



Data Glacier

Your Deep Learning Partner

G2M Cab Investment firm - Insights

Virtual Internship

20-06-2021

By:

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Executive Summary

XYZ private cab investment firm looking to invest based on Go-to-Market Strategy.

Analyze the various sections of this industry starting from G2M's basic solution, the end user of the product. The users and cab providers.

The analysis done on the various cities that these companies are operating, their preference towards users and the vice versa.

Problem Statement

Overview

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.

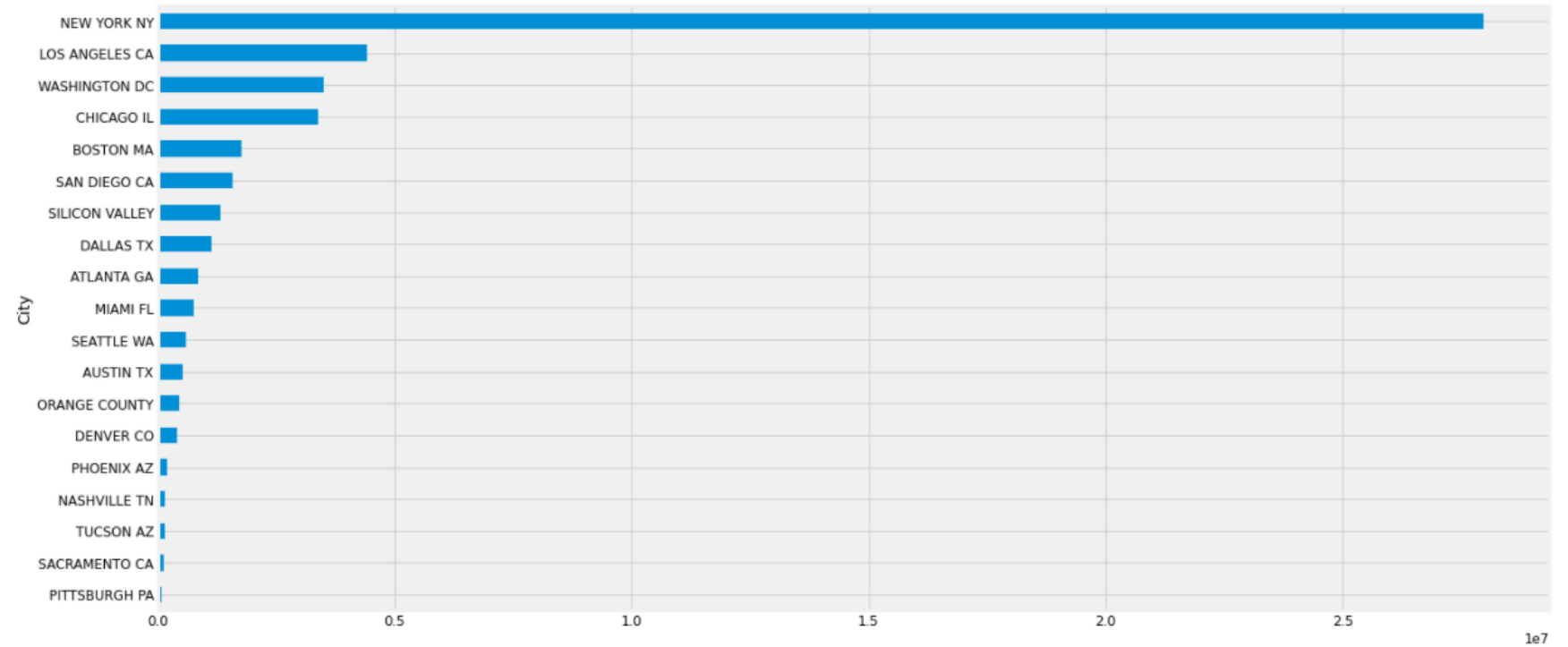
Solution

Provide them with actionable insights based on collected data on this industry..

Approach

- Finding the number of usage by general public on these cabs across cities.
- Understand the relationship between each of the characteristics with profit.
- Profit of cab service providers in each city.
- The city that is earned high profit of all time.
- Analysing the profit trends.
- What percentage of the population of each city uses cab service.
- Age distribution of the users.
- Salary per month distribution of the users.
- Male and female users count.
- What is the preferred payment type.
- Average profit per KM of the companies.
- Average profit percentage per trip.
- A brief time series analysis of the cab industry.

