

DATA GLACIER

CAB INDUSTRY GO-TO-MARKET ANALYSIS

HA MY PHAM



OUTLINE

CLIENT:

- US PRIVATE COMPANY DECIDING TO INVEST IN CAB INDUSTRY, BETWEEN YELLOW AND PINK CAB BASED ON G2M STRATEGY, INCLUDING MARKET, PRODUCT, COMPETITION, AND CUSTOMER.

GOALS:

- WE WILL LOOK INTO MARKET COMPONENTS FOR AN OVERVIEW OF THE CURRENT DEMAND AND SUPPLY
- OUR MAIN GOAL IS TO COMPARE BETWEEN TWO COMPANIES

APPROACH:

- MERGING 3 DATASETS: CUSTOMER, TRANSACTION, AND CAB
- DATA CLEANING
- BASIC REGRESSION
- DATA VISUALIZATION

CAB INDUSTRY

GENDER DISTRIBUTION

Company	Gender	
	Female	Male
Pink Cab	14,819	17,511
Yellow Cab	18,394	21,502

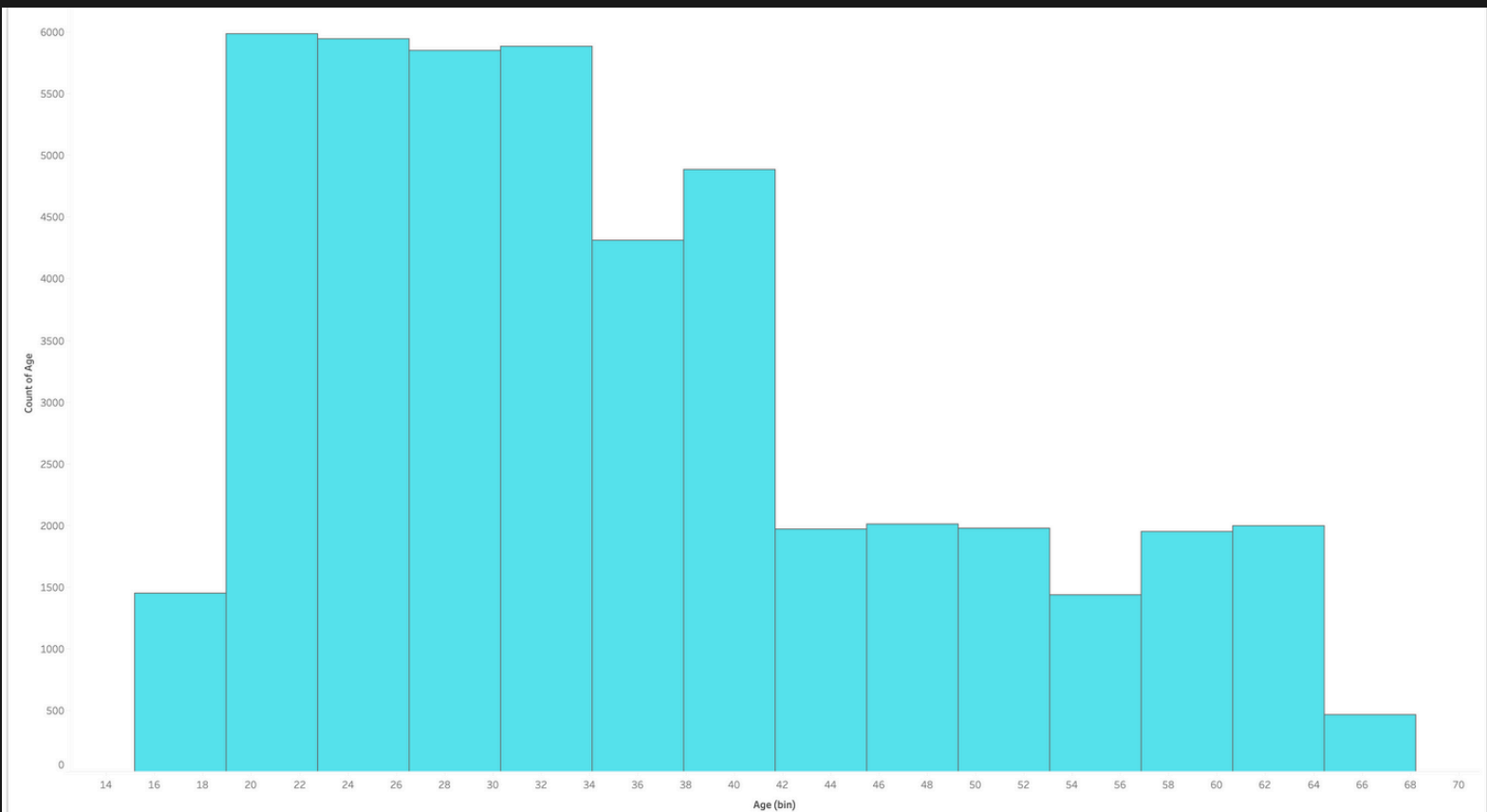
AVERAGE USERS' SALARY BY COMPANY

Company	
Pink Cab	15,034.10
Yellow Cab	14,983.90

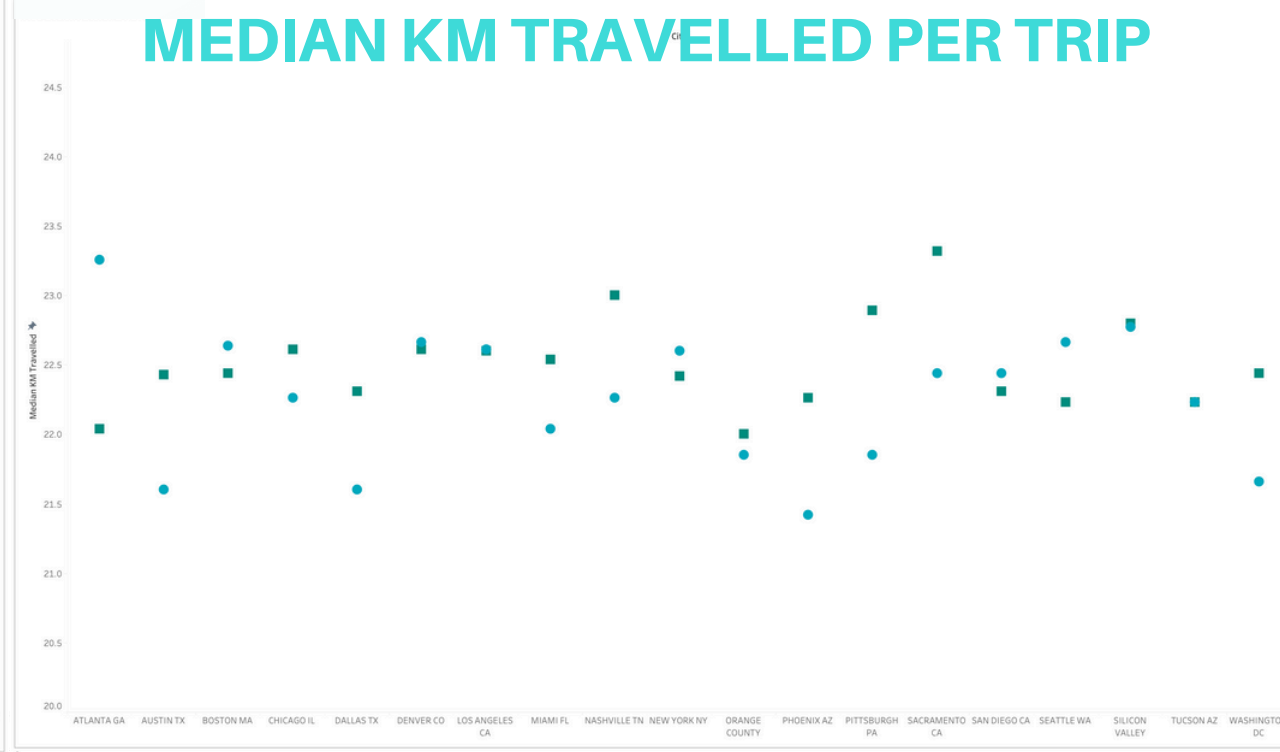
