



Data Glacier

Your Deep Learning Partner

Exploratory Data Analysis

G2M insight for Cab Investment firm

26 Jun 2021

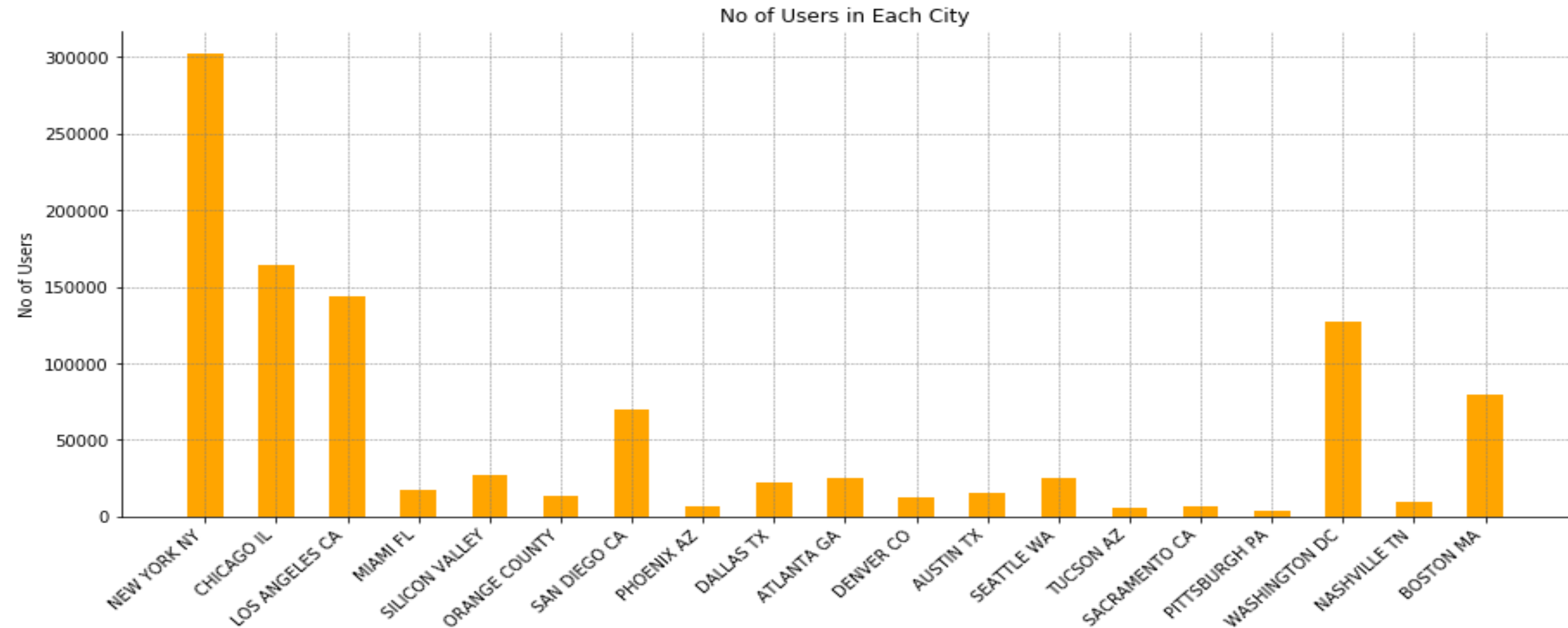
Background – G2M(cab industry) case study

- **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.
- **Contents of this Presentation**
 - Data Exploration and Cleaning
 - Analysis
 - Findings
 - Recommendations

Data Exploration

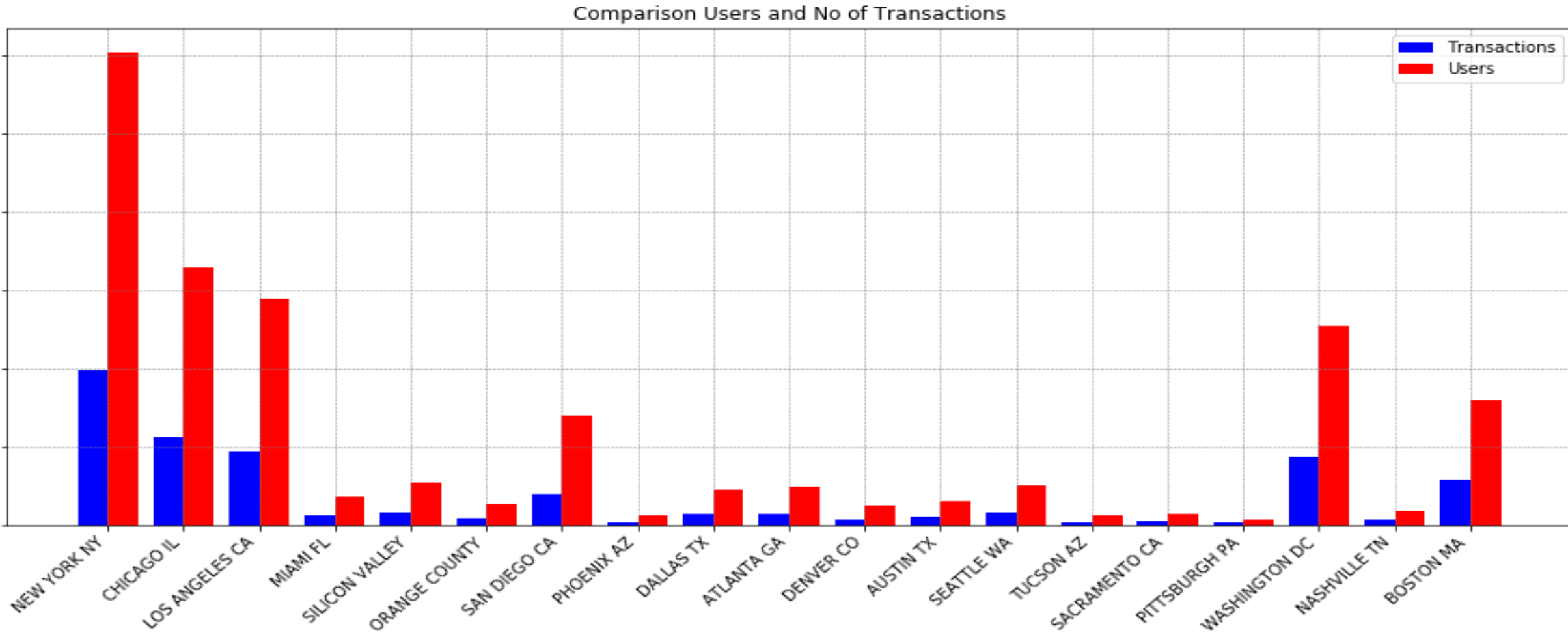
- Final dataset
 - 12 instances
 - 359392
- Actions Performed
 - Time period selected only from 31/01/2016 to 31/01/2018
 - Data Cleaned and Processed
 - No outliers or empty data in the final dataset

