

Hypotheses that were explored:

1. The company having more rides will be more profitable on average per ride. This turned out to be TRUE.
2. Some cities will be more profitable than others and the company leading with ride count in those cities will be more profitable in total. This hypothesis was False.
3. The rides from either gender will be similar in profit. This was TRUE.
4. The trends for profit over time of the two companies will be similar. This was TRUE.
5. There will be one clear winner in terms of profitability, yellow or pink cab. This turned out to be TRUE.

Final Recommendation:

Yellow Cab is the better company for investment.