G2M Case Study

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Background of the study

The Client

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.

Analysis structure

- Review the Source Documentation
- Understand the field names and data types
- Identify relationships across the files
- Field/feature transformations
- Determine which files should be joined versus which ones should be appended
- Create master data and explain the relationship
- Identify and remove duplicates
- Perform other analysis like NA value and outlier detection

EDA
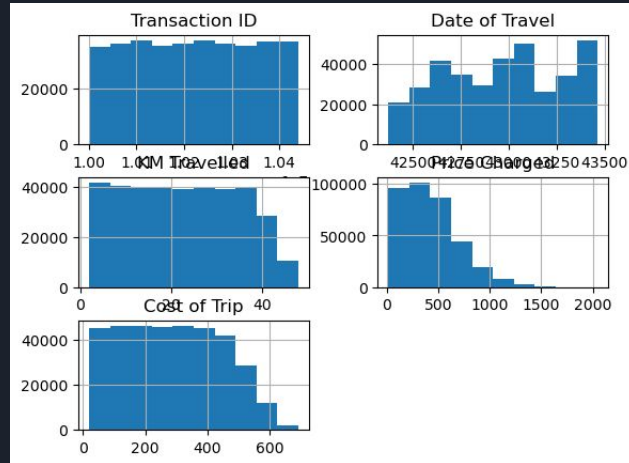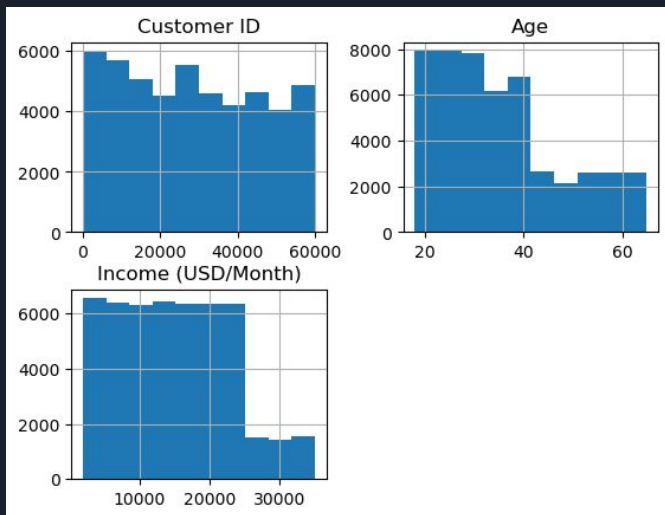
EDA

- 17 features in total
- No missing data

Cab_Data.csv

Total number of observations	359392
Total number of files	4
Total number of features	7
Base format of the file	csv
Size of the data	21.2 MB

Customer_ID.csv

Total number of observations	49171
Total number of files	4
Total number of features	4
Base format of the file	csv
Size of the data	1.1 MB

Transaction_ID.csv

Total number of observations	440098
Total number of files	4
Total number of features	3
Base format of the file	csv
Size of the data	9 MB

City.csv

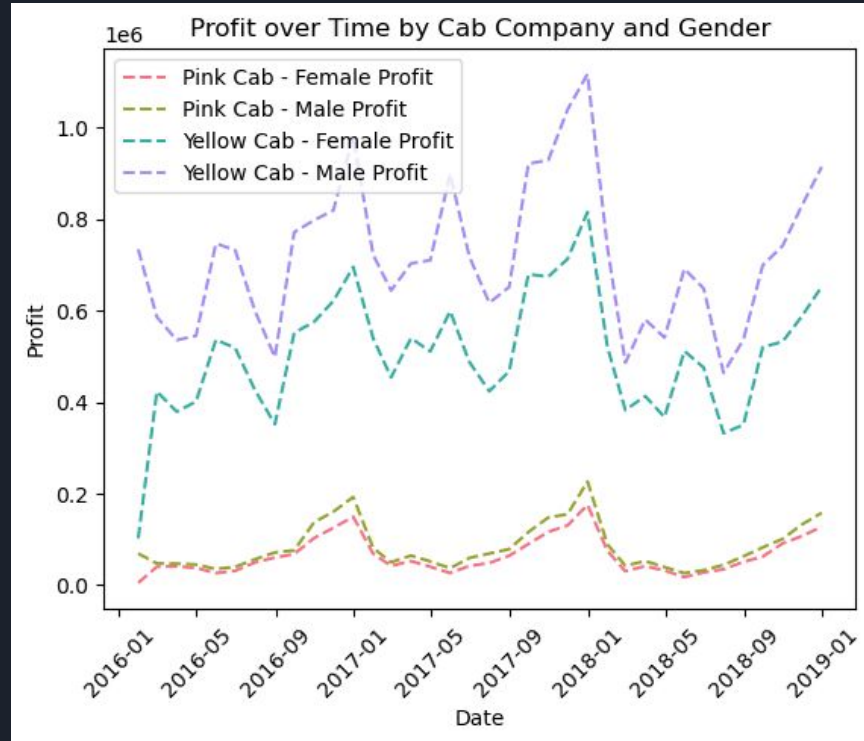|	
Total number of observations	20
Total number of files	4
Total number of features	3
Base format of the file	csv
Size of the data	759 bytes

