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Your Deep Learning Partner

Exploratory Data Analysis

G2M insight for Cab Investment firm

20th April 2023

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Agenda

Executive Summary

Problem Statement

Approach

EDA

EDA Summary

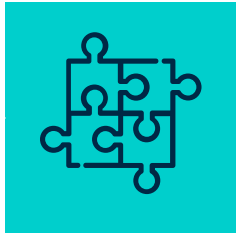
Recommendations



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Executive Summary



WHAT?

XYZ firm needs to identify the most suitable investment opportunity



WHY?

To maximize returns and make informed investment decisions.



HOW?

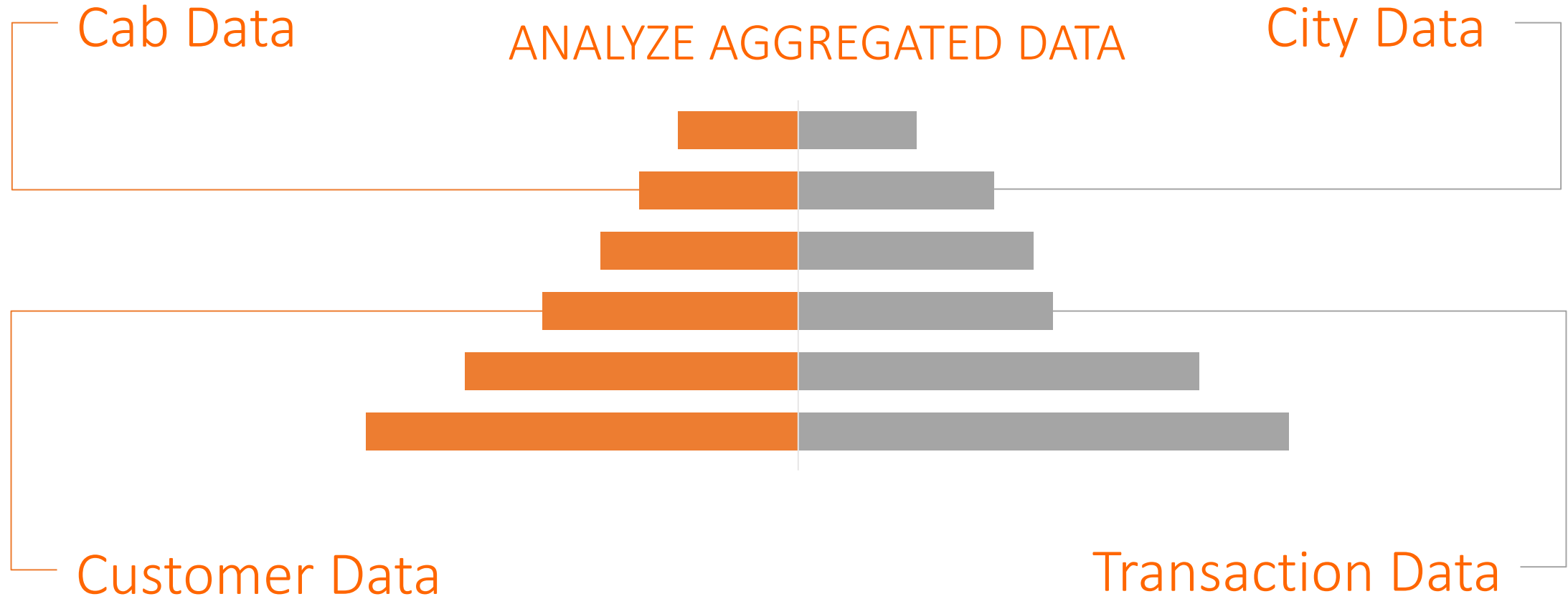
By providing actionable insights and a framework for evaluating potential investments.