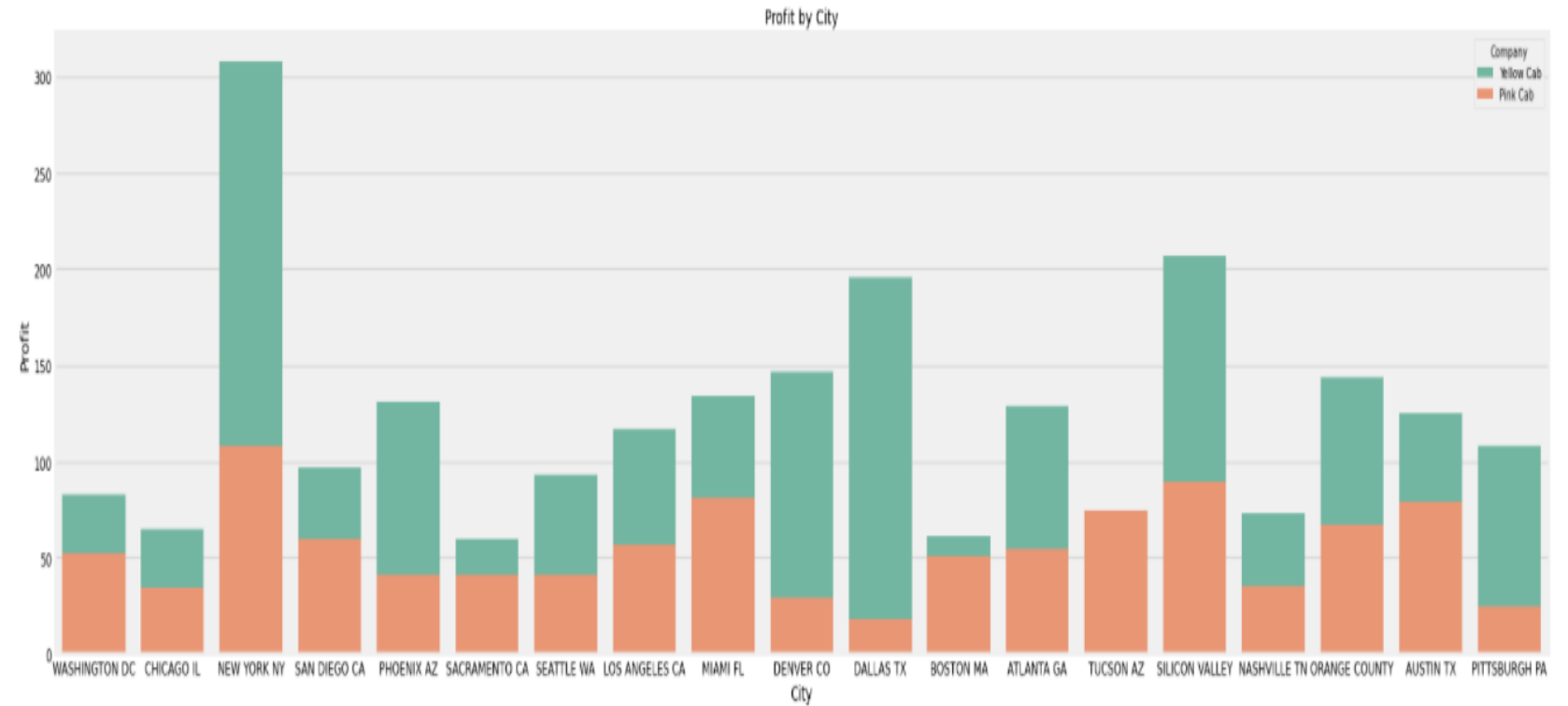
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The top four profit earning cities are:

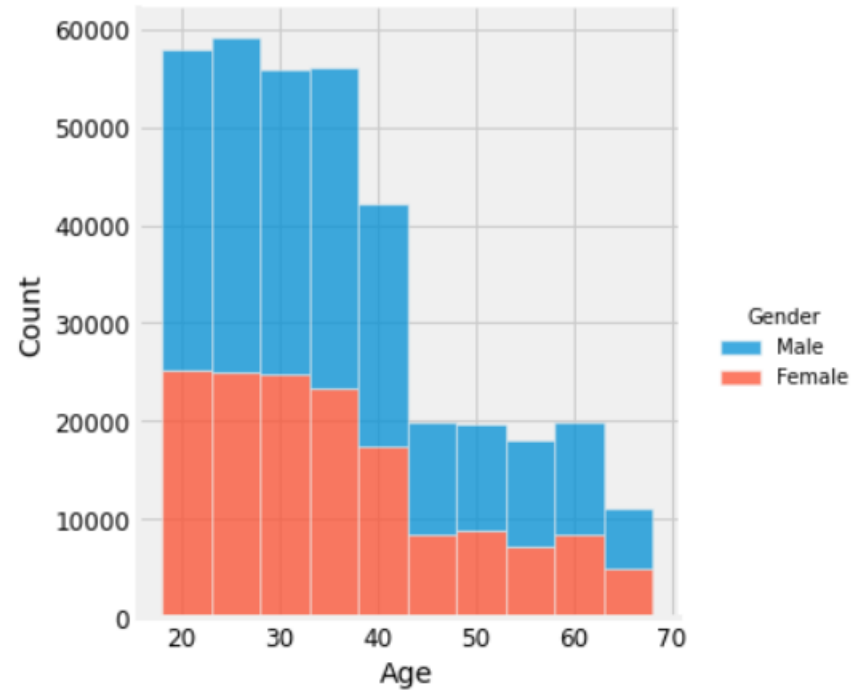
1. New York,
2. Los Angeles,
3. Washington DC,
4. Chicago.

