**Name: GSM Insights for cab investment firm**

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**Data intake reviewer: Unknown**

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**Objective: This report will have opinions about how both the cab companies could increase their Net profit. The Pink Cab has Per Kilometer rates lass as compared to the Yellow Cab, but the company is unable to grow faster.**

The Yellow Cab company’s price charge is more as compared to Pink Cab company. Chart, bar chart

Description automatically generated

The Yellow Cab planned well with their good marketing strategies and charging higher than the Pink Cab.

Chart, box and whisker chart

Description automatically generated

The price of Yellow Cab Per KM is more than Pink Cab

Chart, bar chart

Description automatically generated

The Cab Users have their income range which is on average between 14000$ and 16000$ per month, but there is a problem, as. Chart, bar chart

Description automatically generated

**Strategies:**

1. Pink Cab knows that the Yellow Cab does not allow Users below 18, Pink Cab could start a new feature where Users from Age 16 and 18 can also use Cabs, as they could add security features for them
2. Share or Renting a Car could be another option to increase the Net Profit for both the Cab companies, as they could end up being an extra income.

Profits earned in different cities for Yellow Cab

Chart

Description automatically generated

Profits earned in different cities for Pink Cab

A screenshot of a computer

Description automatically generated with medium confidence

The Profits in different cities also has a difference of an approximate of more than 150$ when we see New York NY in Yellow and Pink Cab.