Number of Users by Cab Company, Year 2016
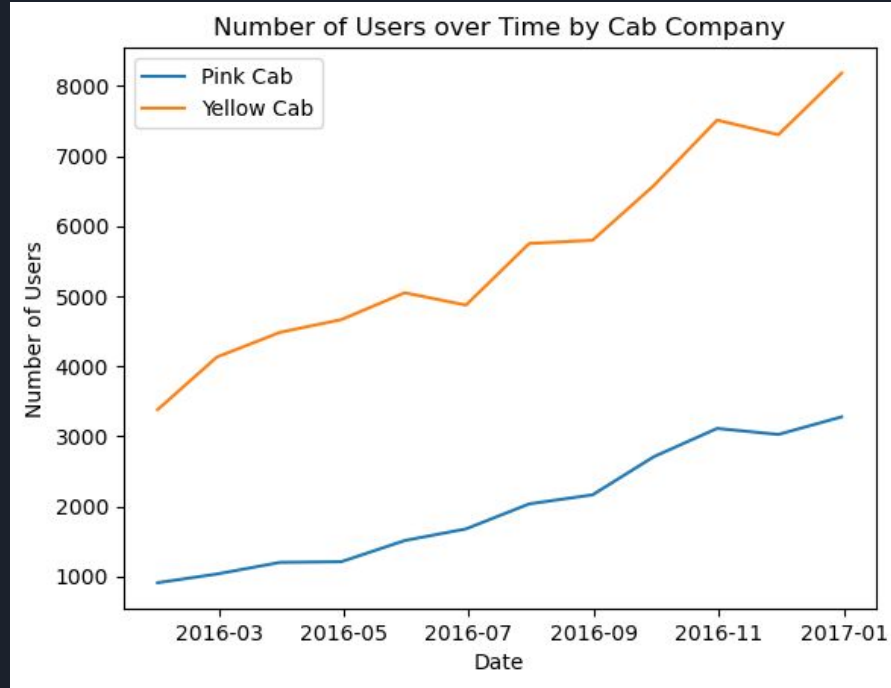
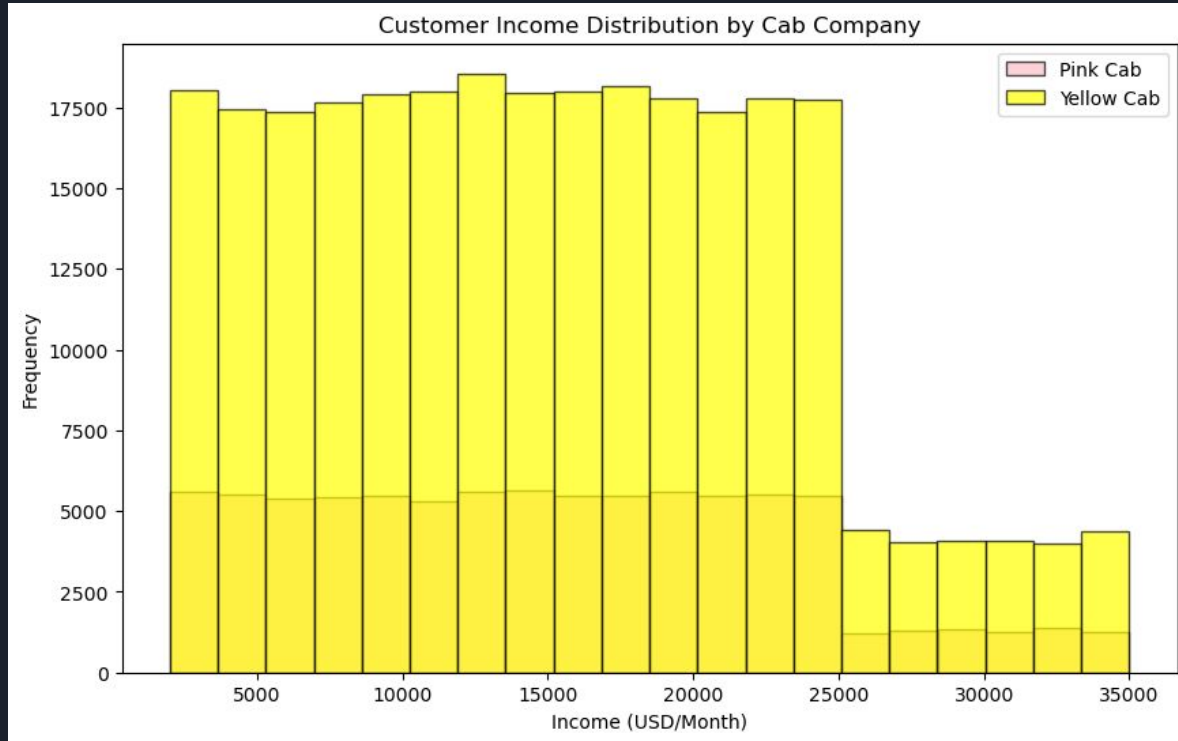# Profit vs Number of Users by Cab Company
Jan 2016- Dec 2018