General Observations



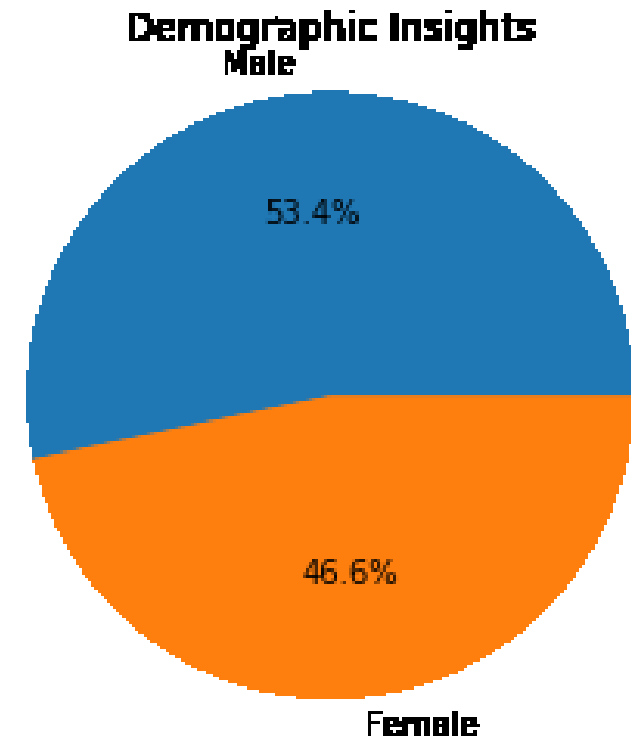
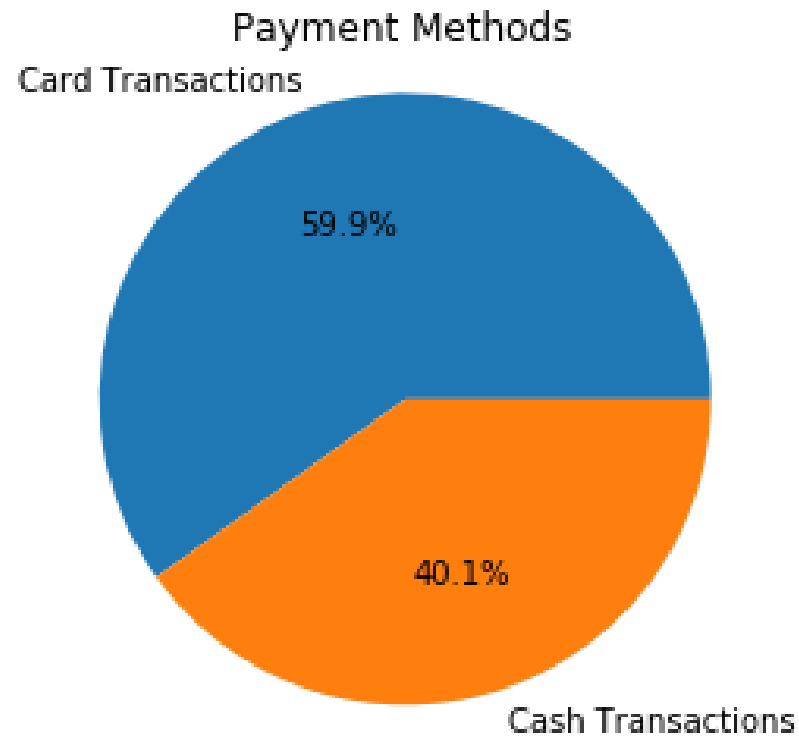
New York appears to be the busiest city with the most number of transactions

General Observations

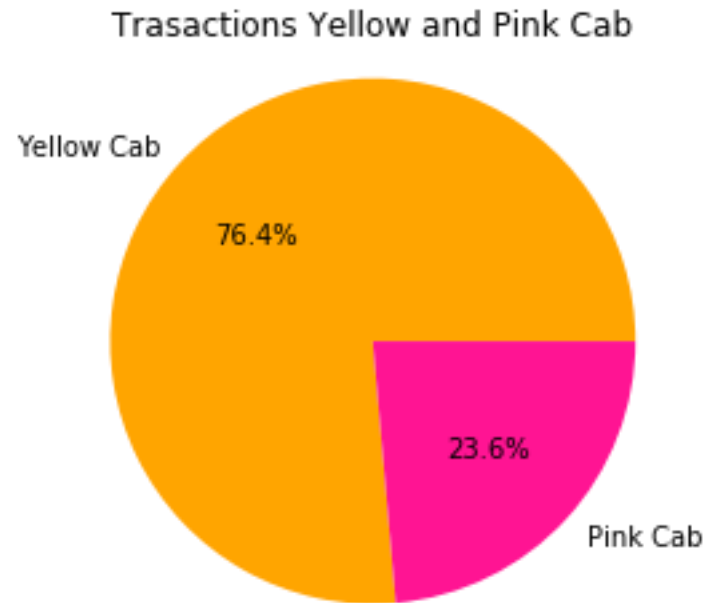


The top 5 cities have much larger users and transactions than all the other cities

