**EDA recommendation and hypothesis results**

**Hypothesis 1 Is there any effect of months and years on business of both the cab**

### Conclusion 1

* business has increases in the year 2017 and declined in 2018 majorly for yellow cab
* we can see a significant increase in travelling from July to December
* the trend is similar in both the cab but yellow cab has major impact

**Hypothesis2 - Is there any major impact of cities on the business**

### Conclusion 2

* New York followed by silicon valley produce a major share of profit for both the cab
* But Dallas people mostly prefer yellow cab and has a least no. of pink cab customer

**Hypothesis 3 - Can Age be an Important factor in the business**

#### Conclusion3

* It is clearly visible that middle aged followed by young are the most profitable customer
* old customer is half of the young customer and very few customers are teenagers
* This trend is similar for both the cab but profit of pink cab is much much lesser than the yellow cab

**Hypothesis 4 Can level of income impact the cab business**

### Conclusion 4

* very low income group is negligible no.of customer for bith the cab
* High Income group are the major customer for cab industry (particularly yellow cab)
* Avg and above avg income also generate a significant amount of business.
* low income are not so frequent traveller yet more than very high income group
* Very High income group prefer to use their own car that's why they use cab less often
* The trend is similar for both the cab company but yellow cab share is much much higher than the pink cab.

### **Hypothesis 5 Can Gender plays an important role in cab business**

### Conclusion 5

* We can see that female customer are less than male
* Yellow cab has significantly large no. of male customer than female
* But Pink cab has negligible difference in female and male customer's profit share

### **Hypothesis 6- can payment method be a factor in cab business**

### Conclusion 6

* 60 % customer pay by card and 40 % pay by cash
* The trend similar for both the cab except the transaction and profit is very less than yellow cab

### **Hypothesis 7 - How holidays affects the cab business?**

### Conclusion 7

* Labor Day Weekend is the most profitable day for Yellow cab business
* Christmas and new year is the second most profitable days for yellow cab
* High income group is the most frequent travelers
* pink cab earns more profit on Christmas
* weekend is the most preferred days of travelling for the customers of both the cab

**Recommendations:**

* Most of the travelling is done in the month of December around Christmas so Festive Offer could be given by the company to increase the no. of customer
* Yellow cab has much more customer share and reliability so it's better to invest in that
* Pink Cab has increased its female customer gradually from 2016 to 2018
* yellow cab can Provide some additional discount or facilities to attract more female customer
* 60% cab users use card so extra benefits can be provided to them to further enhance the business