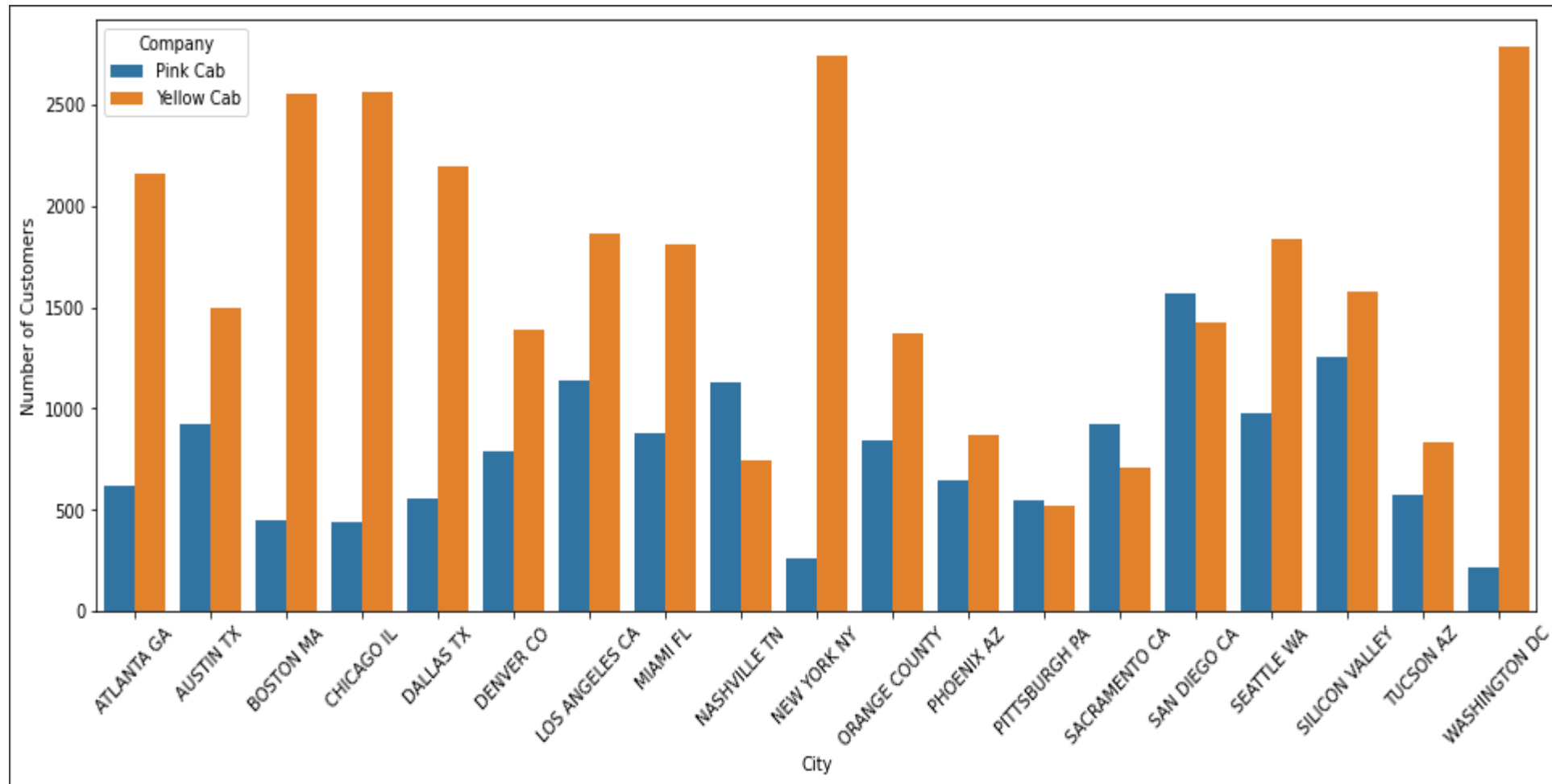


Number of Users per compay



- Yellow Cab has more than more than double the number of customers

Users Covered By Company per city



Recommendations

We have evaluated both the cab companies on following points and found Yellow cab better than Pink cab:

- Yellow cab has a higher customer base in 15 cities compared to 4 cities for Pink cab .
- Yellow cab is doing far better than Pink cab in customer retention; meaning that customers return and use the same company more often
- profit per KM for Yellow cab is about three times the profit per KM of the Pink cab.
- Yellow cab is performing better in offering services to all income class groups (low, medium and high)
- Yellow cab has more than three times the number of rides compared to pink cab, which indicate more coverage

Based on the evaluation of both companies and found Yellow cab better than Pink cab for investment and we recommended it

Thank You



Data Glacier

Your Deep Learning Partner