



Data Glacier

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G2M Cab Industry Analysis

Virtual Internship

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Background & Objective

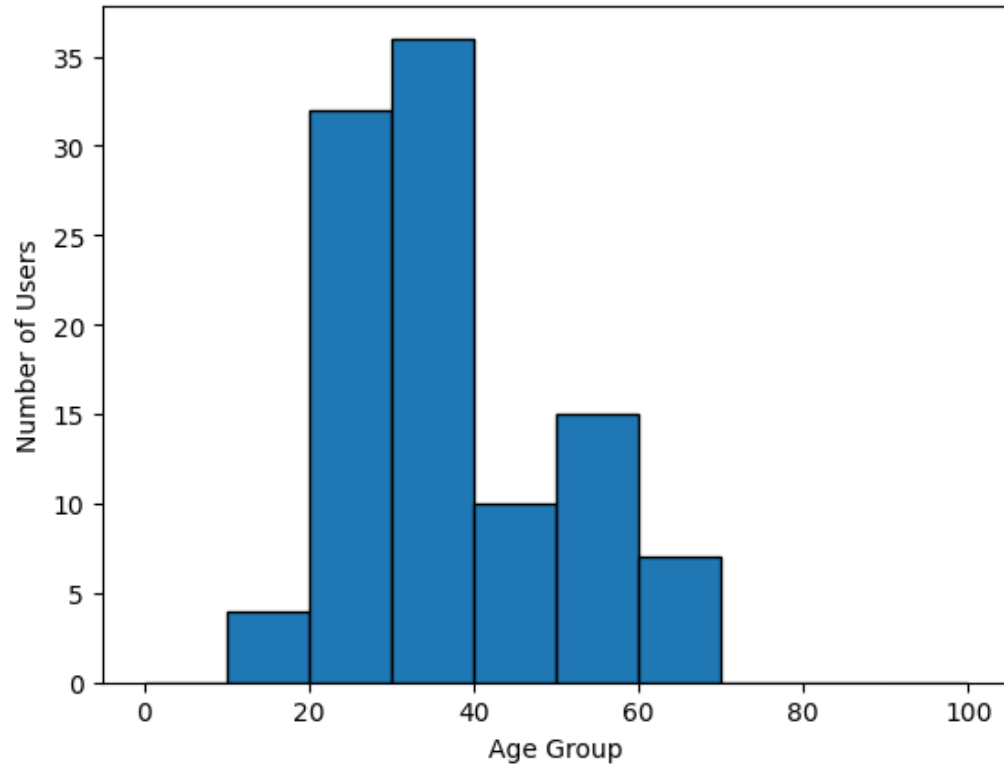
XYZ is a private firm in US. Due to remarkable growth in the Cab Industry in last few years and multiple key players in the market, it is planning for an investment in Cab industry and as per their Go-to-Market(G2M) strategy they want to understand the market before taking final decision.

Objective : Provide actionable insights to help XYZ firm in identifying the right company for making investment.

