



**Data Glacier**

Your Deep Learning Partner

# Data Science virtual internship

Project: G2M Insight for  
Cab Investment Firm

# Outline



Problem  
Statement



Datasets  
Information



Exploratory  
Data Analysis



Multiple  
Hypothesis Test



Summary

# Problem Statement

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XYZ is a private equity firm in the US. Due to remarkable growth in the Cab industry in the last few years and multiple key players in the market, it is planning for an investment in the cab industry.



**Objective:** Provide actionable insights to help XYZ Firm in identifying the right company for making an investment.



**Analysing parts:** Data understanding and Visualization, finding the most User's Cab Companies, Finding the most profitable company, multiple hypothesis and investigate.

# Data Information

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Cab\_Data.csv – This file includes the transaction details of 2 cab companies

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Customer\_ID.csv – This file includes customer demographic details

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Transaction\_ID.csv – This file contains customers transactions and payment mode

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City.csv – This file contains details of major US cities and their population and NO of cab users.

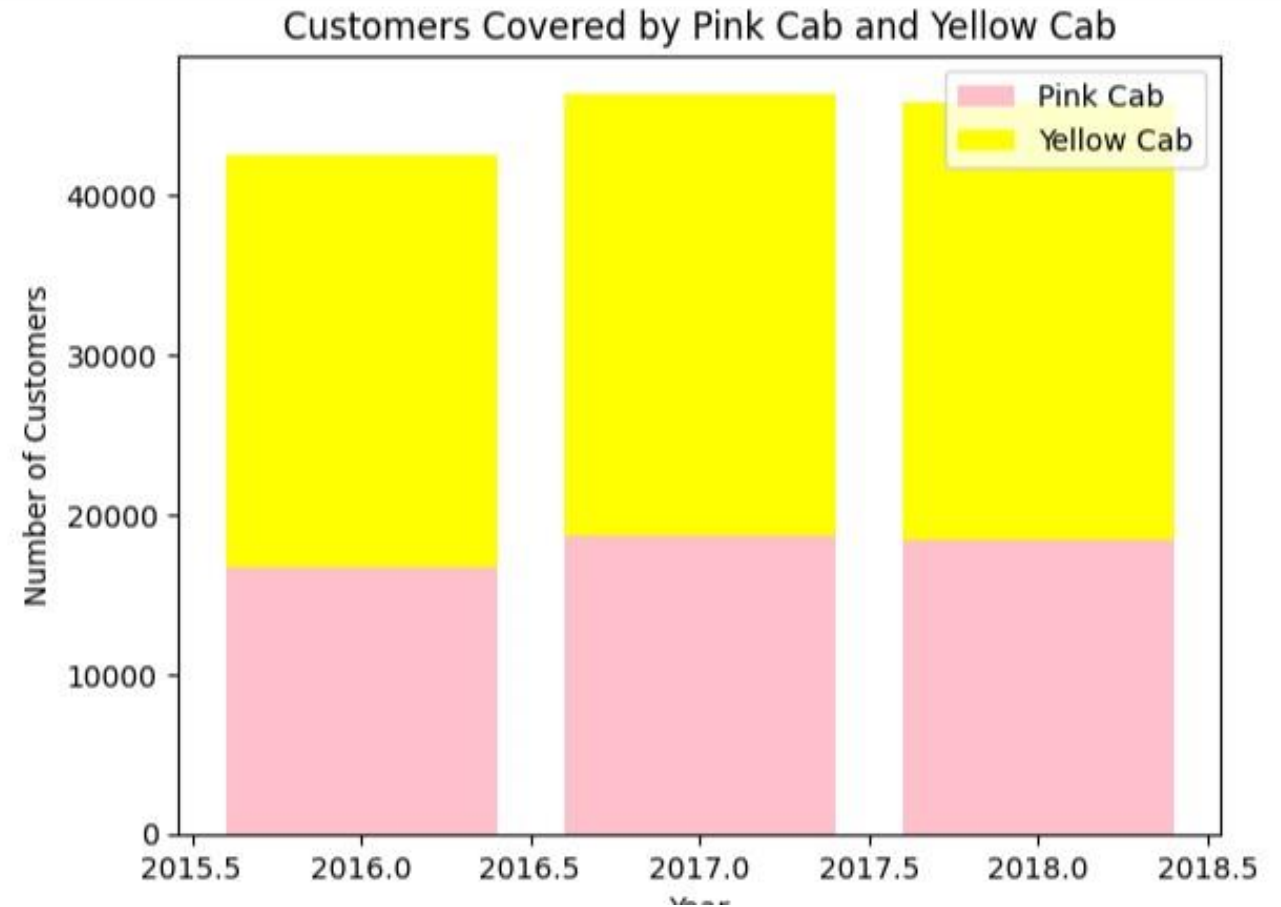
EDA



# Which Company has more users

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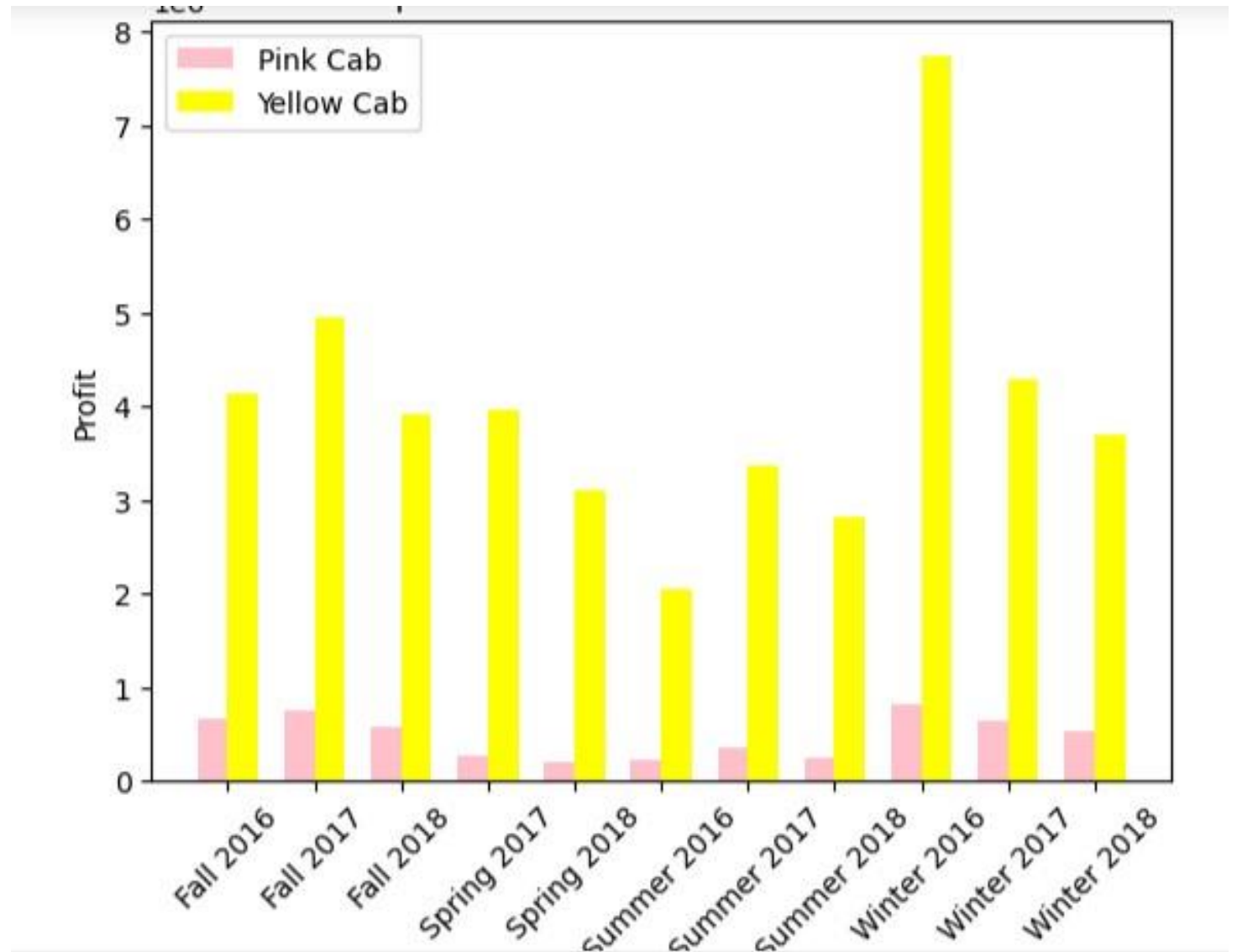
- Yellow Can company has more users



