

Go-to-Market(G2M) Strategy



Your Deep Learning Partner

Presenter: Taimoor Razi

Date: 20-07-2022

Outline

- Executive Summary
- Problem Statement
- Approach
- Data Overview
- Exploratory Data Analysis (EDA)
- EDA Summary
- Recommendations



Executive Summary

XYZ is a private equity 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.

XYZ understanding of the market is limited and they asked us, the Data Glacier team, to help them understand where to invest in the industry.



Problem Statement

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

Data Glacier did a 3 month pilot focusing on these tasks:

- Data Intake Report
- EDA Notebook
- Presentation to XYZ's Executive team (Today)

Approach

1

Data Understanding

2

Data Extraction

3

Data Cleaning/Modelling

4

Exploratory Data Analysis

5

Recommendations



Cab_Data.csv



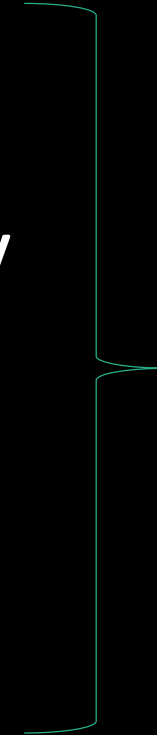
Transaction_ID.csv



Customer_ID.csv



City.csv



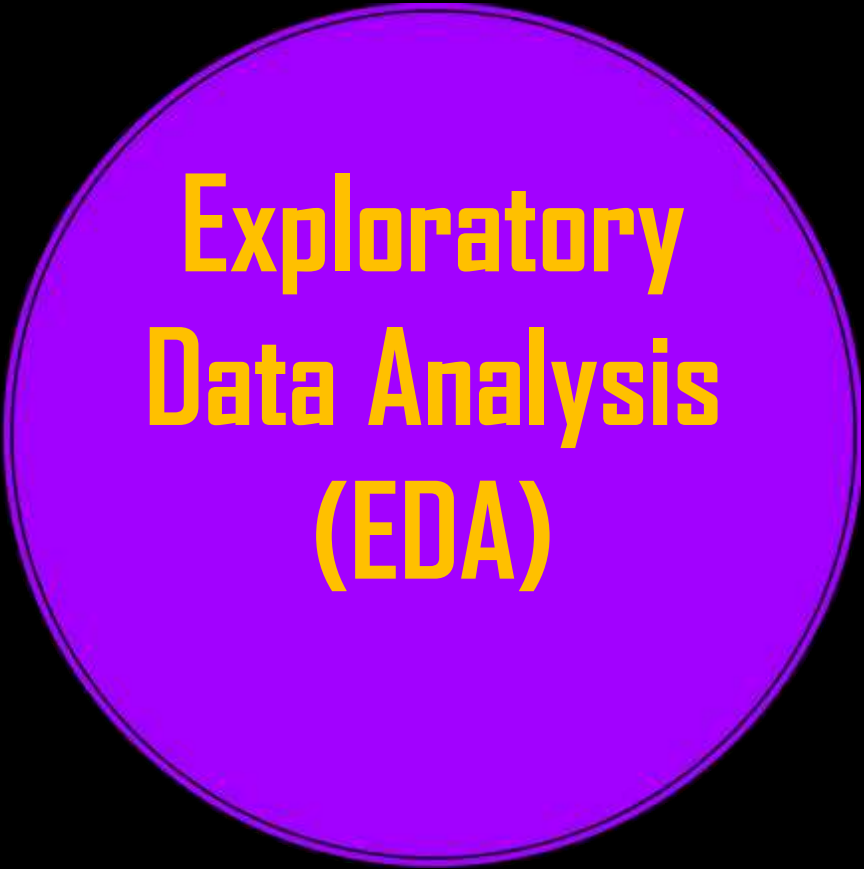
Final Cab Data



Data Overview

Final Cab Data

- 14 Features
- 359392 data points
- 2016-01-31 to 2018-12-31
- New features (profit, year, month)

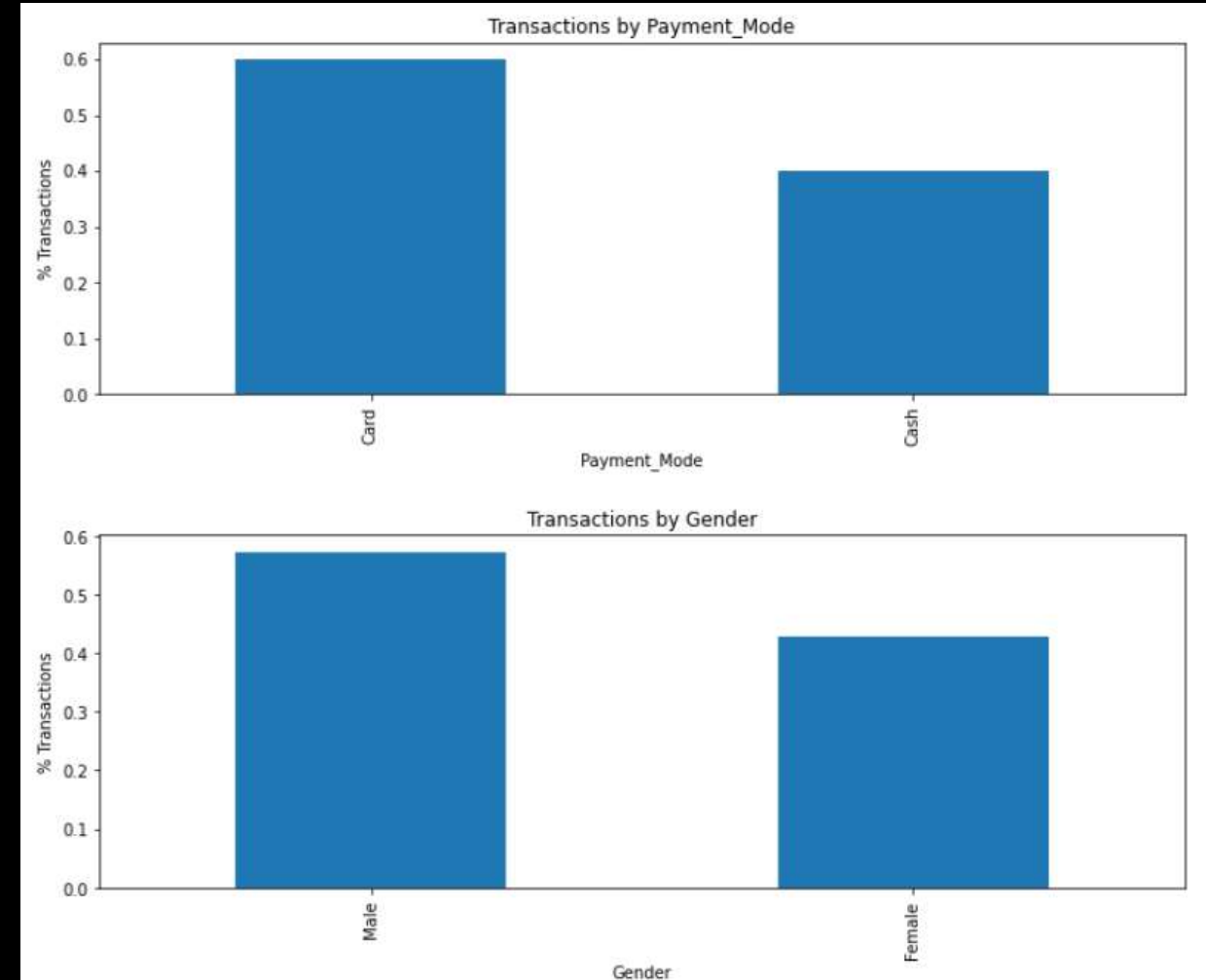
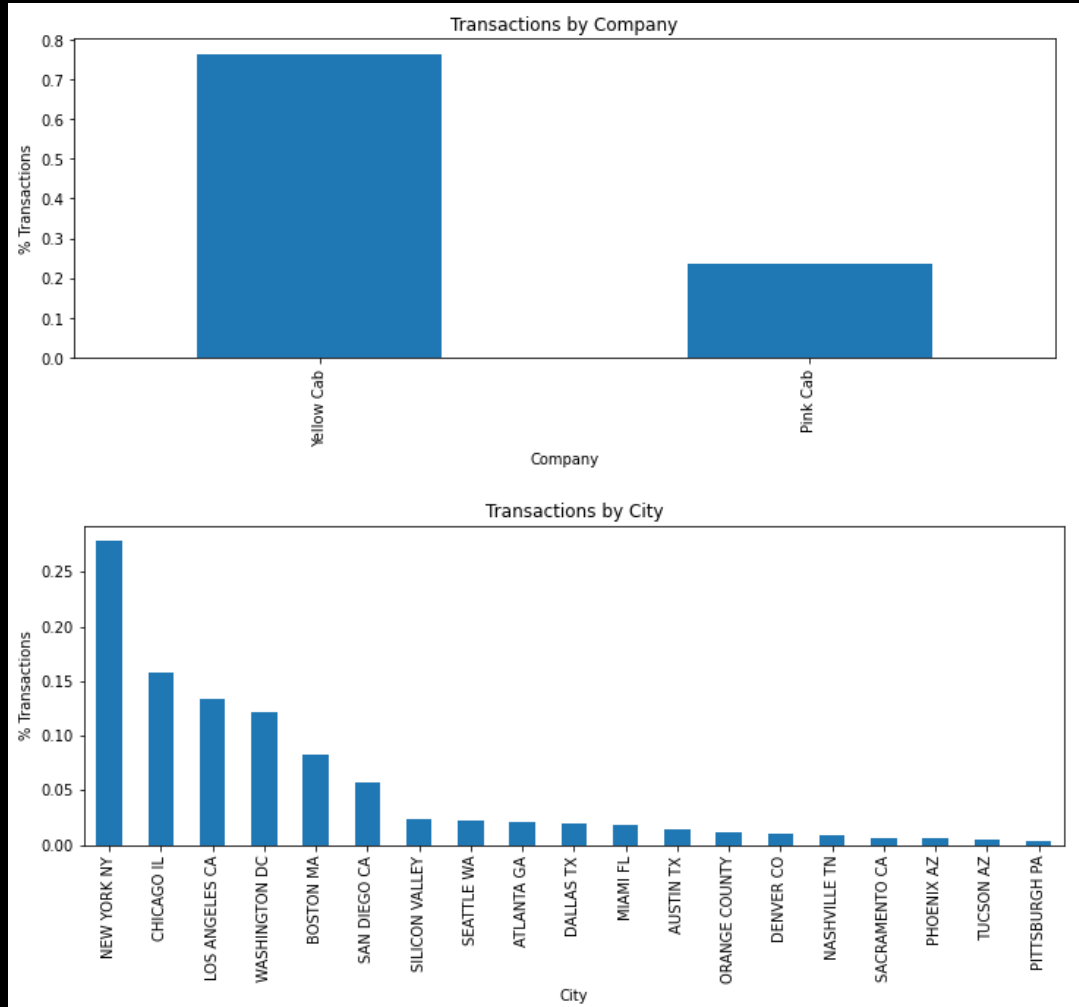


Exploratory Data Analysis (EDA)

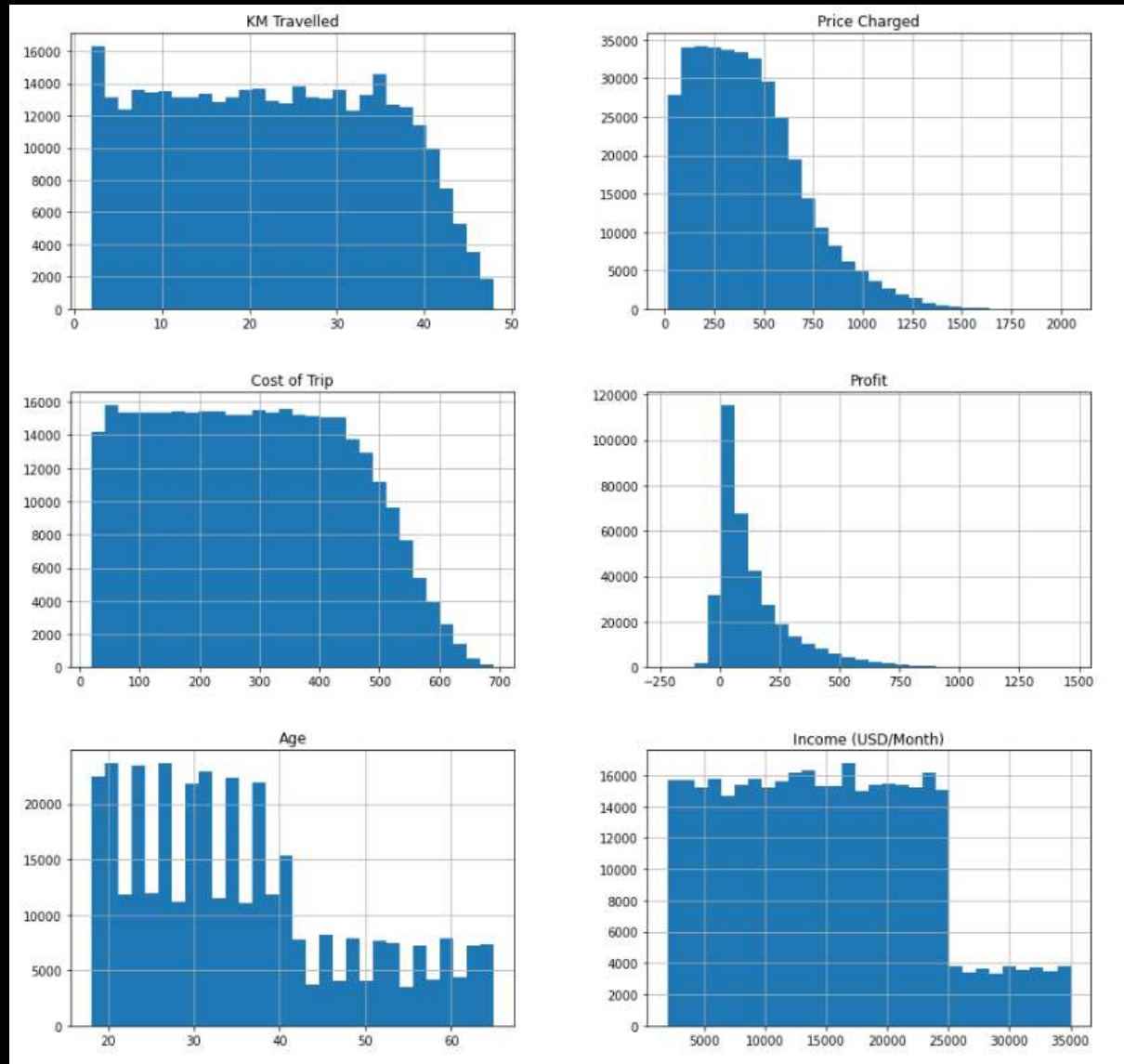
The Exploratory Data Analysis (EDA) has been divided into four parts:

- Market Overview: Categorical and Numerical Variable Analysis
- Demand Analysis
- Profit Analysis
- Customer Loyalty Analysis

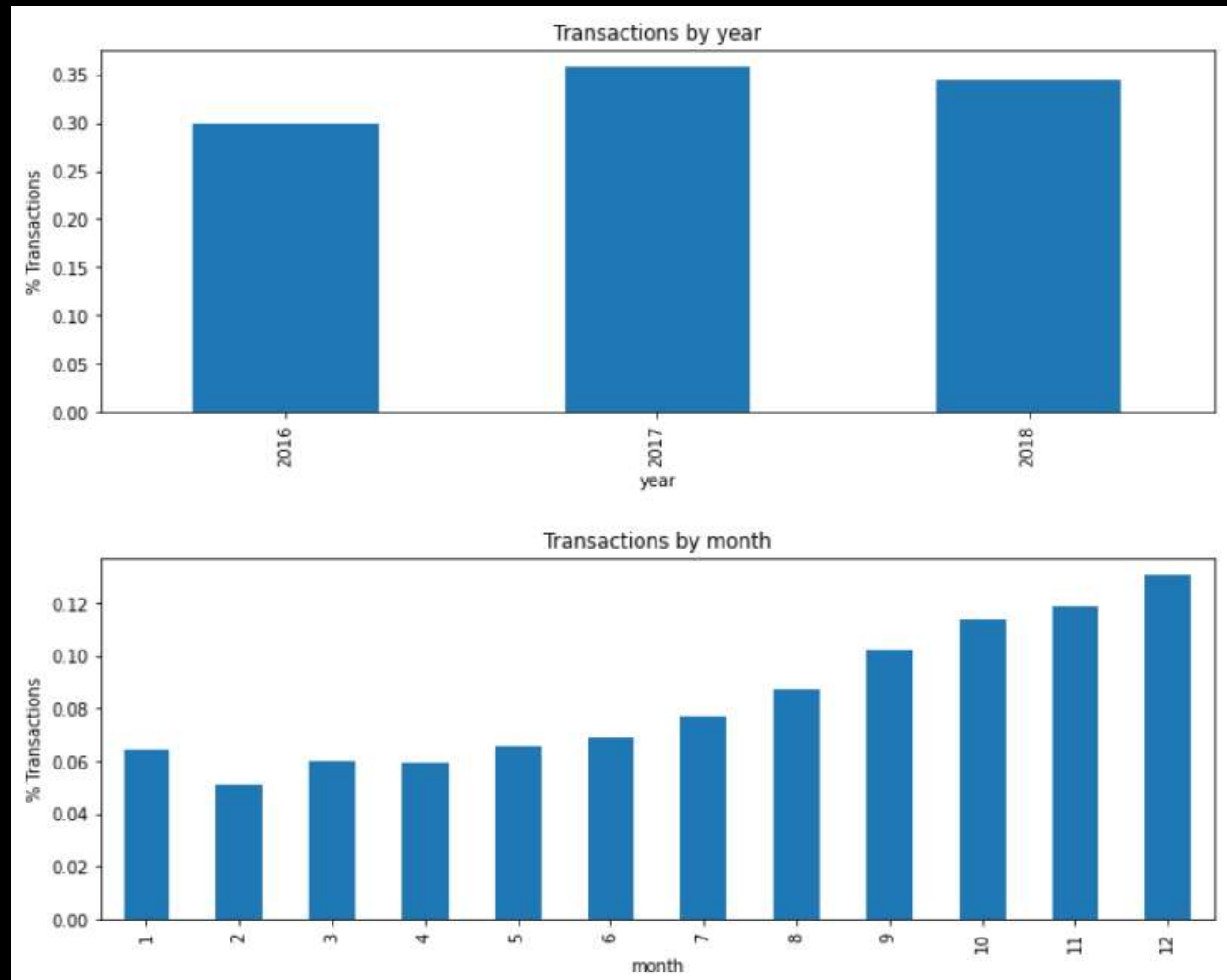
Market Overview – Categorical Variable Analysis



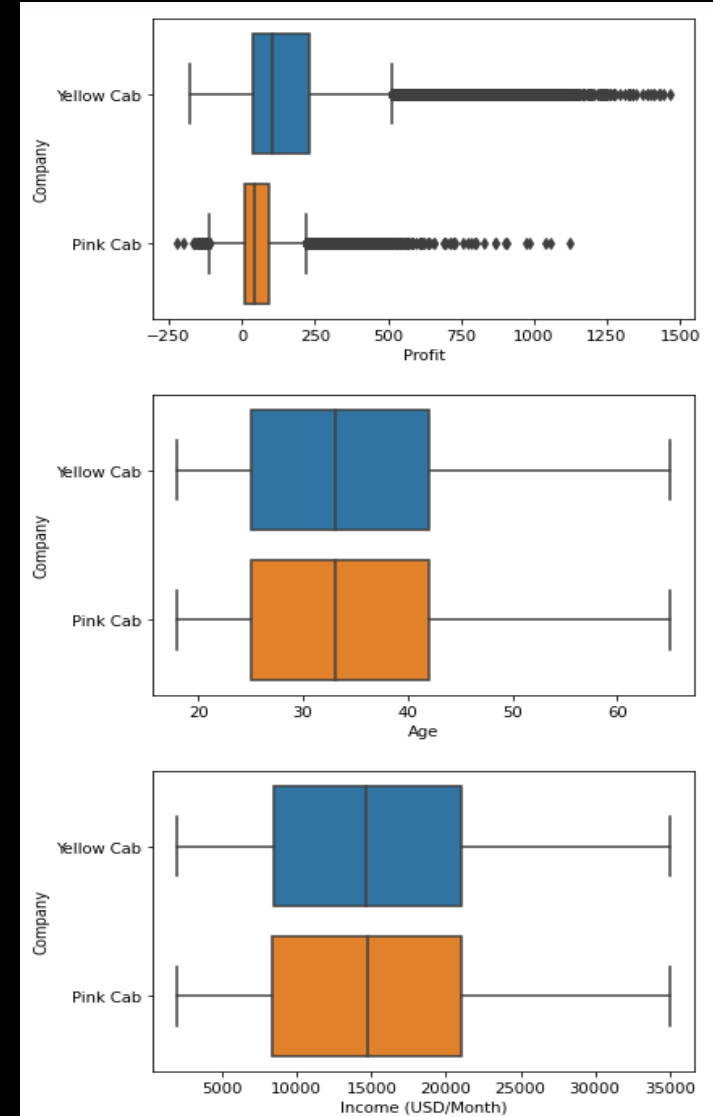
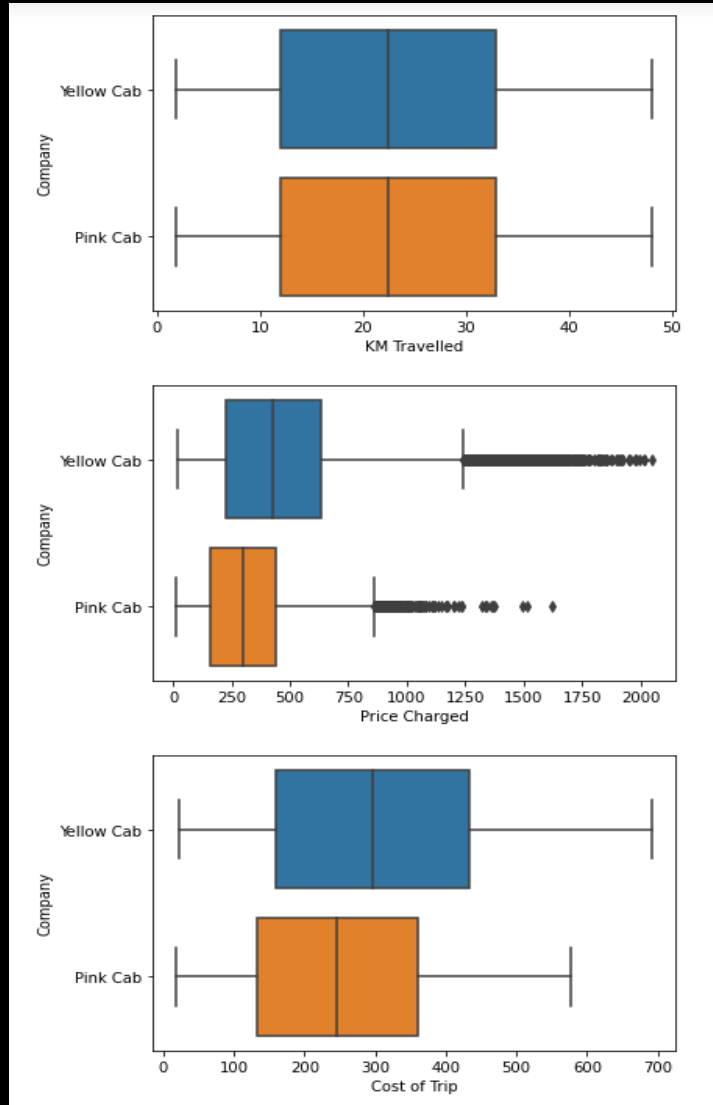
Market Overview – Numerical Variable Analysis



