

A/B Test Results

We have found that the significance level between cash and credit is less than 5%. Giving us a direct answer that there is a significant difference and thus we should move forward with implementing some changes to entice customers to use credit.

Our next steps will be looking into ways to encourage use of credit cards, such as pay online options or signs in the cab. Even through word of mouth allowing the drivers to vocalize it's easier and have a method of quick access to a payment system.