

Data Intake Report

Name: G2M Analysis for Investment in cab companies

Report date: 14th September, 2023

Internship Batch: LISUM25

Version:1.0

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Data intake reviewer:<>

Data storage location: <https://github.com/rkukreja24/Data-Galcier/tree/main/Week%202>

Tabular data details:

Total number of observations	359392
Total number of files	1
Total number of features	7
Base format of the file	Cab_Data.csv
Size of the data	20.1 MB

Total number of observations	49171
Total number of files	1
Total number of features	4
Base format of the file	Customer_ID.csv
Size of the data	1.00 MB

Total number of observations	440098
Total number of files	1
Total number of features	3
Base format of the file	Transaction_ID.csv
Size of the data	8.58 MB

Total number of observations	20
Total number of files	1
Total number of features	3
Base format of the file	City.csv
Size of the data	4.00 KB

Note: Replicate same table with file name if you have more than one file.

Proposed Approach:

- Creating an applicable dataset:
 - Imported necessary libraries
 - Merged relevant datasets into a master dataset

- Removed missing values
 - Converted TravelDate to a DateTime format
 - Removed outliers
- Data Preparation & Analysis:
 - Data Cleaning
 - Exploratory Data Analysis
 - Descriptive Data Visualization
 - Comparative Analysis
- Based on the extensive analysis conducted, including seasonal trends, company performance, and customer segments, it is recommended that XYZ consider investing in Yellow Cab.
- Company Performance: Yellow Cab has consistently outperformed Pink Cab in terms of total revenue and profit. This indicates better investment potential for XYZ.
- Market Dominance: Yellow Cab's market capitalization is over 2 times that of Pink Cab, indicating a dominant presence in the market.
- Profitability: Despite higher costs, Yellow Cab manages to generate higher total profits compared to Pink Cab.
- Market Insights: The analysis provides valuable insights into seasonal variations in cab usage and customer behavior, which can be leveraged for strategic decisions.
- Risk Mitigation: The somewhat predictable cycle and seasonality in the industry suggest lower investment risk in Yellow Cab.
- Overall, the data-driven analysis supports the hypothesis that Yellow Cab presents a stronger investment opportunity for XYZ in the cab industry.