Data Glacier

Your Deep Learning Partner

G2M Case Study

Virtual Internship

3-March-2021

Background – G2M insight for Cab Investment firm

- 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.

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

Dataset:

- Cab_Data

- Customer_ID

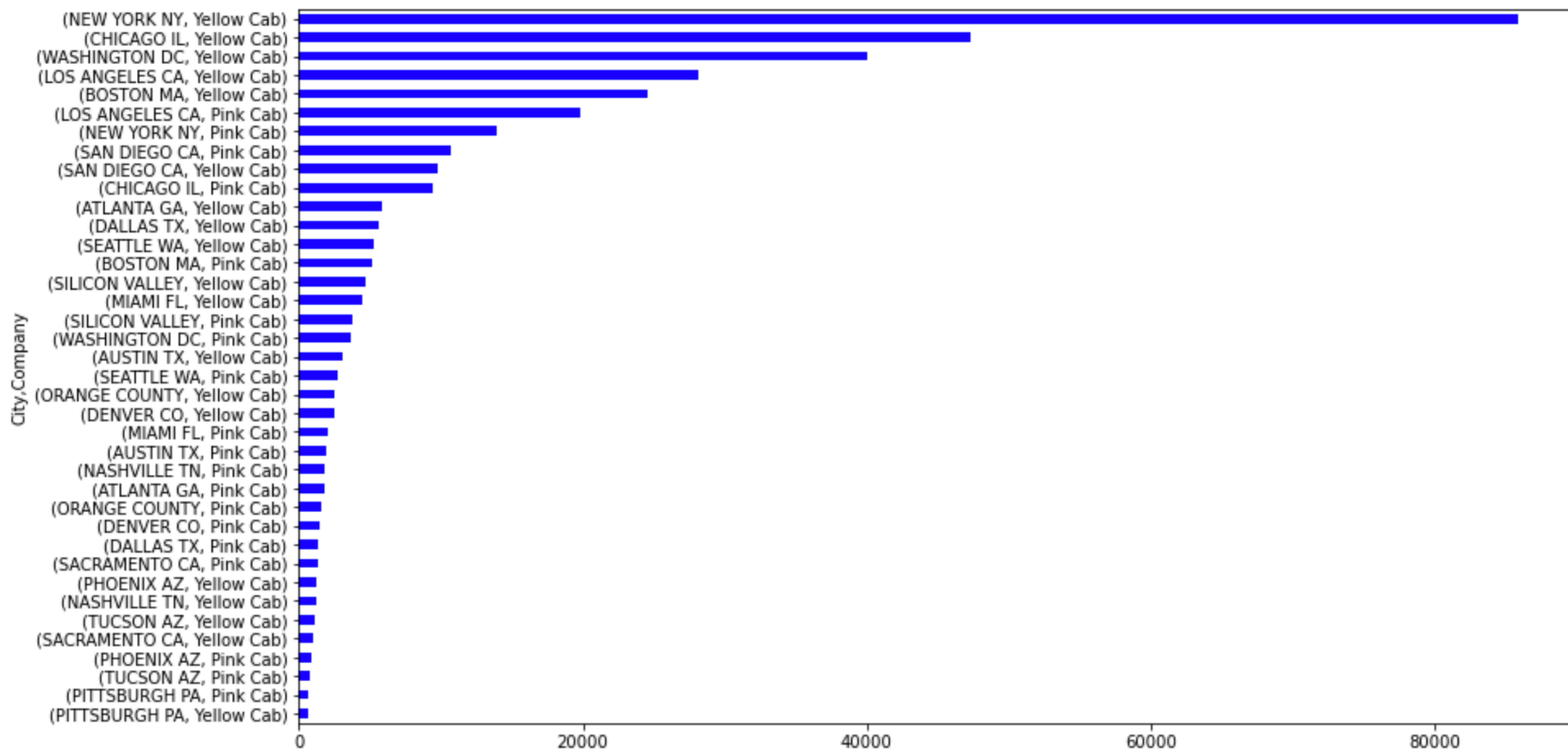- Transaction_ID

- City

Data Exploration

- 17 Features
- Timeframe of the data: 31/01/2016 to 31/12/2018
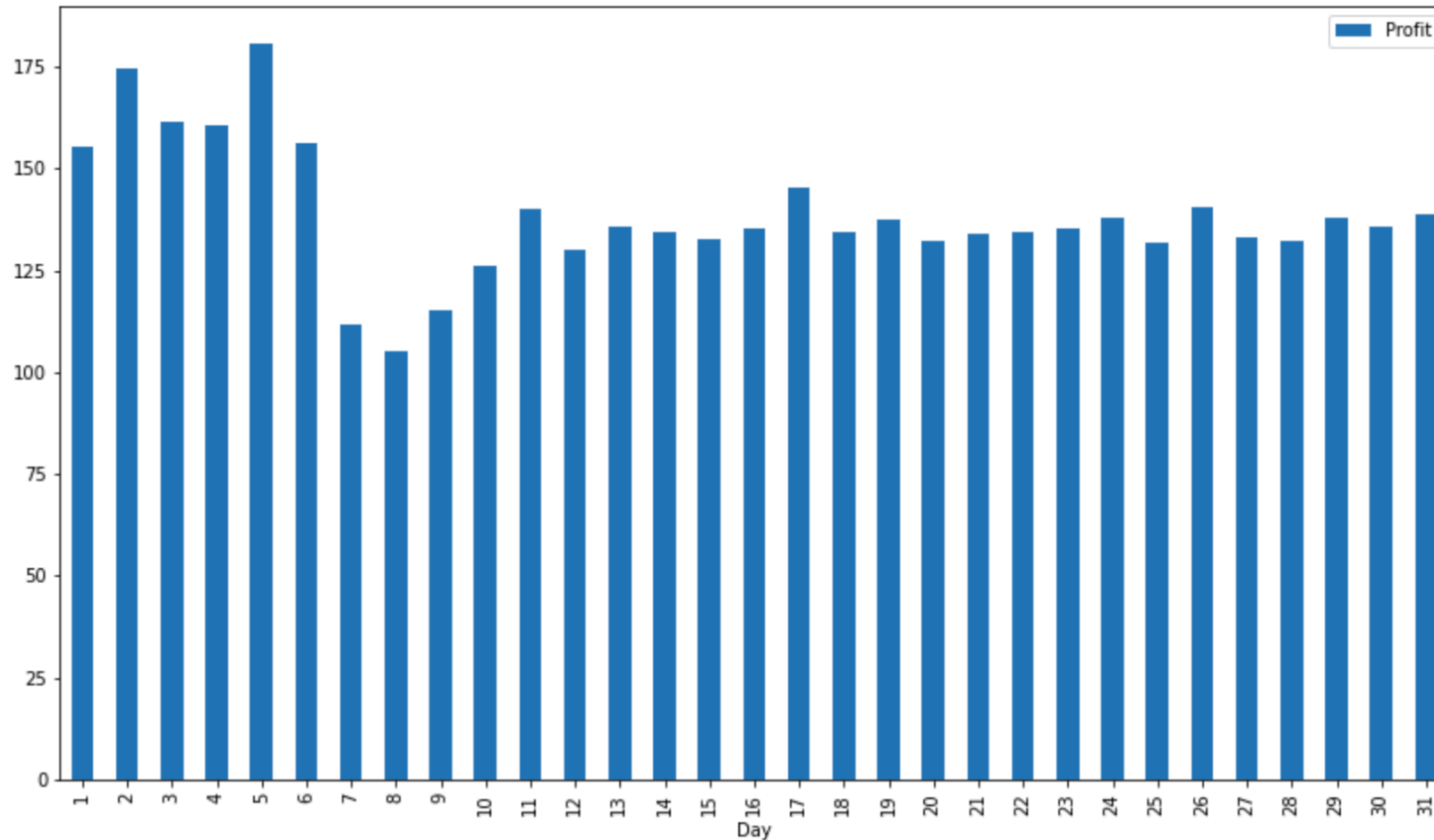- Total data points : 359392
- Format : csv

Analysis:

- Merge dataset
- Convert date column
- Create new column
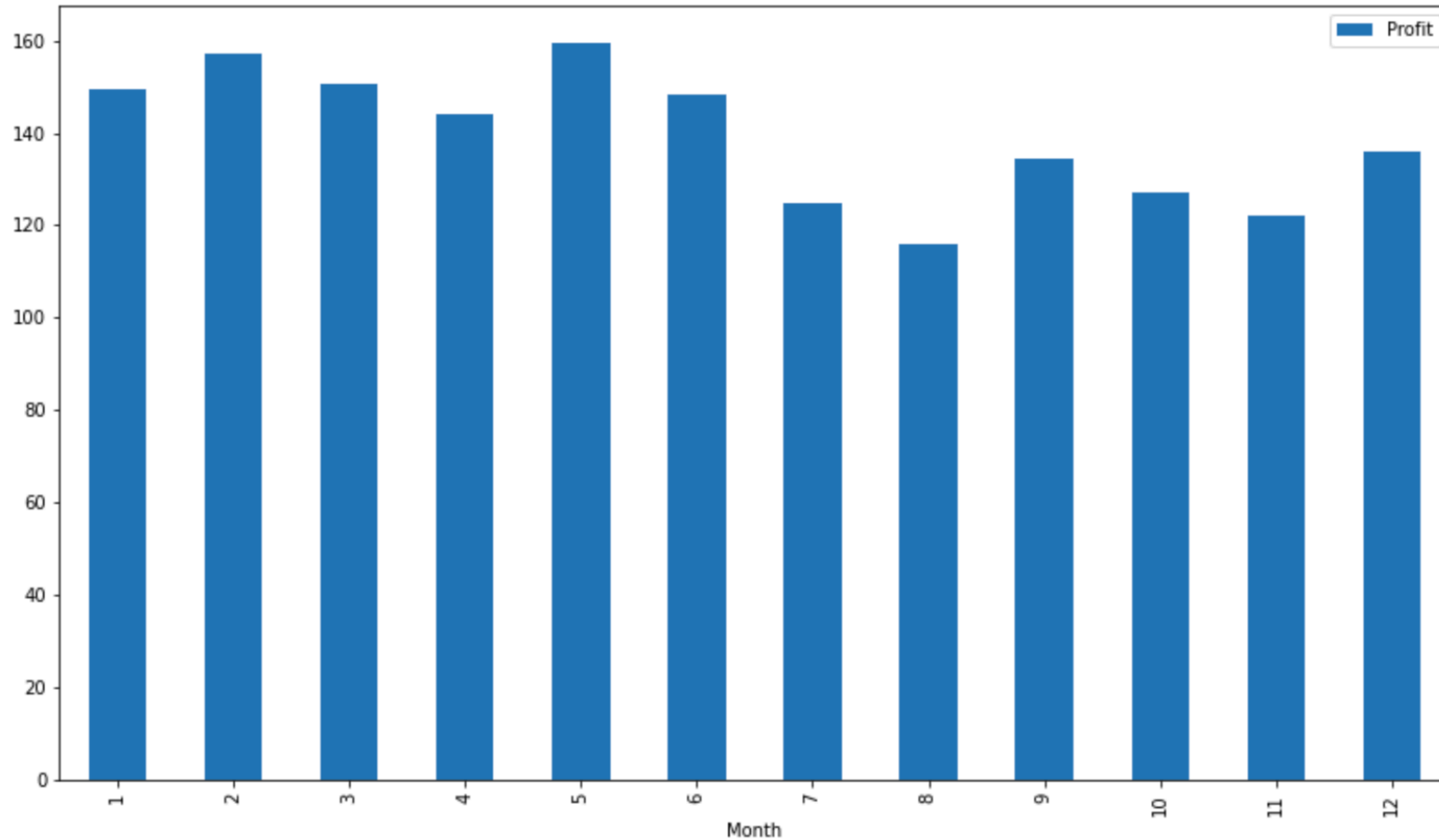- EDA
- Hypothesis

Cab Analysis

Yellow Cabs are the most cabs
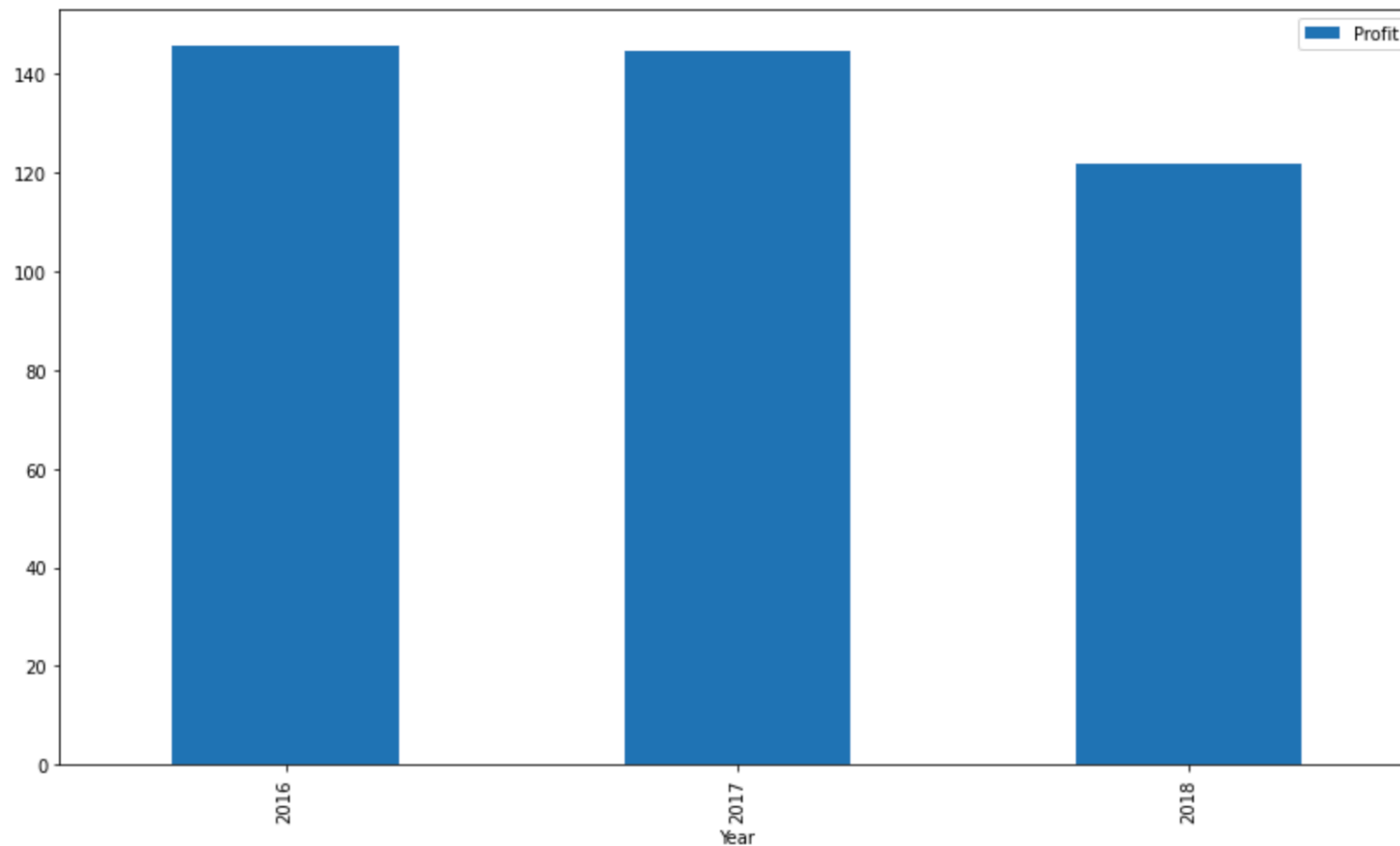
Daily profit Analysis

