G2M Case Study

Virtual Internship of Shanka Attanayake

16-June-2022

Objective

- XYZ is a private equity firm in US who is looking to make an investment in Cab industry.

- Objective : Provide enough evidence based insight to identify the best Cab company to invest into.
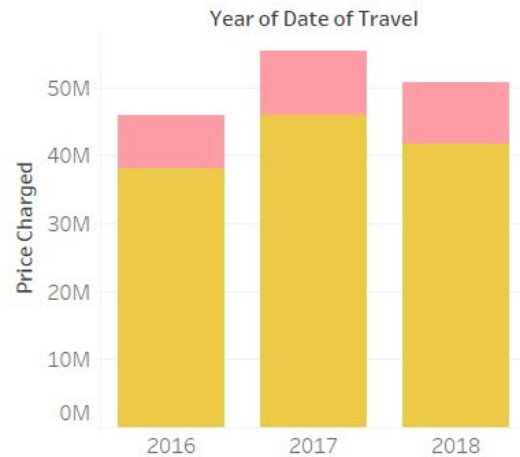
The analysis has been divided into four parts:

- Understanding Each Companies Revenue.

- Understanding User Demographic

- Understanding Cab Company operation locations.

- Recommendation
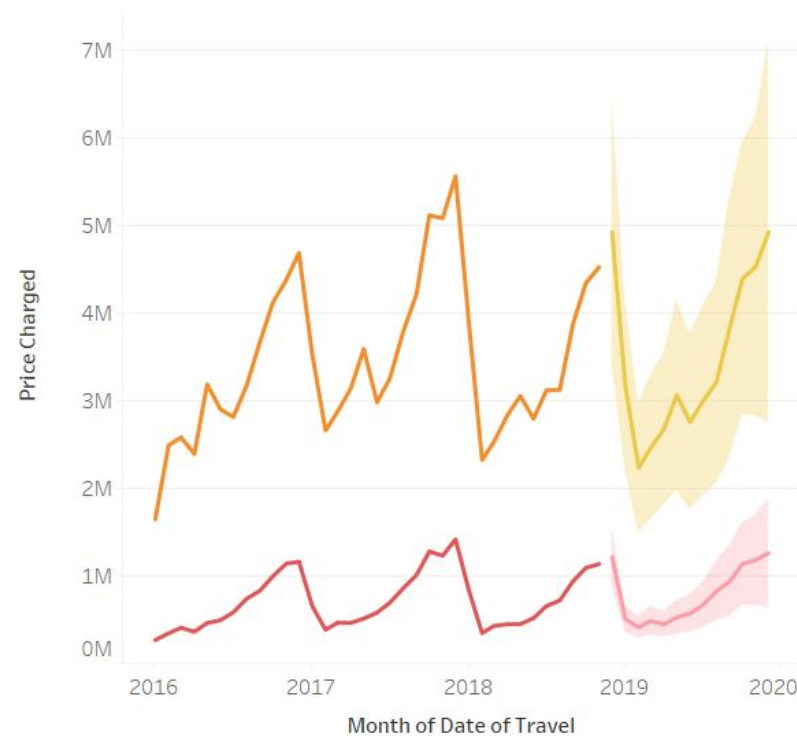
Revenue Analysis

Sum of Profit Vs. Year

Year of Date of Travel
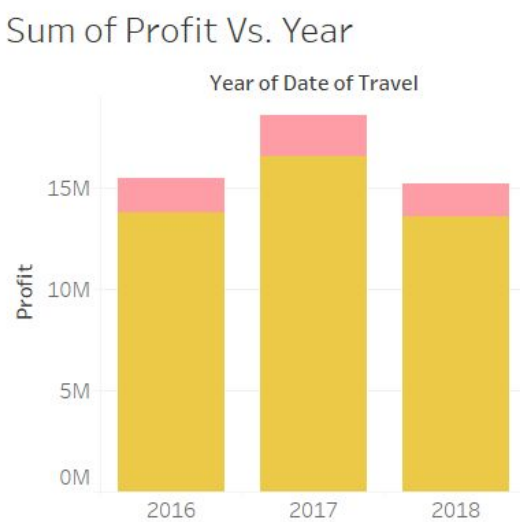
Company
- Pink Cab
- Yellow Cab

Sum Of Price Charged Vs Months

Sum of Price Charged Vs. Year

Year of Date of Travel

Company, Forecast indicator
- Pink Cab, Actual
- Pink Cab, Estimate
- Yellow Cab, Actual
- Yellow Cab, Estimate