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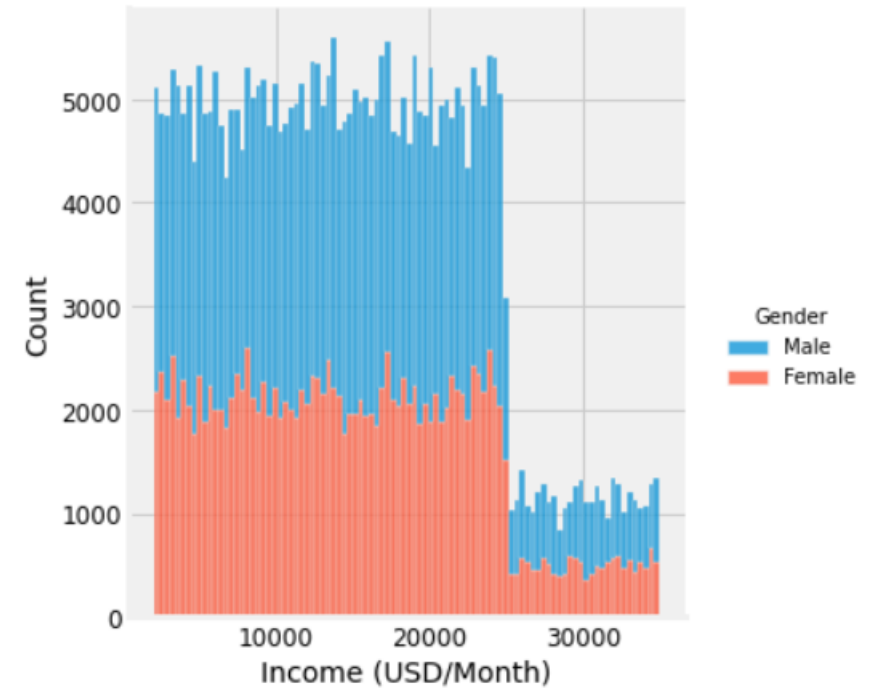


The cities that yellow cabs are making profit, the margin is higher than pink cabs.

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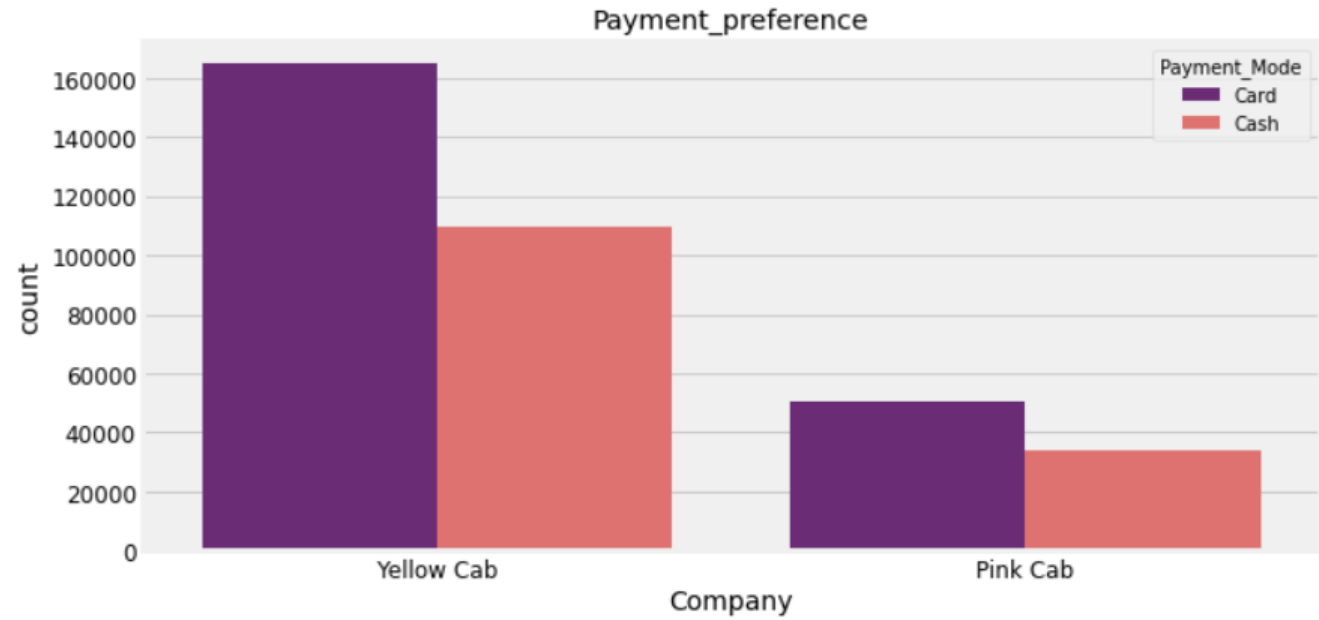


The age group 20-40 are using the taxi more.



