

CASE STUDY

The background features a series of overlapping, flowing, ribbon-like shapes in shades of dark blue, teal, and light pink. These shapes curve and twist across the frame, creating a sense of movement and depth. The overall color palette is muted and sophisticated, with the dark brown background providing a rich contrast to the lighter, flowing elements.

BY: Raquel Castromonte

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Part 1: Background Information

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.

Project delivery:

- You have been provided with multiple data sets that contains information on 2 cab companies. Each file (data set) provided represents different aspects of the customer profile. XYZ is interested in using your actionable insights to help them identify the right company to make their investment.
 - The outcome of your delivery will be a presentation to XYZ's Executive team. This presentation will be judged based on the visuals provided, the quality of your analysis and the value of your recommendations and insights.
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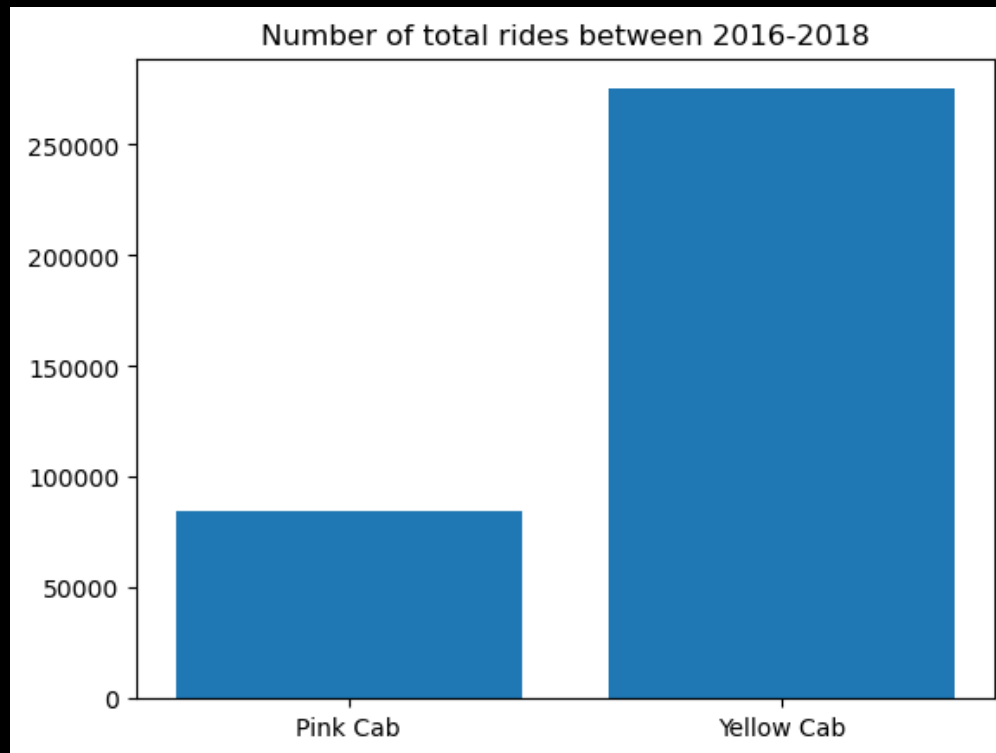
Part 2: Data Collection/Cleaning

- Time period of data is from 01/31/2016 to 12/31/2018.
 - Cab_Data.csv – this file includes details of transaction for 2 cab companies
 - City.csv – this file contains list of US cities, their population and number of cab users
 - Customer_ID.csv – this is a mapping table that contains a unique identifier which links the customer's demographic details
 - Transaction_ID.csv – this is a mapping table that contains transaction to customer mapping and payment mode
 - Holiday.csv - this mentions all the US Holidays from 2004 to 2024.
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Hypotheses