There is some seasonality over a month. Profit is higher in the beginning of a month.
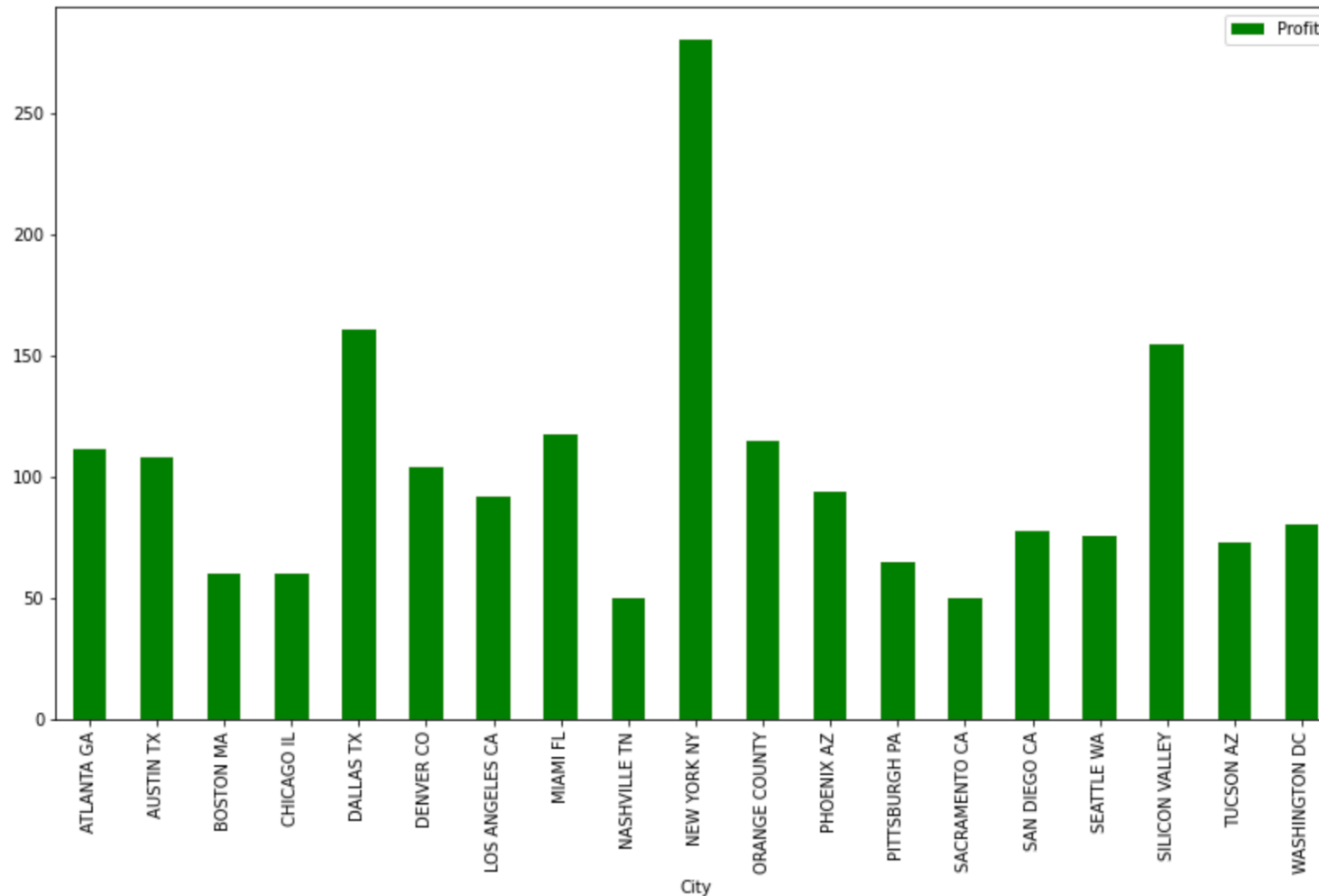
Monthly Profit Analysis