General Observations

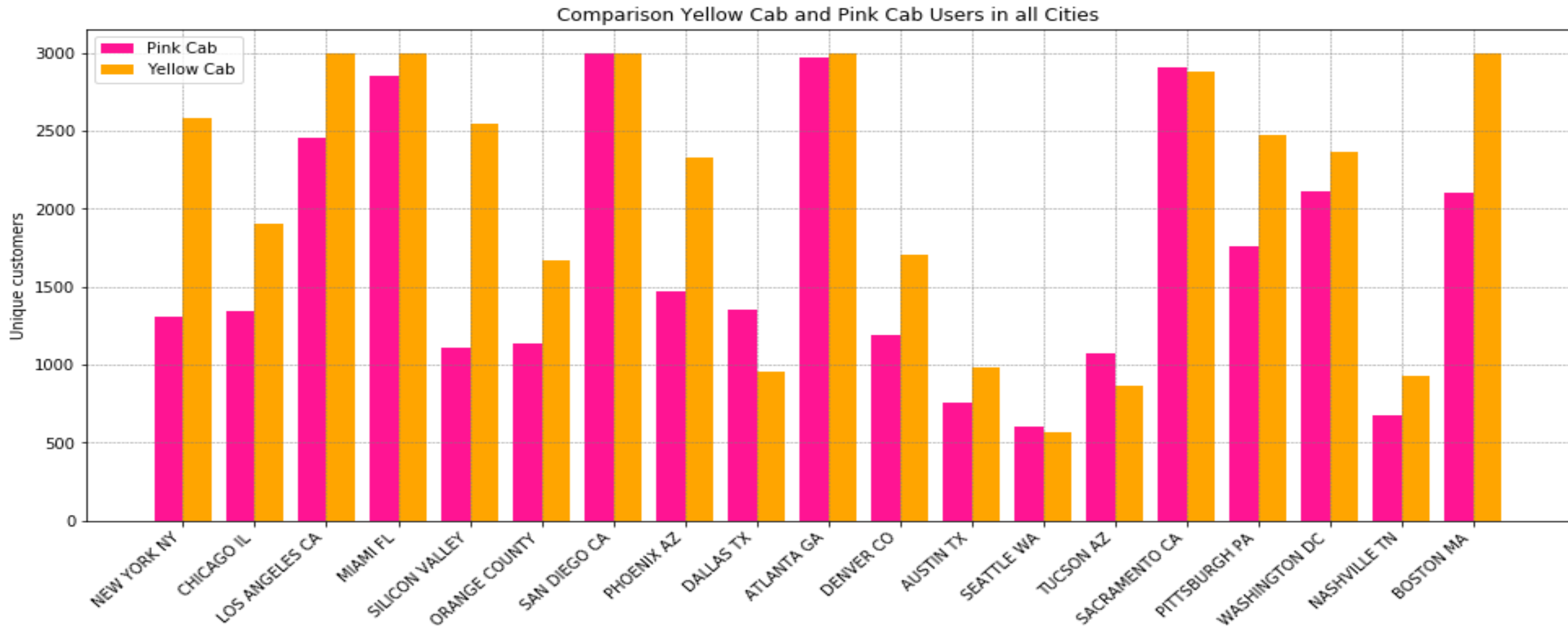


Yellow vs Pink Cab



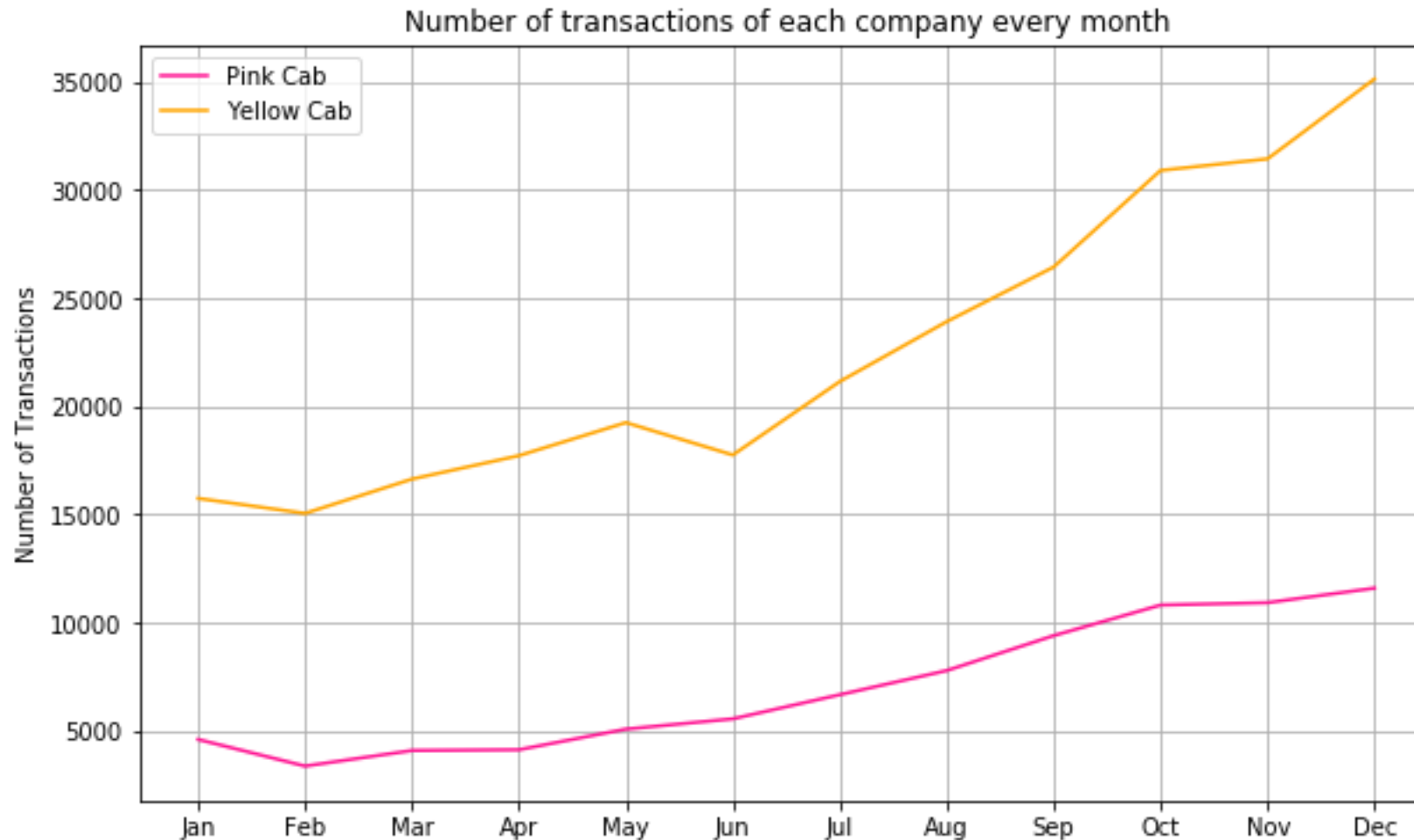
Yellow Cab have more market share than Pink Cab