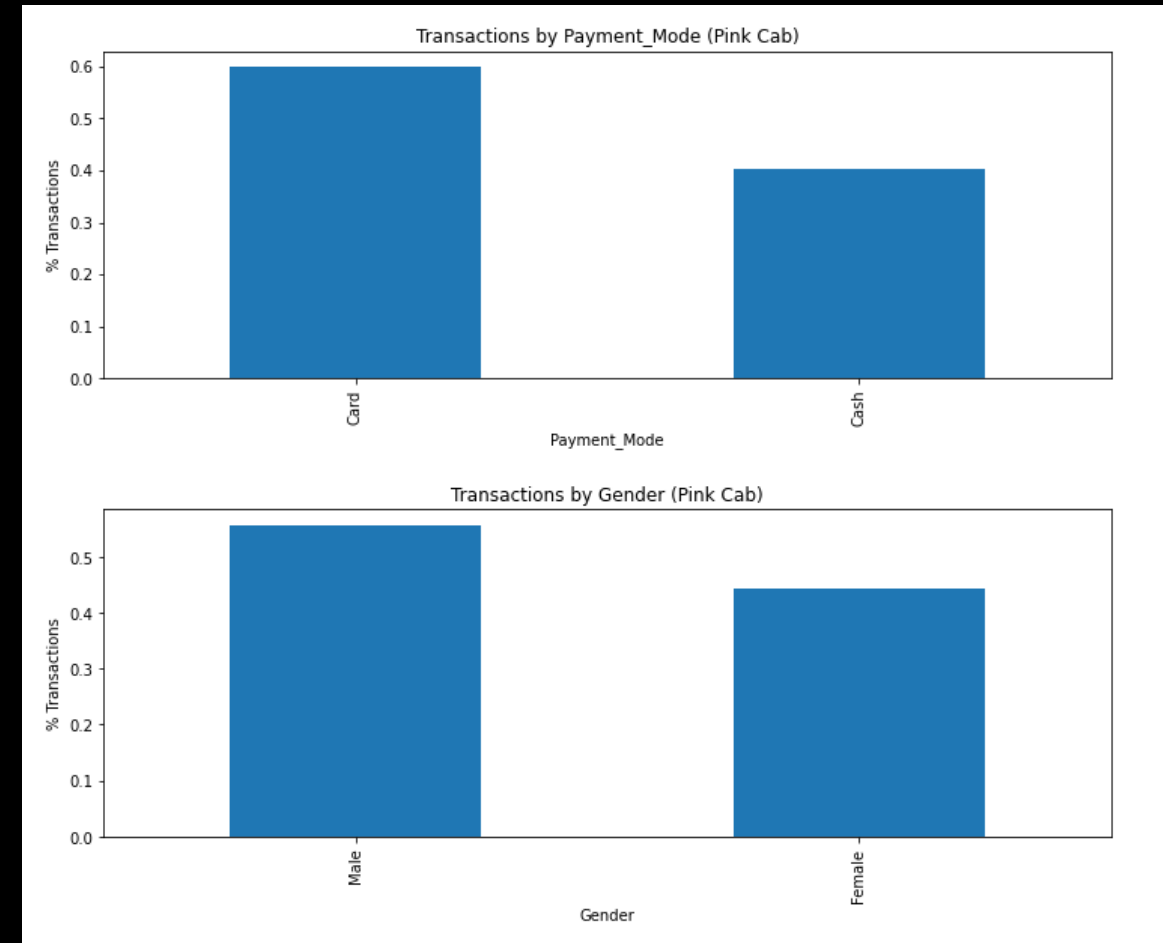
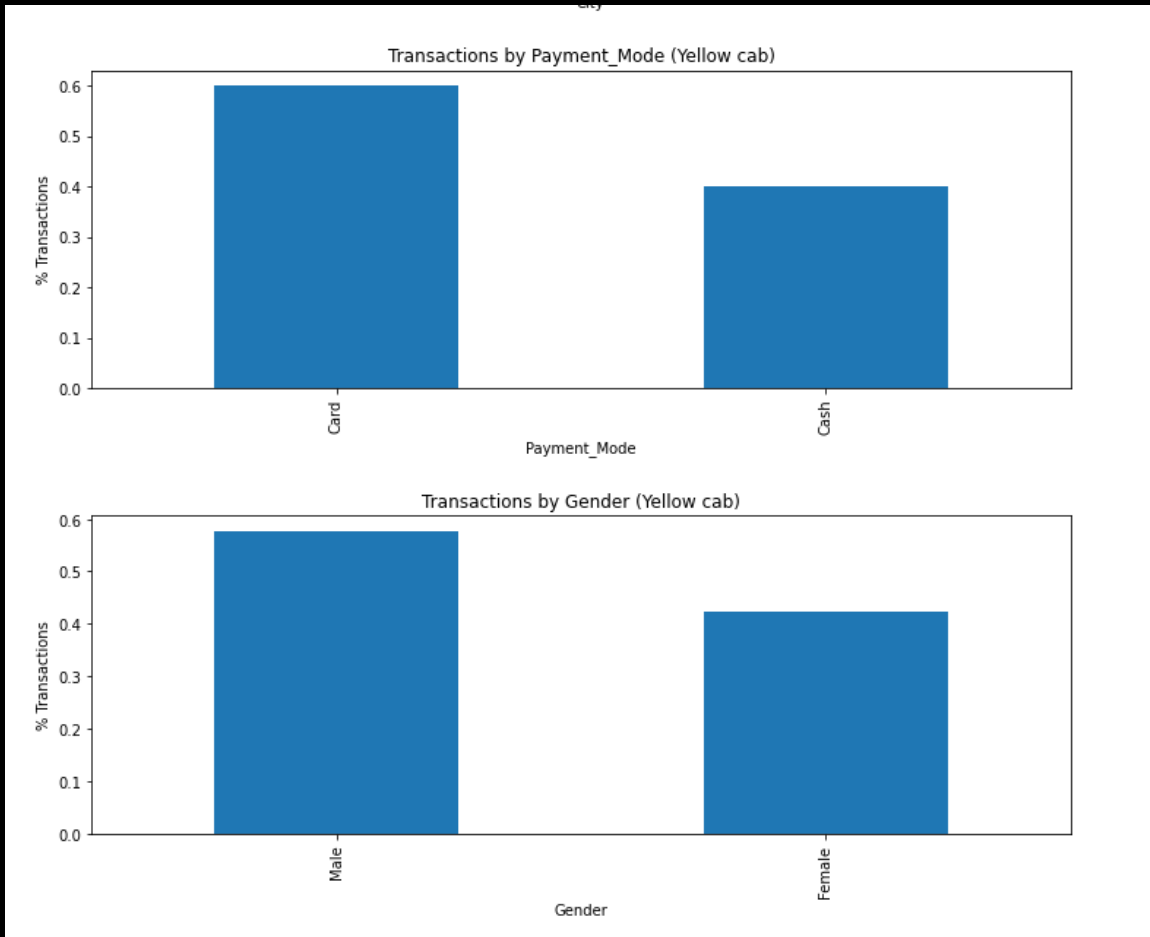
Market Overview – Numerical Variable Analysis



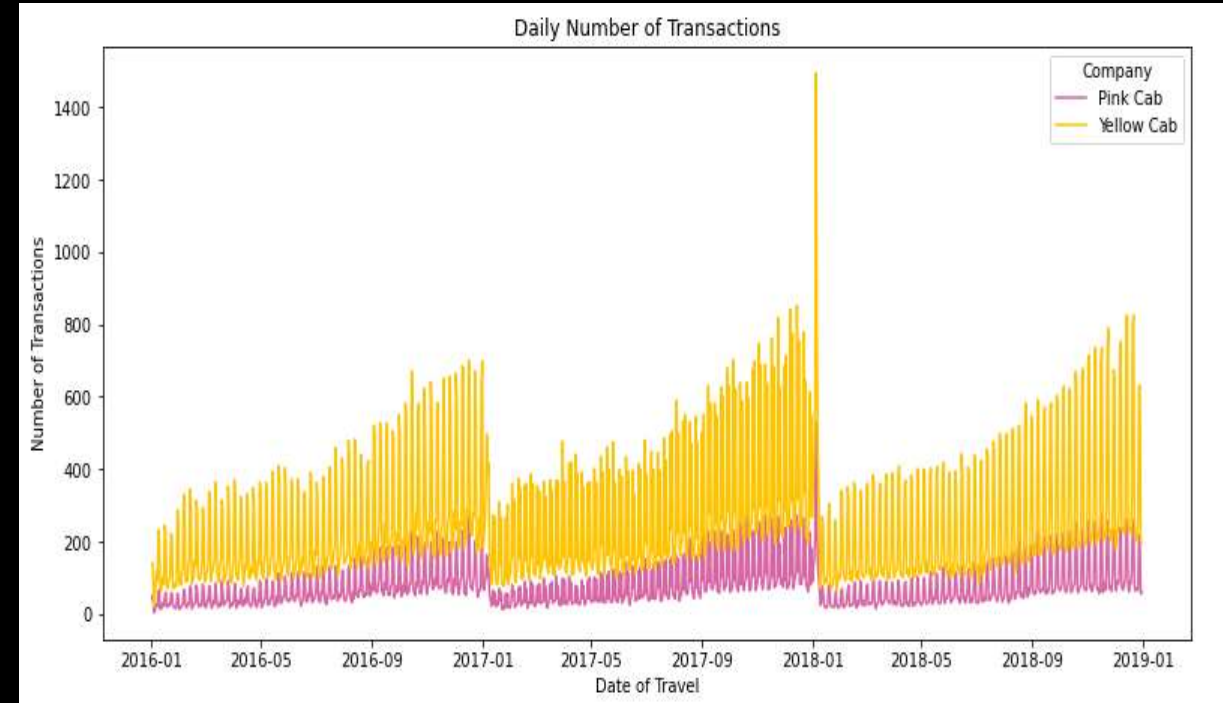
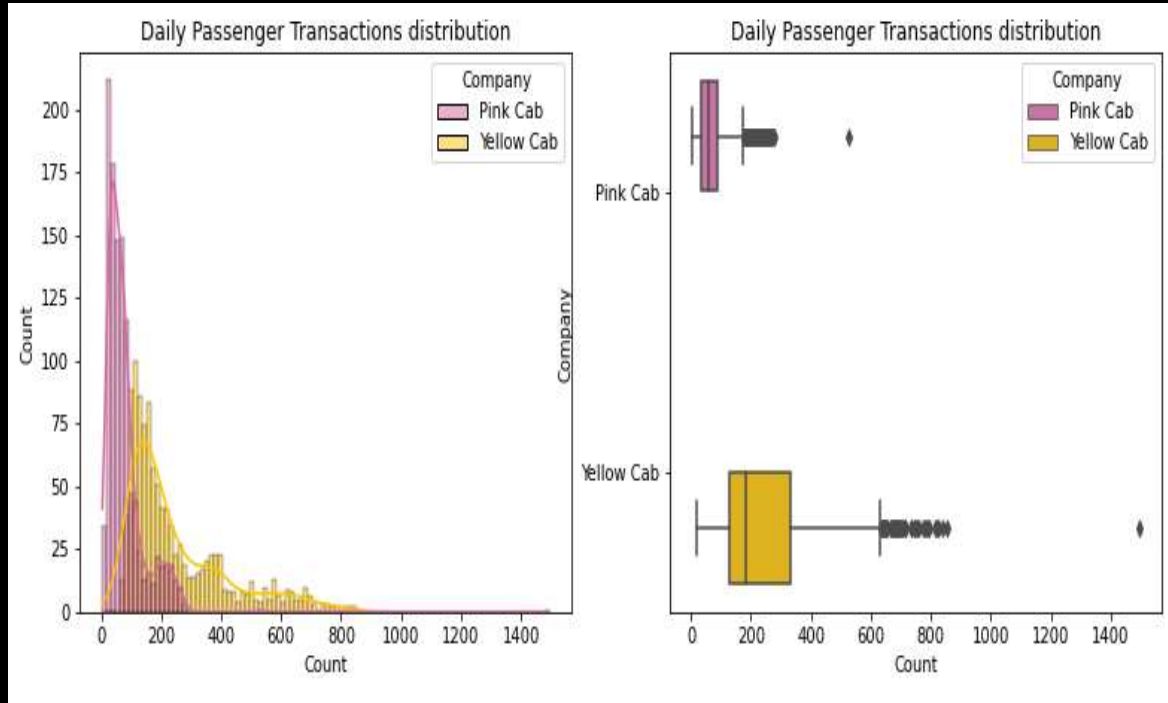
Market Overview – Pink cab vs Yellow cab



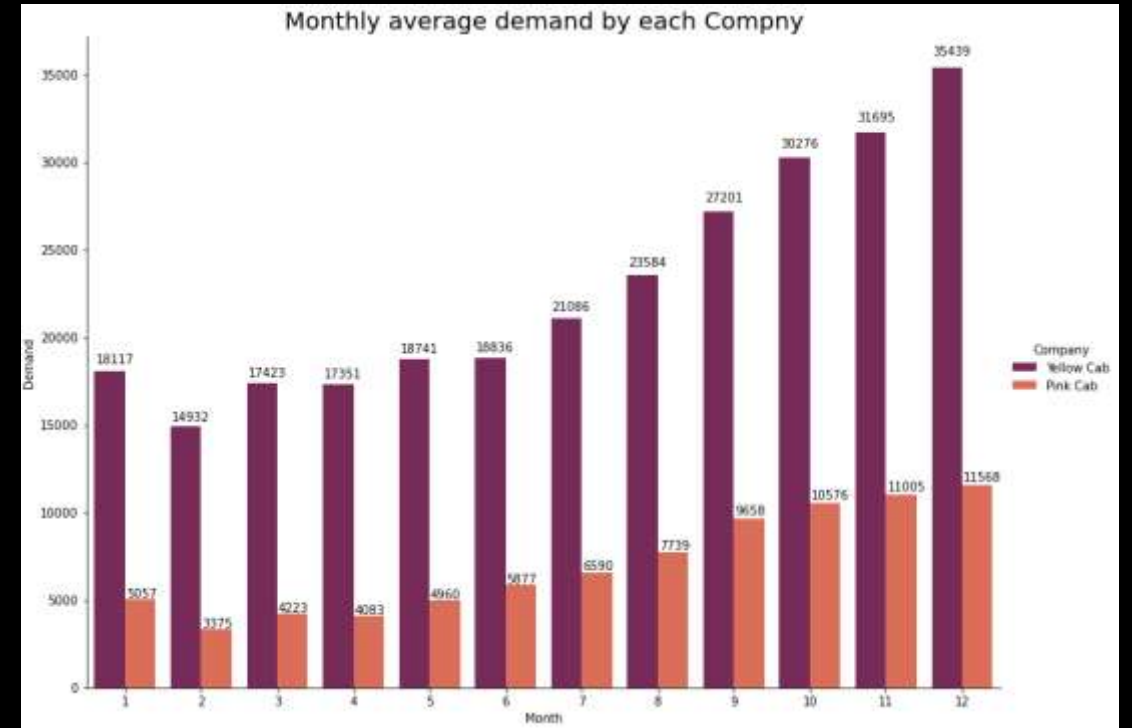
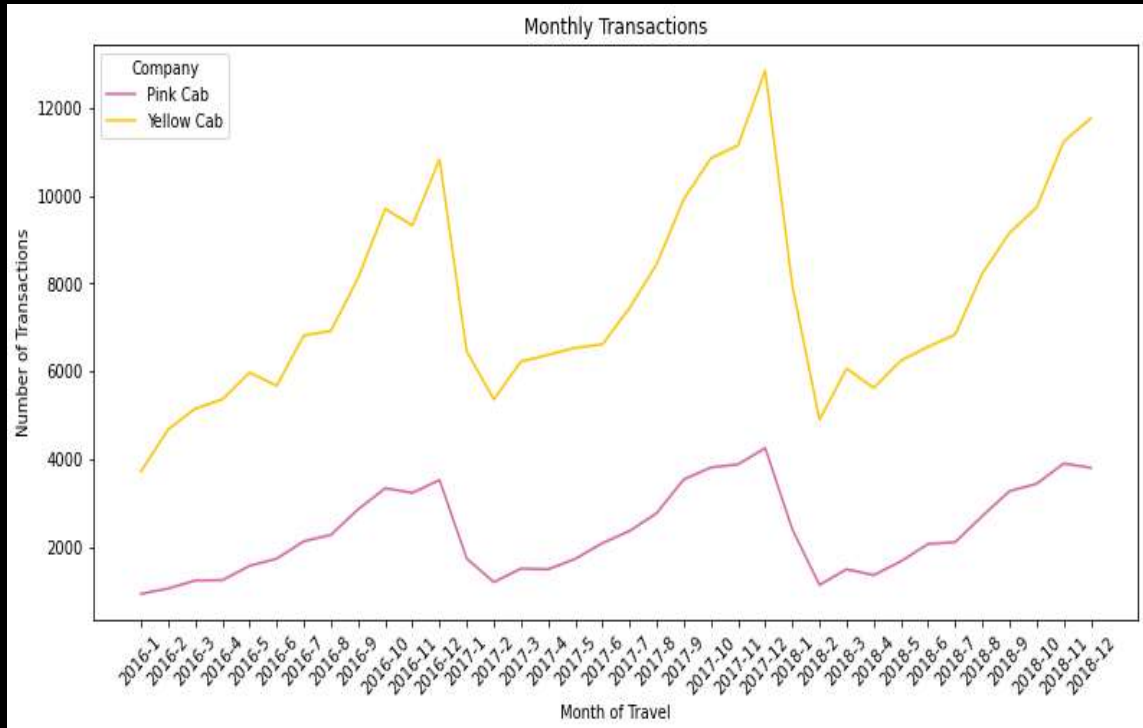
Market Overview – Pink cab vs Yellow cab