Number of Users and Profit over Time by Cab Company
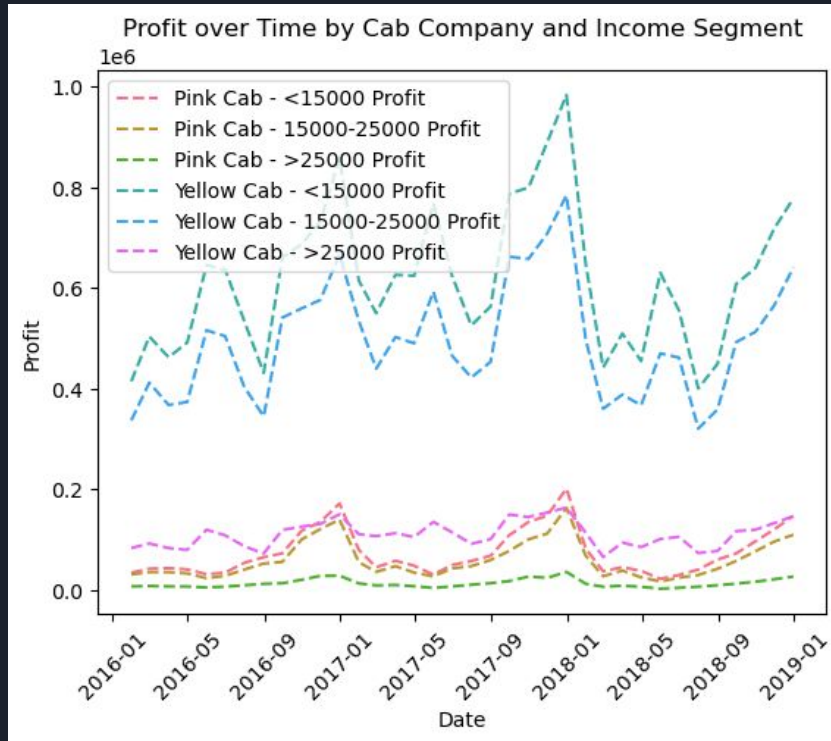
Yellow Cab Profit

