

# G2M Case Study

Data Glacier Internship

May 21, 2024



# Background

***XYZ is a private equity firm in the 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.*

*There are 2 cab companies that XYZ is interested in.*

A close-up photograph of a person's hand, wearing a dark sleeve, pointing with their index finger at a document on a desk. A pen lies on the desk near the hand. The background is blurred, showing some bokeh lights.

# Objective

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

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the given data

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Recommendations based  
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# Data Exploration

There are 4 data sets:

- Cabs
- Transactions
- Customers
- Cities

The data was collected from Jan 2016 - Dec 2018.

There is a total of 359,392 rows of data.

## Data Cleaning

- There are no nulls, outliers or duplicates in the data.

## Discrepancies

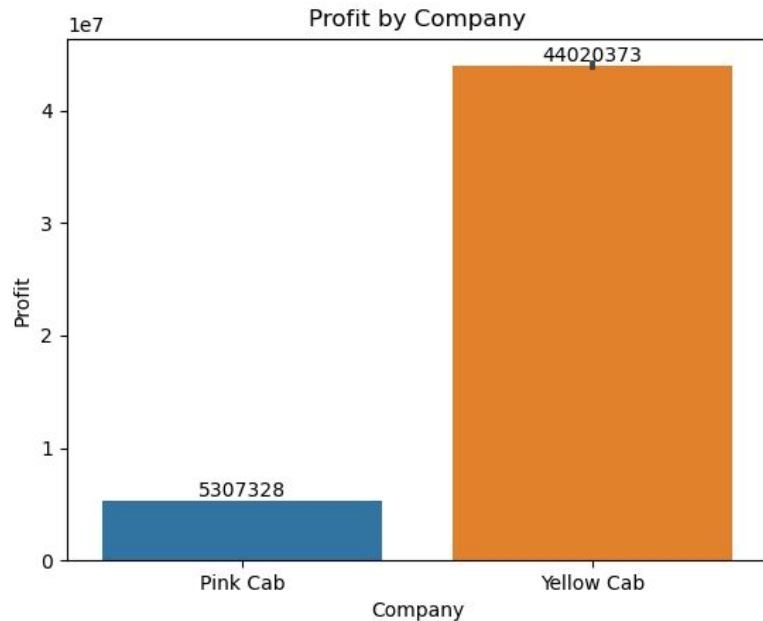
- After careful exploration, the city "San Francisco CA" has no records for any transactions. This city is excluded in the analysis.
- The 'Date of Travel' column had 5-digit records (e.g. 42377), which is not a valid date format. Therefore, analyses regarding time and dates were not possible.

# Comparing Companies



# Profit

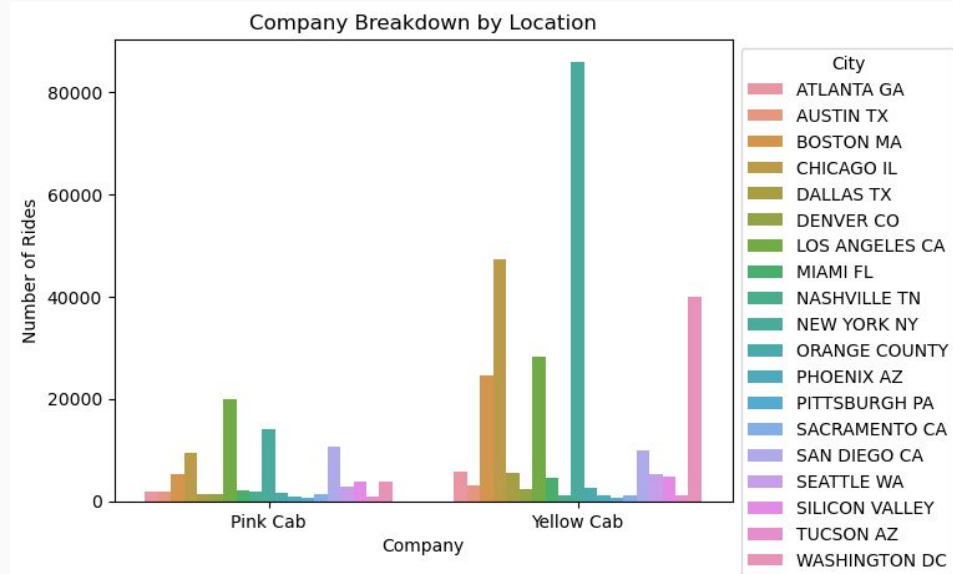
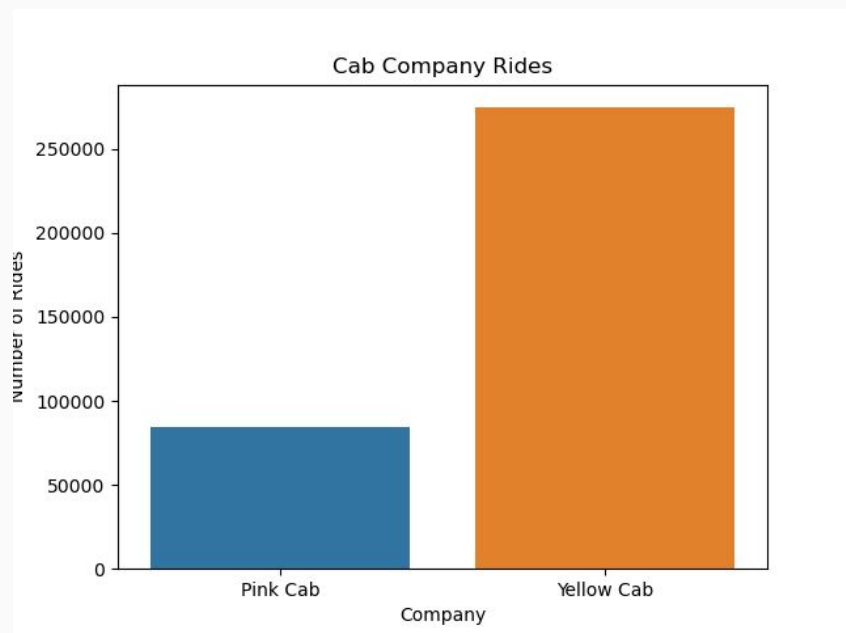
*Yellow Cab profits beats Pink Cab profits by 730% more, which is \$38,713,045 difference*