Understanding Data

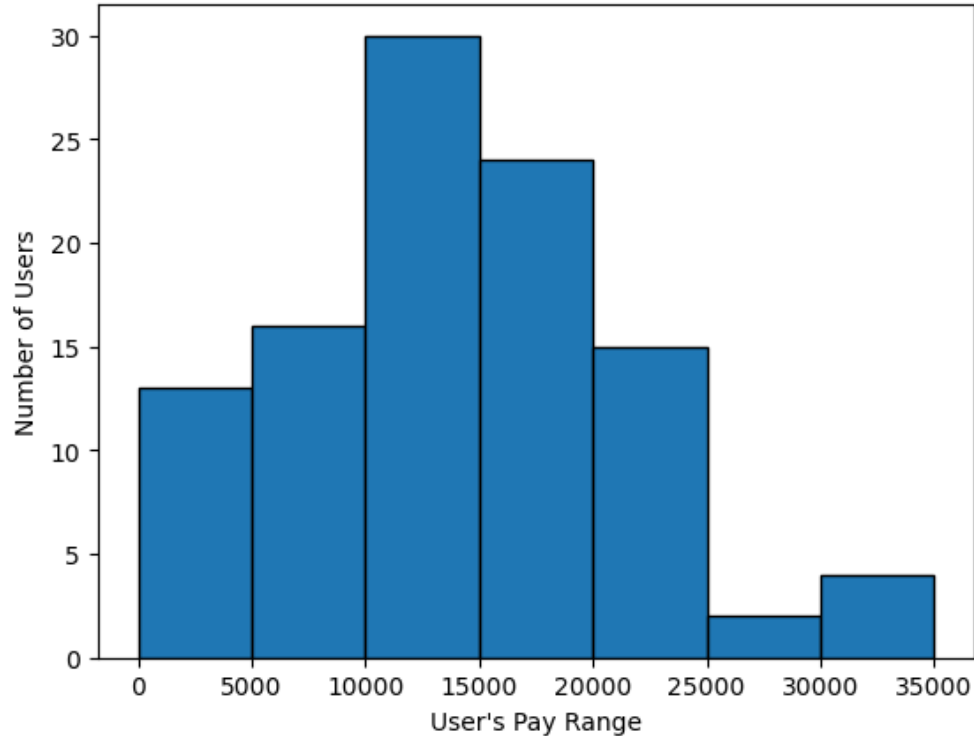
- Total data points :355,032
- 4 Data files which derived to two master files were derived one is master transaction data frame and the other is master customer Data frame
- Assumed that the data provided was in the specified time and date range as the date of transaction data field was corrupted.
- Profit of rides are calculated keeping other factors constant and only
- Price_Charged and Cost_of_Trip features used to calculate profit.

Data Analysis by Age Group



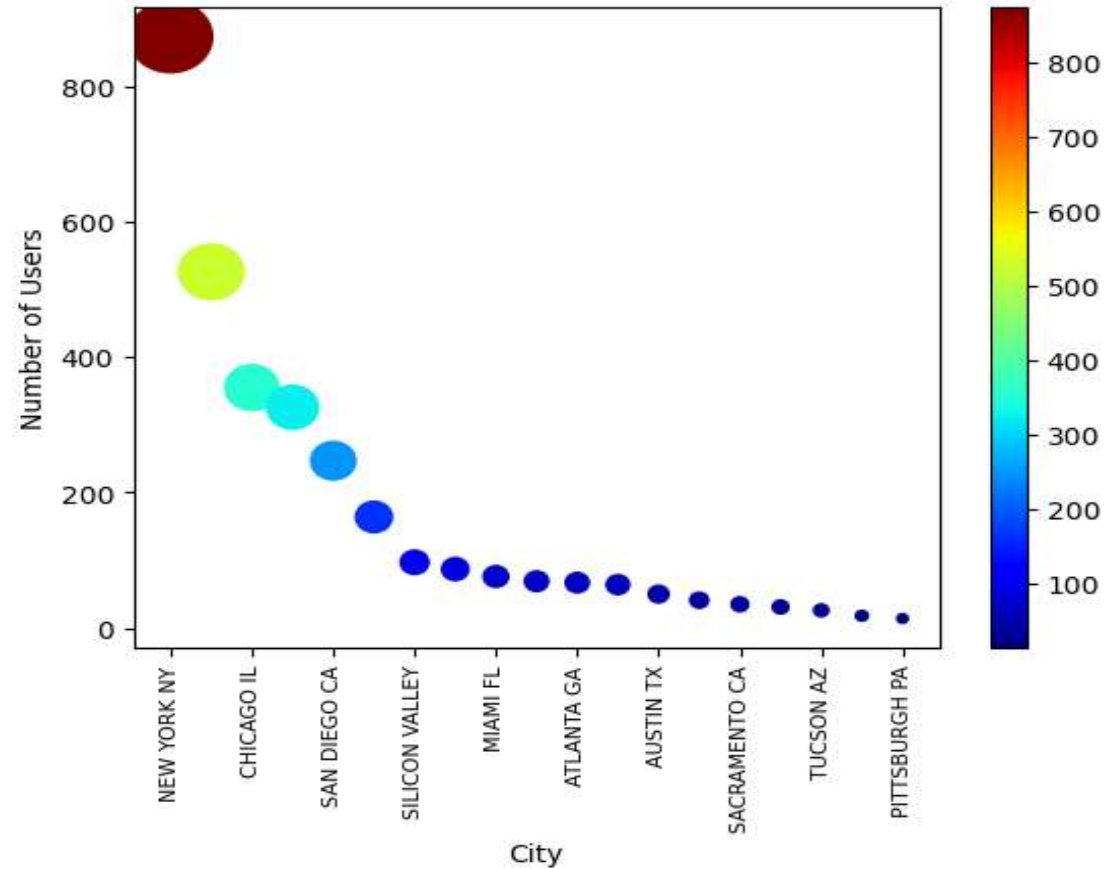
Considering data by age range it can be seen that the most number of users lie between the age range of 30-40 while on the second number the age range between 20-30.

