



Data Glacier

Your Deep Learning Partner

Cab Investment Insights

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Background Information

- We want to figure out which of the two companies (Pink Cab or Yellow Cab) should our client invest in

Process:

1. Make the data usable
2. Figure out which metrics have a significant impact on revenue
3. Perform statistical analysis techniques
4. Come to valuable conclusions

About the Data

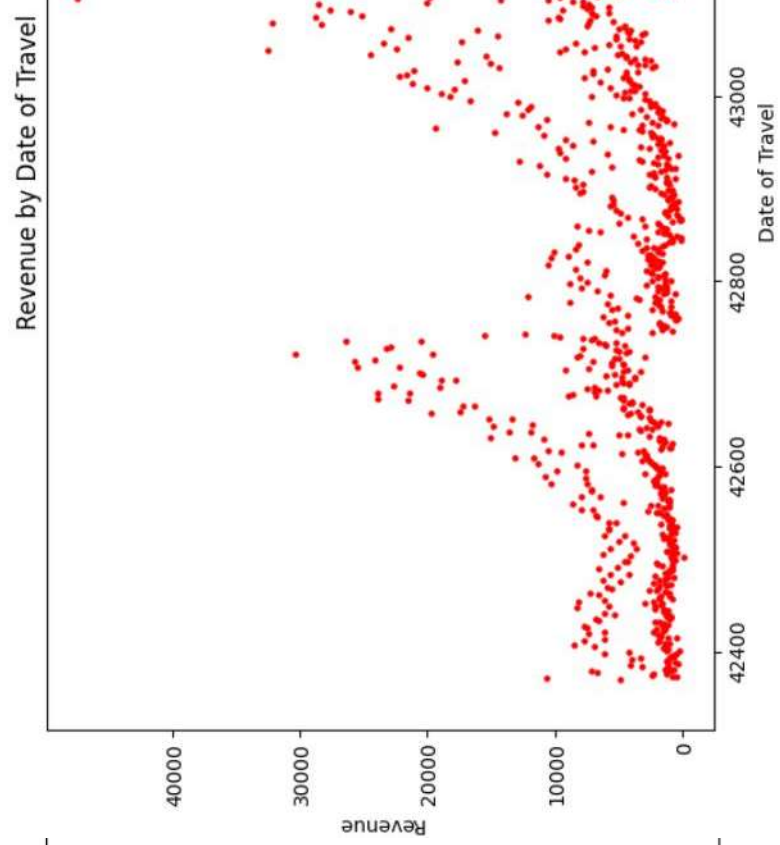
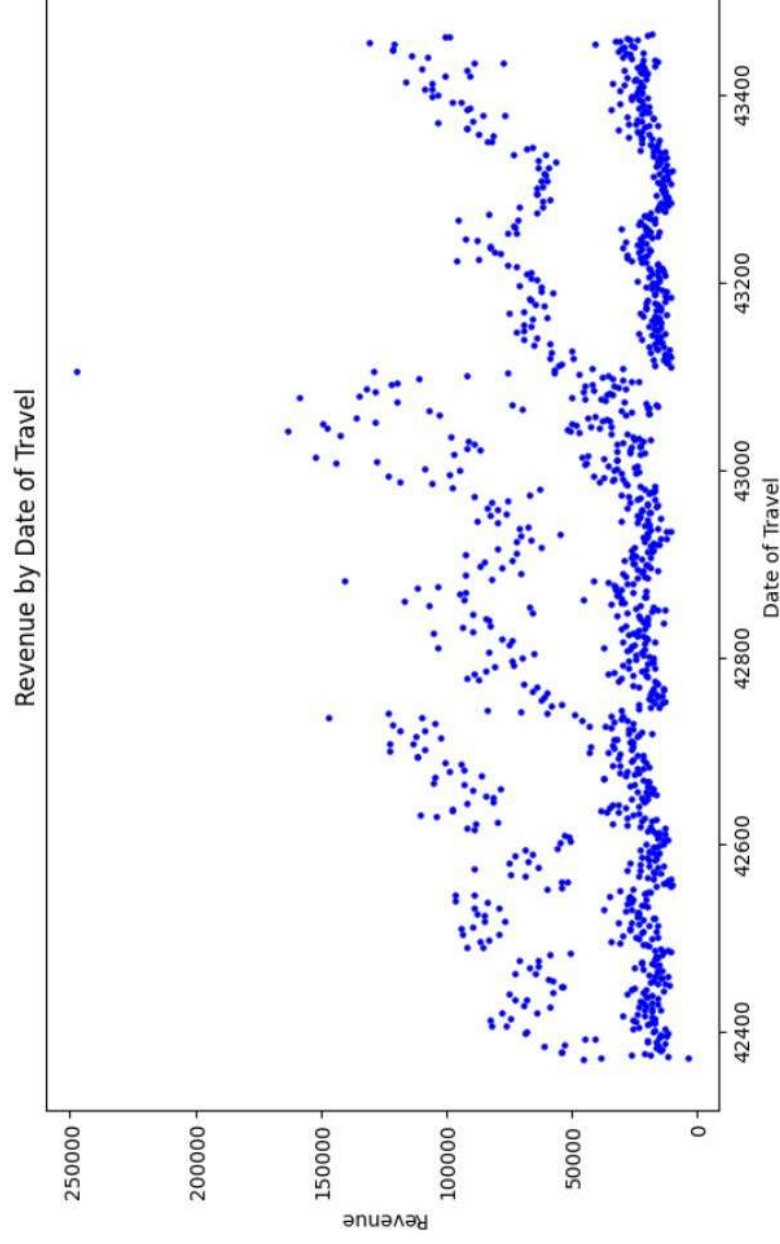
- From 31/01/2016 to 31/12/2018
- Total of 359,392 tuples of data
- Categories: Transaction ID, Date of Travel, Company, City, KM Traveled, Price Charged, Company Trip, Customer ID, Payment Mode, Gender, Age, Income, Population, Users