During the months of February and May people tend to travel larger distance and hence the profit charged is more.
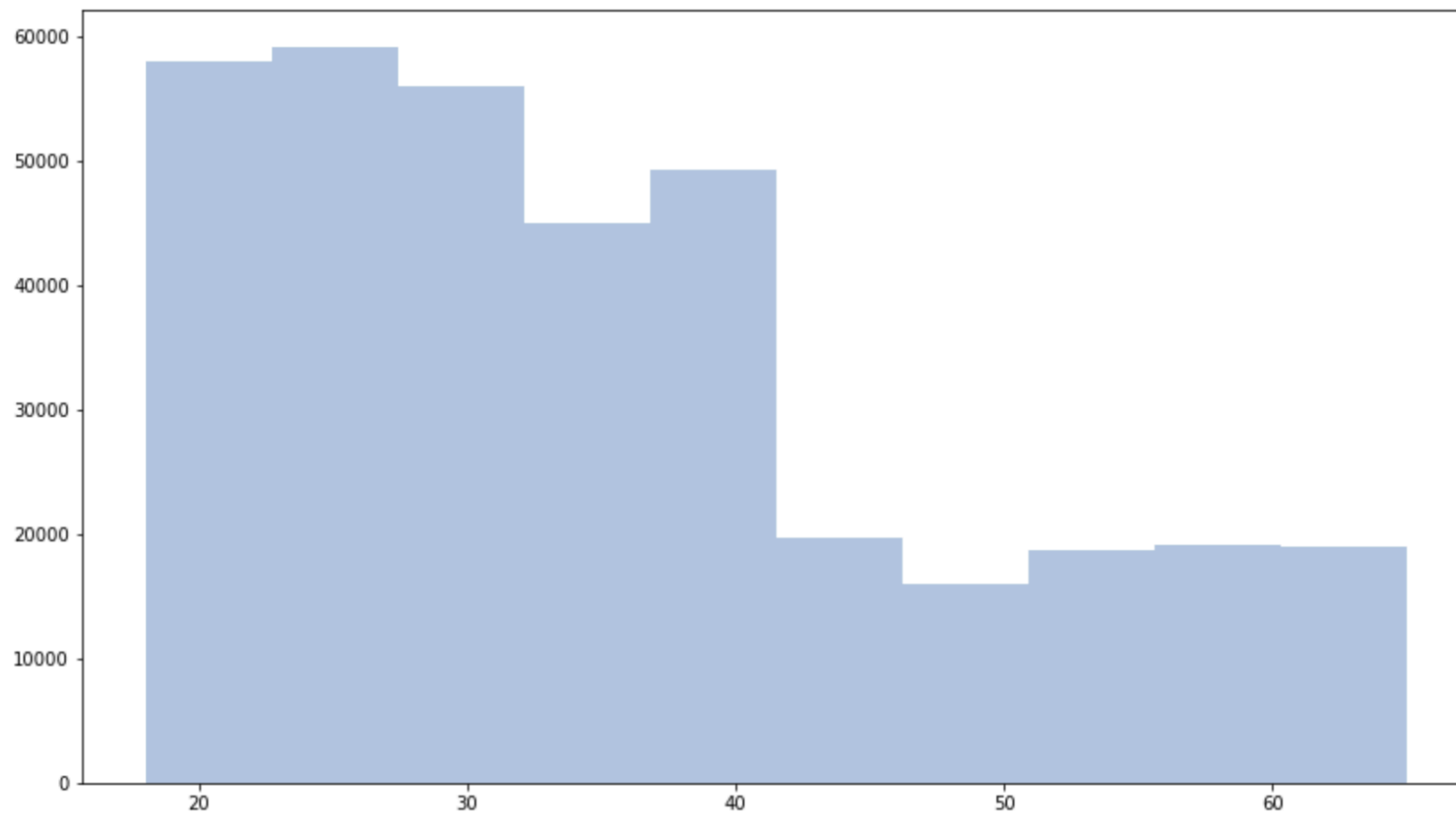
Yearly Profit Analysis

In 2018 price charged was comparatively less than 2017 and 2016.

