
XYZ Cab Investment

My Insights and Recommendation

Where to Invest

Yellow Cab



Pink Cab



Pink Cab

Data Description

Data Used:

Cab Data – This file includes details of transactions for 2 cab companies

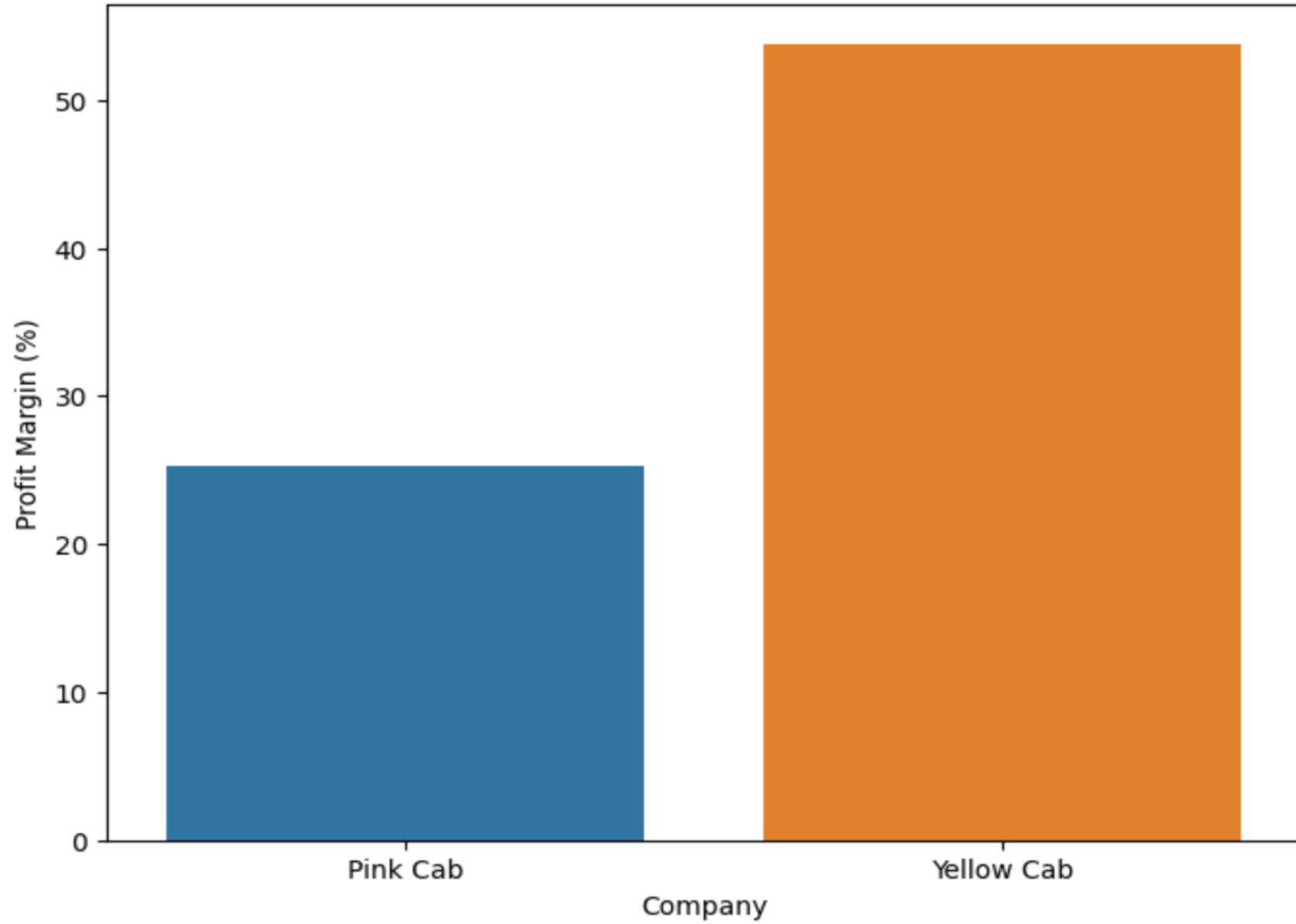
Customer ID – This is a mapping table that contains a unique identifier which links the customer's demographic details

Transaction ID – This is a mapping table that contains transaction-to-customer mapping and payment mode

