Data Glacier

Your Deep Learning Partner

G2M Case Study

Virtual Internship

Priyanjali Patel

27-May-2025

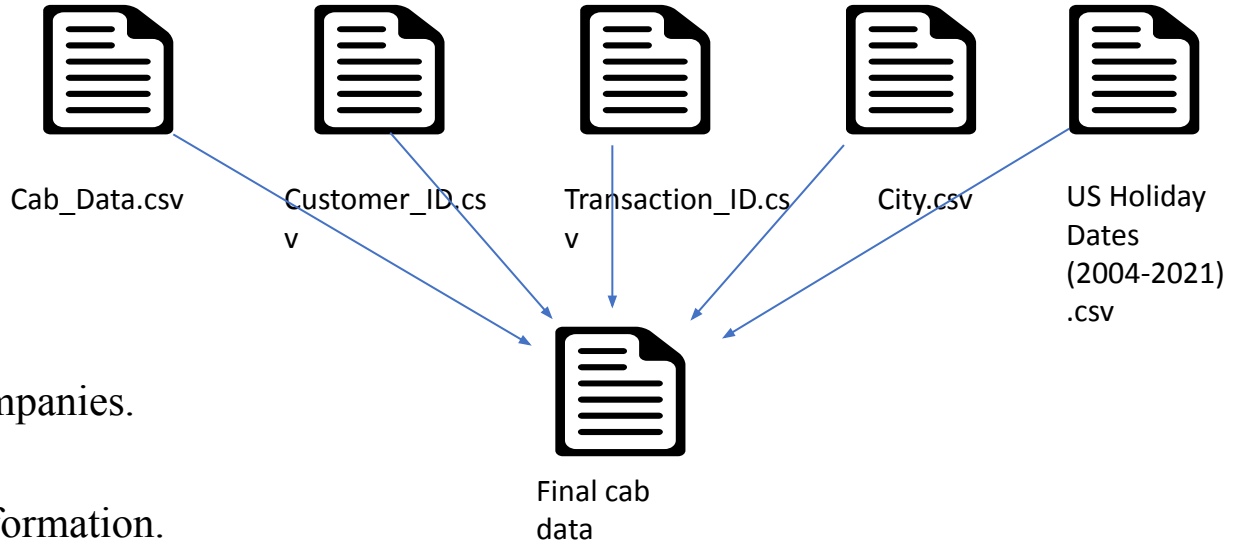
Background –G2M(cab industry) case study

- **Business Problem**

- **Client:** XYZ (Private Firm, USA)

Objective:
Due to rapid growth in the cab industry and the presence of multiple major players, Client XYZ is exploring potential investment opportunities in this sector. As part of their Go-to-Market (G2M) strategy, they aim to gain a comprehensive understanding of the market landscape before making an informed investment decision.

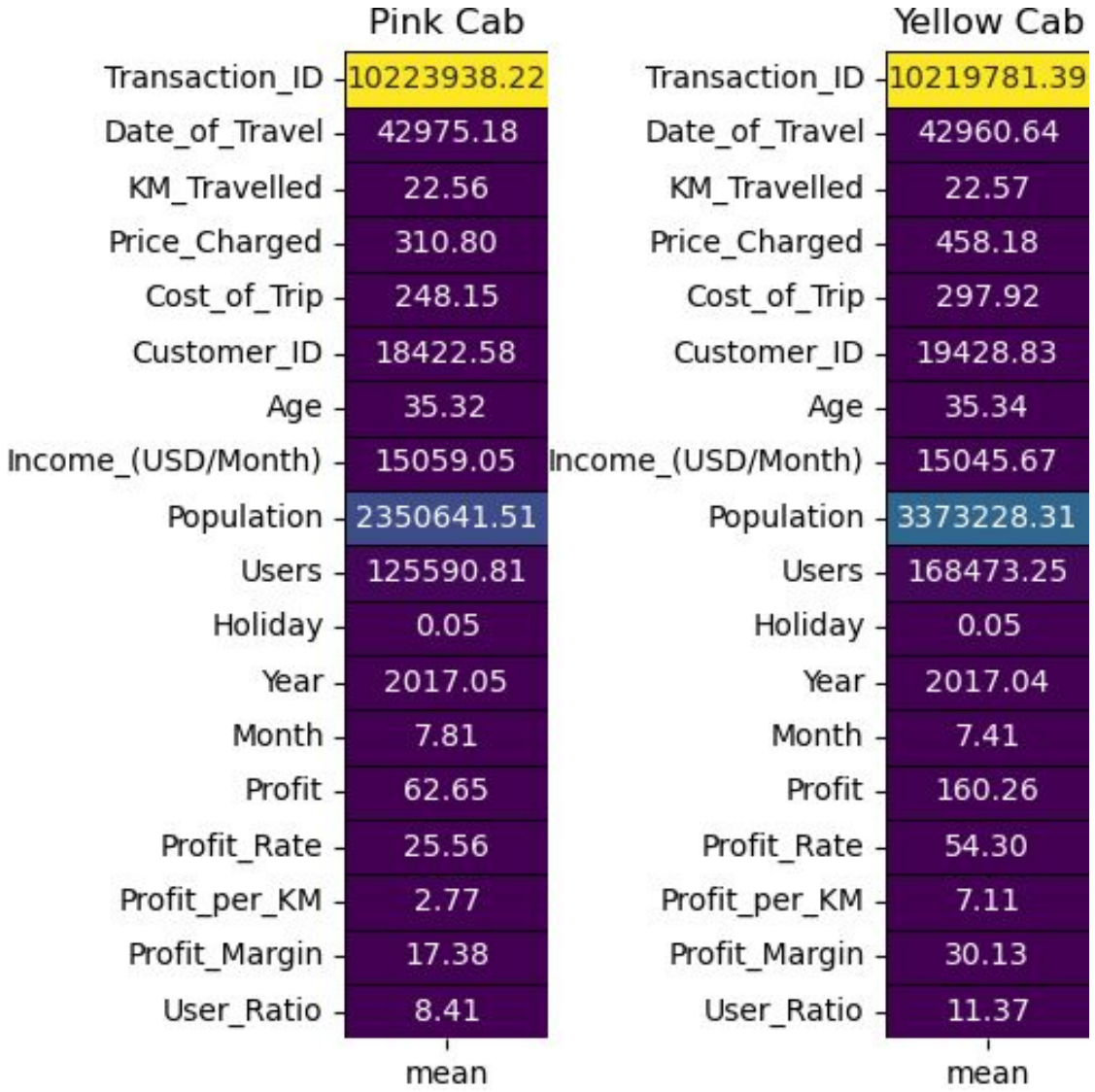
Data Exploration



Provided Datasets (Time Period: Jan 31, 2016 – Dec 31, 2018)

1. **Cab_Data.csv** – Contains transaction details from two cab companies.
2. **Customer_ID.csv** – Links customer IDs with demographic information.
3. **Transaction_ID.csv** – Maps transactions to customer IDs and payment methods.
4. **City.csv** – Includes U.S. city-level data: population and cab user count.
5. **US Holiday Dates (2004-2021).csv** – This dataset contains the official holiday dates in the United States from 2004 to 2021.

Average Feature Comparison Between Pink Cab and Yellow Cab



Feature Engineering: New Metrics Introduced

- **Profit**
  = Price_Charged - Cost_of_Trip
  Measures the absolute earnings per trip, but may be misleading alone if both cost and revenue are high.

- **Profit Rate (% Return on Cost)**
  = (Profit / Cost_of_Trip) * 100
  Indicates how much profit is earned for every dollar spent on cost.

- **Profit per KM**
  = Profit / KM_Travelled
  Normalizes profit based on distance, revealing which routes are more profitable

Feature Engineering: New Metrics Introduced

- **Profit Margin (% Return on Revenue)**
  = (Profit / Price_Charged) * 100
  Shows how efficiently each company converts revenue into profit.

- **User Ratio (% of Population Using Cabs)**
  = (Users / Population) * 100
  Helps understand market penetration in different cities.

2. Exploratory Data Analysis (EDA)

Overall Analysis: Company-Wise Comparison

Hypothesis 1:

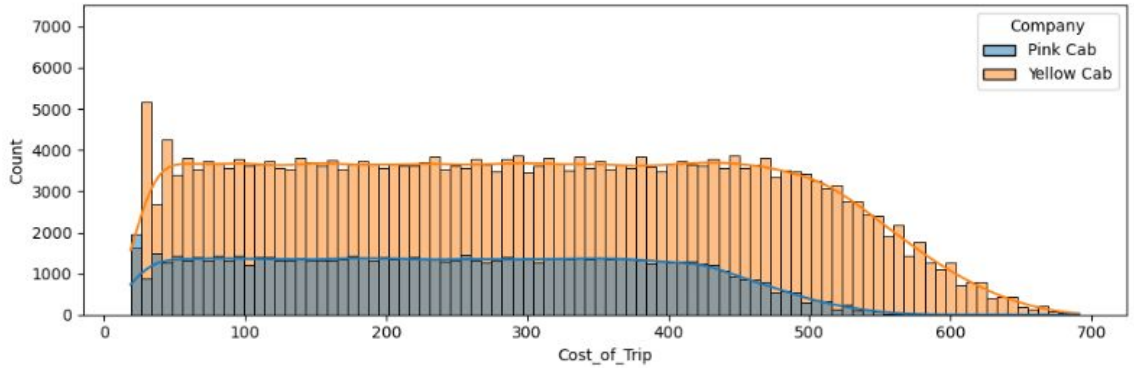
"The distribution of profit-related metrics (e.g., profit, profit rate, profit per km) significantly differs between Pink Cab and Yellow Cab."

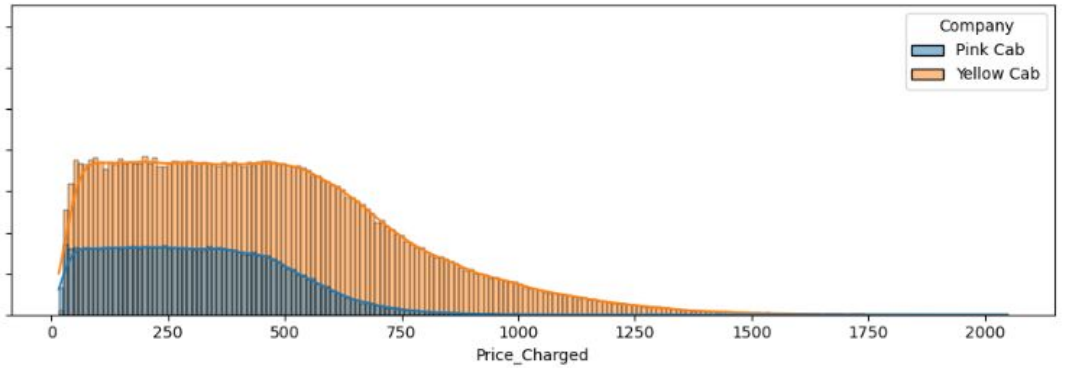
Key Questions:

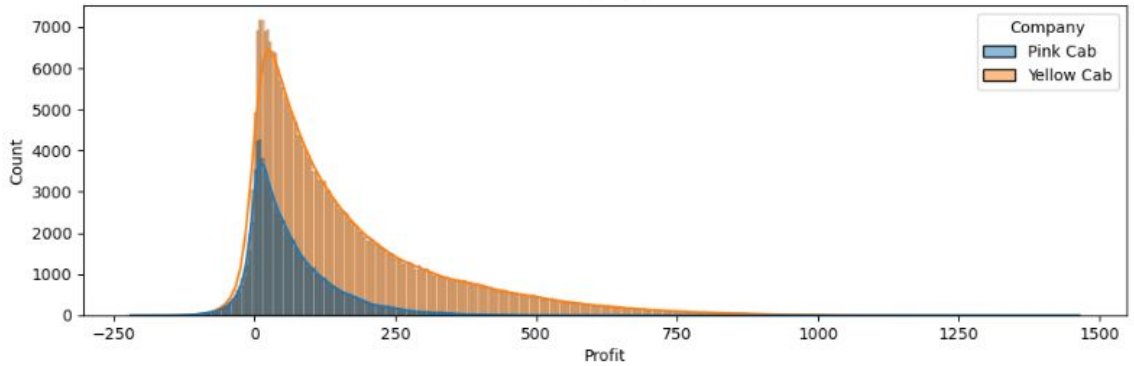
- Which company has a higher average profit rate?
- Is the cost structure (Cost of Trip) similar for both?
- Does Yellow Cab serve more long-distance/high-cost trips compared to Pink Cab?