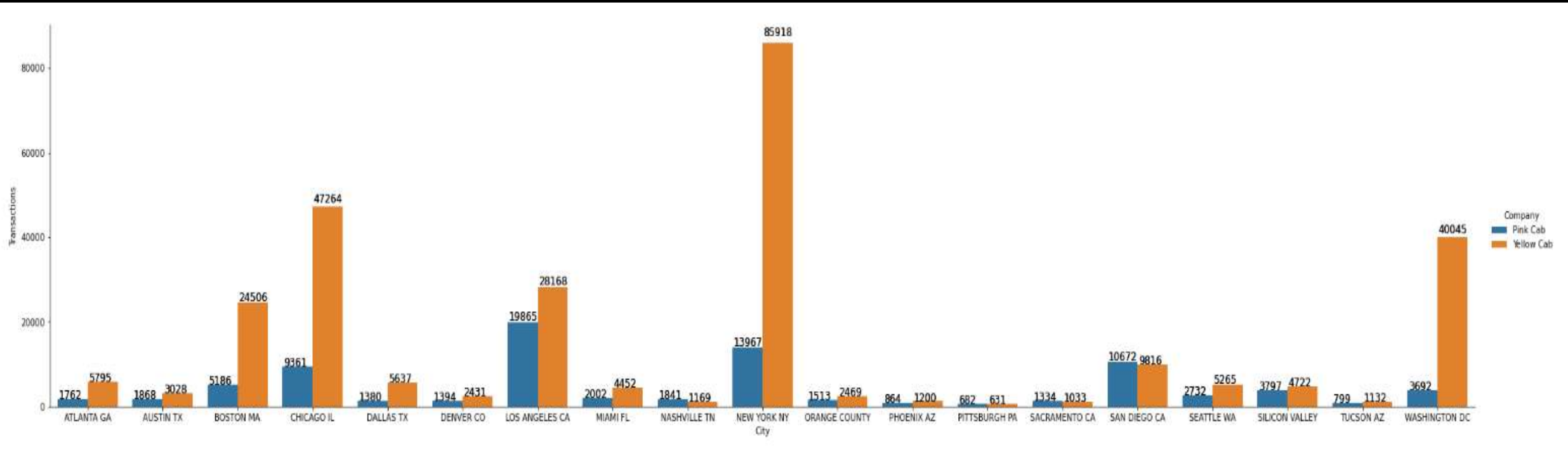
Demand Analysis – Daily Demand



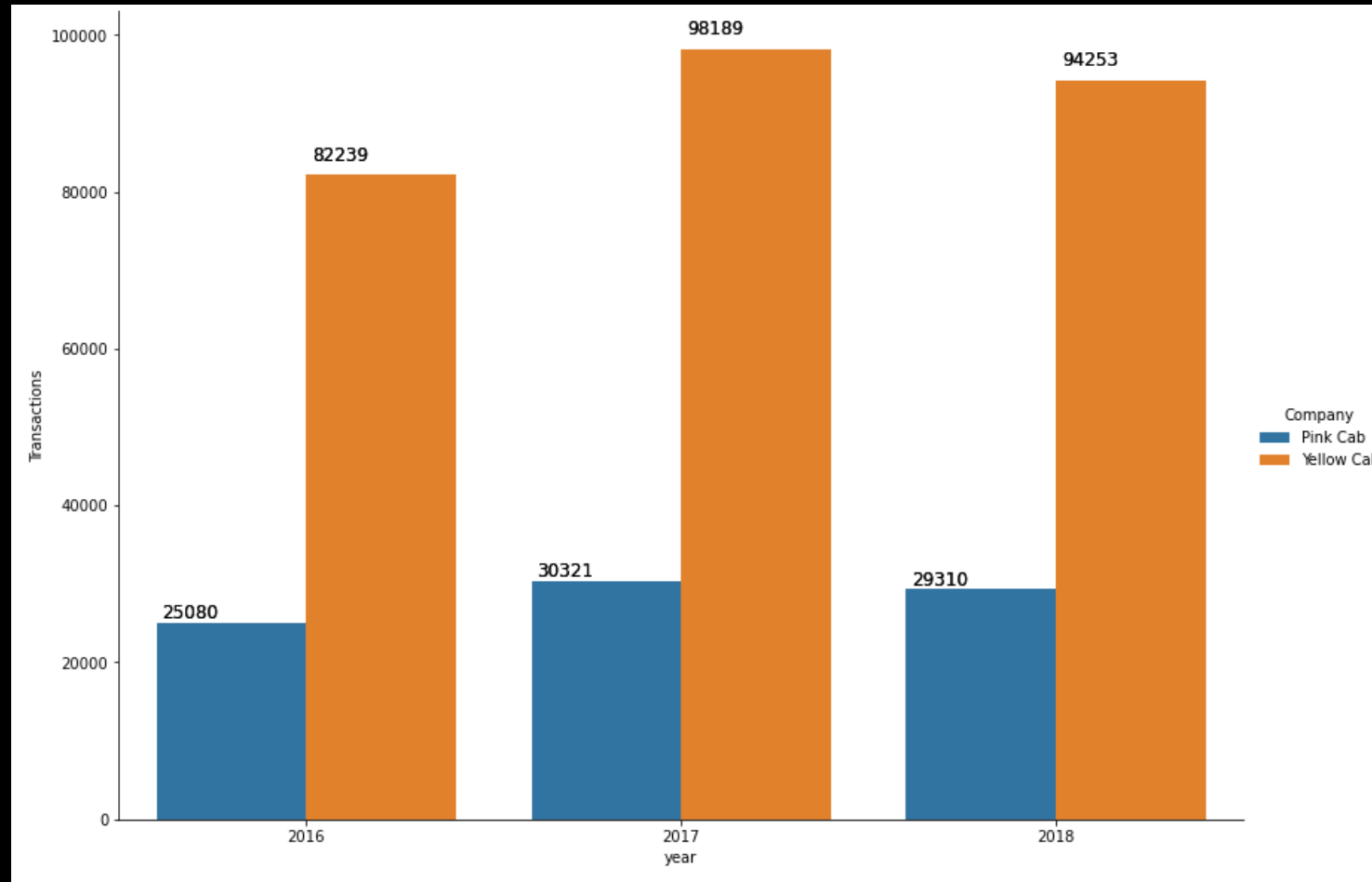
Demand Analysis – Monthly Demand



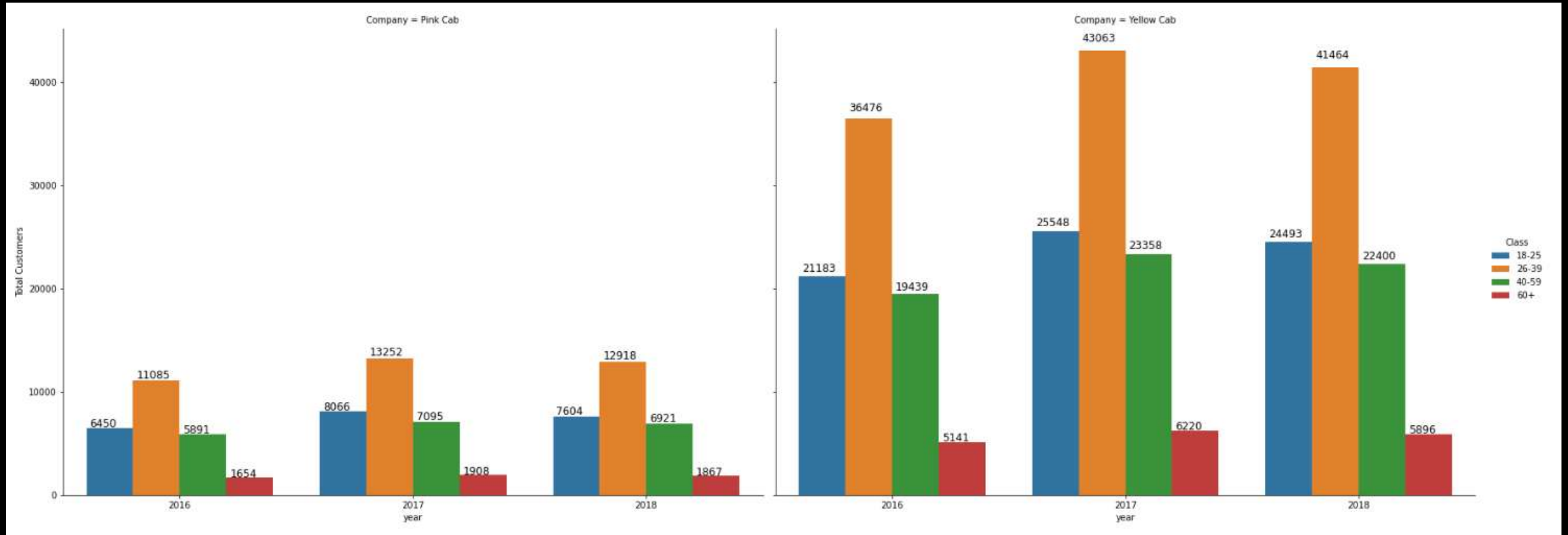
Demand Analysis – Demand by City



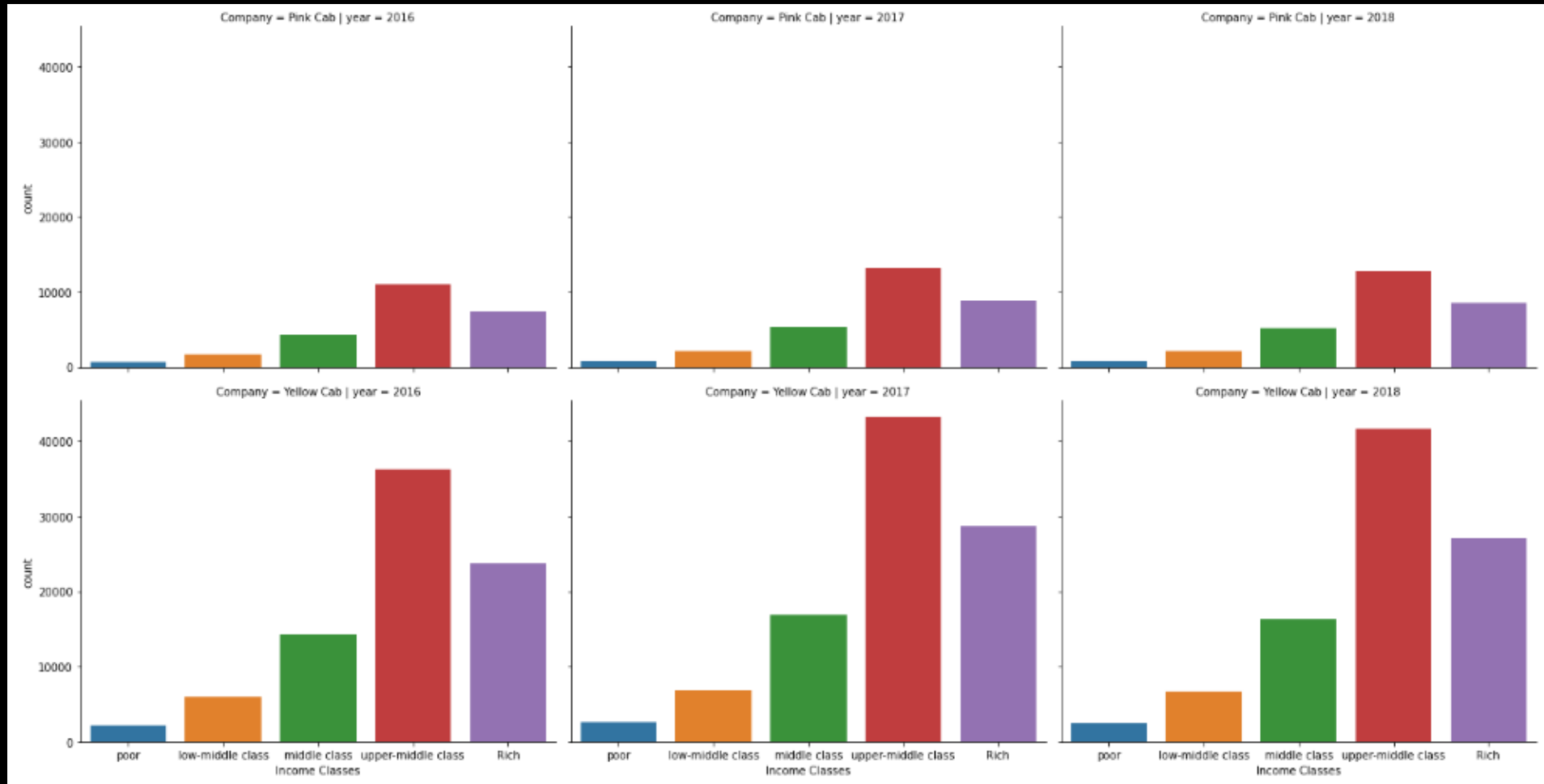