# Which company has higher seasonal profit

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- Yellow Cab company has highest seasonal profit

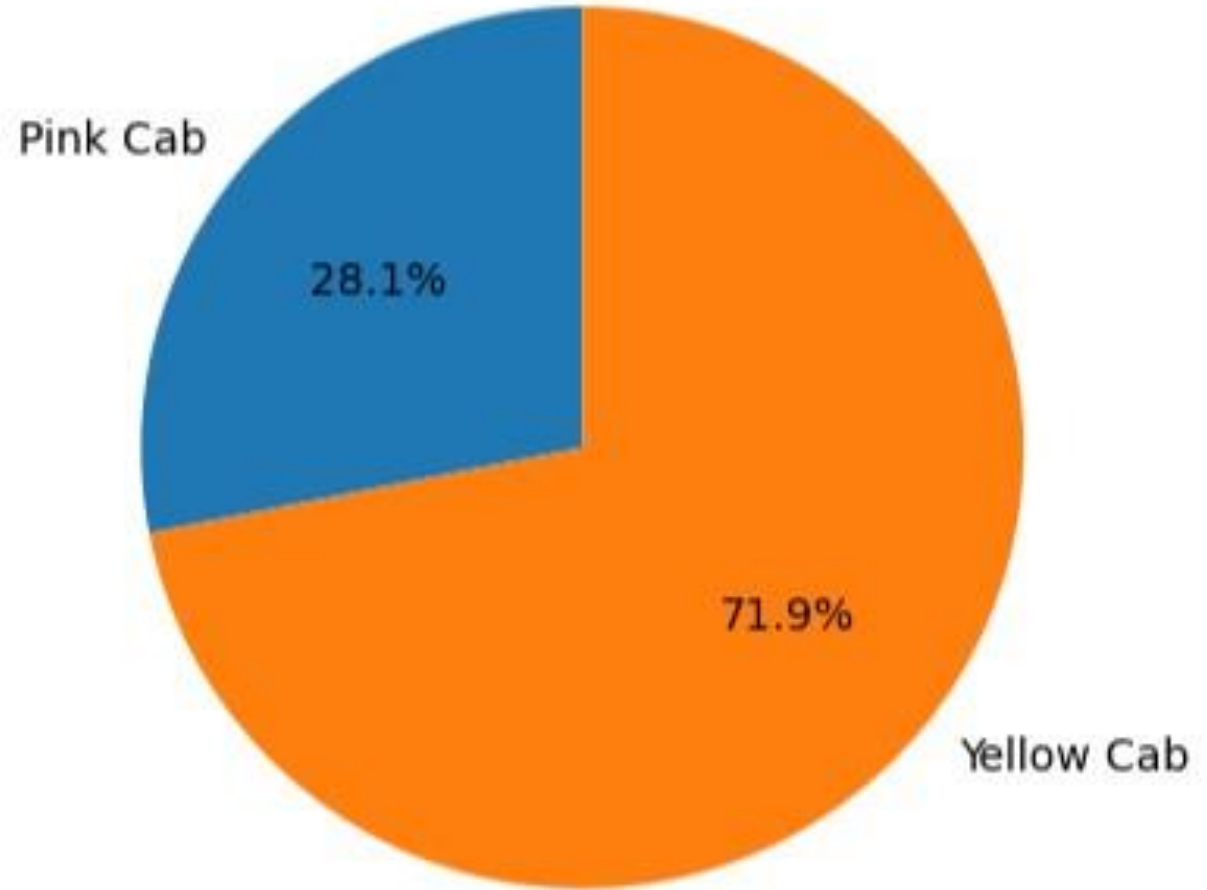


Which  
company has  
high average  
customer profit

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Yellow company has a high average  
customer profit