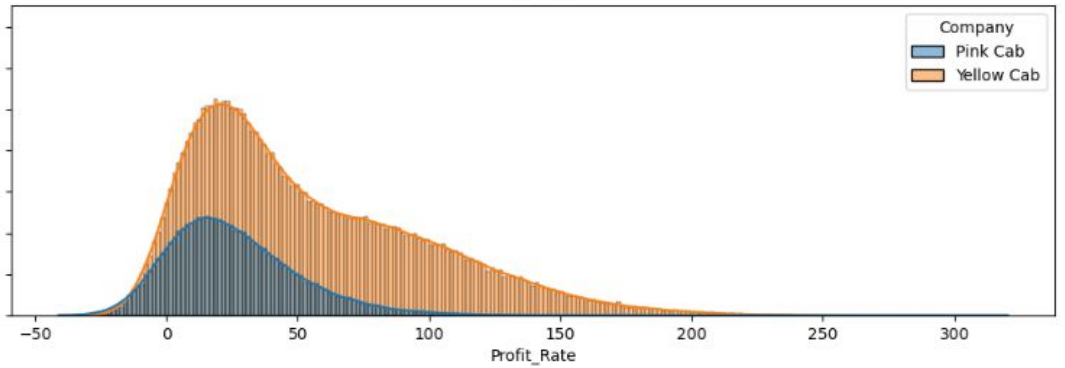
2. Exploratory Data Analysis (EDA)

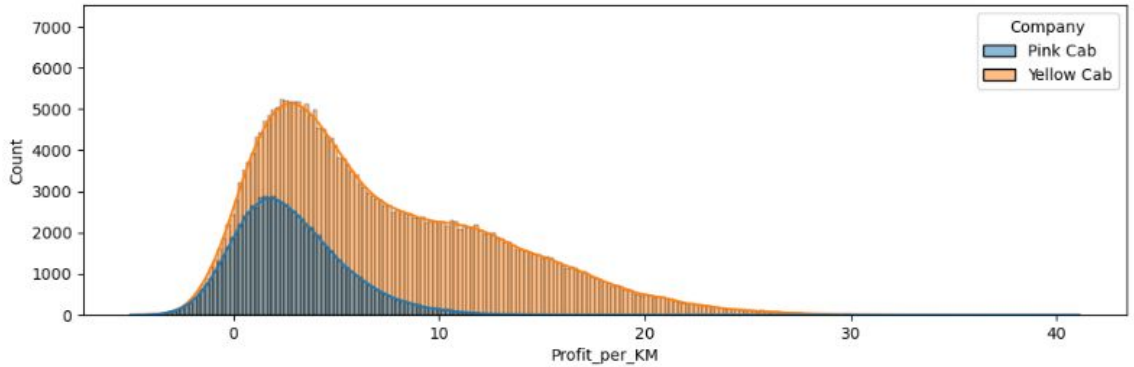
Overall Analysis: Company-Wise Comparison

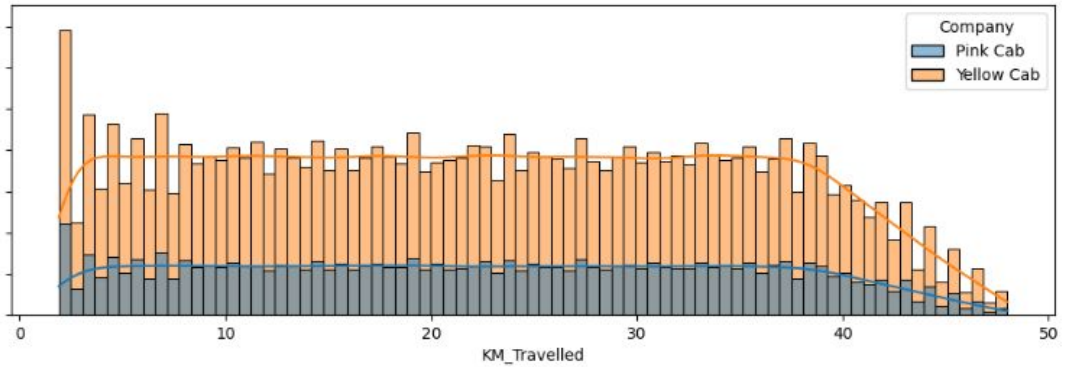












2. Exploratory Data Analysis (EDA)

Overall Analysis: Gender-Based Analysis

Hypothesis 2:

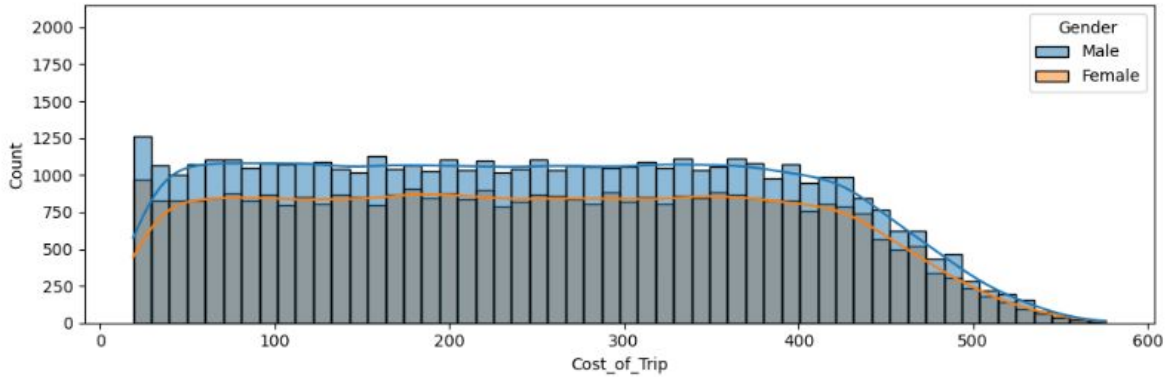
"Profit metrics vary by customer gender within each company."

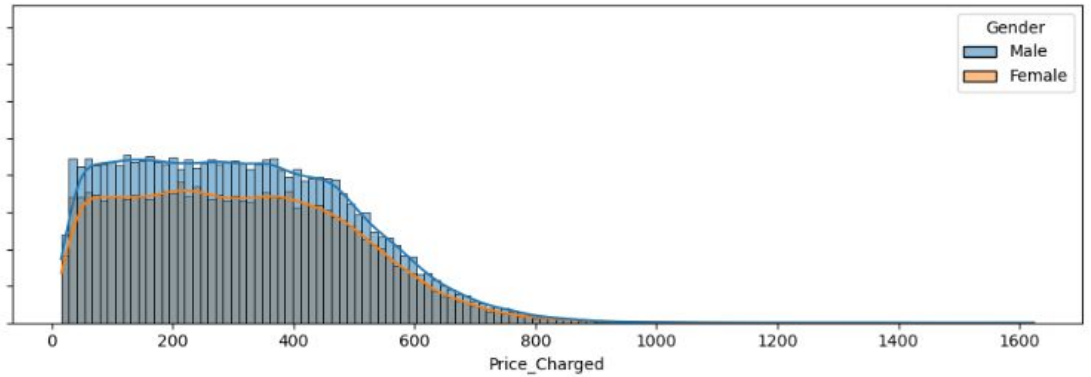
Key Questions:

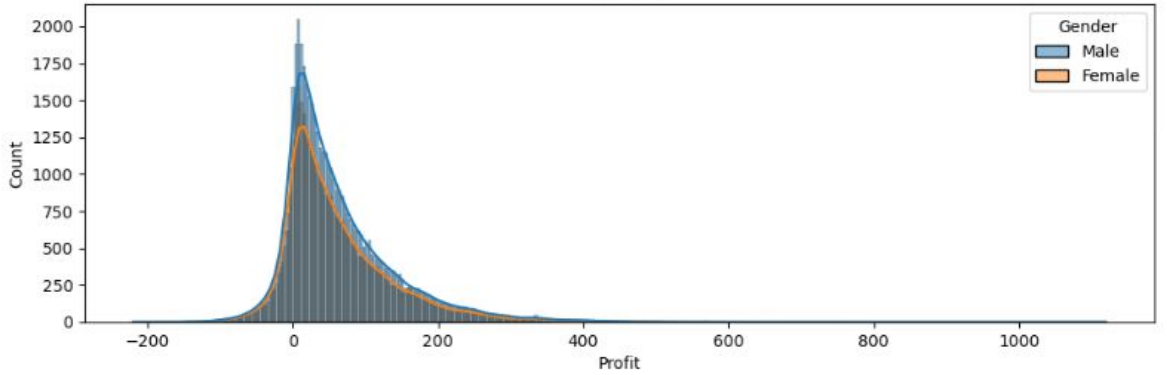
- Do male or female customers lead to higher profitability?
- Are there pricing or trip length differences based on gender?