Problem Statement

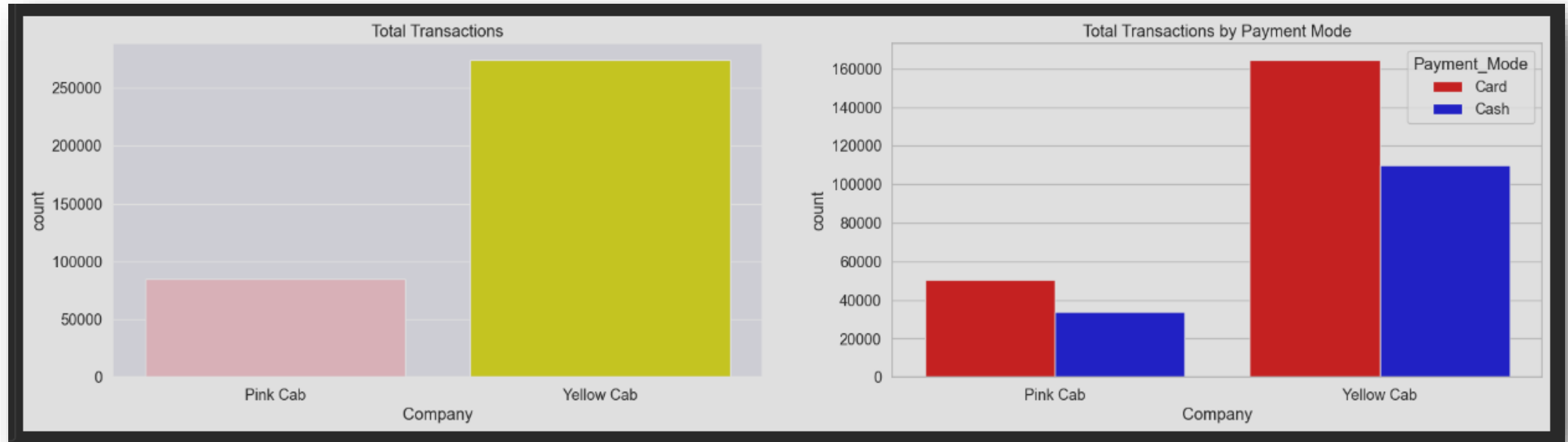
The challenge faced by XYZ firm lies in identifying the most suitable investment opportunity, and thus necessitates the provision of actionable insights to pinpoint the ideal company for investment.