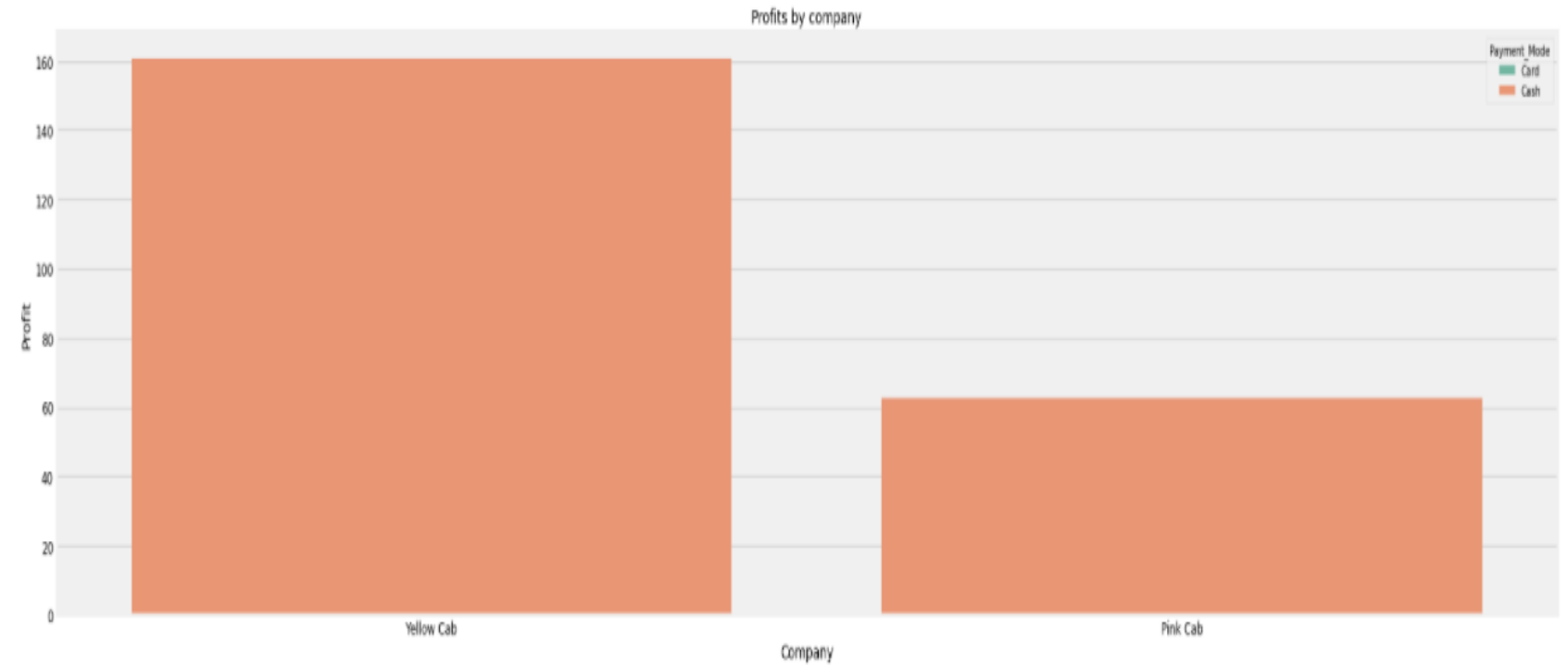
The group that are getting up to 25,000 to 26,000 USD/Month are using the cab more

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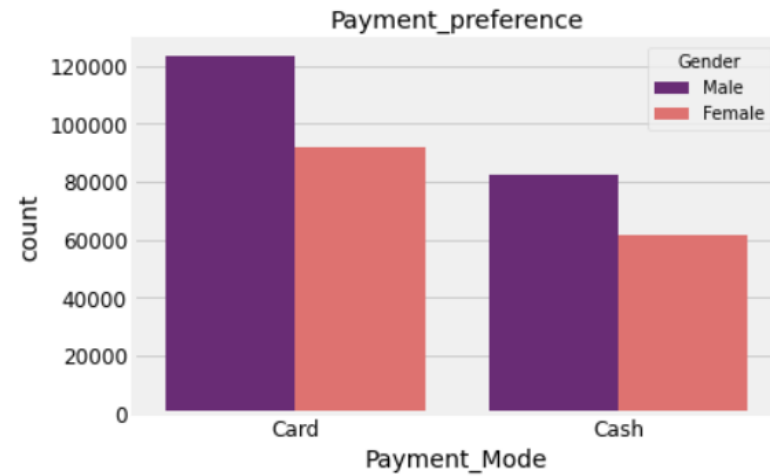
People prefer to use to card transaction more in general.

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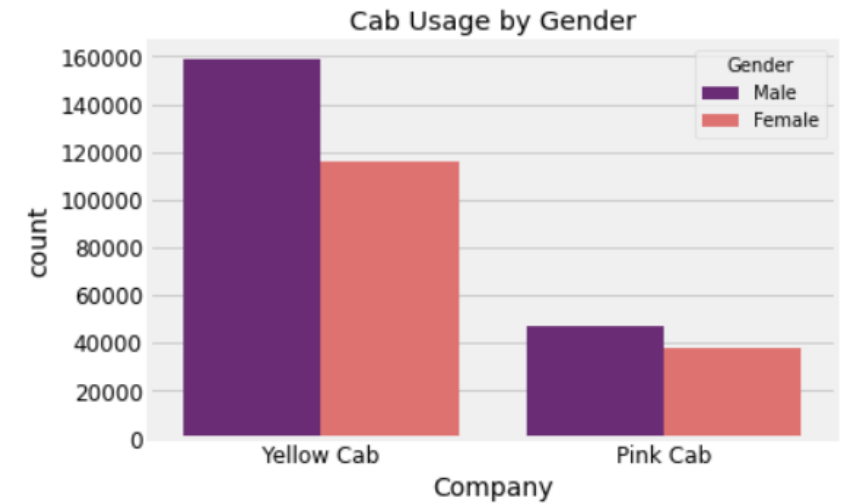


The profits are mainly earned from cash transactions.