Data Analysis by Pay Range



Considering data by Pay Range it can be seen that the most number of users lie between the pay range of 10,000-15,000 while on the second number the pay range between 15000-20000.

Data Analysis of Number of Users by Cities



Considering data by Number of Users by cities for both the cab companies lie in New York City.

Data Analysis of Users by Cities and Cab Company

Number of transactions as per cities for Yellow Cab as per the given time period :-

```
Number of transaction in NEW YORK NY: 85918
Number of transaction in ORANGE COUNTY: 2469
Number of transaction in PHOENIX AZ: 1200
Number of transaction in PITTSBURGH PA: 631
Number of transaction in SACRAMENTO CA: 1033
Number of transaction in SAN DIEGO CA: 9816
Number of transaction in SEATTLE WA: 5265
Number of transaction in SILICON VALLEY: 4722
Number of transaction in TUCSON AZ: 1132
Number of transaction in WASHINGTON DC: 40045
Number of transaction in ATLANTA GA: 5795
Number of transaction in AUSTIN TX: 3028
Number of transaction in BOSTON MA: 24506
Number of transaction in CHICAGO IL: 47264
Number of transaction in DENVER CO: 2431
Number of transaction in LOS ANGELES CA: 28168
Number of transaction in MIAMI FL: 4452
Number of transaction in DALLAS TX: 5637
Number of transaction in NASHVILLE TN: 1169
```

Number of transactions as per cities for Pink Cab as per the given time period :-

```
Number of transaction in NEW YORK NY: 13967
Number of transaction in ORANGE COUNTY: 1513
Number of transaction in PHOENIX AZ: 864
Number of transaction in PITTSBURGH PA: 682
Number of transaction in SACRAMENTO CA: 1334
Number of transaction in SAN DIEGO CA: 10672
Number of transaction in SEATTLE WA: 2732
Number of transaction in SILICON VALLEY: 3797
Number of transaction in TUCSON AZ: 799
Number of transaction in WASHINGTON DC: 3692
Number of transaction in ATLANTA GA: 1762
Number of transaction in AUSTIN TX: 1868
Number of transaction in BOSTON MA: 5186
Number of transaction in CHICAGO IL: 9361
Number of transaction in DENVER CO: 1394
Number of transaction in LOS ANGELES CA: 19865
Number of transaction in MIAMI FL: 2002
Number of transaction in DALLAS TX: 1380
Number of transaction in NASHVILLE TN: 1841
```

