



**Data Glacier**

Your Deep Learning Partner

# Exploratory Data Analysis

## G2M Case Study

**21-Sep-2022**

# Agenda

Executive Summary

Problem Statement

Approach

EDA

EDA Summary

Recommendations

# Executive Summary

**Background Information:** Analysis for XYZ Company, a private investing firm, takes a look at possible cab companies for a future investment.

**Objective:** Procure information from Pink Cab and Yellow Cab for a Go-to-Market (G2M) strategy.

# Problem Statement & Approach

This analysis will provide insight for the G2M strategy for investment based on the data provided from Yellow Cab and Pink Cab. Metrics include growth of sales, transaction information, and customer demographics.

# Exploratory Data Analysis

## **Cab\_Data.csv:**

- Transaction ID
- Date of Travel
- Company
- City
- KM Travelled
- Price Charged
- Cost of Trip

# Exploratory Data Analysis

## Customer\_ID.csv:

- Customer ID
- Gender
- Age
- Income (USD/Month)

# Exploratory Data Analysis

## Transaction\_ID.csv:

- Transaction ID
- Customer ID
- Payment\_Mode

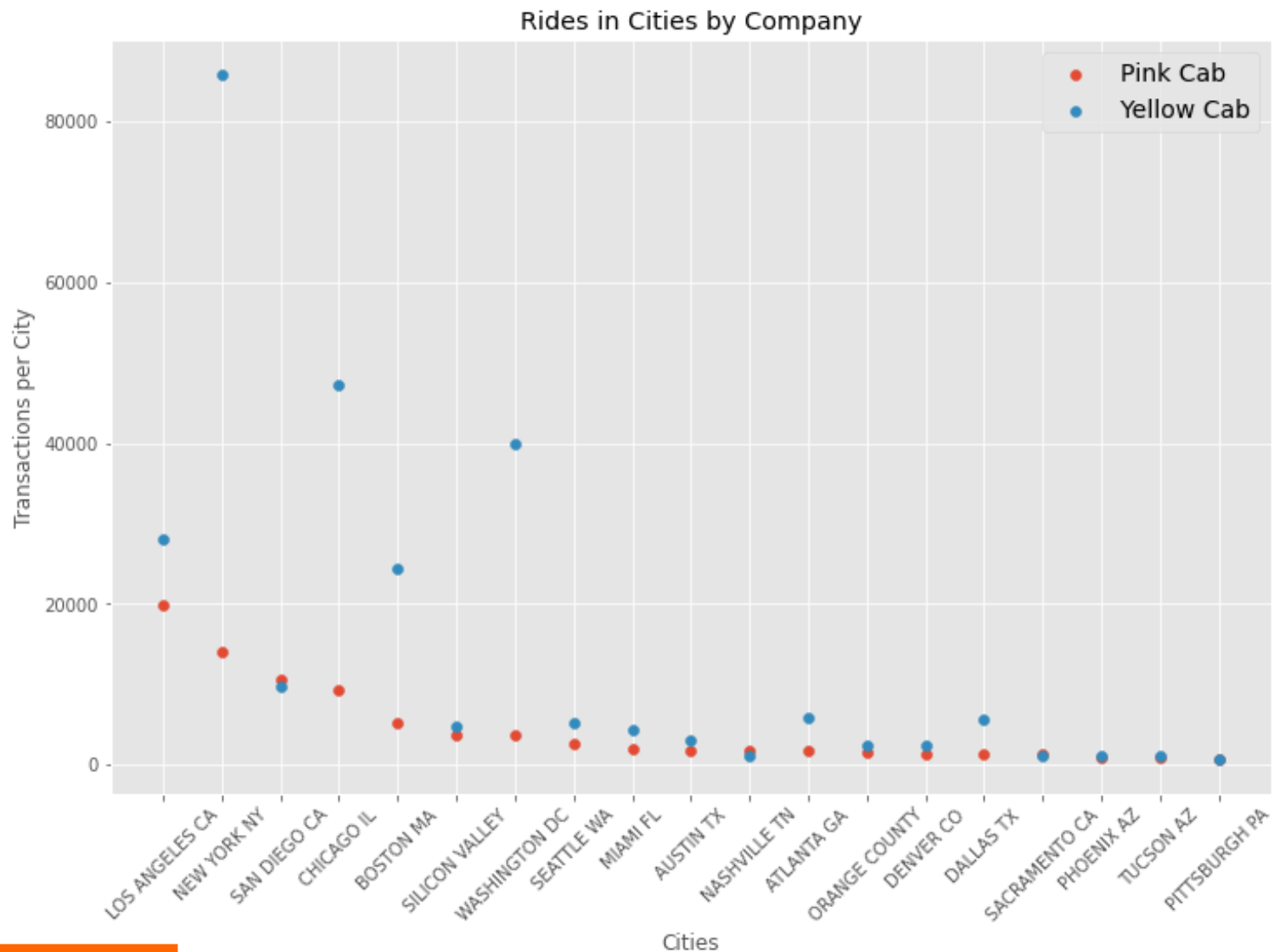