Demand Analysis – Yearly Demand



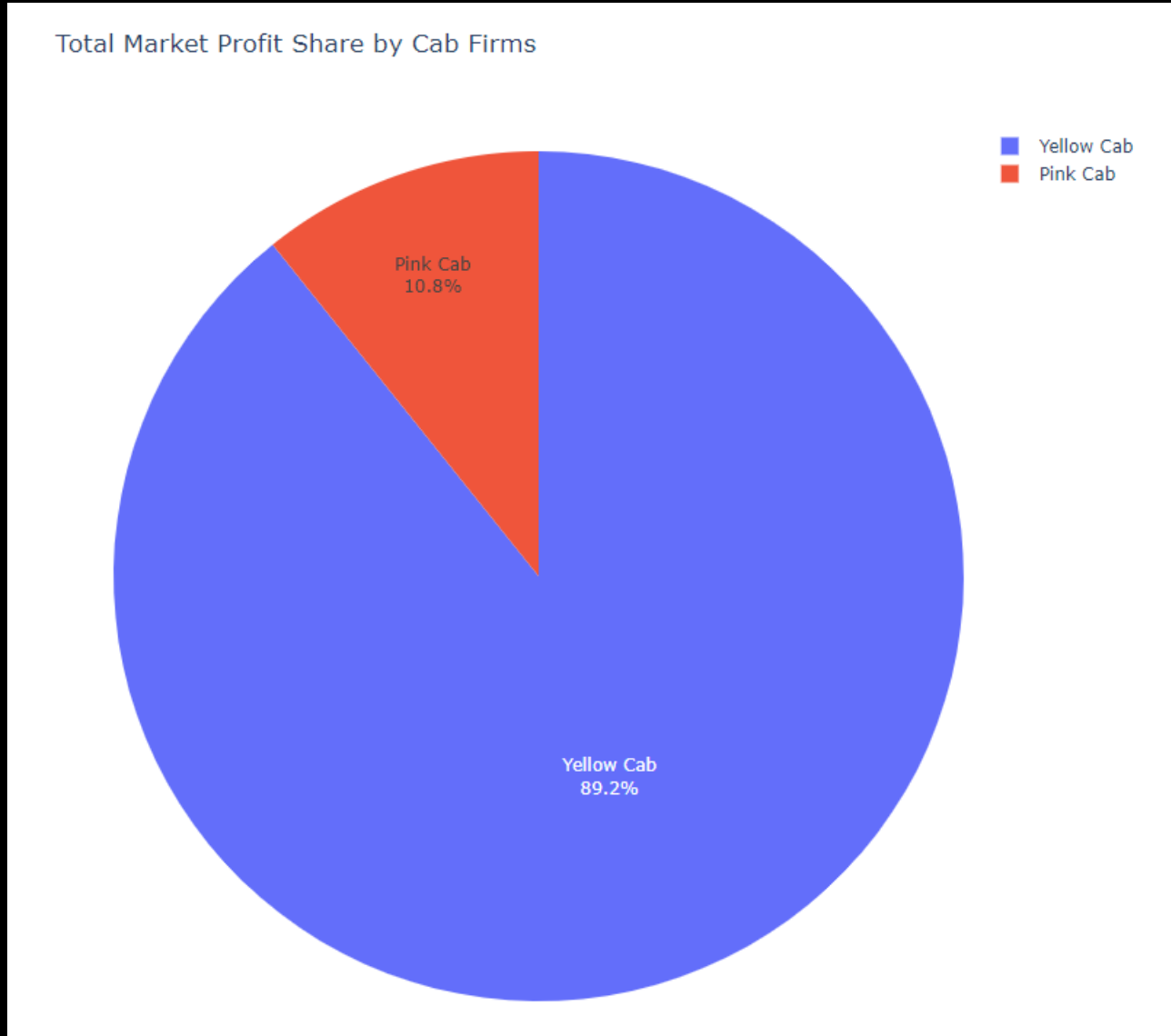
Demand Analysis –By Age Group



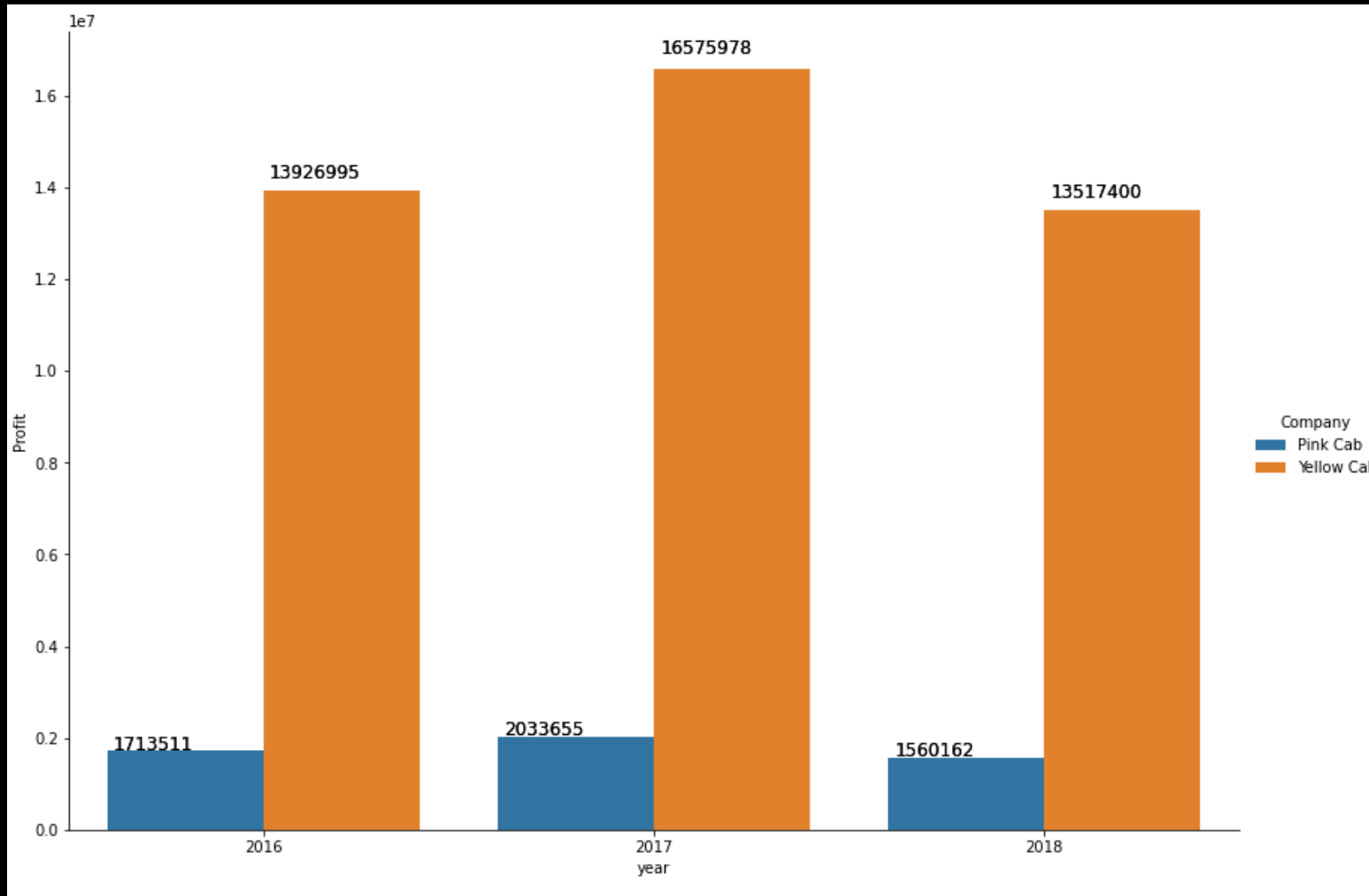
Demand Analysis –By Customer Income



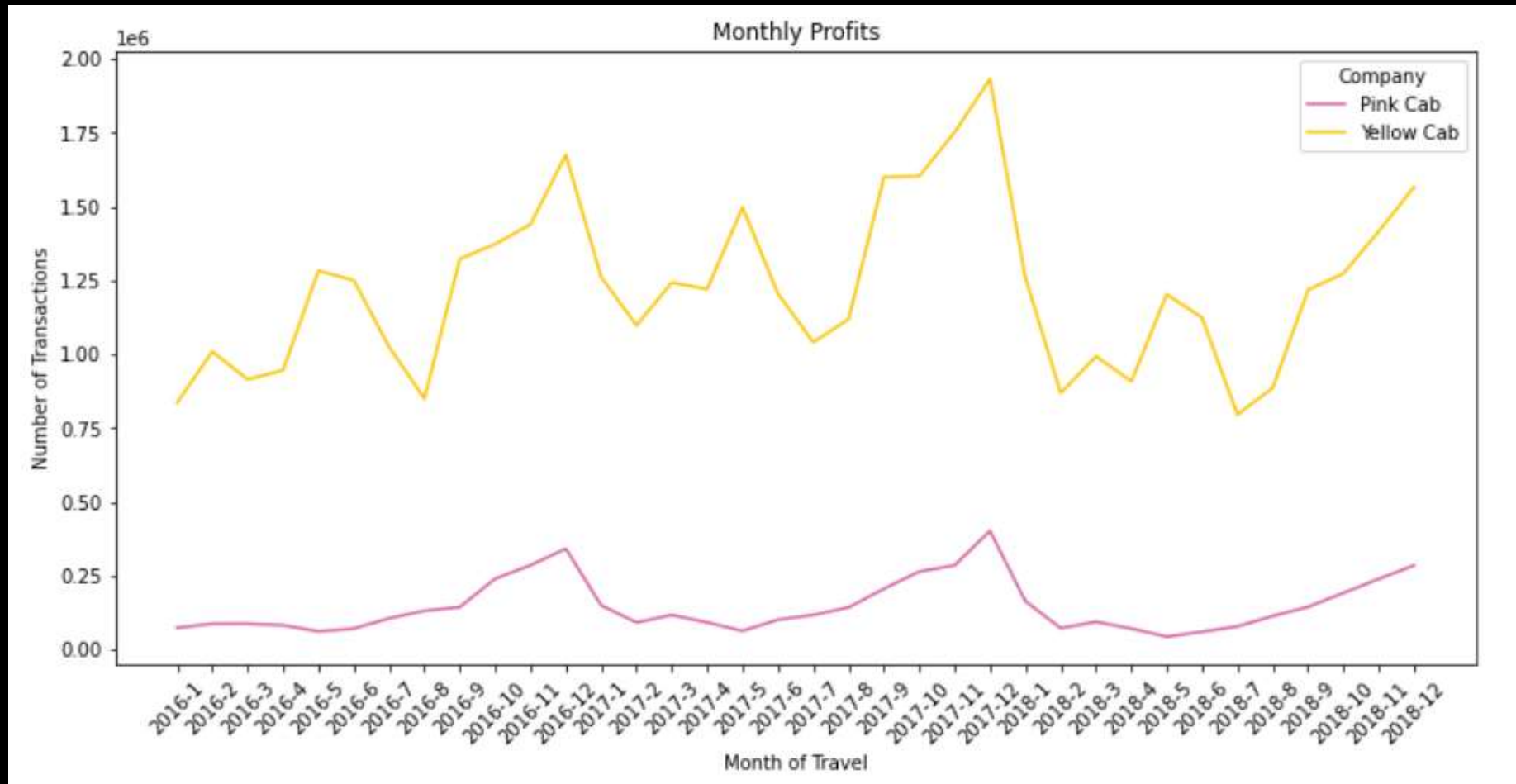
Profit Analysis –Market Profit Share by Cab Company