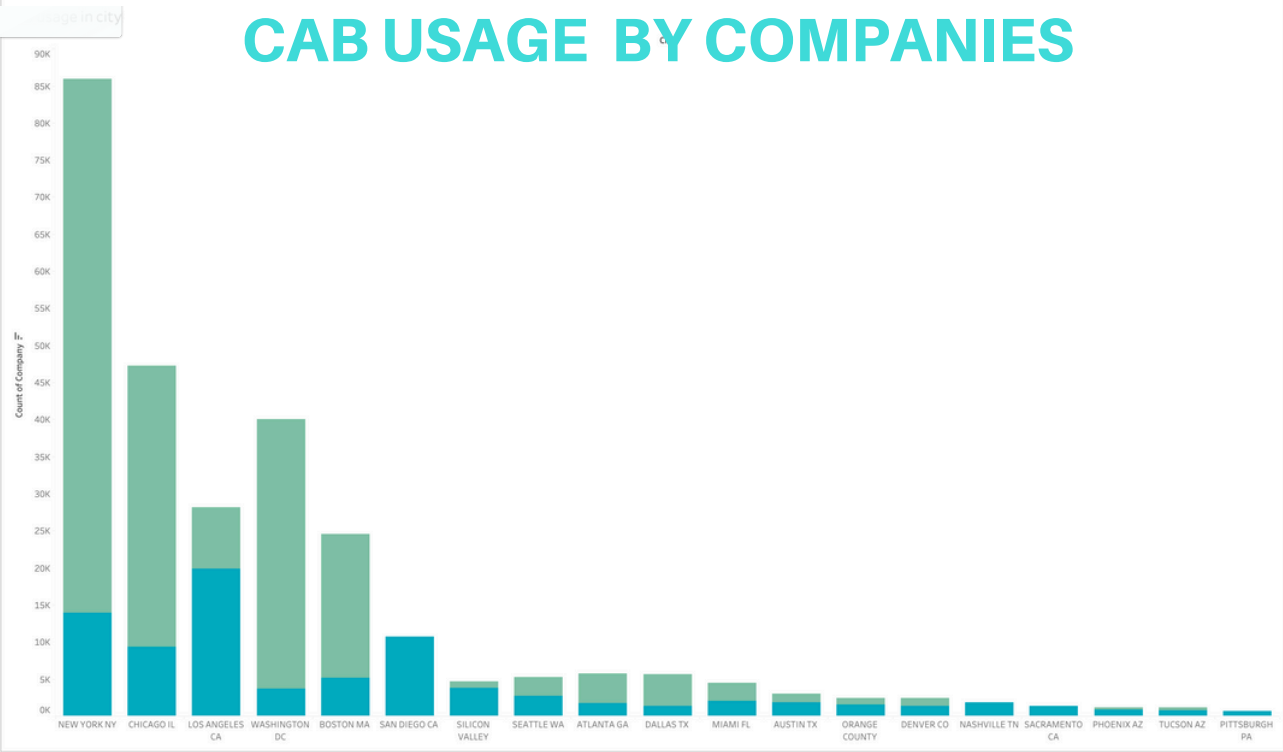
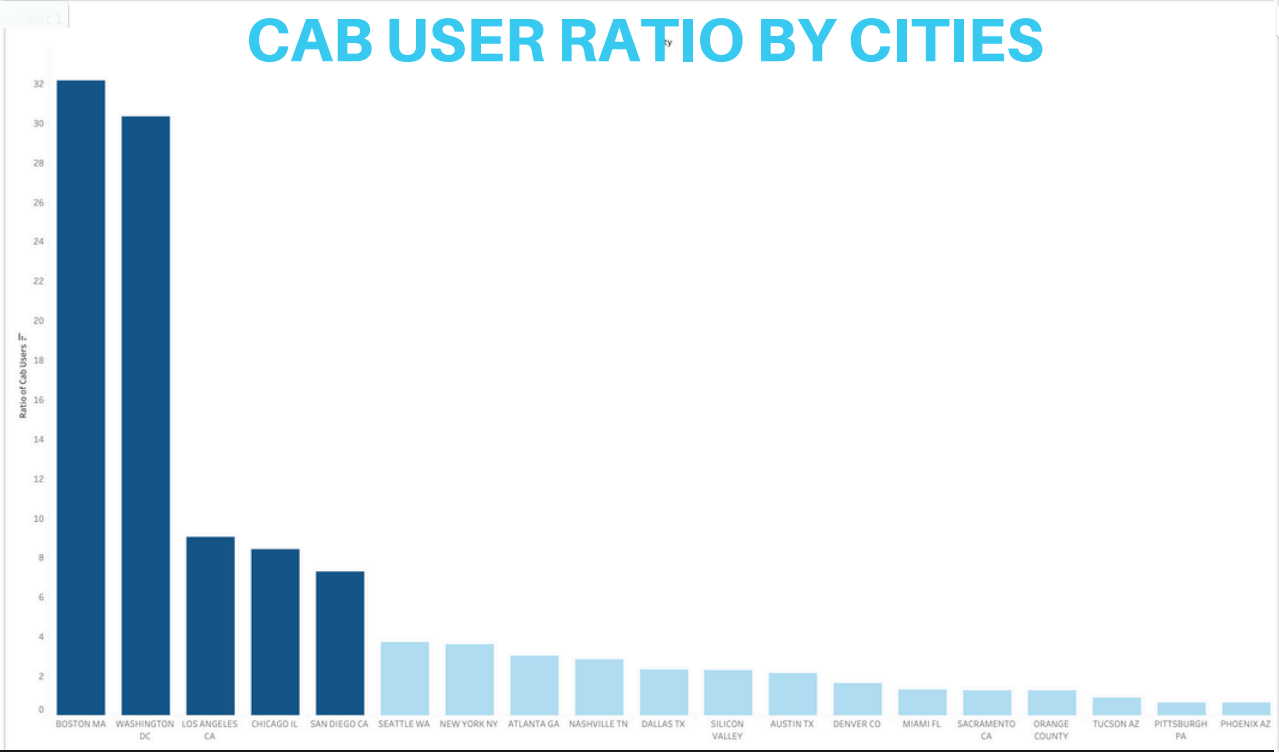
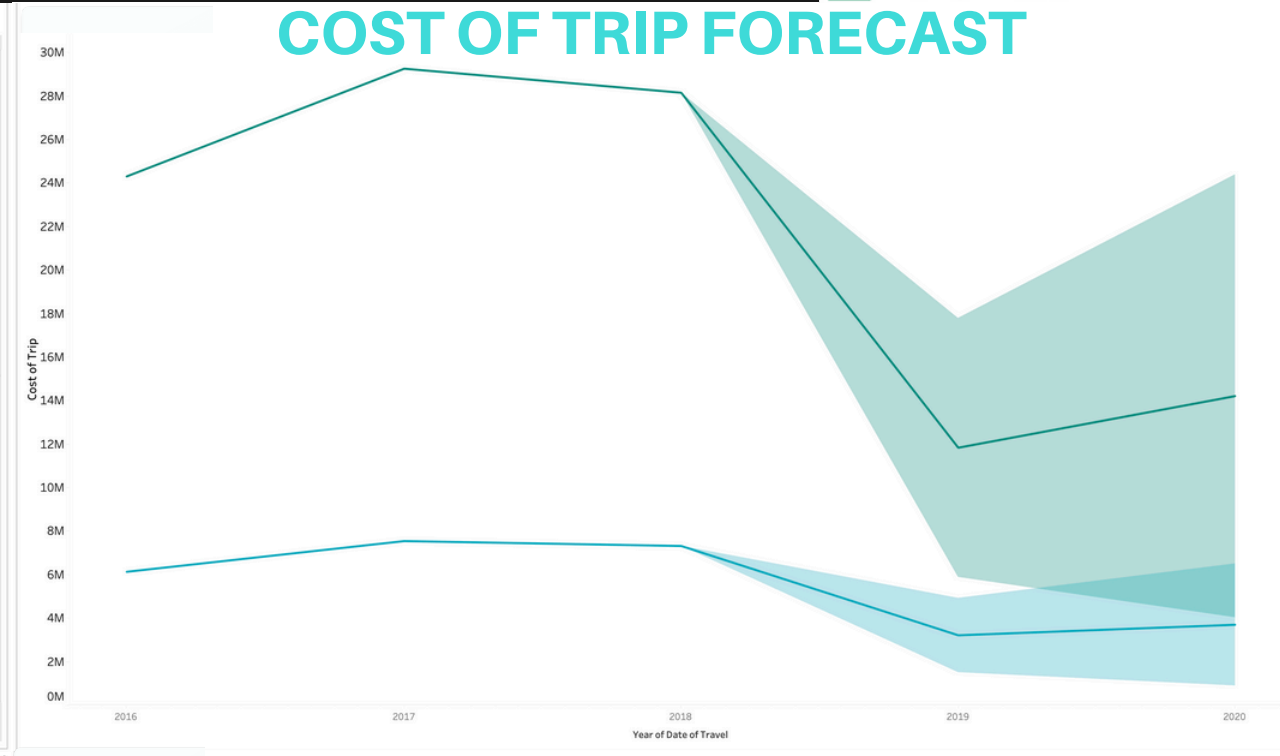
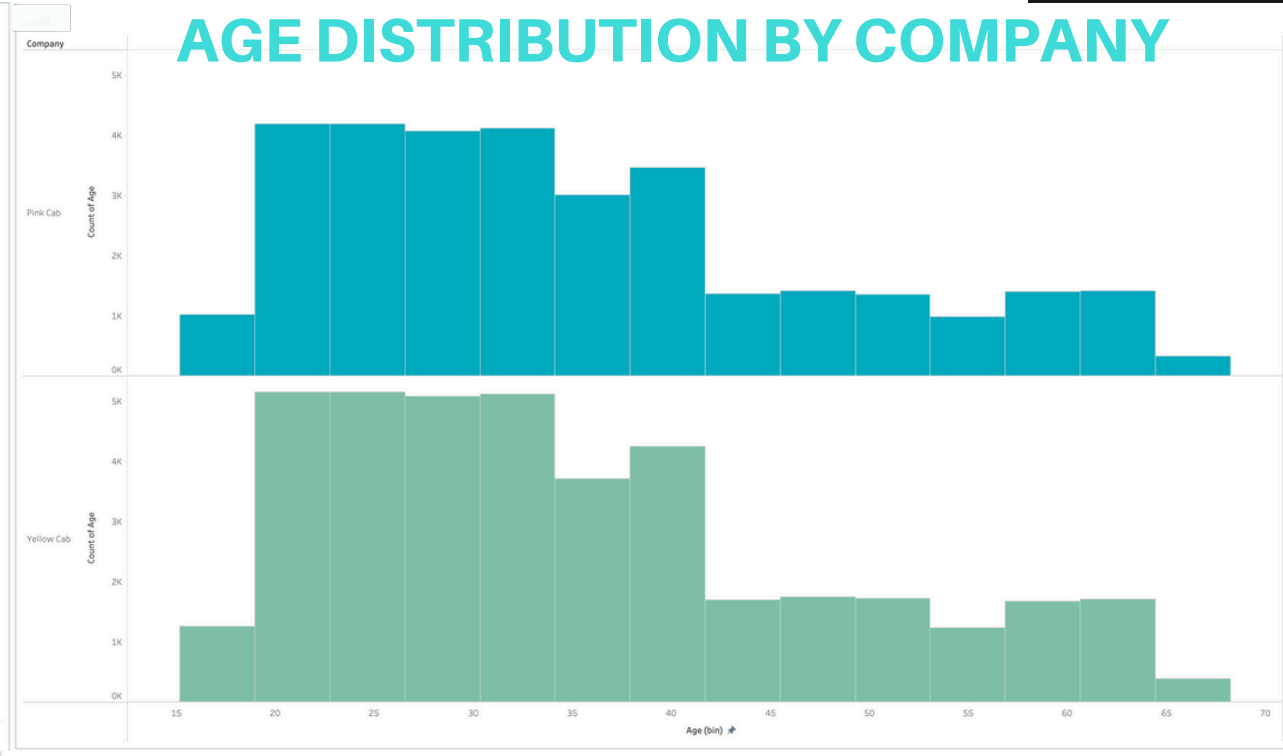
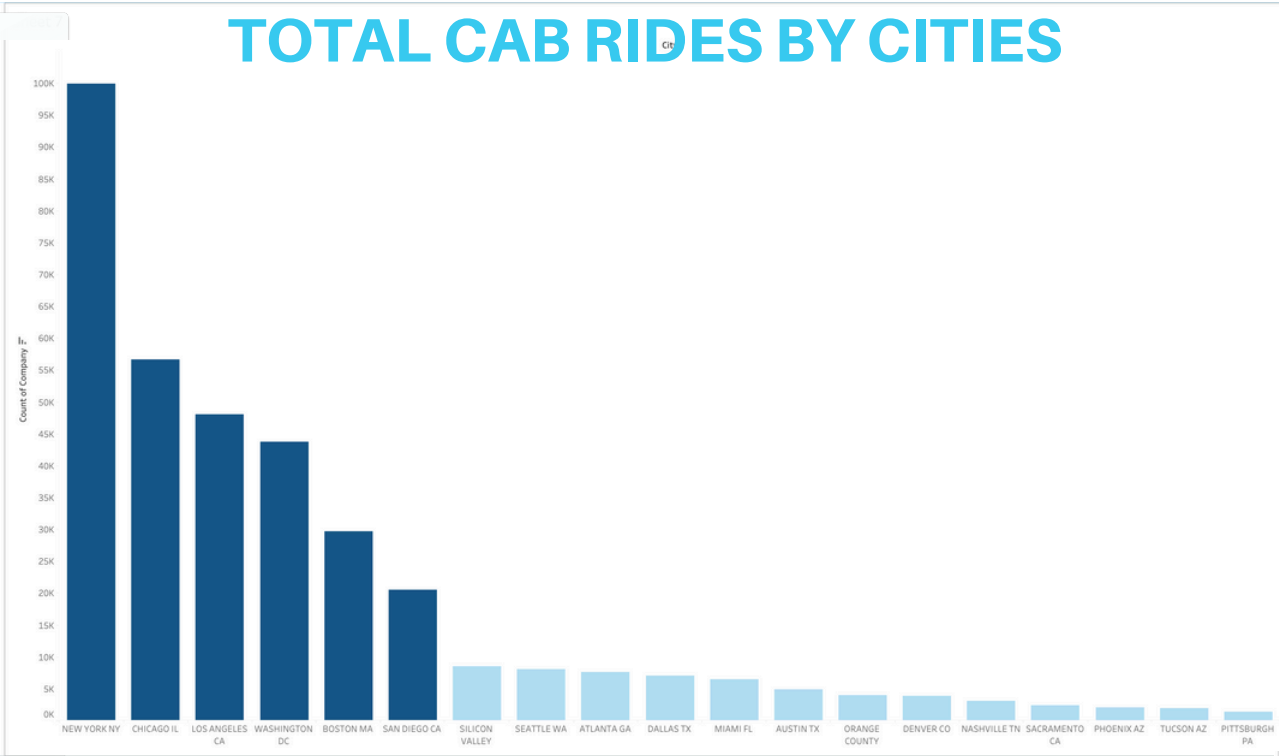
PAYMENT METHOD