Approach

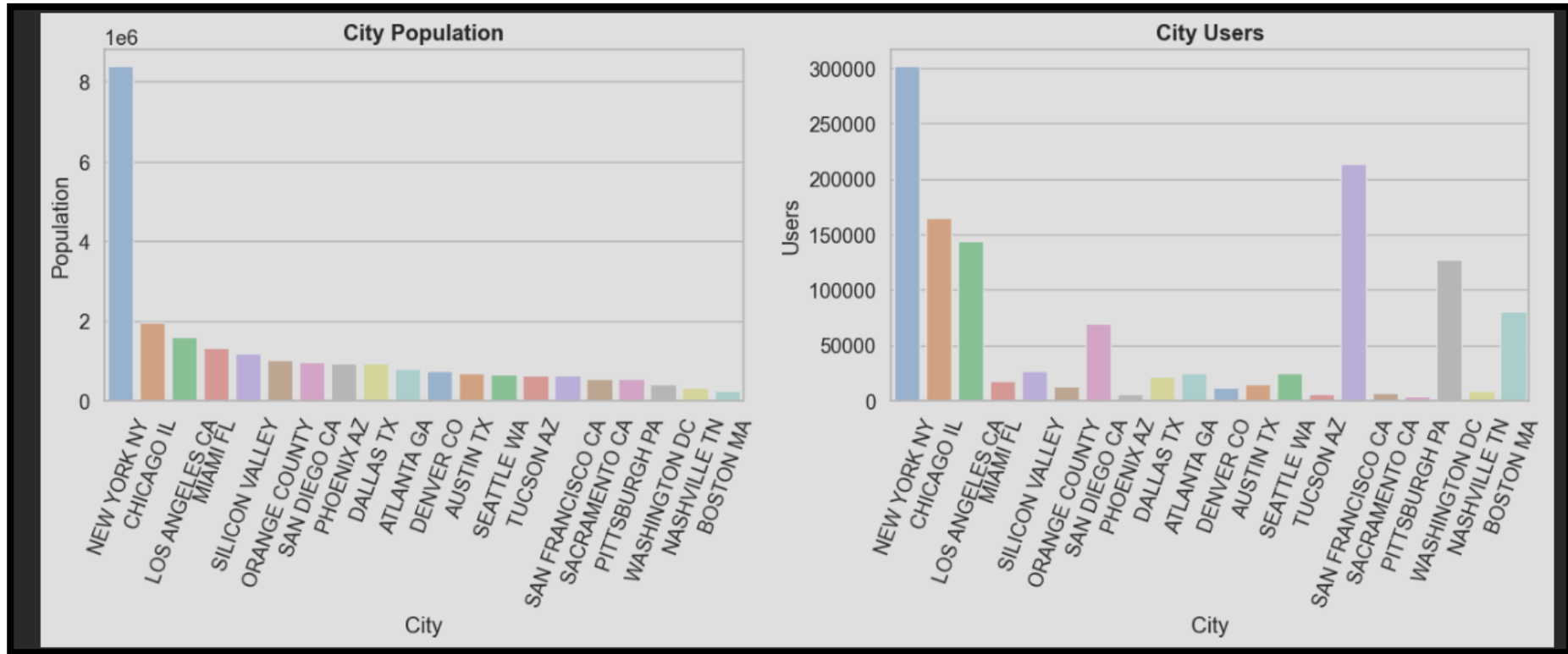


EDA – Total Transactions



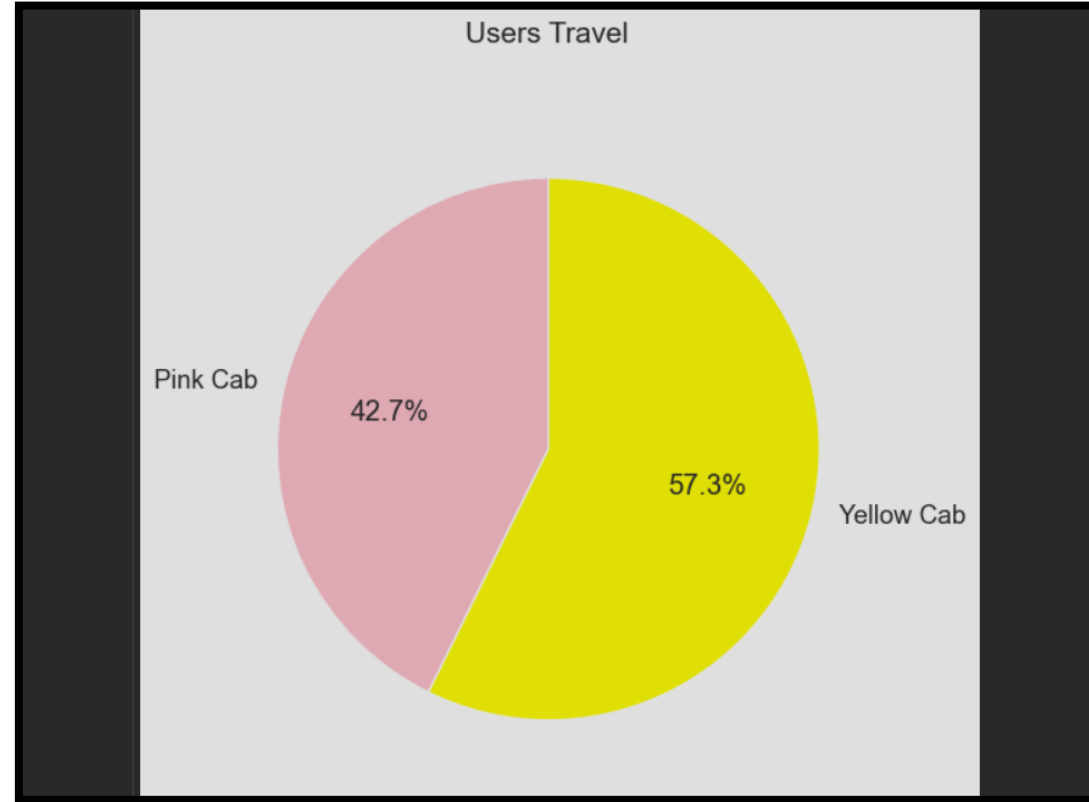
“Yellow Cab has more transactions than Pink Cab”