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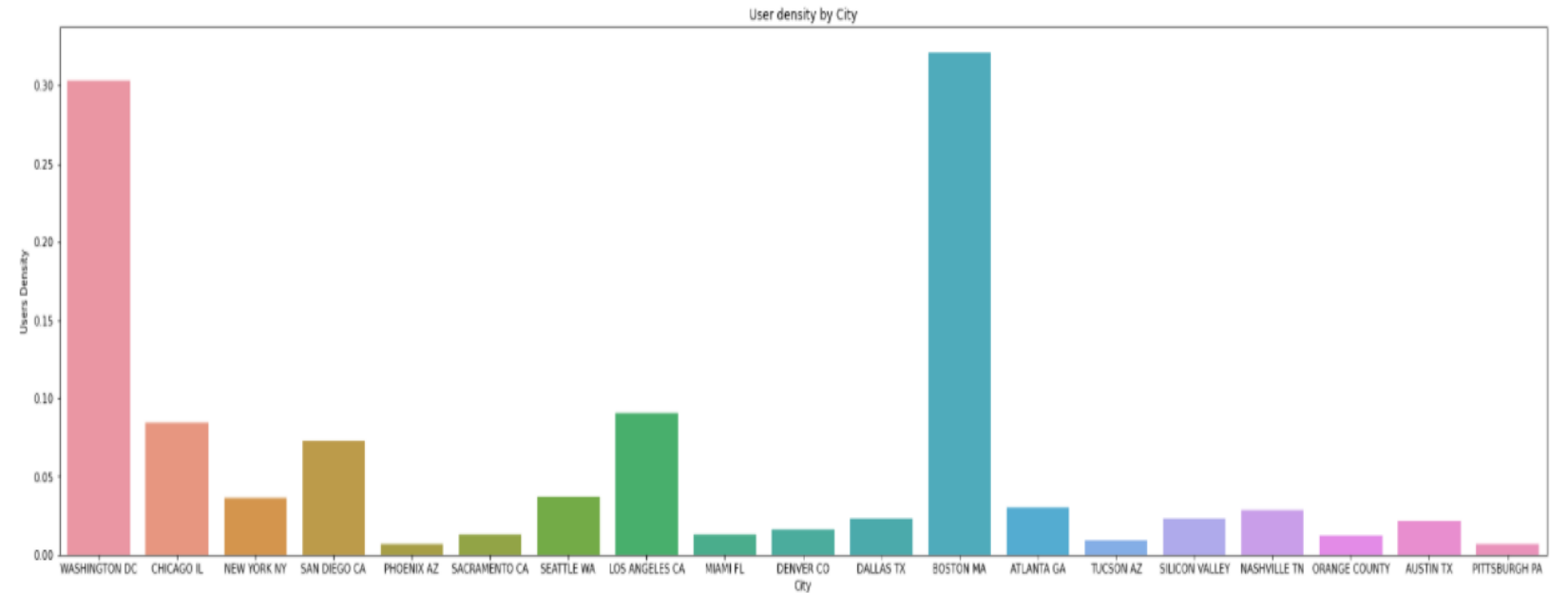


In both gender, people still prefer to use card transactions more.