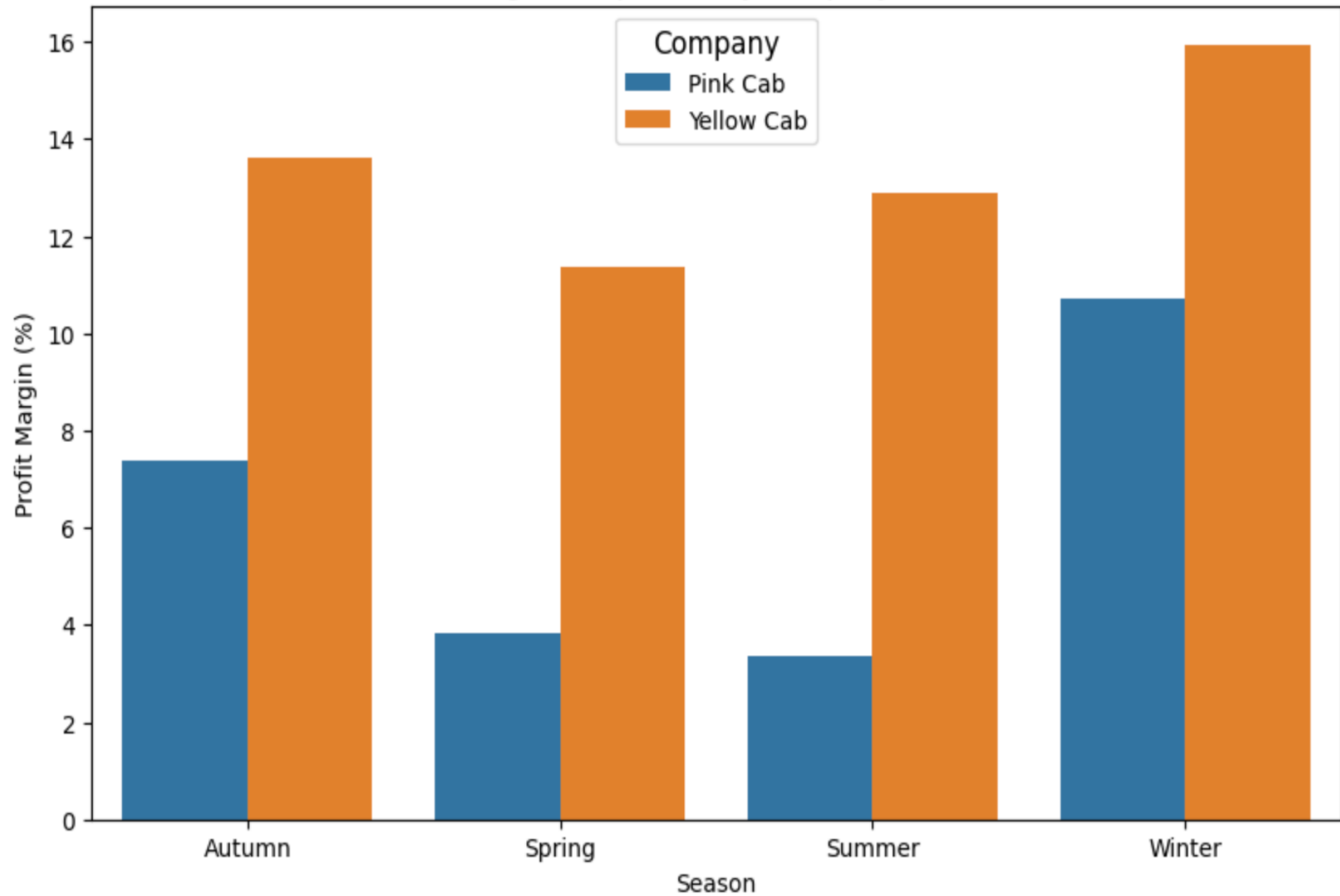
City – This file contains a list of US cities, their population and the number of cab users

Insights and Implication

Profit Margin Comparison



Profit Margin Comparison by Company and Season



Observations and Implications

Pink Cab has a profit margin of around 25% while Yellow cab has a profit margin above 50%. This means that Yellow cab would give over 50% returns which is way higher than for Pink Cab.

The yellow Cab consistently outperforms the Pink Cab across all seasons. The margin is widest in warmer seasons - summer and spring.

Recommendation