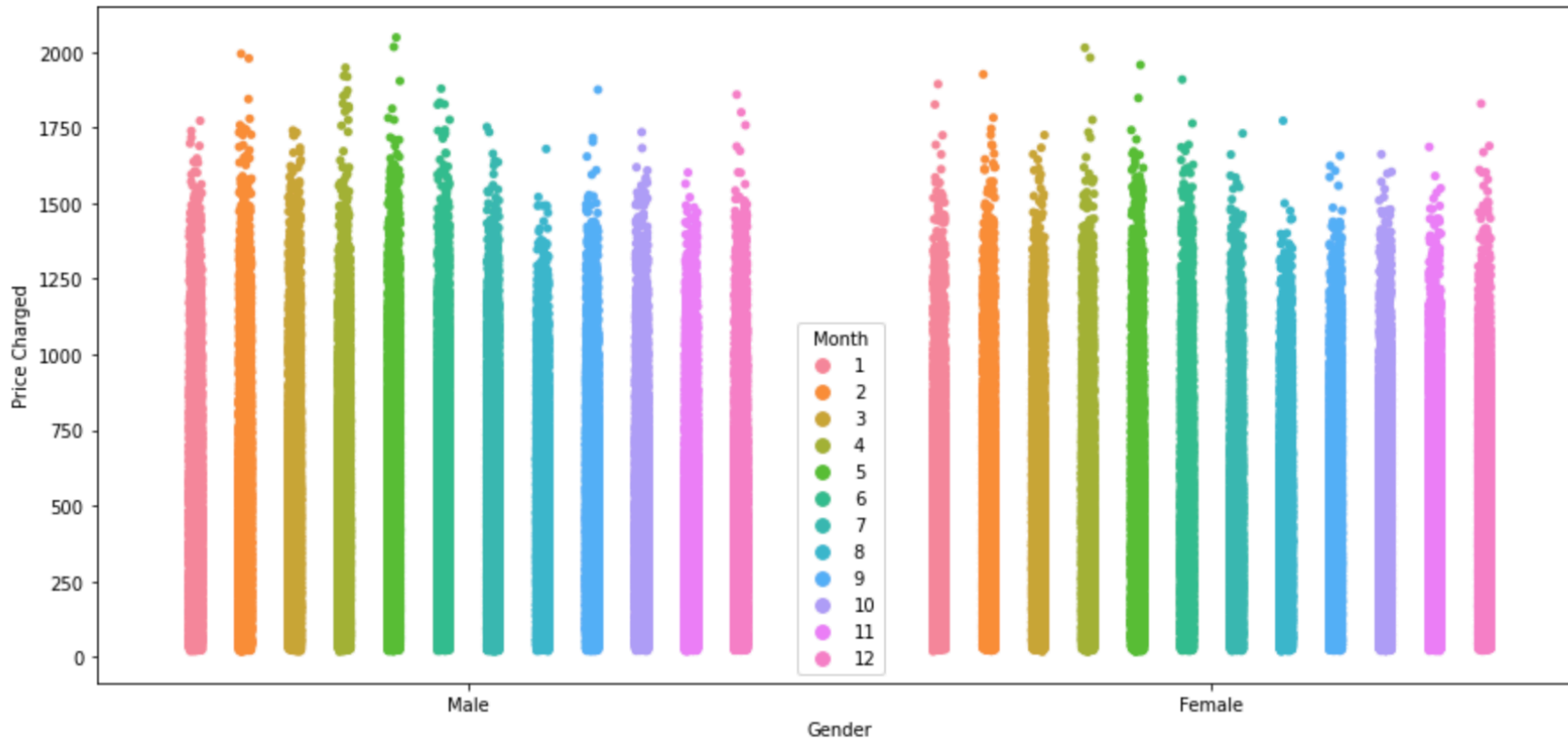# Top cities with highest profit

NEW YORK NY, DALLAS TX, SILICON VALLEY and MIAMI FL are the top cities with the highest profit
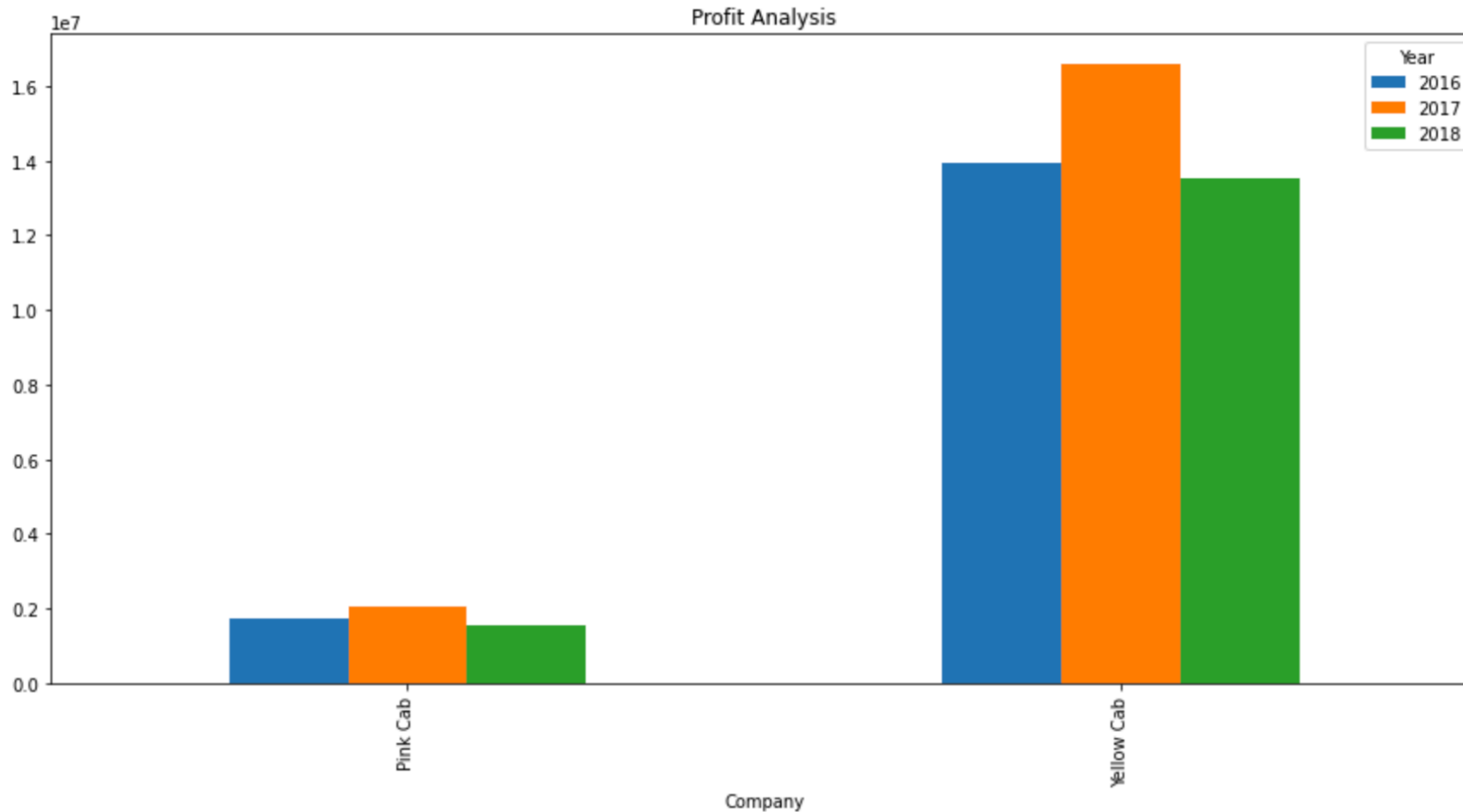
User's age

