

**DATA GLACIER**

**CAB INDUSTRY GO-TO-MARKET ANALYSIS**

**HA MY PHAM**



# CAB INDUSTRY

## GENDER DISTRIBUTION

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

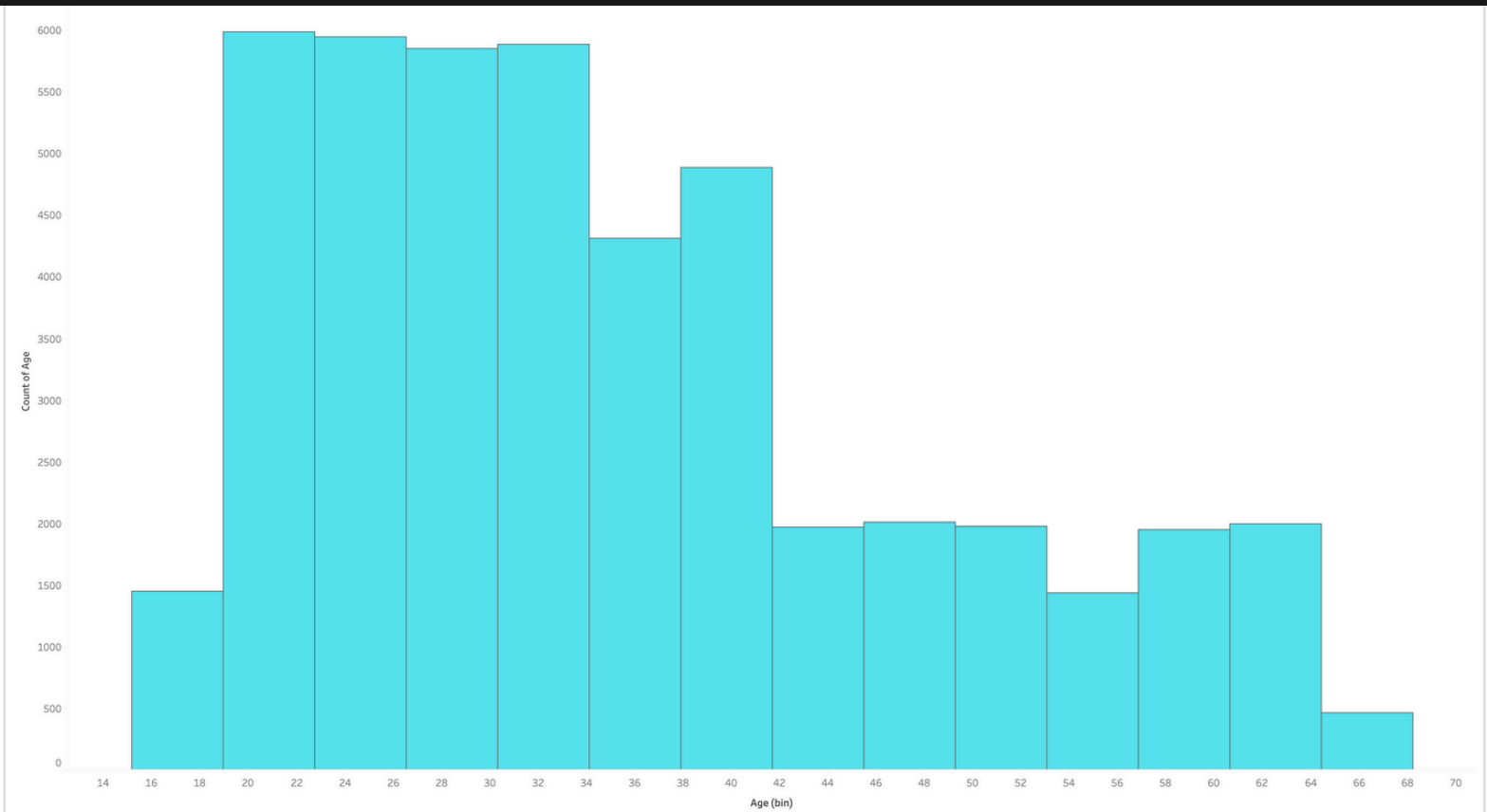
## AVERAGE USERS' SALARY BY COMPANY

Company	
