



Data Glacier

Your Deep Learning Partner

G2M CASE STUDY (XYZ)

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Data and Analytics

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Turkey

Background – Go-To-Market (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

Profit Analysis

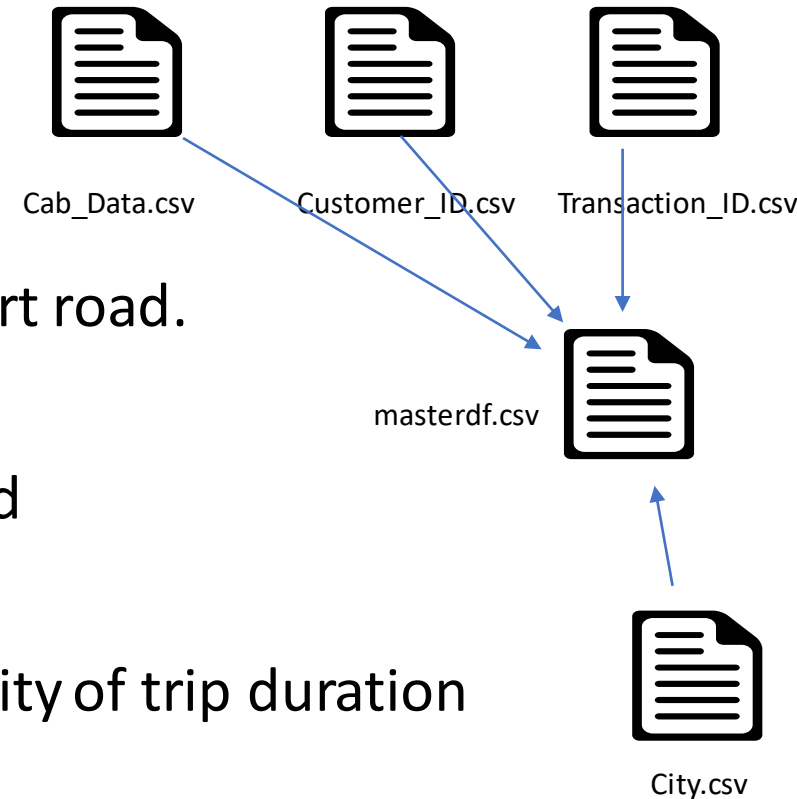
- **Adjustments:**

- Gain and Gain per KM feature were created to make a short road.

Gain = Price_Charged - Cost_of_Trip

Gain per KM = (Price_Charged - Cost_of_Trip)/KM Travelled

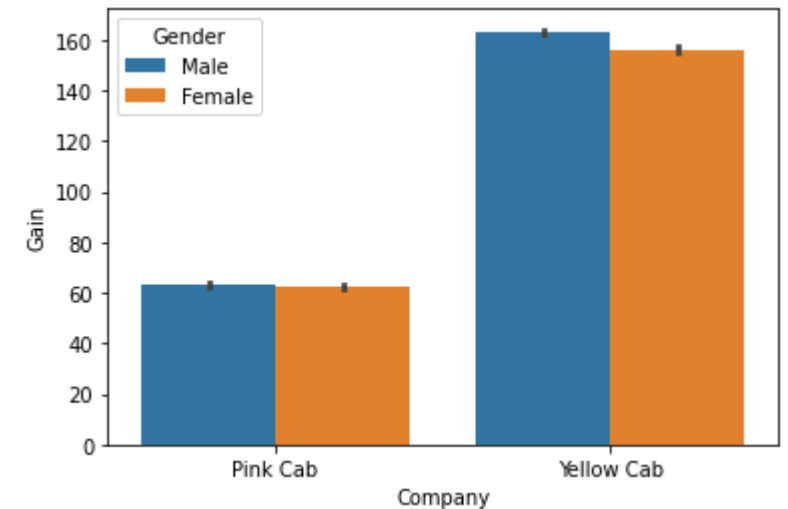
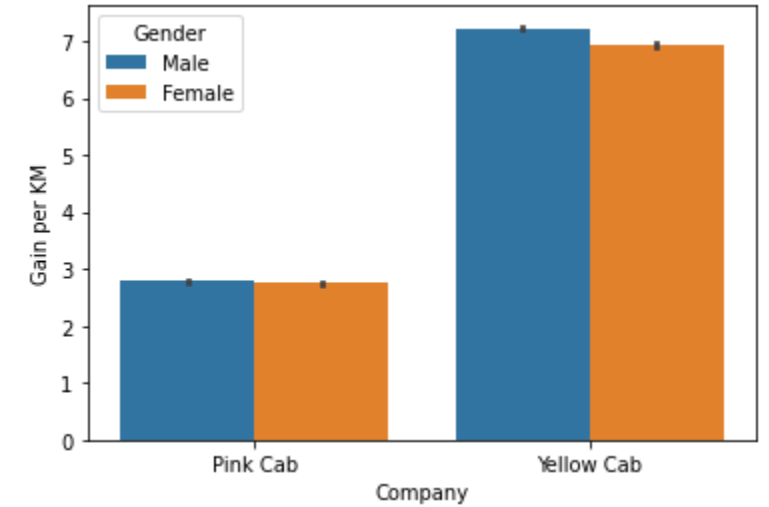
- Outliers are present in Gain feature but due to unavailability of trip duration details, we are not treating this as outlier.
- Created lots of csv datas (yearly, seasonal etc.) to make a short road.



Profit Analysis

Company	Total Gain	Gain per KM	Total Ride
Pink Cab	5,307,328	2.77	84,711
Yellow Cab	44,020,373	7.11	274,681