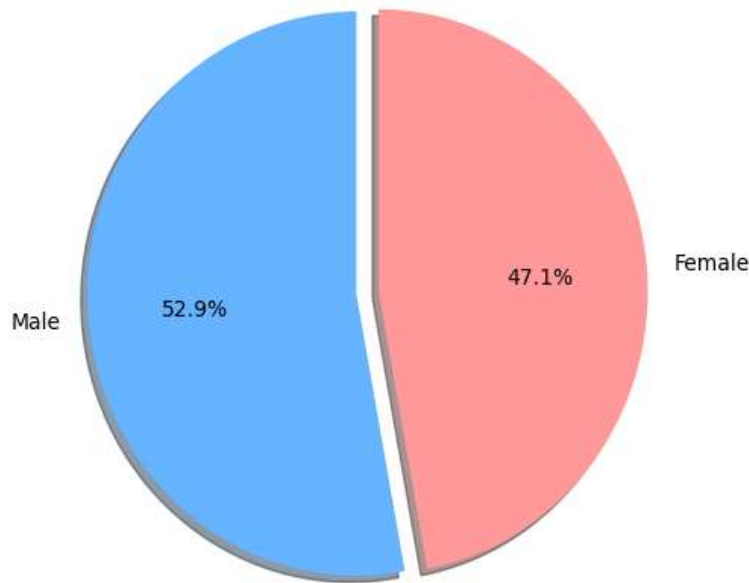
Average Trip Cost Using Yellow Cab: 298.8892

Average Trip Cost Using Pink Cab: 249.046

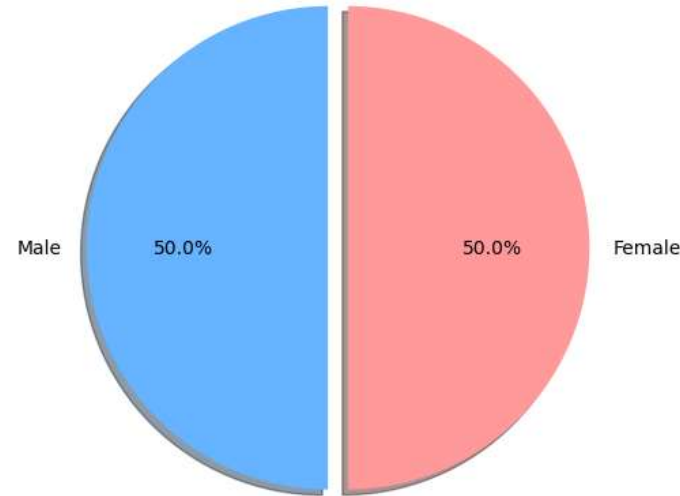
Considering data by Number of transactions by cities for individual cab companies lie in New York City. This also shows that maximum transactions is of yellow Cab as well as average cost of trip being higher than Pink Cab.

Data Analysis of Male Vs Female Users

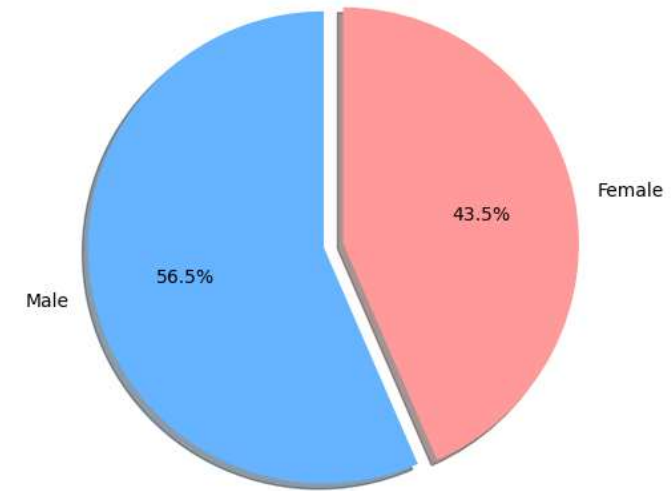
Male vs Female Users



Male vs Female Users(Yellow Cab)

