



**Data Glacier**

Your Deep Learning Partner

# G2M Case Study

Virtual Internship

20-Mar-2025

# Background –G2M(cab industry) case study

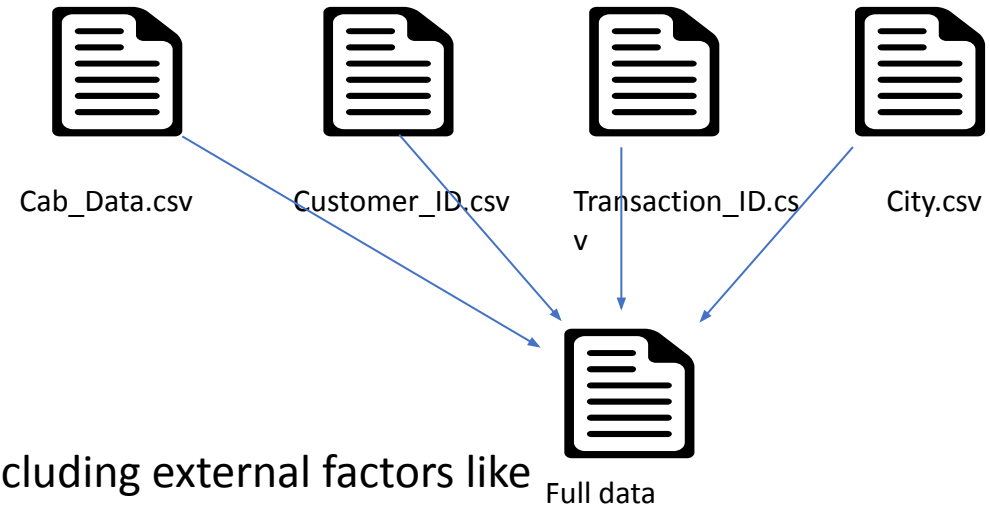
- XYZ is a private equity firm in US. Due to remarkable growth in the Cab Industry in last few years and multiple key players in the market, it is planning for an investment in Cab industry.
- Objective : To generate actionable, data-driven insights that will help XYZ identify the more profitable and scalable company to invest in.

The analysis has been divided into four parts:

- Data Understanding
- Exploratory Analysis
- Profitability Comparison
- Investment Recommendation