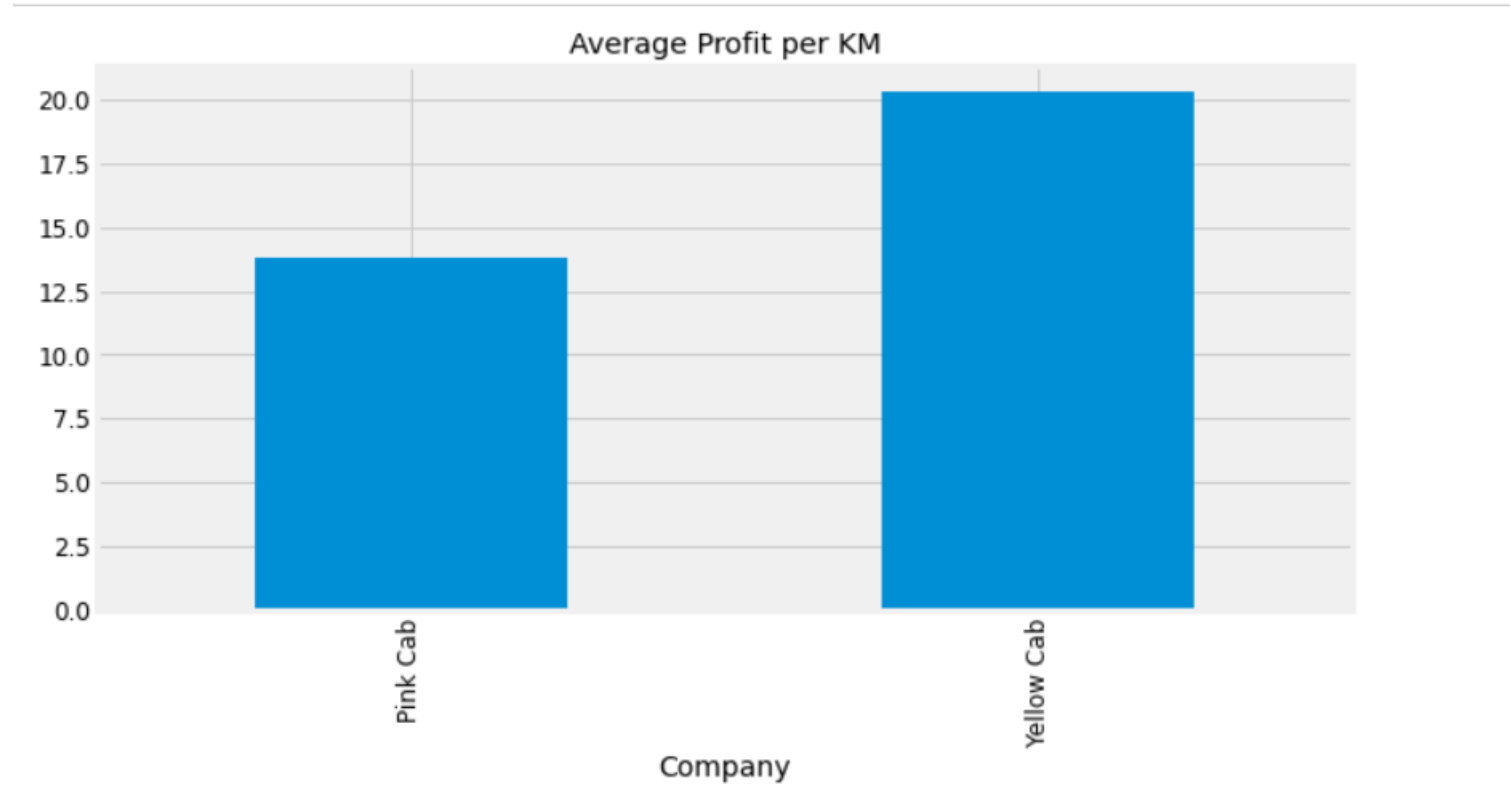
In both gender, people are yellow cabs larger in number.

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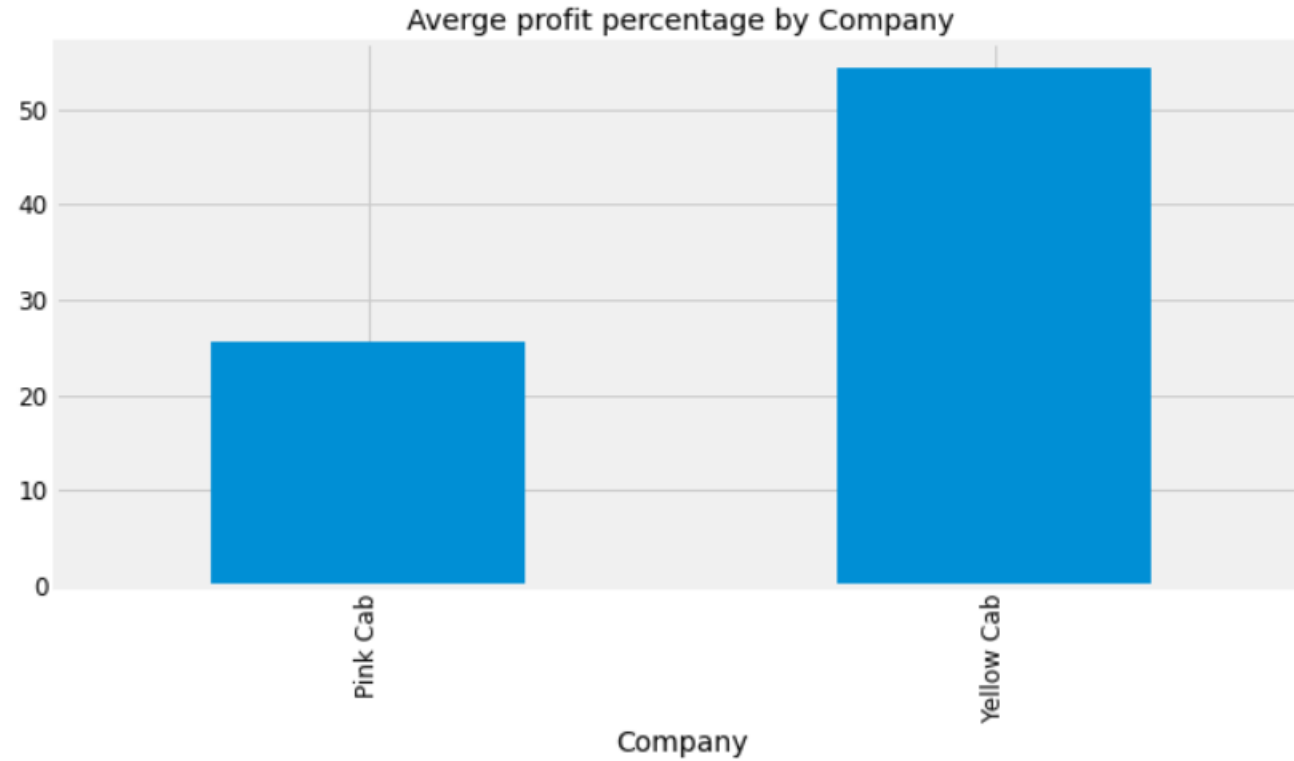
Around 30% of the population in Washington DC and Boston use cab services whereas for all other cities it's less than 10%

