



Data Glacier

Your Deep Learning Partner

Exploratory Data Analysis

Analysis of Cab Data

20.10.2022

Agenda

Executive Summary

Problem Statement

Approach

EDA

EDA Summary

Recommendations

Executive Summary

The project analyzes 'cab data' which contains the data of two cab companies, namely 'Pink' and 'Yellow' in the USA between 2016-2018 to find the potential company for investment. The project concludes that Yellow Cab is the better choice for investment on the grounds that it generates more profit in total and per km. Moreover, on the basis of the size of operation and number of users Yellow Cab is bigger and therefore it is a more reliable company.

Approach

Decisions on the investment rely on the comparisons of :

Size

Profit

Stability

Operation

Eda

The Data Contains

- 355032 entries
- 18 columns

Cleaning:

- 'Date of Travel' Problem?

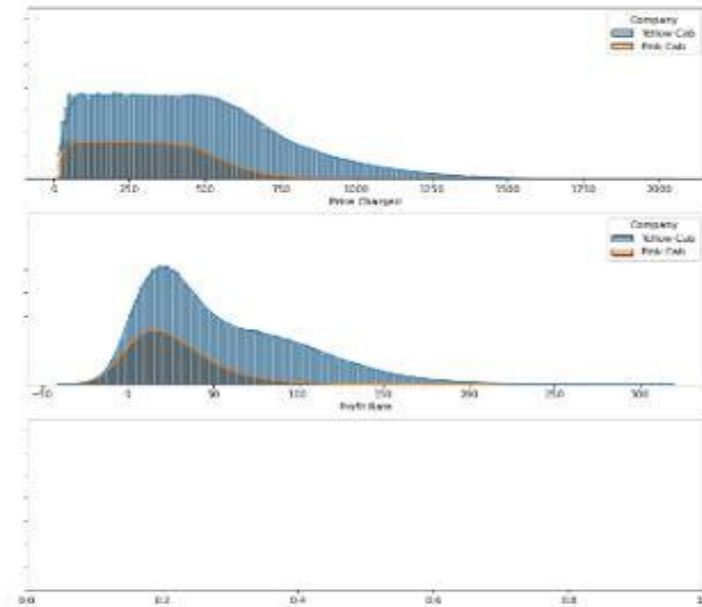
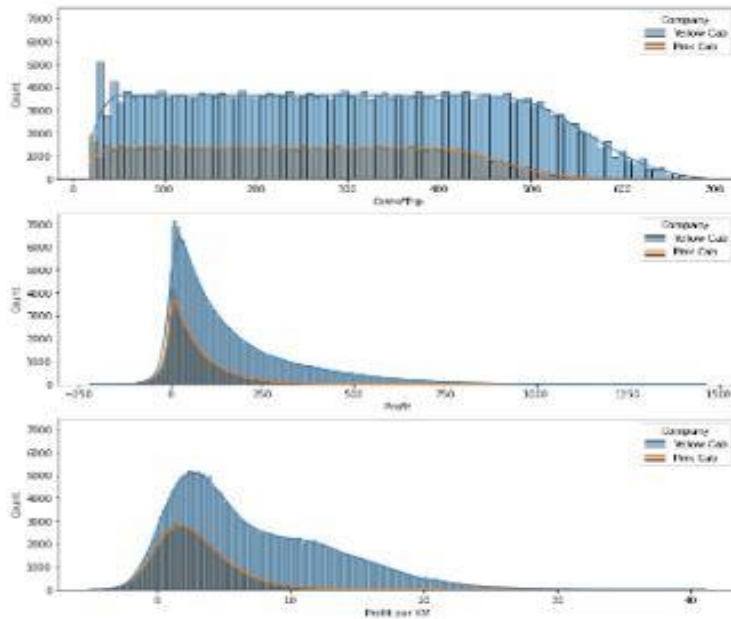
Questions

- 1- What is the profit generated by these two companies?(which one generates more?)
- 2- What is the profit generated per km by these two companies?
- 3- Which company has more rides and more profit?
- 4- What is the gender and age distribution of customers?
- 5- What is the market share of the companies in different years (2016-2017)?
- 6- What is the number of users of each company in cities?
- 7- What is the market share of companies in the cities?

Eda

Questions

- 1- What is the profit generated by these two companies?(which one generates more?)
- 2- What is the profit generated per km by these two companies?



Eda

Questions

3- Which company have more ride and more profit?