# Exploratory Data Analysis

## Master File Containing:

- Cab\_Data.csv
- Transaction\_ID.csv
- Customer\_ID.csv



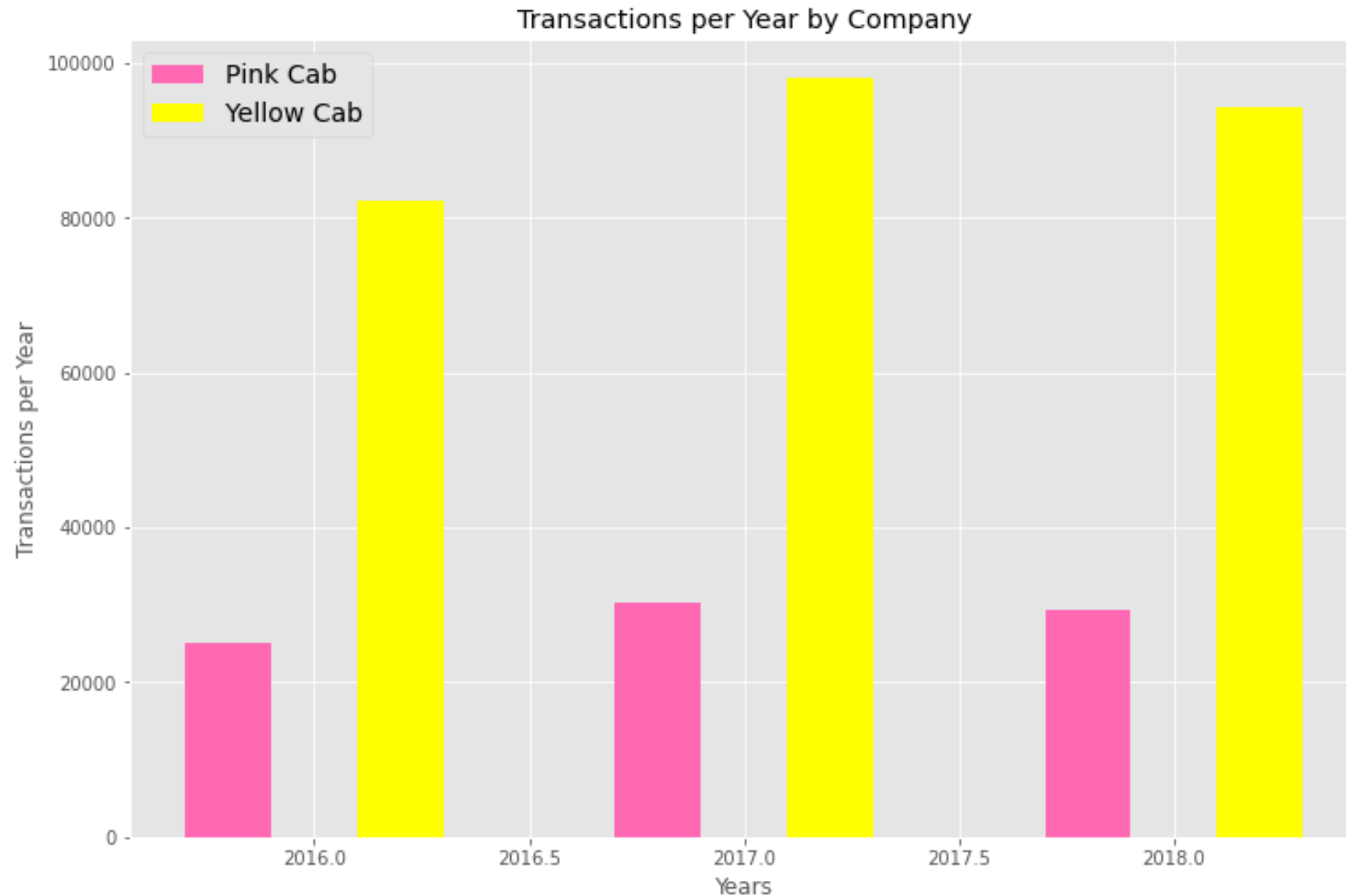
# Exploratory Data Analysis



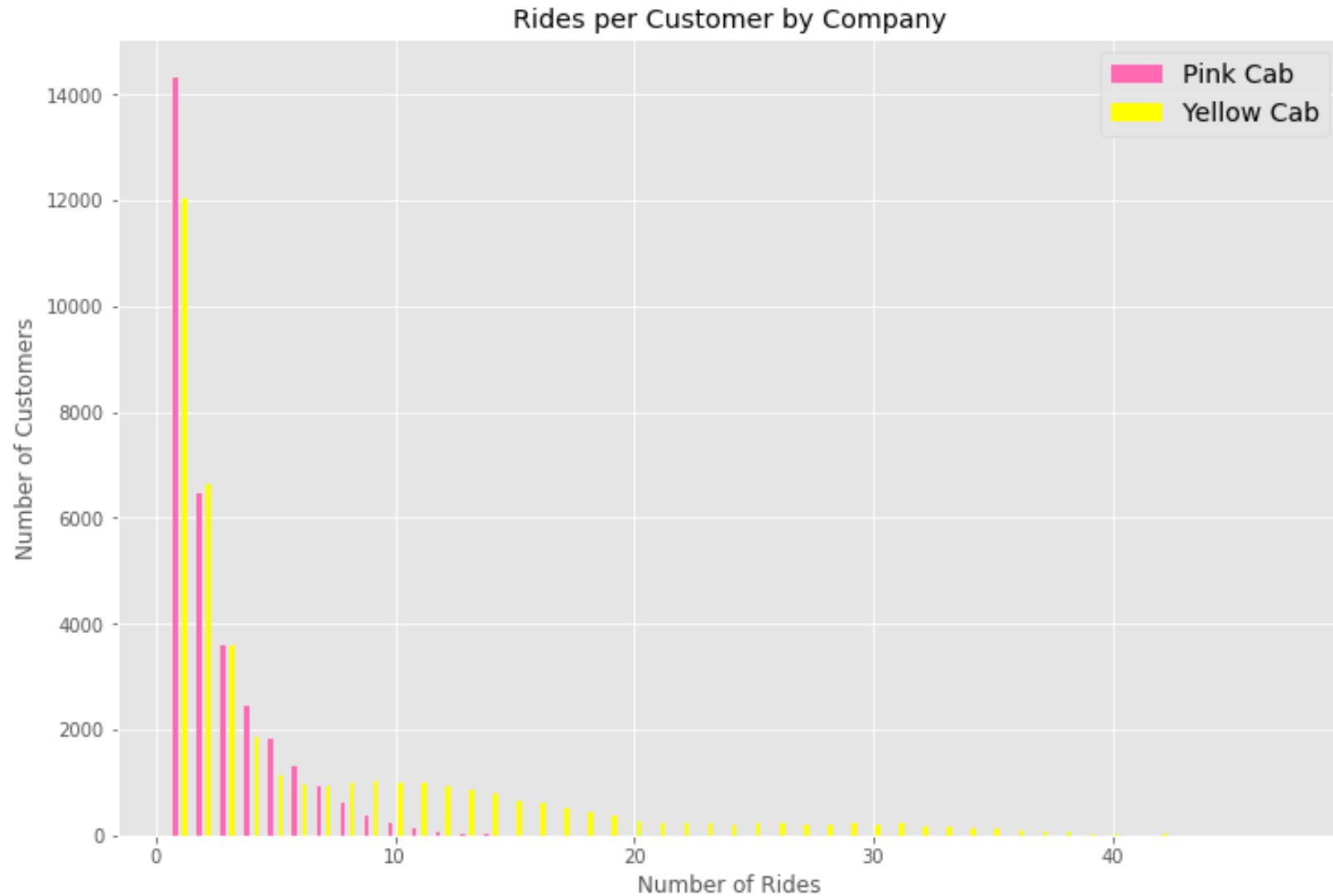
City	Transactions
New York, NY	99885
Chicago, IL	56625
Los Angeles, CA	48033
Washington, DC	43737
Boston, MA	29692
San Diego, CA	20488
Silicon Valley	8519
Seattle, WA	7997
Atlanta, GA	7557
Dallas, TX	7017
Miami, FL	6454
Austin, TX	4896
Orange County	3982
Denver, CO	3825
Nashville, TN	3010
Sacramento, CA	2367
Phoenix, AZ	2064
Tucson, AZ	1931
Pittsburgh, PA	1313