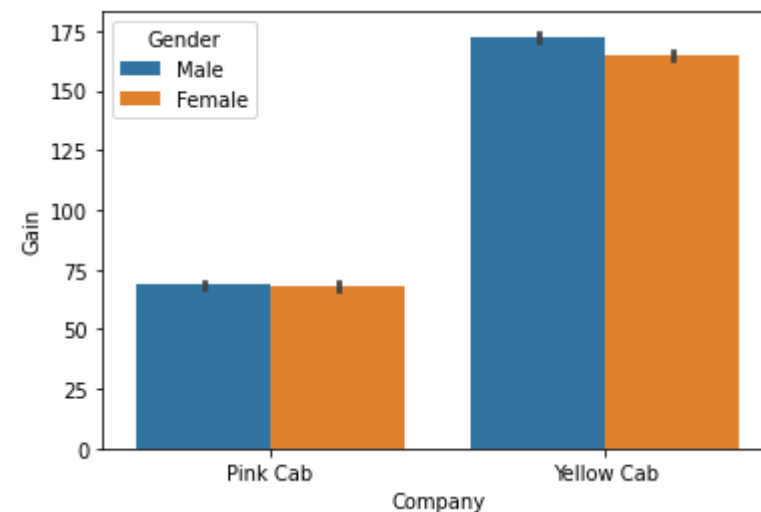
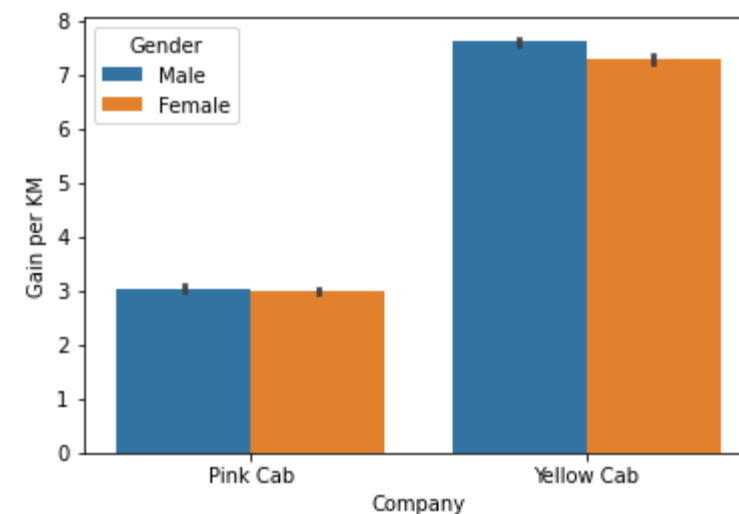
Gain < 0	Pink Cab	Yellow Cab
Gain loss	-226,672	-259,098
Gain loss per KM	-0.912	-0.839
Gain loss per ride	% 13.14	% 4.98



Yearly Profit Analysis 2016

Company	Total Gain	Gain per KM	Total Ride
Pink Cab	1,713,511	3.03	25,080
Yellow Cab	13,926,995	7.49	82,239

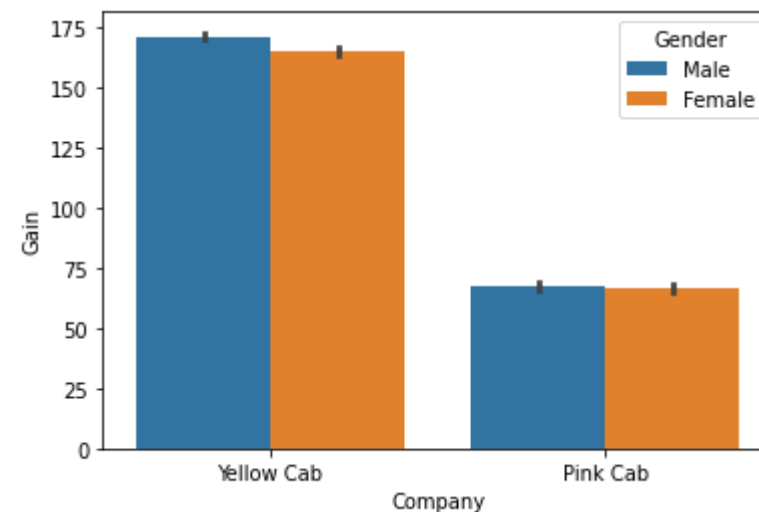
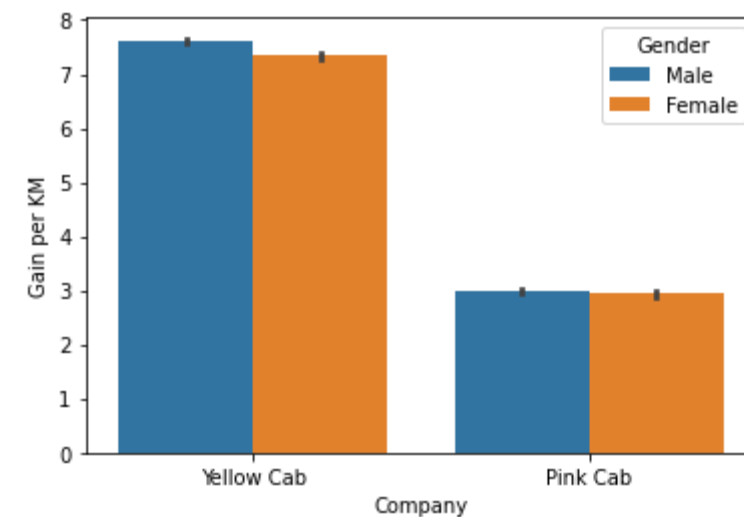
Gain < 0	Pink Cab	Yellow Cab
Gain loss	-71,200	-78,038
Gain loss per KM	-1.006	-0.891
Gain loss per ride	% 12.92	% 4.73



Yearly Profit Analysis 2017

Company	Total Gain	Gain per KM	Total Ride
Pink Cab	2,033,654	2.96	30,321
Yellow Cab	16,575,978	7.49	98,189

Gain < 0	Pink Cab	Yellow Cab
Gain loss	-95,193	-106,178
Gain loss per KM	-0.961	-0.915
Gain loss per ride	% 14.39	% 5.19

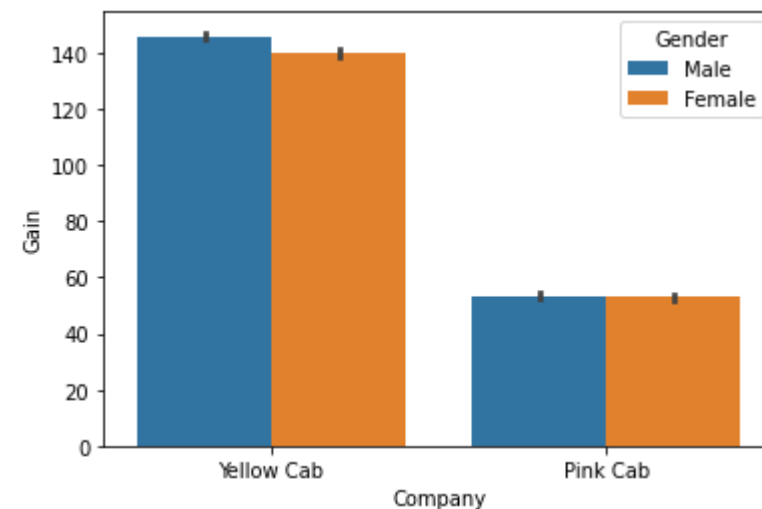
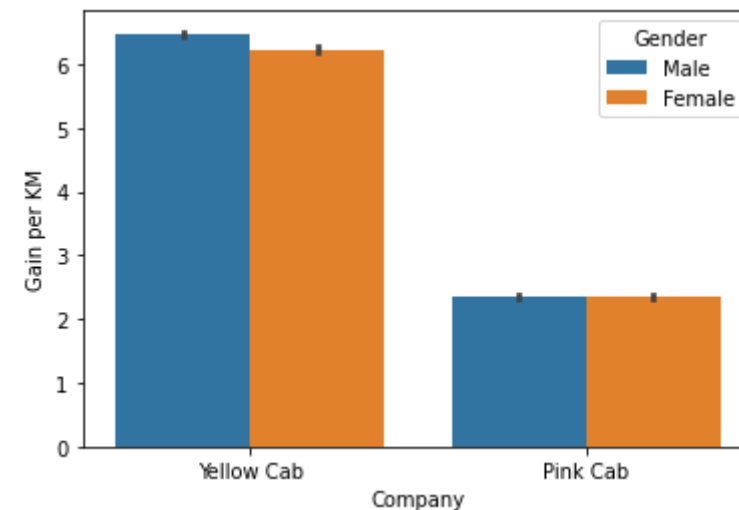