EDA – Transactions per City



“Most transactions occur in New York”

EDA – Preferred Cab Company



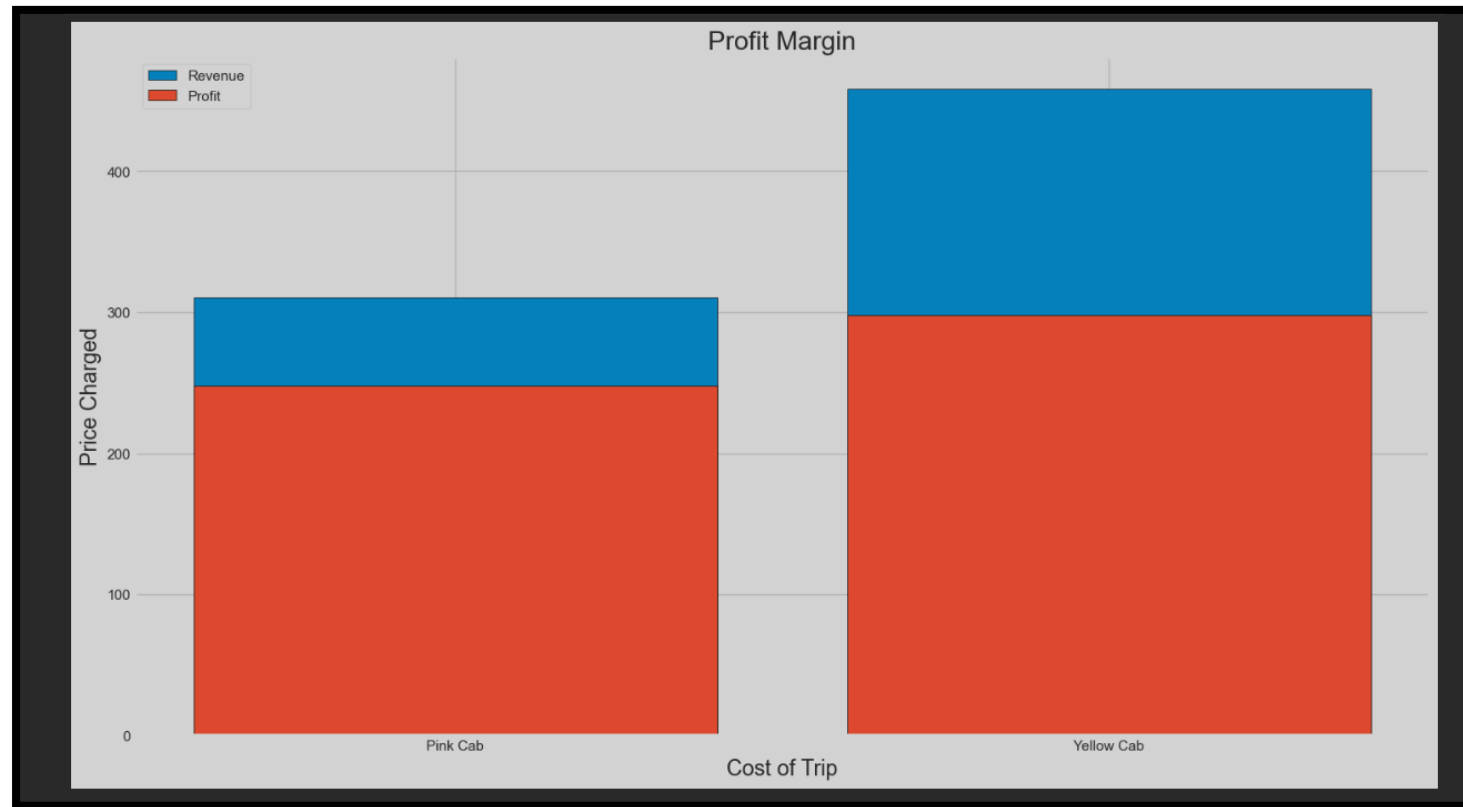
“Users ride more on Yellow Cab as compared to Pink Cab”