Average Customer Profit

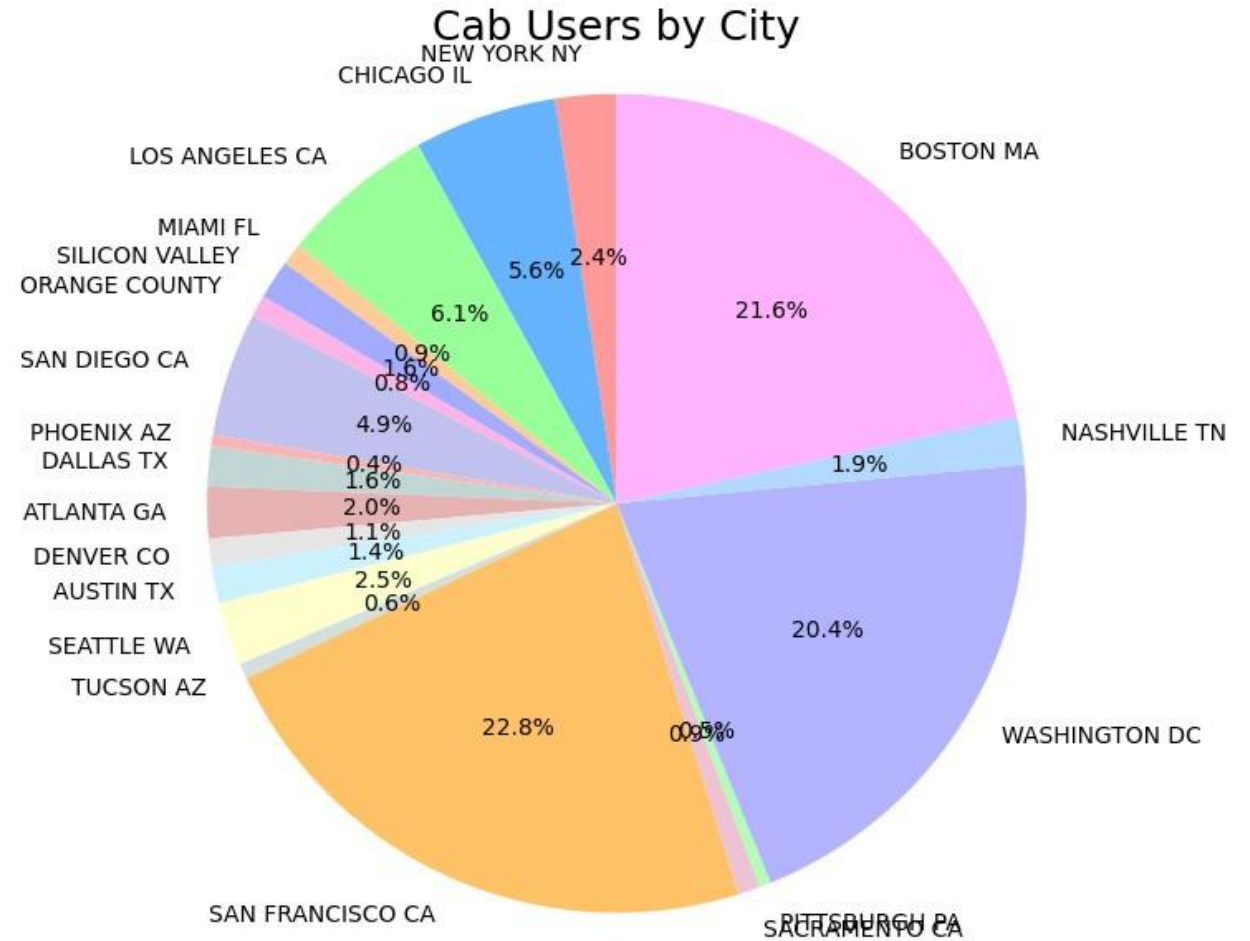




# Which cities has high percentage of cab using population