Pink Cab	15,034.10
Yellow Cab	14,983.90

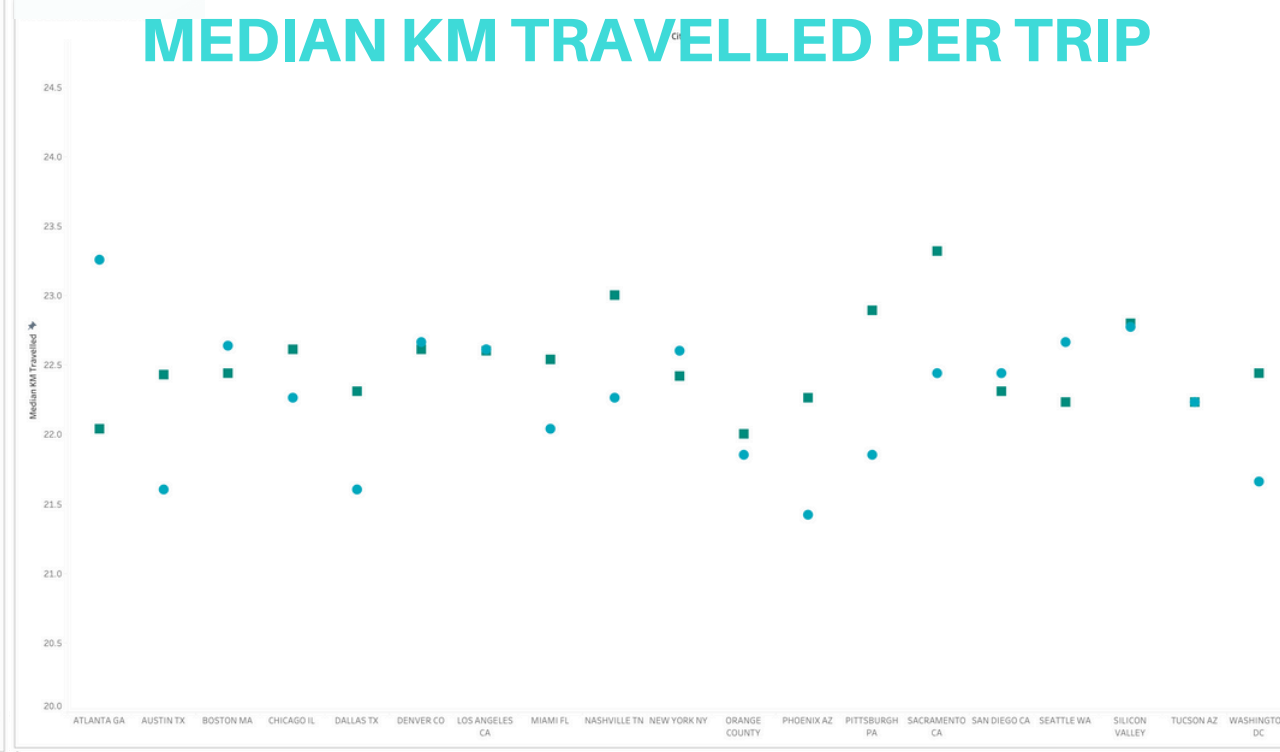
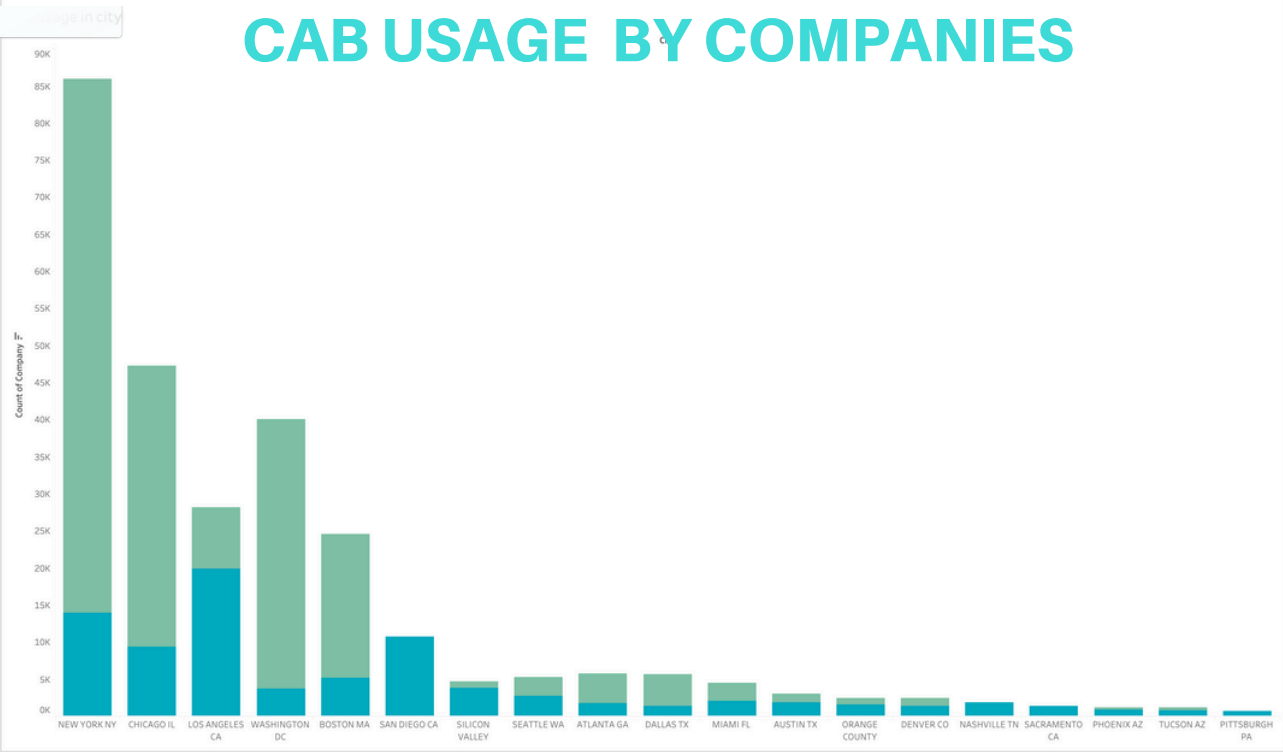
