



**Data Glacier**

Your Deep Learning Partner

# Exploratory Data Analysis

G2M Insight

June 20th, 2023

Yuhong Chen

# Agenda

Executive Summary

Problem Statement

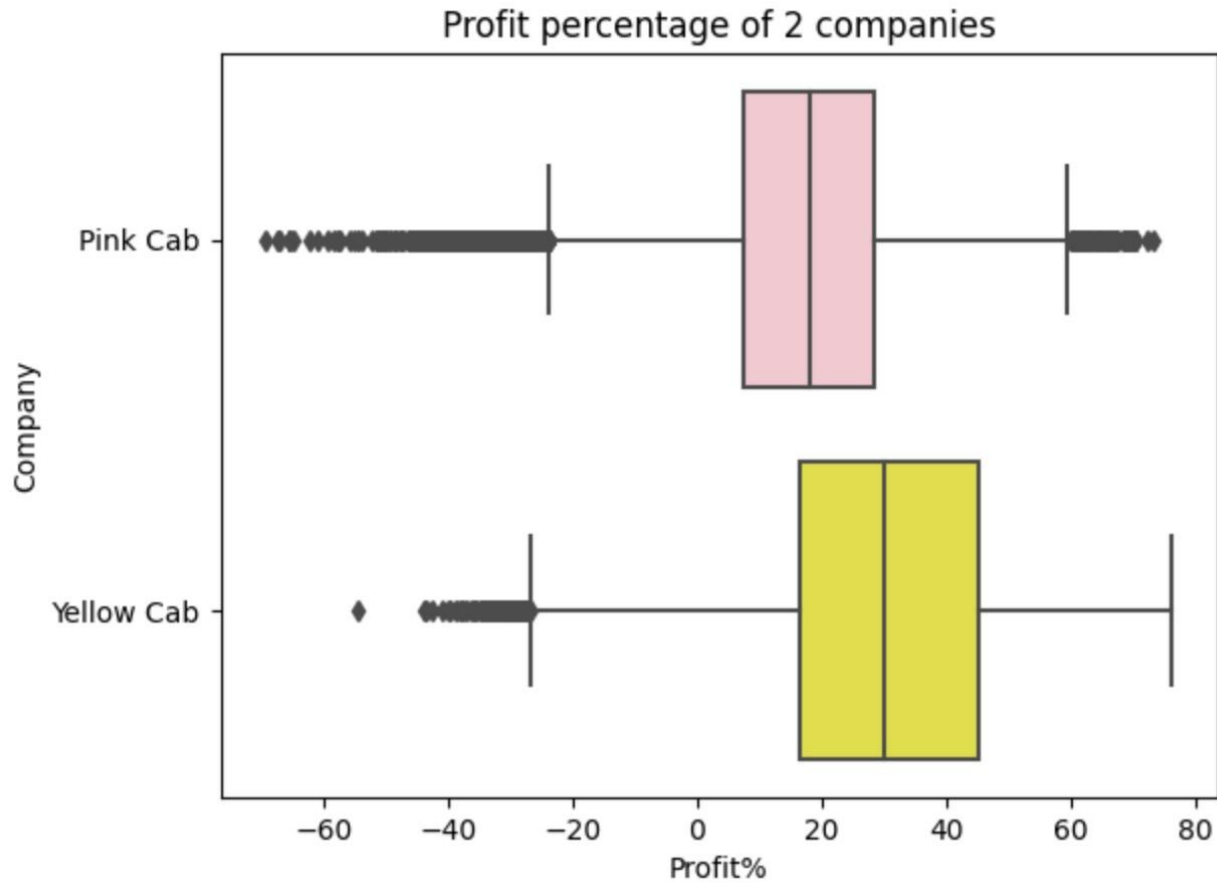
Approach

EDA

EDA Summary

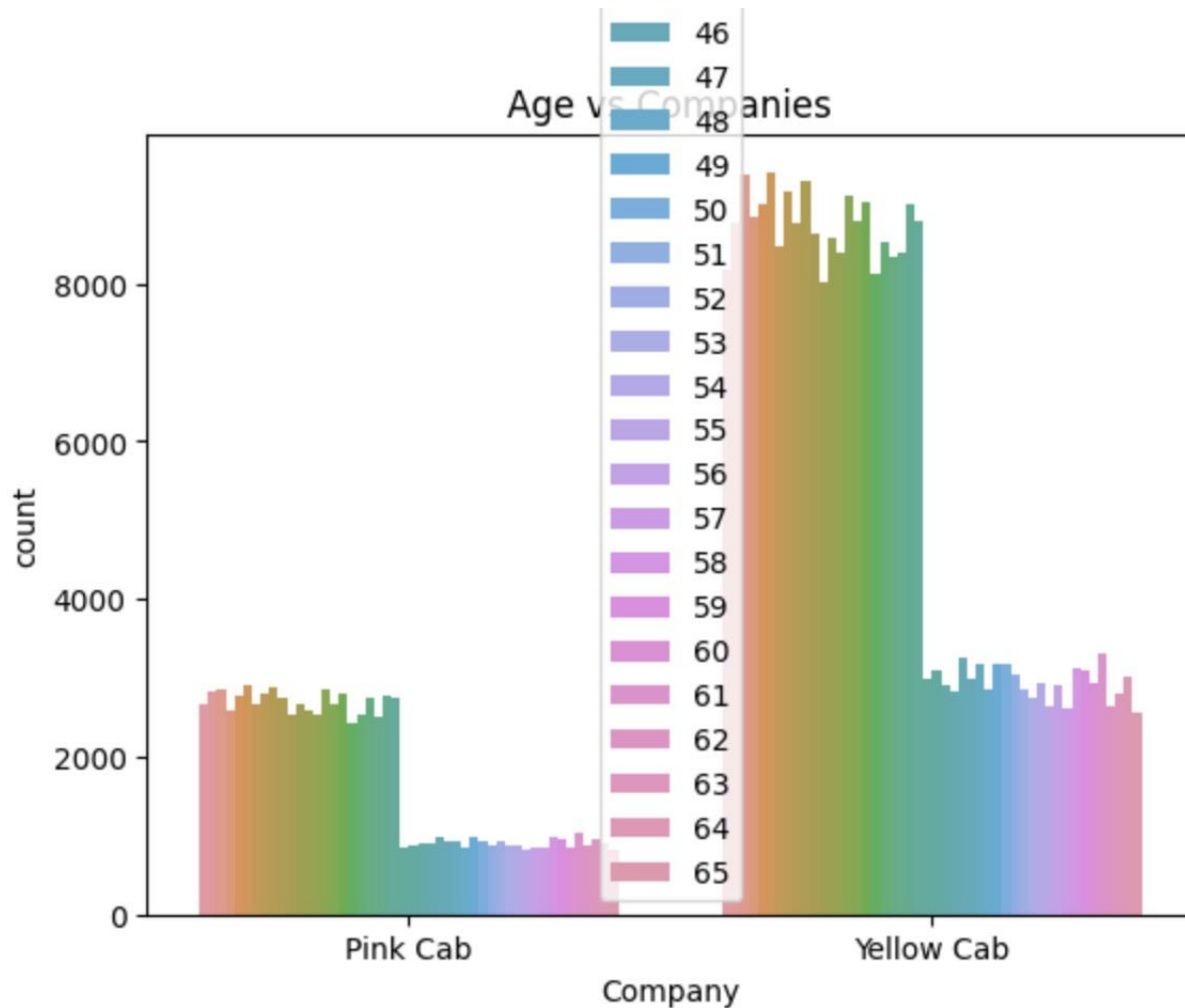
Recommendations