# Exploratory Data Analysis

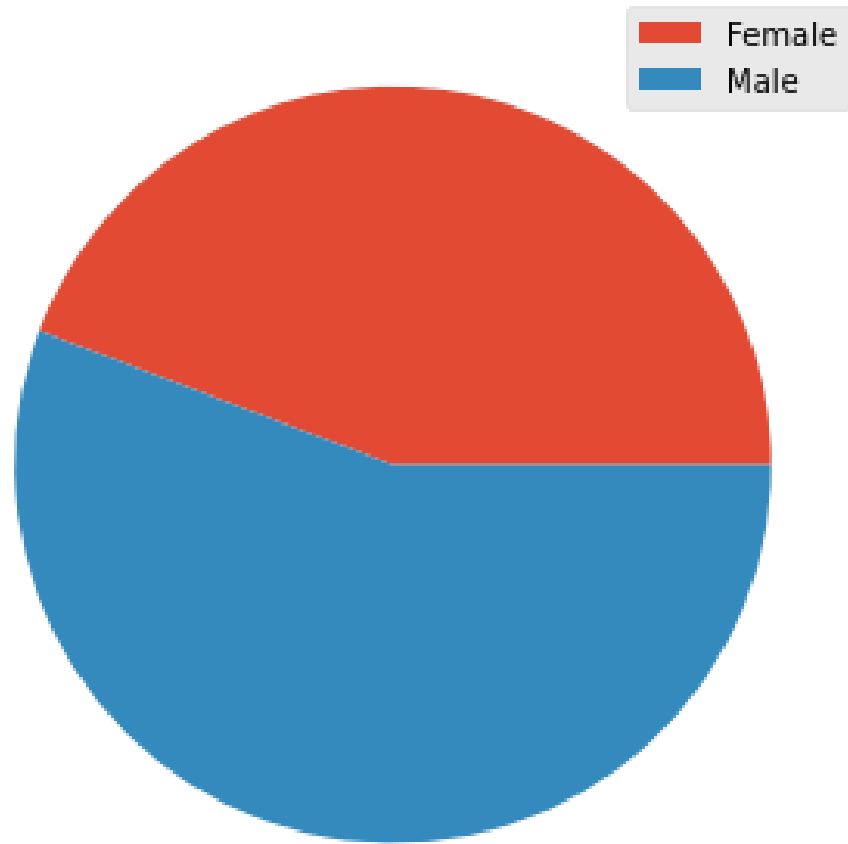


# Exploratory Data Analysis

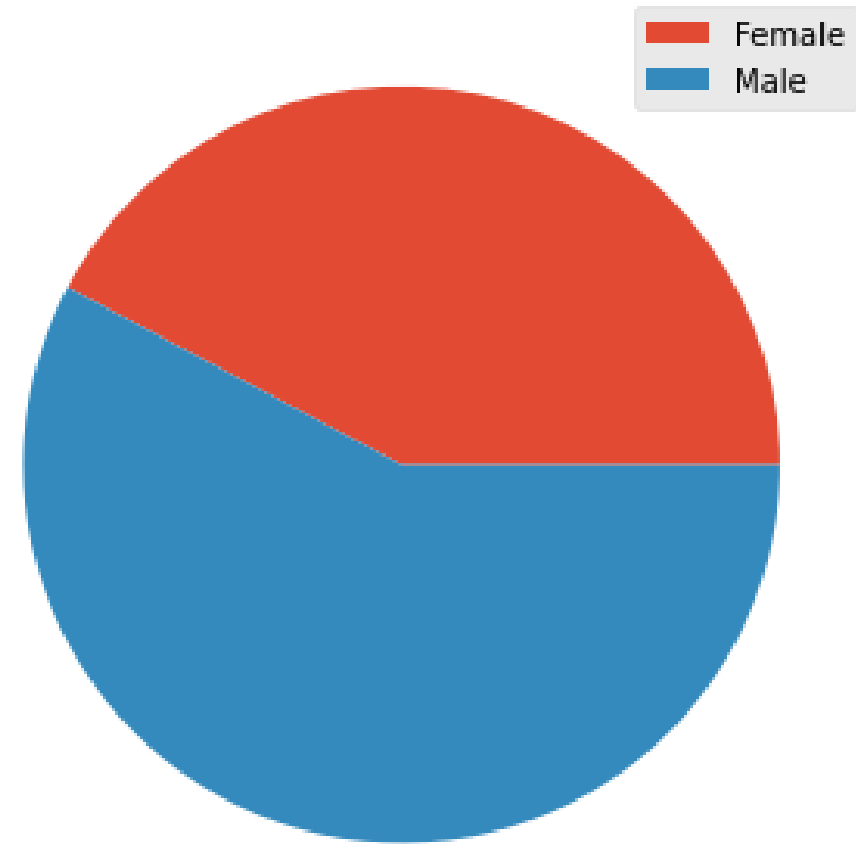


# Exploratory Data Analysis

Distribution of Gender of Pink Cab Customers



Distribution of Gender of Yellow Cab Customers



# Exploratory Data Analysis

## Pink Cab Company Age Distribution

Statistic	Value
Count	84711
Mean	35.322
Standard Deviation	12.645
Minimum	18
25%	25
50%	33
75%	42
Maximum	65

## Yellow Cab Company Age Distribution

Statistic	Value
Count	274681
Mean	35.341
Standard Deviation	12.579
Minimum	18
25%	25
50%	33
75%	42
Maximum	65

# Conclusions & Recommendations

During this time frame:

- Yellow Cab had more rides / transactions
- Yellow Cab showed more growth through increasing the number of transactions over time
- Yellow Cab had greater customer retention
- The gender distribution was similar for both companies
- The age distribution was similar for both companies

Recommendation:

Based on the conclusions above, Yellow Cab appears to show greater potential for investment and growth, if they continue on this path.

# Thank You