# Data Exploration

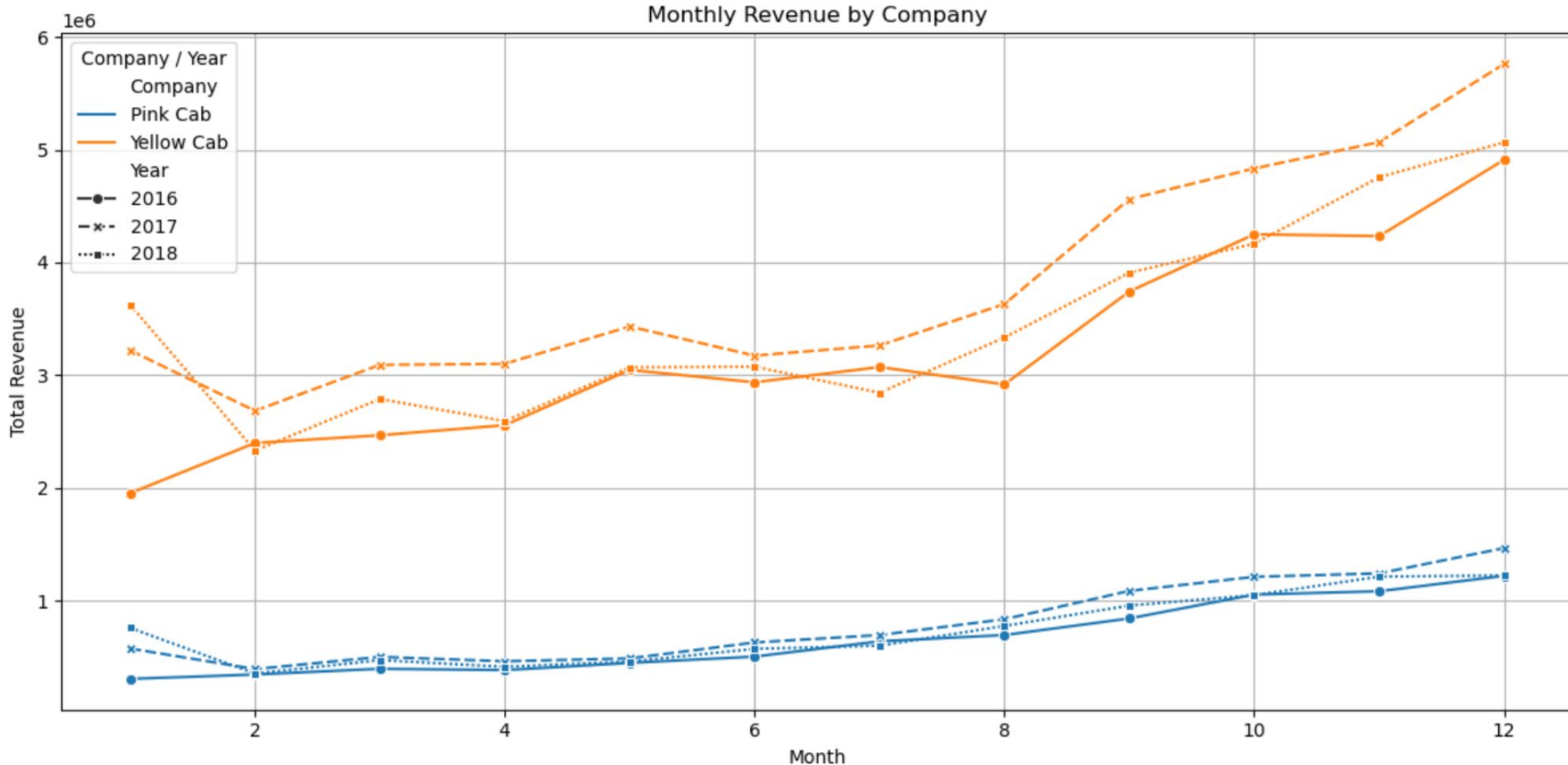
- 14 Features( including 6 derived/modified features)
- Timeframe of the data: 2016-01-31 to 2018-12-31
- Total data points :359,392



## Assumptions:

- Assumed Profit = Price Charged - Cost of Trip: not including external factors like tax, tips, or surge pricing
- Assumed that income data provided is accurate and current for the time period (2016–2018)
- Assumed that population and number of users in City.csv reflect realistic and consistent estimates for that city over the given time period.