Profit Analysis –Annually



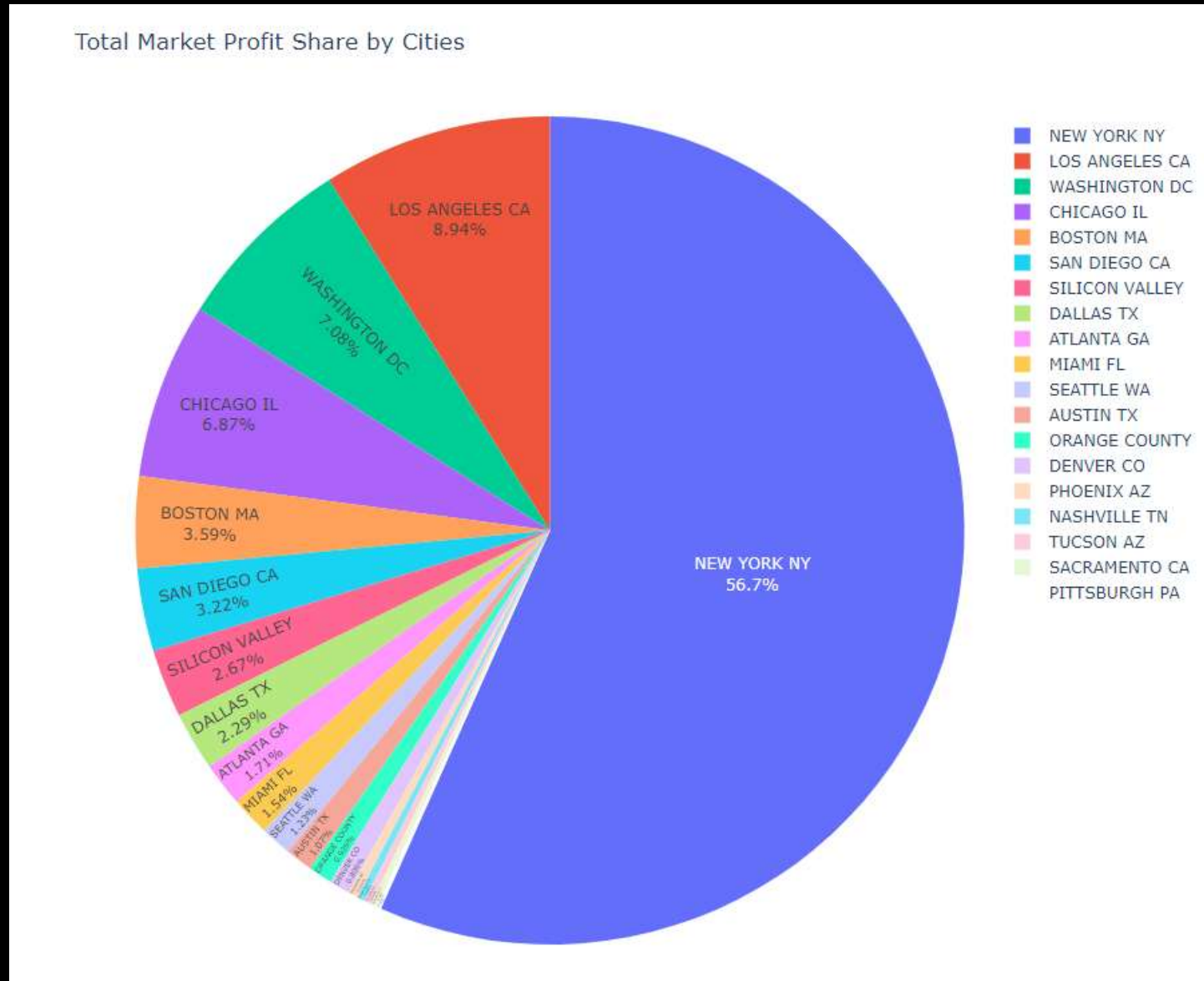
Profit Analysis –Monthly Time Series



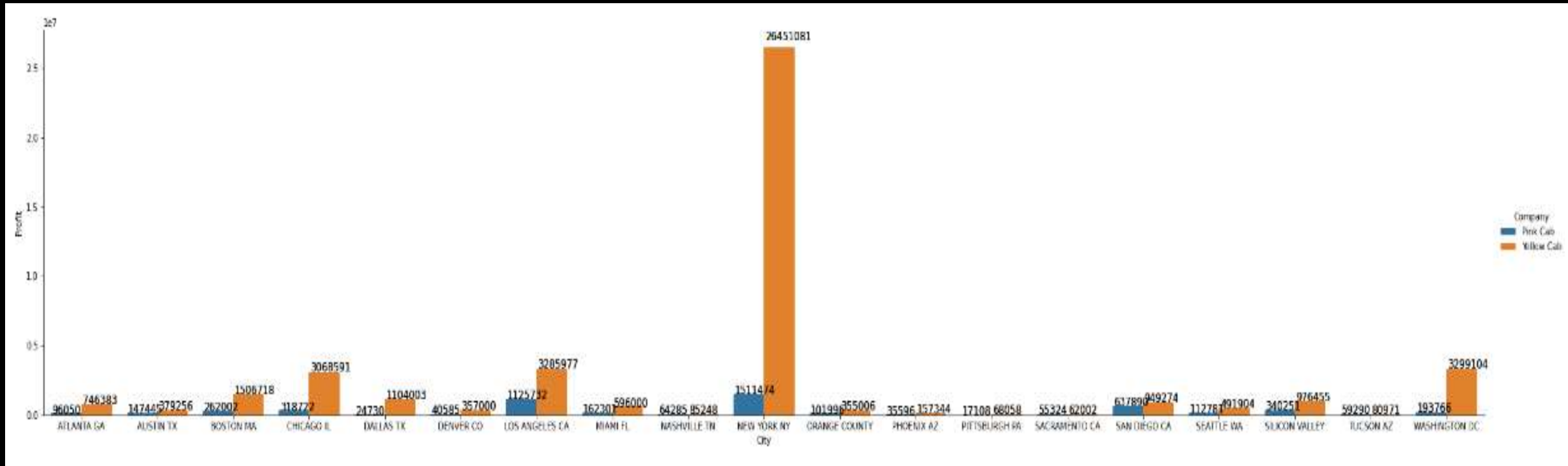
Profit Analysis –Monthly Average



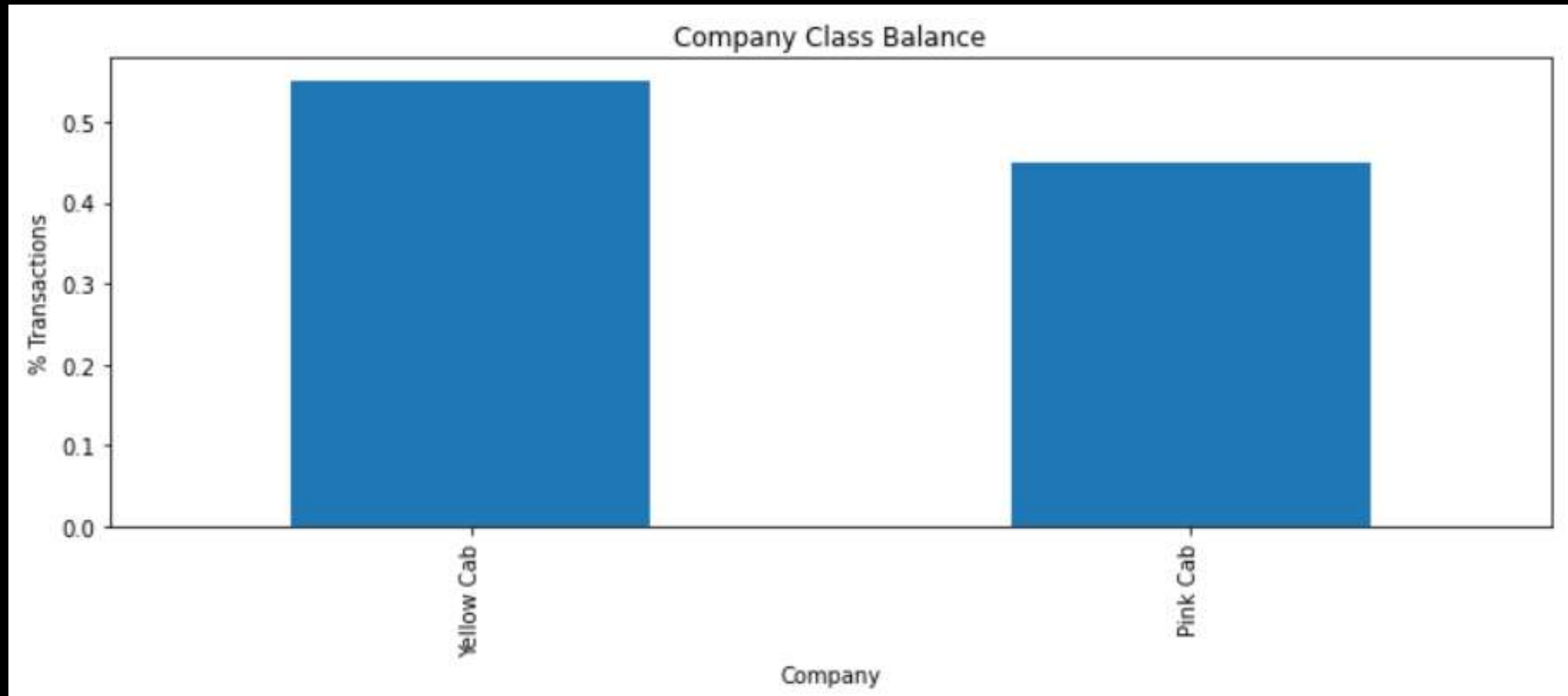
Profit Analysis –Monthly by City



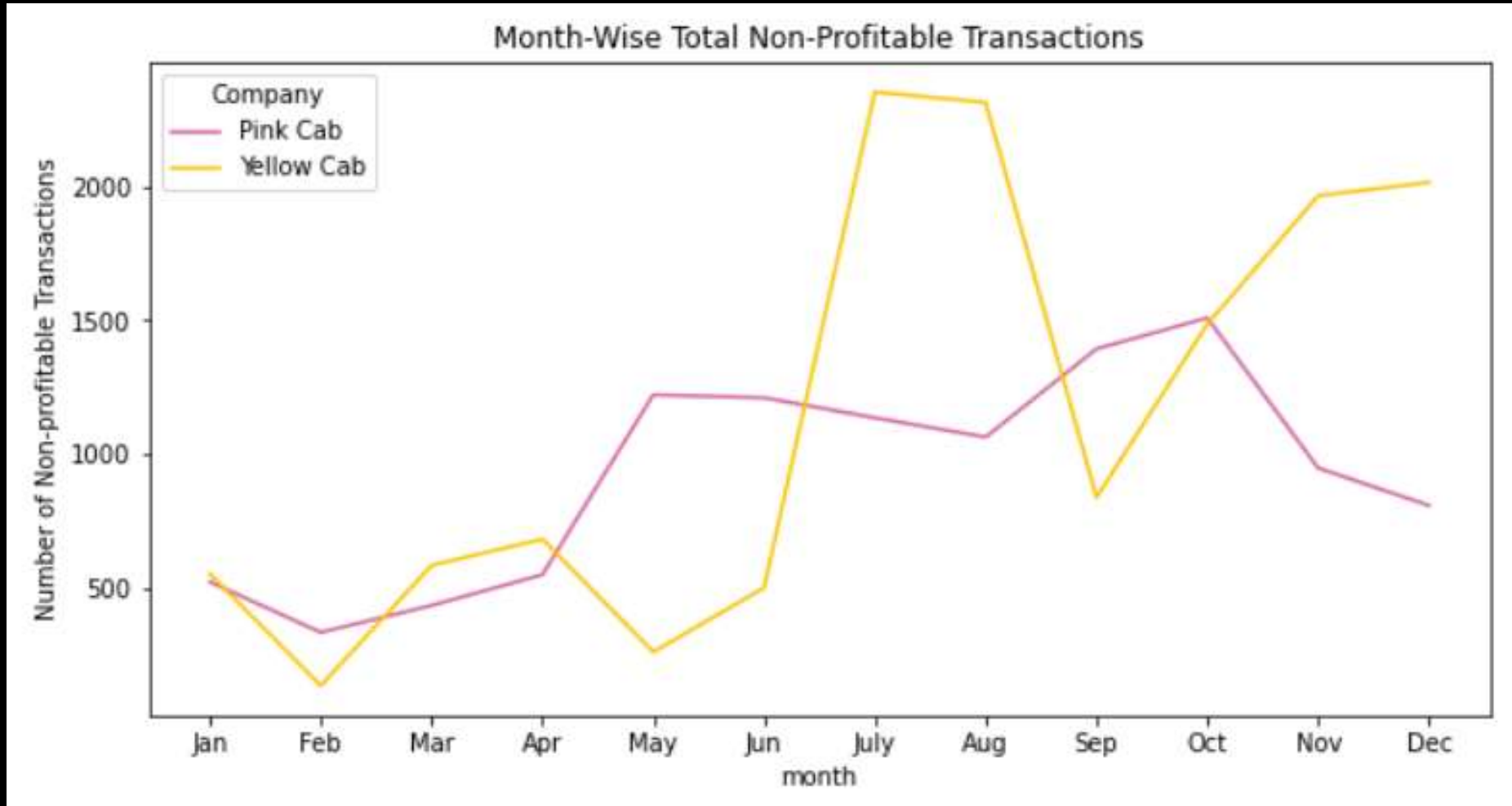