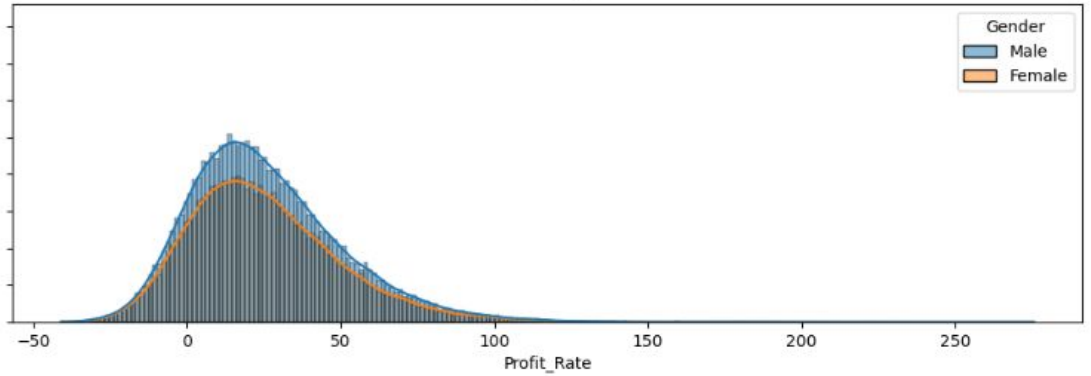
2. Exploratory Data Analysis (EDA)

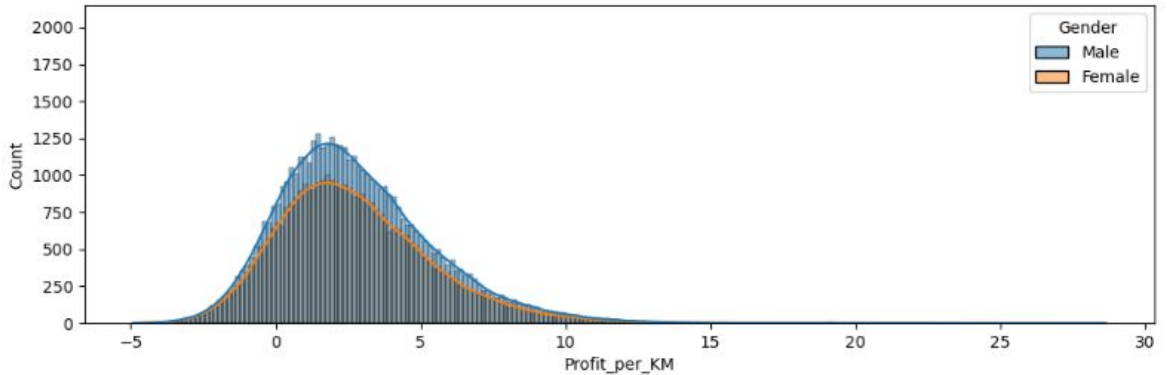
Overall Analysis: Gender-Based Analysis for Pink Cab

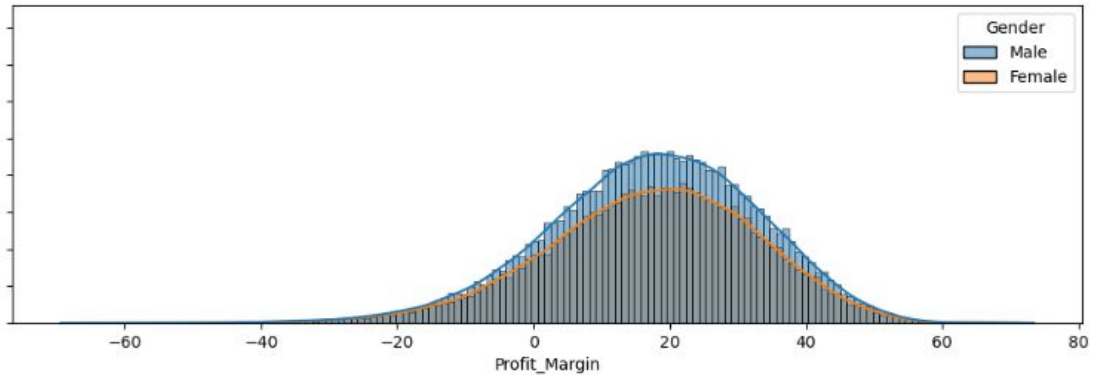






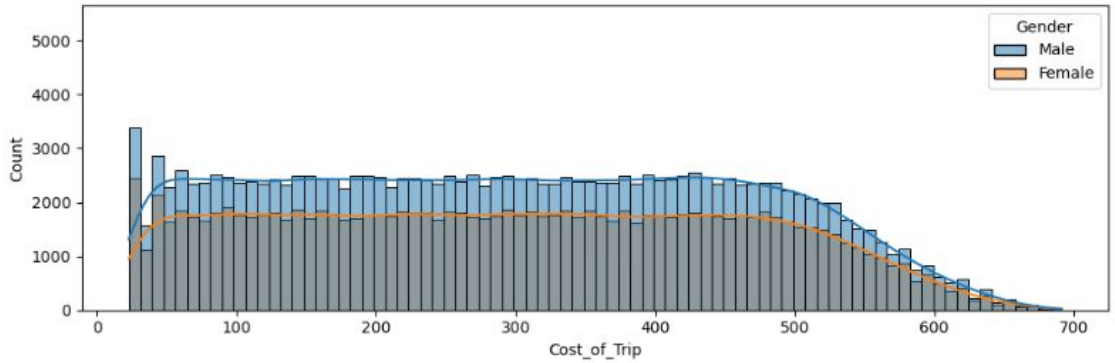


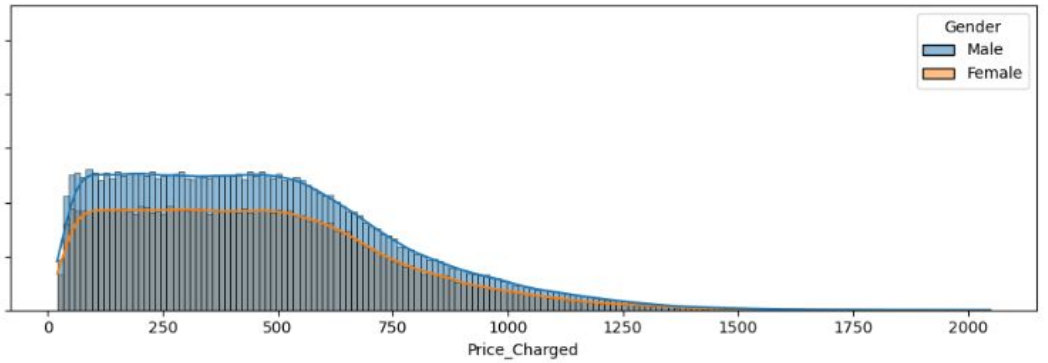


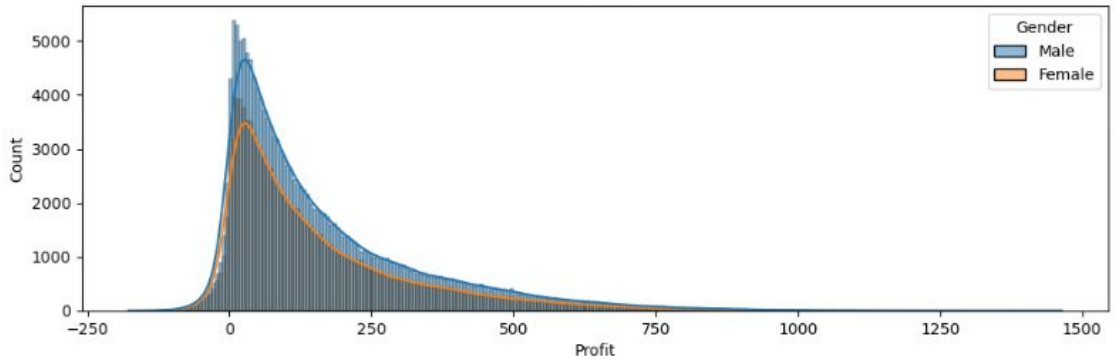


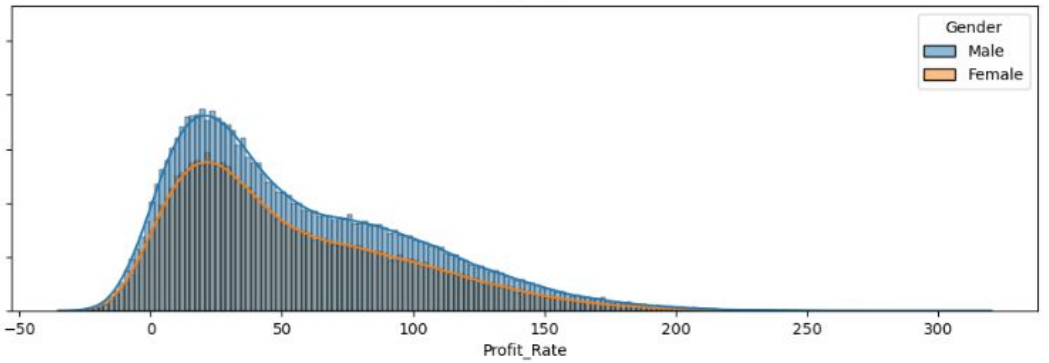
2. Exploratory Data Analysis (EDA)

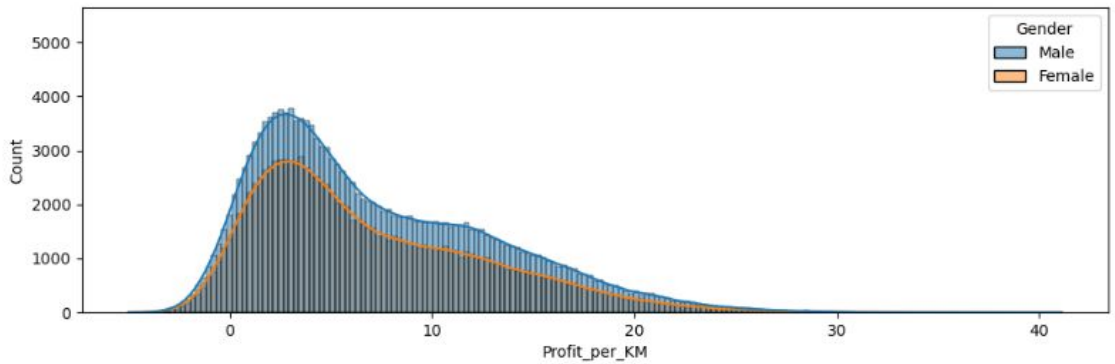
Overall Analysis: Gender-Based Analysis for Yellow Cab

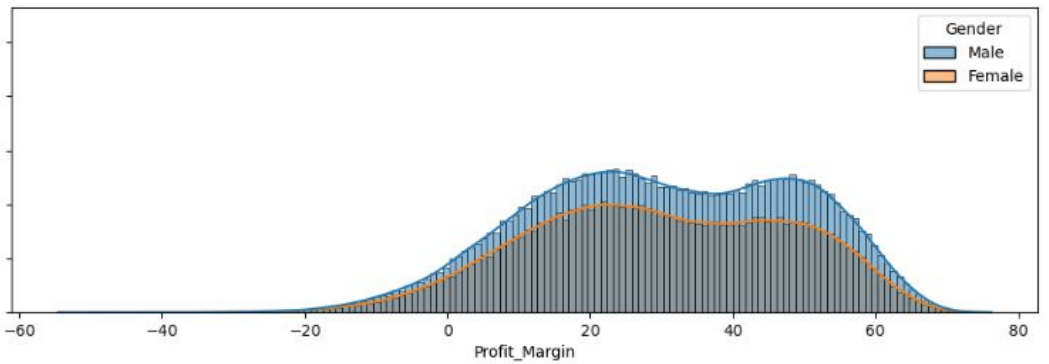












2. Exploratory Data Analysis (EDA)

Overall Analysis: Holiday Impact

Hypothesis 3:

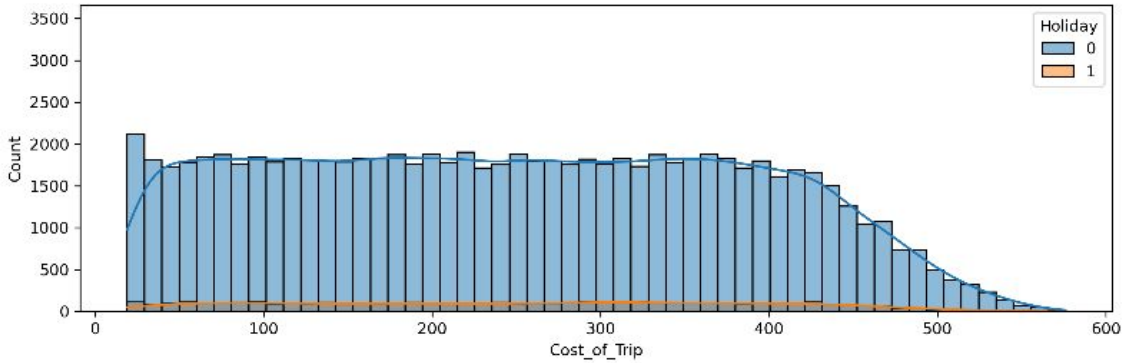
"Cab profitability increases on holidays due to higher demand."