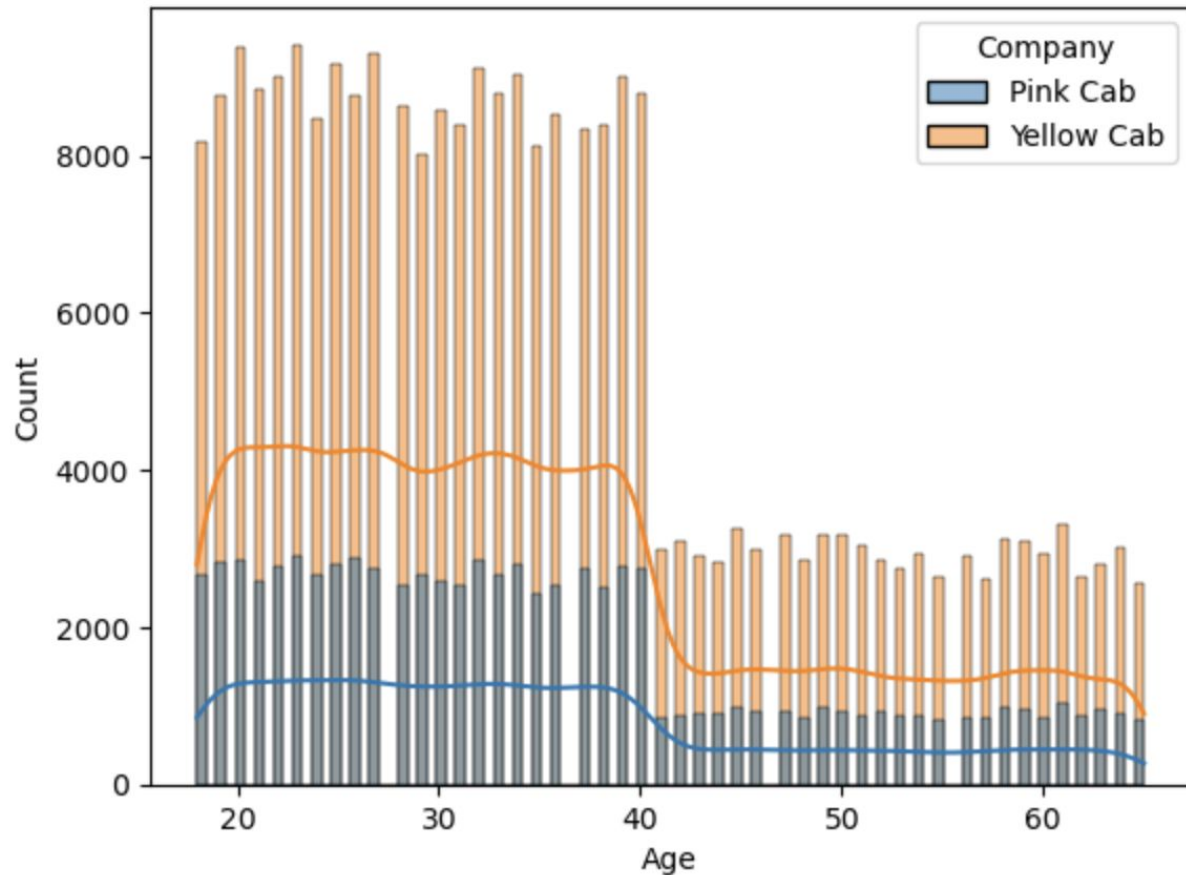
# Revenue by Company Analysis