Insights:
- The Yellow Company provide services to more than 75% of the users.
- The Revenue is affected by the month of the year. On average it increases month after month until New years, then resets to a reduced revenue.
- The Forecasting indicates that yellow and pink companies will yield similar revenues the following year to what they made in the years previous.
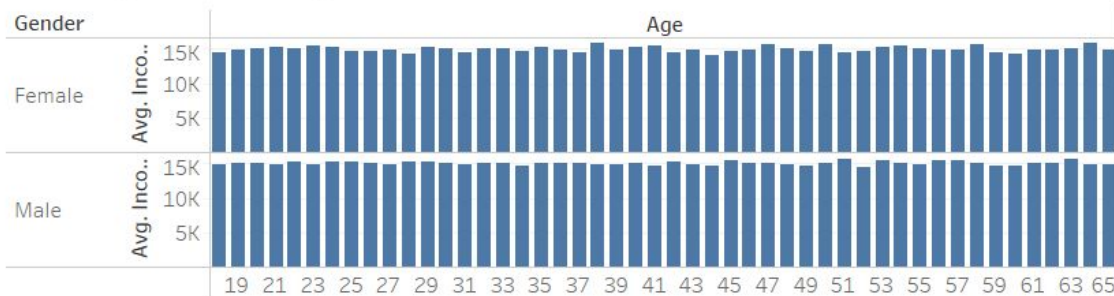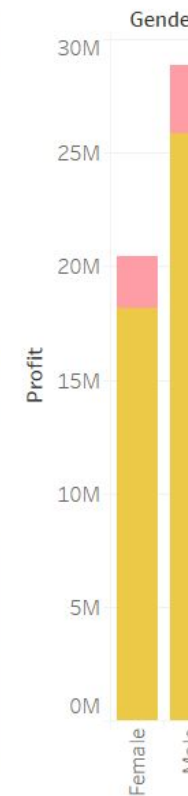
User Analysis
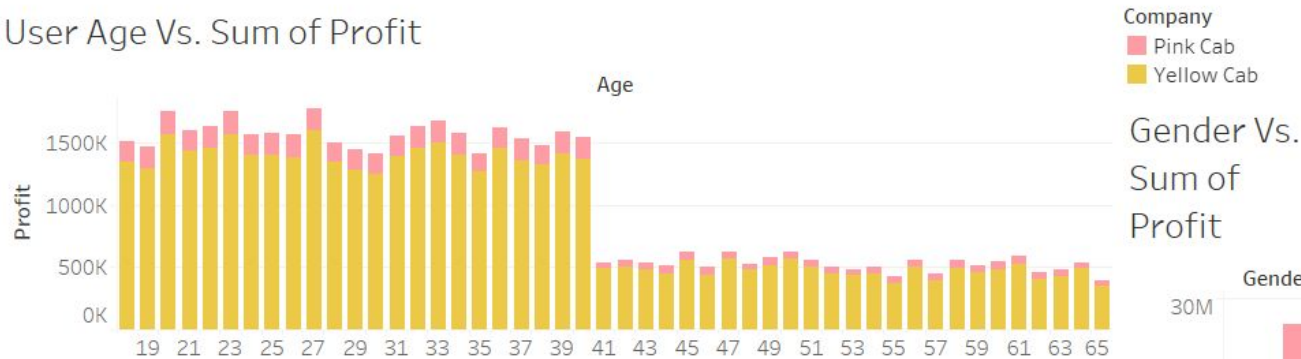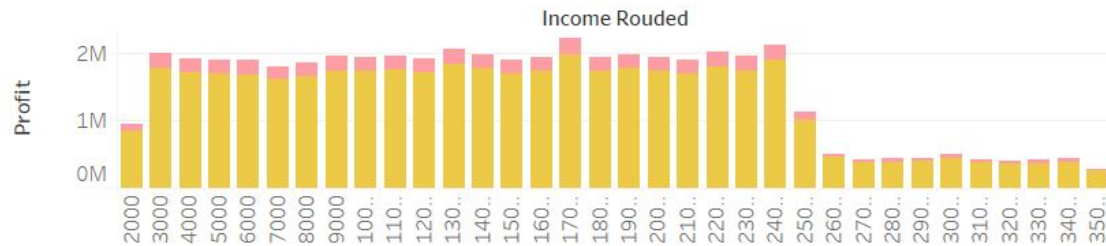
Insights:
- The age group 19 to 40 seems to generate much more profit than the age group 41 to 65.
- There seem to be more male Cab user than Female cab users, even though both genders seems to have similar average incomes.
- The users with incomes equal to $25,000 or higher per month generate much less sum of profit than user with incomes less than $25,000 per month.

