**EDA RECOMMENDATIONS AND HYPOTHESIS RESULTS**

We have evaluated both the cab companies on following points and found Yellow cab better than Pink cab:

* **Yellow cab Company has a greater customer base across all 20 cities, particularly in densely populated areas like New York City.**
* **In terms of customer retention, among the top 5 users who took a total of 50 rides with both companies, the majority (over 40 rides) were with Yellow cab, while only around 10 rides were with Pink Cab. This indicates that cab users have a preference for traveling with Yellow cab Company.**
* **Yellow cab has customers across all age groups, and interestingly, it has been observed that it is equally popular among both the 18-25 age group and the 60+ age group**.
* **Yellow cab generates nearly three times the average profit per kilometer compared to Pink cab.**
* **Both Yellow cab and Pink cab are highly popular among the high and medium-income classes. However, Yellow cab outperforms Pink cab in extending their services to customers from all income classes.**
* **During the months of December and November, the majority of cab users preferred Yellow cab over Pink cab Company due to its significantly larger customer base, which is three times that of Pink cab**.

**On the basis of above point, we will recommend Yellow cab Company for investment.**