

Business Problem: Which is the best Cab Company to make an investment?

Hypothesis

- Which cab company has the maximum number of users per time period?
- Which cab company has a higher customer reach in cities?
- Attributes of customer segments: Age, gender, income?
- Which cab company has the highest profit per time period?
- What affects the profit?

Recommendations

Yellow Cab is the better company to invest in than Pink Cab following evaluation on the following:

- Yellow Cab has made higher profits than pink cab in every year in the evaluated time period.
- Yellow cab has a higher customer base than pink cab following that it has a higher number of customers.
- Yellow Cab has also a higher customer reach in more cities than Pink Cab.
- Yellow Cab is more popular in all age groups though it is more popular in the 18-30 age group than Pink Cab
- Yellow Cab is almost equally popular with both genders. It has more male users than female.
- Yellow Cab has higher profit margins per the kilometers travelled than pink cab.
- For both companies the price charged, cost of trip and the km travelled are highly correlated with the profit. Thus they have a positive effect on the profit with the price charged having the greater effect on the profit. Age and Income have a very low impact on the profit.

In conclusion following the analysis Yellow Cab is the better company to invest.