# Analysis 1



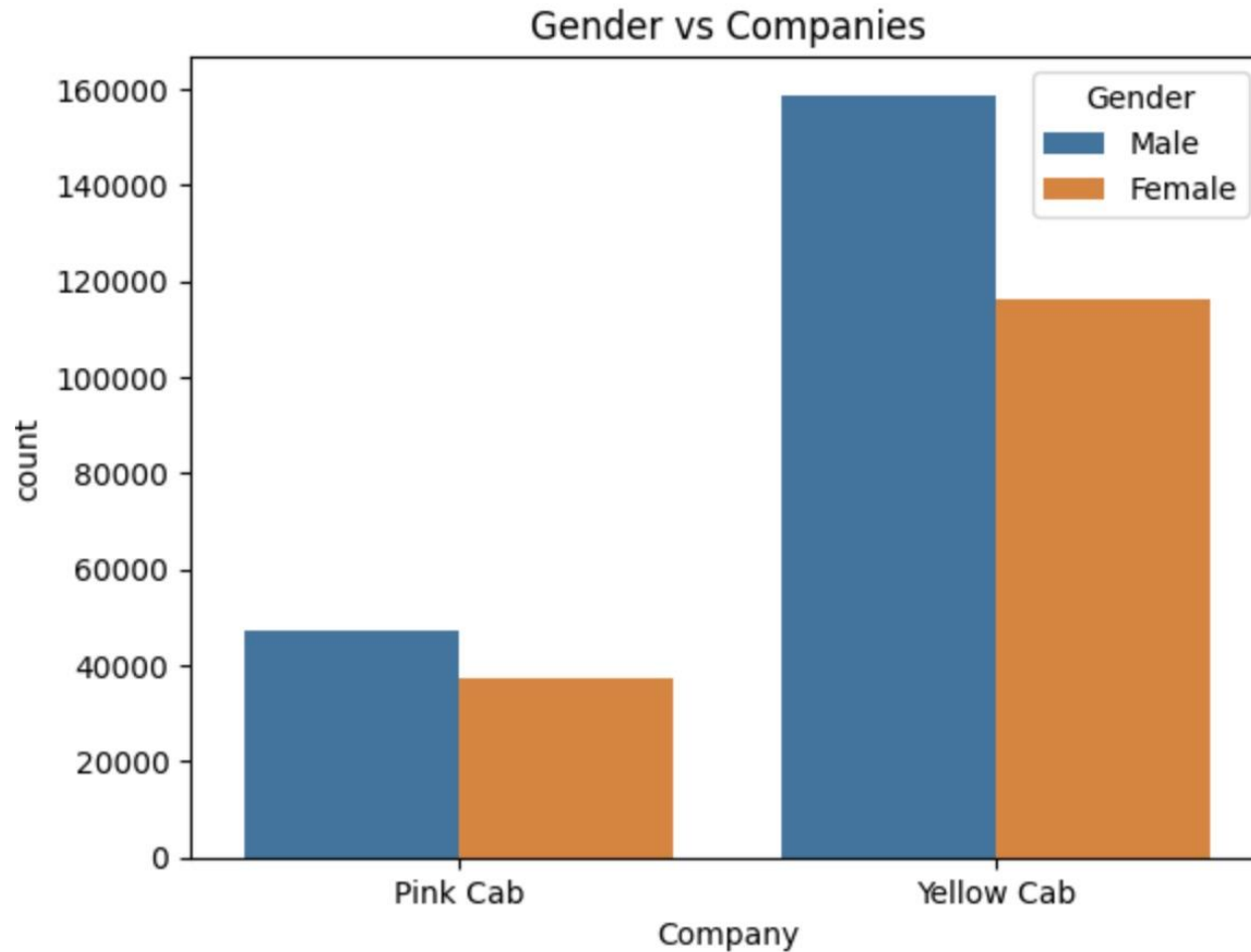
The percentage of profit of yellow cab firm is higher.

# Analysis 2



For Yellow Cab firm, there are more customers in every age periods. And people under the ages of 45 were more than people over 45 in both 2 companies.