Our Analysis

For simplicity we will only use:

Transaction ID, Date of Travel, Company, City
Traveled, Price Charged, Cost of Trip, Customer
ID, Payment Mode, Gender, Age, Income,
Population, Users

Starting Simple



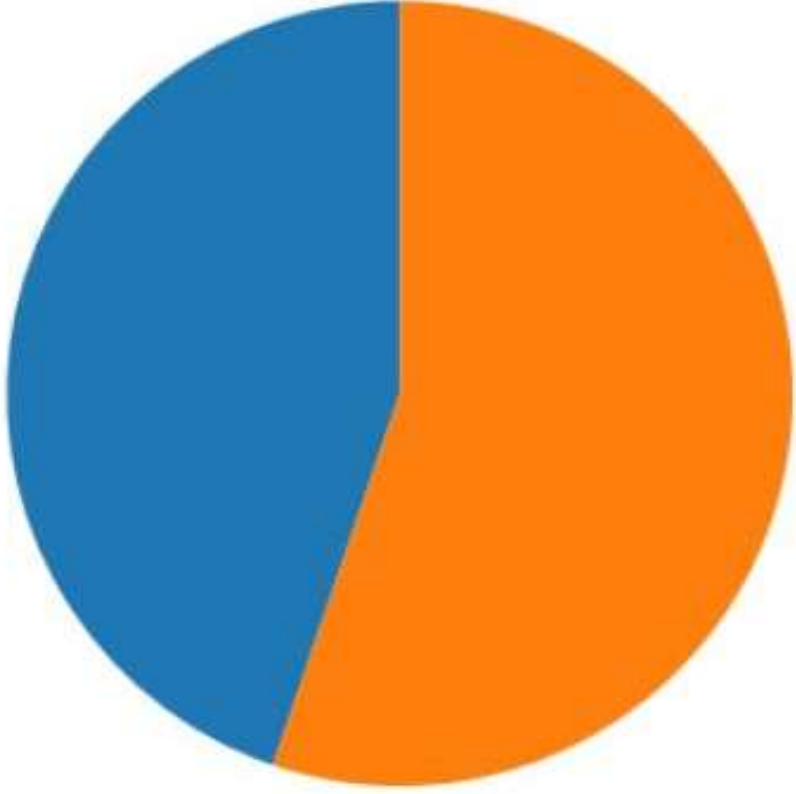
Although neither of the companies show significant growth, the revenue of Yellow cabs is shifted significantly higher.