Yearly Profit Analysis 2018

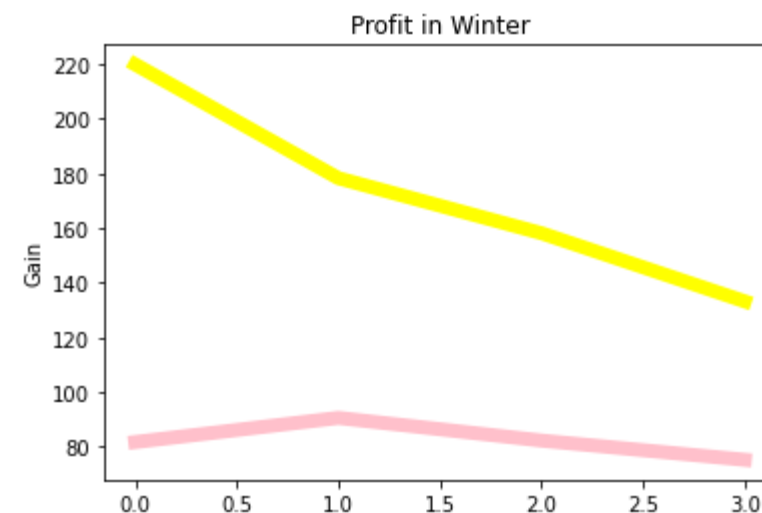
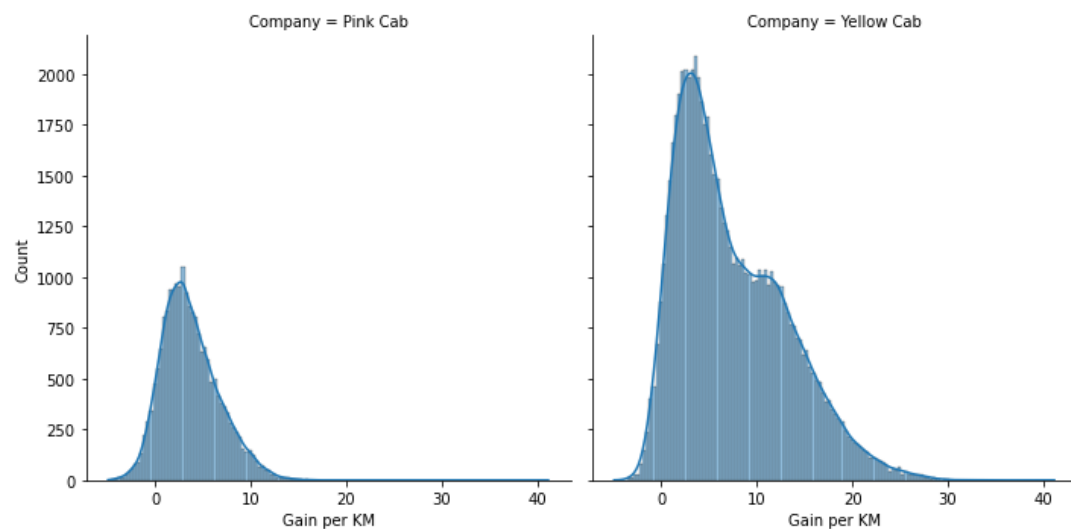
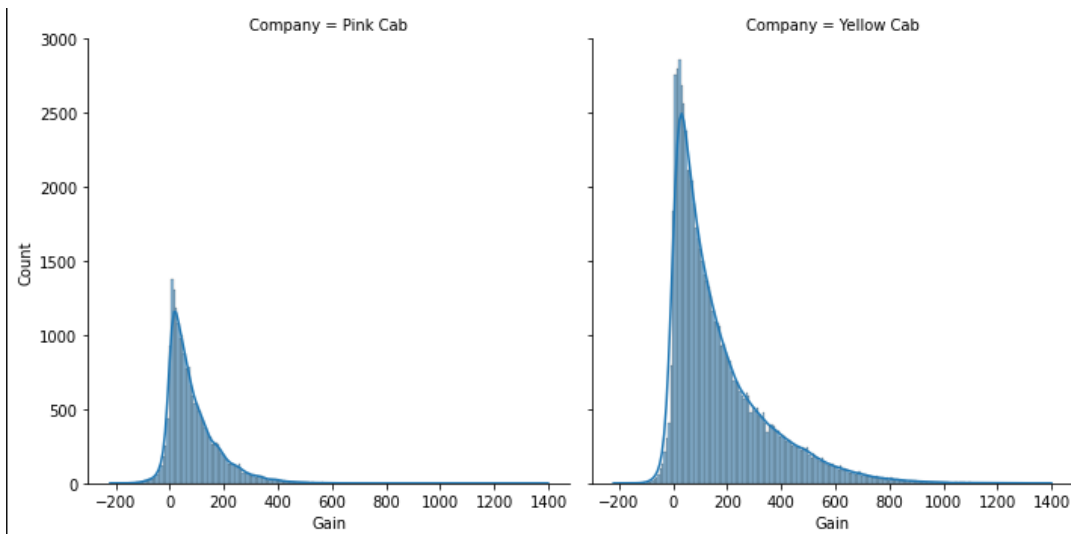
Company	Total Gain	Gain per KM	Total Ride
Pink Cab	1,560,162	2.35	29,310
Yellow Cab	13,517,400	6.36	94,253

Gain < 0	Pink Cab	Yellow Cab
Gain loss	-60,278	-74,883
Gain loss per KM	-0.764	-0.713
Gain loss per ride	% 12.03	% 5.00

Yellow Cab regularly more profits than Pink Cab. In addition, the number and amounts of loss is less than Pink Cab.