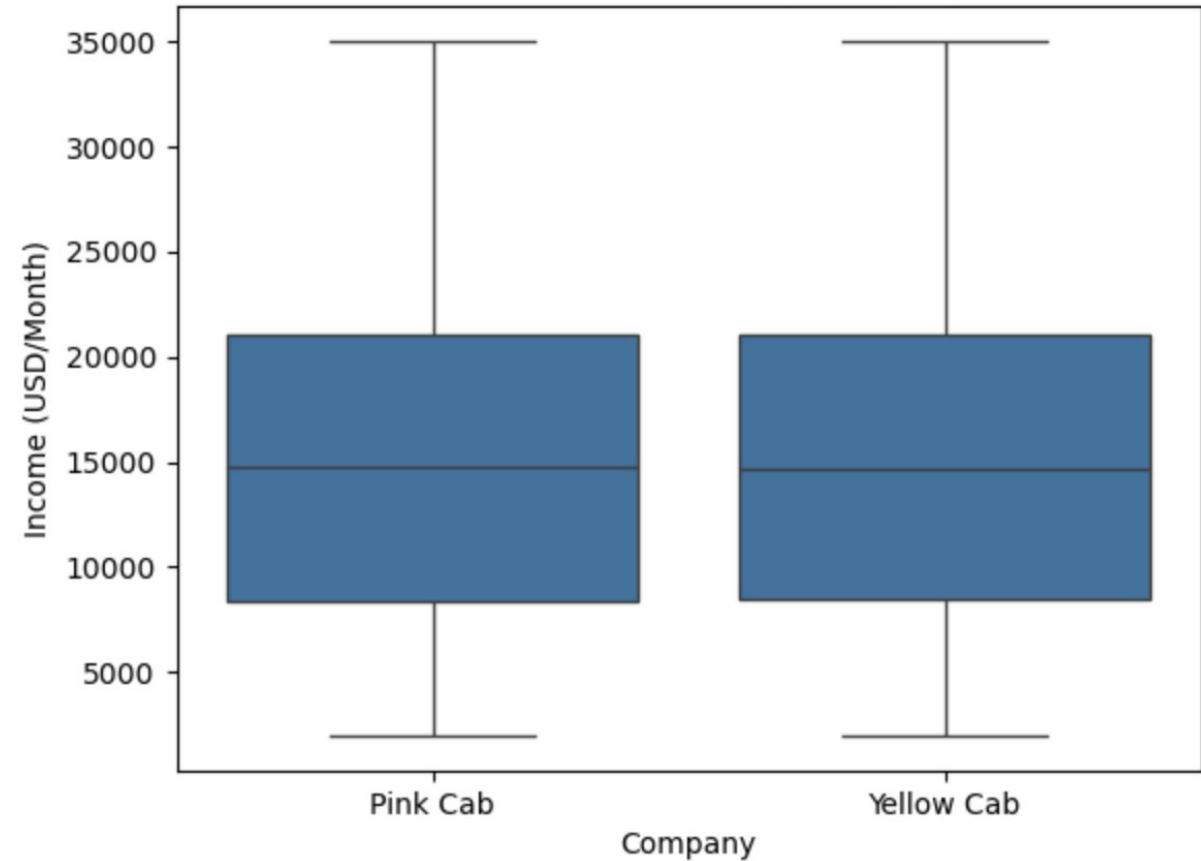
Revenue does increase from July to December for both companies