Yellow vs Pink Cab



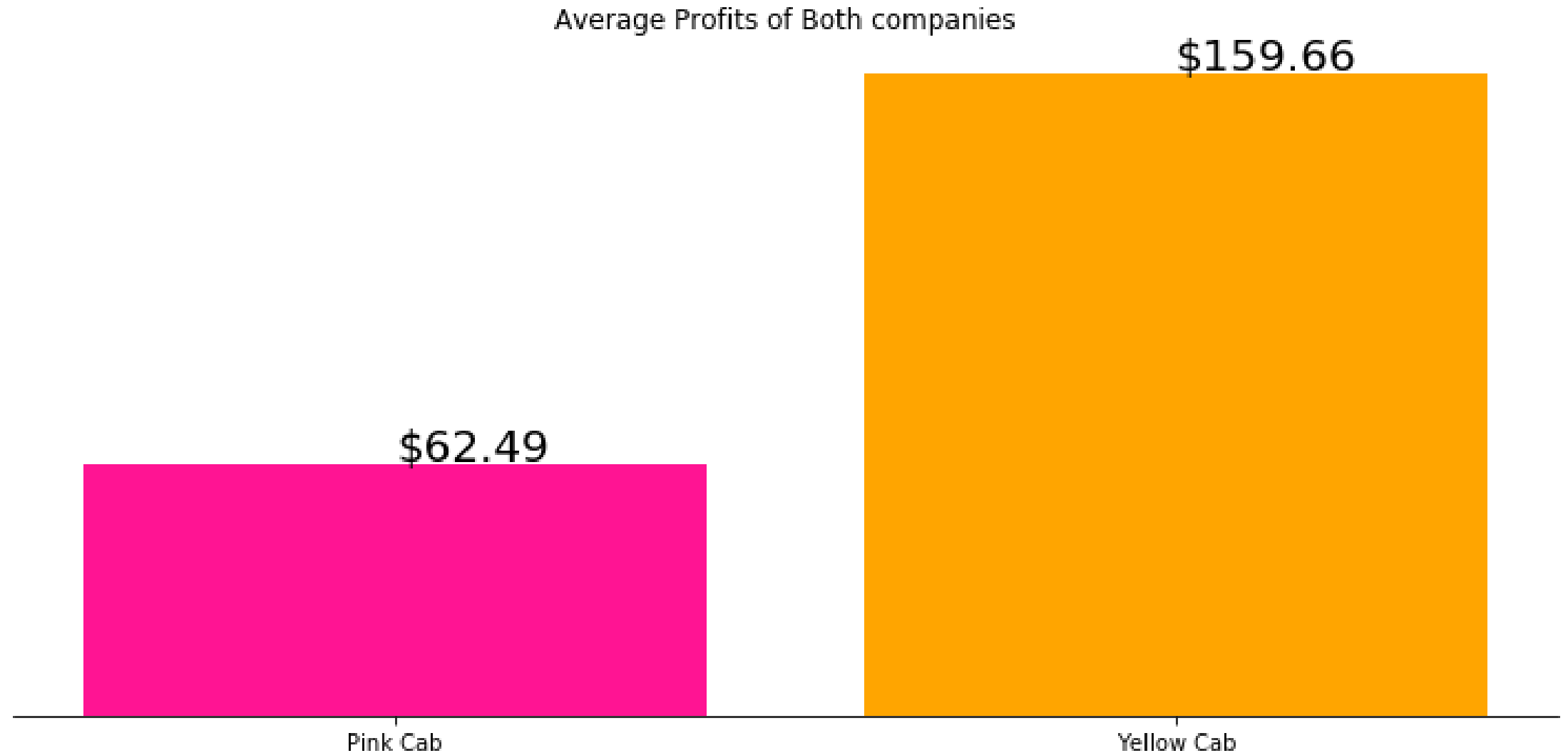
Yellow cab has more users in most of the cities