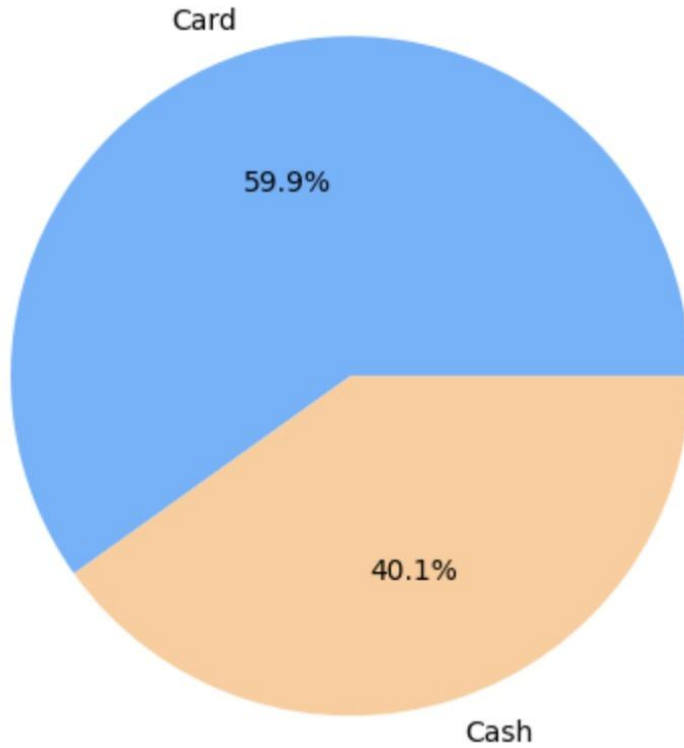
# Analysis 3



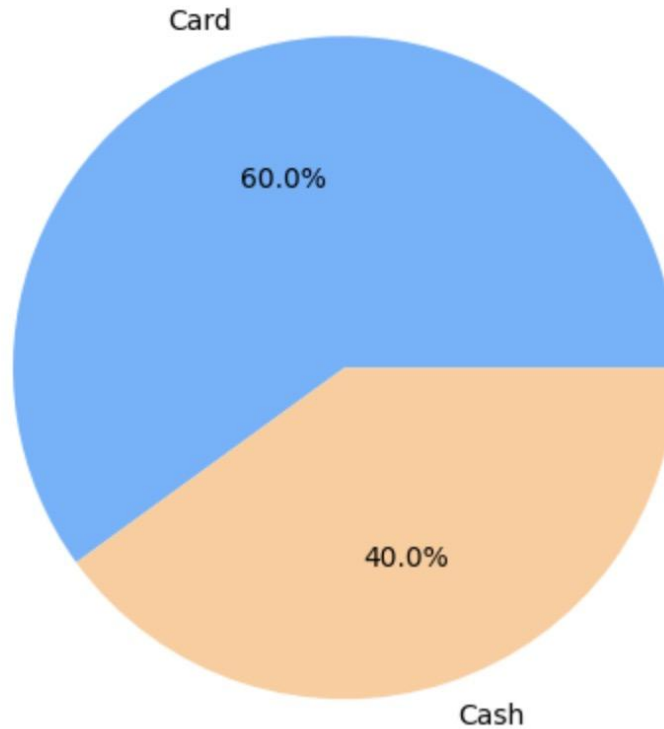
We have that the customer counts for yellow cab is more than pink cab, and both in 2 firms, there were more male in counts.