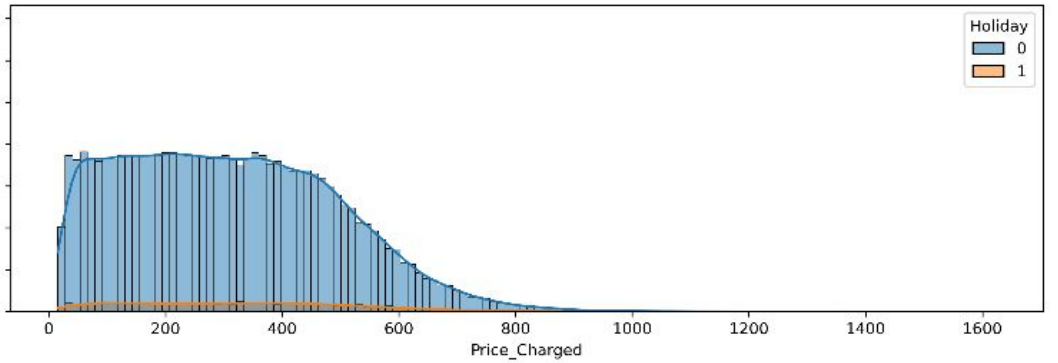
Key Questions:

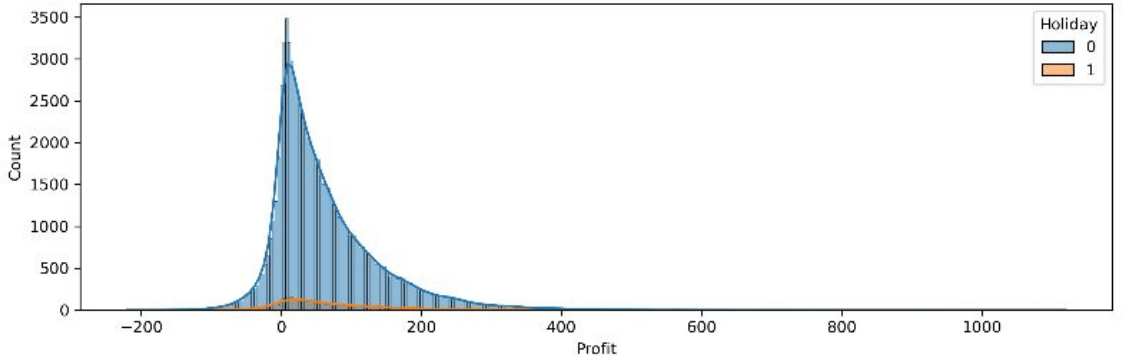
- Is there an increase in cost or price during holidays?
- Does profit or profit per km rise significantly on holidays?

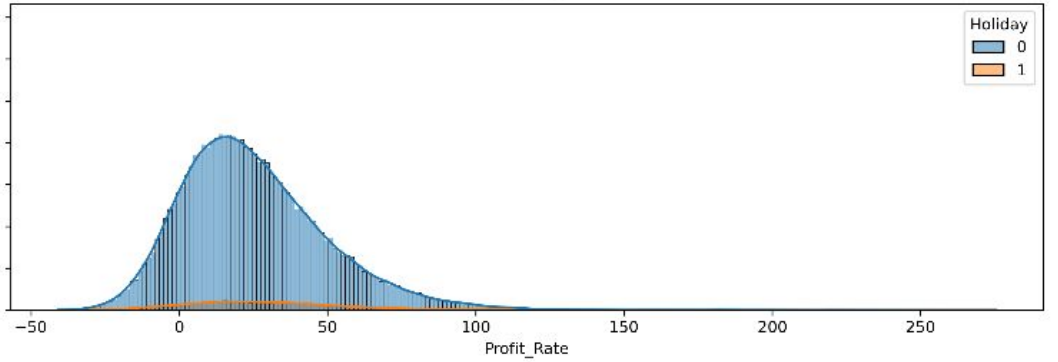
2. Exploratory Data Analysis (EDA)

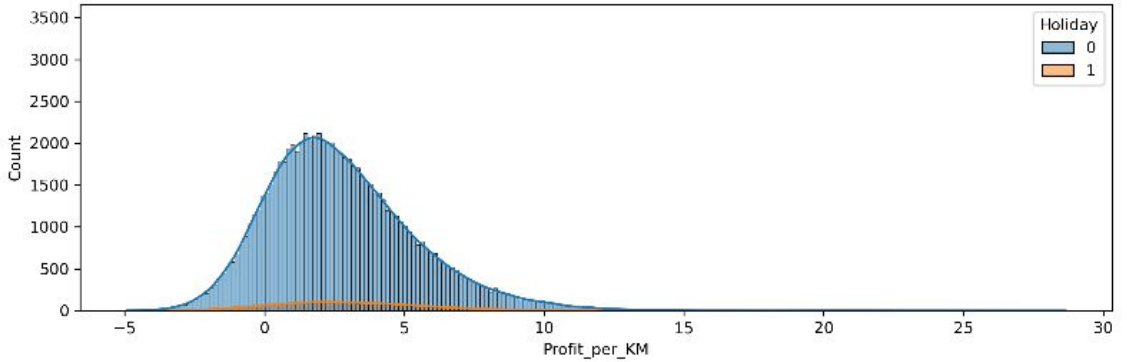
Overall Analysis: Holiday Impact for Pink Cab