	Profit	Rides	profit per ride
Company			
Pink Cab	5237540	83825	62.481837
Yellow Cab	43251775	271207	159.478830

Yellow Cab has advantageous position

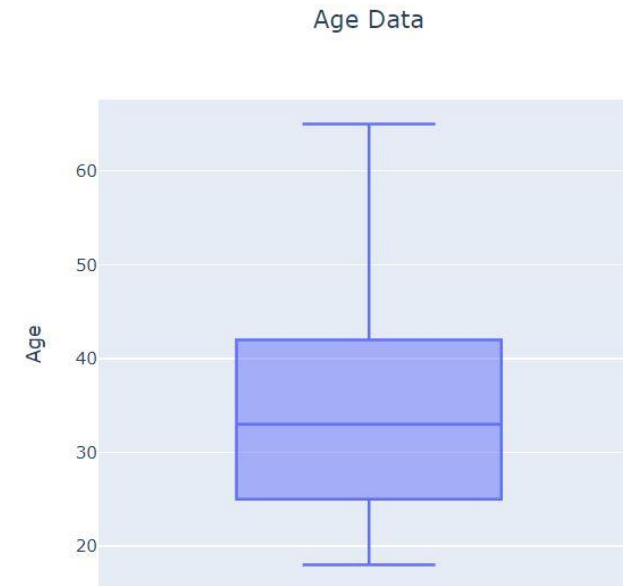
Eda

Questions

4- What are gender and age distribution of costumers?



Not significant



Eda

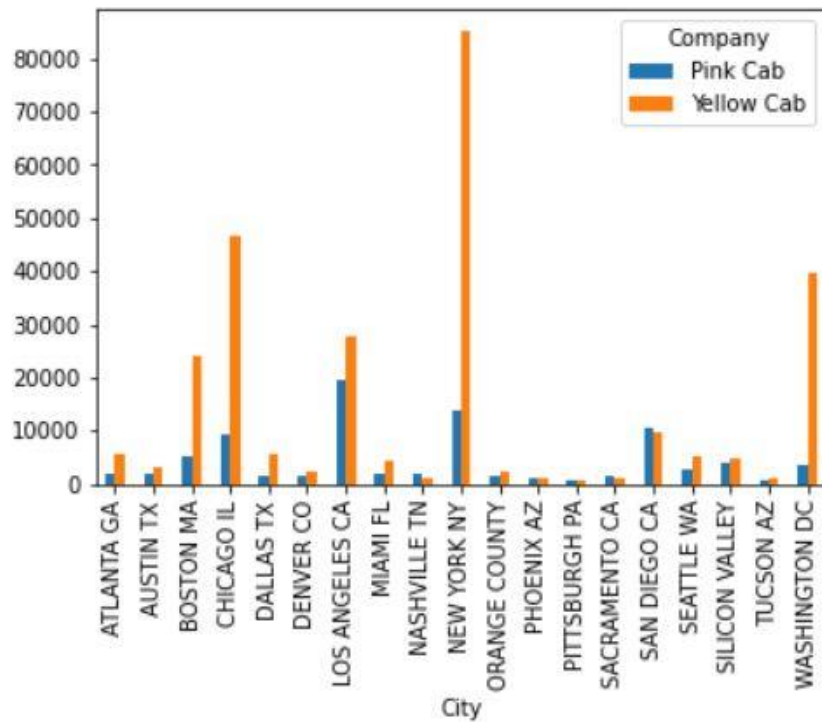
5- What is the market share of the companies in different years?



Yellow generates more profit each year

Eda

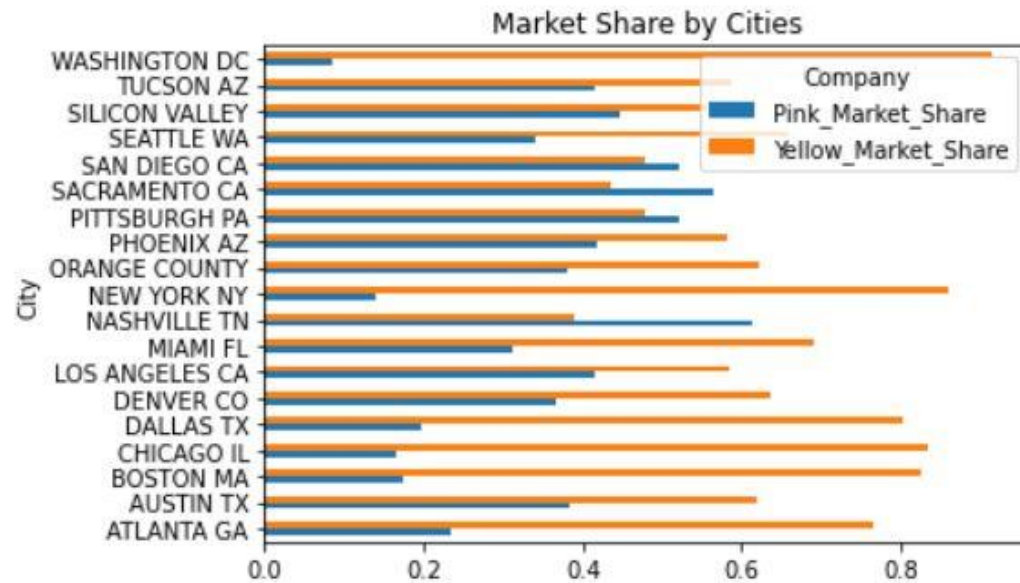
6- What is the number of users of each companies in cities?



Yellow domination in cities

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7- what is market share of companies in the cities?



The Yellow still dominantes

EDA Summary

Yellow Cub surpasses The Pink over:

- Profit in total and per km.
- Yearly market share
- Size of operation
- Number of users

Recommendations

As Yellow would be a better choice for investment.

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Sedat CAN

Thank You