Profit Analysis –Monthly by City



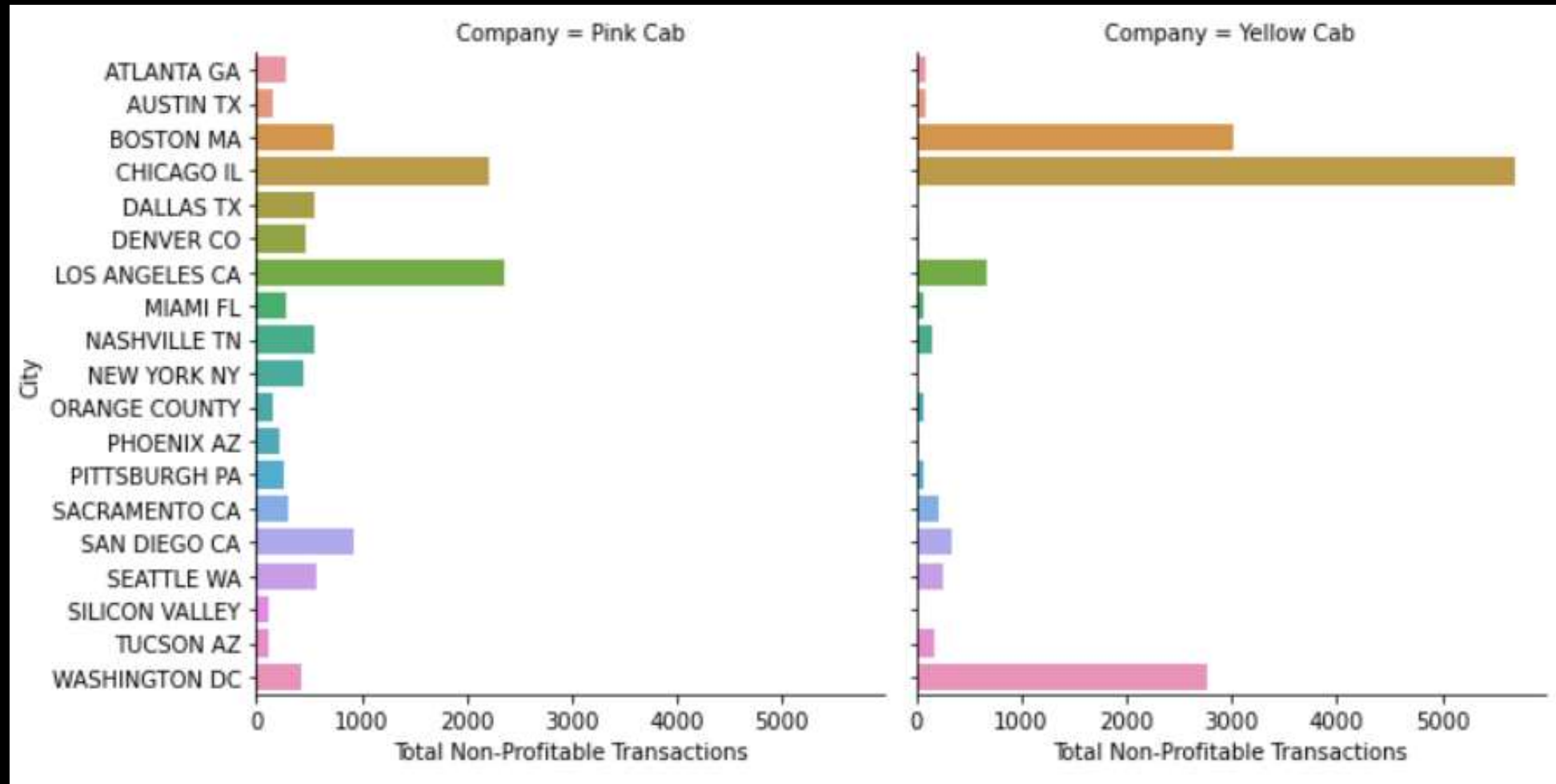
Profit Analysis – Loss Comparison



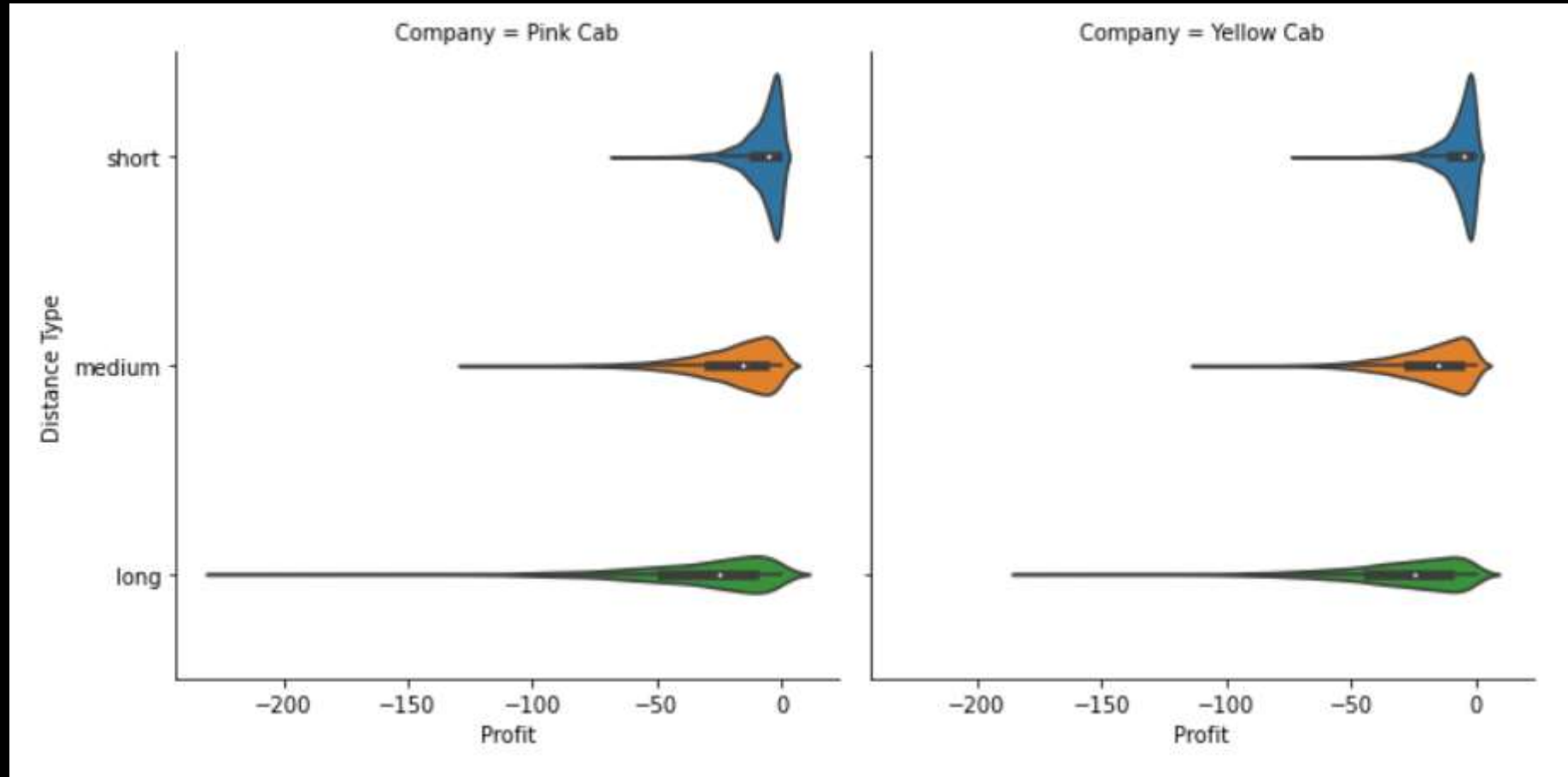
Profit Analysis – Loss Comparison by months



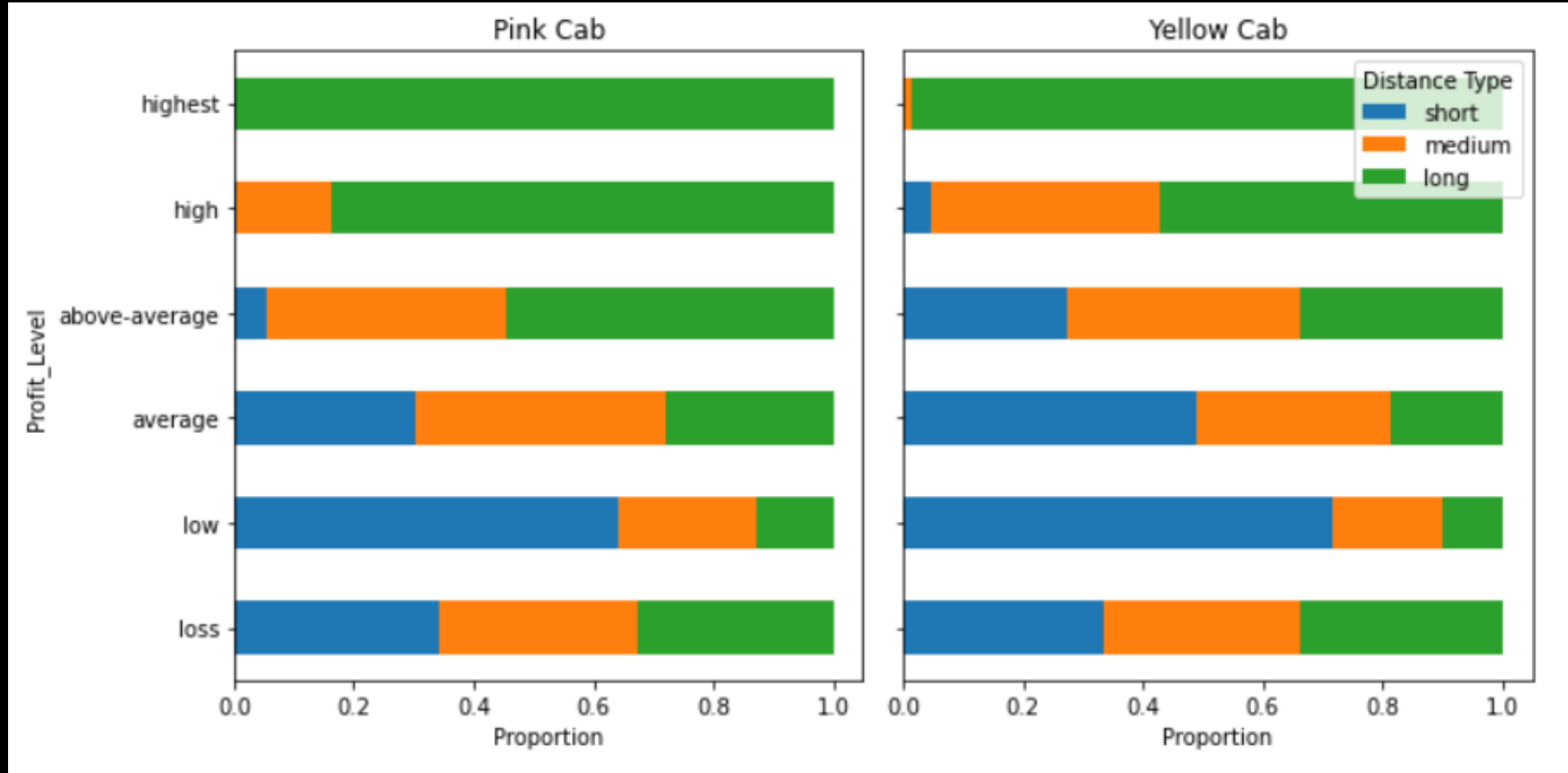
Profit Analysis – Loss Comparison by city



Profit Analysis – By Distance Travelled (Km)