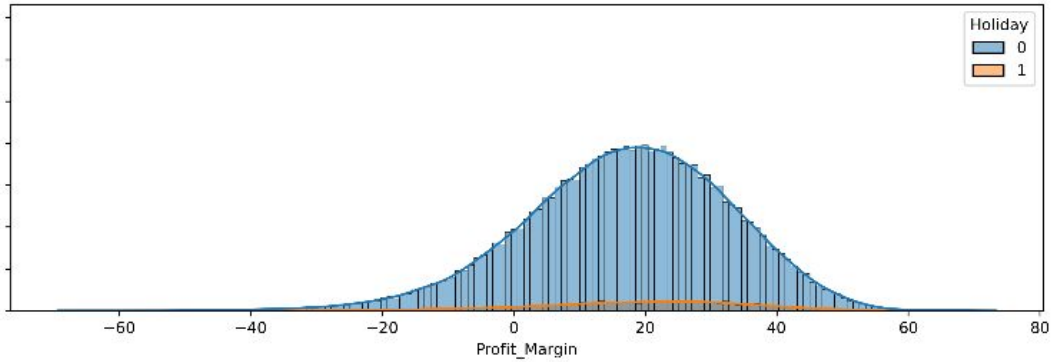






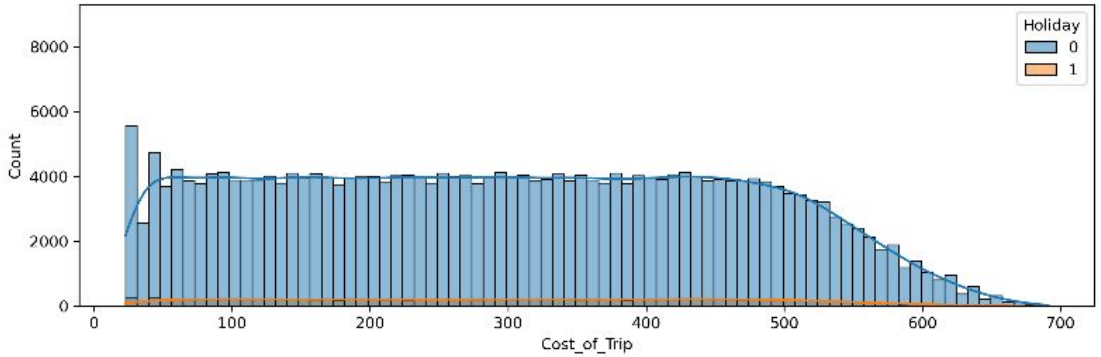


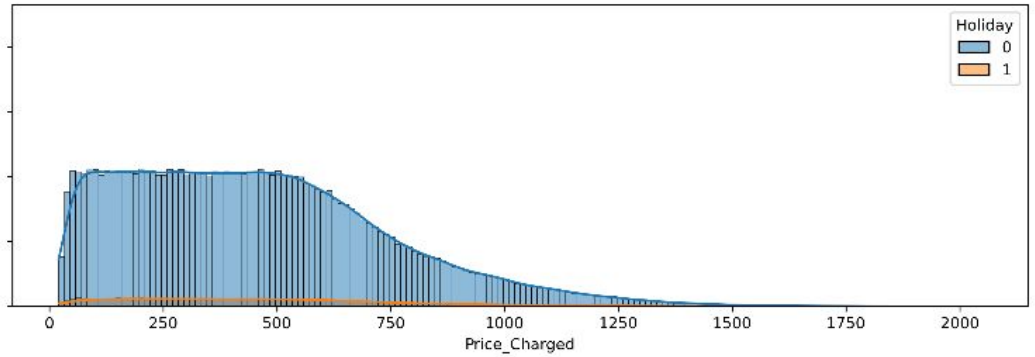


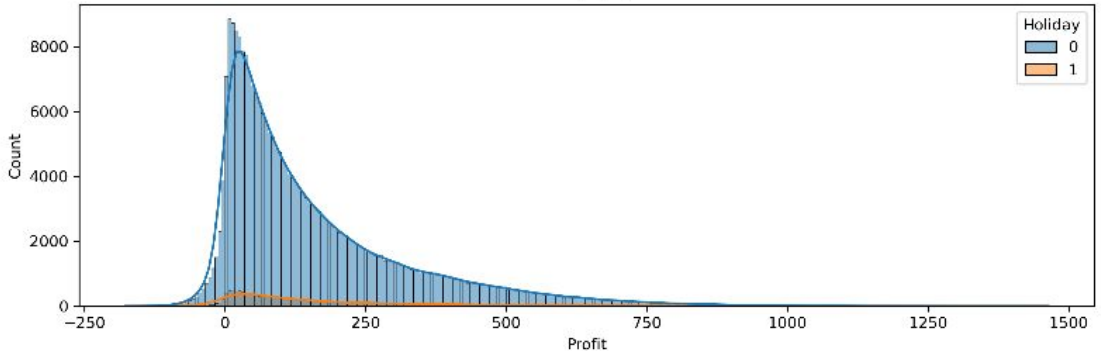


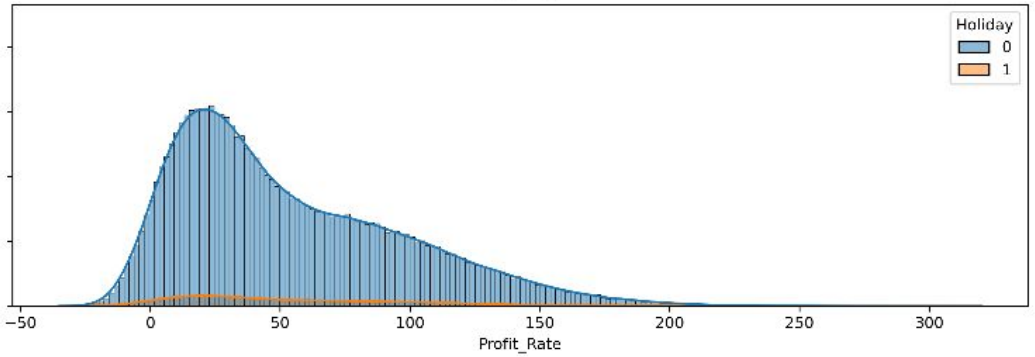
2. Exploratory Data Analysis (EDA)

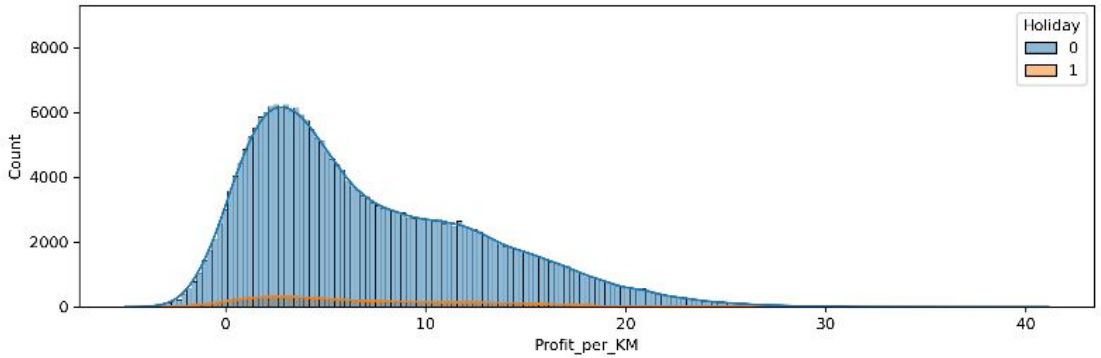
Overall Analysis: Holiday Impact for Yellow Cab

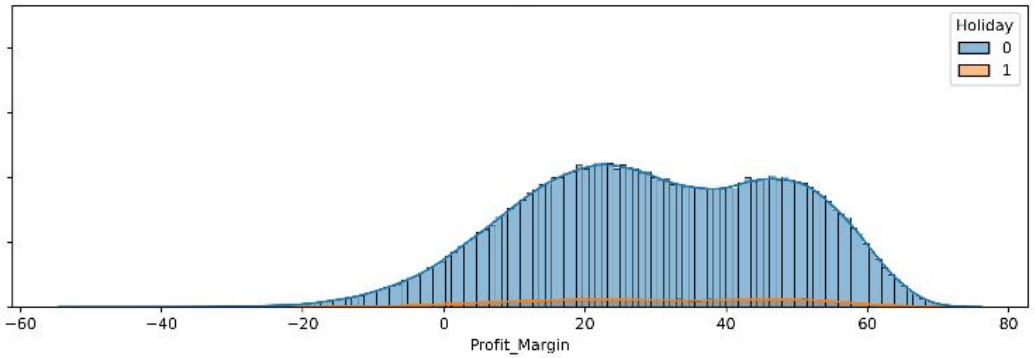












2. Exploratory Data Analysis (EDA)

Overall Analysis : City-Wise Analysis

Hypothesis 4:

"Certain cities contribute more to overall profit due to better margins or higher pricing."

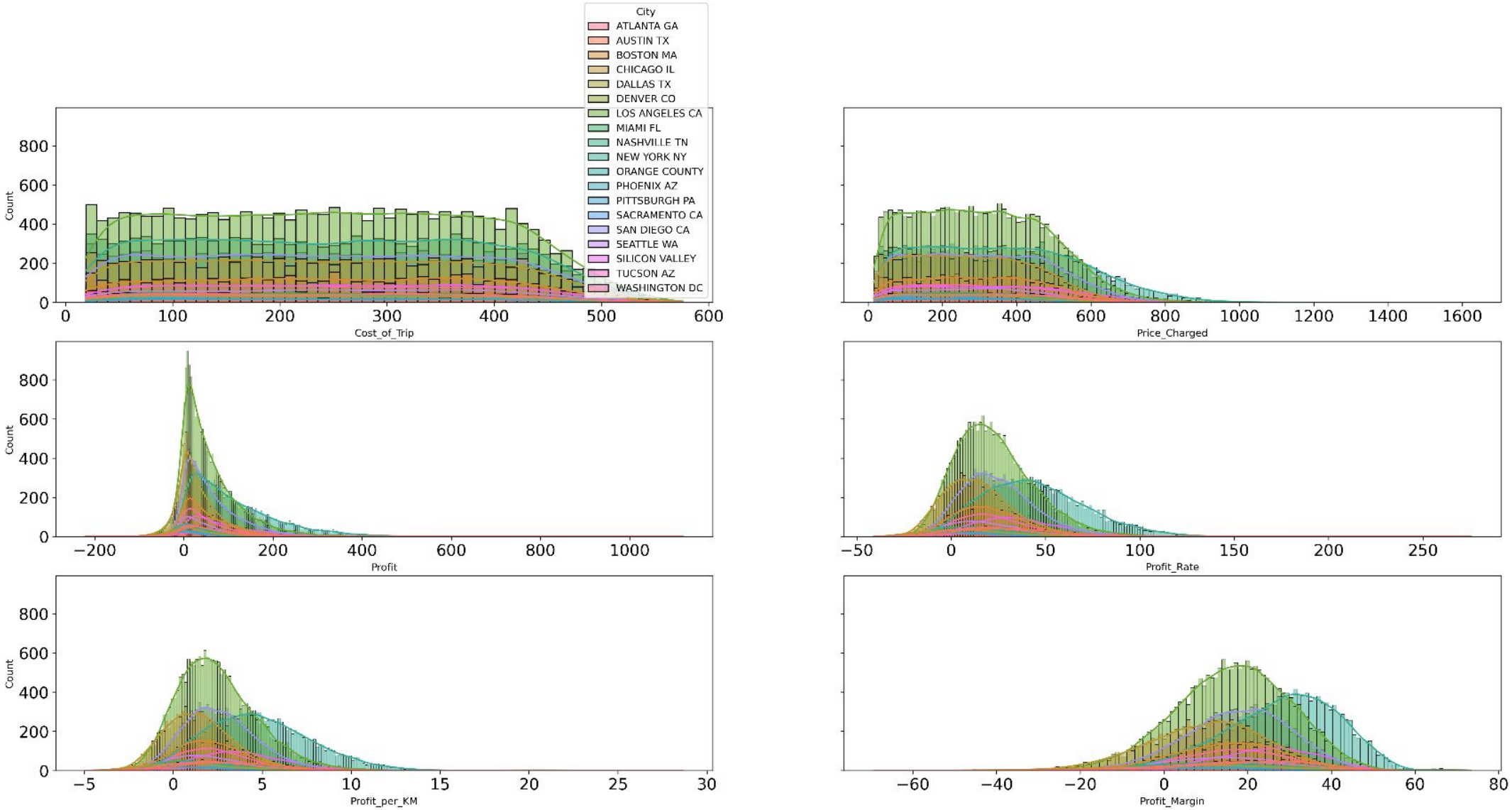
Key Questions:

- Are profit metrics consistent across cities?

- Which cities are the most or least profitable?

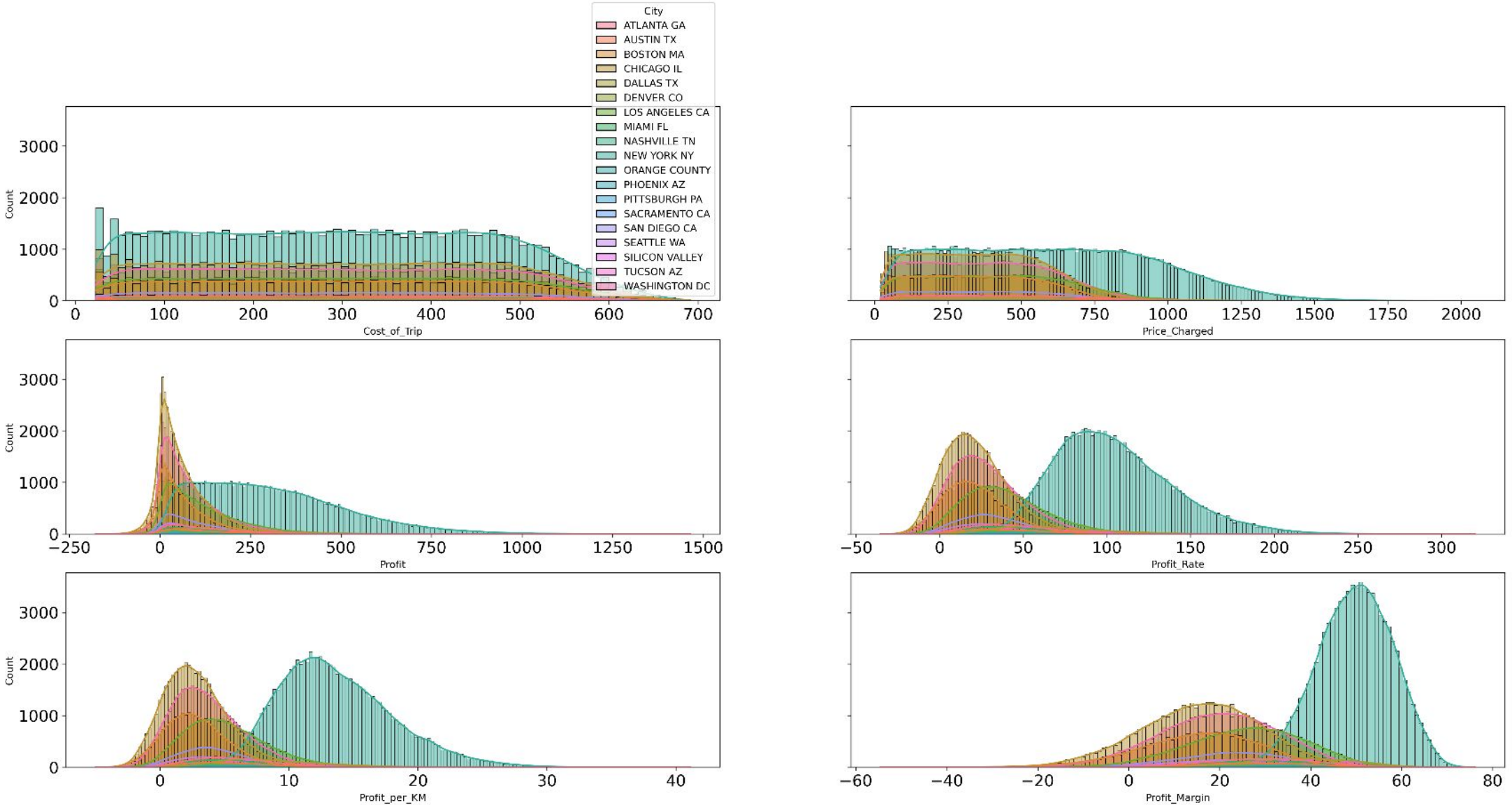
2. Exploratory Data Analysis (EDA)