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

AGE DISTRIBUTION



AVERAGE PRICED CHARGED				
Company	2016	2017	2018	2019
Pink Cab	314.7	316.1	302.0	330.8
Yellow Cab	467.9	466.8	441.1	392.2



INSIGHTS AND RECOMMENDATIONS

MARKET & PRODUCT

- CABS ARE HIGHLY USED IN NEW YORK, CHICAGO, LOS ANGELES, WASHINGTON, BOSTON, AND SAN DIEGO THAN OTHER CITIES
- RATIO OF CAB USERS AND POPULATION IS HIGHEST IN BOSTON WITH 32.14%, FOLLOWING WITH WASHINGTON AT 30.32%. LOS ANGELES, CHICAGO AND SANDIEGO CAB USAGE RATIO ARE AROUND 9% ON AVERAGE.



THERE IS A DROP IN CAB USAGE IN 2018 AS VIA TRANSPORTATION ARE INTRODUCED ON-DEMAND TRANSPORTATION LATE 2017 AND DEVELOPED QUICKLY.

COMPETITION

- YELLOW CAB DECREASES PRICE CHARGE OVER TIME, WHILE PINK CAB INCREASES THEIR PRICE
- YELLOW CAB IS EXPECTED TO GENERATE MORE PROFIT AS EXPECTED TOTAL COST OF TRIP ARE 3 TIMES HIGHER THAN PINK CAB
- YELLOW CAB IS MORE PREFERRED IN MOST CITIES WITH HIGHER MEDIAN KM TRAVELLED
- YELLOW CAB USAGE IS DOMINANT IN MOST CITIES.

CUSTOMER POOL:

- PEOPLE BETWEEN 19 AND 38 USE CAB THE MOST. SENIOR 65+ ARE UNLIKELY TO USE CAB.
- MALE TEND TO USE CAB MORE THAN FEMALE
- PINK CAB CUSTOMERS' INCOME IS SLIGHT HIGHER THAN CUSTOMERS OF YELLOW CAB
- PEOPLE'S INCOMES BETWEEN 2K AND 24K USD MONTHLY ARE MAIN CUSTOMERS OF CAB SERVICE.



YELLOW CAB IS MORE PREFERRED AND PROFITABLE OVERALL