

Findings and recommendations

1. Yellow cab earns more profits over the year and month basis.
2. both male and female used yellow cab than pink cab
3. profit from every ride in the yellow cab more than twice of pink cab.
4. both captured same amount of city where yellow cab is more available than pink cab.
5. users tend to pay cash.
6. average age of user are 35 years old.
7. average income for users 15000 per month who are using cab services.
8. San Francisco is the city where the percentage of cab users are most in term of population.
9. though the cost per KM is almost same for both companies still yellow cab charging more than twice, and users are accepting this.

From all the findings above:

From all the finding i can say that the company XYZ should invest in the yellow cab. Both company has downgrade of profit in 2018 still yellow cab is leading in the business.