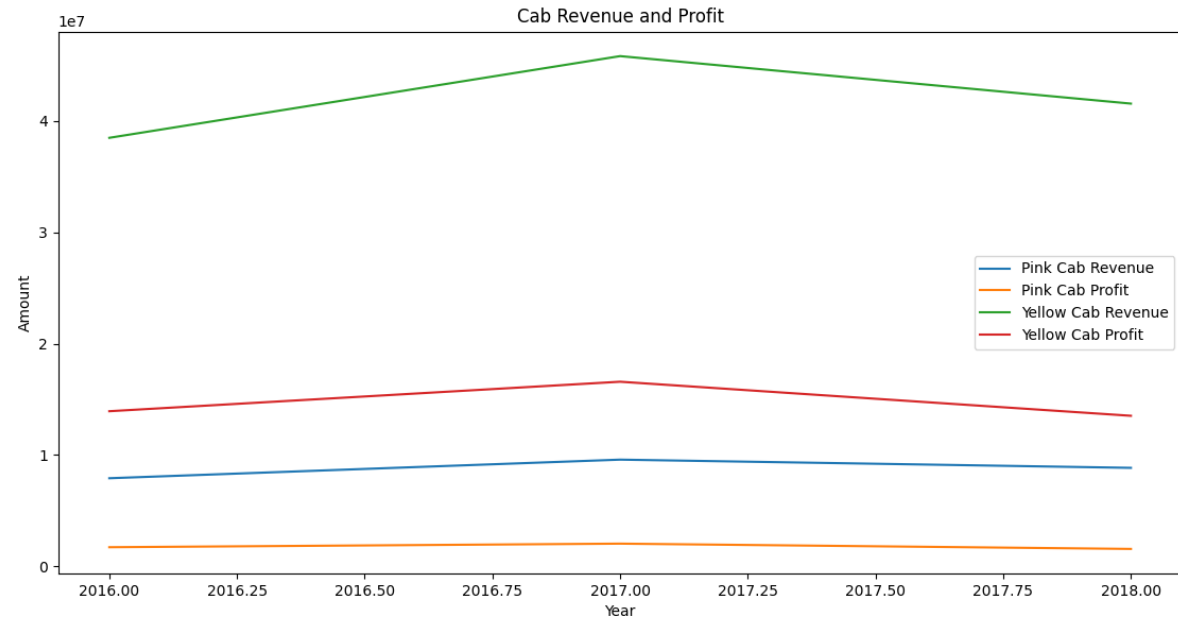
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- San Francisco CA
- Washington DC
- Nashville TN