Overall Analysis: City-Wise Analysis for Pink Cab



2. Exploratory Data Analysis (EDA)

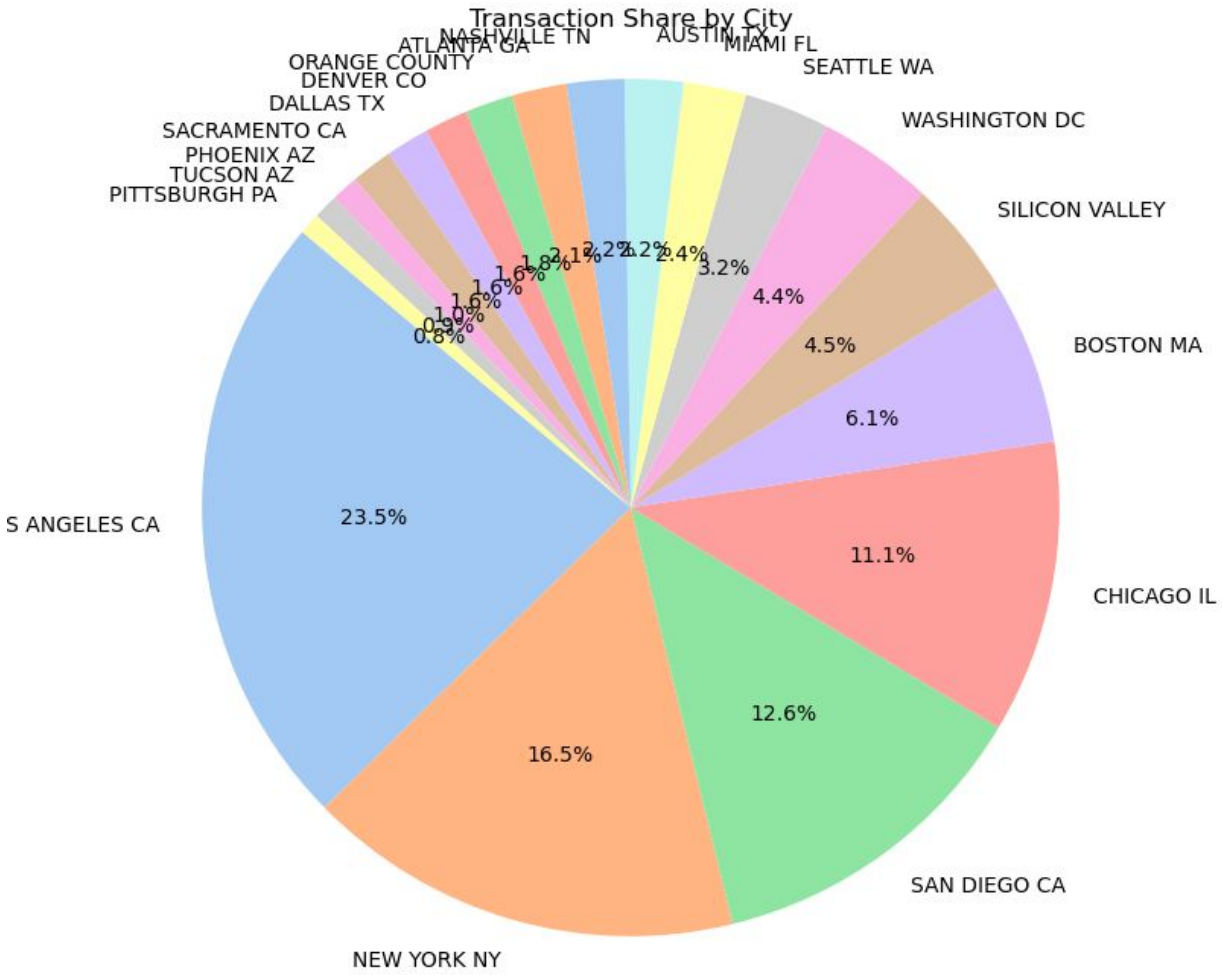
Overall Analysis: City-Wise Analysis for Yellow Cab



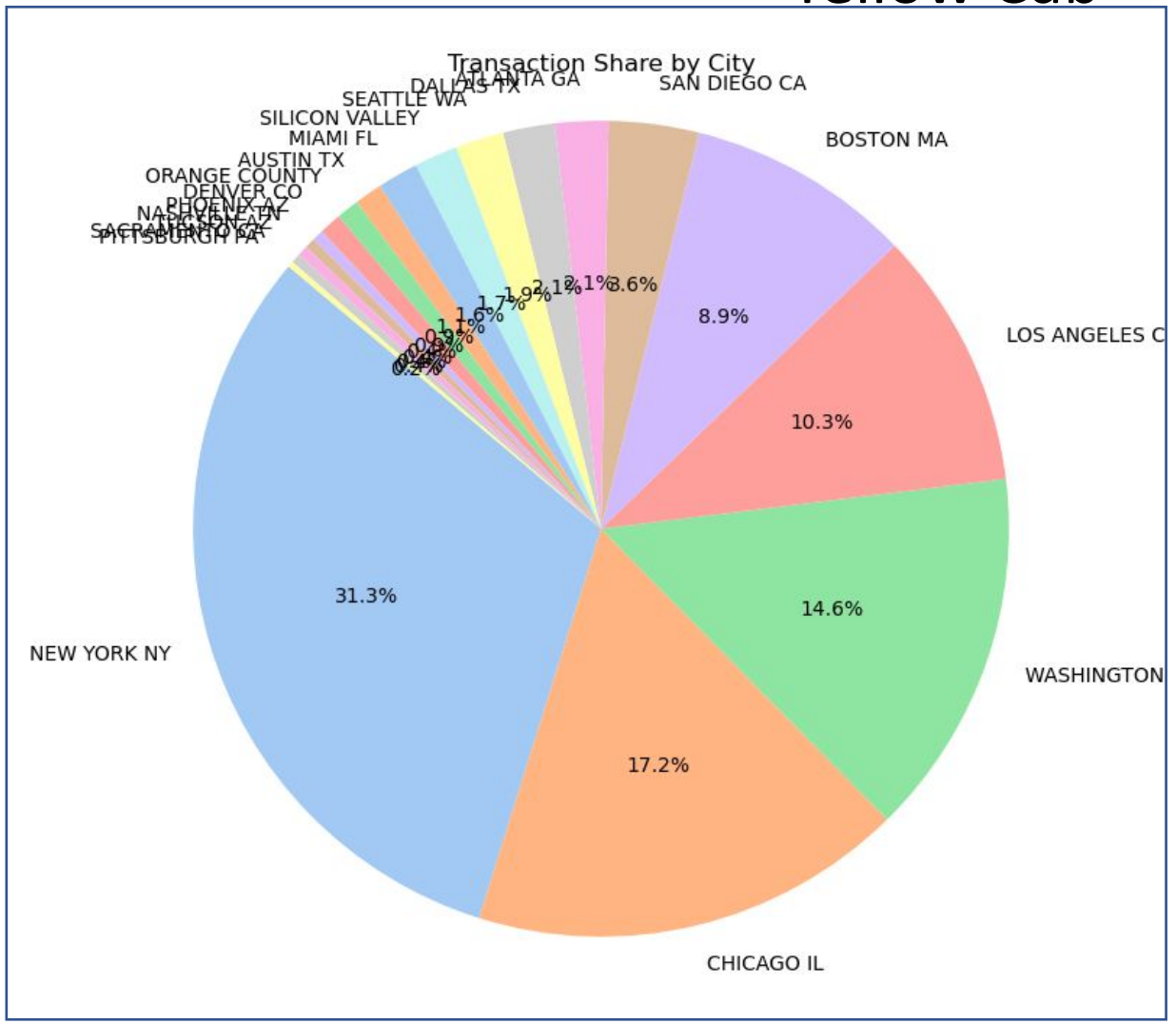
2. Exploratory Data Analysis (EDA)

Overall Analysis: City-Wise Analysis

Pink Cab



Yellow Cab



2. Exploratory Data Analysis (EDA)

Overall Analysis: Temporal/Yearly Trends

Hypothesis 5:

"Cab company performance changes over time, with evolving profit rates or cost structures."