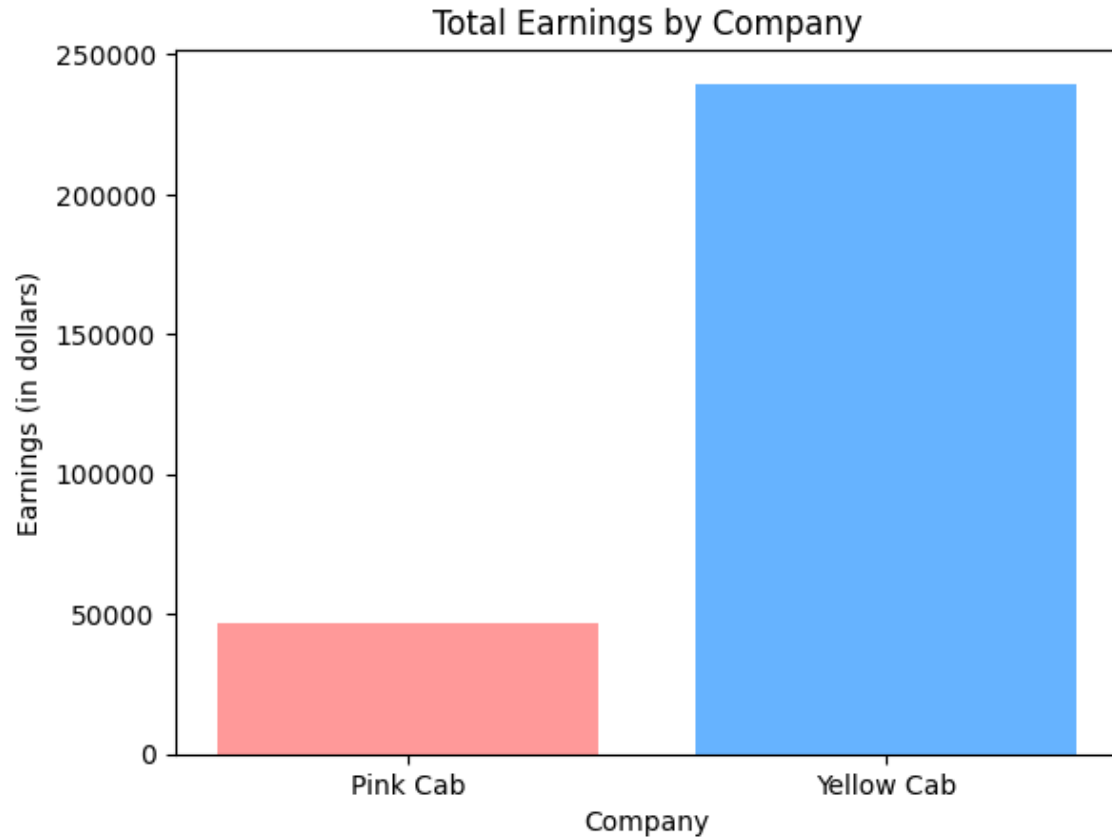


Male vs Female Users(Pink Cab)



Equal amount of Male and Female users in Yellow Cab, as they work in the same cities, there still is more potential for female users in Pink Cab

Data Analysis of Total Earnings by Cab Company



Total earnings for the Specified time of Pink Cab lies under 50,000 \$ while for Yellow Cab it ranges between 200,000-250,000.

Recommendation and Conclusion

- Considering the customer reach, **Yellow Cab** has way more **customer reach** compared to the **Pink Cab**.
- Average **Cost per trip** wise, **Yellow Cab** has more cost leading to more earning per trip compared to **Pink Cab**.
- In accordance to the **Total Earning**, **Yellow Cab** has around **4 times** the earnings of **Pink Cab**.
- For marketing and growth purpose, Pink Cab has more potential seeing the trend of Yellow Cab to market among female users, on the other hand, marketing in the age range of 30-40 years would be the most beneficial as it is more popular among them and among the users with pay range between 10,000-15,000 USD

Conclusion: Recommendation for investment will be for **Yellow Cab Company**



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Thank You