# Age, Income, and Gender Distribution Analysis

Customer Age Distribution by Company

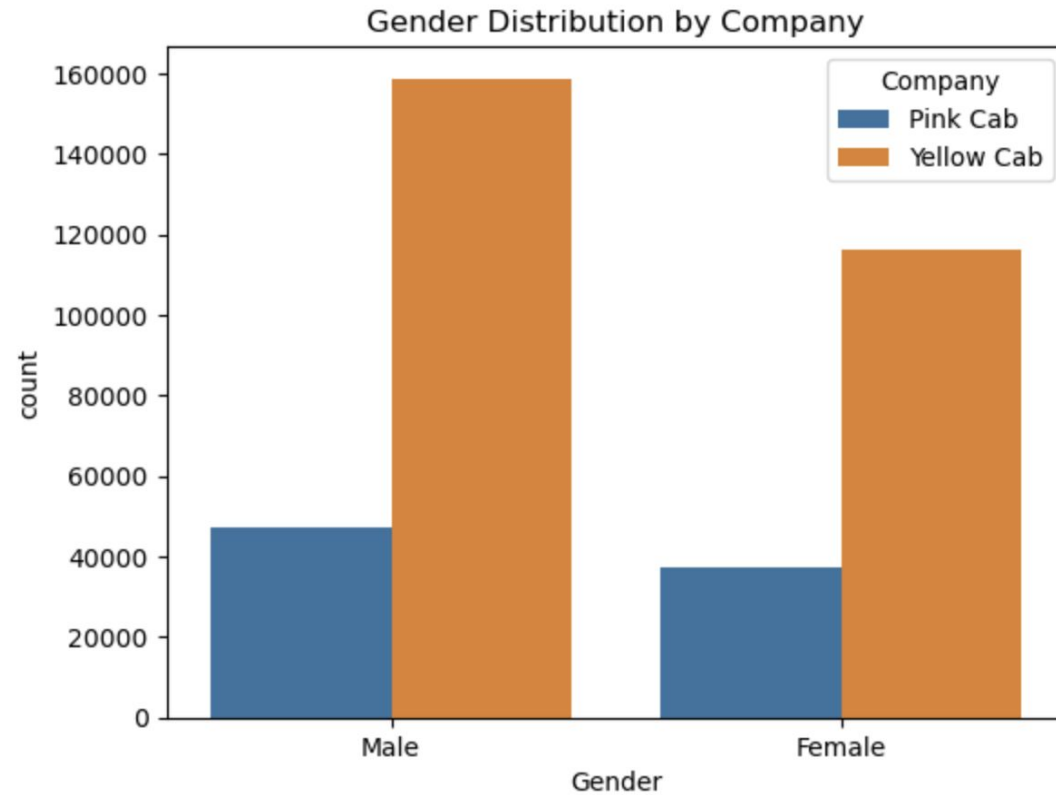


Income Distribution by Company



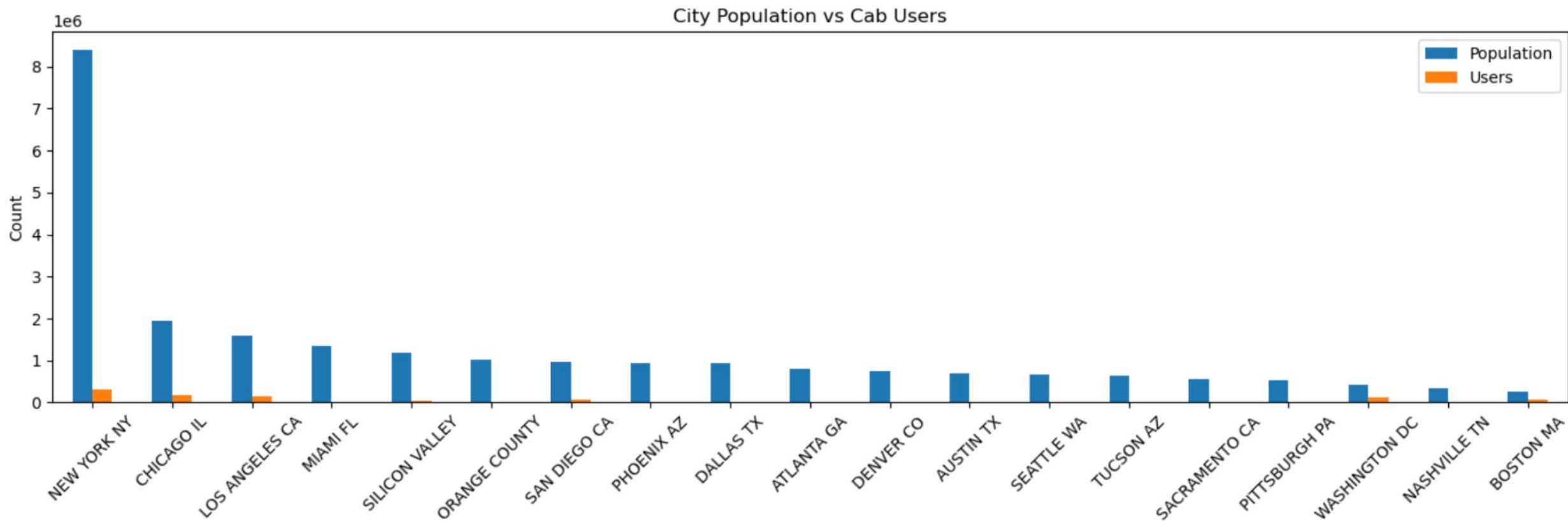
Age distribution shows Yellow Cab dominates 18–60 age range (especially in 18-40)  
Income distributions are almost identical for both companies

