

# G2M insight for Cab Investment firm

Client: XYZ (private equity firm in US)

Plan for investment in Cab Industry because :

- Recent remarkable growth in Cab Industry.
- multiple key players in the market.

Objective :

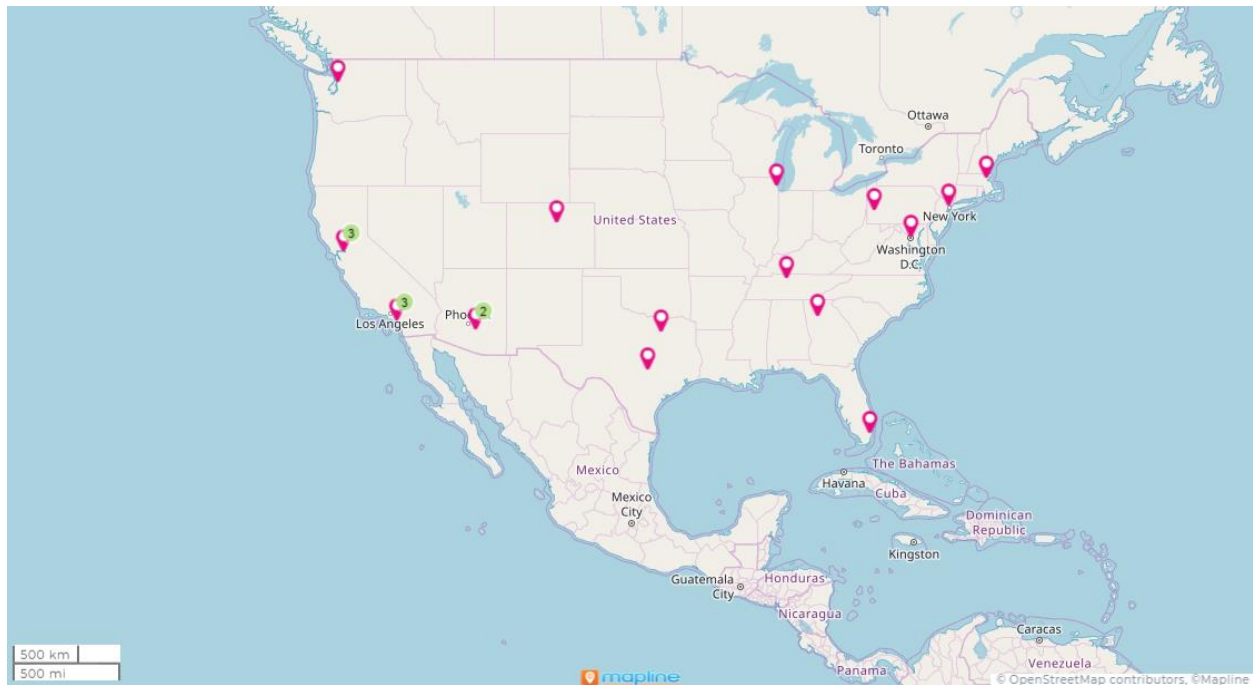
- Understand the provided data about the two cab companies: Yellow Cab and Pink Cab.
- Analyze the companies profits over time, seasons etc.
- Identify the profitable company.
- Recommend company to invest in.

Assumptions:

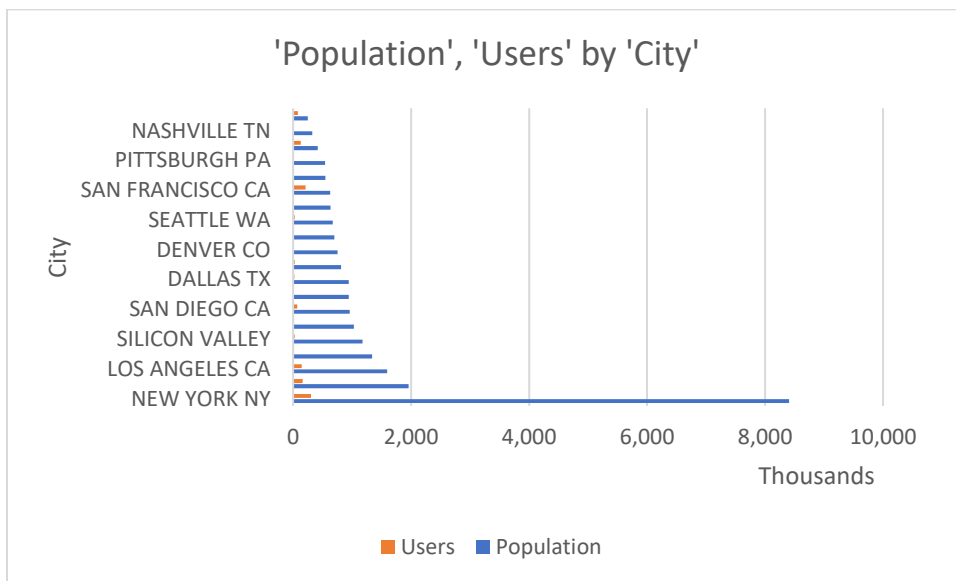
Methodology:

1. Observe data
2. Analyze the datasets for profitability
3. Concluding the most profitable company.
4. Offer recommendations for investment.

The Cabs are working in 20 major cities across US. Please find the pins on the US map below



Points to note: The data had covered cities in only 13 out of 50 states in US. So the dataset is not complete



New York has the maximum population as well as users