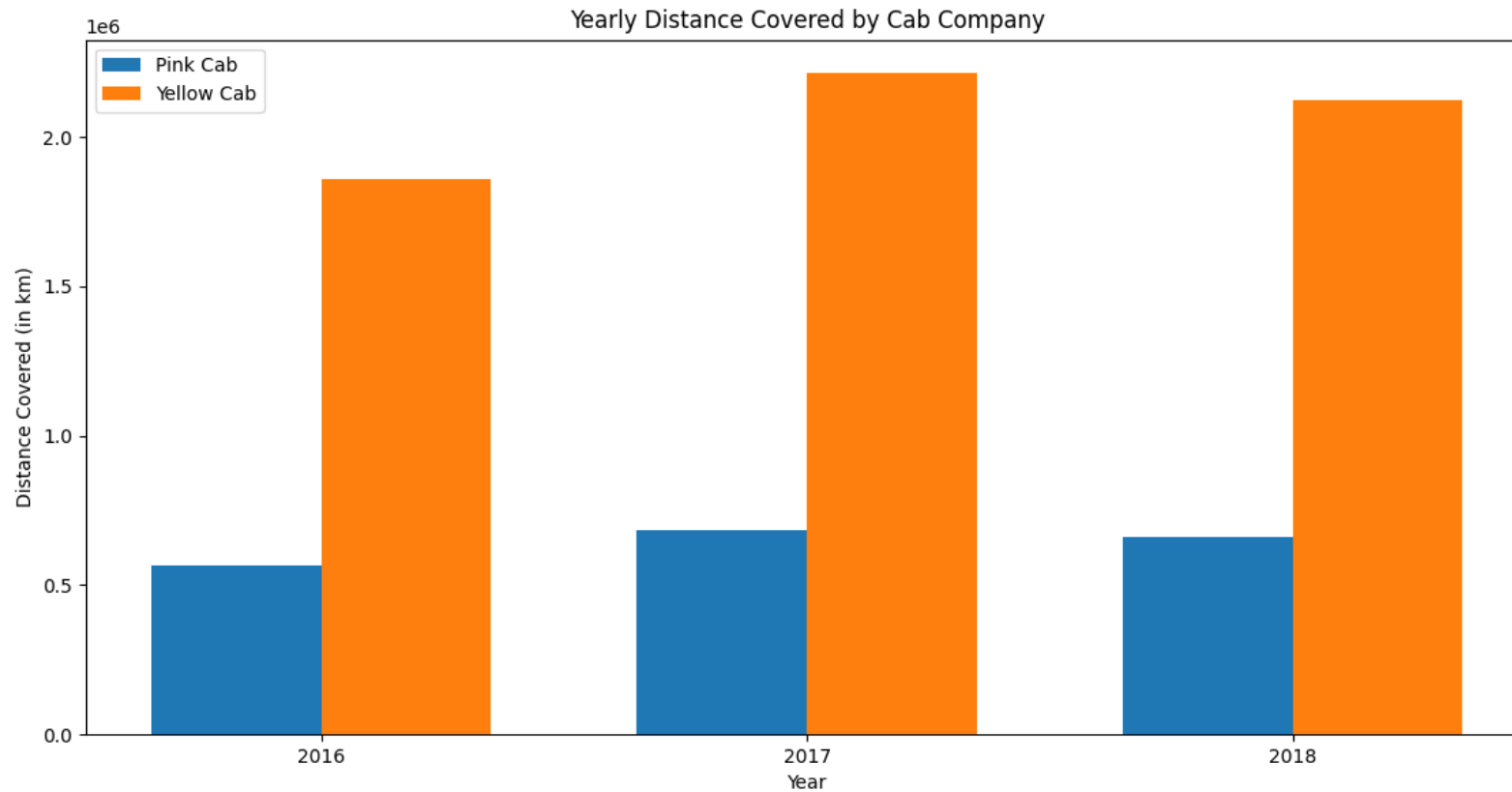
# Is Year Company got positive growth and negative growth