Yellow vs Pink Cab

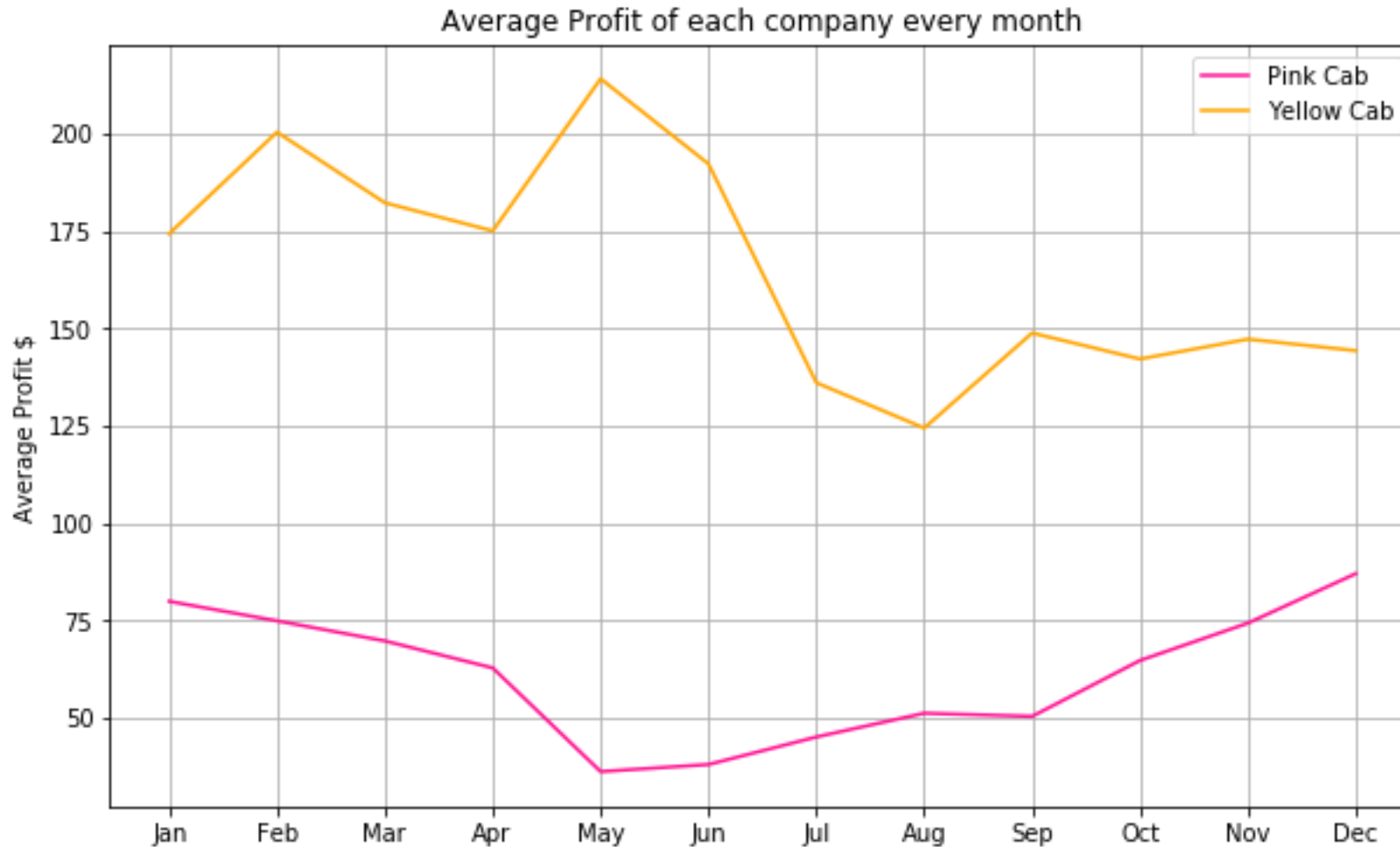


Yellow cab has more transactions on average every month

Yellow vs Pink Cab(Profits)

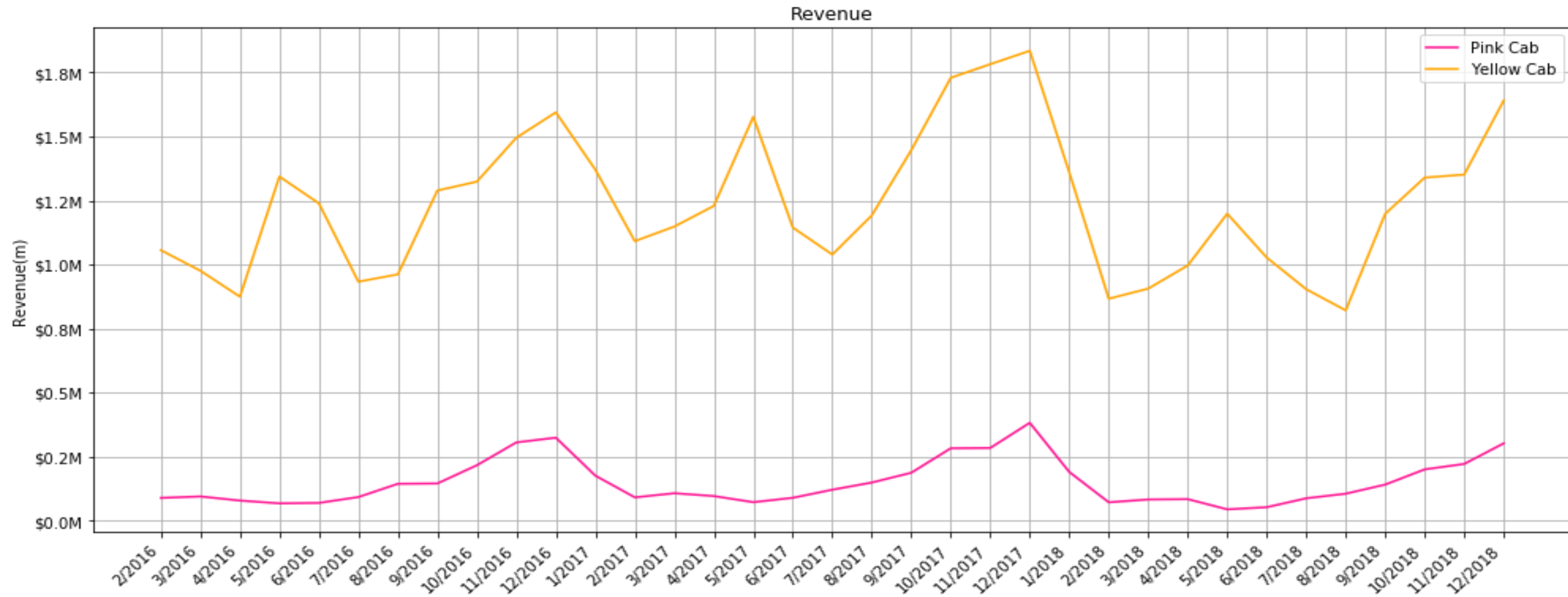


Yellow vs Pink Cab(Profits)