Geo Location Understanding
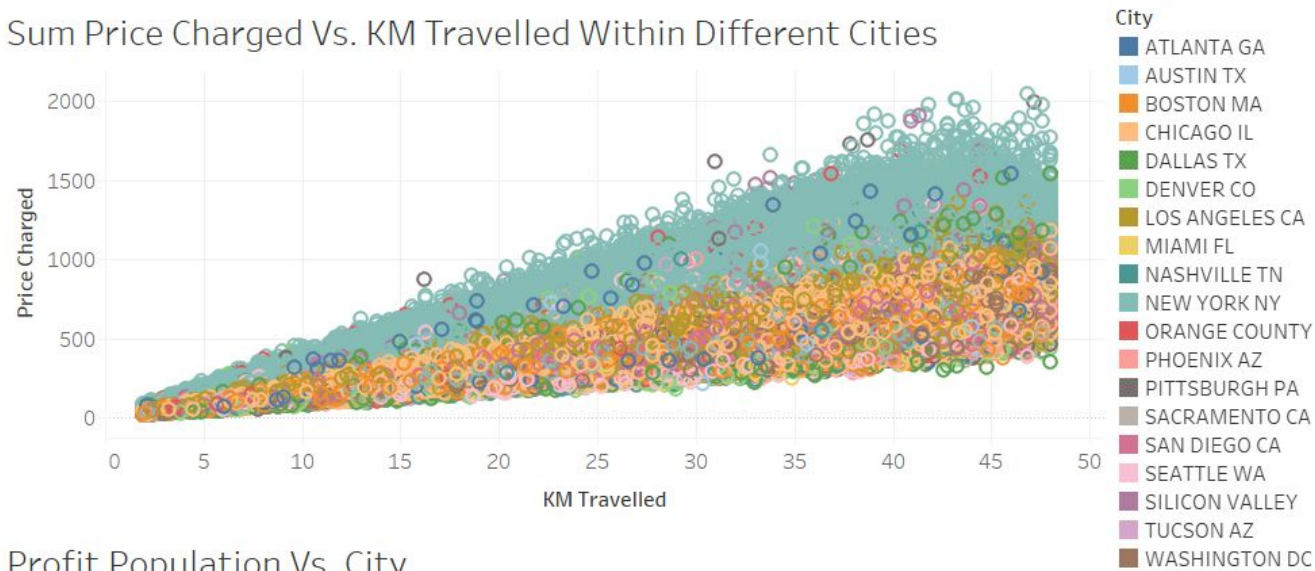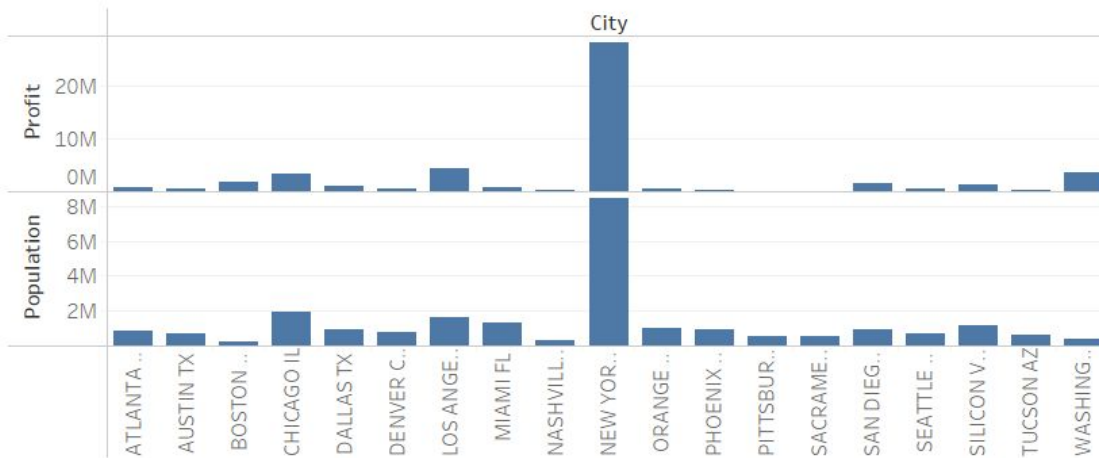
Insights:
- Highly populated Cities are able to generate much more profit
- Highly populated Cities are able to charge more per kilometer than less populated cities.

Recommendations

Both Cab campaigns have been Evaluated as well as the demographic of cab users and it was found that the **Yellow cab Company** is the best Cab company to invest into because of following reasons listed below.

- Over 75% of cab users use the Yellow Cab company.
- The Yellow Cab Company have been able to maintain the amount of profit for each year the data in the database was recorded for.
- The Yellow Cab Company is forecasted to maintain the same amount of profit for the following each.
- The Pink Cab Company had not been able to gain more users throughout the years and is forecasted to maintain the same profit margins as 2018 in 2019.
- The Yellow Cab company has more than 75% of users of all ages and all incomes.
- The Yellow Cab Company is the most popular cab company within all cities record in the database.

Thank You