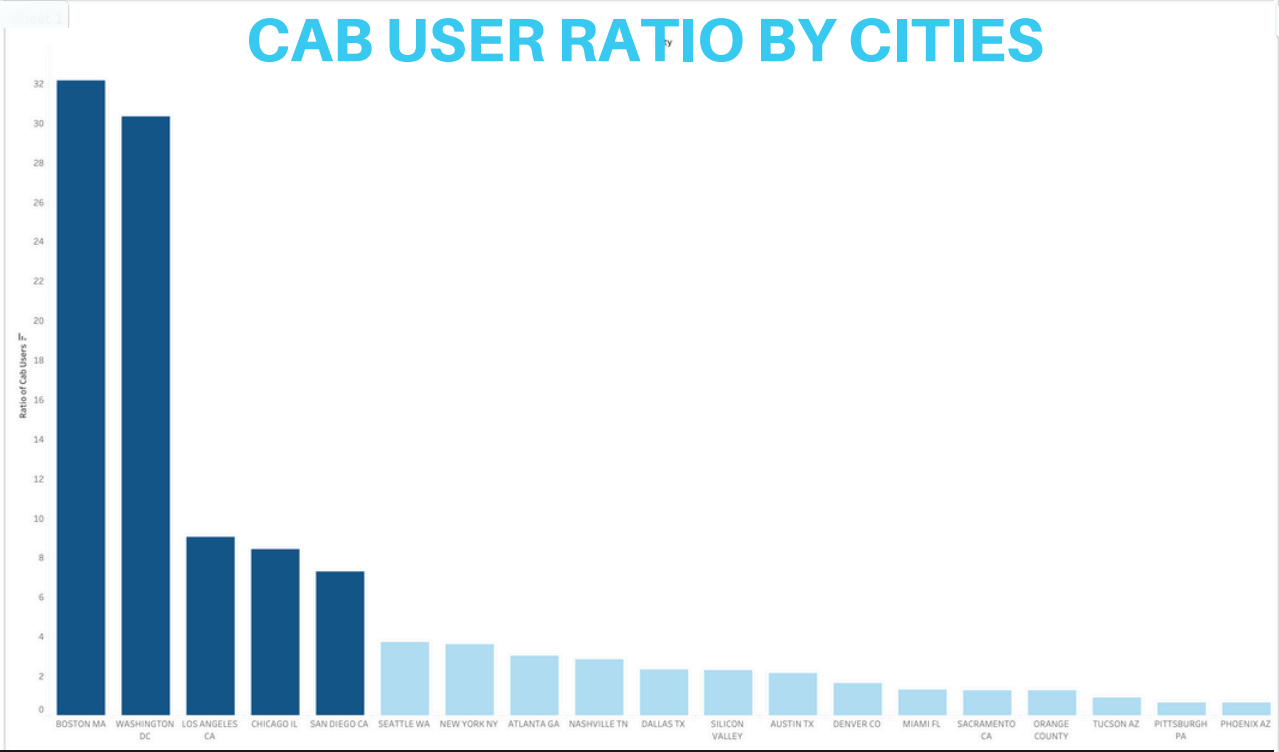
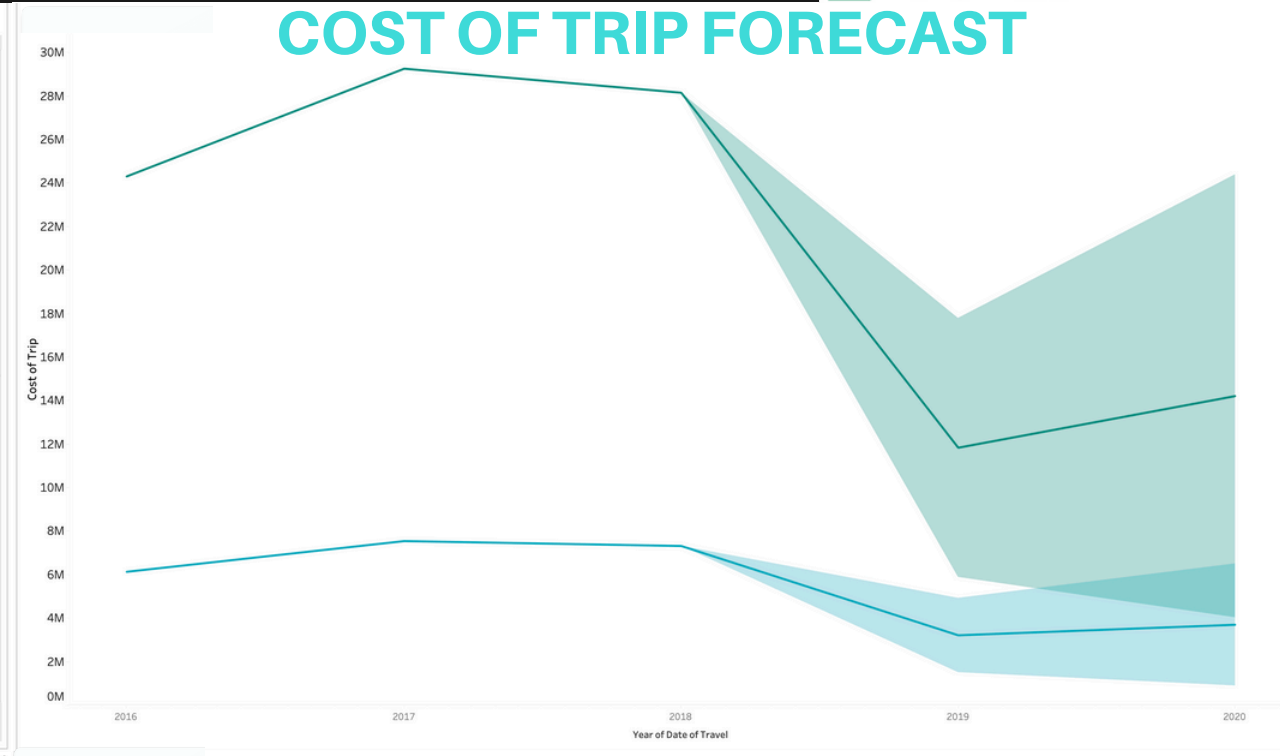
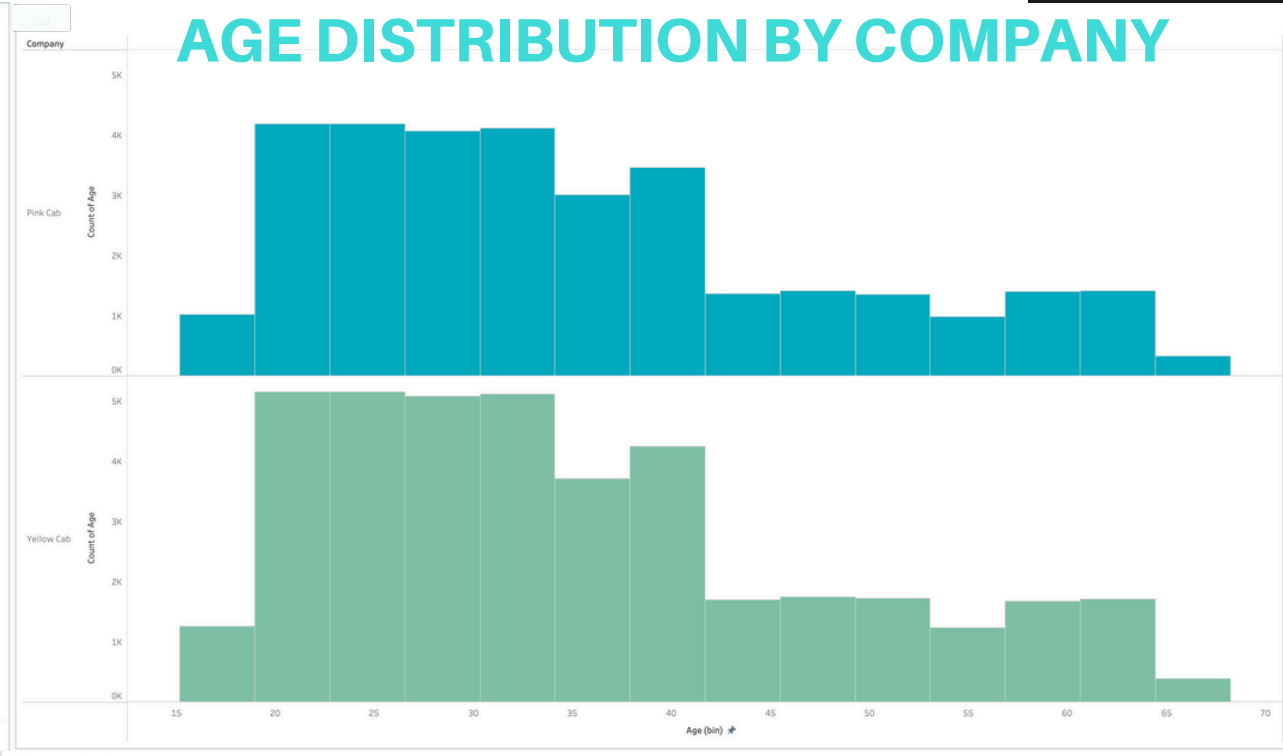