Pink Cab Profit

Yellow No of Users

Pink Cab No of Users
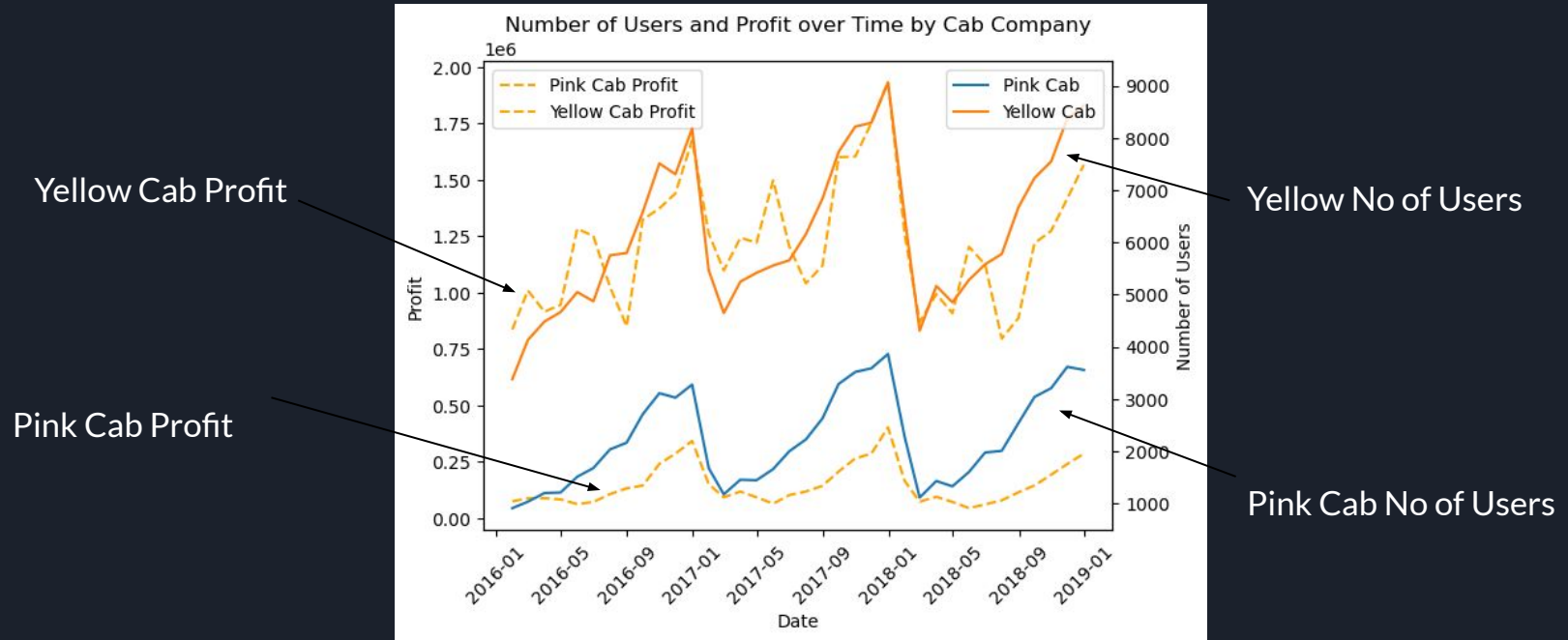
Profit by company and customer Gender

# Customer Income distribution for both companies - 75% of the customers

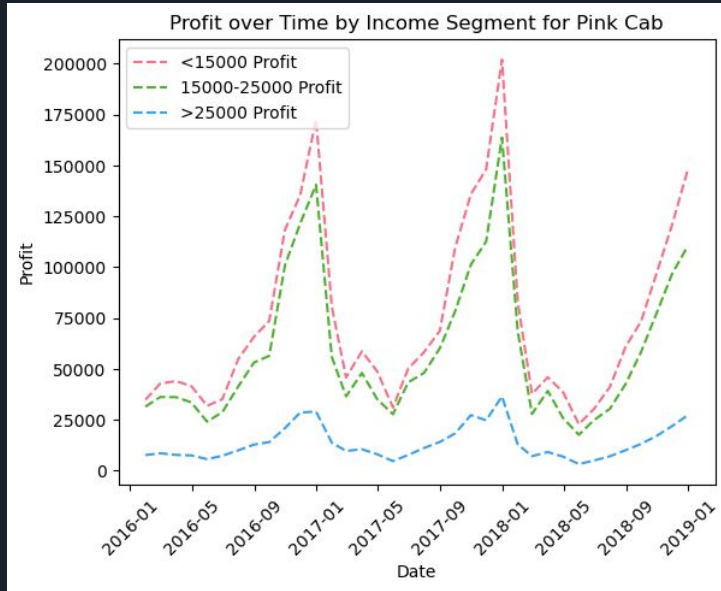Customer Income Distribution by Cab Company