- Which company has the most rides all-time (from 2016-2018)?
 - Which company is the most reliable during the holiday seasons?
 - Does different genders show preference on one company over another?
 - Which company has greater number of rides based on city?
 - Which company brought in more income per year?
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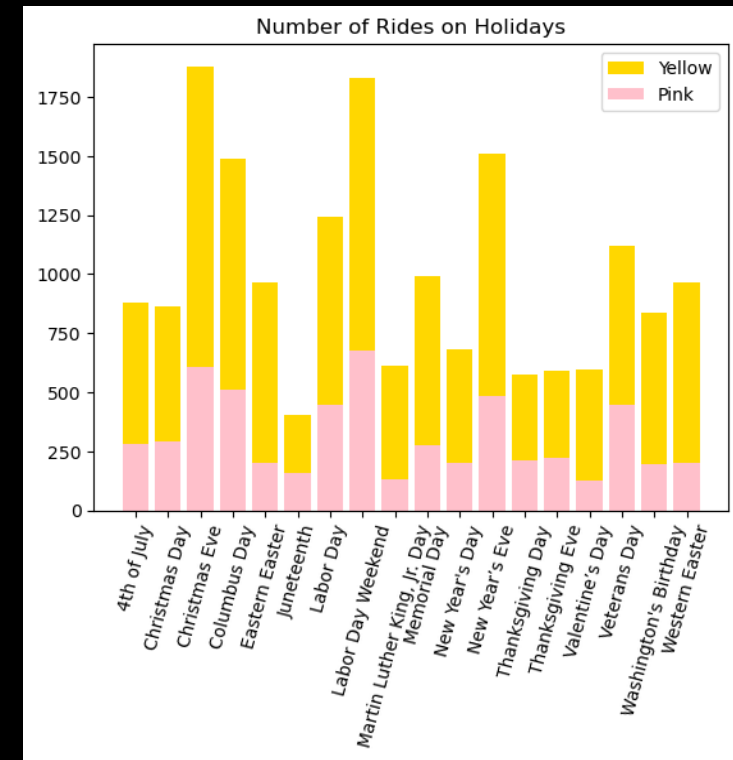
Total Rides



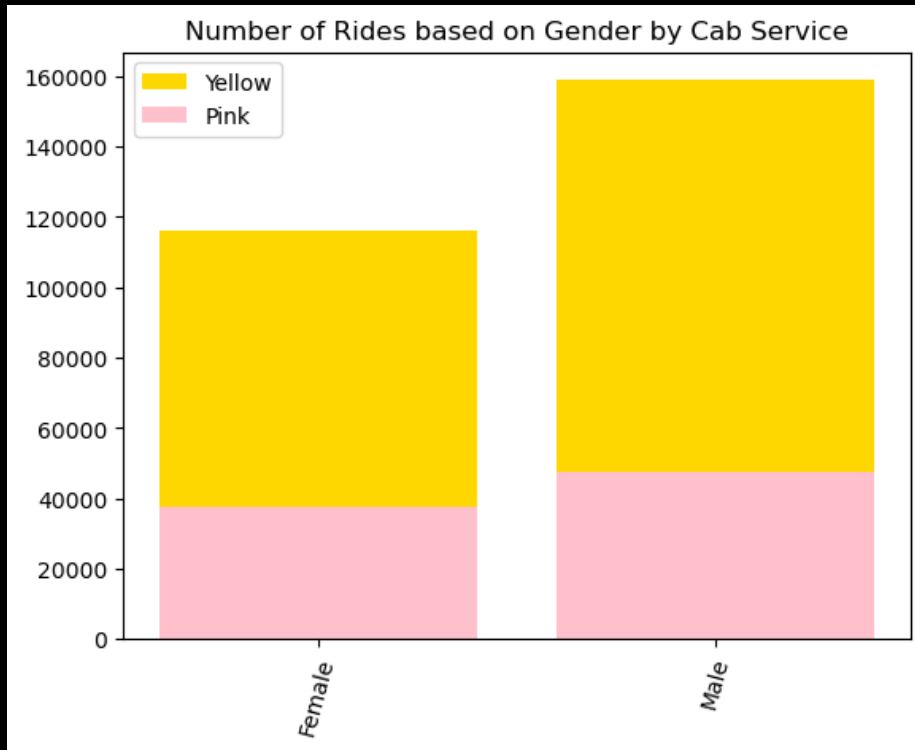
Yellow Cab leads the total number of cab rides by more than three times the total of Pink cab rides.

Rides on Holidays

- Yellow cab has the more rides in each US holiday.
- This means customers will find confidentiality in the Yellow cab service if they are depending on it for the holidays.