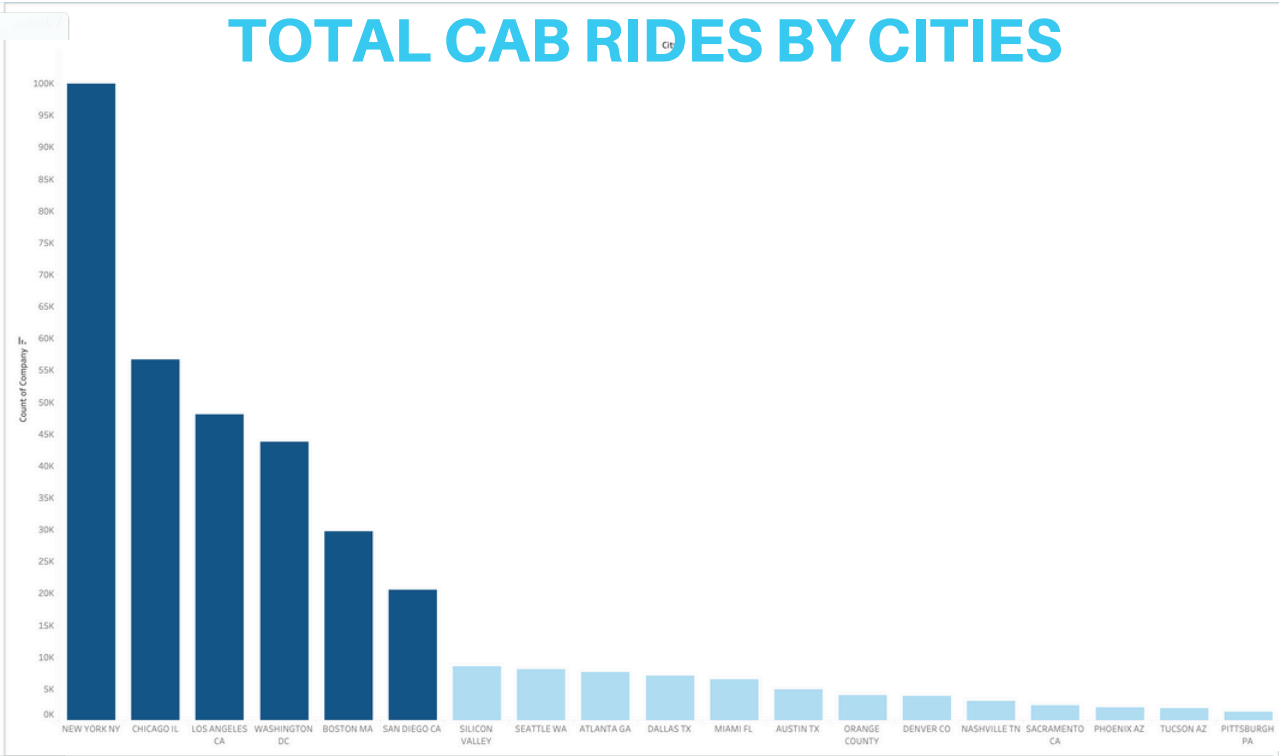
## PAYMENT METHOD

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 PROFITABLE OVERALL**