

Data Intake Report

Name: G2M insight for Cab Investment firm

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Internship Batch: LISUM02

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Data intake reviewer: N\A

Data storage location: <https://github.com/melisagozet/G2M.git>

Business Problem

Proposed Approach:

I did a lot of analysis. In fact, according to the data I reviewed, I reached to the conclusion that XYZ company should invested in the yellow taxi. But, i notice very interesting information. Please continues to reading.

Mention your assumptions:

The Yellow Cab Company was a taxicab company in Chicago which was founded in 1907 by John D. Hertz. But Yellow Cab Cooperative Inc., San Francisco's largest taxi company, filed for bankruptcy protection Friday, the latest in string of traditional taxi companies to turn to chapter 11 amid the rapid rise of ride-hailing rivals like Uber Technologies Inc. and Lyft Inc. (Jan. 24, 2016, The Wall Street Journal).

Website

- <https://www.wsj.com/articles/san-franciscos-biggest-taxi-operator-seeks-bankruptcy-protection-1453677177>

Taxis during the commuter rush in Midtown Manhattan. Yellow cabs have lost significant ground in the city to a growing fleet of black cars summoned by apps like Uber and Lyft. Kwabena Boateng, 46, a cabdriver since 2001, says that things have gotten so bad that many of his friends now work for Uber. He makes less than he did even three years ago. "I am still contemplating what to do," he said. (Jan. 15, 2017, The New York Times)

Website:

- <https://www.nytimes.com/2017/01/15/nyregion/yellow-cab-long-a-fixture-of-city-life-is-for-many-a-thing-of-the-past.html>

'There's no future for taxis': New York yellow cab drivers drowning in debt. (Fri. Oct. 20, 2017, TheGuardian)

Website:

- <https://www.theguardian.com/us-news/2017/oct/20/new-york-yellow-cab-taxi-medallion-value-cost>

In just five years, the cost of a yellow cab taxi medallion has fallen by 75%. These metallic licenses are required for taxis to legally pick up fares in New York, but with the arrival of ride-sharing apps like Uber and Lyft, the taxi business is in freefall. It's a blow to cab drivers and a job that was once a good bet for lower middle class citizens or newly arrived immigrants to live the American Dream. For many, that dream has turned into a nightmare. (05/07/2018, France24 (Uber vs yellow cabs: A living nightmare for New York taxi drivers))

Website:

- <https://www.france24.com/en/20180705-inside-americas-mexico-lopez-obrador-rio-grande-river-new-york-city-yellow-cabs-uber>

Although the yellow taxi seems to be quite preferable in the comparison with Pink Cab, its in fact is quite different as seen in the news above.

When its come to Pink Cab was launched by the Egyptian Entrepreneur Mrs. Reem Fawzi in August 2015. Pink Cab is girls-only transportation services providing clients with modern and safe rides with Pink Cab's girls-only drivers.

Pink Cab believes in FINANCIAL INDEPENDANCE for all women (drivers earn 75% of the fare). This app explains why profits are low.

Conclusion

Both companies have a certain amount of profit. Moreover, according to data analysis, XYZ firm should invest in Yellow Cab. But in reality the cab on the verge of bankruptcy. Once again, I understood that before the business problem should be analyzed rather than data analysis.