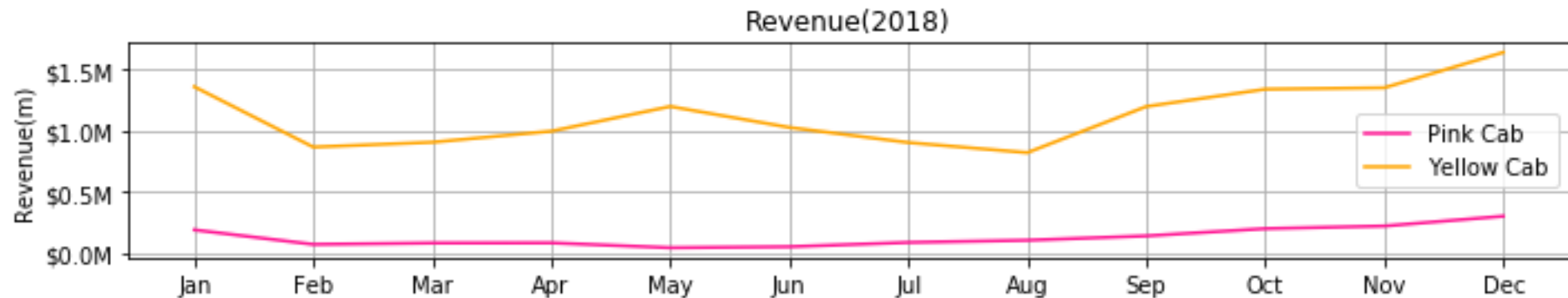
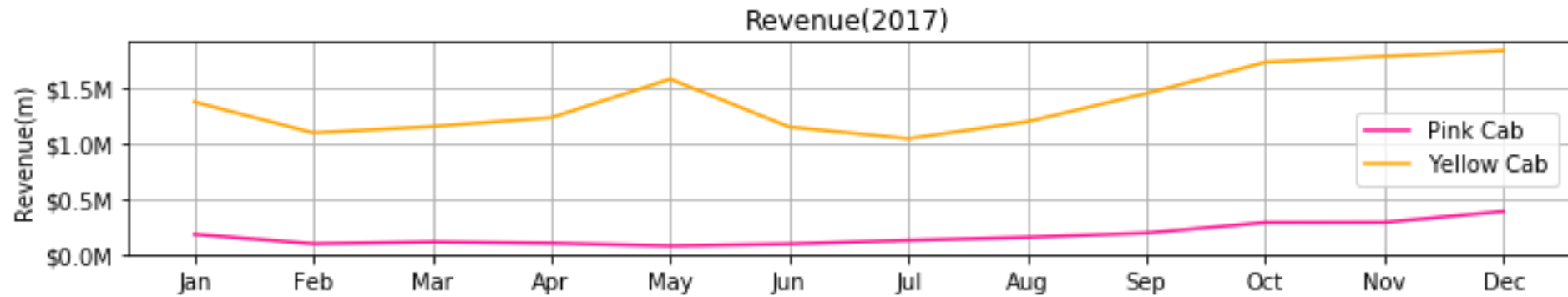
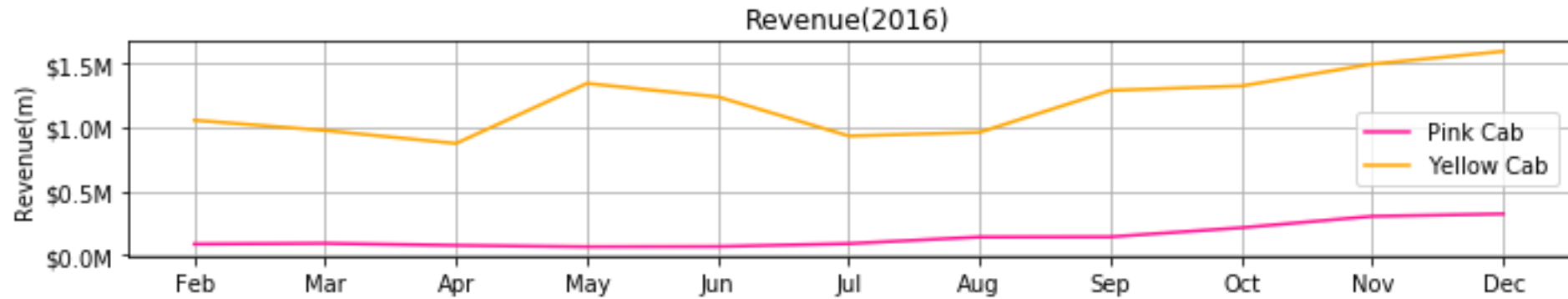
Yellow Cabs make most of their profit in the summer months whereas Pink cab makes most of their profit during the holiday season

Yellow vs Pink Cab(Revenue)

