** PESTLE ANALYSIS FOR JUMBO TAXI SERVICES**

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**TABLE OF CONTENTS**

| **CHAPTER NO** | | **TOPIC** | **PAGE NO** | |
| --- | --- | --- | --- | --- |
|  | |  |  | |
|  | **ABSTRACT**  **LIST OF FIGURES** | | | **vi**  **vii** |
| **1** | **INTRODUCTION** | | | **1** |
|  | 1.1 MOTIVATION | | | 1 |
|  | 1.2 OBJECTIVES | | | 2 |
|  | 1.3 OUTCOMES | | | 2 |
|  |  | | |  |
| **2** | **LITERATURE SURVEY**  2.1 OTHER TYPES OF ANALYSIS  2.2 PESTLE ANALYSIS USED IN EXISTING SCENARIOS | | | 3  6  7 |
|  | 2.2.1 RISK IDENTIFICATION OF THE TIDAL INDUSTRY  THE UNITED KINGDOM | | | 7 |
|  | 2.2.2 THE RISK STUDY OF E-GOVERNANCE USING PEST  ANALYSIS | | | 9 |
|  | 2.2.3 ANALYSIS OF OUTDOOR ADVENTURE CLOTHING  USING PESTLE ANALYSIS | | | 11 |
| **3** | **PROPOSED SYSTEM** | | | 13 |
|  | 3.1 SYSTEM ARCHITECTURE | | | 13 |
| **4**  **5** | 3.2 DESCRIPTION  3.3 TECHNOLOGIES USED  3.4 MODULE DESCRIPTION  3.4.1 DATA COLLECTION  3.4.2 ETL PROCESS  3.4.3 REPORT GENERATION  **SYSTEM IMPLEMENTATION**  4.1 DATA CLEANSING USING SSIS  4.2 DATA CLEANSING USING PYTHON  4.3 SQL SERVER ANALYSIS SERVICES  4.4 SQL SERVER REPORTING SERVICES  4.5 IMPLEMENTATION RESULTS  **CONCLUSION**  **REFERENCE** | | | 15  19  19  20  20  21  22  22  23  25  26  27  31  32 |
|  |  | | |  |

**ABSTRACT**

"Start-ups don't kick the bucket, they end it all. At the end of the day, 90 percent of new companies come up short on the grounds that the organizers get exhausted, debilitated or end up in something. Regardless of how dim it is today things will win every case better tomorrow”. This work is the example of overcoming adversity of an Indian startup “Jumbo Taxi Service”. As the challenge in the Radio Taxi showcase is expanding at a quicker rate where a few brands are giving taxis to the clients according to the necessities, this work is intended to examine the example for overcoming the adversity of Jumbo taxis which has the best piece of the overall industry and gives benefits in a productive way alongside consumer loyalty.

Jumbo taxi is the fastest growing taxi sharing company which is also maintaining a mobile application for better service. But it has also seen various controversies regarding the taxi industry, minimum wages complications and banning in worldwide countries, however it still continues to grow. For the betterment of the business, Political Economical Social Technological Legal Environmental (PESTLE) analysis is done.

PESTLE analysis is useful tool for decision makers when evaluating the pros and cons of the strategies used in the business. This analysis is used to evaluate all the outside factors such as political, economic, social, technology, legal and environment. This analysis process brings together the views of customers and business providers, as a results it gives a better understanding, acceptance and successful implementation of the business.

**LIST OF FIGURES**

| **FIGURE NO** | | **NAME** | **PAGE NO** | |
| --- | --- | --- | --- | --- |
|  | |  |  | |
| 3.1  4.1  4.2  4.3  4.4  4.5  4.6 | WORKFLOW OF PESTLE ANALYSIS OF JUMBO  TAXI SERVICE  DATA WAREHOUSE DIMENSION MODELLING  LINEAR REGRESSION DIAGRAM  POLITICAL ANALYSIS OF DRIVER SALARY  RIDE FARE PREDICTION USING LINEAR REGRESSION ANALYSIS  EMPLOYEE COUNT ON EACH CATEGORY  ANALYSIS OF PAYMENT MODES | | | 13  23  25  27  28  28  29 |
|  |  | | |  |
|  |  | | |  |
|  |  | | |  |
|  |  | | |  |