# Profit contribution dependance on Customer Salary

Great part of the Profit for Yellow Cab company is given by Low and Middle Class, probably because they also constitute the majority of the customers.
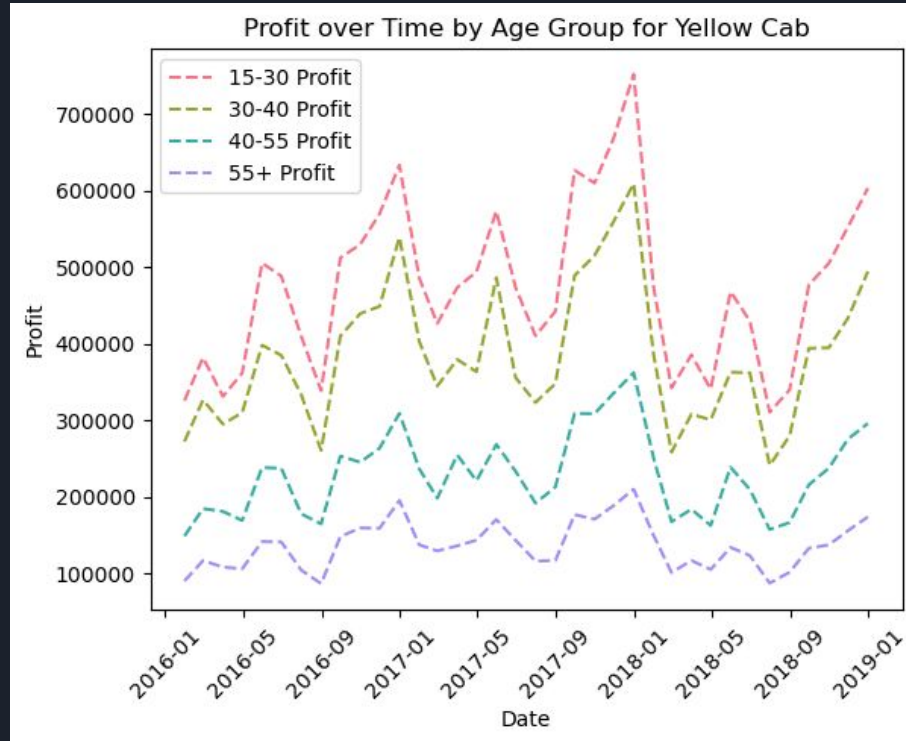
Similarly of the Pink Cab company.