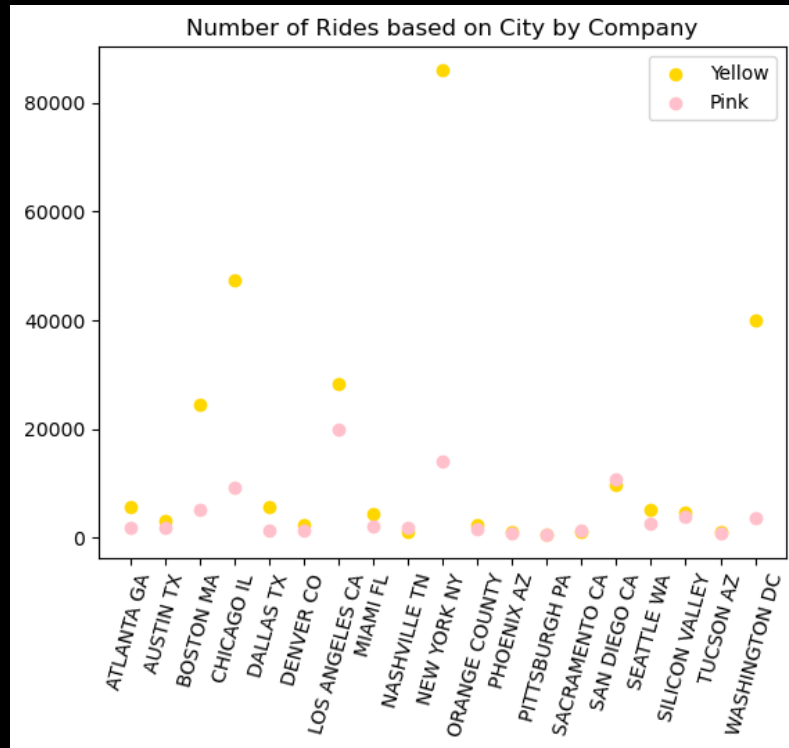


Rides based on Gender



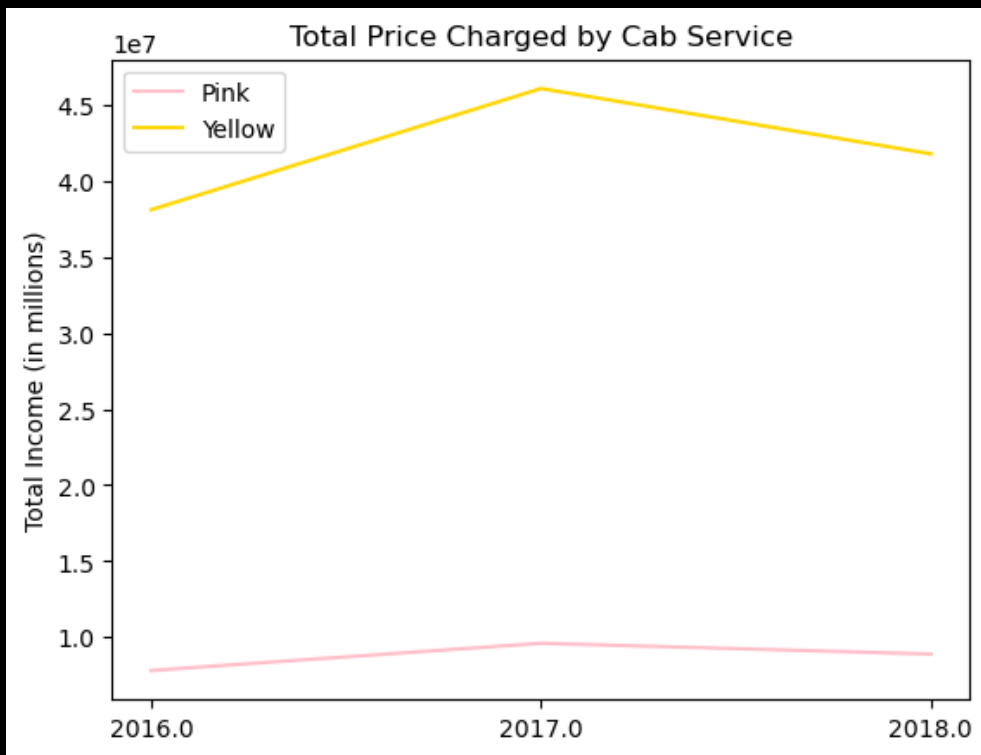
- Customers will use the Yellow cab service regardless of gender.
- Although female customers do not ride as often as male customers, a higher percentage of the total separated gender used the Pink cab service.

Rides by City



- Once again, the Yellow cab service is favored for travel in most cities.
- There is a larger gap in some cities such as New York and Chicago.
- There is a smaller gap in other cities such as Sacramento and Seattle.

Total Priced Charged



- The total income from the cab service is greater for the Yellow Cab with a ~ 3 million gap.

Recommendation

We recommend the Yellow Cab based on the following items:

- 1. Customer Satisfaction:** the Yellow Cab is the most trustworthy for customers regardless of location, gender, and holiday.
 - 2. Secure Customer Base:** The Yellow Cab has proven to secure a customer base with the number of rides they have given.
 - 3. Financial Future:** The Yellow Cab leads in bringing a stable income stream per year.
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Thank You!