Most of the users are between 20 to 40 years

Price difference based on gender

There is no discount for Female customers as the price distribution is very similar for both the gender considered over yearly.
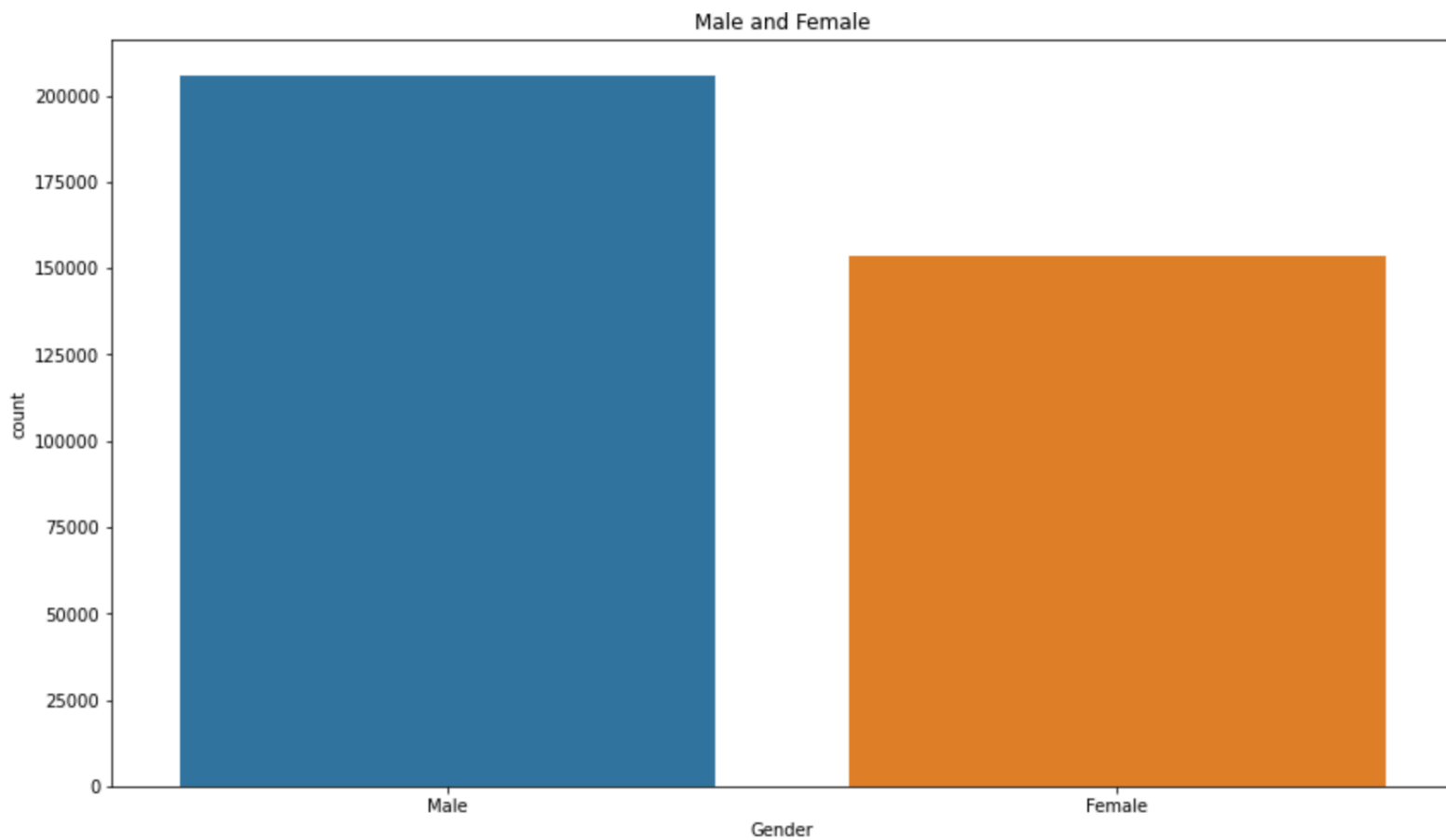
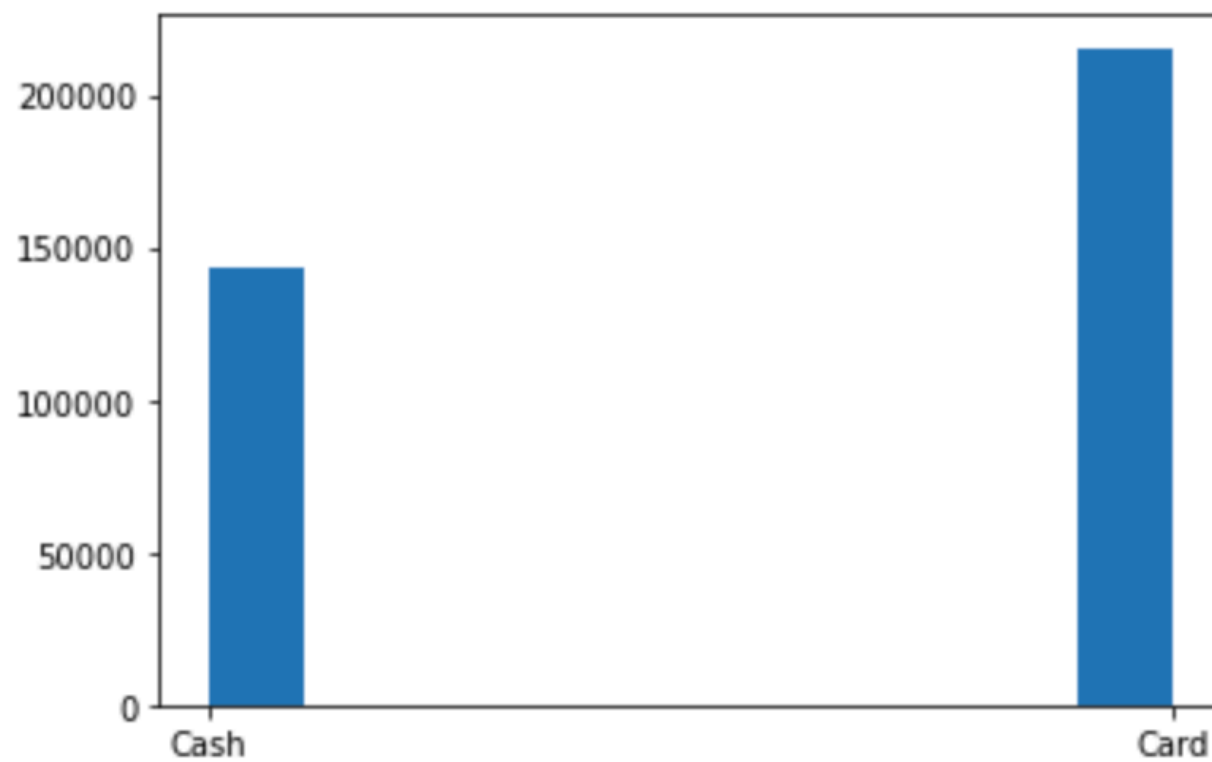# Preferred Cab Company

Yellow Cabs are used more than Pink Cabs.

More than 76% cabs.

Gender Analysis

Male and Female

Male customers
more than female

Payment Analysis

Card payment is preferred over cash payment.

Hypothesis

- **KM Travelled**

p-values 0.007448586391893619, we are rejecting null hypothesis

- **Price Charged**

p-values 0.7531470891273166, we are accepting null hypothesis

- **Age**

p-values 8.61181075357829e-08, we are rejecting null hypothesis

- **Income (USD/Month)**

p-values 0.13754435916764565, we are accepting null hypothesis

- **Profit**

p-values 0.31890486823165864, we are accepting null hypothesis

Recommendations

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

Customer Reach : Yellow cab has higher customer reach in most of the cities while Pink cab has higher customer reach in very few cities.

Users age : Most of the users are between 20 to 40 years

Mode of payment : Card payment is preferred over cash payment generally so XYZ private firm could offer some discounts on card payment which would further increase the no. of customer which in turn would increase the profit.

 Profit : It was observed that the cost of travel was uniform across the cities, but the price charged was the highest in NEW YORK NY, DALLAS TX, SILICON VALLEY and MIAMI FL

Gender : It was observed that male customers more than the female customers.

After analyzing all the points, Yellow Cab Company is highly recommended for investment.

Thank You