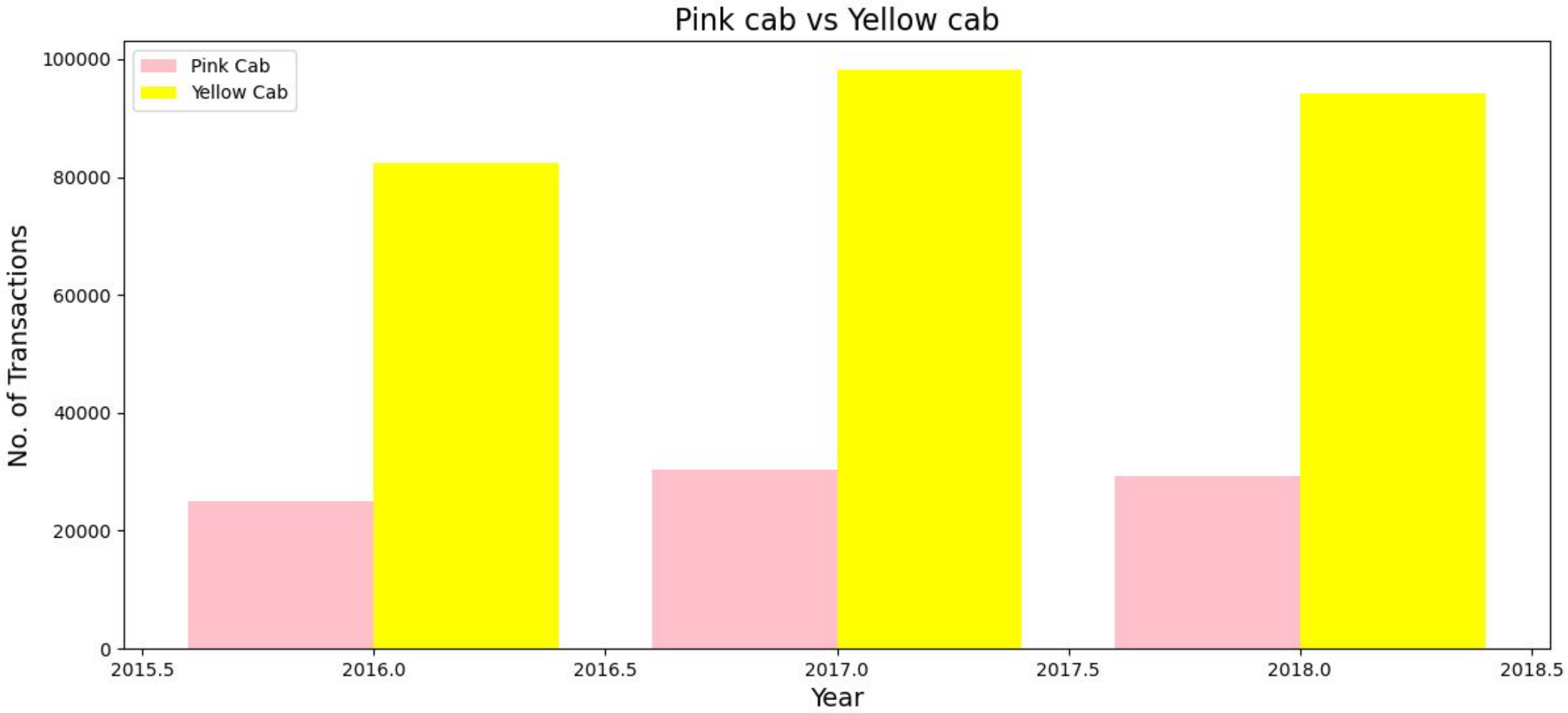
Key Questions:

- Is there a trend in profitability over the years (2016–2018)?

- Do Cost of Trip or Price Charged show seasonal variation?

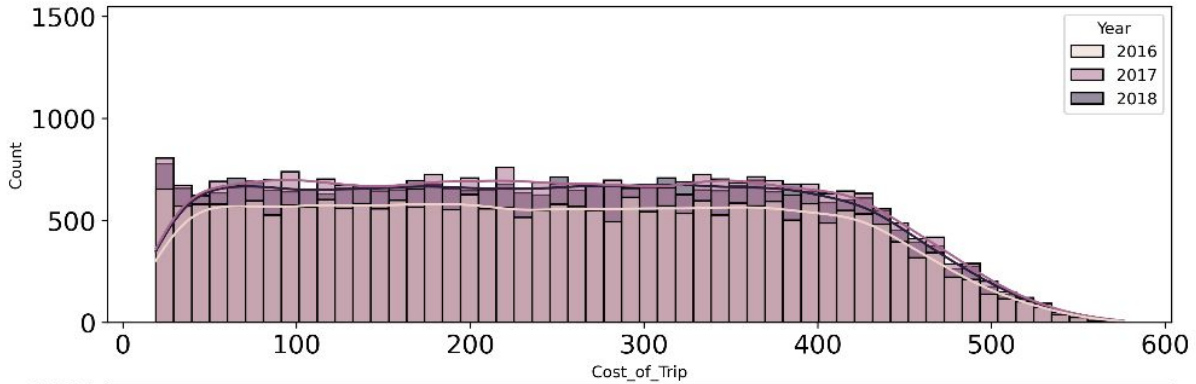
2. Exploratory Data Analysis (EDA)

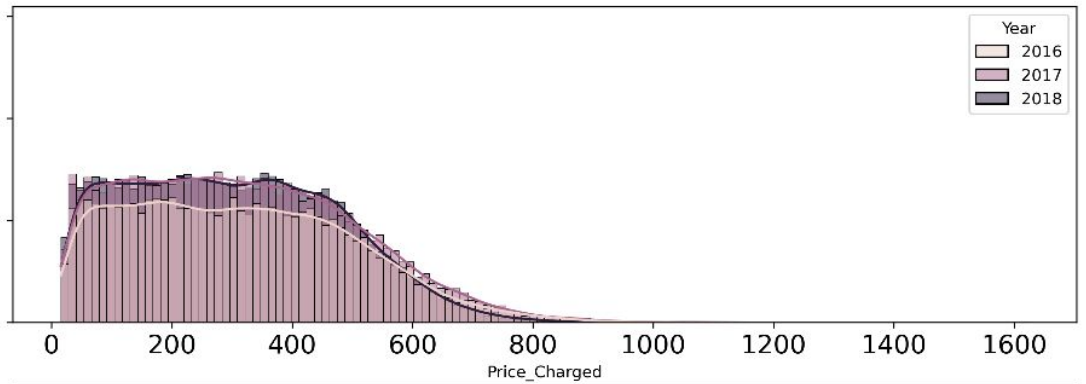
Overall Analysis: Yearly Trend

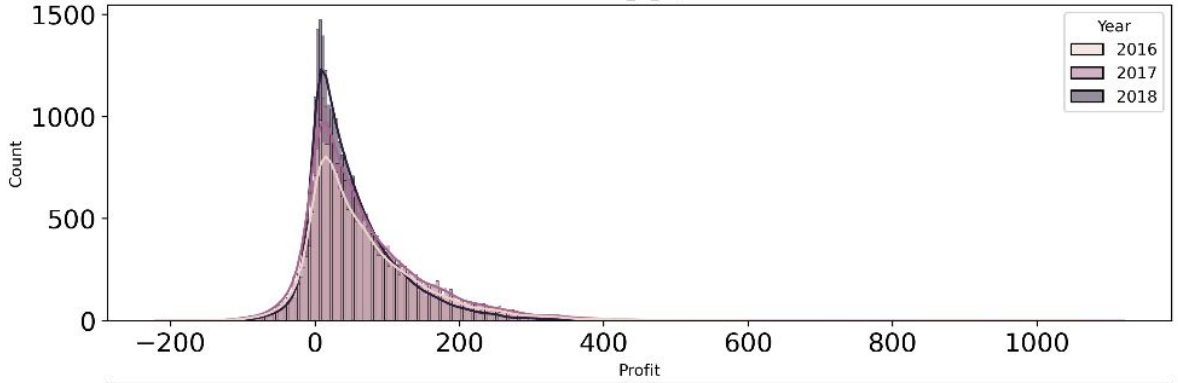


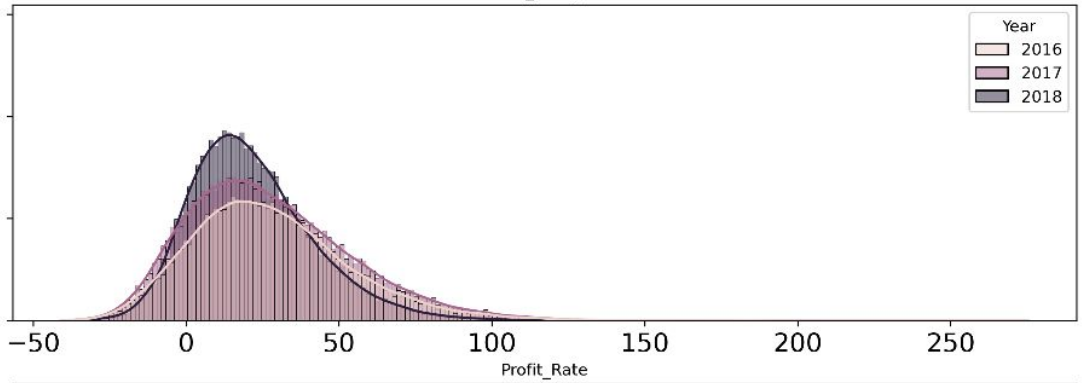
2. Exploratory Data Analysis (EDA)

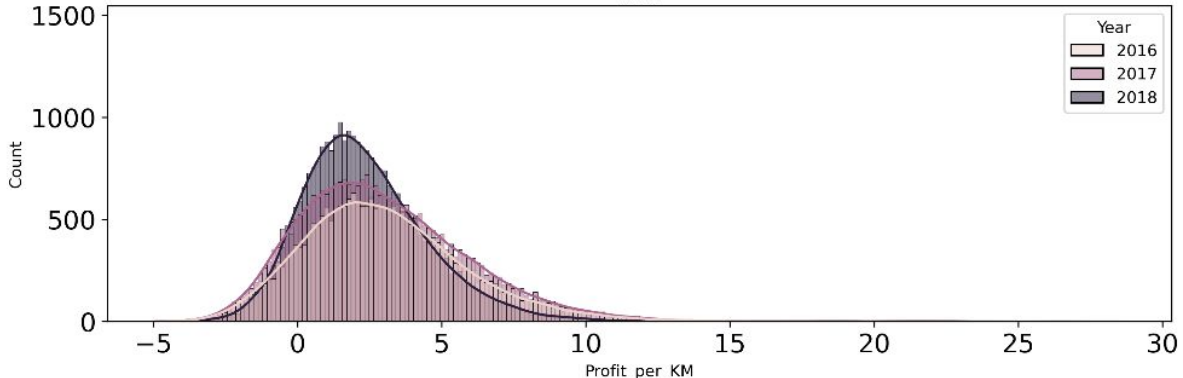
Overall Analysis: Yearly Trends for Pink Cab