# Total Rides

*Yellow Cab generates more rides than Pink Cab in most cities.*

*In California and Nashville, TN, Pink Cab beats Yellow Cab*

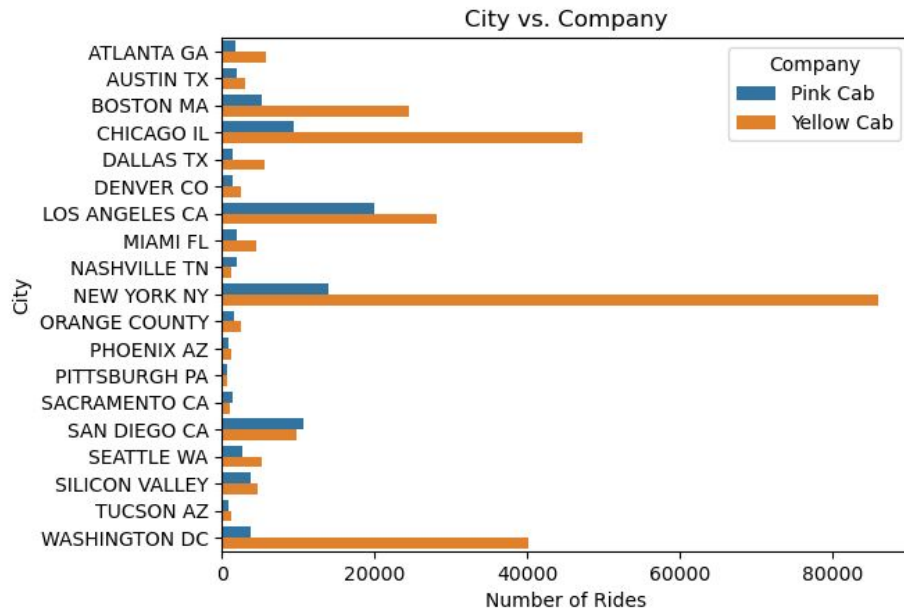
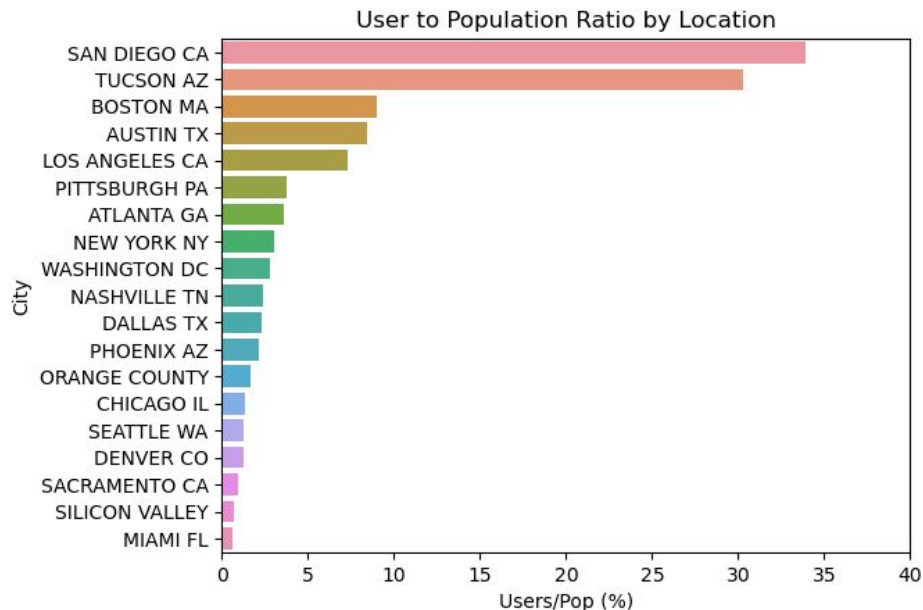