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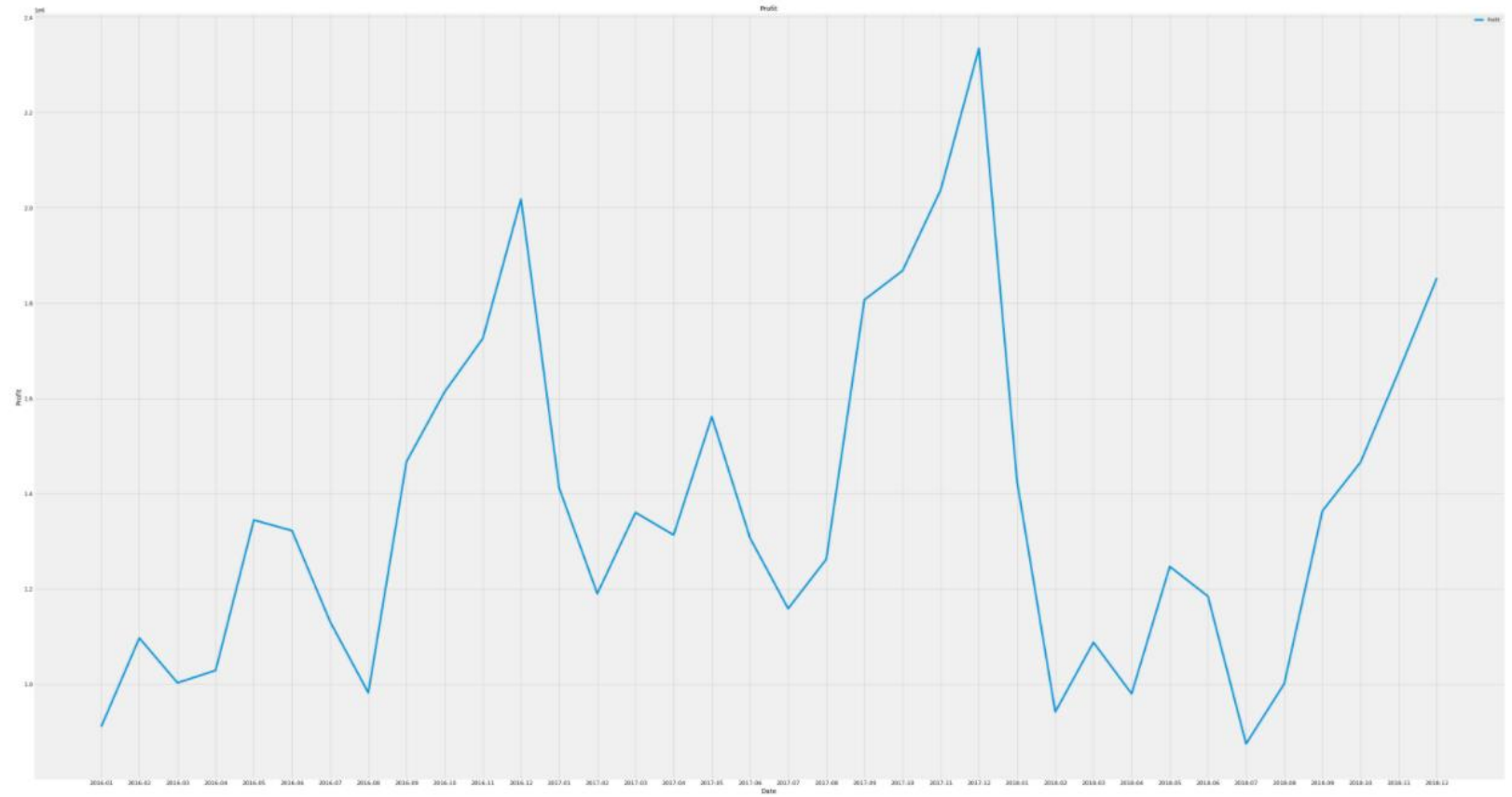
```
(Company  
Pink Cab      13.768510  
Yellow Cab    20.306073  
Name: Price Charged per KM, dtype: float64,  
None)
```