EDA – Price Comparison



“Yellow cab charges more”

EDA – Profit Margin



“Yellow cab has a higher profit margin”

EDA – Distance v/s Price



“Yellow cab has charges w.r.t
Distance covered”

EDA Summary



TOTAL TRANSACTIONS

“Yellow Cab has more transactions than Pink Cab”



TRANSACTIONS AT CITY LEVEL

“Most transactions happen in New York”



PREFERRED CAB COMPANY

“Users ride on Yellow Cab more than Pink Cab”



PRICE COMPARISON

“Yellow Cab charges more”



PROFIT MARGIN

“Yellow Cab has a higher profit margin than Pink Cab”

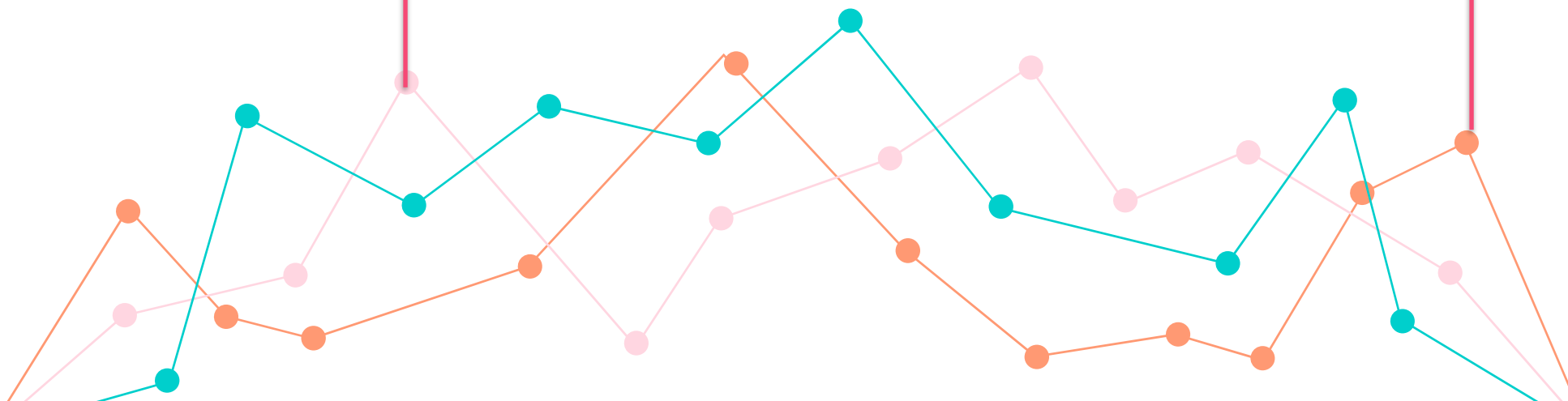


PRICE v/s DISTANCE COMPARISON

Yellow Cab has higher charges wrt Distance covered”

RECOMMENDATION

Yellow Cab is a Better
Investment Option for XYZ



Thank You



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