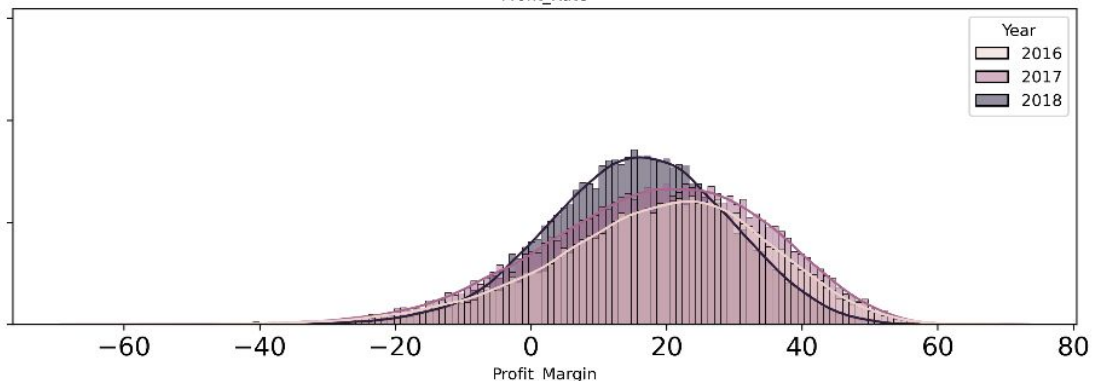






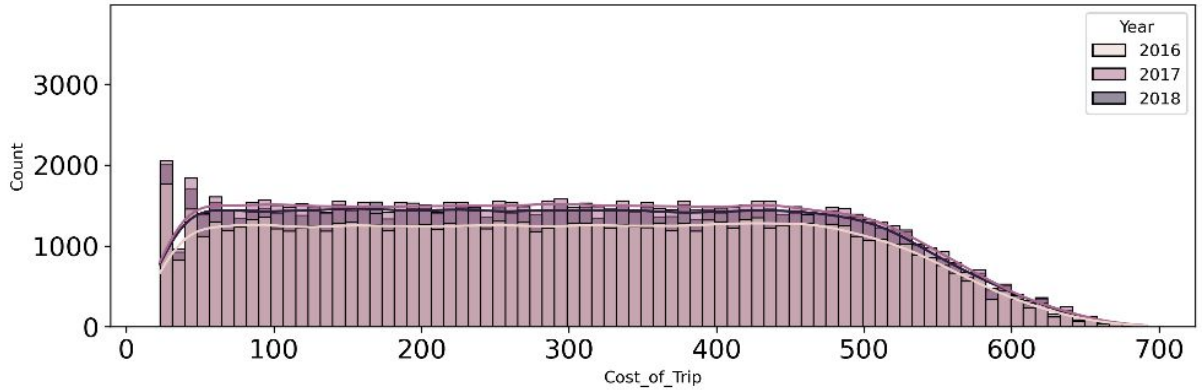


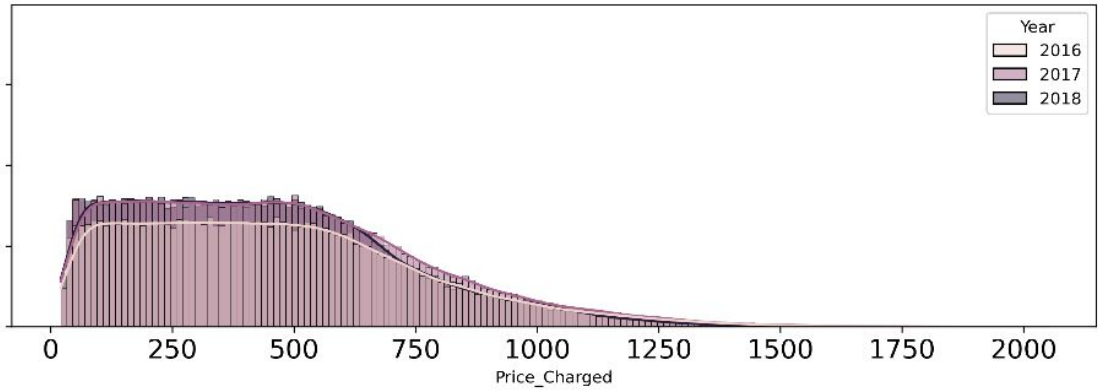


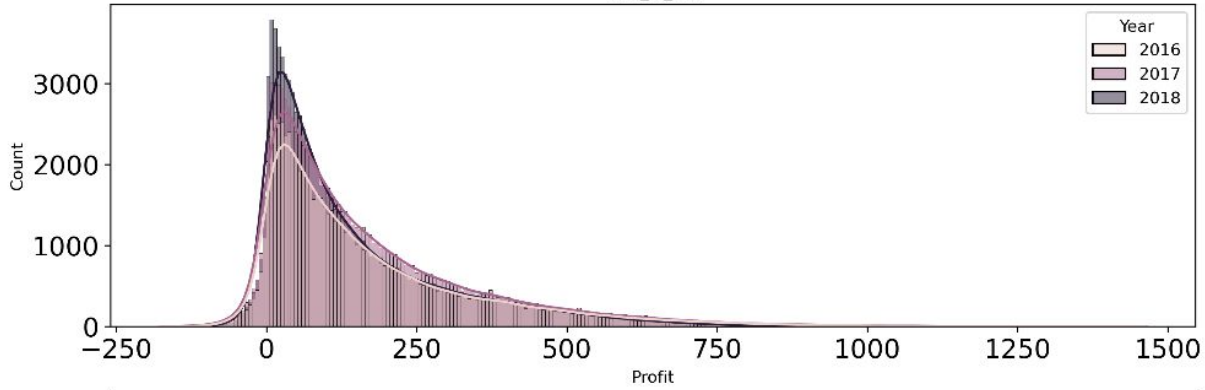


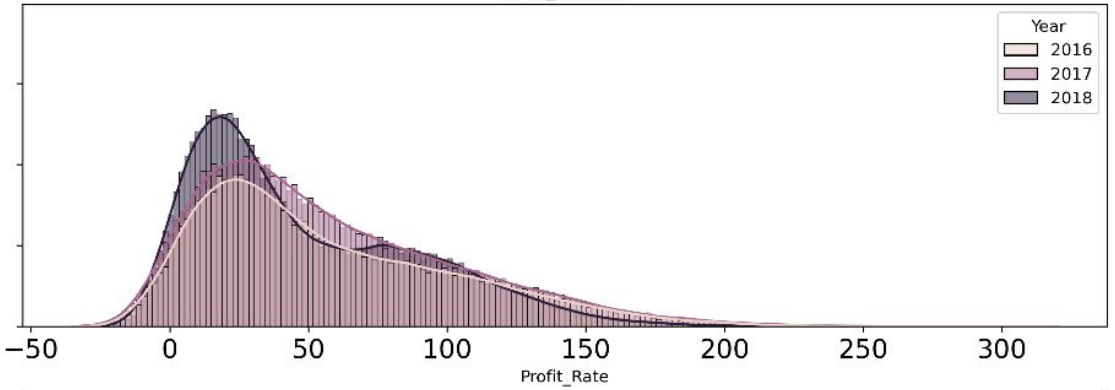
2. Exploratory Data Analysis (EDA)

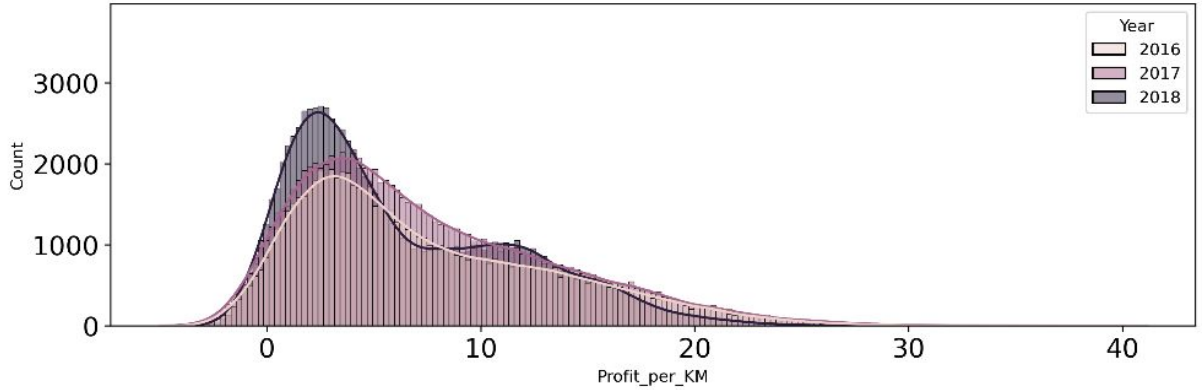
Overall Analysis: Yearly Trends for Yellow Cab

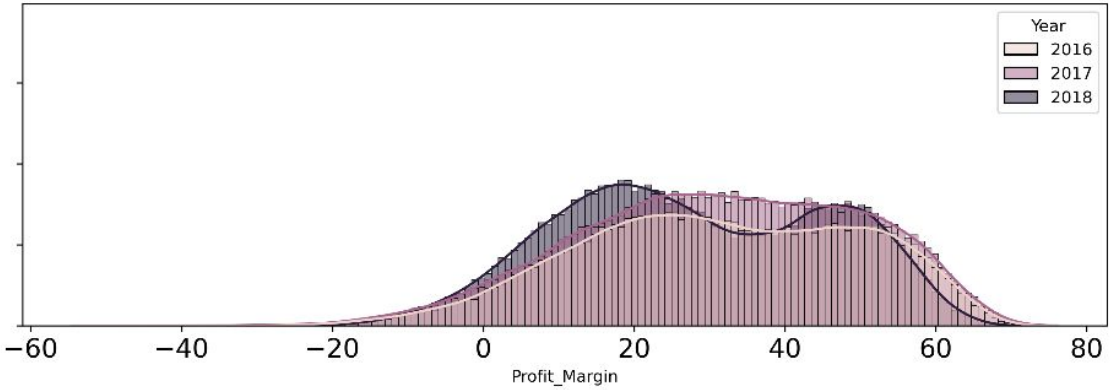




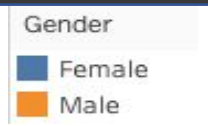








Profit and customer base Analysis Gender wise



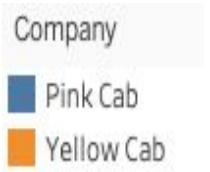
There is almost equal distribution of gender in the Profit and customer base of both the cabs.

Income Class wise Profit and customer base Analysis

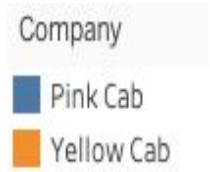
Middle class and high class contributes more in the profit as well as in the customer base of both the cabs

Age GroupWise Profit And Customer Base Analysis

Customer Retention

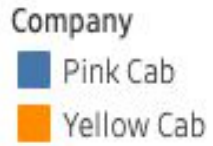


Viz 1

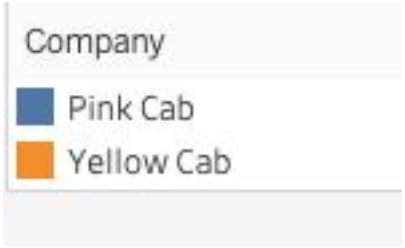


Viz 2

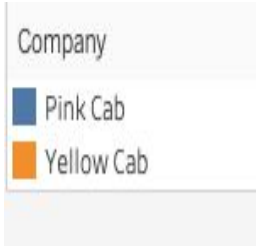
City Wise Cab Users Covered By Company



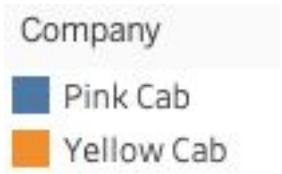
Customer Presence of Yellow and Pink cab city wise



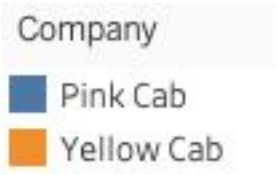
User Covered by Company and Customer base Year wise



Seasonality in the demand

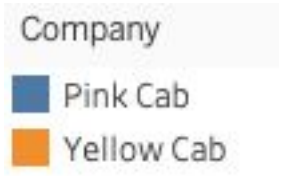


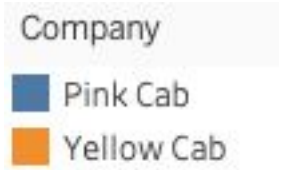
Seasonality in the Profit



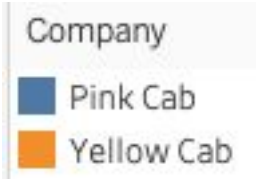
- Seasonal pattern 4 quarter cycle.

Customer And Ride Analysis Day Wise





Customer analysis based on ride distance



Customer Preference on Holiday

Profit Forecasting for 2019

Forecasting of no. of rides for 2019

Recommendations

Thank You