Yellow cab average revenue: 40201.2540372
Pink cab average revenue: 4846.8751789954

Users

User Distribution

Pink Cab Users



Yellow Cab Users

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Yellow customer count: 398  
Pink customer count: 323
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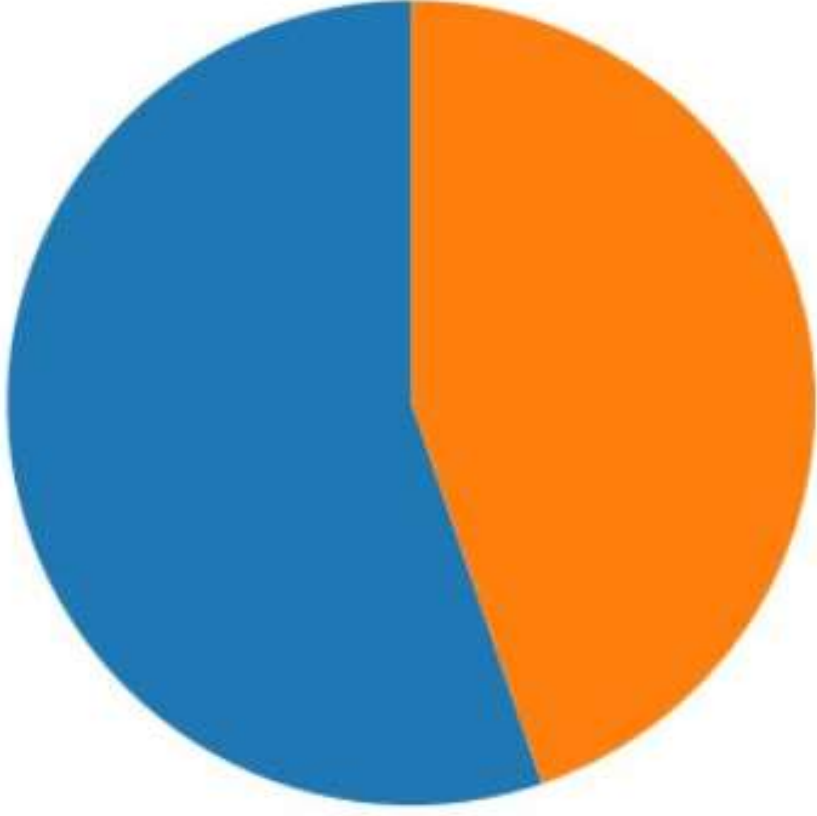
Although not significant there are a slightly greater number of users for Yellow Cab than there are for Pink Cab.