Winter Profit Analysis

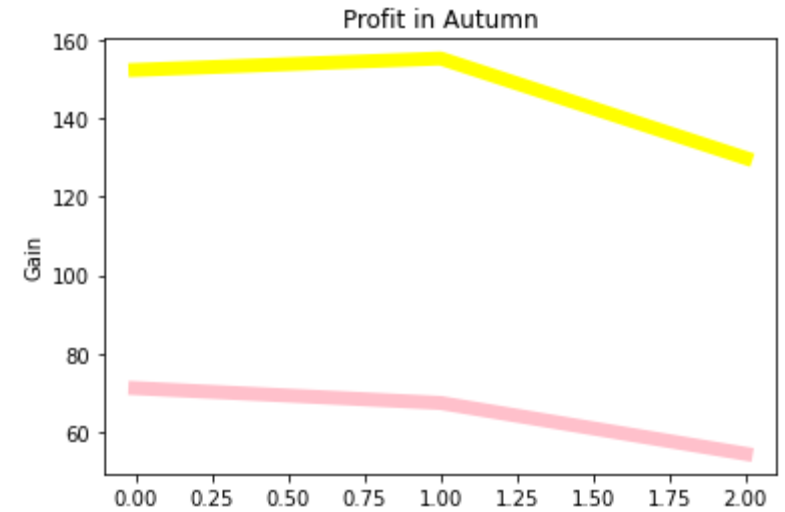
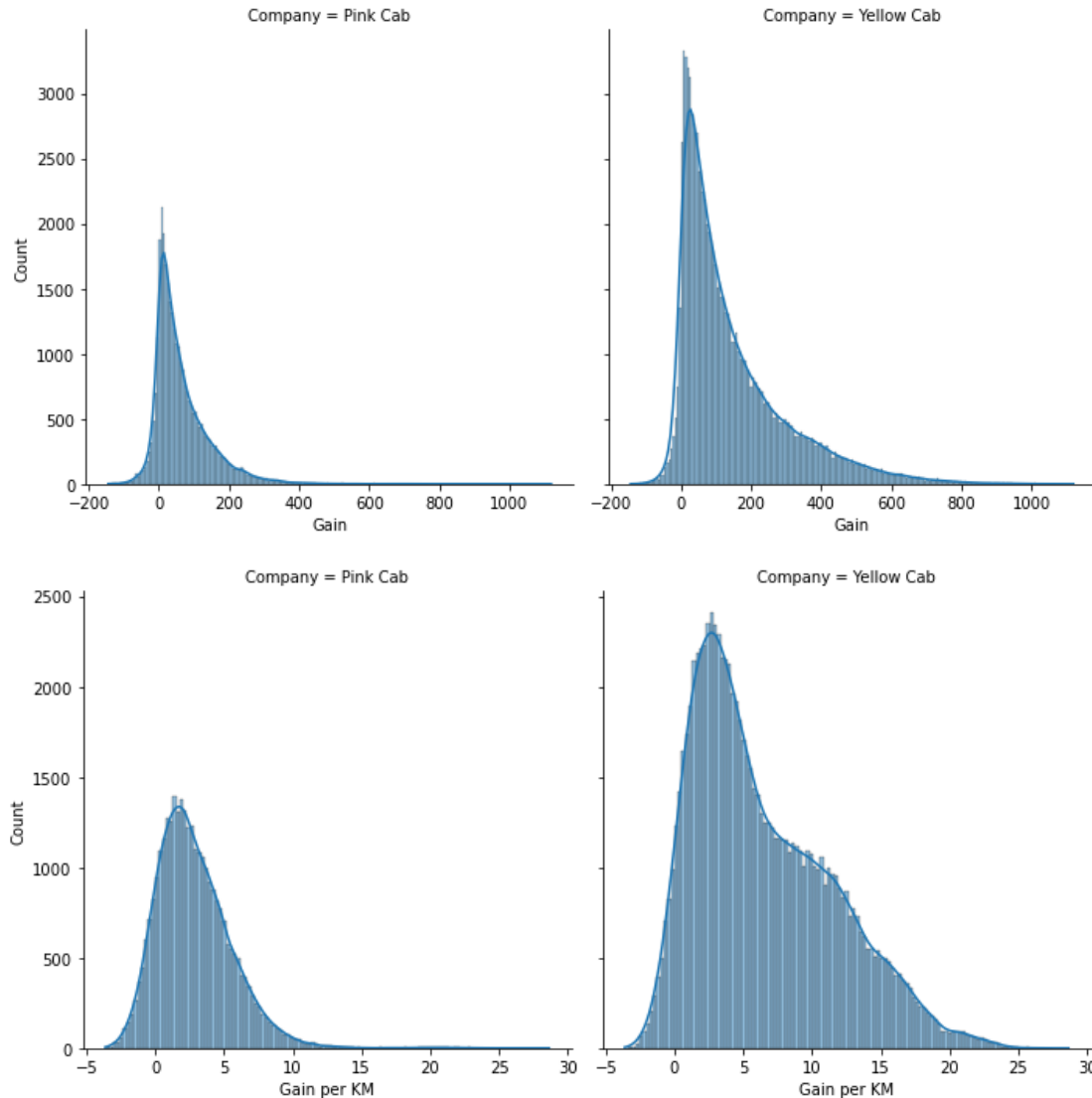