The Profit by Income class pattern didn't change through time for both companies.
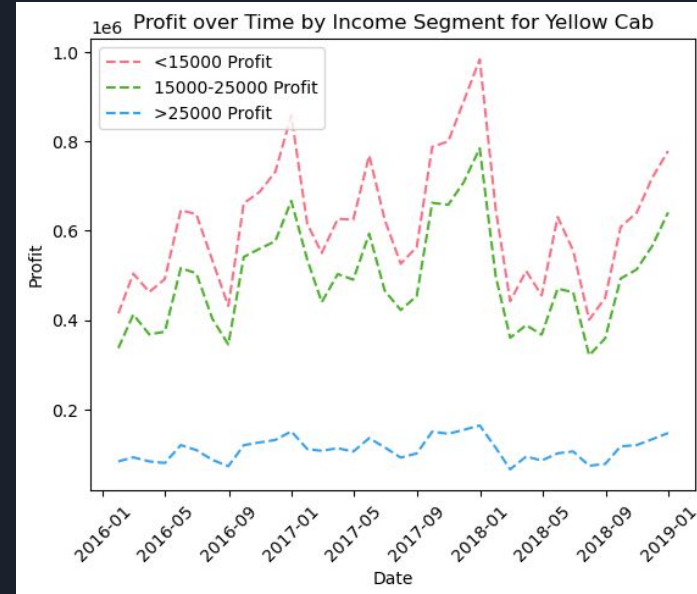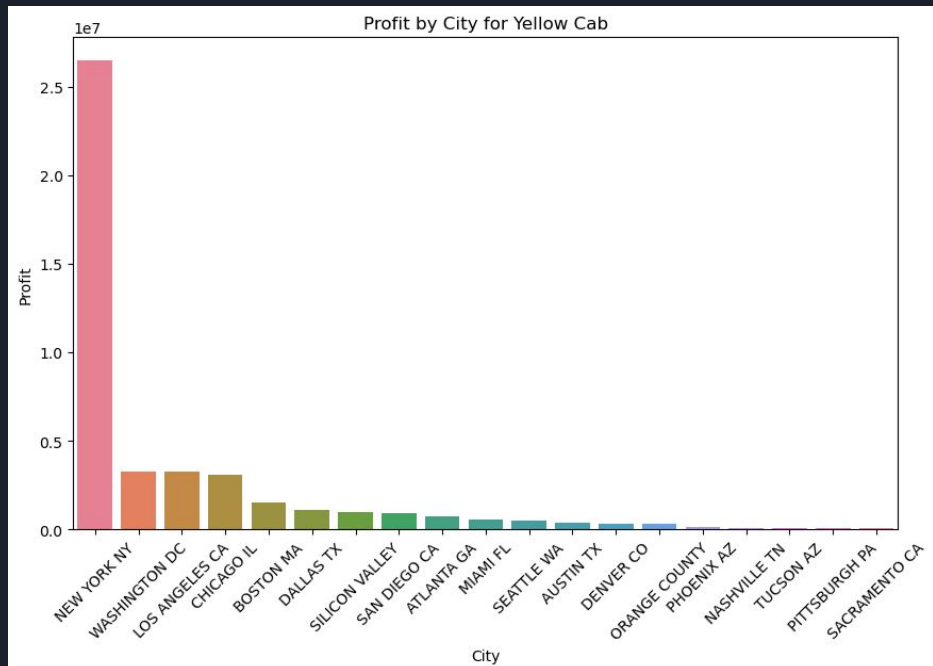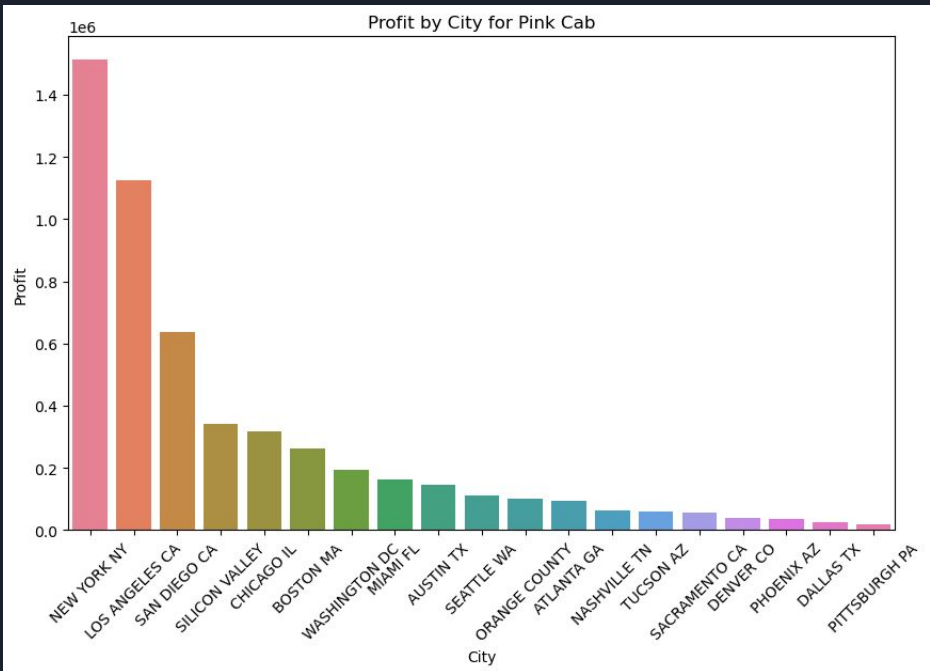
Profit by Age group for Pink Cab. Best users are people between 15 and 30, followed by 30-40 years old.