*Important note: these values can be biased towards certain populations

Comparing Users with Population

Unit User Distribution

Yellow Cab Unit Users

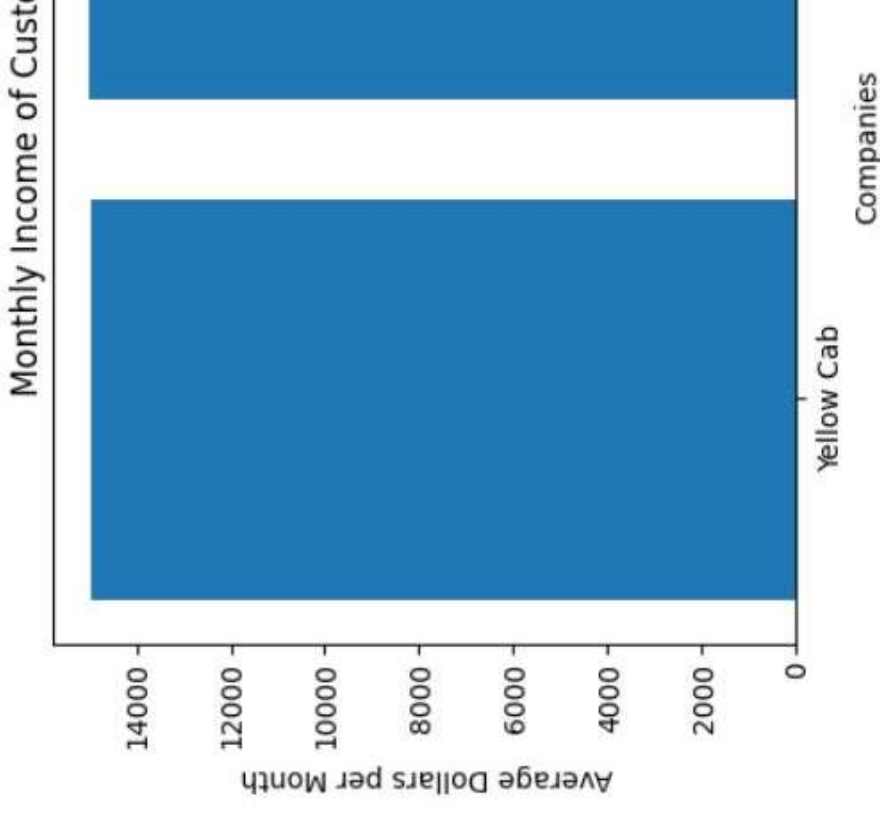
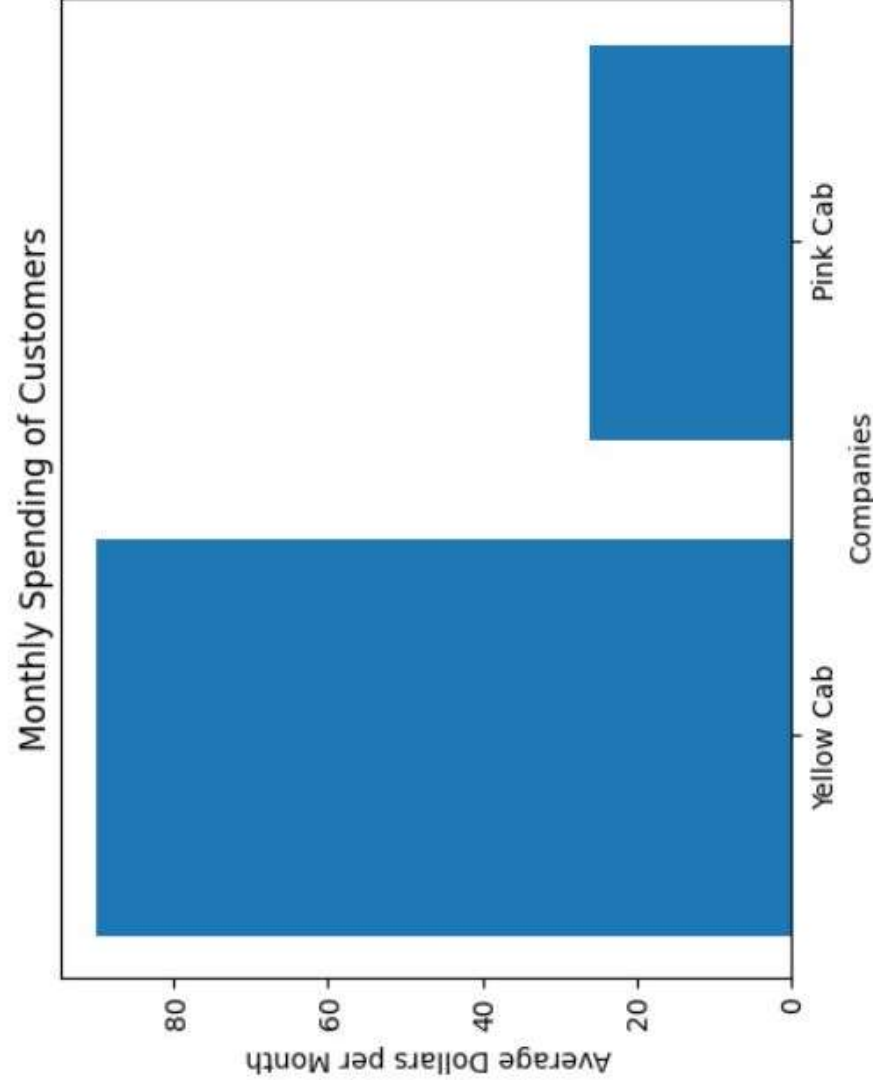


Pink Cab Unit Users

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Yellow cab unit users: 5.707580  
Pink cab unit users: 4.625177
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When we compare the users of both companies with the density of users in each company, we can see that there is still a bias favoring Yellow Cab.

Average Monthly Spending Compared with Income



Average monthly income of users for both companies is around the same. However, Yellow Cab users almost four times as much as Pink Cab users on rides, indicating preference for Yellow Cab.

Yellow cab spending per dollar of income: 0.009223904424841842

Pink cab spending per dollar of income: 0.0026757398060508813

Conclusions of Study

1. Revenue for both companies is constant (could indicate that Yellow Cab is not growing) but Yellow Cab has made significantly more profit than over the time period from which the data is collected
2. Yellow Cab has more users than Pink Cab, regardless of discrepancies in city populations
3. Customers tend to spend 4x more on Yellow Cab than Pink Cab regardless of income

Overall suggestion to client: It would be advisable to invest in Yellow Cab due to its revenue stability, greater number of users, and customer preference from users over Pink Cab

Thank You