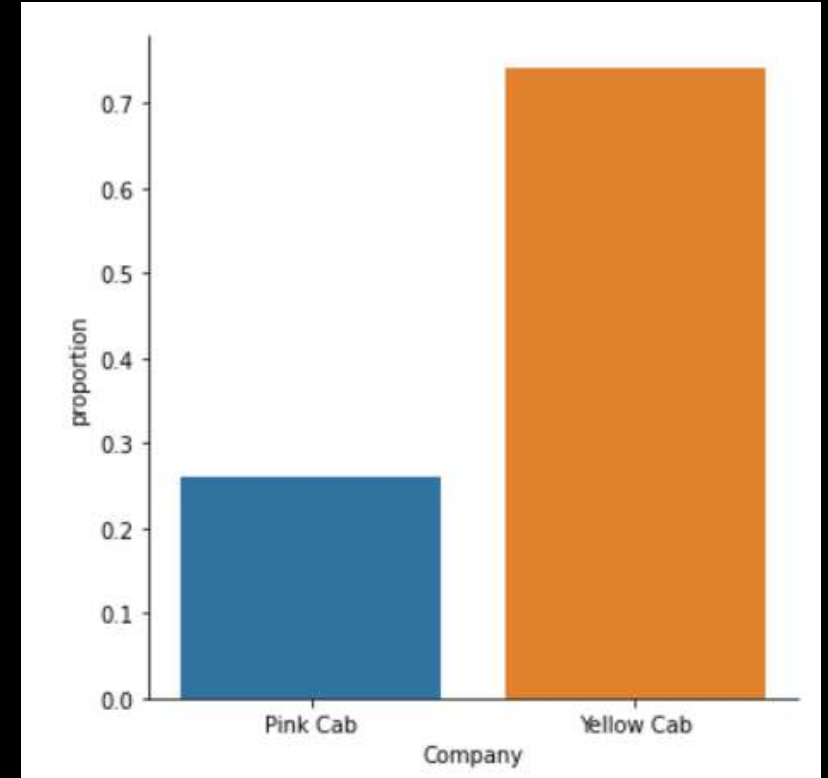
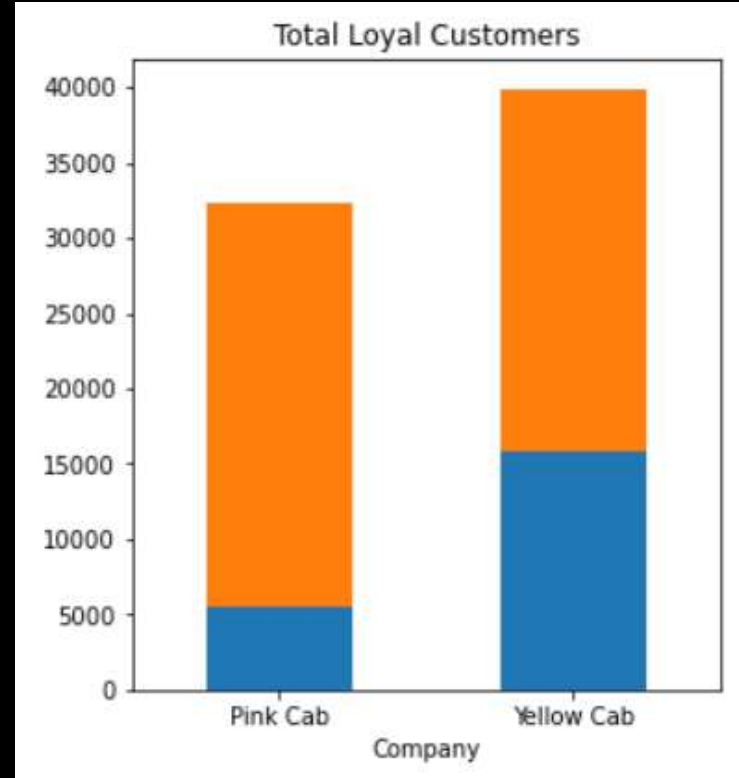


Profit Analysis – By Distance Travelled (Km)



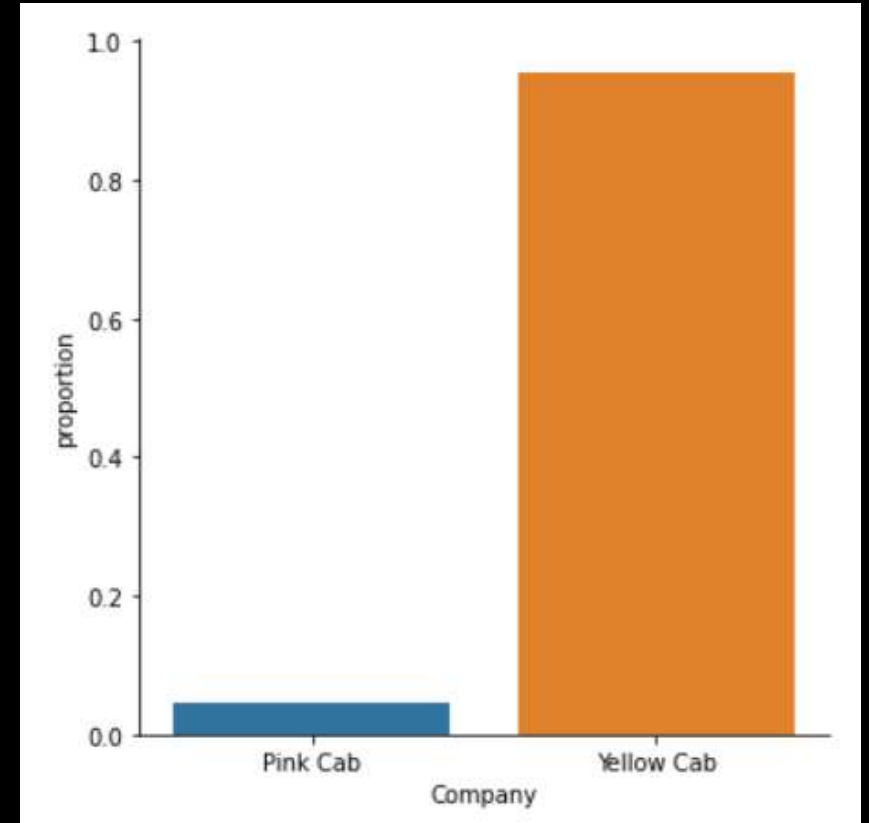
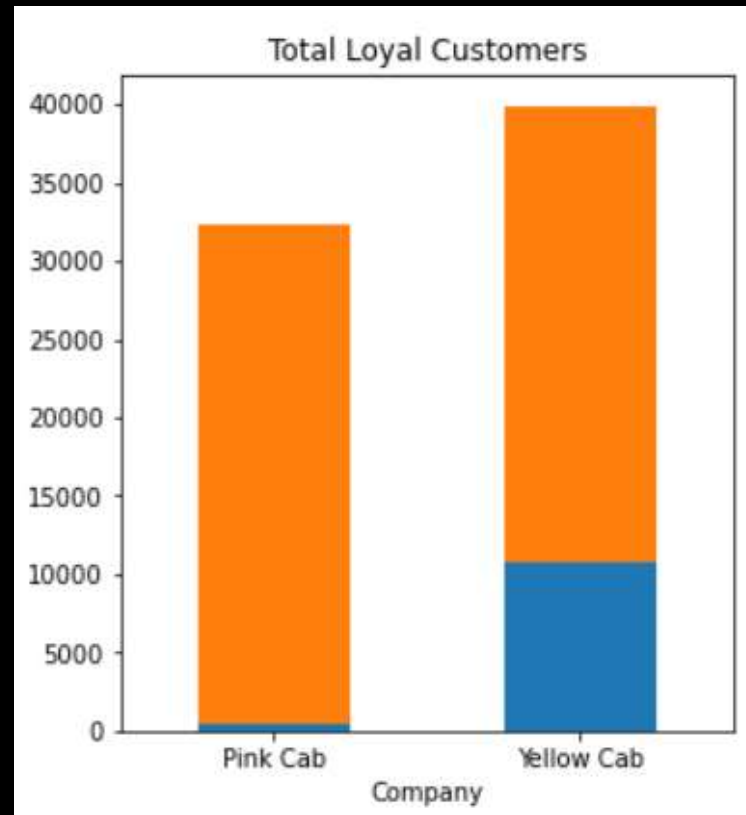
Customer Loyalty/Regular Users Analysis

5 rides



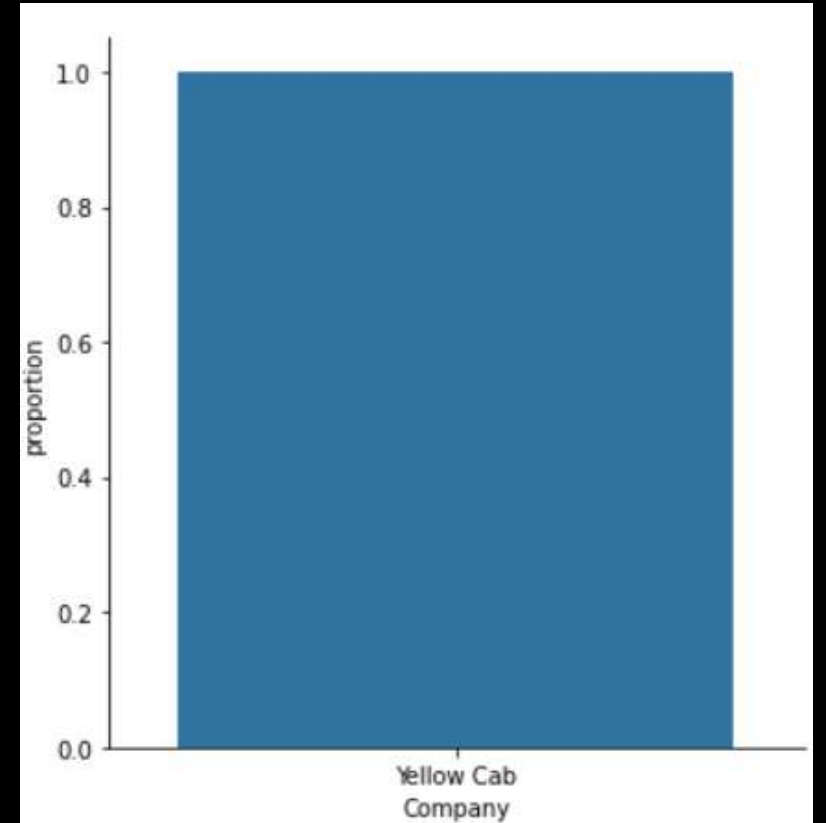
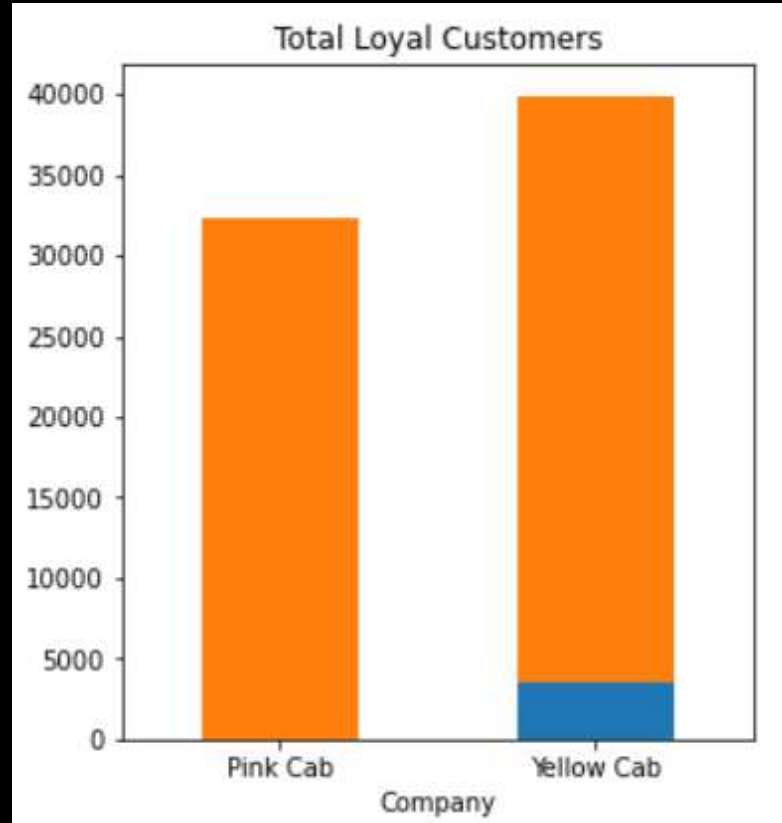
Customer Loyalty/Regular Users Analysis

10 rides



Customer Loyalty/Regular Users Analysis

20 rides



EDA Summary - Insights

December

Month with most transactions



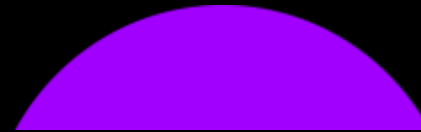
26-39

Age Group with most transactions



Upper Middle
Class

Income Group with the most
transactions



New York

City with the most Transactions &
Profits



EDA Summary – Pink vs Yellow Cab

Yellow Cab

Customer Demand



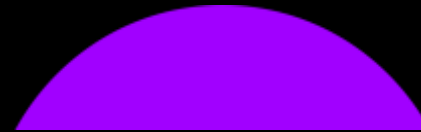
Yellow Cab

Customer Loyalty



Yellow Cab

Company Profits



Yellow Cab

Service





Recommendations

- We recommend XYZ company to invest in Yellow Cab.
- We recommend to Invest before the winter season so XYZ company can reap the high profitability months immediately afterwards and therefore do not encounter cashflow problems.
- The favorite areas to invest for reaping the highest profits are New York NY and Washington DC.
- Although Chicago is profitable for Yellow Cab, we recommend that the high number of losses be dealt by doing further research which may require the pricing model to be changed in the city.

Thank You!



Data Glacier

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