# Age, Income, and Gender Distribution Analysis



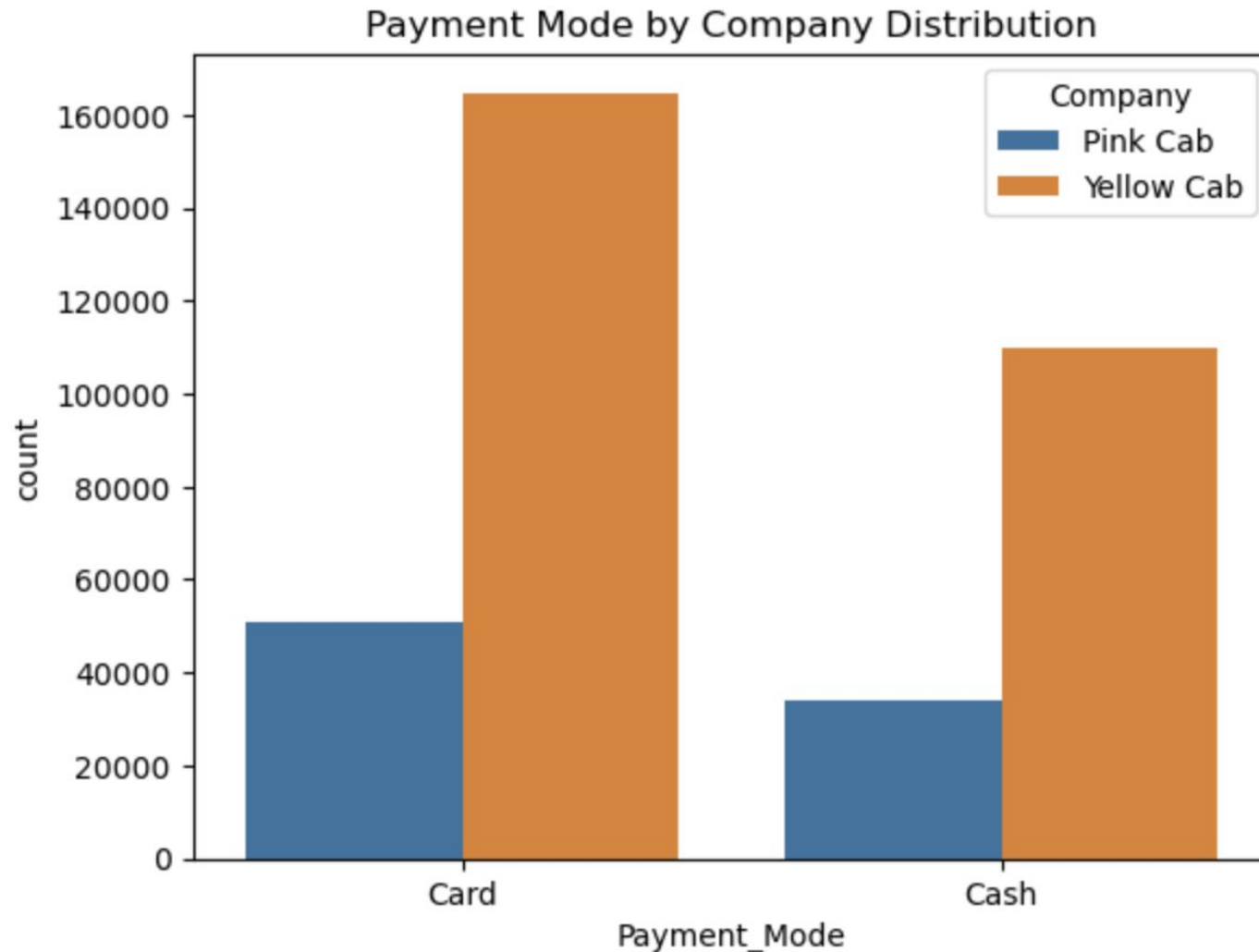
Yellow Cab significantly dominates both genders by a large margin