Yellow loses % 39.44

Pink loses % 7.95

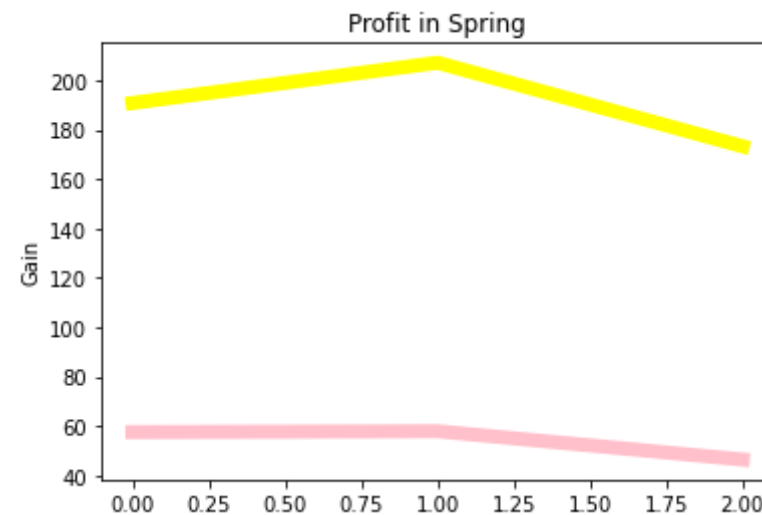
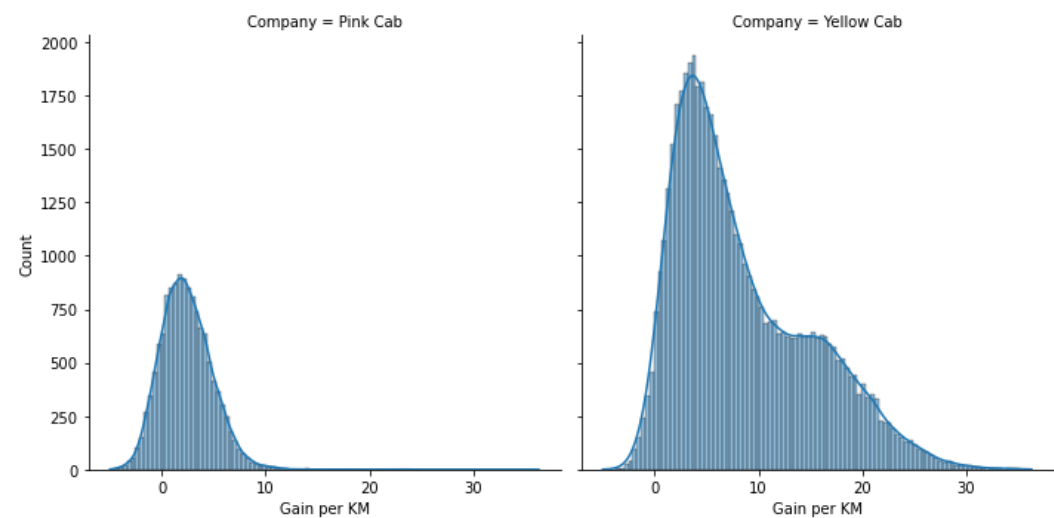
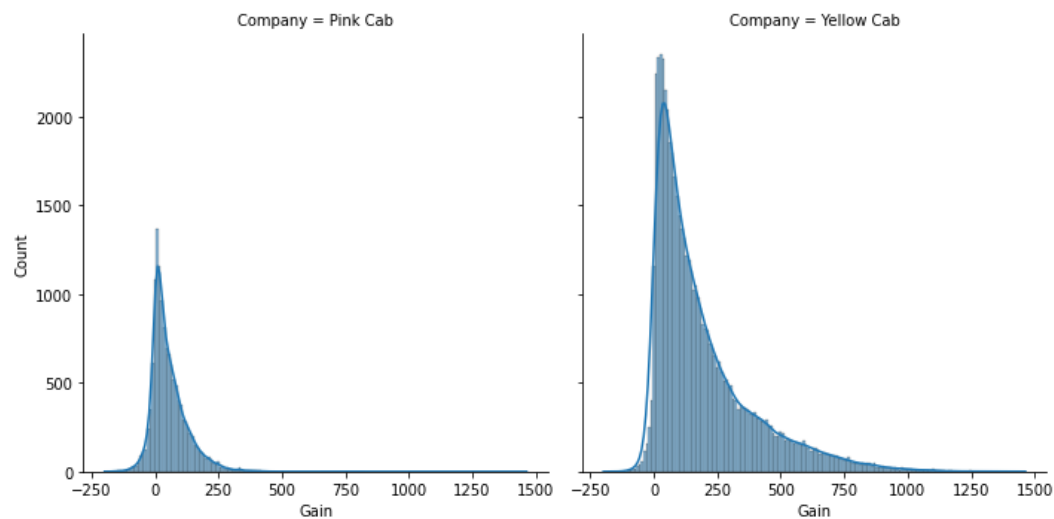
The fall of Yellow Cab's profits in winter period is very dramatic.

Autumn Profit Analysis



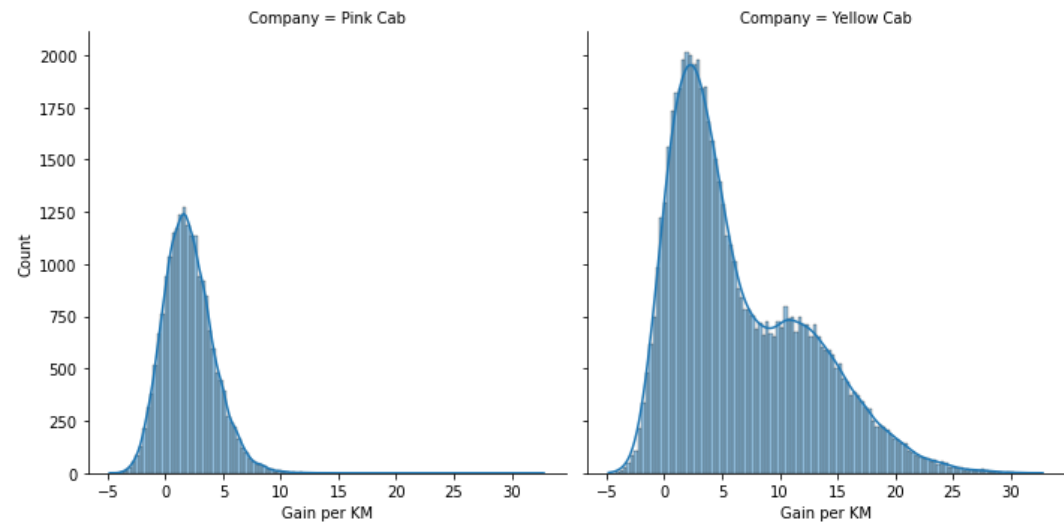
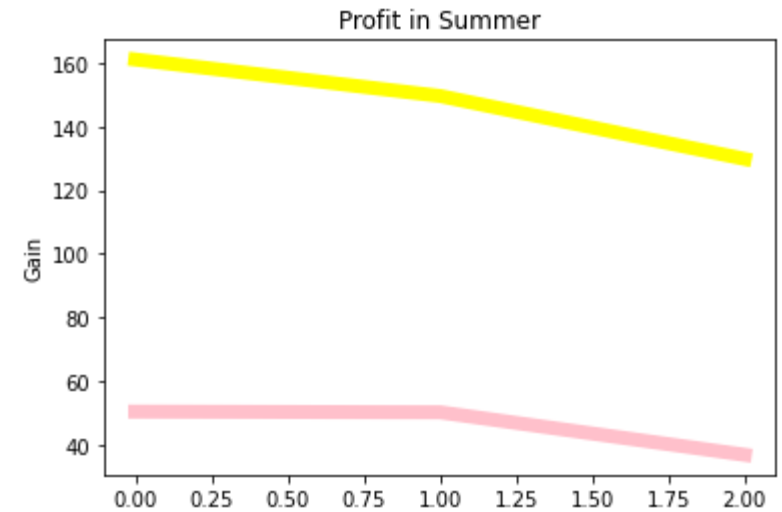
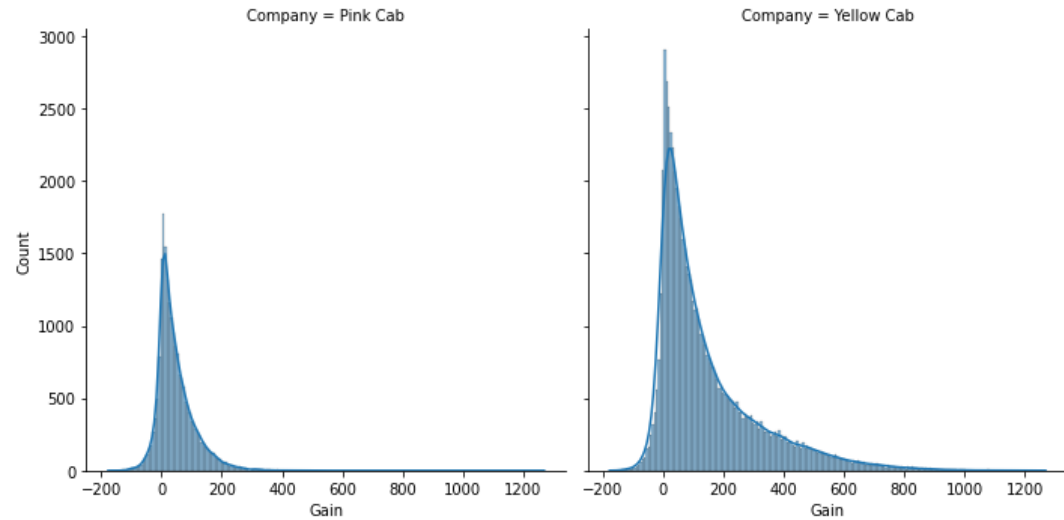
Yellow loses % 14.76
Pink loses % 23.58