- 2016 -2017 positive growth
- 2017 -2018 negative growth



# Which company covered more distance

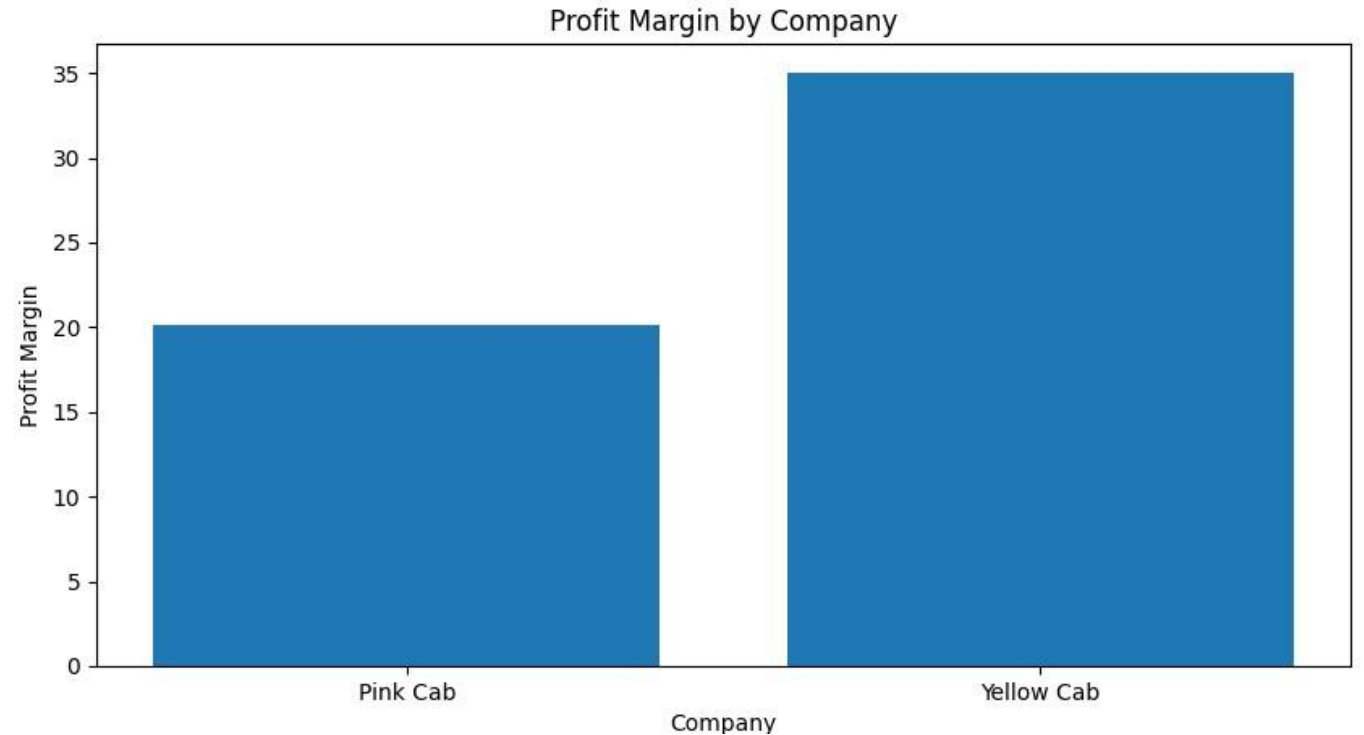
Yellow Cab company



# Which company has high profit margin

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- Yellow cab has high profit margin



Hypothesis  
01: Is there  
any  
difference  
in profit by  
gender

- Yes Male customers providing more profit shares for both companies then female customers

Hypothesis  
02: is there  
any  
difference in  
profit based  
on ride  
distance

- On average, Pink Cab generates higher profit per KM for long-range distances.

Hypothesis  
03: is there  
any  
difference in  
profit by  
payment  
mode

- Average profit for card payment mode:  
137.08646100025985
- Average profit for cash payment mode:  
137.5029244996108
- No, not at all. very small difference

# recommendation

- **Customer Reach:** Yellow cab has more customers in 16 cities than Pink cab Companies
- **Total profit and revenue:** Yellow cab has higher profit and Revenue
- **Profit margin:** Yellow cab has a greater profit margin





# conclution

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Yellow cab company is great to invest



Thank you