EDA



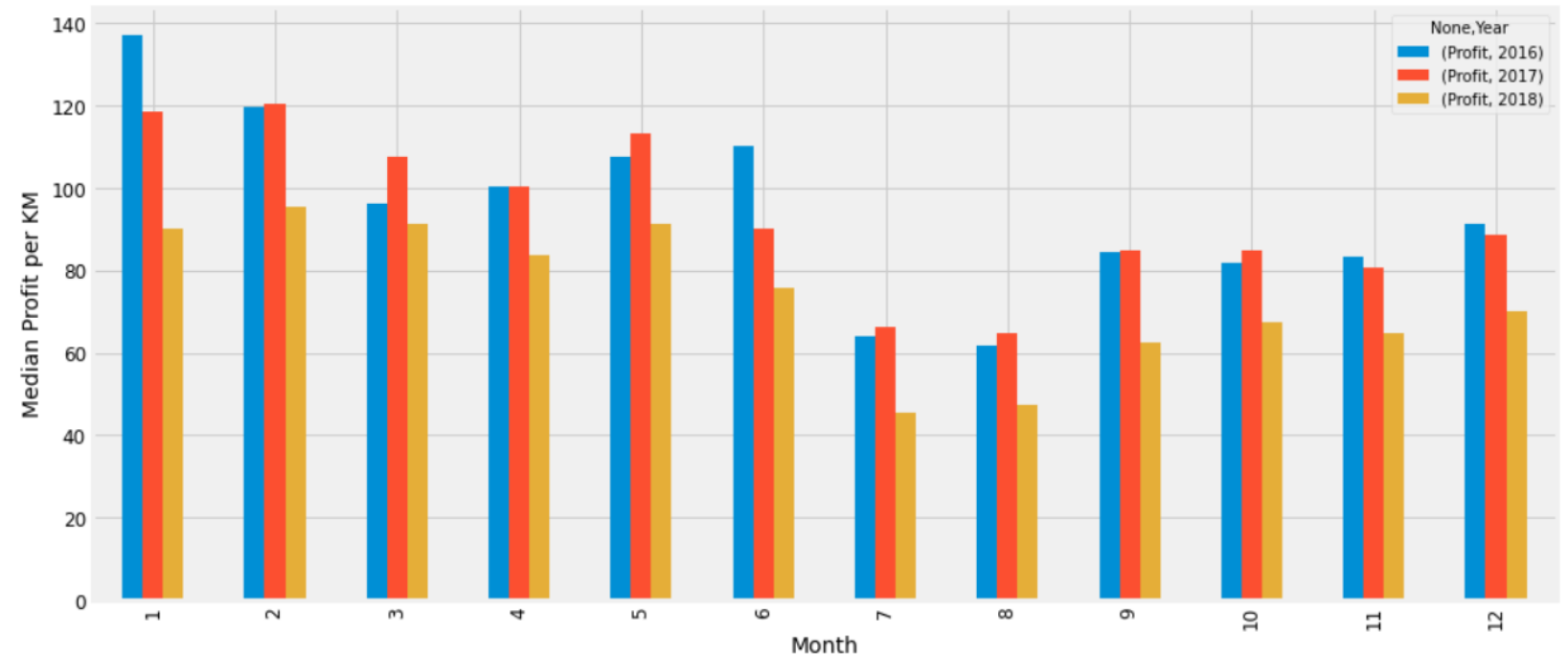
```
(Company  
Pink Cab    25.559567  
Yellow Cab  54.296631  
Name: Profit Percentage per Trip, dtype: float64,  
None)
```

EDA



The time series starts from 2016 to 2018. There is evidence for seasonality and trend from the graph. During the start of year, it comes down and goes to peak towards the end of the year.

EDA



Though the overall profit is high during the end of the year, the median profit per km is high during the start of the year and there is dip in 2018 throughout the year.

EDA Summary

- After exploring the data and analyzing, it is evident that the highest profit earning cities are New York, Los Angeles, Washington and Chicago with Washington and Boston being highest user density.
- The profit margin of Yellow Cab is much higher than Pink Cab throughout the year.
- The profit percentage and average profit per KM are being dominated by Yellow cabs.
- The age group that using the cab service is between 20-40 years of age and up to 25000 USD/Month salary.
- There is gender preference towards the cab, and people prefer card transactions, though the profit is earned mostly through cash transactions.

Recommendations

After evaluating both the cab service providers on following points, we found Yellow cab better than Pink cab:

- **Customer Preference:** From the analysis, There is customer preference towards the cab and from the data that is Yellow cab has higher customer preference in most cities .
- **Age wise Usage:** Most of the users are 20 to 40 years in age.
- **Salary wise Usage:** People earning up to 25000 USD/Month are using the most.
- **Average Profit per KM:** Yellow cab's average profit per KM is almost three times the average profit per KM of the Pink cab. From the analysis, it is evident.
- **Profit:** From the analysis, there is a difference in profit made by the companies and from the figures, Yellow cab earns way higher than Pink cab with no significant difference in distance travelled by these companies.
- **Transactions:** There is preference in payment mode by gender and yellow cab has made more transactions,

It is safe enough to invest in Yellow Cab as data is indicating high value on this company.

Thank You