Spring Profit Analysis



Yellow loses % 9.21
Pink loses % 19.38

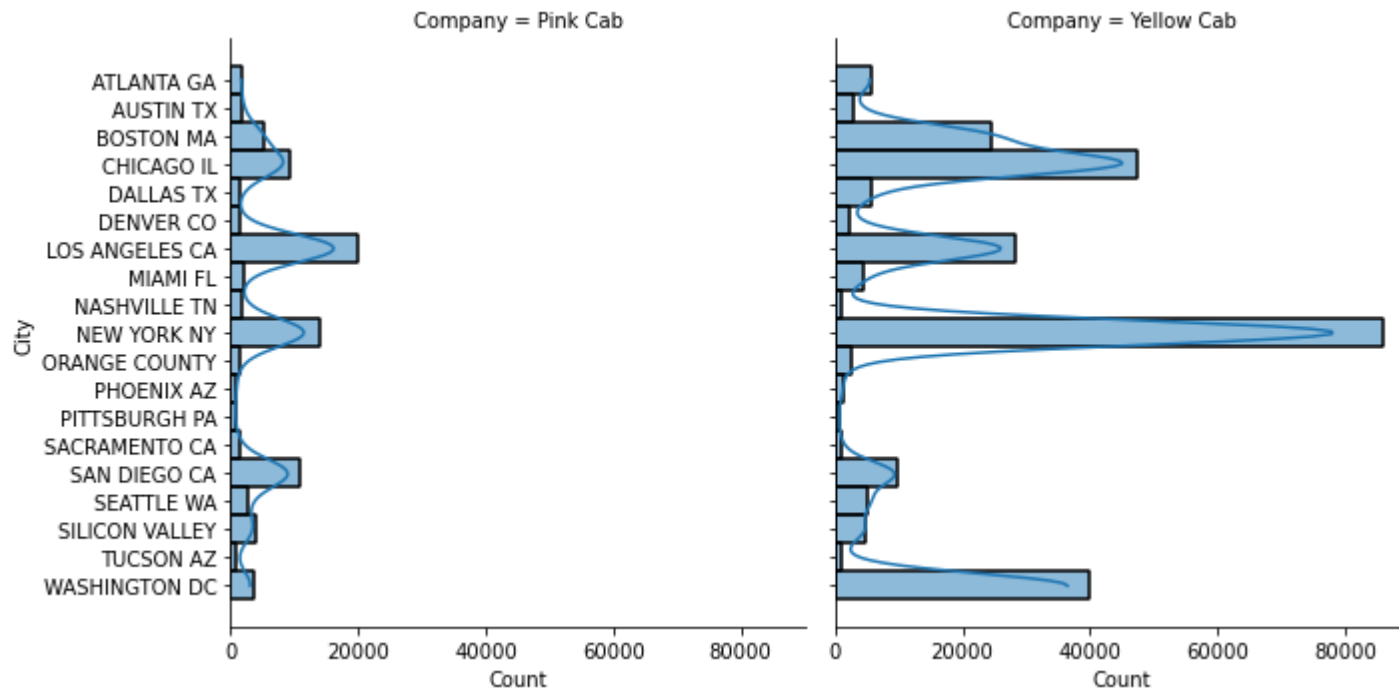
Summer Profit Analysis



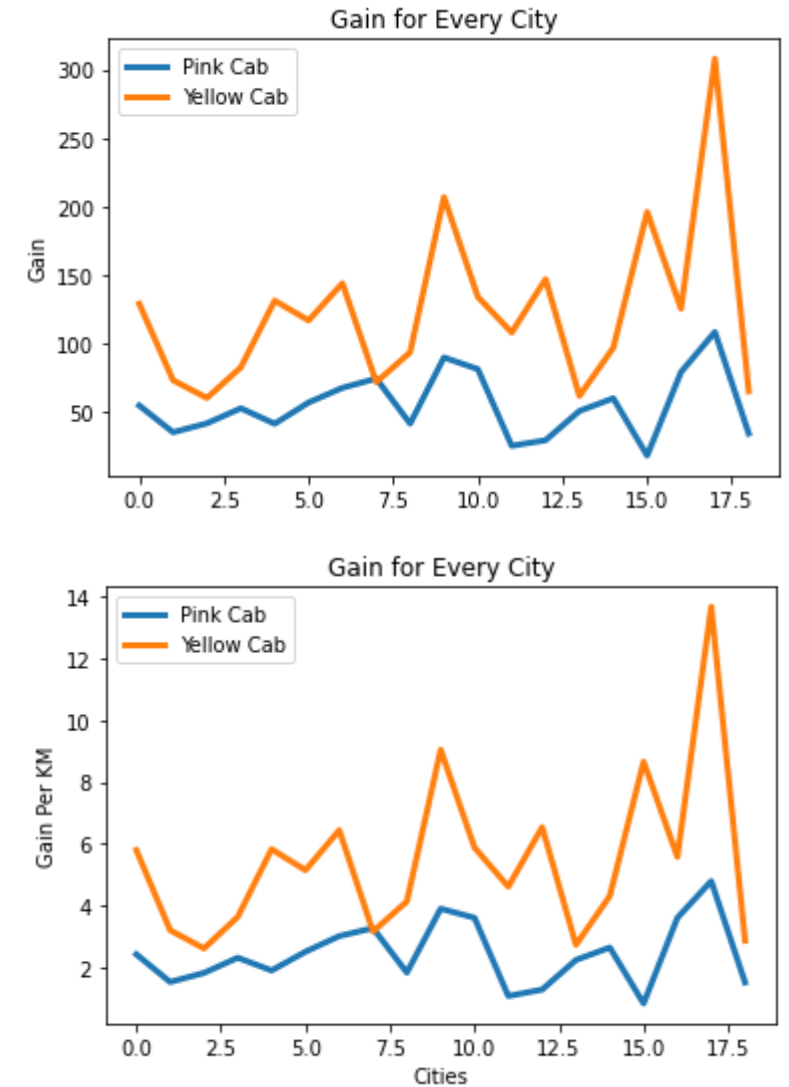
Yellow loses % 19.42
Pink loses % 26.98

Despite the fall in winter, Yellow Cab seems to be a better option than Pink Cab.