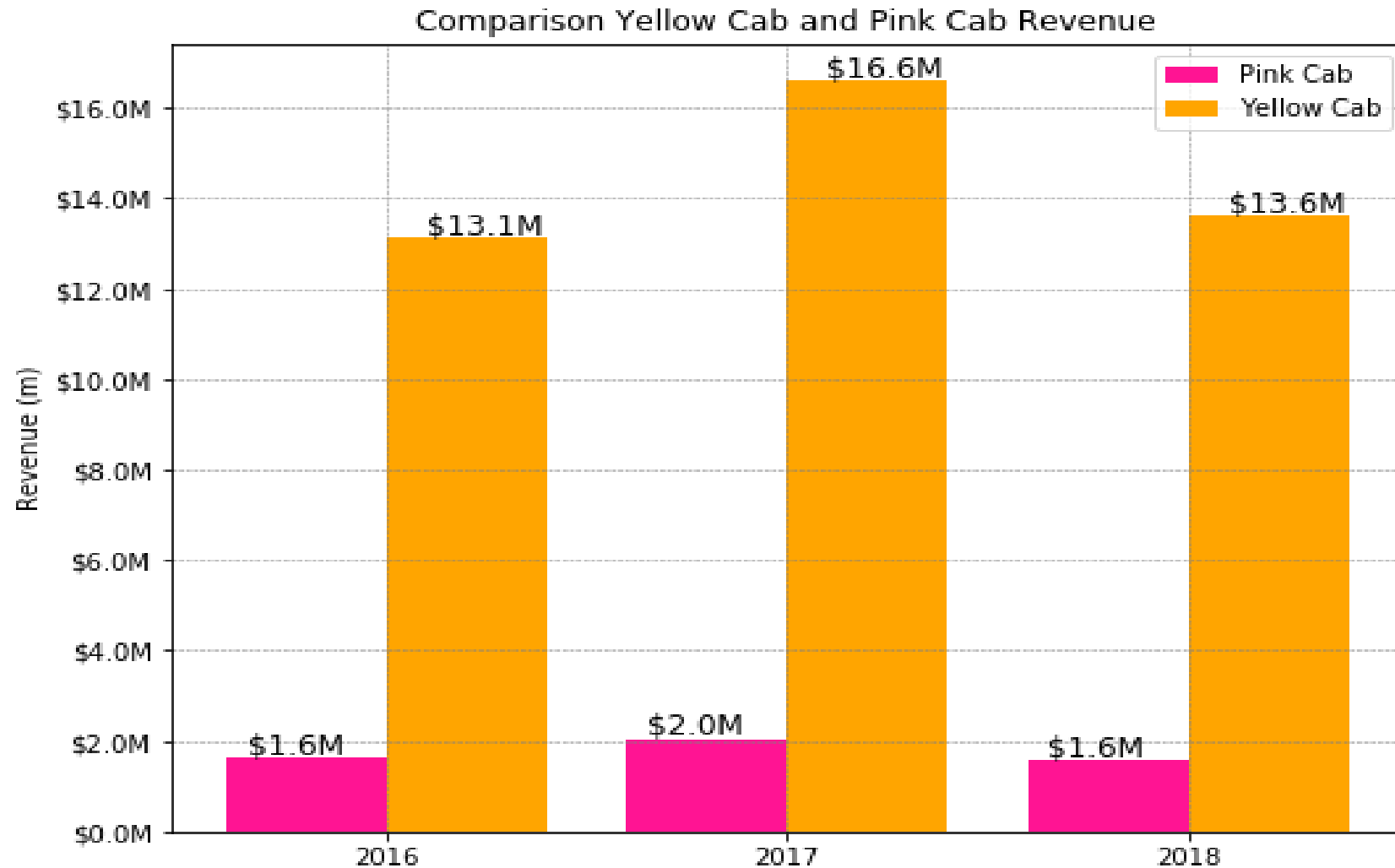


Yellow Cabs generated more revenue overall and both the companies generated most revenue in January of 2018.

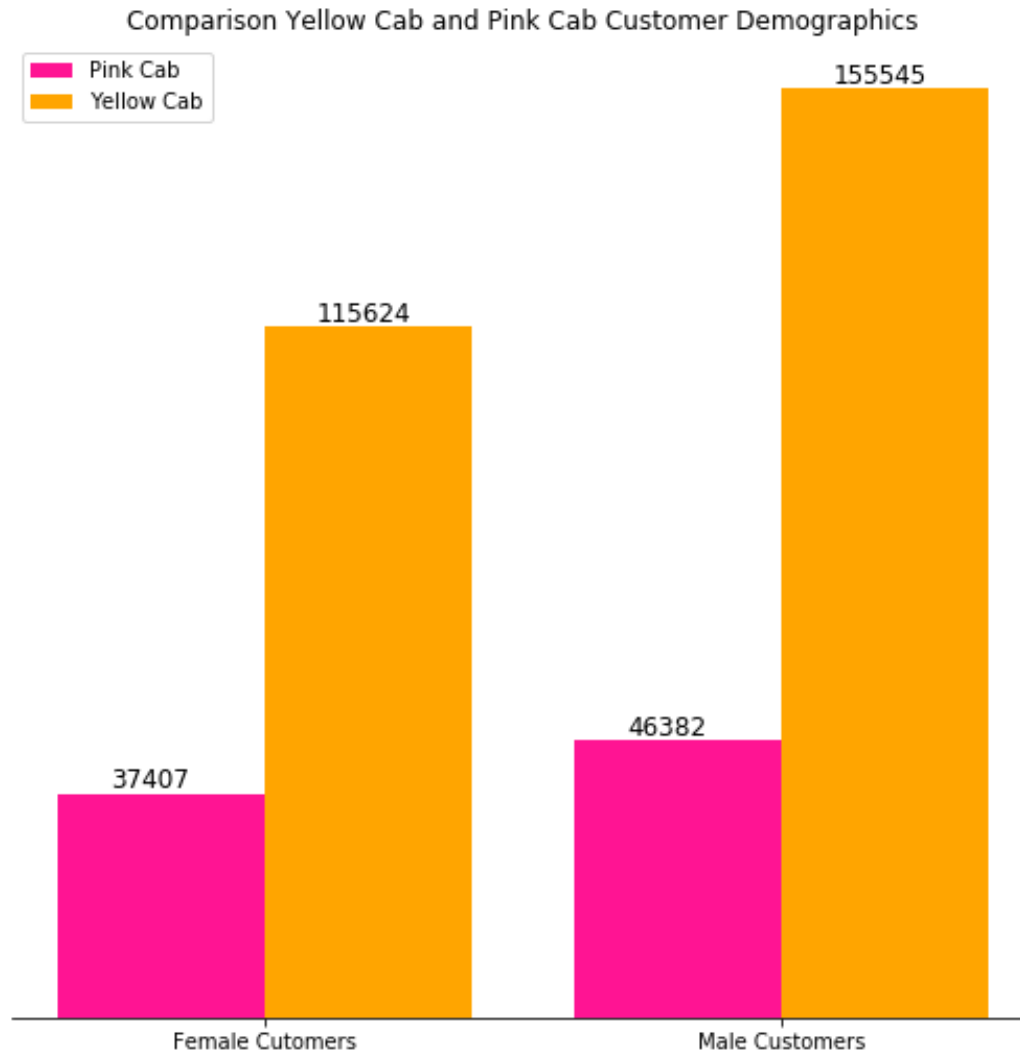
Yellow vs Pink Cab(Revenue)