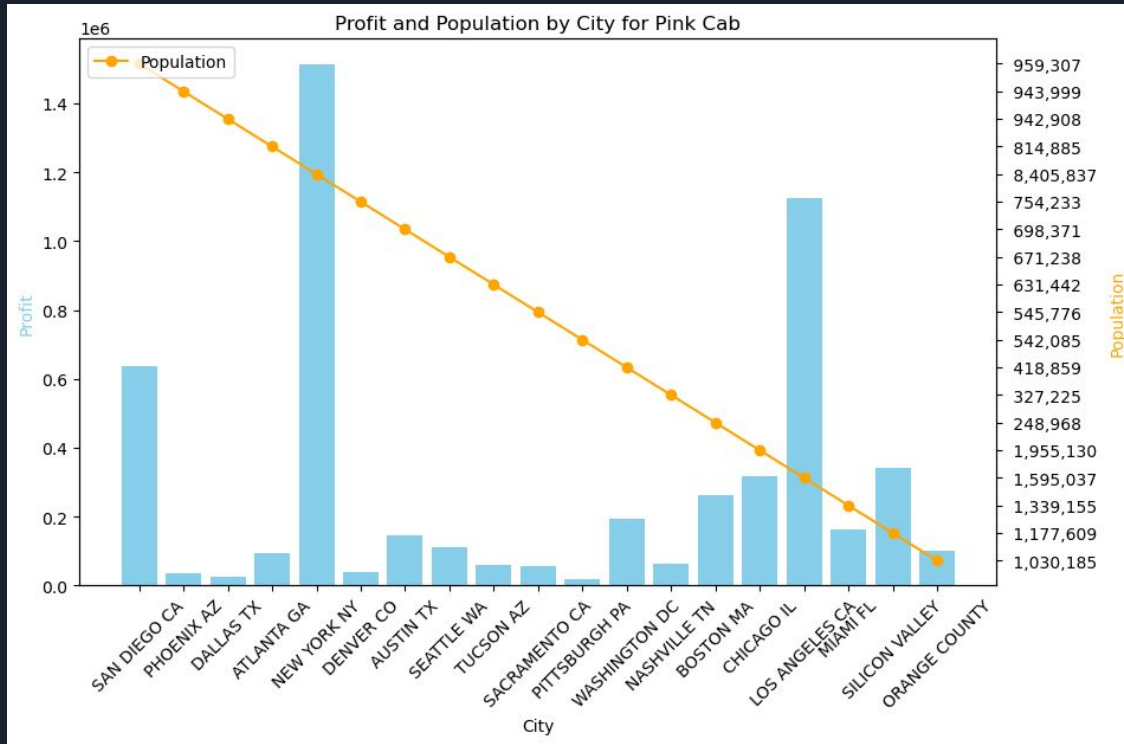Profit over Time by Age Group for Pink Cab
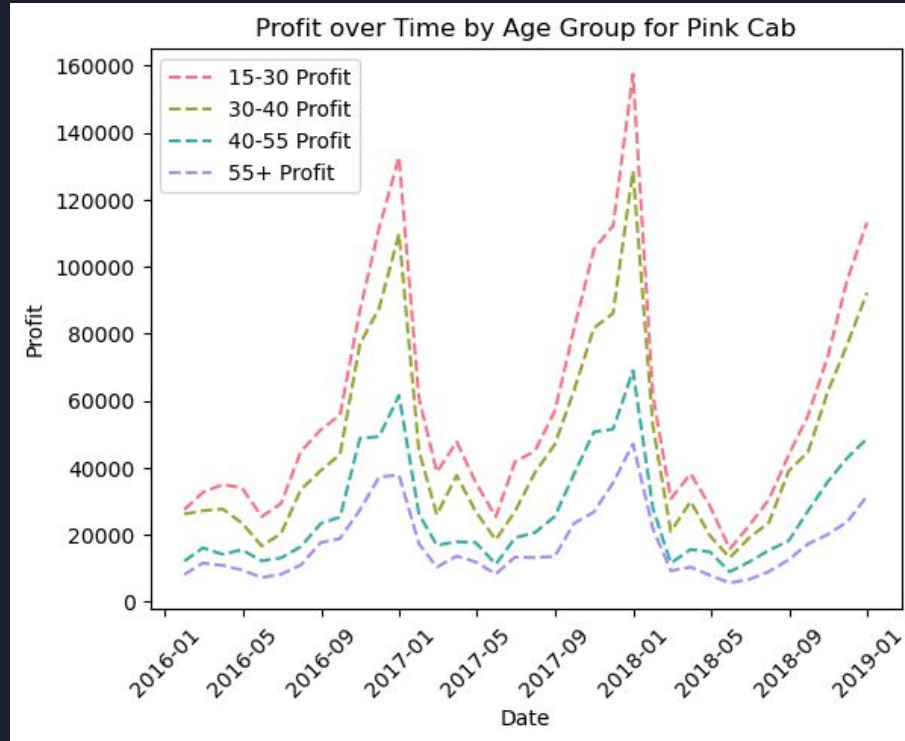
Same pattern for Yellow Cab

Profit by City

Profit & Population relationship by City -Pink Cab

Profit & Population relationship by City - Yellow Cab