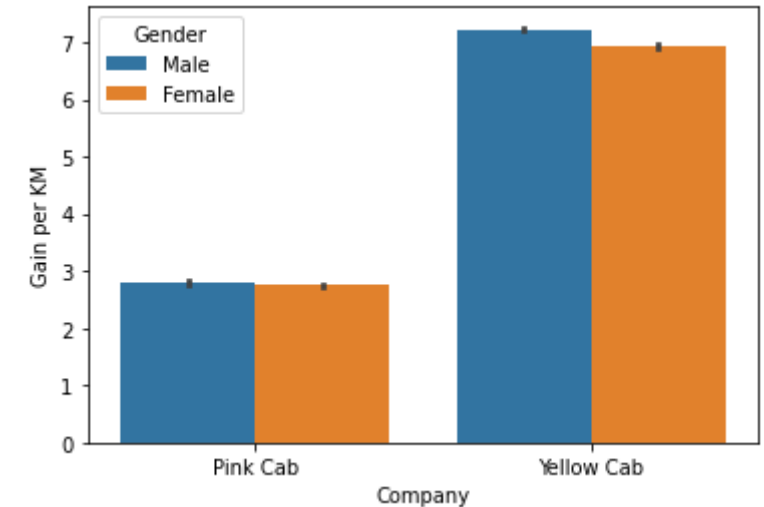
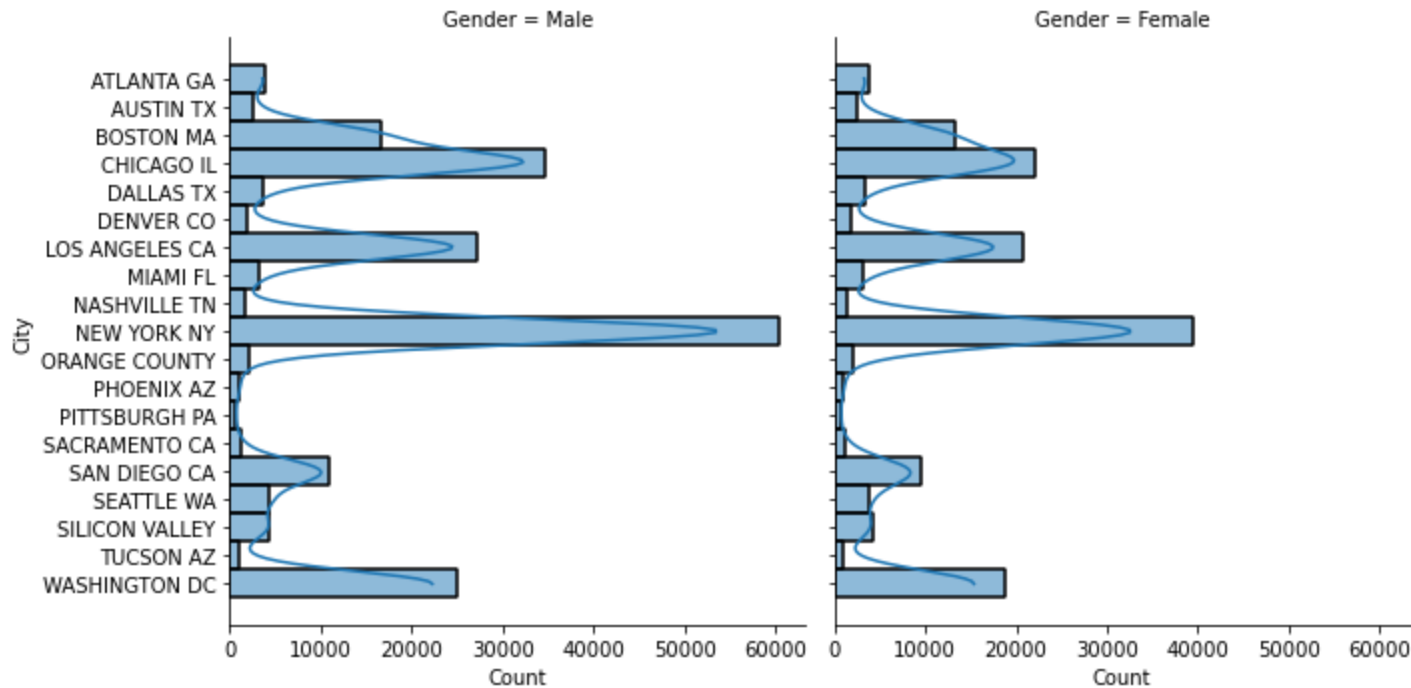
Profit for Every City



Yellow Cab has made more profit than Pink Cab in every city **except Tucson AZ**.



Gender Analysis



There is no differences between the genders both Pink and Yellow Cab . The number of male is slightly higher in both.