# City Populations vs Customers Analysis



Some high-population cities like Miami have fewer users than smaller ones

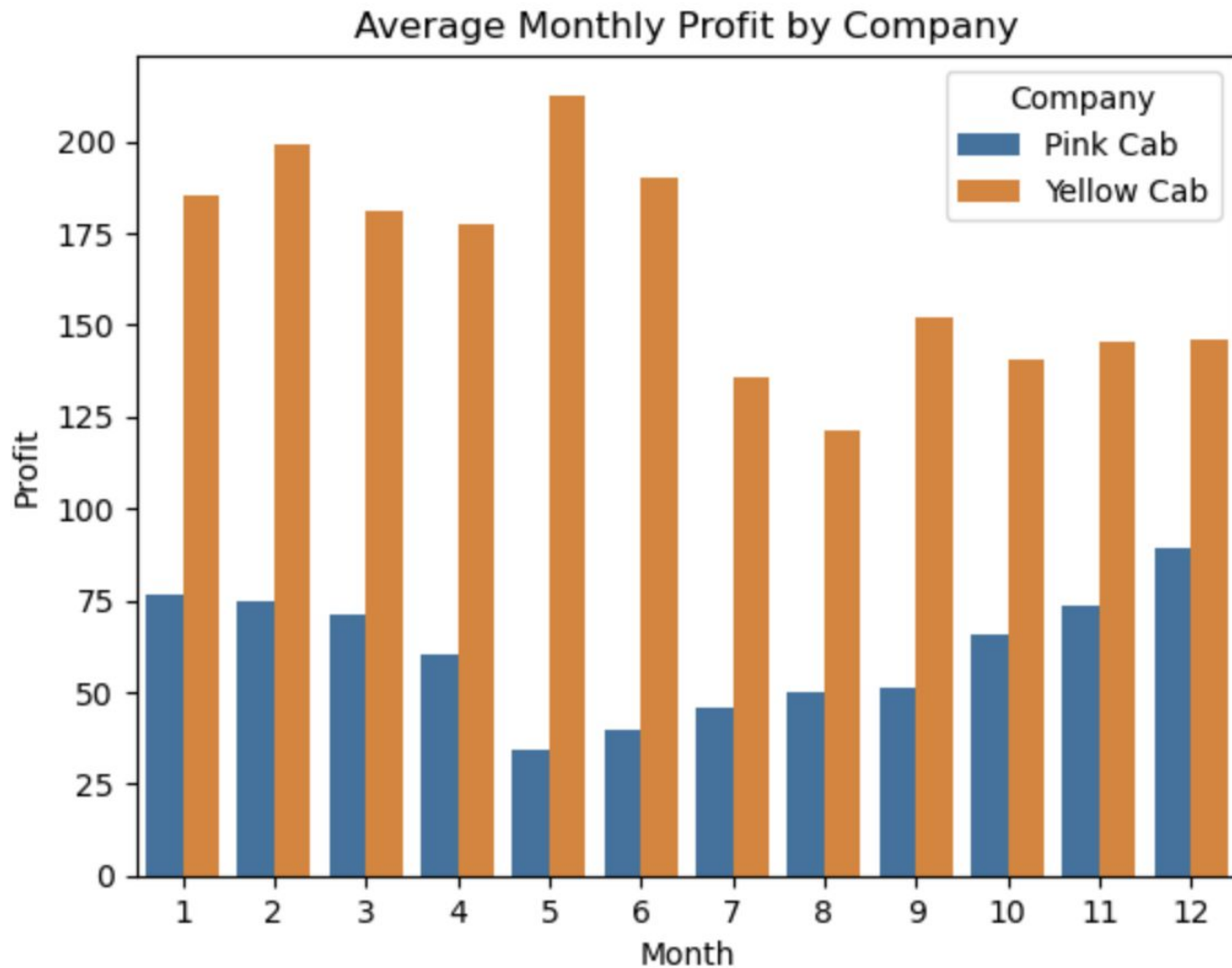
# Payment Type by Company Analysis



Card is the most common payment method for both companies

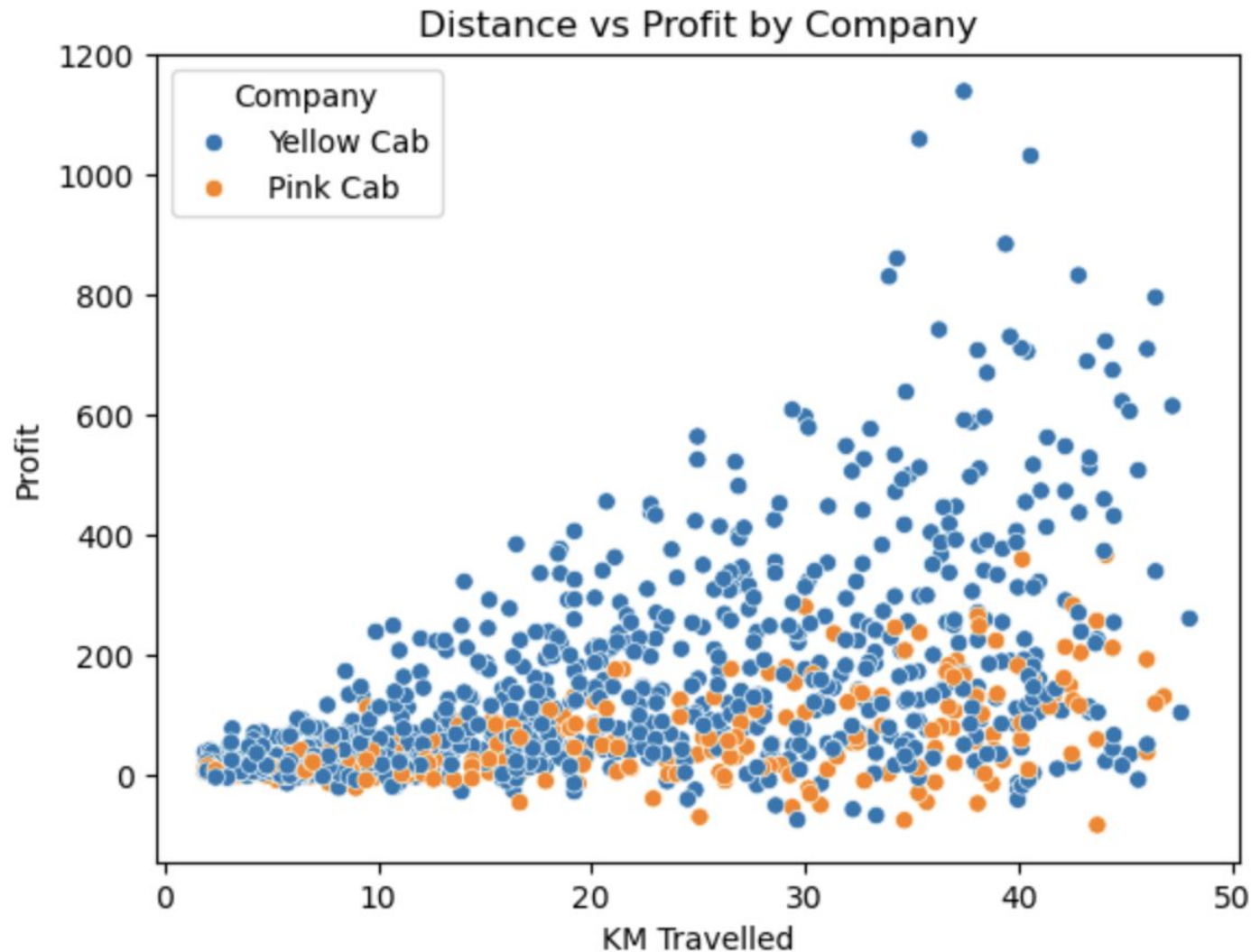


# Average Monthly Profit by Company Analysis



Yellow Cab massively overperforms Pink Cab in all months in monthly profit

# Distance vs Profit by Company Analysis



Scatterplot shows clear positive correlation for both companies (larger slope for Yellow Cab)

# Recommendations

Yellow cab vs Pink cab Evaluation:

- **Invest in Yellow Cab:** Higher revenue, stronger profit, and larger user base across genders and age groups
- **Target seasonal peaks:** Revenue increases in Q3 and Q4, focus marketing and pricing strategies around holiday periods
- **Focus on card users:** Card is the most common payment method, maybe implement digital loyalty rewards
- **Prioritize cities with high cab usage, not just large populations:** (LA and Chicago show strong usage)
- **Monitor Pink Cab:** May offer niche potential, but currently underperforms compared to Yellow Cab

On the basis of above point , we will recommend Yellow cab for investment.

# Thank You



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