# Analysis 4

Payment modePercentage of Pink Cab

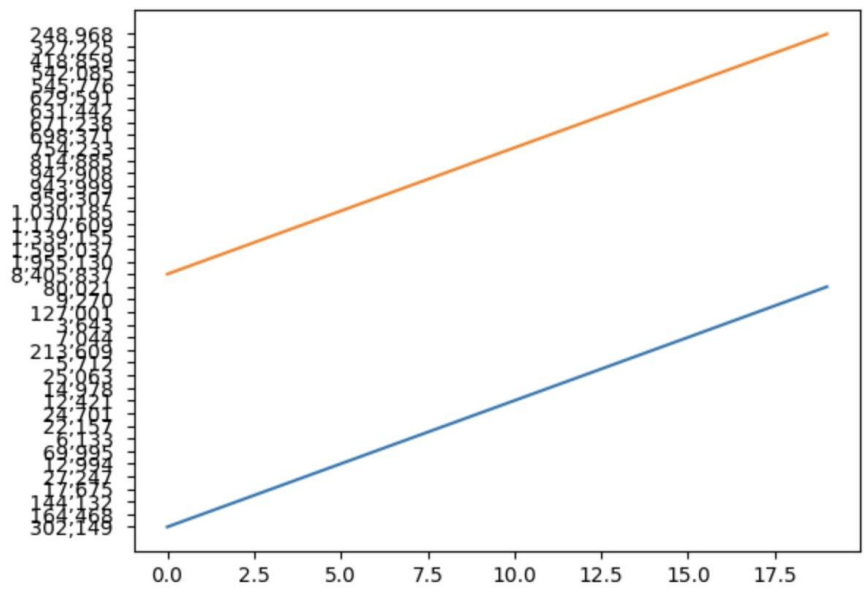
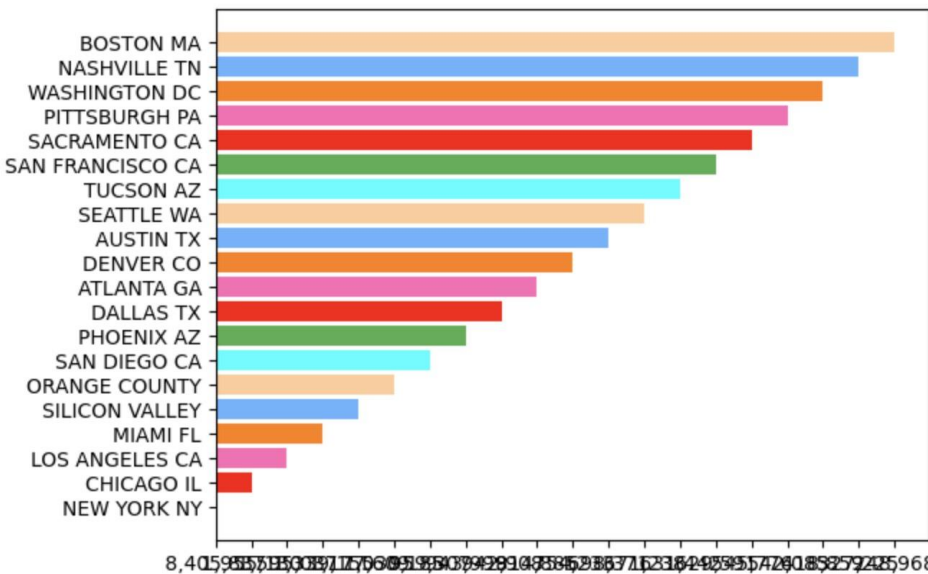
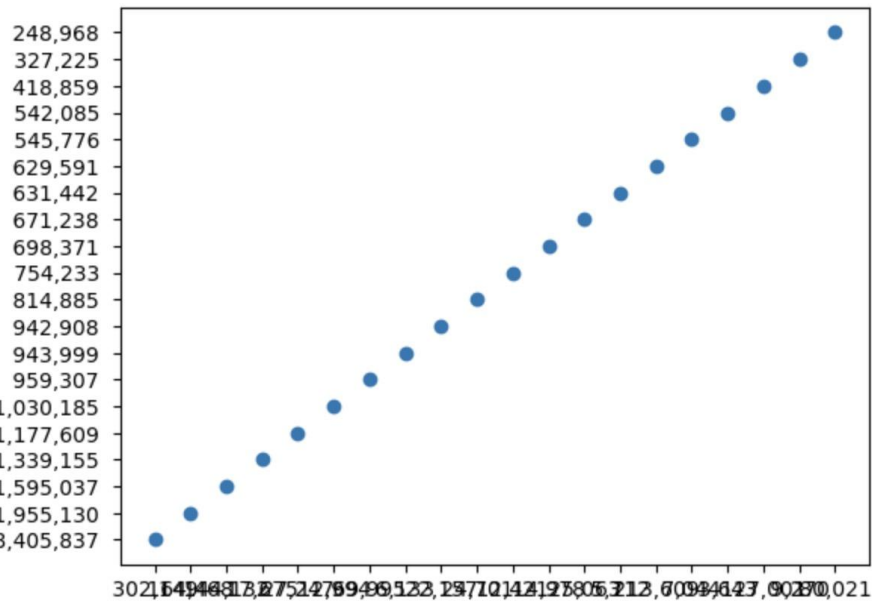
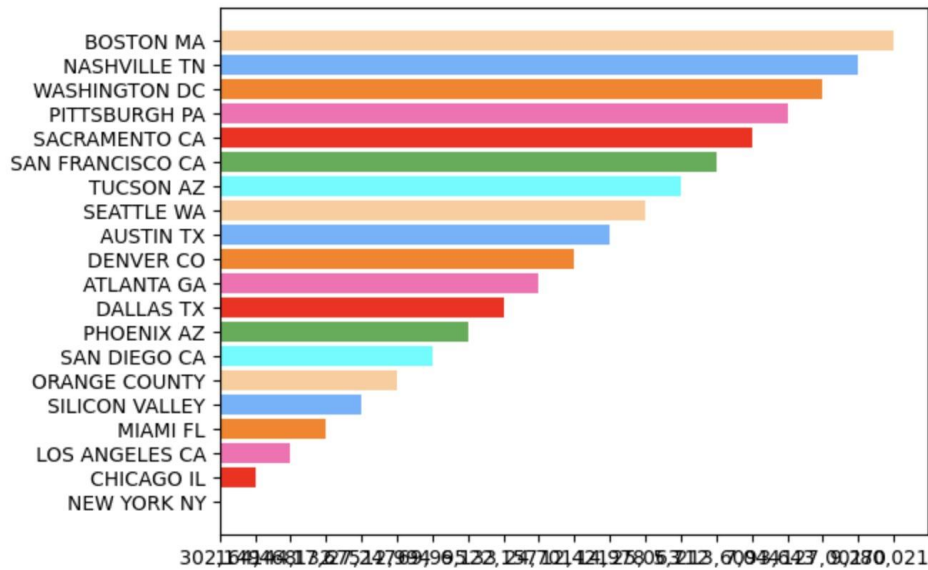


Payment modePercentage of Yellow Cab



There are more people willing to purchase in Card both in Pink Cab and Yellow Cab.

# Analysis 5



As the above pictures show, the users in the US cities is proportional to the population. And Boston, Nashville are the top2 highest counts of users. Also the population are top2 high.

**Above the 5  
Analysis, I  
recommend  
yellow cab  
firm.**

**Thank You**