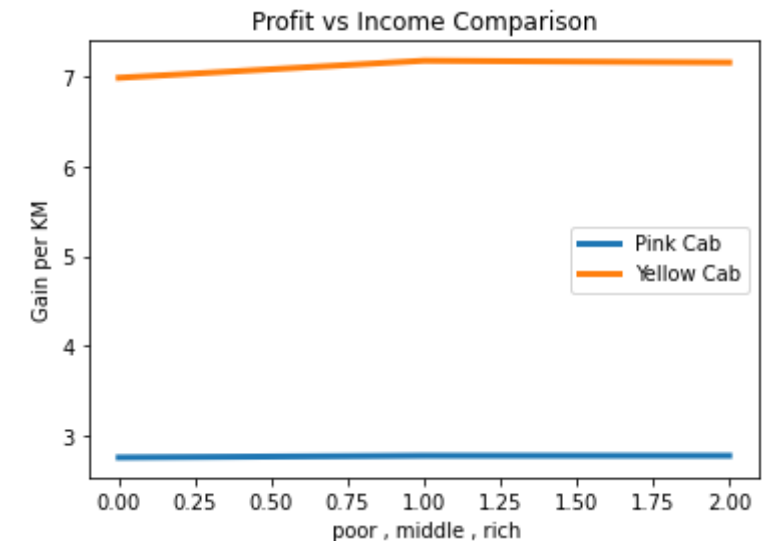
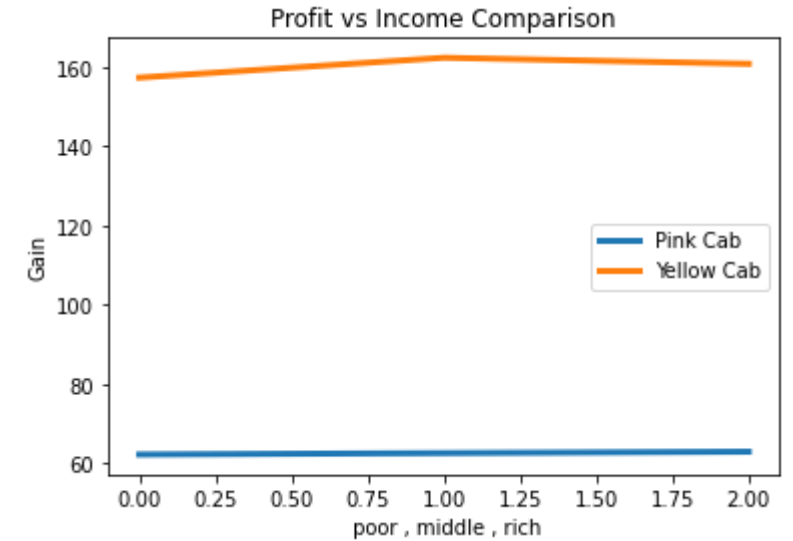
Gender	Pink Cab	Yellow Cab	Total
Male	47,231	158,681	205,912
Female	37,480	116,000	153,480

Profit – Income Comparison

Income

< 10000 -- Poor
10k-20k -- Middle
> 20000 -- Rich

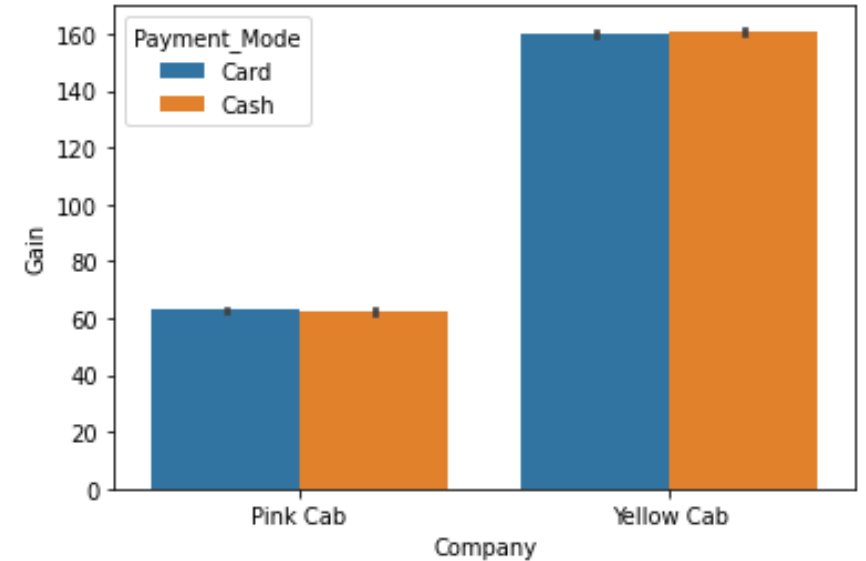
Regardless of the salary, a balanced and even distribution is observed. The difference is only arises when company names come into play.



Payment Mode Comparison

Payment Mode	Pink Cab	Yellow Cab
Card	50,719	164,785
Cash	33,992	109,896

There is no differences between payment options in terms of profit. The number of card payments is higher in both.



Age – Profit Comparison

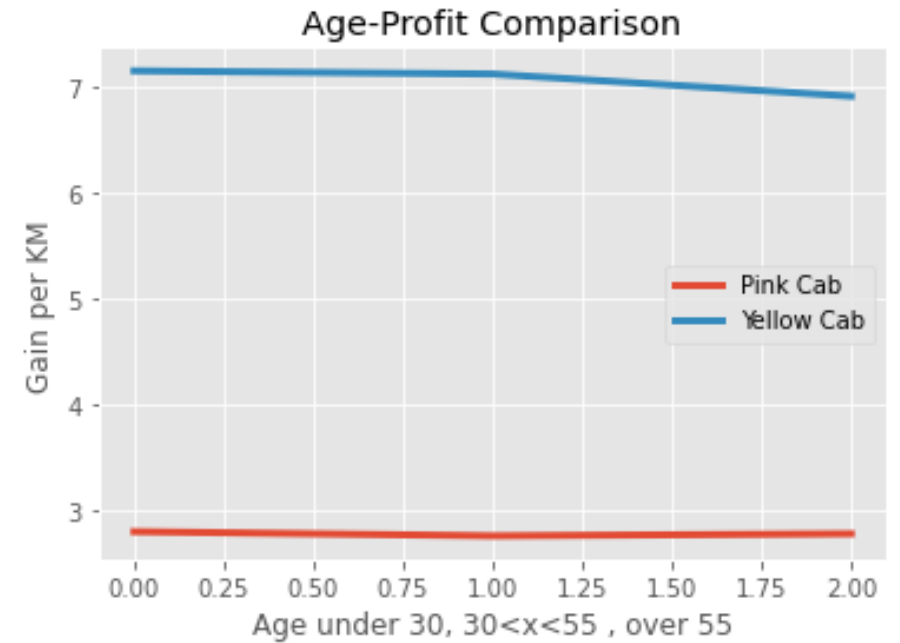
Yellow Cab have brought more profit for all age groups.

Age

< 30

$30 < x < 55$

> 55



Recommendations

We have evaluated both the cab companies on following points:

- **Customer Reach** : Yellow cab has reached 3+ times more customer than the Pink Cab.
- **Average Gain per KM**: Yellow Cab's average gain per KM is almost three times the average gain per KM of the Pink Cab.
- **Yearly wise Profit**: Yellow Cab regularly more profits than Pink Cab. In addition, the amounts of loss is less than Pink Cab.
- **Seasonal wise Profit**: Yellow Cab earned more profit in all seasons. In all seasons other than winter, Pink Cab has experienced more declines.
- **Gain Loss** : If we look at the total in 2 compaines, they have made equal losses. However, it is seen that the Pink Cab has suffered a lot in the loss per ride.
- **Profit in Every City**: Yellow Cab has made more profit than Pink Cab (total or per KM) in every city **except Tucson AZ**.
- **Age wise Reach** : Yellow cab has customer in all age group and it's been observed that it's even popular in 55+ age group as equally as its in <30 age group.
- **Income - Gain** : Regardless of the salary, a balanced and even distribution is observed. The difference is only arises when company names come into play. Yellow Cab provides 3 times more profit per KM in every income group (poor,middle,rich).
- **Considering these points, we should prefer Yellow Cab for investment.**

Thank You