# User to Population Ratio

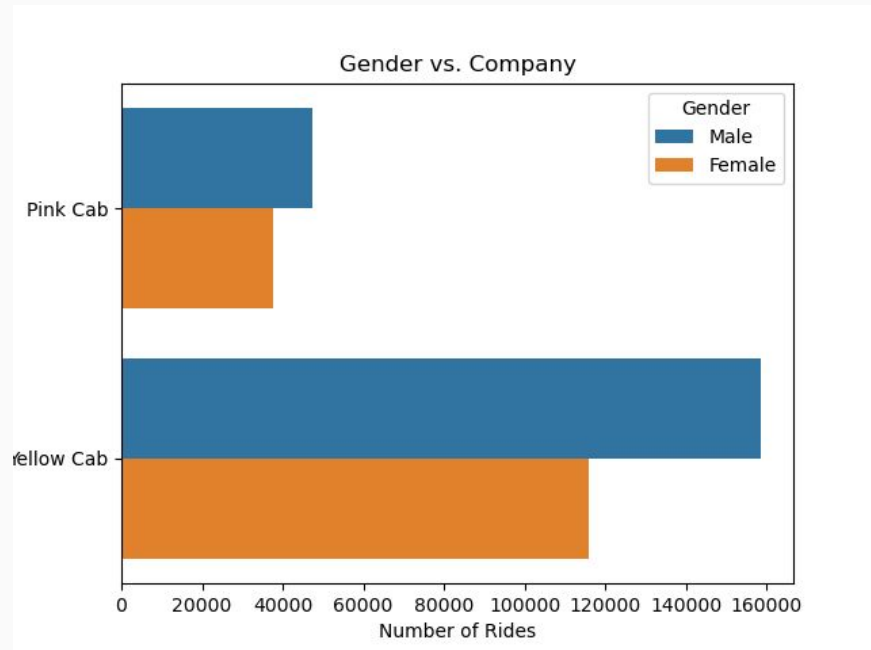
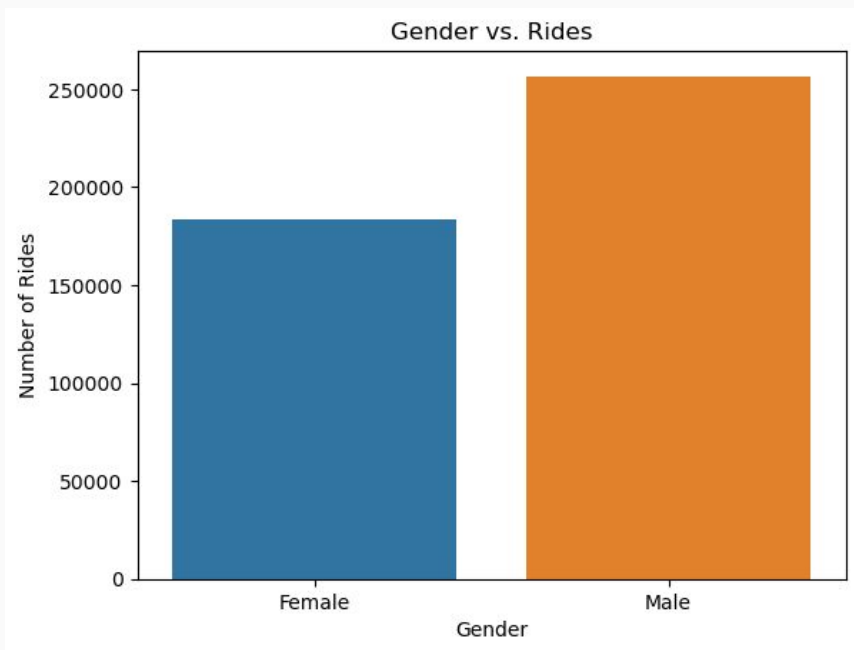
*The cities with the most number of cab service users are San Diego, Tucson, and Boston*

*This is worth mentioning since there are more Pink Cab users in San Diego than Yellow Cab*



# Demographic

*Males tend to use cab services more than females. They also use Yellow Cab more than Pink Cab*



# Recommendations

## ***XYZ should invest in Yellow Cab***

- Yellow Cab is preferred in most cities. It also generates more profit than Pink Cab.
- In California and Tennessee, Pink Cab outperforms Yellow Cab, so the company should not invest in these areas.