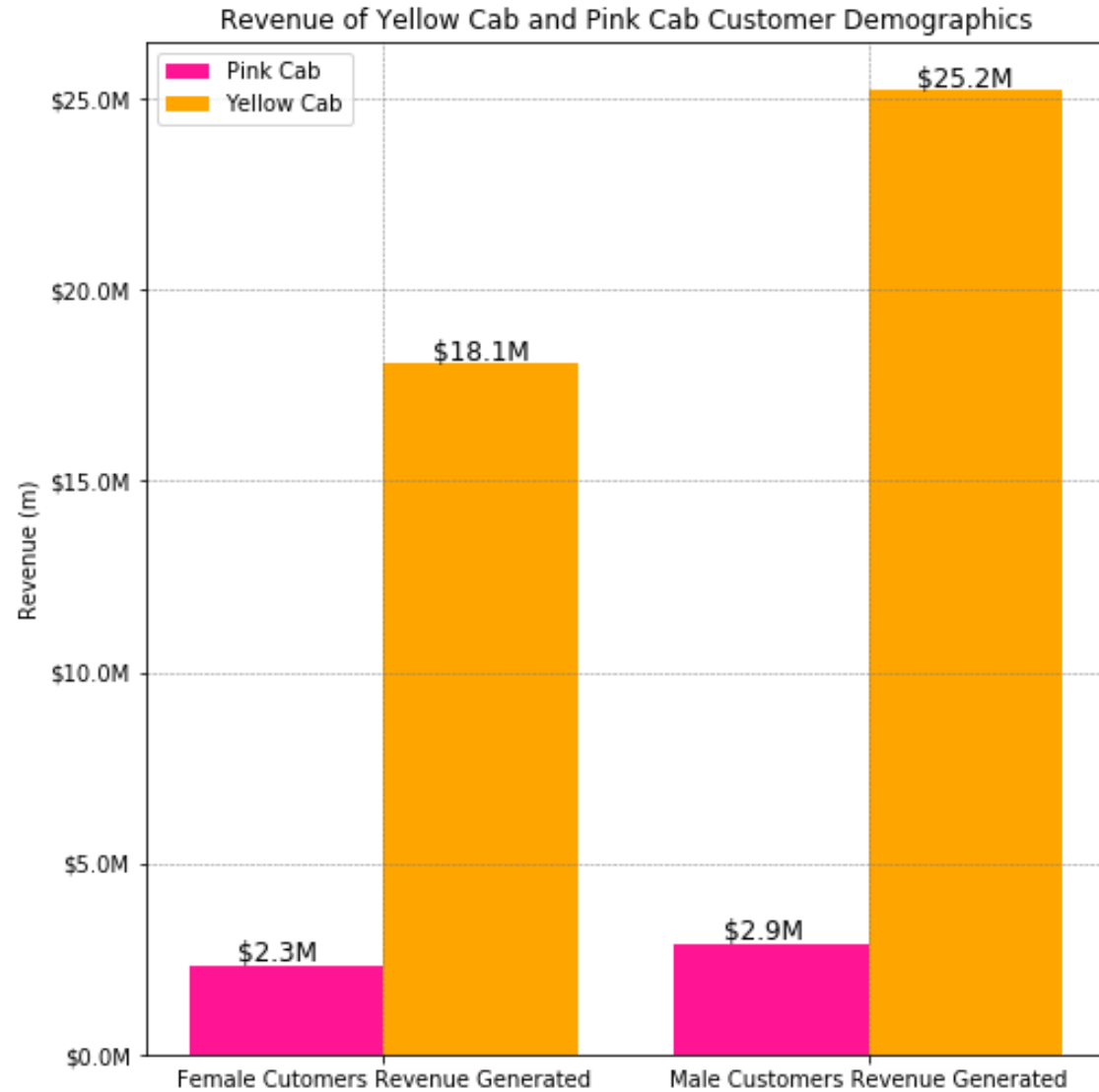
Yellow vs Pink Cab(Revenue)



Yellow vs Pink Cab(Customer Demographics)



Yellow vs Pink Cab(Customer Demographics)



Recommendation

- Yellow Cabs have more market share, profit and revenue than Pink Cabs.
- By identifying the trends it is noticeable that both the companies perform similarly each year without a clear growth year to year.
- Pink cabs have failed to increase their market share and revenue over the years and has remained constant similar to Yellow cabs
- For these reasons it is recommended that XYZ invest in Yellow cabs as they are performing much better than Pink Cabs.
- It is highly unlikely that Pink Cabs would be able to catch up to Yellow cabs according to this analysis
- Finally on the basis of this analysis it is recommended that XYZ invest in Yellow cabs.

Thank You